MultiCarpet

Opportunity for Improvement

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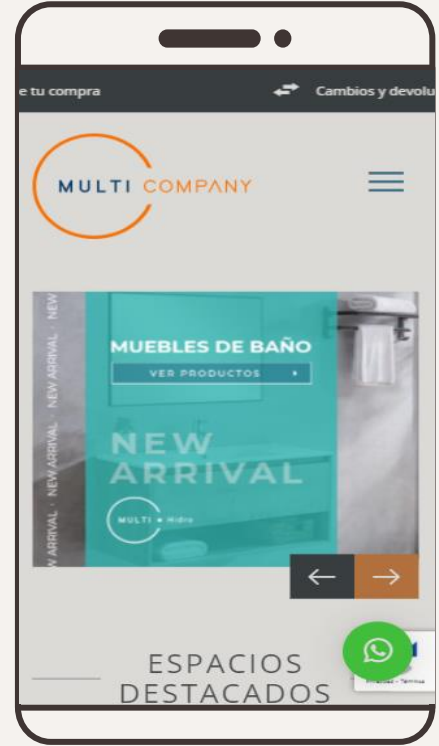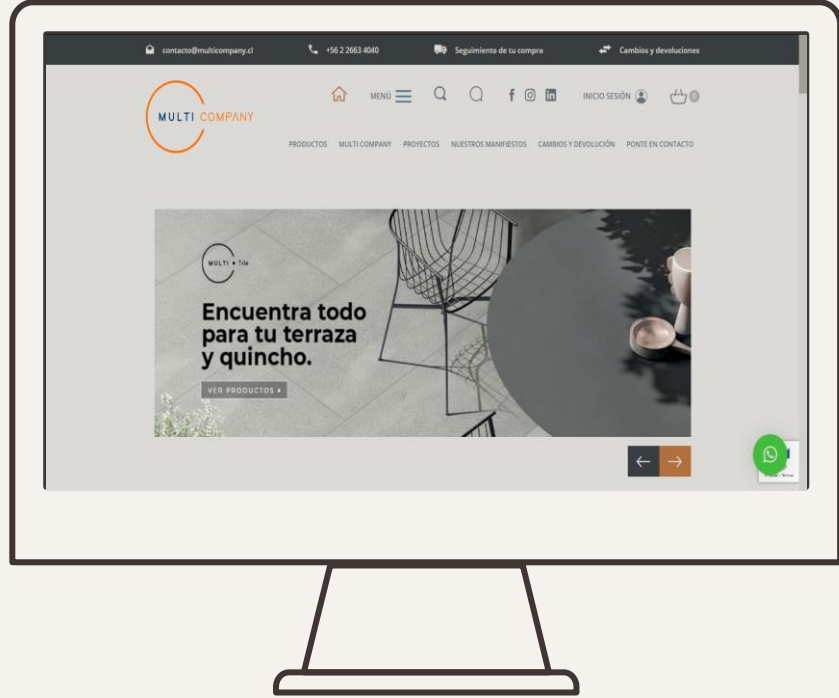
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01

Identify an Existing Section of a Website

1.1 Company Info

- **Bussines Name:** Multicarpet

- **Website:** https://multicompany.cl

- **Bussines Description:** Company that belongs to the holding Multi Company - Rollux - Floorcenter, with more than 30 years of presence in the Chilean market. Multicompany Focuses on the sale of tools and products for the construction and remodeling of places

1.2 Website at first sight
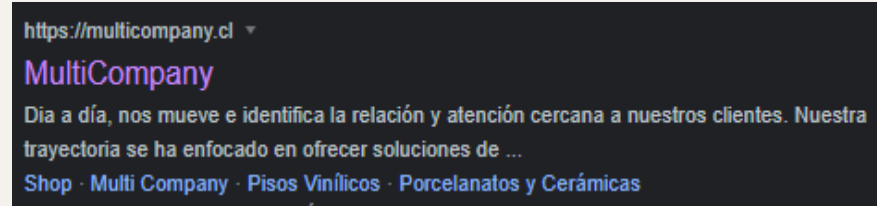
- The Title Tags are all carefully selected for each section or product
- Images dont have alt-text
- Not all images in this page are properly sized
- Customers Feedback is Positive
- Lacks team's introduction
- It has different Tracking Tools
- URLs that are not SEO friendly!
- The Website is Secure

02

SEO Pitch

2.1 Seo Overview

Strengths

- MetaTitle: Its Clear – Short
- MetaDescription: It gives a Good definition and preview of the website
- Google Search Results: Its well optimized and it shows a clear preview of the website

✓ Meta Title Test — Congratulations! Your webpage is using a title tag

MultiCompany

✓ Meta Description Test — Congratulations! Your webpage is using a meta description tag

Dia a día, nos mueve e identifica la relación y atención cercana a nuestros clientes. Nuestra trayectoria se ha enfocado en ofrecer soluciones de revestimientos...

https://multicompany.cl ▼

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Dia a día, nos mueve e identifica la relación y atención cercana a nuestros clientes. Nuestra trayectoria se ha enfocado en ofrecer soluciones de ...

Shop · Multi Company · Pisos Vinílicos · Porcelanatos y Cerámicas

2.1 Seo Overview

Strengths

- Sitemap: The sitemap structure its clear
- Robots.txt: There is robot.txt file associated with the website
- Tracking Tools: The website its associated with Google Analytics and its also connected to Facebook

URL of sub-sitemap	Last modified (GMT)
https://multicompany.cl/sitemap-misc.xml	2021-11-10 12:35
https://multicompany.cl/sitemap-pt-post-2021-10.xml	2021-10-22 15:29

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://multicompany.cl/sitemap.xml

Sitemap: https://multicompany.cl/sitemap.xml
```

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-145678632-1"></script>
<script>…</script>
<!-- Facebook Pixel Code -->
<script>…</script>
<noscript>…</noscript>
<!-- End Facebook Pixel Code -->
```

2.1 Seo Overview

Weaknesses

- Keywords: Most common keywords are not appearing in the meta-tags
- Heading Tags: Does not contain any H1 headings just H2 headings

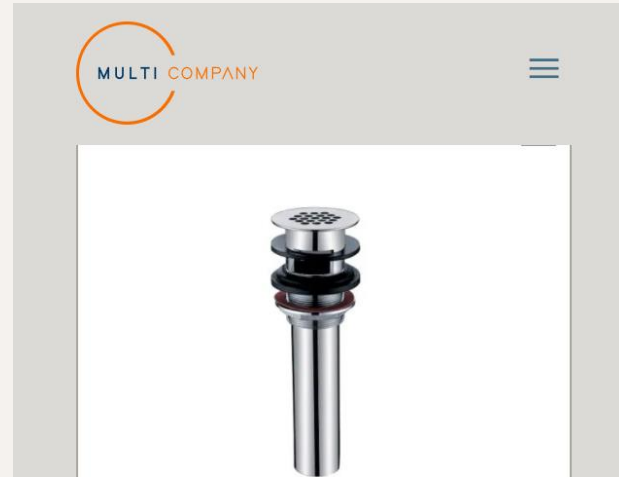| Meta Keywords	⚙⚙⚙
◉ No Keywords	

Headings ⚙⚙⚙

	<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
❌	0	16	1	0	0	0

<H2> **Iniciar sesión** </H2>

<H2> **Regístrate** </H2>

<H2> **Espacios Destacados** </H2>

2.1 Seo Overview

Weaknesses

- Responsive Images: Not all images in this page are properly sized
- Image Alt: Webpage is using "img" tags with empty "alt" attribute
- Load Time: The website loading time is around 5.68 seconds and is over the average loading speed which is 5 seconds.


```
<img role="presentation" alt src="https://multicompany.cl/wp-content/
uploads/2021/11/HID-COMPL-6741.jpg" class="zoomImg" style="position:
absolute; top: 0px; left: 0px; opacity: 0; width: 800px; height: 800p
x; border: none; max-width: none; max-height: none; --darkreader-inli
ne-border-top: initial; --darkreader-inline-border-right: initial; --
darkreader-inline-border-bottom: initial; --darkreader-inline-border-
left: initial;" data-darkreader-inline-border-top data-darkreader-
inline-border-right data-darkreader-inline-border-bottom data-
darkreader-inline-border-left> == $0
```

2.1 Seo Overview

Weaknesses

- Load Time: The website loading time is around 5.68 seconds and is over the average loading speed which is 5 seconds.

● First Contentful Paint	0,8 s	▲ Time to Interactive	4,8 s
▲ Speed Index	3,2 s	▲ Total Blocking Time	490 ms
▲ Largest Contentful Paint 🔖	3,8 s	● Cumulative Layout Shift 🔖	0,051

03

Develop List of Metrics

3 Develop List of metrics

1. What software or platform was the website built with?

    A- Wordpress

2. Who is the target audience for the website?

    A- Builders and people who are fond of interior remodeling

3. What characteristics does this audience have? (Location-Age-etc)

    A- Must reside in the metropolitan area of Santiago, Chile. They must be in a range of 24 - 45 years

    preferably men who have a career in architecture and construction or who are related to these

4. What is your short term goal? how long would it take to reach it?

    A- Increase by 25% the interaction of the customers to the page in 2 months

3 Develop List of metrics

5. How will you measure whether the goal has been accomplished? What will indicate progress towards the goal is being made?

   A- This Goal will be measured trough Google Analytics and Google Manager , all connected by Google Pixel

6. What is your long-term goal? how long would it take to reach it?

   A- Increase the number of faucet sales by 15% in the next 5 months

7. How often should these goals be measured?

   A- These metrics must be measured every week to be able to make changes if necessary

3 Develop List of metrics

8. How will you measure whether the goal has been accomplished? What will indicate progress towards the goal is being made?

   A- This Goal will be measured trough Google Tag Manager following every purchase in these 5 months, we should compare the total number of purchases week after week until the 5 month

9. Is there a need to develop employee knowledge, skills, or abilities to successfully accomplish this goal? Are there any resource needs?

   A- We need to educate or employees at the store and always ensure them to recommend the online website .

   Create Content on social media that helps to redirect customers to the website and purchase the featuring product

3 Develop List of metrics

10. Where does it need to take place?

    A- This needs to take place on all our social media and digital channels

11. Does this goal fit in well with other goals for the business?

    A- Yes, we have a good performance selling trough marketplaces but we want people to buy on our

    website

12. Is this goal worthwhile to the company?

    A- Yes, we are trying to sell this product as these are one of the most popular but the marketplaces

    take a large fraction of the sale price

13. Is achieving this goal realistic with effort and commitment?

    A- Yes, we are trying to get more profit for this product

Thanks