



Island Media Management

Website review for www.sample.com, 14th January 2015

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Section 1 – An Introduction to Island Media Management

This is an independent review of your website, www.sample.com, performed by Island Media Management. IMM a marketing consulting firm based in Bali, Indonesia which is managed by experienced dive industry marketers who have also taught at all levels from Discover Scuba Diving up to Trimix Instructor. This review is meant to serve as a tool to help you see how your online marketing efforts can be improved in order to deliver sustainable results for your dive business.

If you have any questions about the report you are welcome to contact us direct at info@islandmediamanagement.com where our team is ready and waiting to assist you.


How to use this report

This report is created in multiple sections for your ease of use.

The first section is an executive summary that highlights some of the most important action points that need to be addressed in order for your website to improve with regards to search rankings, customer experience and conversion.

The following sections go into more detail and provide you with information on what requires attention with the website and how you should remedy any issues.

As you read this report you will notice certain symbols and formatting that have been used throughout to make it easier for you to understand.

 Score %	X/10	Importance	What is it? A brief explanation of what this item is.
	X/10	Difficulty level	
	XX	Last review score	Why is it important? What it means to your site's success.

What's working? ✓ We will tell you what aspects are working.

What needs fixing? ☐ We will also tell you what aspects need our attention.

Who can fix it? 🧑 Basic user / webmaster / programmer

How do you fix it? ☒ We will tell you *how* to get the problem fixed, allowing you to determine if you can do it in-house, or if you need to outsource the service.

An Item with a low overall score and a high importance score should be deemed as a high priority. Some items may carry a score for your competition in this area, where it is relevant, or required. In instances where we are performing a follow-up review, we will track your progress by comparing your current scores to the "last review scores."

Section 2: Executive Summary

OVERALL SCORING SUMMARY:

33 Score %	NA	Last Report Score	20	Meta Tags	40	Overall Content
	36	User Experience	25	Images	65	Social Integration
	25	Navigation	33	Text	22	Quality Signals
	66	Search Accessibility	5	Link Profile	15	Retention
	62	Link Structure	70	Hosting & Registration	0	Conversion
	29	Page Speed	15	Search Rankings		

Don't worry! Sure, there's some work to do, but we have prepared some simple steps to get you started in the right direction.

Consider the following action points as the **most important tasks** that you should complete in order to have the greatest positive effects on your site's performance.

PRIORITY TASK Click for more information	What?	CONVERSION
	Why?	There is no clear way to get in touch with you via website.
	How to fix it:	Create a contact form on its own page, link into top navigation.

PRIORITY TASK Click for more information	What?	ON PAGE SEO
	Why?	Increases search engine visibility.
	How to fix it:	Complete SEO review and adjustment of on page factors.

PRIORITY TASK Click for more information	What?	LINK BUILDING
	Why?	Increases direct traffic and benefits search engine visibility.
	How to fix it:	Look for high quality websites that wish to feature your content.

PRIORITY TASK Click for more information	What?	CONTENT GENERATION
	Why?	Benefits users and search engines.
	How to fix it:	Create an in house content development plan.

IMPORTANT –These are the most important aspects of the report that need your attention.

Summary:

Whilst the site is visually appealing it has many areas that require work in order to get it in line with the best SEO practices for Google. Currently the site is struggling for Google rankings and most probably conversion also.

We would suggest that the SEO work, both on page and off page, be put forward as a priority followed by a strong content generation program in order to make your site more content rich. This will benefit both the end user, and will help to increase rankings to the site which is key to increased customers coming through your door.

Section 3: Site Structure

USER EXPERIENCE

36 Score %	8/10	Importance	What: The user experience is the general impression a user has when interacting with your website.
	5/10	Difficulty level	
	na	Last review score	Why: In 2015, Internet users only have prolonged interactions with websites that are easy to use.

What's working?	✓	Cross browser compatibility – no issues across multiple browsers.
	✓	Mobile friendly site allows mobile users to access information clearly.
	✓	The Footer provides full Name, Address and Phone number (NAP)
	✓	Multilingual site
What needs fixing?	☐	Visual Layout and Clarity: the main page of the site tends to be confusing for the user given the large number of images across this page. It is hard to identify sections within the page, aside from the main menu.
Who can fix it?	👤	- Web Programmer
How do you fix it?	☑	- We would suggest that you look to add some more text onto the page, with headings and sub headings in order to break up the images. Another option would be to try and make the individual images more clear with better headings.
What needs fixing?	☐	Header – the header of the site seems to consist of just the “DIVE LEMBEH WITH MAKAMAKA DIVER” title and text which then appears across many of the pages.
Who can fix it?	👤	- Webmaster
How do you fix it?	☑	- It is not suitable to have this duplicate content spread across the site so we suggest that you remove this from internal pages and ensure that each page has unique content.

NAVIGATION

<div>25</div> <div>Score %</div>	6/10	Importance	What: The method(s) of accessing content contained in the website.
	6/10	Difficulty level	
	na	Last review score	Why: A clear, intuitive navigation system increases ease of access and reduces user frustration, leading to higher retention and conversion.

What's working? ✓ **Top level Menu** – is clear and easy to use.

What needs fixing? ☐ - **Home page Navigation** – Aside from the top menu it is confusing with the images that link to various pages on the home page. It is difficult to see how that all fits together.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☒ - We would suggest that you look to add some more text onto the page, with headings and sub headings in order to break up the images. Another option would be to try and make the individual images more clear with better headings.

What needs fixing? ☐ - **Breadcrumbs** – When we visit any page on the site we have no idea how we got to that page. Breadcrumbs allow us to follow the route back through the site.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☒ - WordPress has a number of plugins that deal with breadcrumbs, or you can get a webmaster to add breadcrumbs to every page.

What needs fixing? ☐ - **Back to top** – When you have long pages we suggest that you have a link going back to the top of the page.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☒ - Adding “named anchors” to the page is a simple task for webmasters.

Section 4: SEO Assessment

SEARCH ENGINE ACCESSIBILITY

66 Score %	9/10	Importance	What: How easy is it for the search engines to find your online content, index it and display it to potential consumers?
	1/10	Difficulty level	
	na	Last review score	Why: Search engines will be the primary source of online traffic to your website, far larger than any other source of traffic.

What's working? ✓ **Sitemaps** – xml sitemaps are in place and structured correctly.

✓ **Robots.txt** - file is present and not causing any issues

What needs fixing? ☐ - **Google Analytics** is not installed and thus you won't be receiving analytical data about your website traffic and performance.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☒ - Setup Google Analytics using your company Gmail account and then install the tracking code on every page of your website to start getting data.

INTERNAL LINK STRUCTURE

62 Score %	6/10	Importance	What: Describes how the website is seen by Google, kind of like a family tree.
	5/10	Difficulty level	
	na	Last review score	Why: Google naturally places an emphasis on the pages that your site implicitly tells it are most important. Your link structure is a big signal in this hierarchy of content.

What's working? ✓ **Internal page errors** are kept to a minimum.

✓ **Robots.txt** - file is present and not causing any issues

What needs fixing? ☐ - **Link types, Anchor text, placement, and density** – internal text links are almost nonexistent on the site.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☒ - Create relevant links in the body of text on each page to help users direct themselves through the site.

PAGE SPEED

29 Score %	5/10	Importance	What: A relative assessment of how quickly your website loads.
	5/10	Difficulty level	
	na	Last review score	Why: Having a quick website is not only great for user satisfaction; it is also now a ranking factor used to determine your position in the search results.

What's working? ✓ Mobile version page speed score is very high – 85/100

What needs fixing? ☐ - Desktop version page speed score is very low – 32/100

Who can fix it? 🧑 - Webmaster

How do you fix it? ☑ - Image optimization
Eliminate render-blocking JavaScript and CSS in above-the-fold content
Minify JavaScript
Leverage browser caching
Reduce server response time

Get more information at
<https://developers.google.com/speed/pagespeed/insights>

META TAGS & HEADINGS

20 Score %	8/10	Importance	What: Meta tags are pieces of code that tell the search engine (and users) information about your web pages.
	3/10	Difficulty level	
	na	Last review score	Why: These tags (particularly the "Title" and "h1" tags) are generally accepted as being the biggest factors in determining what Google thinks a certain page is about.

What's working? ✓ Page Titles are unique and LSI rich

What needs fixing? ☐ - Meta Descriptions – 40 examples of duplicate meta descriptions on the site will be causing issues for your rankings.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☑ - Meta Descriptions can easily be controlled on a WordPress site by using an SEO plugin such as Yoast SEO which will help you control all of your meta data.

What needs fixing? ☐ - Heading tags – For the 189 pages on the website every page has the same H1 tag and the same H2 tags.

Who can fix it? 🧑 - Webmaster

How do you fix it? ☑ - Content on every page should be structured so that users can easily follow

the content. Using H tags allows users to do just that and so each page must have a unique H1 tag and then unique H2 tags also.

IMAGES

25 Score %	4/10	Importance	What: The images on your site not only affect the appearance of the site, but also its speed and search relevance
	5/10	Difficulty level	
	na	Last review score	Why: Images need to be size-optimized and have appropriate alt-tags to indicate the content of the image and how it is related to the page. Alt-tags can give the search engines even more information about a page, helping it rank better in results pages.

What's working?

✓ The site is full of **visually appealing images** that represent the location and diving very well.

What needs fixing?

☐ - **Image tags** – using the home page as an example, there are many images on the page but only five have an alt tag. Alt tags tell Google what the image is about and enhances search results.

Who can fix it?

👤 - Webmaster

How do you fix it?

☒ - Every image should have an alt tag that describes the image. This is done by editing the code in WordPress for every image on the site.

What needs fixing?

☐ - **Image Size** – the images require optimizing as many of them are too large causing page load speeds to be slow.

Who can fix it?

👤 - Webmaster

How do you fix it?

☒ - Resize images to ensure they are 72dpi and fit the exact size that you need on the website.

TEXT

<div>33</div> <div>Score %</div>	8/10	Importance	What: The words on your website are the easiest way for a search engine to understand what you are talking about.
	6/10	Difficulty level	
	na	Last review score	Why: Textual content is still the top factor in rankings. Having unique, fresh text on your website is an absolute requirement to achieving top search rankings.

What's working?	✓ This area is a big concern for the performance of the site in search engines, especially Google.
What needs fixing?	❑ - Each product page should have at least 300 words – many of the internal pages, and home page, do not have enough text on them.
Who can fix it?	👤 - Basic user
How do you fix it?	☑ - Divers love images but search engines love text and so perhaps you can take the text out of the images for many of the packages that you have on the site and put real text onto the page whilst maintaining the visual impact from the images. Many pages just need you to input more new text in order to get past that 300 word limit.
What needs fixing?	❑ - Duplicate content warnings – There are multiple examples of duplicate content on the website that prevent much of the content being indexed and searched by search engines.
Who can fix it?	👤 - Basic user
How do you fix it?	☑ - Check each page of your website using an online service (free) like copyscape.com to find the content that is duplicated and then change that text to ensure that it is unique. You can also ensure that you are using the publisher tag in the <head> of your page.
What needs fixing?	❑ - KW density – is too high for many of your main keywords.
Who can fix it?	👤 - Webmaster
How do you fix it?	☑ - The lack of text on the site is one reason keyword densities are so high, and comes across quite spammy. Consider creating content on the page that is written naturally with keyword density being around 2% for the page.
What needs fixing?	❑ - Uses LSI words instead of kw stuffing – there are multiple examples where the written text is too rich with keywords, or it is appearing too much across the site.
Who can fix it?	👤 - Webmaster
How do you fix it?	☑ - There are multiple online tools available to scan the text you right but the easiest way is write natural content that is not targeted to search engines, but rather to the end user.

LINK PROFILE

<div>5</div> <div>Score %</div>	10/10	Importance	What: Your link profile is an overview of the number and quality of other websites that are linking to you
	7/10	Difficulty level	
	na	Last review score	Why: Sites with large numbers of quality websites linking to them rank higher.

What's working?

- ✓ No spammy incoming or outgoing links

What needs fixing?

- ❑ - **Outbound link profile** – this area could be improved by linking to quality authority sites within the industry and removing links to poor quality sites of no relevance.

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☑ - Consider that users are looking for quality information and so if you provide them with quality outbound links then you will also receive credit for that from the user.
- ☑ - Review all out going links from the site to ensure they are quality links.

What needs fixing?

- ❑ - **Inbound link profile** – the back link profile is very thin with only 41 back links coming from 4 referring domains. The quality of those links is also very low with trust and citation scores from Majestic being very low.

Trust flow score - 5

Citation flow score – 15

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☑ - Given this is one of the most important aspects to ranking well in Google we suggest you give a lot of attention to this area. Building quality links is essential to the success of the website.
- ☑ - Consider generating quality content so that other websites want to link to your new content. An SEO specialist will also be able to help you create a link building strategy to improve your link profile.

HOSTING & REGISTRATION

70 Score %	4/10	Importance	What: The host is the physical machine that holds the data for your website and “serves” it to users
	1/10	Difficulty level	
	na	Last review score	Why: Having a good host with a good reputation sends good quality signals about your business. Similarly, having a host located in your country helps for local search results.

What’s working?

✓ **Hosting quality** – the website is hosted through WordPress.com which poses no issues for the site given their quality guidelines for hosting.

What needs fixing?

❑ - **Domain registration length** – It is a strong signal to Google if you have a domain registration period that exceeds a few years.

Who can fix it?

👤 - Webmaster

How do you fix it?

☑ - Ideally you will register the domain for a period of 5 to 10 years. This can be done immediately; there is no need to wait until the registration is due.

Section 5: Ranking Summary Overview

SEARCH RANKINGS

15 Score %	10/10	Importance	What: A search for your website or brand should help your customers find you easily.
	8/10	Difficulty level	
	na	Last review score	Why: This is how people find your products which then leads to conversions.

What's working?

✓ **Branded search rankings** – when we do a search for Makamaka divers then the website comes up in the top three although it is confusing as there is another website, www.makamakadiver.dabirahe.com that beats then to the top spot. This appears to be the same company and thus it is very confusing for the end user.

What needs fixing?

☐ - **Local search rankings** – are lagging behind the competition with the major keywords not appearing in the top 3 pages for many Google searches worldwide.

Who can fix it?

👤 - Webmaster

How do you fix it?

☑ - Undertaking the actions in this report will ultimately result in improved rankings in Google and other search engines.

Section 6: Content Management

HOMEPAGE CONTENT

15 Score %	8/10	Importance	A quick look at the content of the main page on your website: www.sample.com
	1/10	Difficulty level	
	na	Last review score	Why: Users should quickly and easily understand your business and its main product offerings. This content also tells the search engines a lot about your focus.

What's working?

✓ Text is brand- or product-relevant

What needs fixing?

☐ - **At least one paragraph with appropriate keywords** – the text on the homepage is too small and need expanding so that search engines and users can benefit from the content.

Who can fix it?

👤 - Webmaster

How do you fix it?

☒ - Work towards having at least 300 words on the home page that is relevant about your product and brand.

INTERNAL PAGE CONTENT

20 Score %	9/10	Importance	What: A look at the structure of product / service pages
	2/10	Difficulty level	
	na	Last review score	Why: The content on these pages helps determine how successfully you will rank for relevant searches, but should also be easy to consume for the human user.

What's working?

✓ Product pages are appropriately descriptive

What needs fixing?

☐ - **Text quantity is low** – many internal pages do not have enough text.

Who can fix it?

👤 - Webmaster

How do you fix it?

☒ - Work towards having at least 300 words on the home page that is relevant about your product and brand.

BLOG / NEWS SECTION

50 Score %	5/10	Importance	What: An assessment of “recency” on your website.
	5/10	Difficulty level	
	na	Last review score	Why: A blog/news section is a great way to keep new content coming to the website. It engages human users and also sends strong “freshness” signals to the search engines.

What’s working?

✓ News section has lots of updates with good images

What needs fixing?

☐ - **Consistency and quality** – the last update was in October 2014 and so this could be done more regularly.

Who can fix it?

👤 - Basic user

How do you fix it?

☒ - We would suggest developing a content strategy so that you can post our news and blog posts every week that can then also be used as part of your social media campaign.

SPECIAL OFFERS

75 Score %	3/10	Importance	What: Websites with occasional special offers tell users that the business is active and that content is being updated regularly
	2/10	Difficulty level	
	na	Last review score	Why: Content freshness is a strong quality indicator for search engines. Having current special offers enables search engines to see that you are constantly updating the site.

What's working?

✓ Special offers page is easy to find with updated offers.

What needs fixing?

☐ - **Link from other pages** – special offers could be more prominent on the internal product pages.

Who can fix it?

👤 - Webmaster

How do you fix it?

☒ - Include special offer text on the actual product pages so people do not have to travel to the special offers page to get the information.

CONTENT MANAGEMENT

50 Score %	7/10	Importance	What: A Content Management System is a system to publish and administer the content of a website.
	5/10	Difficulty level	
	na	Last review score	Why: Ease of updating and search engine friendliness. Modern CMS systems enable non-technical staff to play a bigger role in the updating and management of websites.

What's working?

✓ Built on an easy-to-update CMS

✓ RSS feed is present

What needs fixing?

☐ - **Regular updates** – We would suggest posting more quality content on the news section to build more content that is pointing to your website.

Who can fix it?

👤 - Basic user

How do you fix it?

☒ - Establish a content production schedule for your staff to write content which will then be posted on your site. A new section can contain so much information about what is going on at your dive center, the local region and in the dive industry in general.

INDEXED PAGES

80 Score %	8/10	Importance	What: This is the total number of files found in Google's index for your website.
	2/10	Difficulty level	
	na	Last review score	Why: Strong websites nearly always feature more than just a handful of pages. On the other hand, an inappropriately high number may indicate problems with the structure of the website.

What's working?

✓ 161 pages indexed in Google / 44 pages indexed in Bing

Site is indexed in Google for most of the pages although it could be improved for Bing.

Section 7: Social Integration

HOMEPAGE

65 Score %	7/10	Importance	What: This checks how integrated your home/main pages are with your social media efforts.
	4/10	Difficulty level	
	na	Last review score	Why: Sends verifiable signals to both human users and search engines that your company is active in engaging its audience. This affects your rankings.

What's working?

- ✓ Social media icons available to identify company
- ✓ Facebook social plugin used
- ✓ Twitter social plugin used

What needs fixing?

- ☐ - **Google+** - vital to improve rankings in Google.

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☒ - Establish a Google+ business page and begin posting to it like you would to Facebook. Ensure you post quality content that links back to your website. Also put the Google+ icon and link next to the social icons on your website.

What needs fixing?

- ☐ - **Pinterest / Instagram** – With so many great images I would use another social media platform such as Pinterest or Instagram, or both, to start showing more people about the incredible marine life you have in the area.

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☒ - Sign up for an account online and organize your staff to post daily images. You can also encourage your day guests to post their best images and share them with you.

PRODUCT PAGES & BLOG PAGES

65 Score %	7/10	Importance	What: An assessment of your site's integration of social media shares.
	4/10	Difficulty level	
	na	Last review score	Why: It is good to encourage social sharing by featuring "share this" and/or "pin it" type functionality on your product, news, special offer and blog pages.

What's working?

- ✓ Share buttons available
- ✓ Facebook social plugin used
- ✓ Twitter social plugin used

What needs fixing?

- ☐ - Same suggestions as for the home page section – consider [Google+](#), [Pinterest](#) and/or [Instagram](#).

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☒ - Same suggestions as for the home page section – consider [Google+](#), [Pinterest](#) and/or [Instagram](#).

Section 8: Quality / Retention / Conversion

QUALITY SIGNALS

22 Score %	9/10	Importance	What: Signals regarding the legitimacy, accountability and capability of your company.
	4/10	Difficulty level	
	na	Last review score	Why: Anyone can put up a website, so it is important to let users (and search engines) know that there is a strong organization behind the site.

What's working?	✓ Graphics & Images show us the quality of the location and resort.
What needs fixing?	<input type="checkbox"/> - Branding – A company logo does not appear consistently and prominently on the site which is an important point for people to recognise your company and brand.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Place you company logo prominently in the header of the image in your website.
What needs fixing?	<input type="checkbox"/> - NAP - Strong site-wide – Legitimate businesses feature their names, addresses and phone numbers prominently.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Put the NAP into your footer on every page as well as on your contact page.
What needs fixing?	<input type="checkbox"/> - PADI branding – The PADI logo is nowhere on the site. The PADI logo is known worldwide as is very useful to help increase the quality of your brand.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Place the PADI logo in the header of your website, along with your own company logo.
What needs fixing?	<input type="checkbox"/> - Tripadvisor / testimonials - These could be displayed more prominently on the site so show customer reviews.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - You can Add Tripadvisor widgets to the website which can show the latest reviews. Also consider getting management to respond to negative reviews on Tripadvisor as this sends a quality signal about your company.

STRONG COMPANY / "ABOUT US" QUALITY SIGNAL

45 Score %	5/10	Importance	What: Website users want to identify with brands and the individuals behind them
	4/10	Difficulty level	
	na	Last review score	Why: Sends users a good quality signal that there are real people driving the business and to offer customer support. Search engines can now recognize this and many count it in their ranking algorithms.

What's working?

- ✓ Resort and destination pages provide good information about the general area and the resort.

What needs fixing?

- ☐ - **About us** – You could consider increasing the content to include information about the team at the dive resort. Divers like to see who they will be diving with and have a chance to get to know the dive staff.

Who can fix it?

- 👤 - Webmaster

How do you fix it?

- ☒ - You can add another drop down menu from the resort menu item to include "About us" or similar. Adding more content will also help rankings in the search engines.

RETENTION

15 Score %	8/10	Importance	What: Retention deals with your site's ability to keep users engaged and consuming more content.
	3/10	Difficulty level	
	na	Last review score	Why: Users who stay on a website longer are more likely to participate in a conversion-oriented behavior (like subscribing to a newsletter, inquiring via contact form, or submitting a booking!)

What's working?	✓ Minimized "dead zones" – pages are filled nicely, especially with images.
What needs fixing?	<input type="checkbox"/> - "What's next" feature - is missing on all pages which stops people from moving through the site easily. Moreover, users who are confused about their next action at the bottom of a page may simply opt to exit.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Add simple links at the bottom of each page showing users where to head next, or how to get back to the top of the page.
What needs fixing?	<input type="checkbox"/> - End of pages feature back to top - doesn't appear anywhere on the site.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Add a "back to top" link at the bottom of pages to encourage users to access your site's main navigation again. This, coupled with the "what's next" feature is a great way to keep users on the website.

CONVERSION

0 Score %	10/10	Importance	What: Conversion relates to the actions that lead to inquiries, customer interaction, and bookings.
	2/10	Difficulty level	
	na	Last review score	Why: Meeting these goals leads to <u>increased revenue</u> .

What's working?	✓ This is a huge area of concern given that conversion is vital to sales.
What needs fixing?	<input type="checkbox"/> - No Contact Page - MAJOR ISSUE in that we couldn't find a way to get in touch with you from this website, other than going through the social media sites.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - You must add a contact page to the site as soon as possible so that people can send you an email, or call you. Contact icons or links should be seen on all pages of the site.
What needs fixing?	<input type="checkbox"/> - Book online / Sign up forms – not present anywhere on the site.
Who can fix it?	👤 - Webmaster
How do you fix it?	<input checked="" type="checkbox"/> - Once the contact form is in place, you can allow users to inquire about specific programs and offers through specialized sign up forms. Consider adding a sign up form for a newsletter as well.

For help with definitions, please visit the excellent online marketing reference at Moz:
<http://moz.com/blog/smw-c-and-other-essential-seo-jargon>

Our team here at Island Media Management invites you to send us any questions you may have to our inbox at info@islandmediamanagement.com