SWOT ANALYSIS

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| STRENGTHS | WEAKNESSES |
| * Sleek design * Uses Modern “flat” style * Simple interface * Social Media Outreach | * No content description * Very minimal pictures/Graphics * Too bare overall * Mobile hard to read (not completely optimized) * Convoluted process for accessing basic page functions |
| OPPORTUNITIES | THREATS |
| * No blog/ review postings * No pay-per-click campaign | * Site is not SEO optimized using SEObook.com * Site is also not on Google sponsored links |

A SWOT analysis is often used in planning projects in many aspects of business. It’s a good idea to do one for a web site at some point. Ideally, this happens before the web site is built, but this could also happen at the beginning of a site redesign or in our case, before extensive SEO work takes place on an existing site.

Before we’re able to formulate a good SEO plan, it’s important to understand what the site is currently doing right (strengths), what it’s currently doing wrong (weaknesses), what untapped opportunities there are that can be worked toward (opportunities), and what external problems/competition there are (threats).

Fill out the SWOT analysis for your web site in the template above. Two to five short bullet points per category will suffice. On the next page of this document is a sample SWOT analysis for a fictitious web site so that you can understand what a SWOT analysis for a site SEO overhaul looks like.

SAMPLE SWOT ANALYSIS FOR JOE’S AWESOME BURGER SHACK

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| STRENGTHS | WEAKNESSES |
| * The site is attractive and loads fast * The site contains a lot of nice pictures of the food * The site’s hours and location are easy to find * The site appears to be mobile optimized according to Google’s Mobile Friendly Test Tool | * The site’s navigation is difficult to use and in image format with no alt text or titles * None of the images in the site seem to have alt text in the code which describes what the image is to search engines. * The website’s menu is in JPG format, and it should be in text format so that the search engines can better index the menu offerings. * There seem to be few good keyword phrases in any of the pages of the web site. Writing web site copy to better reflect the desired keyword searches would be very helpful. |
| OPPORTUNITIES | THREATS |
| * Joe’s Awesome Burger Shack currently doesn’t have a Facebook page, and no other burger shacks have Facebook pages * Joe’s Awesome Burger Shack also doesn’t have a Twitter page * The site doesn’t appear in any paid placements at all. A good pay per click campaign on Google may be a good idea. | * Bob’s Awesome Burger Shack, our main competitor, seems to have a lock on keyword searches for “burger shack portland oregon” and “awesome burger shack” * Bob’s Awesome Burger Shack also does Google sponsored links in searches. |