

# JSR Merchandising - Technical Site Audit

Ethan Glover  
glover.ethan@gmail.com  
Available for Hire!

June 11, 2015



## Contents

<b>1</b>	<b>Quick Overview</b>	<b>2</b>
<b>2</b>	<b>On-Page Optimization</b>	<b>2</b>
2.1	Title and Meta Description Tags . . . . .	2
2.2	Images . . . . .	3
2.3	URLs . . . . .	4
<b>3</b>	<b>Duplicate Content</b>	<b>4</b>
<b>4</b>	<b>Accessibility &amp; Indexation</b>	<b>4</b>
4.1	Robots, JavaScript, and CSS . . . . .	4
4.2	Sitemaps . . . . .	4
<b>5</b>	<b>Site Architecture and Internal Linking</b>	<b>5</b>
5.1	Linking Structures . . . . .	5
5.2	Internal Linking . . . . .	5
5.3	Footer . . . . .	5
<b>6</b>	<b>Page Speed</b>	<b>6</b>

<b>7</b>	<b>Analytics</b>	<b>6</b>
<b>8</b>	<b>Wrap-Up</b>	<b>7</b>

## **1 Quick Overview**

This document is meant to provide technical issues and/or positives for **JSRMerchandising.com**. Upon first look, I found no sitemap for search engine crawlers or the user. There are also issues with page-speed. Going further I will analyze and advise on other elements but these two items may be holding the site back the most regarding Search Engine Optimization.

As mentioned in the interview, the website **JSRDirect.com** is more popular and drives online sales but does not fully represent the services provided by **JSRMerchandising.com**. Currently JSR Direct outranks JSR Merchandising for keywords like 'jsr merchandising' and even 'jsr.'

I've confirmed that both sites are mobile-friendly which is great considering the April 21st deadline from Google to make this a ranking factor. The rest of this document will primarily focus on **JSRMerchandising.com**. For more on JSR direct, please let me know and I'll be happy to write up another report.

## **2 On-Page Optimization**

### **2.1 Title and Meta Description Tags**

Title tags for all pages across the website are well optimized and kept under 65 characters. However, there are no meta-descriptions on the site. This causes Google to pull the first text it comes across in order to describe individual pages in the search engine. In the below example you can see multiple pages with the same description which is being pulled from the top menu rather than describing what is on the page.

As an additional note, the `/embroidery/` page is empty, but the `/embroidery/embroidery/` is not. The redundant folder contents probably need to move up a directory and the URL redirected via 301.

## JSR Merchandising – reps

[jsrmerchandising.com/reps/](http://jsrmerchandising.com/reps/) ▼

Mar 30, 2014 - Home · Custom Band Merchandise · Custom Band T-Shirts · Hoodies, Sweatshirts & Fleecees · Decorated Apparel · Custom Hats, Caps, ...

---

## JSR Merchandising – Embroidery

[jsrmerchandising.com/embroidery/](http://jsrmerchandising.com/embroidery/) ▼

Mar 24, 2014 - Home · Custom Band Merchandise · Custom Band T-Shirts · Hoodies, Sweatshirts & Fleecees · Decorated Apparel · Custom Hats, Caps, ...

---

## JSR Merchandising – Careers

[jsrmerchandising.com/careers/](http://jsrmerchandising.com/careers/) ▼

Nov 25, 2014 - So you want to work at JSR? We get it. JSR is a laid back company, printing some bad-ass tees for some bad-ass bands. So needless to say, ...

Yup!

## JSR Merchandising – Contact Us

[jsrmerchandising.com/contact-us/](http://jsrmerchandising.com/contact-us/) ▼

Mar 24, 2014 - Home · Custom Band Merchandise · Custom Band T-Shirts · Hoodies, Sweatshirts & Fleecees · Decorated Apparel · Custom Hats, Caps, ...

---

## JSR Merchandising – Embroidery

[jsrmerchandising.com/embroidery/embroidery/](http://jsrmerchandising.com/embroidery/embroidery/) ?

Mar 24, 2014 - BASIC EMBROIDERY. Totes, caps, beanies, work-shirts, messenger bags, and so many other merchandise items can be embroidered!

While I generally avoid adding plugins to WordPress, Yoast is highly recommended and provides an easy interface for filling out meta descriptions so you can control what text shows up on search engines.

## 2.2 Images

Image optimization will be covered under Page Speed later in this document, but I did notice three images on the site that are missing alt text. Alt text not only better allows the search engine to understand the content of the image, but it allows people with visual disabilities to use screen readers to understand the imagery on site. The images without alt tags are:

- The top/large "T-Shirt Printing" image here: <http://jsrmerchandising.com/custom-band-merchandise/custom-band-tshirts/>

- The top/large "Custom Apparel" image here: <http://jsrmerchandising.com/custom-band-merchandise/decorated-apparel/>
- The top/large "Screen Printing" image here: <http://jsrmerchandising.com/screen-printing/basic-screen-printing/>

## 2.3 URLs

URLs are generally well formatted, clean, descriptive, avoid excessive parameters, and are kept under 115 characters.

## 3 Duplicate Content

It would take more time to work through all content, but as an example I found that this page: <http://jsrmerchandising.com/other-merchandising-services/> is copying information from this page: <http://www.sharprint.com/other-services>. It could be that JSR is working with Sharprint but mentioning Sharprint like this without reference could confuse visitors. Also, this could be marked as duplicate content by Google.

## 4 Accessibility & Indexation

### 4.1 Robots, JavaScript, and CSS

It's good to see that the website still functions when CSS and Javascript are disabled. Depending on these too heavily rather than HTML can cause problems with both search engine bots and users using old or obscure browsers.

The robots.txt is set-up to simply slow down crawling but does not block any files or folders. This is also good, I see a lot of sites that block folders and files as if the robots.txt file is a security tool. This often results in improper rendering of the site by googlebot and others.

As an added note, I found no 4xx or 5xx response codes (such as 404), for a small site this is easy enough to avoid but most sites still have them.

### 4.2 Sitemaps

Again, I found no sitemaps for [JSRMerchandising.com](http://JSRMerchandising.com) but did find one for JSR Direct. There are two types sitemaps, one for search bots, one for users. The sitemap for bots is very important to make sure Google Webmasters is not only crawling the website, but to make sure it is crawling the site often. A sitemap done by the Yoast plugin, for example, will create updated times in the sitemap in order to help the bot learn how often it needs to come back and apply those updates to site rankings.

A user sitemap, according to Google Webmaster Guidelines, is meant as a quick way for users to understand the layout of the site and quickly navigate

where they want to go if it is not immediately obvious. As an example, the user sitemap on my personal site can be found here: <http://ethanglover.biz/sitemap/>

As an example of Yoast sitemaps, mine can be seen here: [http://ethanglover.biz/sitemap\\_index.xml](http://ethanglover.biz/sitemap_index.xml)

## 5 Site Architecture and Internal Linking

### 5.1 Linking Structures

Overall link structure is pretty easy to understand and straightforward for the user. The menu system is easy to use and understand.

### 5.2 Internal Linking

I don't see a lot of internal linking, or any linking for that matter. For example, this page talks about hoodies and sweatshirts, <http://jsrmerchandising.com/custom-band-merchandise/hoodies-sweatshirts-fleeces/>, it says that screen print and embroidery are both available. It would be good to link to the pages for screen print and embroidery so the user can learn more about what that is and how it works.

### 5.3 Footer

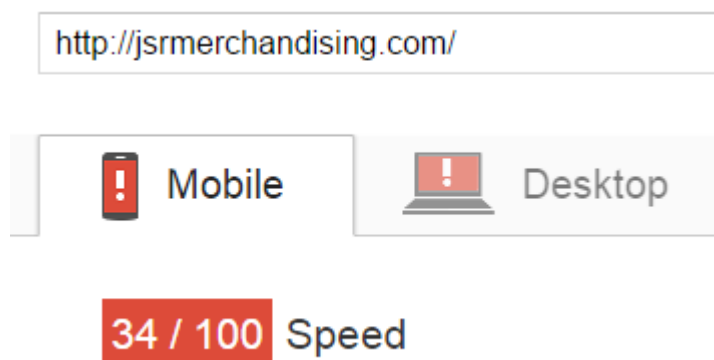
While looking at the footer, I found two issues that don't have anything to do with site architecture.

1. Under contact info, the city and state aren't listed. When it comes to local marketing, having that city in the footer can make a huge difference.
2. The blog is located at [blog.jsrdirect.com](http://blog.jsrdirect.com). When I crawled the site, this did not get picked up so it's not included in the analysis. This is the same thing googlebot and other search engine bots are doing. A subdomain is treated as an entirely different domain and the two sites will not share ranking power.

I understand the JSR Direct and Merchandising are more or less separate. It would be beneficial to have a separate blog for merchandising in a subdirectory such as [jsrmerchandising.com/blog](http://jsrmerchandising.com/blog) and if at all possible, moving the JSRDirect blog to [jsrdirect.com/blog](http://jsrdirect.com/blog).

This subdomain vs. subdirectory is a bit contested. I'd recommend checking out this video for more information on why it is an issue: <http://moz.com/blog/subdomains-vs-subfolders-rel-canonical-vs-301-how-to-structure-links-optimally-for-se>

## 6 Page Speed



34/100 isn't a very good score, while the page may load fine on a fast connection, this does lower the ranking of the site in search engines and will annoy users without fast connections.

As a first step, this guide will show you the recommended settings for a great caching plugin called "W3 Total Cache." It's a little outdated, so only pay attention to the W3 section and don't bother installing the GTMetrix plugin, it won't do any good. <http://gtmetrix.com/wordpress-optimization-guide.html>

As for image compression, because Yahoo's Smush.it API will soon be discontinued, I recommend the TinyPNG plugin which will compress both JPG and PNG images (PNG is recommended for web use): <https://wordpress.org/plugins/tiny-compress-images/>.

Next, the server needs GZIP compression and browser caching. This is typically done through the .htaccess file on your site folder through cPanel for your web host. The web host should have guides in their help sections on how to do so.

All the steps above should compress the site, leverage browser caching, minify and asynchronously load JavaScript, CSS, and HTML, and optimize images. It should easily put your site in the green with load time. (75-80/100 or above, taking up to 2 seconds off of load time) If possible, I'd also recommend using a CDN if you aren't already, Amazon Cloudfront is the best quality for the price in my opinion.

## 7 Analytics

Normally, I might include a mobile and internationalization section in my reports. There are no mobile issues that I can see thanks to responsive design. As far as internationalization goes, I don't know if you target an international audience but WordPress makes it very easy to translate pages and redirect users according to their browser language settings.

For Google Analytics, it's hard to make recommendations from an outside perspective. Instead, I'll list some often unknown features about analytics that could be very useful.

- Capture Internal Searches - Track what people are typing into the search bar on your website.
- Demographics Tracking - Track the demographics of your visitors to get a better understanding of your audience.
- Block Internal IPs - Stop tracking traffic from within your organization. It does no good to track yourself and your employees when they visit the site.
- UTM Campaign Parameters - Track where people are clicking on links to your site and why. For instance, if you post to social networks that you are offering 50% off of certain merchandise, you can track how many people clicked on the "50% discount campaign." (This can also be used in email, or anywhere else.)
- Event Tracking - Tracks how many times a particular button is pressed, how many people clicked play on an image to see a larger version, etc.

## 8 Wrap-Up

If you have anymore questions, feel free to send me an email to `glover.ethan@gmail.com`

You can find more about me here: <http://ethanglover.biz/>

I hope to hear from you soon!