Go4awalk.com

A critical analysis

by

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1st Edition

Introduction

A baseline analysis of the existing SEO (search engine optimisation) and social media of Go4awalk.com will be investigated and this will encompass a critical analysis of the visual design and brand, site performance, information architecture, content strategy, existing SEO, social media and revenue generation. Following this analysis, suggestions to improving end user traffic, user engagement and experience and revenue generation will be documented and brought forward. Also, I will be looking at optimising visibility for search engines, working on the Overall design and Positioning, Reviewing the Web authoring techniques, and also make further suggestions thus regards the social media presence of the site.

Critical Analysis
Current Design Version

layout

The entire site is somewhat skewed towards the left-hand side, leaving a huge amount of white space on the right-hand side there creating a visual imbalance.

There are links on the right hand side of the webpage that look like advert blocks and this give a very unattractive outlook to the website and more importantly could confuse page users who may refrain from clicking on them for fear of being re-directed towards another website.
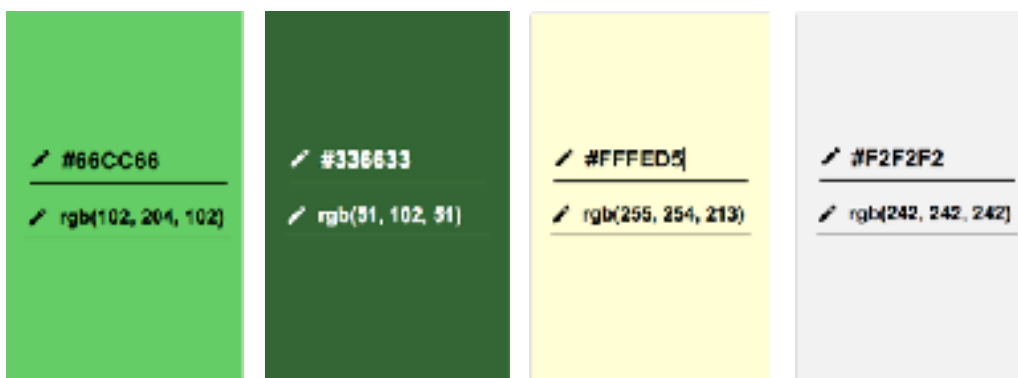
Presentation of information on the website appears overwhelming as there appears to be written text everywhere with no ideal structure or hierarchy, the written text, hyperlinks and ads are cramped up tightly to the centre of the page and only separated by thin borderlines.

The mid section of the page is very lengthy and continually extends further down the page causing excessive scrolling.

Brand Analysis

- colour

The predominant offering of colour on the website is white and 2 different shades of green for the Navigation element, and beige for the search bar.

#66CC66	#336633	#FFFED5	#F2F2F2
rgb(102, 204, 102)	rgb(51, 102, 51)	rgb(255, 254, 213)	rgb(242, 242, 242)

These colour combinations choices are somewhat ideal as it fits the general theme of the website, however; they have not been utilised generously across the site which could have enhanced visual appeal as well as usability.

- ## Typography

The fonts utilised on the site is Verdana, however; at 12px, it is very small and hard to read as it appears to squeeze in all texts and links.

- ## Logo

The logo at the top left hand corner serves no function at all (it cannot be clicked on hence

when navigating away from the home page, you have to search for the "home" link hidden

between the navigation menu and one places rather unconventionally on a link at the left

hand side.

From a design perspective the website could do with an update and possibly a colour boost

for appeal.

Logo has a rather plain design and can not be clicked as a home page link.

Recommendations

layout:

Recreating the site using CSS and avoiding the table based design which is outdated, this can give a centralised look where all products and services are equally well arranged in order not to confuse end users, the use of white space on the right hand side on the current version has no benefit at all.

The links appearing on the right hand side of the page showing "walk ideas" could be better served if integrated into sub-sections or sub-navigation menu's within the site to allow for a more organised and modern look. The current version highlights them in primary colours no doubt to draw attention to them as suggestions, however; the choice of font and colours have made the links appear to look more like adverts which may in turn dissuade a user from wanting to click for fear of being redirected.

Presentation of information is highly repetitive and just appears as links everywhere on the page, a lot of these information can be cascaded into :

1. Navigation or sub-navigation menu

2. Information boxes or box models can be developed which are clickable and allows the user to navigate to a different page to get the extra information required which creates a much neater experience.

For a nature walk website there should be welcoming imageries on the front page to welcome a potential users or at least give the site some aesthetic appeal and show the user what the experience of walking should be like.

Colour:

The brand colours could be utilised more generously throughout the site, (for example on different sections) as opposed to just limiting it to the navigation menu and the search bar. Not only will this give it an aesthetic appeal, it highlights the website as a brand as well and utilising the colour for separate sections after a redesign of the layout makes it easy to navigate.

logo:

The site could consider a completely new logo that highlights more directly what the site is hoping to accomplish, although a compass is not necessarily a bad idea, a more direct hit would be imagery that is immediately relatable such as the figures below as possible examples. It should also be used a return to home page back button.

Modern Logo redesign suggestions.

Chapter Two
Critical Analysis
Performance

Google Page Speed Insight:POOR 58/100

Optimizations Found	
Minified HTML	The process of removing unnecessary or redundant data without affecting how the resource is processed by the browser - e.g. code comments and formatting, removing unused code, using shorter variable and function names, and so on.
Server Response time	This was found to have responded quickly.
Avoid landing page redirects	The page had no redirects.
Prioritize visible content	This rule triggers when PageSpeed Insights detects that additional network round trips are required to render the above the fold content of the page.

Possible Optimisations	Fix Recommendations
Enable Compression	The site would benefit from various resource sizes to be optimised in order to have a better performance.
Optimise images	Properly formatting and compressing images can save many bytes of data.
Minify CSS	compacting css code can save many bytes of data and speed up download and parse times.
Minify JAVASCRIPT	compacting Javascript code can save many bytes of data and speed up download and parse times.
Eliminate render-blocking Javascript and CSS in above the fold content	The page has 3 blocking script resources and 1 blocking CSS resources. This causes delay in page rendering.

HTML and CSS Validation:

CODE	No of Errors	Fix Recommendations
CSS	1	Value Error : float center is not a float value : center
HTML	20	Consider Revising the html coding on the website to ensure it is optimised e.g use HTML5.

Responsiveness

On a mobile device we get a compact view of the elements and contents of the webpage in a vertical Manner, although, it has completely done away with the navigation menu. Also when viewed on a 400 x 852 tablet device, the website fails to respond and thus retains it's original format which doesn't fit into the entire width of the screen and wobbles about leaving white space.

Recommendations

Consider utilising media queries in the CSS code in order to create for a more up to date approach in responsiveness.

Using the website www.website.grader.com we are able to get a snapshot of the websites speed and overall performance.

Performance	Current	Recommendation	Fix
Page requests	82	32	combine files to minimise the number of HTTP requests.
Browser Caching	No	Yes	Implement caching to speed up loading of frequently used content.
Compression	No	Yes	Compress Javascript and CSS resources where possible to speed site up.
Render Blocking	Yes	No	Remove or defer and javascript or CSS that interferes with loading above the fold content.
Page Speed	2.2 seconds	Below 3 seconds	Well within recommendation

Critical Analysis
Information Architecture and Content Strategy

- The search bar, although positioned strategically at the top of the website, appears to be somewhat too thin and is overshadowed by rather large horizontal advertising bars.

- The website also offers a sub-navigation menu that displays the "about us" and "talk to us sections", it is placed in a horizontal bar which is too thin and further makes the text harder to read due to :

  a. The colour choices of 2 different shades of green.

  b. No clear distinction between the choice of typeface utilised which causes more confusion.

- The Navigation menu makes at attempt at being stylish, capitalising on the theme of walks and scenery, however; appears quite messy, confusing and seems to cram all possible options into one big pile.


Appears quite messy, confusing and seems to cram all possible options into one big pile.

Search bar although functional is rather thin and is overshadowed by an ad just below.

Recommendations

To improve the user experience on the site, please see figure below which offers a more modern and basic wireframe work that is more organised but can also accommodate the content of this particular site.
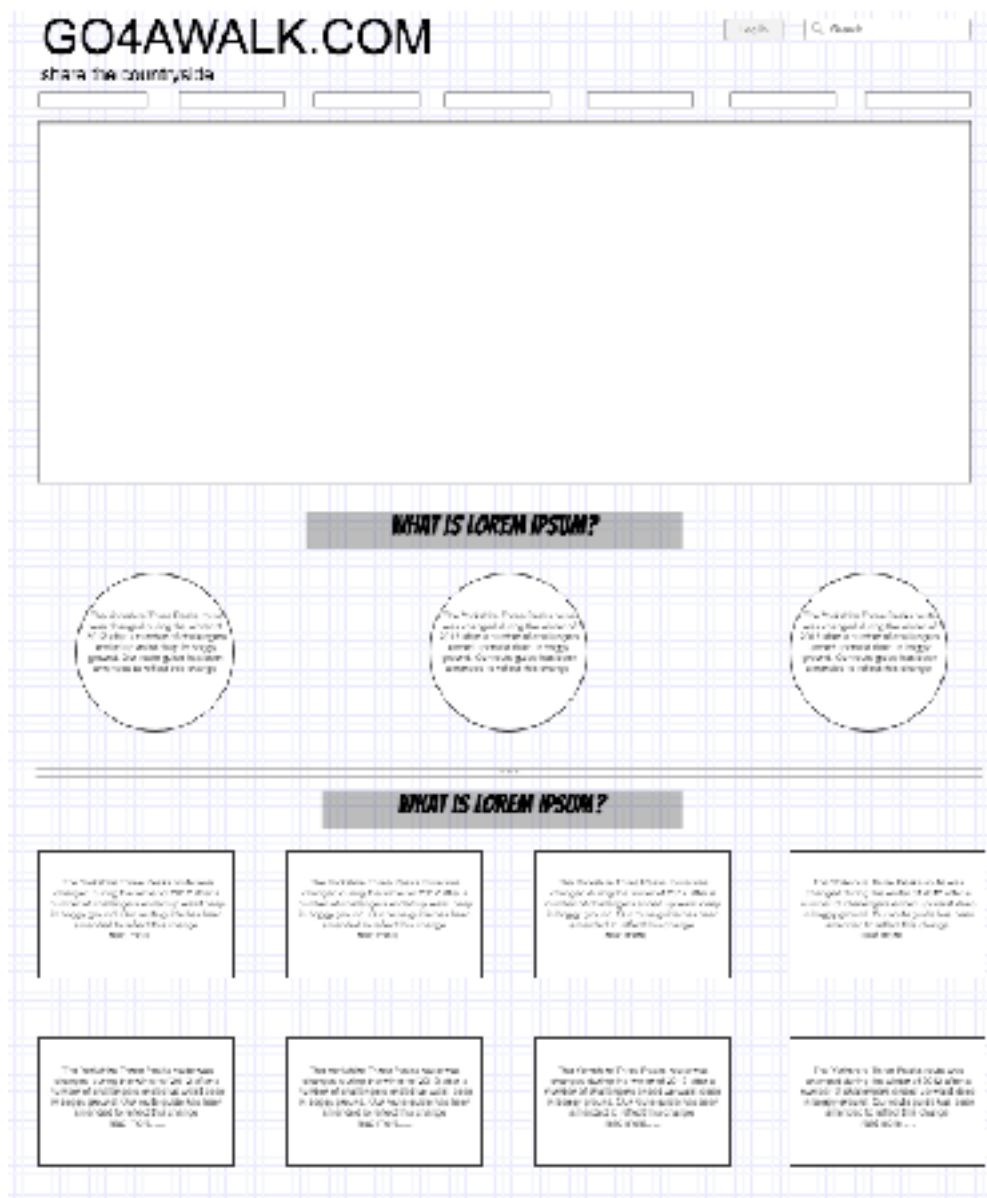
- The top part of the Figure still retains the search option for users who want a specific query on this site and a clearly indicated sign in button.

- The navigation menu is more streamlined and less confusing, areas of the site can be broken down and categorised into the nav-bar with the possibility of **"drop down menus"** to hide further sub-categories for the user.

- As this is a site about walks and scenery, the main rectangle can serve as a welcoming picture with scenery or slide show.

- The bottom half of the page denotes information sections useful for further categories and activity sections on the site. This can be created using css.

- The homepage should have keywords as well as sub-headings across different sections in order to ensure it's search engines are able to pick it up.

Critical Analysis
Existing on–page SEO.

Status: http://www.go4awalk.com/

Status:	200 OK
Charset:	utf-8-strict
Page Content Size:	540,210 bytes
Social Media Shares:	546 shares

SEO Tests

Passed:	22 passed
Warnings:	22 warnings
Errors:	3 errors

SEO SCORE

49

out of 100

According to seocentro.com the SEO score of go4awalk.com is 49/100

Please review the table below for a further break down of some of the positives and areas of the site that require improvement.

Well Done	Details
Webpage title	The title is an important factor in the on-site search engine optimisation. Not only uses the search engines the title for the keywords, the title is also used for display in the SERP (Search Engine Result Page). For best practice make use of your main keywords in the title.
Title Relevancy	The title relevancy to webpage content is 100%. The title tag should match the content on your webpage.

Well Done	Details
Webpage Has a Description	The description is an factor in the on-site search engine optimization. Not only uses the search engines the description for the keywords, the description is used frequently for display in the SERP (Search Engine Result Page). For best practice describe where your webpage is about in the description.
Description Relevancy	The description relevancy to webpage content is 100%. The description tag should match the content on your webpage.
XML Sitemap	Google introduced Google Sitemaps so web developers can publish lists of links from across their sites. The basic premise is that some sites have a large number of dynamic pages that are only available through the use of forms and user entries.The Sitemap files contains URLs to these pages so that web crawlers can find them. Bing, Google, Yahoo and Ask now jointly support the Sitemaps protocol.

Needs Improvement	Details
Title length	The title of the page has a length of 84 characters. Most search engines will truncate titles to 60 characters. Consider the use of a smaller title.
Description Length	The description is an factor in the on-site search engine optimization. Not only uses the search engines the description for the keywords, the description is used frequently for display in the SERP (Search Engine Result Page). For best practice describe where your webpage is about in the description.
Heading Tags	Webpage has no heading tags, consider to add a title to your page. The search engines uses the heading tags for the keywords. For best practice try not to use more than 30 heading tags in the webpage and no heading tags longer than 120 characters.

Checkpagerank.com, alexa.com and smallseotools.com

Global Ranking	1,029,653
UK Rank	77,260
Domain Authority*	34.74
Page Authority*	38.96

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- Domain Authority or DA is that statistical measure which is used to find out the reputation of a particular website which is provided by SEOmoz or better known as Moz.
- Page authority allows to figure out the predictive ranking strength of a single web page rather than the whole domain.

Critical Analysis
Social Media, Site Value and SEM.

Offline SEM.

Go4awalk.com's page rank is 5 (prchecker.info/check_page_rank.php). This means that the website has some valuable links and will usually pop up on the first page of some searches. For instance, search keywords that send traffic to the site are: Lingmoor fell England (12.19%); welsh pronunciation (1.59%); go for a walk England(0.52%); Mountains in England.

PAGE RANK: 5/10

BOUNCE RATE: 77.60%

DAILY PAGE VIEWS (per visitor): 2.00

DAILY TIME ON SITE: 1.00

EXTERNAL BACKLINKS: 15,575

Social media and site value.

Go4awalk.com has a relatively decent social media presence; setting up accounts with the popular Facebook page and a Twitter account. Currently, Go4awalk.com has 3,074 followers and on Twitter the site has 3,272 followers .

The last published date was on 21st of April on both platforms and most interactions depict pictures of walking routes.

Although both social media pages have a modest amount of likes for the page, the number of likes per posts on the pages are quite low. This shows that the produced content and interaction levels with the users could use some work.

Revenue Generation

Based on an analysis performed on **yourwebsitevalue.com, go4awalk.com** is estimated for a value of $7,643. On other comparison sites such as **worthofweb.com**, the website has an estimated value of $13,462, generating revenues of $43 per day and $1,290 per month. **howmuchwebsiteworth.com** estimates the website worth to be $8,140 with a daily income of around $18.56.

Website	Estimated Worth
yourwebsitevalue.com	$7,643
worthofweb.com	$13,462
Howmuchwebsiteworth.com	$8,140

Recommendations

- **Regular postings:** The site administrator should consider posting more regularly in order to promote user engagement

- **Interactive Content:** At the moment, most of the content on the site are just pictures with tag lines showing "photo of the week" or "walk of the week" consider integrating videos from Sites such as youtube showing relevant content such as beautiful landscapes and regional sceneries ideal for walking.

- **YouTube:** They could consider launching their own youtube channel and create content for the site as youtube as a platform also boasts an avenue to accommodate a large amount of subscribers.

- **Instagram:** As instagram predominantly deals with pictures, this can also help build the reputation of the website and also serve as a re-direct to the website giving rise to more users visiting the site.

- **Creative Content:** In order to encourage users to be more interactive, a creative approach can be utilised such as asking questions after a post to get a response from users for example:
  - "Tell us your favourite walk so far".
  - Asking users to submit their own pictures of the walk they have taken and tagging themselves.
  - Creating an immersive culture with the brand, for example: A storyline that users can follow weekly to keep them coming back, or humorous content that will get people posting and giving more likes.

- **Get quality backlinks:** In order to achieve this, the publisher could use the advantage of 'guest blogging' which is a very effective way for reaching new audience.

- **Affiliate Marketing:** When strategically placed within the site, it can benefit from revenue from like minded products listed on the site.

- **Security:** go4awalk.com is not secured with an SSL certificate. Google now positively rewards websites utilising HTTPS by improving search ranking.

Conclusion

Overall the website is on the right track and hasn't done too badly over the years considering it's rather dated approach, however; the design format of the website suffers from a very dated look that stems from a late 90's implementation and needs a revamp, such as a more user friendly layout to make navigation, user experience easier and rebranding easier and less cumbersome.

Also, looking at utilising the brand colours more generously across the site and consider a logo re-design for more appeal to a new audience as well as making it better for the existing user groups.
The industry standard HTML5 and CSS3 is best implemented for mark up and styling to bring the site up to date with modern web standards. This will in turn no doubt improve SEO and rankings for the site.

Social media platforms should be used more consistently to engage with users and not only to post generic pictures, but also create interactive content, ideas and engagement strategies that keeps the users involved and coming .

References

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