

EdsCrossroads.net - Preliminary Technical Site Audit

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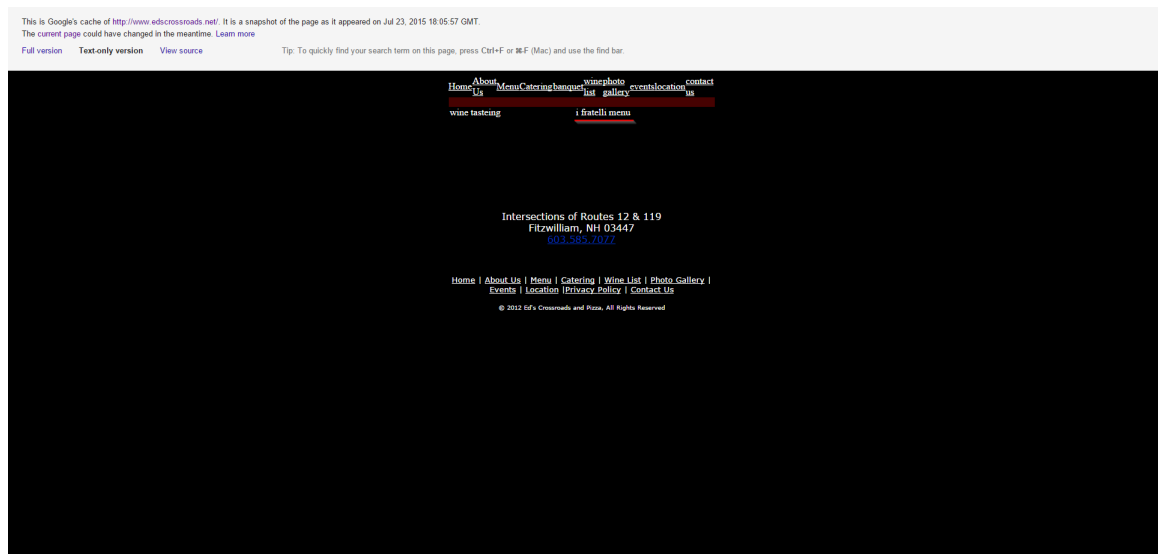
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1 Quick Overview

The website has been downloaded and copied from <http://www.ifratelli.net/ristorante/>. A lot of issues are stemming from this:

The original site uses JavaScript to highlight buttons that the user's mouse is currently hovering over. EdsCrossroads.net does not properly adapt to this. It is leaving stray JavaScript code that causes Google to cache the page in a way that misses content and hurts page rankings. This is also due in large part to

the fact that there is no text on the homepage, everything is in images. (Check the content section for more details on this.)



Alt tags on images are also using content from the site that it was copied from. Alt tags are used by people with disabilities who use screen readers. For example, the picture next to the menu is labeled "i fratelli menu" and the picture next to the Events page is labeled "wine testing."

These issues are why the Menu page ranks better on Google. (Obviously not a bad thing.) It contains unique content, not copied content. This should be carried over into the homepage.

Another important issue is the website is not mobile friendly. This gives pages like pizzahaveninc.com an opportunity to work for a competitive advantage in SERPS. (Search Engines Results Pages). Making the website mobile friendly as is would be difficult because all content is placed in table tags. The code would have to be rewritten and replaced.

2 On-Page Optimization

2.1 Title Tags

The title tags on every page are "Ed's Crossroads." This kind of repetitive content can hurt rankings in search engines. Instead, it is best practice to make the titles the name of the page plus the name of the site. (Ex. "Menu - Ed's Crossroads", "About Us - Ed's Crossroads") As long as the title lengths stay under 55-60 characters in length.

2.2 Meta Descriptions

The same goes for meta descriptions. On every page it is "Ed's Crossroads and Pizza." Descriptions should describe what's on the page. Such as, "Online menu of food and specials available at Ed's Crossroads Pizza and Subs".

2.3 Images

Image files are named things like "b11.jpg" and "b5.jpg". These title's should be descriptive of what the photo is. Such as, "wine-glass.jpg" and "pizza.jpg". Also, as mentioned before, embedded images on the site should be utilizing "alt tags" that describe the photo to people who may be using screen reading software.

3 Content

There's no need to go into a lot of detail with the content of the site. Most of it is missing. For example, most links such as "About Us", "Banquet", "Wine List", "Events", and "Contact Us" lead to empty or incomplete pages. These should either be removed or added to. "About Us" and "Contact Us" especially should contain basic content relevant to their links.

All content on the homepage in image form, this creates major crawling issues for search engines. Basically, if they can't read your website, they'll have a hard time understanding what it's about and how to navigate it.

The catering and menu pages both contain useful, unique content and should be the example for the rest of the site.

4 Accessibility & Indexation

I could find no robots.txt or sitemap.xml page. These should both exist. Robots.txt should be informing search engines of what they can crawl and index. (In this case, everything.) But more importantly it should link to the sitemap.

On the site, meta robots tags are used, this is fine, but they should not be used as a replacement for robots.txt.

The Facebook logo on the homepage link is broken. It links to `https://www.facebook.com/EdsCrossroadsPizzaSubsPizzaSubs`, it should be `https://www.facebook.com/EdsCrossroadsPizzaSubs`. The URL is fine on every page except the homepage.

5 Site Speed

The site could do with a major speed boost. It loads quickly for most people due to it's small size, but to robots, it's still moving slow. If a competitor's site is fully optimized it can give them a major advantage in search engines.

Three things that could help are browser caching, compression, and HTML minification. The first two are simple fixes that should be good enough. Minification can sometimes be more difficult, depending on how you do it. It's recommended to take care of the easier methods first and see what kind of effect they have.

6 Mobile

The website is not mobile friendly at all. When visiting it on a cell phone, users must zoom in and scroll sideways. It makes for a very inconvenient experience. Due to the sites use of 'table' tags it would require a complete code rewrite to make it mobile friendly.

This is of course a major issue, but so is mobile friendliness. Due to the sites small size, it would not take long to recreate it with updated, modern coding.

7 Analytics

No analytics such as Google Analytics is being used on the site. This can be very a beneficial to understand how users browse the site and how to better help them find what they're looking for. For now, no specific advice can be given on it. As more data is obtained through analytics, the site can be further improved and optimized to give the best experience to the user.