$5 Website Evaluation

Improve your website and increase your hits, conversions, usability, search engine ranking & much more.

twisted websolutions

Website: http://www.bixitime.com/

Report Conducted by Twisted Web Solutions (http://twistedwebsolutions.com).

See the issues/problems/improvements found below. There are 10 in total. All have been given full or vague fixes/tips.

If you have any questions please contact me via the fiverr.com gig.

If you are exceptionally pleased, feel free to like/follow me on social networks for updates and work opportunities:

Facebook @ https://www.facebook.com/twistedwebsolutions

Twitter @ http://twitter.com/#!/Twistedweb123/
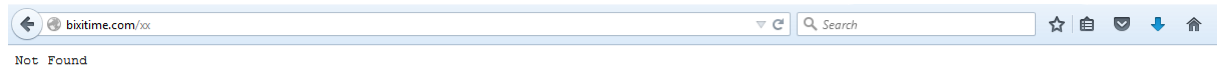
Thank You,

FIVERR SUPER SELLER

Adam (twistedweb123)

1. **Title:** Custom 404 Page

Type: Design/Usability Improvement

A 404 page is a page that shows when a requested url doesn't exist.

For example, if we visit http://www.bixitime.com/xx/ we see:

As you can see, this page doesn't really appeal to your user.

I recommend you create a better custom 404 page, following on from your current sites design, which will stop this page showing.

How to fix?

Here are a few 404 Page tutorials:

1. http://members.cox.net/midian/tutorials/php404.htm (With email function to alert you of broken links)

2. http://www.cryer.co.uk/resources/javascript/html3.htm(Handy 404 Page tips, and how to implement into .htaccess)

3. http://www.thesitewizard.com/archive/custom404.shtml (Additional tips & 404 info)

2. **Title:** Embed Google Map

Type: User Improvement

Within your website we see links to Google maps (to demonstrate the bike locations), like so:

Bixi Time

> 2km Collège Édouard-Montpetit   26 🚲   1▮   🗺️

> 2km Repentigny/Sherbrooke   5 🚲   10▮   🗺️

> 2km Bossuet/Pierre de coubertain   9 🚲   10▮   🗺️

Incorporating Google maps as a feature on your website is fantastic, it can really help demonstrate the location to users.

However, the conviction of how you incorporate these maps could be improved upon. At the moment, we click and are taken AWAY from your website directly to Google. This means, if we have more than one location we want to check, we have to keep clicking back and forth. You also jeopardise us as a user doing this, because we could become distracted by the third party site you're linking to (Google).

How to fix?

Rather than link to the external Google Maps website, use the Google Map API tool on this page.

This API will allow you to directly embed maps within your website, where a user can actually zoom in, zoom out, find directions and even drag around to see the surrounding area. This will make your website far more user friendly and look more professional, without having to go to an external link.

See this website for more information: http://code.google.com/apis/maps/index.html

To help with the onsite implementation, look at this example: https://gist.github.com/mattg/3897473#file-fixed-html you could embed the maps to lightbox popups, which initiate when a user clicks the map icons on your site.

3. **Title:** Page Titles

Type: SEO/Marketing Improvement

Page titles are the titles which show in web browser tabs. The title is set in your website's head, between the tags.

There are 5 common mistakes when creating page titles:
1.Not having a title set at all.

2. Bad lengths – They are usually too short or too long. Search engines can display up to 70 characters of your page title, but don't overdo it.

3. Keyword Stuffing – Yes you want to get your keywords out there. But stuffing them in your page titles is overkill, keep it smart and concise.

4.Using the website or company name on every page – You may want to keep branding, but search engines will read your titles far better if they are unique and not over packed by always mentioning your website/company name at the beginning.

5. Duplicate Titles – Having the same title more than once across your website is very bad. You need to make sure every page is as unique as possible.

Look at your homepage title:

Homepage: `<title>Bixi Time</title>`

Whilst this technically correct (although a little short) you are not really well optimised for SEO. You need to be pushing your keywords more.

This is also a marketing element as well. Does your current search engine result really make us want to click through?
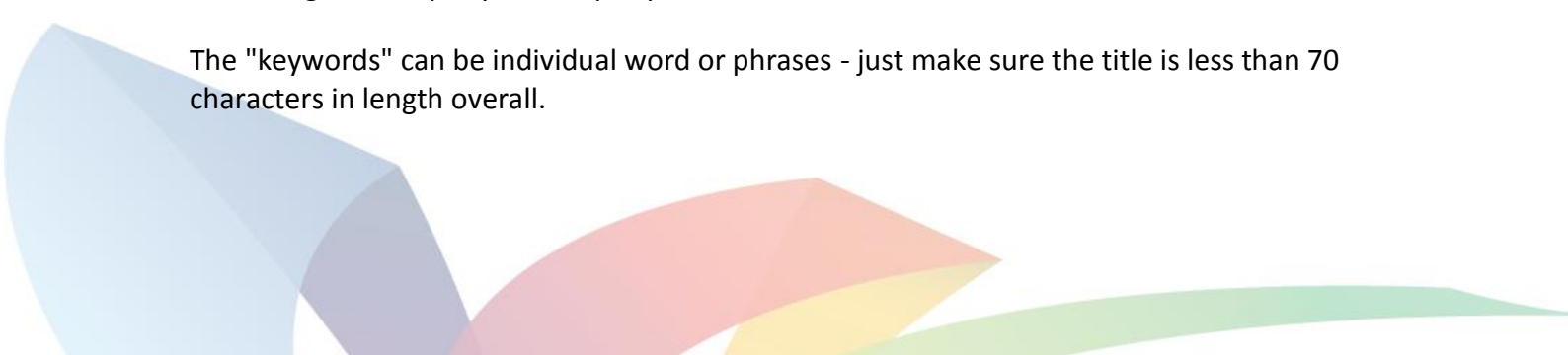

Bixi Time
bixitime.com/
BixiTime logo.

This certainly doesn't make me want to click. For a start, we have no idea what Bixi Time is.

How to fix?

You can improve the format and mention keywords. Imagine a format like so:

<title>Page Name | Keyword 1 | Keyword 2 </title>

The "keywords" can be individual word or phrases - just make sure the title is less than 70 characters in length overall.

4. **Title:** Social Marketing

Type: User & Advertising Improvement

Your website hosts a type of business that definitely works on word of mouth. I don't know if you have many social media profiles set up (A search of top social media networks couldn't find you) but I highly recommend you do.

By social media profiles, I mean such things as Facebook, Twitter & Youtube.

Having things such as Facebook and Twitter will actually allow you to connect to your users regularly, create a social buzz, incorporate Tweets within your pages and generally receive a genuine feedback from real users. The social media will also help your sites popularity grow. Allowing users to like and post information about your website. Social media profiles are also very valuable and high-ranking backlinks.

How to fix?

Check Websites such as:

Facebook.com
Twitter.com
Youtube.com

In terms of Twitter, it is great to incorporate into your website for Tweets and other small pieces of news. If you build a Twitter following, you will soon notice a new wave of Traffic coming directly from Twitter. It will also help to show your website is active frequently. Incorporating a live Twitter feed directly on your website is a great way to show you are an active entity online. For example, you may Tweet about new bike stops added or the expansion of your service. You could even run a 'hashtag campaign', i.e. trying to get website users to Tweet with #bixitime, maybe of them borrowing the bikes etc and upload it with a photo to create that social buzz. You could then incorporate all Tweets related to the #bixitime hashtag on your site.

You can set up automatic posters for Facebook and Twitter, to basically post about relevant information and resources – this will make the whole process automatic but demonstrating it onsite to make you look very active – increasing the chance of conversion.

Videos really have the potential for viral content. Posting your videos on platforms like Youtube would also create a lot of buzz for you (which would only lead back to your site and conversions). For example, you could create a video demonstrating how the site works (although it's pretty simple) as a first advert/promotion.

5. **Title:** Social Sharing

Type: Marketing/Traffic/SEO Improvement

Leading on from my previous point about social marketing, look at your current homepage:

Bixi Time

> 2km <u>Collège Édouard-Montpetit</u>   26 🚲   1📄   🗺️

> 2km <u>Repentigny/Sherbrooke</u>   5 🚲   10📄   🗺️

> 2km <u>Bossuet/Pierre de coubertain</u>   9 🚲   10📄   🗺️

As mentioned, word of mouth is very important for the popularity of your website. Why don't you allow users to share your site/service more?

A great tool to use is Facebook. Facebook is now very common, with most people having an account. It is free to use and widely popular, so why not integrate a facebook like script? Users will be able to like your site directly to show on their facebook page. All their friends can see this link and be linked straight to your site/service.

Search engines (especially Google), now take your social media footprint heavily into account when ranking your website. If your site is being shared it implies it's popular, this tells Google that your site is popular. Having your content shared on social media also creates valuable, high-ranking backlinks.

How to fix?

Use this script made available by Facebook developers:
http://developers.facebook.com/docs/reference/plugins/like/

Twitter: https://about.twitter.com/resources/buttons

Google +1: http://www.google.com/+1/button/

6. **Title:** Meta Tags

Type: SEO/Marketing Improvement

Meta tags may not be as efficient as they used to be, but they still come in handy when creating a website.

Look at your current Google search engine result again:

Bixi Time
bixitime.com/ ▾
BixiTime logo.

Currently you have no decent description set for your homepage, this means your homepage description will just be grabbed randomly from your home page. As you can imagine, this could be improved upon to better prompt users to visit. As mentioned with your page title issue, this is important for marketing as well as search engine optimisation.

How to fix?

Search engines use numerous techniques, which are automated, for setting a sites description. However, if you set a concise and descriptive meta description, it will more than likely be used.

You need to set and populate this code on your homepage:

```
<meta name="description" content=" " />
```

You will then need to set UNIQUE descriptions for any inner pages you create (for example, you may expand and actually have pages for each bike stop with photos of the stop, along with people being allowed to comment/rate how is was – i.e. were there a lot of bikes available?).

It's important your set unique descriptions across your whole site. Your homepage should describe your website as a whole, whilst your inner pages talk about the content within whilst hitting upon keywords.
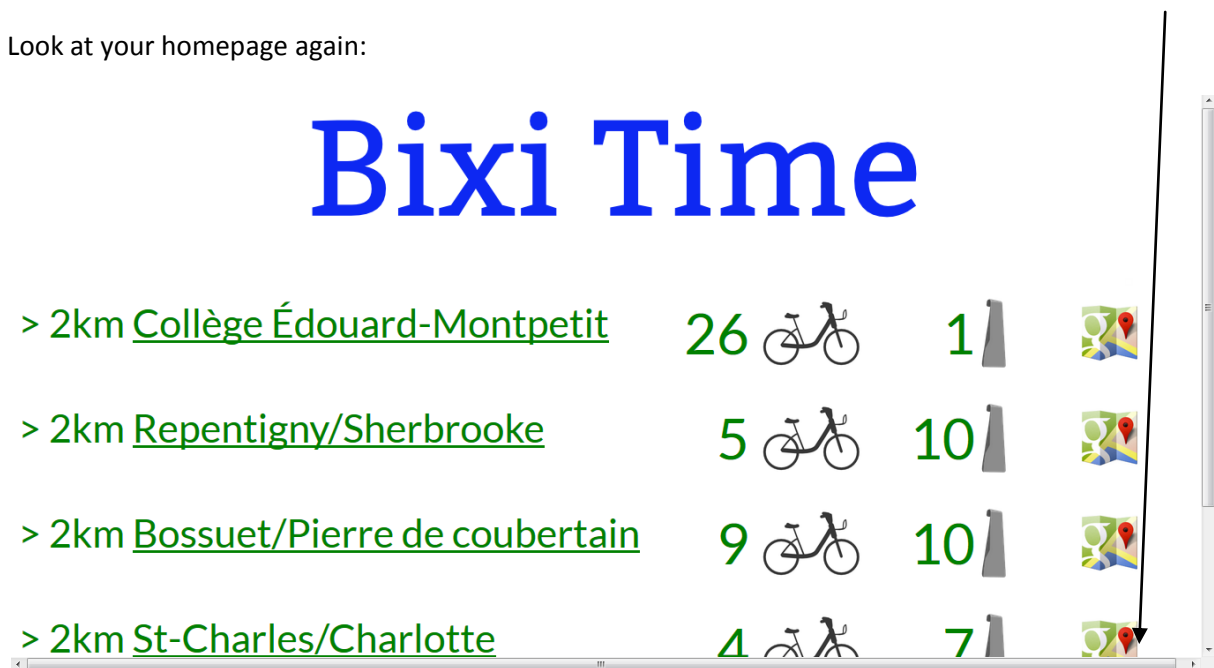
Learn how to concisely write the content of this tag, and others, by reading this tutorial:
http://www.w3schools.com/tags/tag_meta.asp

7. **Title:** Horizontal Scroll Bar

Type: User/Design Improvement

Look at your homepage again:

Your page content is too wide. It is because of this that we see a horizontal scrolling bar. Horizontal scrolling bars are absolutely terrible on a website (unless there is no vertical bar).

For the improvement of usability and design, you really should fix this. The poor design could cast a shadow on your site and cause a user to leave - increasing your bounce rate and affecting conversions.

How to fix?

The exact reason behind this is due to your actual page data being too big. When I decreased the body width using a live editor, the scrollbar was removed.

So:

```
body {
font-family: Lato;
color: #008000;
width: 100%;
text-align: center; }
```

Change the width to something like 99%

8. **Title:** Data Formatting

Type: Design/Usability Improvement

Look at how your current data is presented:

> 2km <u>Collège Édouard-Montpetit</u> 26 🚲 1 ▮ 🗺️

> 2km <u>Repentigny/Sherbrooke</u> 5 🚲 10 ▮ 🗺️

> 2km <u>Bossuet/Pierre de coubertain</u> 9 🚲 10 ▮ 🗺️

> 2km <u>St-Charles/Charlotte</u> 4 🚲 7 ▮ 🗺️

This data can be improved in a lot of ways. It currently looks a bit too large, and a bit clunky. I'd love to see it presented in a cleaner, more modern way.

How to fix?

The biggest thing you can do to improve this data is to improve the way it is demonstrated in a table. Look at all of these table examples available: https://www.freshdesignweb.com/free-css-tables/

I would personally love to see something like: http://codepen.io/lukepeters/pen/bfFur

This could be improved further with hoverover effects on the rows and you could even change your icons to something more modern, like "Font Awesome": http://fortawesome.github.io/Font-Awesome/

9. **Title:** Logo Creation

Type: Branding/Design/Marketing Improvement

Formatting your pages with both images and well structured text will lead to more hits, visitor readings and conversions.

For an important image creation, I recommend you start with branding, making a professional and memorable logo for your website, as you currently have no real branding. Your current logo is just seemingly basic text with no real branding possibilities:

Bixi Time

If a good enough logo is made, it will prompt users to visit your site (if they see links on other sites). It will also cause your website to gain popularity, as they can recognise and remember your logo and website.

Branding is a large element of SEO. Google doesn't like to rank EMD's (Exact Match Domains), they like to rank brands. Why? Because users like brands. What would you trust more:

apple.com
high-specification-computers.com

You need to push your brand more.

How to fix?

The easiest way to create a professional logo is to employ a professional graphic designer. For cheap, yet professional logos, look at freelancer sites such as: www.99designs.com, www.getafreelancer.com or www.fiverr.com.

If you haven't got the budget to hire a designer, you can create the logo yourself. To create your own logo, I recommend you use image manipulation and creation software such as Adobe Photoshop or Macromedia Fireworks. I personal use and recommend the latter, Macromedia. Look at some of these logo for similar businesses, you can see how the branding is much better here:
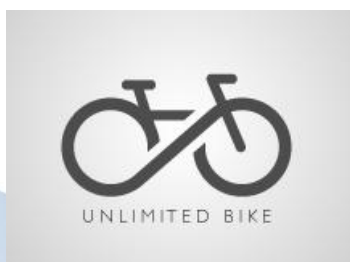
10. **Title:** Change Locations

Type: Usability Improvement

At the moment, the site only works based on our current location. When we visit the site, we see this:
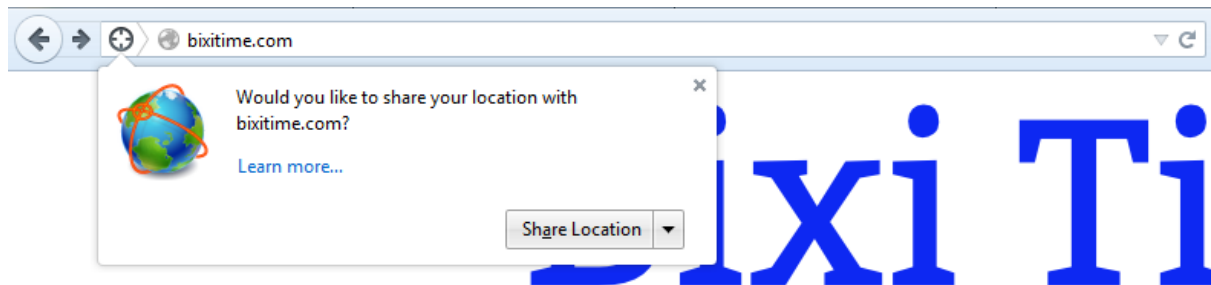
The actual system works correctly. However, forcing us to choose our current location is poor.

What if I'm travelling into a city tomorrow and want to plan where the bikes will be? Basing that from my current location (away from where I plan to travel) really doesn't help me, I have no idea.

How to fix?

I would still use your current method but also allow us to specify a location. Look at this Google page as an example:

You can see the 'search' bar allows us to define a location. Why not allow a 'location' type bar/input on your website. It will be pre-populated with our actual location but could be changed to a desired location. This would massively improve your site's viability whilst keeping the core function.

FREQUENTLY ASKED QUESTIONS

► HOW CAN I CONTACT YOU?

If you need to contact me for any reason, you can do so on Fiverr, via my [conversation page](#).

► HOW CAN I STAY UP-TO-DATE WITH YOU AND YOUR COMPANY?

Keep up-to-date with us via social media. You can find me on [Facebook](#) and [Twitter](#)

► CAN YOU PROVIDE ANOTHER 10 TIPS FOR MY WEBSITE?

Most likely, yes. However, to confirm, please contact me first. For a more in-depth review, I always recommend purchasing my video review extra.

► CAN I BUY EXTRAS EVEN THOUGH MY ORDER IS COMPLETE?

Yes, you can. There are two ways to go about this. Firstly, if you haven't yet left a review, you can purchase extras directly from your previous order screen. If you have left a review, you will need to purchase the gig again. To do this, simply purchase enough gigs to cover the extra cost. For example, if you would like a video recorded (value $20), simply place an order selecting the quantity of 4 to amount to $20.

► CAN YOU DIRECTLY IMPLEMENT THESE IMPROVEMENT POINTS FOR ME?

Yes, I can. Please contact me for a custom quote to do so. As all of my reports are unique, the price of this quote can vary.

► IF YOU DIRECTLY IMPLEMENT, WHAT INFORMATION DO YOU NEED?

To perform work directly on your website, I will need access to your hosting/FTP and any administrative panels (e.g. WordPress' Dashboard). All login credentials are kept secure whilst work is being carried out and NOT stored once complete.

► I'M IMPLEMENTING MYSELF BUT NEED HELP, CAN YOU ASSIST?

Free email assistance is provided via my Fiverr [conversation page](#). If you require me to directly access your website to assist you, a fee will be incurred.

► I HAVE OTHER SITES, IF I ORDER AGAIN WILL THE POINTS BE THE SAME?

Whilst websites tend to have a lot of the same problems in common, if you order for another website, I will avoid repeating points and only mention new improvements.

► HOW DO I RATE YOU?

Fiverr's rating system is based on feedback. To leave this, visit the order screen and leave a review within the 'thumbs up' box. If for whatever reason you wish to leave a 'thumbs down', please contact me beforehand for assistance.

► CAN I LEAVE YOU A TIP?

Sure! That's very kind of you. I accept tips directly through Fiverr on my [tip gig](#).