# SEO Analysis
# Foggy Bottom Coffee House
**www.foggybottomcoffee.com**

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# Contents

## Executive Summary

INP Associates were contracted to perform an SEO Analysis of the Foggy Bottom Coffee House's website, http://www.foggybottomcoffee.com.

The analysis focused on finding any and all issues that impact the search engine optimization of the site as well as discovering a list of key phrases to be used in conjunction with the recommended SEO improvements.

The most significant usability issues identified in this evaluation include:

1. **The lack of a targeted key phrase strategy.** The analysis found no indication that a defined list of key phrases was currently being targeted. A list of targeted key phrase has been developed and is referred to several times in this document.

2. **Onsite and offsite linking issues.** The analysis found areas of potential improvement with the onsite internal and external linking as well as recommendations on how to improve the quantity and quality of inbound backlinks from other site.

3. **Improperly implemented Meta tag content.** An analysis of the site's Meta tag content found that these key content areas were not being implemented correctly, not focusing on keywords and phrases, duplicated on every page, or missing altogether.

4. **Presence of non-semantic and invalid code.** Semantic HTML issues were found on every page of the site including duplicated headers and the improper header hierarchy, the use of tables to display content, and a lack of <strong> and <em> tags for main content sections.

5. **Pages contain a low density of content to HTML code.** The average content to HTML code content for the site was found to be around 15%, resulting in extremely sparse pages.

While these issues are among the most pressing SEO related concerns, a number of additional optimization issues that also deserve attention are detailed in the analysis along with recommended solutions.

## Terminology

**HTML:** HyperText Mark-up Language. Code used to create the structure of a website.

**Search Engine:** A program that indexes content on the internet and provides filtered results when a query is entered.

**SERP:** Search Engine Results Page. A list of webpages a web browser displays when a search is performed.

**SEO:** Search Engine Optimization. The process of maximizing the potential of a website to rank well in a search engine results page.

**Backlink:** A link to a web page from an outside website.

**Spider:** Programs that automatically crawl and analyze content on a website.

**Directory:** Folders that contain webpages, images, text files, and subdirectories.

**Web Browser:** An application that allows the viewing of information on the internet. Firefox, Internet Explorer, Safari.

**URL:** Uniform Resource Locator. The address of a webpage. (http://www.foggybottomecoffe.com)

**Meta Tags:** Elements in a webpage's code that provide 'behind-the-scenes' data to other programs and applications.

## Recommended Key Phrases

Keywords are words directly related to a website's target industry. When a query is entered into a search engine such as Google or Bing, the search engine will parse webpages containing matches to these words. Having webpages that are optimized for a set of keywords will greatly increase the likelihood of ranking well in a search engine results page and, in turn, increase the amount of click through traffic.

The fact that so many companies are competing for the same keywords makes it necessary to focus SEO on longer search engine queries, or key phrases. While the number of monthly searches for these key phrases is significantly lower, by targeting more specific terms a website can successfully compete in smaller market segments.

In addition to targeting smaller segments of an industry, it is becoming increasingly important for brick-and-mortar business to focus their keyword and key phrase strategies toward localized search.

## Key Phrase Development

The process for identifying a list of new targeted key phrases was as follows:

1. **Current Keywords/Phrase Analysis:** Each page of the website was "scraped" using a keyword density tool. 'Stop words', numbers and other non-meaningful results were removed from the databases leaving a list of keywords and phrases containing industry-targeted terminology. This step not only helped to identify the current SEO key phrase strategy, but offered insight as to where each page was lacking in its key phrase targeting.

2. **Keyword/Phrase Discovery**: The current key phrase database was analyzed using the Google Adwords Keyword Suggestion Tool to identify not only quality key phrases currently in use but to identify synonyms of those phrases that may achieve a greater number of search queries per-month. New keywords and phrases that were not currently implemented in the sites were also discovered and analyzed. Phrases were selected that had a high yield of queries per month (>1000) and had a low to medium competition of use by other websites.

3. **Completive Analysis of Key Phrase Implementation:** The list of key phrases was then entered into Google's search engine. Taking into account the localized scope of FBCF's target market, the localized search area was set to Dexter, MI to simulate searches originating from that area.

Competitor's webpages that appeared in the first ten search results were analyzed for their key phrase implementation of each query. If competitor pages did a poor job of implementing a key phrase (not including it in a <title> tag, description Meta tag, or <h1> tag), then it was determined that there was potential for FBCH, after optimizing for these key phrases, to achieve ranking on the first page.

4. **Key Phrase Implementation:** The final list of key phrases was divided into four categories; a master list and three subsets each targeting a separate area of the site.

## Recommended Key Phrases

These key phrases should be included in the following areas of the specific pages they are targeting. Search engines add weight to the content of each of these sections, and a page that has been optimized for a specific key phrase will utilize that phrase in each of these areas.

- Title tag
- Description Meta tag
- Keywords Meta tag
- Top level header tags <h1>, <h2>
- Body content, preferably 'above the fold' and with a page density of 1% to 7%
- On-site link text
- Alternative image text and image file names
- Link title tags
- Directory and HTML file names
- Inbound links from other sites

To increase the potential for a local search query matches, the use of the keyword 'Dexter' should be used in conjunction with the following phrases when it naturally fits.

Also, while not addressed in this document, restructuring the Coffee Menu, Food Menu, and Catering pages is advisable to maximize the targeting of key phrases to these pages.

## Main Key Phrases

These key phrases should appear on every page of the site.

- Dexter, MI
- Dexter cafe

- coffee shop
- coffee company
- good coffee
- green coffee roasters 2nd
- green coffee roaster 1st
- coffee roasting company
- coffee roastery
- coffee roasting companies

**Coffee Menu Key Phrases**
These key phrases should appear on pages that have the primary goal of selling or promoting coffee drinks or coffee beans.

- Dexter, MI
- shop coffee
- coffee menu
- coffee shop menu
- menu for coffee shop
- menu coffee shop
- types of coffee
- coffee house menu
- coffee beans shop
- coffee by the pound
- coffee bar menu
- coffee beans menu

**Food Menu Key Phrases**
These key phrases should appear on pages that are related to the food menus.

- Dexter, MI
- cafe menu
- restaurant menu
- food menu
- lunch menus
- lunch menu
- good restaurants
- breakfast menu
- cafe shop menu

**Catering Menu Key Phrases**
These key phrases should appear on pages that are related to the catering menus.

- Dexter, MI
- food catering
- lunch catering
- catering service
- sandwich catering
- veggie catering
- bagel catering
- fruit catering
- muffin catering

## On-Site SEO Issues and Recommendations

A key factor in achieving front page search results is the proper optimization of the elements on a web page itself. Having an appropriate level of content, the 'freshness' of the content itself, internal and external linking, and using properly marked-up and semantic HTML are all factors search engines analyze when producing a search engine results page. The following section outlines current issues regarding on-site SEO and provides recommendations on how to correct them.

## Content Issues

Pages contain a low density of content to HTML code. In addition to making proper keyword density difficult, pages with a low text to HTML ratio can lead to an entire site being penalized by search engines. Pages should contain at least 15-50% text/HTML code.

The following pages were analyzed for their Content to HTML Ratio. Pages with low percentages should be rewritten and expanded to include targeted key phrases. Content should always flow naturally and be beneficial to the user. The average content to HTML ratio is currently around 15%, at the bottom of the acceptable level.

- HOME: 17.82%
- SHOP: 8.72%
    - Coffee Blends: 12.23%
    - Single origins: 11.45%
    - Flavored Coffee: 12.21%
- ABOUT: 18.37%
    - Our Coffee: 22.61%
    - Our Website: 17.85%
    - Our Wi-Fi: 14.52 %
    - Fundraising: 16.42%
    - Make-A-Wish:29.37%
- MENU OVERVIEW: 10.67%
    - Breakfast: 21.02%
    - Paninis: 18.27%
    - Sandwiches: 17.79%
    - Signature Sandwiches: 16.15%
    - Wraps: 17.75%
    - Salads: 21.66%
    - Odds n' Ends: 11.71%
    - Kids: 10.87%
    - Catering: 21.96%
- CONTACT: 8.87%
    - Find Us: 9.11%
    - Webmaster: 8.09

- o  Doug: 8.09%
- o  Event Director: 7.93%
- o  Erica: 7.96%
- o  Foggy Bottom: 8.26%

## Blogging

The site is lacking in fresh content and offers little to entice visitors to return at a later date. A well-written and topical blog can be an excellent way to add fresh content to a static website. To increase creditability, blog content contributors should be an authoritative source within the company such as an owner or buyer. Articles should contain keywords and phrases that reflect both the content in the article and content on the website.

Adding a user comment area for blog posts is another excellent way to ensure that the site supplied with fresh content; however, insure that links in these sections contain a 'rel="nofollow"' to prevent comment spam. An RSS feed can also be implemented to keep visitors aware of new content, encourage return visits, and increase the likelihood of reposting articles.

Blog posts also serve to build inbound links from other bloggers. If an article is shared by another blogger, the use of a trackback will acknowledge the source of the content as your own.

Potential topics for articles could include:

- New coffee products
- Live events at the shop
- Foggy Bottom's role in the local community
- Advice on the pitfalls and rewards of running a small business

## On-Site Linking

### Internal linking

The site is currently neglecting the use of internal links that allow users to navigate laterally on the site. Many pages are extremely difficult to find and are only accessible from one other page. This not only hinders a user's ability to access content, but also ignores key opportunity to maximize on-site SEO.

Search engines factor the amount and quality of internal links into their algorithms. A site that has a developed a quality 'mesh' of internally linked web pages is more indexable to search engine spiders and more accessible to users.

Internal links are also an excellent way to target key phrases and increase keyword density. Internal links should contain targeted keywords and phrases within the link text and link to pages that contain the same key phrase in their file names, titles, descriptions, headers, and body content.

Examples of a quality internal link could be a sentence on the home page that reads

"Foggy Bottom Coffee House is now providing **lunch catering in Dexter**."

The bolded words are the link text that contains the targeted phrase "lunch catering in Dexter". The target link's file name should be similar to "lunch-catering-in-dexter.html" and these same key words should be included in the areas mentioned above.

The use of breadcrumb links should be continued, as it not only provides an additional navigational path for users, but also allows for an additional area to include targeted key phrases. Current breadcrumb link text should be re-written using targeted key phrases specific to their destination page.

**External linking**
The site currently is lacking quality out-bound links to other pages. While it may seem counter-productive to direct users to another site, search engines factor outbound links into their algorithms. An outbound link to a site with good page authority and related content helps to provide information as to what content is on the sender's page.

FBCH currently is linking to the following sites:

- http://www.apin.com
- http://a2wifi.com
- https://www.paypal.com
- http://grantedpeace.com/
- http://joomla.org/
- http://kasemodel.com/
- http://snappyveronica.com/
- http://dextercommerce.com/ (broken link)
- http://dreambig4ever.com/ (broken link)

These pages have generally little to do with coffee, coffee houses, food, or businesses in the city of Dexter. The two broken links not only potentially frustrate users, but can negatively impact search engine result ranking. These should be resolved or removed altogether as soon as possible.

An effort should be made to provide more outbound links to relevant information customers are looking for such a link to a Wikipedia article about a specific type of bean, a new piece of roasting equipment, or a reputable coffee blogger. When possible targeted key phrases should be used in the link text for outbound links.

## Site Structure, URL, and File Name Issues

Search engines use information presented in a pages URL to determine the contents of a webpage. A site that utilizes a proper hierarchy tree and descriptive file names allows search engine spiders to index pages more efficiently and provides users with a idea of where they are currently located on a website. Including targeted keywords in a pages URL assists spiders in determining the contents of a page and its relevance to the overall site. The following issues and recommended solutions are:

- **The sites current directory structure does little to suggest a logical hierarchy.** Most subpages are grouped together into generic directories such as "/content/view/". While these pages may still be indexed by spiders, many users using the URL as a navigation tool may abandon a page resulting in an increased bounce rate. A higher bounce rate indicates to Google that the page a user reached from an organic search contained little information related to the keyword query.

  Pages on the site should be organized into directories that contain similar content. For example, the various coffee types could be grouped into a subdirectory called "/types-of-coffee/" and would reside in a "/coffee-menu/" directory, (http://www.foggybottomcoffee.com/coffee-menu/types-of-coffee.html). By restructuring the directories this way, the site would be targeting keywords and phrases specific to Foggy Bottom's industry.

  A site deconstruction analysis could be performed to determine the current structure of the pages on the site and could suggest potential groupings of webpages into a more logical order. A card sorting exercise could also be performed to determine where users expect to find specific information on the site.

- **The use of non-descriptive filenames for subpages.** The current page-naming schema uses what appears to be a default numbering system to attach file name to a page. This provides no information to spiders as to what the page contains. Including descriptive file names for subpages in a URL can greatly increase the search ranking performance and usability of a webpage. A URL that contains targeted keywords and phrases such as "coffee-shop-hours.html" or "single-origans-coffee.html" will rank higher in search results pages when queries are performed for those key words. To

preserve search engine's ability to correctly discern a key phrase, words should always be separated with a hyphen '-' rather than a dash '_'.

- **Poor use of descriptive image file names.** Many images on the site contain inadequate and non-descriptive file names that do not focus on targeted keywords and phrases. Many images on the site are also missing descriptive title tags and alt text that could be presented in a Google Images search results page. Users are increasingly using services such as Google Image Search to find information on the web. Improperly named and tagged images will rank poorly in these types of searches.

  Images on the site should be renamed using targeted key words and phrases. These keywords and phrases should also be added to title and alt tag text to improve image search results. Again, to preserve the search engine's ability to correctly discern a key phrase within a file name, use a hyphen rather than a dash.

## Meta Tag Data, Semantic HTML, Invalid HTML Code, and Microformats

### Meta Tag Data

Search engines use several factors in determining the contents of a webpage. One of these factors is the content found in the Meta tags on a webpage. Located in the header of an HTML document, these tags serve to add additional 'behind-the-scenes' information to search engines regarding the contents of a page. They also provide an additional way to insert targeted keywords and phrases into a document.

An analysis of the site found that Meta tag data was not being implemented correctly, not focusing on keywords and phrases, or missing altogether.

- **Incorrectly implemented page title.** The title (<title>) tag is one of the most important elements to include in a website as it is the first piece of information a potential customer will see on a search results page. The title tag content should be unique for each page on the website and contain the most important keywords and phrases for that page. It should accurately describe the overall theme of the content found on a page. To prevent truncating within search engine result pages, title tags should never be longer than 64 characters.

  Currently the site's title tags are formatted incorrectly and do not offer a detailed description of what can be found on the pages. They are also lacking important keywords and phrases. The following corrections should be implemented across the entire site:

o **Remove all instances of "foggybottomecoffee.com" and the phone number from every title tag.** The inclusion of the web address in the title tag provides no new information to the user. Including the phone number in the title tag encourages users to skip the interaction with the site altogether. Both of these issues also serve to take away valuable key phrase real-estate in the title tag.

o **Reformat the title tag for the home page.** The home page title tag is the only title tag where the company's name should be found first and should be presented as "Foggy Bottom Coffee House – The Best Coffee Shop in Dexter". This phrasing includes the main targeted key phrases for the site and physical location for the store.

o **Rewrite subpage title tags to accurately describe the content found on the page using target keywords and phrases.** For example, the breakfast menu page title tag should read "Breakfast Menu – Foggy Bottom Coffee House – Dexter Michigan". This example puts the most relevant key phrase, "Breakfast Menu" at the very beginning of the tag and still includes the key phrase "Coffee House" and the location of the business.

- **Missing language tag on every webpage**. This tag indicates to search engines what language and dialect a website is written in. By providing this tag a website can indicate to a search engine what country and region the page is targeting.

- **Incorrectly implemented description tag.** Like the title tag, the description Meta tag provides information to search engines and users as to what can be found on a specific page. Many search engines will use this information as a description of a page's content when displaying search results. Including relevant content in this tag is crucial to achieving higher click through ratios as these descriptions serve as one of the first pieces of information a user receives about a webpage's contents. The following description tag issues should be resolved as soon as possible.

o **Description tags are too long.** At a total of 258 characters, the current description tag is far too long for most search engine's results page description text areas. To reduce the risk of having this information truncated, the length of this content should be reduced to around 160 characters at max.

o **The content of the description tag is the same on every page.** Using the same text for every description tag across the site offers limited clues to users as to what information specific pages contain.

This practice also limits the implementation of an effective key phrase targeting strategy. Every description tag on the site should be rewritten to not only to include content that is unique and relevant to for the page is found on, but should target keywords and phrases specific for that page.

- **Improperly implemented keywords tag.** The keyword tag uses a list of important words and phrases to describe the overall content on a page. While the importance of this tag in terms of SEO has been devalued by Google, other services such as Bing and Yahoo still assign a limited amount of importance to this tag.

  - **Include a unique set of keywords for the Keyword Meta tag on every webpage.** The site currently uses the following keywords and phrases Meta tag on every page:

    - Foggy Bottom
    - Coffee
    - Dexter
    - Michigan
    - a2wifi
    - kasemodel
    - apin.com

    Most of these keywords have little no to relevance to the content of the website. Each Meta keywords tag should be re-written to focus on the targeted keywords and phrases specific to the page it is found on. Each tag should contain no more that 15 words.

- **Remove unnecessary Meta tags.** The Meta tag 'generator' serves only as a marketing analytics tool for Joomla. It should be deleted.

**Semantic HTML**

A website that contains semantically marked up HTML code is critical in allowing search engine spiders to index the contents of a webpage. The follow semantic issues were identified on the site.

- **Limited use of <strong> and <em> tags.** While the site does implement the use of <strong> and <em> tag, many pages were found to be lacking in proper key phrase emphasizing and highlighting. <strong> and <em> tags should be used to bring attention to important keywords and phrases that are relevant to the pages title and content. This highlighted text should contain targeted keywords as browsers view this text as more

relevant. Search engines also attach more value to content found within these tags. These tags should not be used for stylistic purposes.

- **Repetitive content in headers.** Top level headers (<h1>) are the same for every page and do not include information and keywords that represent the content of the individual page on which they are found.
  Search engines assign a large amount of weight to the content found in the <h1> tag meaning that these tags are an excellent place to include page specific targeted keywords and phrases. Each page on a site should have exactly one <h1> tag that is unique and describes the overall content of the page on which it is found.

- **Incorrect use of header structure.** The site does not follow semantic header mark-up by skipping <h2> tags on many pages. Search engines assign more value to an <h2> level tag than a <h3> level tag. Spiders may also have difficulty parsing information found within the page resulting in un-indexed pages.

- **Improper use of tables to display non-tabulated information**. The main content areas on the webpages are displayed within a table format. Not only is this non-semantic code, search engines will have difficulty parsing what information is relevant within these pages.

  The pages found under the "Our Coffee" section are among the most improperly formatted. These pages would benefit greatly from being re-coded to a semantic format with an <h1> tag naming the type of blend, <h2> tags labeling the characteristics, and <li> elements listing the various characteristics.

  Additionally, some of the pages within this section follow a completely different format for displaying content. A unified approach should be decided upon and implemented throughout this section.

**Invalid HTML Code**
Several pages on the site were found to contain invalid HTML code. Spiders that encounter invalid HTML code have no way to interpret the data and will often skip the content all together. The following pages should be reviewed and corrected using the HTML Validator Tool found at http://validator.w3.org/.

- http://foggybottomcoffee.com/content/view/17/28/
- http://foggybottomcoffee.com/content/view/40/51/
- http://foggybottomcoffee.com/content/view/35/52/
- http://foggybottomcoffee.com/content/view/12/27/

- http://foggybottomcoffee.com/component/option,com_contact/task,view/contact_id,4/Itemid,53/

**Microformats**

Microformats are another method to semantically markup information within a webpage. This technology is currently in development and is not utilized fully by many programs; however, many web browsers such as Firefox and Internet Explorer have extensions that are able to process tagged microformat data. Search engines are also using microformats to display 'rich snippets' of Meta data directly in search results pages. In relation to SEO, microformats can be used to enhance the search engine results information for a website or product.

While the website currently does not take advantage of this emerging technology, several areas of the site have been identified where implementation could be utilized.

- The **hCard** microformat could be added to the contact information on contact pages.
- The **hReview** microformat could be attached to ratings information tagged to individual blends of coffee beans.
- The **hProduct** microformat could be attached to product descriptions of coffee blends or menu items.
- The **hCalendar** microformat could be attached to the events calendar.

More information on microformats can be found at http://microformats.org/.

**Other Issues**

The following are issues that relate to how a search engines index webpages on the site. They include solutions that occur at the server side as well as generating files that reside in the root directory of a website.

- **Currently the site has no 301 redirect for the home page addresses.**
  The site homepage is currently accessible from the following URLS:

    - http://foggybottomcoffee.com/index.php
    - http://foggybottomcoffee.com/component/option,com_frontpage/Itemid,1/
    - http://www.foggybottomcoffee.com/
    - http://foggybottomcoffee.com/

  Search engines view each of these addresses as a separate page and will divide their popularity among them. In addition, websites that link back to the home page could choose any of the above addresses as their target, splitting valuable backlink ranking increases.

Since the site is currently hosted on an apache server, implementing a mod_rewrite that redirects traffic entering the site from any of the addresses above to a single address is advisable. The target address should be 'www.foggybottomcoffee.com'.

- **Missing XMLSite Map.** Including an XML site map in the root directory is one of the best ways to specify to search engines what pages should be indexed. Free XML site maps can be generated here: http://www.xml-sitemaps.com/ but are limited to 500 pages.

- **Custom 404 Error Pages.** A 404 error page is a webpage that is displayed when a user enters an address that does not exist within a domain. Currently the site's 404 pages display the default Hostgator.com 404 error page. To decrease the amount of site abandonment and increase that amount of traffic to the home page, a custom 404 page can be created that includes Foggy Bottom's logo, a message about why they have reached the 404 page, and suggested links back to  the home page and 2nd level navigational pages.

  A permanent redirect can also be established that will take users directly back to the home page; however, this may be confusing to users that do not realize that they have incorrectly entered an incorrect address.

## Off-Site SEO issues and Recommendations

### Backlinks
Having a large number backlinks, or inbound links from other websites, is the single best way to increase search results placement for a webpage. The best backlinks are from sites with similar content, have a high page rank and contain a subset of the keywords and phrases in the link text the page is targeting.

An example of a quality backlink would be from an industry related site such as www.bonappetit.com that contains link text keywords such as "Dexter Michigan's best coffee shop".

While not always possible, an effort should be made to influence the link text another website uses in a backlink.

While the practice of link trading, where two sites agree to link to each other, will still have a positive effect on SERP placement, having a non-reciprocal inbound link to a site is always more valuable

### Current Site Backlinks Analysis
An analysis of the site's current backlinks revealed a total of 134 back links from 22 individual domains (See Appendix A for a list of these domains).

Analysis of the link text from these domains suggests room from improvement in anchor text key phrase placement. If possible, these sites should be contacted and a request should be made to include more relevant link text and targeted key phrases for the backlinks.

Current Anchor Text Found in Backlinks:

- Doug
- Foggy Bottom Coffee
- Foggy Bottom Coffee House
- foggybottomcoffee.com
- http://FOGGYBOTTOMCOFFEE.COM
- http://foggybottomcoffee.com
- my favorite local coffeeshop
- site
- the food that pairs well with it
- Visit Our Website
- visit website
- ウェブサイト

**Backlink Development**

While a site that is optimized for good user experience and contains quality content will gradually increase the amount of backlinks naturally, there are several sources that a site can be summited to and gain easily obtainable backlinks from authoritative, trusted sources.

Below are potential backlink opportunities. When possible, offer a target URL for organizations to link to as well as suggested link text containing the key phrases that the page is targeting. Link text should vary from site to site and always represent the content found on the target page.

- Submit site to DMOZ (http://www.dmoz.org/)
- Contact neighborhood, city, county and state business organizations and government websites that maintain business directories. Inbound links from government (.gov) websites have a higher value than a commercial (.com, .net, .org) or privately owned site.
- Join restaurant and coffee shop associations and ask to be listed in their directories
- Sponsor events for local schools, churches, and community groups. Like government websites, trusted educational websites (.edu) have a higher backlink value than commercial sites.
- Contact suppliers and asked to be listed on a directory of customers that sell their products. Offer to write product testimonials for companies to post on their sites.
- Ask musicians and artists that perform to link from their personal sites as well as their social networking pages.
- Find local bloggers and ask them to write about an upcoming event or to review a new product. Press releases are an excellent way to generate conversation about a business or product and can lead to larger amount of bloggers linking back to a site.
- Take part in industry themed fundraisers and events such as Coffee Week (http://coffeeweek.org/) to become listed as a participant.
- Reach out to local business such as the Encore Musical Theatre. Provide coupons to attendees for an 'After Show Coffee' available through a link on EMT's website: (http://theencoretheatre.org/Encore/The_Encore_Theatre_Dexter_MI.html)
- Submit the site to the following directories:

  o http://www.cubestat.com
  o http://www.sitedossier.com
  o http://whois.domaintools.com
  o http://web.archive.org
  o http://www.aboutus.org

    ○  http://www.alexa.com

## Social Networking and Social Media

### Foggy Bottom Web Forum

During the analysis, it was discovered that the site contains a forum set up to discuss literature. This forum could be expanded to include discussions about a wide variety of topics related to FBCH. People will often link to forum discussions from outside sources.

However, immediate action must be taking to sanitize the content on the board. A cursory review of the thread topic titles indicates that users are using the forum to post inappropriate and potentially illegal material. This content is accessible on the directory:

**http://foggybottomcoffee.com/books/index.php?/forum/8-what-foggys-fans-are-reading**

It can also be found in the Google SERPs when a query for "foggy bottom coffee forum" is entered.

### Social Networks

- **Twitter:** Create a twitter account (https://twitter.com/signup). Twitter allows companies to quickly communicate with their customers and fans. Followers will often 're-tweet' posts about a product or event. Bloggers will often comment about popular or trending topics.

  When posting links on Twitter it is often necessary to use a 3rd party website to shorten a URL. When doing so, it is imperative that the 3rd party website uses a 301 permanent redirect so that the target URL receives credit for the backlink. Avoid using shortened URLs if possible as they do not allow a backlink to include valuable key phrases in the link text.

- **Facebook:** Facebook allows a company to develop an online relationship with their customers and to participate in two-way conversations. While the FBCH's Facebook account is quite active, there are several missed opportunities to link back to the website. Pages for specials or events at the coffee house could be created. Notifications should be posted to Facebook with links back to these pages containing targeted key phrases in the link text.

**Social Media**

The following social media sites allow you to create an account and post content that could include links to the site. Be sure to understand the communities, rules, and customs that belong to each of these sites, as they vary wildly in attitude, demographics, and the acceptance of marketing.

- http://digg.com
- http://stumbleupon.com
- http://reddit.com
- http://pinterest.com
- http://buzzfeed.com
- http://delicious.com
- http://fark.com
- http://www.wikipedia.org

**Appendix A: Domains with Backlinks to Foggybottomcoffee.com**

Domains currently linking to the site:

- besacks.home.comcast.net
- dexter-plant-a-row.blogspot.com
- healthy-economic-savings.blogspot.com
- lindsmith.blogspot.com
- members.annarbordirect.info
- murrowsboys.com
- shopdexter.com
- tw.dictionary.yahoo.com
- www.annarbor.com
- www.foggybottomcoffee.com
- www.freshwatergallery.com/
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