Necto Night Club – Website Review

www.necto.com
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Executive Summary

Chris Collins Web Design was hired by the Necto Night Club to perform a review of the organization's main website, www.necto.com. The review identified critical and sub-critical issues relating to website performance, usability, search engine optimization and code structure. When possible, this report provides potential solutions to these issues.

The most significant issues identified in this evaluation include:

·   **Vulnerability to malicious attacks due to outdated WordPress core files and third-party themes.** During the review, CCWD performed updates to the site's WordPress- related files. While these updates will help to limit future attacks, malicious files are still present on the server. If left unresolved, the domain risks being de-indexed from Google search engine results.

·   **A fragmented file structure and out-of-date files on the server.** Old versions of the site remain live on the server and are impacting the current web strategy by redirecting traffic to irrelevant pages. These pages also add a layer of difficulty when removing the aforementioned site hack issue.

·   **Incorrectly implemented or missing Meta tag code found in the document structure.** Many pages on the site are not following recommended Meta tag implementation. This is severely affecting performance on search engine results pages (SERPs), AdWords campaigns and the ability to accurately perform analytics on the site.

·   **A general lack of text-based content search engines need to accurately index a page.** Much of the information on the current site is conveyed to users through text found in image files. This information is unreadable to search engines and is not factored into search engine results.

Terminology

HTML: HyperText Markup Language. Code used to create the structure of a website.

CSS: Cascading Style Sheets. Code used to change the look of HTML elements.

JavaScript, JS, jQuery: A server-side programing language that allows, amongst other things, the ability to control elements in the document structure.

Search Engine: A program, such as Google, that indexes content on the Internet and provides filtered results when a query is entered.

SERP: Search Engine Results Page. A list of web pages a search engine 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/Crawler: Programs that automatically scan 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, and Safari are examples.

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

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

Preface

During the analysis of the site, CCWD created both a Google Analytics account and a Google Webmaster Tools account. Both are free to use and are essential for identifying issues on any site as well as planning future web strategies.

· **Google Analytics (**www.google.com/analytics/**)** is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers. It is the most widely used website statistics service.

Google Analytics can track visitors from all referrers, including search engines, social networks, direct traffic and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

· **Google Webmaster Tools (**www.google.com/webmasters/tools**)** focuses more on how Google analyzes pages on a website. It provides numerous tools to optimize client-facing content as well as Metadata in the code structure.

Both of these accounts can be made available to the Necto management or transferred completely to a third party of their choosing.

Increasing Web Traffic

CCWD identified several issues and potential improvements that could be made to increase web traffic to the site. Some of these issues fall under what is commonly known as SEO (Search Engine Optimization), while others are HTML and server configuration related. All of these solutions will help to increase ranking in search engine results pages (SERPs).

No WWW Resolve/Page Redirects

Importance: Medium
Solution Difficulty: Easy
Area of focus: Site Configuration

The current htaccess file does not contain a redirect from 'necto.com' to 'www.necto.com'. Similarly, 'www.thenecto.com' does not redirect to 'www.necto.com'. Google views these different domains as separate sites without a redirect.

Backlinks, which are links that come from other websites, are essential to achieving high SERPs. Generally, the more reputable backlinks a site has, the higher it will rank during a search. By not redirecting traffic to one domain, the Necto is splitting its backlink count over several domains.

Solution: Add a redirect solution to the sites htaccess file that points all pages to pages with the 'www.necto.com' domain.

No URL Rewrite

Importance: Low
Solution Difficulty: Medium
Area of focus: Site Configuration

When on a subpage, the URL displayed is populated with meaningless characters. For example, when a user clicks on the Monday navigation button the URL is presented as: 'http://www.thenecto.com/?page_id=52'. Many users refer to a URL for site navigation and need meaningful page titles to do so.

More importantly, search engines use words and phrases found in the URL to display appropriate search results. By not rewriting the site's URLs to contain meaningful information and targeted keywords, pages are not ranking as well as they could be in SERPs.

Solution: The confusing naming structure is a result of WordPress default settings. There are several WP plug-in solutions that allow for easy rewriting of URLs. A solution should be found and implemented and a methodology of naming pages should be developed based around the Necto's current AdWords and SEO strategy. **IMPORTANT:** Any future naming methodology should not include underscores for spaces as Google will remove them. For example, Google will view "drink_specials" as "drinkspecials".

No XML Sitemap

Importance: Low
Solution Difficulty: Easy
Area of focus: Site Configuration

The site is currently missing an XML Site map. Sitemaps help search engines crawl websites to map what information can be found on each page. The more information that has been crawled by a search engine, the more likely it will be displayed in the SERPs for relevant search queries.

Solution: Sitemaps are easily generated free of charge from a Google Webmasters Account. Once a sitemap is created, it is stored in the root directory of the domain.

Missing and/or incorrect use of META tags in the document head

Importance: Medium
Solution Difficulty: Easy
Area of focus: Page Content

The <head> element of a webpage contains two important elements that helps users and Google understand what content can be found on a page. Each page should have a unique set of these tags.

·   **Title:** Displayed in the main blue links of Google SERPs pages as well as in browser tabs. This is one of the most important elements for SEO and should include at least one keyword or phrase that is being targeted on the page.

·   **Description:** Displayed just below the main blue link in Google SERP. Very important to users searching for information and equally valued by Google's web crawlers.

Suggestions:

Title tags:
While the site's title tags are unique and easy to understand, an effort should be made to provide more detail as to what each page contains. Currently, if a user sees a Google SERP result for the Monday night page, it reads 'Monday << Necto'. From this, a user might be able to understand that what is on the page relates to Monday, but may have no idea what a 'Necto' is. A more descriptive title might be 'Factory

Mondays @ Necto Night Club – Industrial, Synth-pop, EBM'. This would better convey that it is an EVENT (Factory) on a SPECIFIC NIGHT (Monday) at a TIME OF DAY (Night) at a certain kind of PLACE (Club) with a specific TYPE OF ENTERTAINMENT (Industrial, Synth-pop, EBM).

Description tags:
There are currently no description tags on the site. If Google cannot detect a description tag, it will attempt to scan a webpage for relevant content to take its place. Since most of the pages are lacking in text-based content, Google is defaulting to the Global Navigation text (Monday – Wednesday – Thursday). This information is of no use to the user and does not take advantage of keyword/phrase opportunities for search engines. An effort should be made to include meaningful, descriptive content of what can be found on a specific page. Specific keywords relevant to the page's content should be included to ensure they appear in SERP listings.

Missing and/or incorrect use of header tags in the body element

Importance: High
Solution Difficulty: Medium
Area of focus: Page Content

Headers are HTML tags that both visually and semantically organize a page's written content. They are extremely important to search engines crawling a site as well as users scanning a page for information. Headers rank in importance from 'h1' being the most important to 'h6' being the least. Search engines will typically assign high value to h1 and h2 tags as these are most commonly used to title the main section of a web page.

Currently, most of the pages on the site contain no headers whatsoever. This, combined with the confusing URL issue and low text-to-HTML ratio, is very damaging to the Necto's ranking on SERPs.

Solution: Reformat pages to include a hierarchy of header tags containing keywords from the Google AdWords campaign. A page should only contain one h1 tag unless the HTML5 tag <article> is being used, and then only once inside each <article> tag. Treat header tags as tools for users to use when quickly scanning pages for content.

Poor HTML-to-text ratio

Importance: High
Solution Difficulty: Medium
Area of focus: Page Content

The site is extremely sparse in terms of crawlable content. There is currently a 3.41% text-to-HTML ratio on the site. When crawling a site, Google records written text within HTML tags like headers, links, lists

and paragraphs. With less of this content, it is less likely a page will be displayed in a SERP when a keyword is being searched.

Solution: Add more text-based content using headers, lists, and paragraph HTML elements. For example, on the Factory Monday page, use a header to indicate the night's name, a smaller header to give a brief description, add a descriptive paragraph explaining what is special about the night and a list of important information like cover, doors, and drink specials. Including the keywords that you are targeting in an AdWords campaign is highly advisable. **IMPORTANT**: Do not overuse keywords, as Google will penalize a domain for "stuffing".

When creating content, it is essential to remember that the audience is human users. Content that is informative and useful for them will typically rank higher in SERPs.

Discontinue using images to convey written text

Importance: High
Solution Difficulty: Medium
Area of focus: Page Content

Most of the pages on the site are populated by large images displaying information for a particular night or event and little else. While this may seem like an easy solution when managing content, it has the negative affect of making pages unsearchable to Google's web crawlers. Search engines cannot yet 'read' text in an image and separate what is a picture and what is written copy. Therefore, text must be written within appropriate HTML tags like headers, links lists and paragraphs.

Also, users that have visual impairments and rely on special screen readers to navigate the web have no way of understanding what content is on a page if it is populated only by images.

Solution: In addition to having images on each page, include the copy from the images within appropriate HTML tags.

Missing or incorrectly used file names, 'alt', 'title' tags for images

Importance: Medium
Solution Difficulty: Low
Area of focus: Meta tags

While search engines have no way of 'understanding' what an image might represent, there are methods to tag them and provide more meaning to users and search engines.

The first method is to give images a meaningful file name that accurately describes the image. Google crawls image names as well as text copy, and including images with targeted keywords can yield improved SERP ranking.

Second, <alt> tags are short pieces of HTML5 code that are attached to every image on a webpage. They can help with the following:

·   Making an image searchable in a Google Image SERPs

·   Provide meaningful information to the visually impaired

·   Provide a backup if images are not displaying properly on a page

Third, <title> tags are similar to alt tags in that they help visitors better understand what an image represents. They have the added feature of replacing the file name in a Google Image search and can lead to better SERP placement and more image-driven traffic to a site or webpage.

Solution: Currently, the site does a poor job of providing meaningful information through filenames, alt, and title tags. An assessment of every image on the site should be made and steps should be taken to include descriptive information.

For example, the main image on the 'Monday' page has the following 'tagged' information:

·   **Filename:** FactoryMonday_2013_General.jpg

·   **Title Tag:** None

·   **Alt Tag:** PrideFriday_2013_General

Since Google does not understand underscores, its web crawler is reading the filename as 'FactoryMonday2013General.jpg" and is highly unlikely to be displayed in an image SERP. Caps should also not be included in a file name. Since there is no title tag, Google will default to the filename, which provides little information that could entice a user to click through to the site. The alt tag for this image is obviously incorrect, but would provide little information if it were.

A better methodology would be:

·   **Filename:** necto-night-club-factory-monday-ann-arbor.jpg

·   **Title:** Factory Mondays at Ann Arbor's Necto Night Club

·   **Alt:** Factory Mondays at Ann Arbor's Necto Night Club. Goth, Industrial, Synthpop, Alternative Dance, EBM. Doors 9pm, 18 and over

Missing, incomplete, incorrect or non-uniform profiles on local business directories

Importance: Low
Solution Difficulty: Low
Area of focus: Off-site Content/SEO

While the club has several profiles on sites like Google +, Google Places and Yelp, it is recommended that a full assessment of current listings be done to ensure information is correct, profiles are completed, and images are updated. There are also many directories that the club is not taking advantage of, and while these may not be of the highest value, they are free to use, easy to set up, and can help achieve higher SERPs in Google and discoverability for users.

Solution: Assess the Necto's profiles on the following sites in Appendix A. Pay close attention to what branded images are being used, that contact information is in the same format and correct, and that any space allotted for description copy contains targeted keywords. Some sites may allow listings for individual nights or events, and this could be advantageous.

Add structured data to the site

Importance: Low
Solution Difficulty: Low
Area of focus: Off-site Content

Microformats are semantic pieces of code that can help identify a review, an event, a product, a business, or a person. Pages that take advantage of Microformats will often have extra pieces of information displayed under their description in Google search results called 'Rich Snippets' (https://support.google.com/webmasters/answer/99170?hl=en).

While not necessary, they have been shown to increase web traffic and reduce bounce rates for many sites. They also help third-party websites that are scanning webpages for data identify relevant content such as a live event, artist, or contact number.

Suggestion: Identify information on the site have can be marked up using structured data.

Improving Site Performance

CCWD identified several issues that are impacting site performance and loading time for pages. Some of these issues are directly related to how the original WordPress theme was structured. Others are a result of not taking advantage of valuable optimization practices. While most of these issues are difficult to overcome, correcting them will greatly improve the performance of the site and can lead to better user experiences, reduced server costs, increased web traffic and higher return on investment.

Out of Date WordPress Core Files, Theme, and Plugins

Importance: Critical
Solution Difficulty: Hard
Area of focus: Content Management System

An evaluation of the site WordPress core files, theme and associated plug-ins determined that all key components are not up-to-date and could be adding to the performance losses on the site.

More importantly, the security of the site has been compromised and has been injected with a backdoor program commonly referred to as a 'Pharma Hack'. This program is injected into the PHP header or footer and generates hundreds of new pages populated by links to 3rd party websites. **It is extremely important to target and eliminate the offending code due to the fact that the types of link generated are viewed as spam links by Google, and can result in the hosting domain (necto.com) being banned from all search results pages.** Users will no longer be able to locate content for the Necto using Google. **Once banned, it is extremely difficult to convince Google to re-evaluate your case for reinstatement.**

Currently, over half the pages on Netco.com that are indexed by Google and have appeared in SERP pages are pages generated by the Pharm Hack injection. See Appendix C for a complete list.

Solution: It is highly advisable that the Necto move away from a WordPress-based website for the following reasons:

1.   WordPress requires constant monitoring to remain safe and secure. Using a third-party theme adds another level of complexity to maintenance.

2.   There are no guarantees that the third-party theme will continue to be supported in the future. This could lead to further security breaches like the current 'Pharma Hack' attack.

3.   Future customization of the third-party theme will prove to be extremely difficult due to its convoluted CSS structure.

4.   Regardless of what the third-party developer has stated, the theme is not an HTML5 based site. CCWD was unable to located any HTML5 elements or functionality. Also, while it boasts a responsive design for mobile users, functionality falls apart during cross-browser testing. For example, open Firefox, Chrome Safari and Opera and view the social icon navigation at the bottom of

http://www.thenecto.com/?page_id=53. Resize the screen horizontally to a mobile size and notice the inconsistency in the layout.

Therefor, it is highly recommended that the Necto move from WordPress and to a front-end framework like Foundation (http://foundation.zurb.com/). The benefits of doing so are as follows:

1.   **The site will be secure.** While no website is completely invulnerable to malicious attack, not having to monitor and install updates to a WordPress framework will help to prevent injection attack like those the site is currently experiencing.

2.   **Greater ability for customization.** Because a framework like Foundation focuses on a CSS-based grid, rather than an object-based layout hard-coded with its' own styles, the ability to customize and improve the site is far easier. The Foundation community even provides templates (http://foundation.zurb.com/templates.php) to quickly create new page layouts. The site will look better, run faster and better represent the Club as an institution.

3.   **Many of the solutions in this document will prove to be difficult to implement into the current third-party theme.** The Eventure theme is 'hard-styled' both aesthetically as well as with how it creates elements and objects on the page. The database configuration has proven itself to be sub-par at best. Attempting to analyze future issues and implement solutions to a broken system may prove to be a needless waste of time and funds.

4.   **Better performance and more conversions.** A non-WordPress site can be as heavy as it needs to be, meaning it has the ability to do everything WordPress can do without including the excessive code. Less code equates to faster performance and more conversions (customers buying tickets, signing up for mailing lists, sharing events on Twitter, etc.).

Reduce the number of HTTP request on the site

Importance: High
Solution Difficulty: Hard
Area of focus: Code Optimization

A web page is typically made up of several bits of code. Some control the look of a site (CSS), while others tell elements how to behave on a page (JavaScript). Each time a web page is required to load a new bit of code, it sends a request to the server. The total time it takes to load each of these requests is based on file size, number of requests, bandwidth speed and even the position in the document.

The home page of Necto.com attempts to make 8 external JavaScript and 7 external CSS requests. Some of these files do not seem to be used by any element on this site.

Solution: Unused JS and CSS should be removed from the site. All remaining JS and CSS file should be combined (when possible) and minimized to reduce both the size and number of requests.

Some CSS and JavaScript are not externally linked

Importance: Medium
Solution Difficulty: Medium
Area of focus: Code Optimization

The site currently has JavaScript and CSS files within the document structure. This practice can lead to difficulty managing code, as a change made on one page's in-line CSS must be repeated on every other page that requires that code. This practice also has a nominal effect on page load times, as inline styles must be reprocessed every time a new page is opened.

Solution: When possible make CSS and JavaScript file externally linked.

Most images on site are not optimized

Importance: Low
Solution Difficulty: Easy
Area of focus: Image Optimization

Many of the images on the site are large images that are not optimized to reduce their file size. A quick page assessment revealed that 89% of the HTTP request weight on the homepage is due to images.

Reducing the size of image files helps to improve load times for web pages and reduces the amount of data mobile users on limited data plans must download. Further steps can be taken to reduce data consumption for mobile users, including providing smaller images for small screens.

Solution: There are many free and easy to use tools to optimize images, such as Yahoo!'s Smushit (http://www.smushit.com/ysmush.it/). Using this tool, the total weight of image file size on the Necto's home page was reduced from 2103.404 KB to 1980.911 KB. This is a reduction of almost 6% in file size. A modest reduction of 123 KB quickly adds up when multiplied by page views and the number of visitors. For detailed information on the home page's image optimization, please see Appendix B.

Multiple past versions of Necto.com are live on the server

Importance: High
Solution Difficulty: Easy
Area of focus: Server Optimization / Page Redirects

Numerous versions of the Necto's site were found on the server, and also appear in Google search results. Analytics shows that users are locating these abandoned sites and clicking through to them. This is potentially fragmenting web traffic and impacting Google's ability to crawl the intended site correctly.

Solution: Using Google Webmaster Tools and an updated robots.txt file, sites and pages that are no longer relevant should be flagged to be de-indexed. Old pages on the server should be removed and the .htaccess file should be updated to redirect pages to their corresponding page on the current site.

The link to the photo album page is broken

Importance: Low
Solution Difficulty: Easy
Area of focus: Image Optimization

The icon on the bottom of most pages linking to a photo album page is broken.

Solution: If this page still exists, update the anchor tag with the correct location. If not, this icon should be removed.

Improving User Experience

This section focuses on how a user might interact with the Necto's website and what experience they may have as a result. It will also outline potential missed opportunities to enhance the user's experience.

Add content to increase visitor engagement

Importance: Medium
Solution Difficulty: Medium
Area of focus: Content

With the exception of the ability to buy tickets online, the current site functions only as a place for visitors to get information about events, directions and policies. While this is satisfactory to most users looking for quick access to information, it does not help to increase user engagement. There are three main impacts of this.

First, Google factors time spent on a website into its search algorithm. When a user enters a site and leaves after a short amount of time without clicking through to another page, Google will log that visit as a 'bounce'. Websites and web pages with a high bounce rate are considered to have content that is of little use to the person visiting. To sites like Google, a page with a high bounce rate means users did not find what they were looking for and will factor that into its SERPs results in the future.

Secondly, larger websites (sites with more pages) tend to rank higher in SERPs. Google sees a larger website with a steady increase in new content as potentially having more valuable information for a visitor and will factor that into SERPs.

Third, a site that is engaging keeps users coming back and can potentially expose them to more opportunities to provide services.

Suggestion: An effort should be made to increase the amount of engaging content on the site. Some examples are as follows:

·   Expand on the guest DJ events to include more information about the artists. This should be original content created by the Necto that can only be found on the club's site. To help ease the burden of generating fresh copy, content can be reworded from press releases, artist websites and news articles.

·   Create resident DJ bio pages. These pages could include top-10 track lists, "My top-10 Songs of the Year" and a monthly mix.

·   Another way to accomplish this is to create Bartender bio pages. These could include top five drinks, list of the stupidest pick-up lines they've heard, etc.

·   Include a way for visitors to sign up for a mailing list. Use this list to promote events and to run contests that offers the user the ability to win prizes. Due to the silo nature of the Necto's nights, it might be useful to include options for what night and events they would like to receive information. This will help to reduce information overload and allow marking to be targeted more precisely.

·   Have past attendees of Voltage events vote on who the best guest DJs were.

Provide ways for users to share information on social networks

Importance: Medium
Solution Difficulty: Medium
Area of focus: Social Media

While the site provides links to social networks (Facebook, Twitter, YouTube, and Instagram), it does not allow for an easy way to share information found on the site. Manually copying and pasting a URL from a night's page into a Facebook post provides limited information due to the lack of any real content on that page.

Solution: Create useful and exciting content for every page and add functionality such as sharing on Facebook, Twitter and Instagram.

Display location and contact information on every page

Importance: Medium
Solution Difficulty: Easy
Area of focus: UX

Contact information is not easily accessible to users and Google web crawlers and is often only presented in an image format.

Solution: Contact information and address must be easily accessible on every page in plain text. Typically, this information is found at the top or bottom of a page. CCWD recommends doing both. A phone number and link to directions should be at the top, and a detailed set of contact information should be present at the bottom, including box-office and business numbers and any relevant email contact information.

Find a better solution for the current calendar functionality

Importance: Low
Solution Difficulty: Medium
Area of focus: UX / User Expectations

Despite being one of the key features of the WordPress theme, the calendar's usefulness is limited in several respects.

First, it currently offers no way of viewing events on future months. This is especially frustrating when the current month is near the end, and only a handful of days populate the list.
Second, the layout of the calendar follows similar rules of a standard monthly calendar. However, the calendar removes past dates and shifts the list of days up leading to days being displayed in positions not familiar to users (Wednesday in the column typically associated with a Sunday.

Third, there is limited information about events presented in the calendar view. This forces users to click through to gain any meaningful information. After doing so, they are presented with an image file displaying the event information. When viewed on a mobile screen this information is too small to be easily read.

Solution: Consider switching to a list based calendar. Lists are far easier for users to quickly scan, and they provide greater opportunity to display more information about events, including functionality to purchase tickets to special events. A list could be coded to be sorted by type of event.

Avoid using 'target' links to internal pages

Importance: Low

Solution Difficulty: Easy
Area of focus: UX / User Expectations

A target link is an anchor tag that opens a new browser window or tab when clicked. The ticket sales section of the Necto's site is currently linked from the rest of the site in this way. A differently styled ticket section, combined with the unexpected opening of a new window, implies to users that they have been re-routed to a new site. This could lead to users abandoning a ticket purchase.

Solution: Remove any target-based anchor links on the site.

Appendixes

Appendix A – Local Directories

Yahoo! - http://local.yahoo.com/
Yelp - yelp.com
Bing - http://www.bing.com/local/Details.aspx?lid=YN426x168450404
Mapquest -
http://www.mapquest.com/places/the-necto-night-club-ann-arbor-mi-22731226

Citysearch -
http://national.citysearch.com/profile/37246180/ann_arbor_mi/the_necto.html

Superpages -
http://www.superpages.com/bp/Ann-Arbor-MI/Necto-L0131674055.htm

Whitepages -
http://www.whitepages.com/business/the-necto-night-club-ann-arbor-mi

Local.com - http://www.local.com/

MerchantCircle -
http://www.merchantcircle.com/business/The.Necto.Night.Club.734-994-5436

ELocal - http://www.elocal.com

EzLocal - http://ezlocal.com/mi/ann-arbor/business/89489147

Local Database - http://www.localdatabase.com/

Show me local - http://www.showmelocal.com/profile.aspx?bid=13524701

Topix - www.topix.com

Citysquares - http://citysquares.com/b/the-necto-night-club-10393377

Localpages - http://www.localpages.com

Mojopages - http://www.mojopages.com/biz/ann-arbor-mi-necto-night-club-the-20719678

Yellowise - http://www.yellowise.com

Yellowmoxie - http://www.yellowmoxie.com/

Tupalo - http://www.tupalo.co/ann-arbor-michigan/necto-night-club

Co-Pilot - http://www.yext.com/small-business/overview

Yellowbot - http://www.yellowbot.com/search?lat=&long=&q=necto&place=ann+arbor

Chamberofcommerce.com – http://www.chamberofcommerce.com/search/?what=necto&where=ann+arbor

USCity.net - http://uscity.net/

Yellowpagecity.com - http://www.yellowpagecity.com/US/MI/Ann+Arbor/Night+Clubs/Necto+Night+Club+The/488711505/

Americantowns.com - http://www.americantowns.com/mi/annarbor/yp/listing/sp-0131674055

8Coupons - http://www.8coupons.com/discounts/necto-night-club-ann-arbor-48107

Factual - http://developer.factual.com/contribute-or-correct-data/

Appendix B – Home Page Image File Size Reduction Example

Image	Source size	Result size (KB)	Savings (KB)	% Savings
Fotolia_27175210_L1.jpg	876.6	822.18	54.42	6.21%
Necto_Main_FPBanner.jpg	551.54	524.2	27.35	4.96%
BroSafari_103013_FPBanner.jpg	407.29	390.13	17.16	4.21%
ThursSat_Halloween2013_FPBanner-900x350.jpg	128	121.96	6.04	4.72%
Factory_Halloween2013_FPBanner-900x350.jpg	108.88	102.6	6.27	5.76%
social_icons.png	19.09	13.37	5.72	29.95%
Necto_top_banner_logo-e1372692556101.jpg	4.21	3.72	0.496	11.51%
necto_logo.png	4	0.921	3.1	77.53%
dot_bg.png	0.934	0.78	0.856	91.65%
round-play-putton-black.png	1.48	0.59	0.924	61.03%
round-pause-button-black.png	1.38	0.46	0.949	67.35%
	2103.404	1980.911	123.285	5.86%

TOTALS

Appendix C – Pages Appearing in Recent Google SERP

Page	Status
/advance-cash/	Pharma Hack Generated
/advance-cash-online/	Pharma Hack Generated
/bad-credit-personal-loans/	Pharma Hack Generated
/cash-advance/	Pharma Hack Generated
/cash-advance-online/	Pharma Hack Generated
/cash-loan/	Pharma Hack Generated
/cash-loans/	Pharma Hack Generated
/cash-loans-online/	Pharma Hack Generated
/emergency-cash/	Pharma Hack Generated
/emergency-cash-online/	Pharma Hack Generated
/get-a-loan/	Pharma Hack Generated
/instant-payday-loans/	Pharma Hack Generated
/loan-calculator/	Pharma Hack Generated
/online-loans/	Pharma Hack Generated
/online-payday-loan/	Pharma Hack Generated
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/payday-advance/	Pharma Hack Generated
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[/payday-loan/](#)	Pharma Hack Generated
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[/personal-loans-for-bad-credit/](#)	Pharma Hack Generated
[/personal-loans-online/](#)	Pharma Hack Generated
[/tix/](#)	Current Site
[/tix/calendar.php](#)	Current Site
[/tix/contact.php](#)	Current Site
[/tix/index.php?event_id=90](#)	Current Site
[/tix/merch.php](#)	Current Site
[/tix/storehome.php](#)	Current Site
[/united-cash-loans/](#)	Pharma Hack Generated
[/unsecured-personal-loans/](#)	Pharma Hack Generated
[/wordpress/](#)	Old Site
[/wordpress/?p=1](#)	Old Site
[/wordpress/?page_id=15](#)	Old Site
[/wordpress/?page_id=4](#)	Old Site
[/wordpress/?page_id=49](#)	Old Site
[/flash.html](#)	Old Site
[/mobile2/events/events.html](#)	Old Site

/nectoFinal.swf	Old Site
/tix/index.php?event_id=87	Current Site
/tix/index.php?event_id=88	Current Site
/tix/index.php?event_id=90	Current Site