Pop-Pop's Best Content Audit
www.pop-pops-best.com

Purpose:
Market Pop-Pop's Best Gourmet Vinaigrette by providing current resellers, customer reviews, and news publications.

"POP-POP'S BEST Balsamic Gourmet Vinaigrette makes and outstanding salad dressing, dip or marinade."

Keywords:
Salad Dressing, POP-POP'S, Gourmet Vinaigrette, Homemade, Natural, chicken marinade, beef marinade, salmon marinade, pork chop marinade, balsamic vinegar dressing, balsamic vinaigrette dressing, shrimp marinade, marinade for steak, steak marinades

"Mobile-First" Approach:
Minimalist approach – few images for faster load times
Google Maps – Reseller Locations – directions on-the-go

Pages:
1. <title>Pop-Pop's Best – Home</title>
2. index.html / Home
3. CTA / Letter
4. http://pop-pops-best.com/Home_Page.html
5. Full Width CTA / 2 or 3 column approach for letter and social feeds
6. Home
7. Use CTA to emphasize product

1. <title>Pop-Pop's Best – News</title>
2. news.html / News
3. Article / Link
4. http://pop-pops-best.com/News.html
5. Use Sources logo as section headers
6. News, New City Patch, Article
7. Images, Videos, etc. from source

1. <title>Pop-Pop's Best – Products</title>
2. products.html / Products
3. Product Image / Description / Buy Now
4. N/A

5. Currently 1 product
6. Products, Vinaigrette, Buy, Purchase
7. Emphasize BUY product

1. <title>Pop-Pop's Best – Resellers</title>
2. resellers.html / Resellers
3. Store Name / Address / Map / Website Link
4. http://pop-pops-best.com/Resellers.html
5. Resellers list with image of location and map of all locations. Directions to location available. Links to resellers' websites.
6. Resellers, Steve's Prime Meats and Catering, Luigi O'Grady's Deli, Gourmet Bakery & Catering, DeCicco of New City, Inc., Old World Food Market, DePiero's Farm
7. Main focus (currently only method of sales)

1. <title>Pop-Pop's Best – Reviews</title>
2. reviews.html / Reviews
3. Name / Comment / Date & Time / Form
4. http://pop-pops-best.com/Guestbook.php
5. 2 columns – form and reviews
6. Comment, Rating, Review
7. Incorporate current reviews from site

1. <title>Pop-Pop's Best – Contact</title>
2. contact.html / Contact
3. Form (Name, Address, Phone, Email, Comments)
4. http://pop-pops-best.com/Contact.html
5. Contact form
6. Contact
7. FORM