

Content Audit

GLOBAL NAV LINK	LEVEL 1 SUB-TOPIC	LEVEL 2 SUB-TOPIC/Original Content	LEVEL 3 SUB-TOPIC/Original Content	QUICK DESCRIPTION	Potential Use/ Placement	Keywords
Home	Welcome to Signs By Design paragraph.	None	None	Welcome paragraph describing sites products and process	Will relocate to middle of page in caption area and possibly add information	Design, signage, custom signs
Home	Signs by Design name brand	None	None	Websites branding name	Will redesign name and add logo that links back to home page, relocate to top left of home page	Signs, design, custom
Home	Business address	None	None	Address to business	Relocate under contact area	Address
Home	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	Relocated under contact area	phone number, business
Home	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	Remove	n/a
Home	Navigation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Navagation pages: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	n/a	Navagation links	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Home	vehicle.jpg MonumentSandblast.jpg channelLetterNeon.jpg Install.jpg formedLetters.jpg Cabinet.jpg streetSign.jpg bannerCover.jpg	None	None	Photos of different types of signs	Condense number of photos in gallery and relocate on home page	install, signs, banners, street signs, cabinet, formed letters, neon signs, sandblast
Home	Install	Installation Services pragraph, install.jpg, install1.jpg, install2.jpg, install3.jpg, install4.jpg, install5.jpg, install6.jpg, install7.jpg, install8.jpg	None	link to install page	Remove and relocate under instaltion services navigation link which will be renamed to Types of Services	install signs
Home	Service/Repair	Service paragraph, face.jpg, face2.jpg, monument.jpg, channelLetters.jpg, channelLetters2.jpg, cabinet2.jpg, cabinet3.jpg, pylon.jpg	None	Link to service/repair page	Remove and relocate under instaltion services navigation link which will be renamed to Types of Services	service, repair
Home	Refurbish	Refurbish paragraph, refurbish1.jpg, refurbish2.jpg, cabinet2.jpg, pylon.jpg, monument.jpg, dimensional.jpg, cabinet.jpg, pylon2.jpg, canopy.jpg, directional.jpg, vinyl.jpg	None	Link to refurbish page	Remove and relocate under instaltion services navigation link which will be renamed to Types of Services	refurbish
Home	Survey/Permit	Survey/Permit paragraph, monument.jpg, backlitChannelLetter.jpg, cabinet.jpg, backlitChannelLetter1.jpg, raceway.jpg, channelLetter.jpg, dimensionallLetter.jpg, channelLetters.jpg	None	Link to survey/permit page	Remove and relocate under instaltion services navigation link which will be renamed to Types of Services	survey, permit
Home	Lighting	Lighting paragraph, wallpack.jpg, pylon.jpg, cabinets.jpg, ChannelLetterNeon.jpg, neon.jpg, parkingLotLight.jpg, parkingLotLightClose.jpg	None	Link to lighting page	Remove and relocate under instaltion services navigation link which will be renamed to Types of Services	lighting

Installation Services	Installation services paragraph	None	None	Installation services process paragraph	Add additional information describing more services available	installation services
Installation Services	Signs by Design name brand	None	None	Websites branding name	see home section	Signs, design, custom
Installation Services	Business address	None	None	Address to business	see home section	Address
Installation Services	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	see home section	phone number, business
Installation Services	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	see home section	n/a
Installation Services	Navagation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Navagation links	None	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Installation Services	ChannelLetter.jpg flex.jpg flags.jpg cabinet.jpg cabLcdCHLtrAwn.jpg cover.jpg window.jpg raceway.jpg channelLetterNeon.jpg	None	None	Photos of different types of signs	Condense number of photos in gallery and relocate on page	channel letter, flex, flags, cabinet, cover, window, raceway, neon
Installation Services	Links: Install, Services, Refurbish, Survey/Permit, Lighting	Links: Install, Services, Refurbish, Survey/Permit, Lighting	None	Photos of different types of signs	Add links to gallery photos for the different links on page	instal, services, refurbish, servey, permit, lighting
Vehicle Gallery	Vehicle Graphicss paragraph	Vinyl and digital, Vehicle Wraps	Vinyl and digital, Vehicle Wraps	Vehicle Graphics paragraph	Add links to gallery photos for the different links on page	Veehicle Graphics, vinyl, digital, wraps
Vehicle Gallery	Signs by Design name brand	None	None	Websites branding name	see home section	Signs, design, custom
Vehicle Gallery	Business address	None	None	Address to business	see home section	Address
Vehicle Gallery	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	see home section	phone number, business
Vehicle Gallery	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	see home section	n/a
Vehicle Gallery	Navagation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	n/a	Navagation links	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Vehicle Gallery	wrap1.jpg, wrap2.jpg wrap3.jpg, wrap4.jpg wrap5.jpg, wrap6.jpg wrap7.jpg, vinylDig1.jpg vinylDig2.jpg, vinylDig3.jpg vinylDig4.jpg, vinylDig5.jpg vinylDig6.jpg, vinylDig7.jpg vinylDig8.jpg, vehicle1.jpg vehicle2.jpg, vehicle3.jpg vehicle4.jpg, vehicle5.jpg vehicle6.jpg, vehicle7.jpg vehicle8.jpg, vehicle10.jpg	None	None	Photos of different types of signs	Condense number of photos in gallery and relocate on page	wrap, vinyl
Vehicle Gallery	Links: Vinyl and Digital, Vehicle Wraps	Vinyl and Digital Graphics, Vehicle Wraps	None	Photos of different types of signs	Condense number of photos in gallery and relocate on page	vinyl, digital, wraps, graphics
Illuminated Sign Gallery	Illuminated Sign Gallery paragraph	none	none	Illuminated Sign Gallery paragraph	Add additional info if needed and relocate	n/a
Illuminated Sign Gallery	Signs by Design name brand	None	None	Websites branding name	see home section	Signs, design, custom
Illuminated Sign Gallery	Business address	None	None	Address to business	see home section	Address
Illuminated Sign Gallery	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	see home section	phone number, business
Illuminated Sign Gallery	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	see home section	n/a
Illuminated Sign Gallery	Navagation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	n/a	Navagation links	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Illuminated Sign Gallery	delivery1.jpg, delivery2.jpg delivery3.jpg, delivery4.jpg marquee1.jpg, marquee2.jpg marquee3.jpg, marquee4.jpg marquee5.jpg channelLetters channelLetter1.jpg channelLetters channelLetter2.jpg channelLetter channelLetter3.jpg channelLetters channelLetter4.jpg channelLetters channelLetter5.jpg channelLetters channelLetter6.jpg channelLetters/ channelLetter7.jpg channelLetters channelLetter8.jpg, neon7.jpg neon2.jpg, neon3.jpg neon4.jpg, neon5.jpg neon.jpg, led.jpg neon6.jpg, cabinet1.jpg cabinet2.jpg, cabinet3.jpg cabinet4.jpg, cabinet5.jpg cabinet6.jpg, cabinet7.jpg cabinet8.jpg, cabinet.jpg	None	None	Photos of different types of signs	Condense number of photos in gallery and relocate into one page	channel letter, marquee, neon, cabinet, delivery
Illuminated Sign Gallery	Links: Cabinet, Neon/Led, Channel Letter, Marquee, Delivery Signs	Cabinet, Neon/Led, Channel Letter, Marquee, Delivery Signs	None	Photos of different types of signs	Combine all links into one page	channel letter, marquee, neon, cabinet, delivery

Non Illuminated Sign Gallery	Non Illuminated Sign Gallery paragraph	none	none	Non Illuminated Sign Gallery paragraph	Add additional info if needed and relocate	n/a
Non Illuminated Sign Gallery	Signs by Design name brand	None	None	Websites branding name	see home section	Signs, design, custom
Non Illuminated Sign Gallery	Business address	None	None	Address to business	see home section	Address
Non Illuminated Sign Gallery	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	see home section	phone number, business
Non Illuminated Sign Gallery	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	see home section	n/a
Non Illuminated Sign Gallery	Navagation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	n/a	Navagation links	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Non Illuminated Sign Gallery	yard7.jpgyard8.jpgstreet1.jpgstreet2.jpgstreet3.jpgstreet6.jpgstreet7.jpgstreet8.jpgsandblast1.jpgsandblast2.jpgsandblast3.jpgsandblast4.jpgsandblast5.jpgsandblast6.jpgsandblast7.jpgsandblast8.jpgrealtor1.jpgrealtor2.jpgrealtor3.jpgrealtor4.jpgrealtor5.jpgrealtor6.jpgrealtor7.jpgrealtor8.jpgmonument1.jpgmonument2.jpgmonument3.jpgmonument4.jpgmonument5.jpgmonument6.jpgmonument7.jpgmonument8.jpgmagnet1.jpgmagnet2.jpgmagnet3.jpgmagnet4.jpgmagnet5.jpgmagnet6.jpgmagnet7.jpgmagnet8.jpgdimensional1.jpgdimensional2.jpgdimensional3.jpgdimensional4.jpgdimensional5.jpgdimensional6.jpgdimensional7.jpgdimensional8.jpgconstruction1.jpgconstruction2.jpgconstruction3.jpgconstruction4.jpgconstruction5.jpgconstruction6.jpgconstruction7.jpgconstruction8.jpgbuilding1.jpgbuilding2.jpgbuilding3.jpgbuilding4.jpgbuilding5.jpgbuilding6.jpgbuilding7.jpgbuilding8.jpgbanner1.jpgbanner2.jpgbanner3.jpgbanner4.jpgbanner5.jpgbanner6.jpgbanner7.jpgbanner8.jpgaframe4.jpgbanner7.jpgaframe1.jpgaframe2.jpgaframe3.jpgaframe5.jpgaframe6.jpgaframe7.jpg	None	None	Photos of different types of signs	Condense number of photos in gallery and relocate into one page	aframe, signs, banner, buiding signs, contrstruction, dimensional, magnets, monument, realtor, sandblasted, street, yard
Non Illuminated Sign Gallery	Links: aframe, signs, banner, buiding signs, contrstruction, dimensional, magnets, monument, realtor, sandblasted, street, yard	aframe, signs, banner, buiding signs, contrstruction, dimensional, magnets, monument, realtor, sandblasted, street, yard	None	Photos of different types of signs	Combine all links into one page	
Contact	Contact information paragraph.	None	None	Contact info		contact, phone numbers, email address
Contact	Signs by Design name brand	None	None	Websites branding name	Will redesign name and add logo that links back to home page, relocate to top left of home page	Signs, design, custom
Contact	Business address	None	None	Address to business	Relocate under contact area	Address
Contact	Contact phone numbers and email address	None	None	Contact phone numbers and email address to business	Relocated under contact area	phone number, business
Contact	Photo of installation vehicle	None	None	Photo of installation vehicle in top right corner of page	Remove	n/a
Contact	Navagation: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	Navagation pages: Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact	n/a	Navagation links	Relocate navigation links to top right of header	Installation services, Vehicle Gallery, Illuminated Sign Gallery, Non Illuminated Sign Gallery, Contact
Contact	same photos as home page photos	none	none	photos same as home page	remove photos	none

Keywords and <meta> Information	
Site Main Objectives	To make custom made signs for businesses and to showcase their products on the website
Signs by Design Home <title>	Signs by Designs- Home of Signs by Design
Signs by Design Installation Services <title>	Signs by Designs- Install, service/repair, refurbish, survey/permit, lighting
Signs by Design Vehicle Gallery <title>	Signs by Designs- Vinyl and digital, vehicle wraps
Signs by Design Illuminated Gallery <title>	Signs by Designs- Cabinet, neon/led, channel letter, marquee, delivery signs
Signs by Design Non Illuminated Gallery<title>	Signs by Designs- aframe, signs, banner, buiding signs, contrstruction, dimensional, magnets, monument, realtor, sandblasted, street, yard
Signs by Design Contact<title>	Signs by Designs- Install, service/repair, refurbish, survey/permit, lighting
Industry Information	
	Customs made signs, business signs maker, custom business signs, lawn business signs, small business signs, led business signs outdoor, business signs outdoor, led business signs, lighted business signs inc, lighted business signs outdoor, signs for business, custom business signs, directory signs lobby, directory signs, banners, real estate signs, yard signs, vinly, vehicle wraps
Industry terms/buzzwords	
Services/information offered	Install signs, service signs, repair signs, servey, permit, lighting, refurbish
User Information	
Sample Searches	Custom made signs, business signs, neon signs, vehicle wraps, illuminated signs, non illuminated signs
Theme and Content	Business logos, business advertisement, good quality custom made signs, quality business signs, professional looking business signs
Sub-page searches	Install services, service and repair, refurbish, survey/permit, lighting, vinly and digital, vehicle wraps, cabinet, neon/led, channel letter, marquee, delivery signs, a frame signs, banners, contstruction signs magnets, monument, realtor, sandblasted, street yard
Key Phrases	Signs by design, custom made, business signs, sign installs, sign repairs, sign refurbishing