**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
8. <title>Pop-Pop’s Best – News</title>
9. news.html / News
10. Article / Link
11. http://pop-pops-best.com/News.html
12. Use Sources logo as section headers
13. News, New City Patch, Article
14. Images, Videos, etc. from source
15. <title>Pop-Pop’s Best – Products</title>
16. products.html / Products
17. Product Image / Description / Buy Now
18. N/A
19. Currently 1 product
20. Products, Vinaigrette, Buy, Purchase
21. Emphasize BUY product
22. <title>Pop-Pop’s Best – Resellers</title>
23. resellers.html / Resellers
24. Store Name / Address / Map / Website Link
25. http://pop-pops-best.com/Resellers.html
26. Resellers list with image of location and map of all locations. Directions to location available. Links to resellers’ websites.
27. 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
28. Main focus (currently only method of sales)
29. <title>Pop-Pop’s Best – Reviews</title>
30. reviews.html / Reviews
31. Name / Comment / Date & Time / Form
32. http://pop-pops-best.com/Guestbook.php
33. 2 columns – form and reviews
34. Comment, Rating, Review
35. Incorporate current reviews from site
36. <title>Pop-Pop’s Best – Contact</title>
37. contact.html / Contact
38. Form (Name, Address, Phone, Email, Comments)
39. http://pop-pops-best.com/Contact.html
40. Contact form
41. Contact
42. FORM