## horizontal line



SEO report | Leather Machine Co.   
Website Redesign

10.02.2018

**─**

Nhi Pham

Assist by Malik Bahhur

Leather Machine Co. Redesign Project

# Summary

This report focuses on research to improve visits and traffic flow for our client Leather Machine Co. By gathering Search Engine Optimization data of Leather Machine Co. website, we wish to identify the site issues that preventing target users to visit. From there, boosting the site traffic by analyzing to suggest useful keywords, methods, and content to best fit with the common ground between the users and the brand.

# Keywords and Current Ranking

These are the keywords suggested by Google AdWords:

1. Industrial sewing machine
2. Leather sewing machine
3. Heavy duty sewing machine
4. Leather working tools
5. Leather craft
6. Leather working

|  |  |
| --- | --- |
| Google |  |
| Bing |  |
| Yahoo |  |

# Analysis of Current Web Pages

## Current Site Analysis Description

* First and foremost, the website should also have a search bar for when a client simply wants to search up a specific service on the website.
* Second, the website should have organized the content by category, specifically in Products pages, Navigation.
* Third, all buttons need to have the consistent theme but also stand out from the text content to withdraw people’s attention
* Current background color and text’s color was too similar making it less readable
* Text content is overwhelmed creating the lack of focus on Homepage
* Header and Footer of the site do not stand out to fully support its purpose on the overall page
* The logo needs some improvement to endorse the brand’s identity
* Some third-party features are outdated and need to be removed

## Suggestions

* Reduce the amount of text on all pages
* All heading tags need to be somehow implemented keywords were suggested above
* Navigation bar should reduce to under 7 categories
* Buttons appearance should have the same theme withdrew from the style guide
* Consider changing color palette to well suit with brand identity
* Remove/update outdated third-party features.

## **Inbound Links and other SEO recommendations**