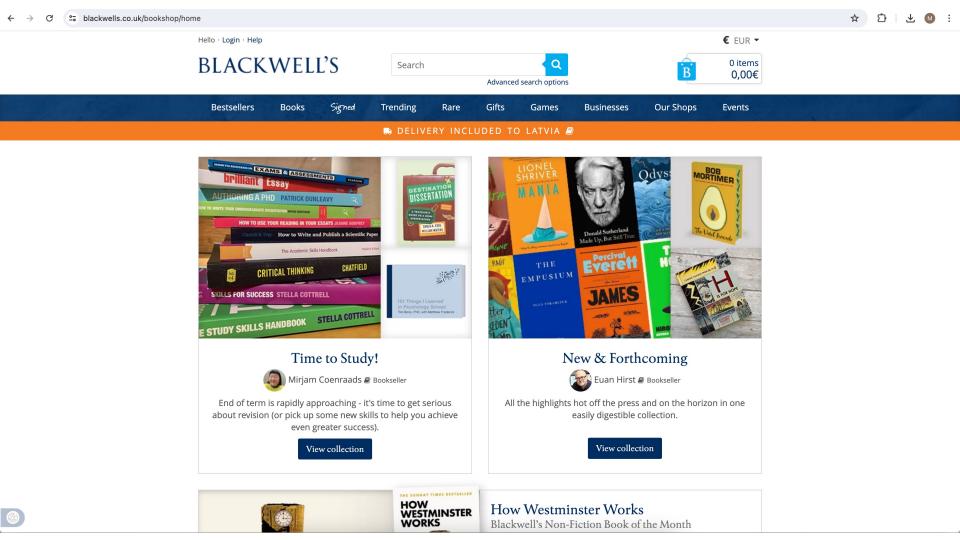
# Bookstore in the UK: blackwells.co.uk

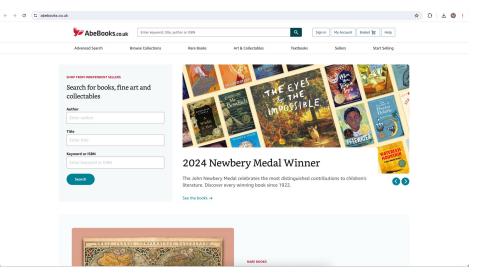
Matiss Gaigals, 231RDM022

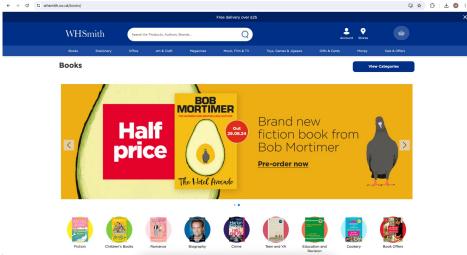
### Bookstore in the UK

- **Blackwell's** is a British academic book retailer founded in 1879 and has not only online-store, but 18 physical stores in the UK.
- AbeBooks is an e-commerce global online marketplace founded in 1995 in Canada with seven websites that offer books, fine art, and collectables from sellers in over 50 countries.
- **WHSmith** founded in 1792 is a publicly traded company with more than 1100 stores in the UK in travel and high street locations.



# Competitors





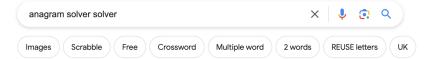
## Blackwell's website main issues

- There are two different websites (and looks like even two online stores)
  under single domain. Second online stores dedicated to rare books looks
  rather outdated.
- Website has several SEO issues including problems of wrong internal link usage in pages.
- Website analysis showed the website could have some CSS and JS loading time issues – improving this could help to improve page ranking.

## Blackwell's short-term improvements

- Fix SEO issues wrong word count, duplicate meta descriptions, wrong title tags, wrong internal link usage
- Fix paid Google keyword advertising with poor titles and without description
- Seek relatively cheap keywords with low paid difficulty and/or moderate SEO difficulty. It is possible to find set of keywords with relevant books to advertise.







ssynth.co.uk

https://www.ssynth.co.uk > ~gay > anagram :

#### Andy's anagram solver

Welcome to Andy's anagram solver! logo. Word or phrase to be solved: Limit each solution to. 1, 2, 3, 4, 5, 6, no limit. words. English (20000 common words)

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anagramfinder.co.uk

https://anagramfinder.co.uk

#### Anagram Finder: Anagram Solver - Find all words in any ...

The Anagram Solver is perfect for finding words you can make in games like Scrabble or Words with Friends - and many other games. By entering your current tiles ...



WordWheels.co.uk

https://wordwheels.co.uk > Anagram-Solver :

#### Scrabble and Anagram Solver

Scrabble and **Anagram Solver**. **Solve** Anagrams Now. Enter any combination of letters into the box below and the database will find all anagrams and scrabble ...



exydec.com

https://hexydec.com > apps > anagram

#### Anagram Solver | Hexydec

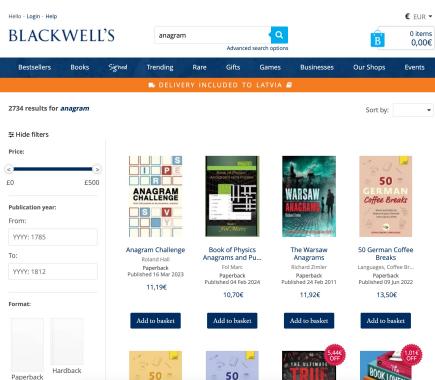
Anagram Solver. Portfolio · Apps; Anagram Solver. Anagram Solver. Enter Letters to Get Suggestions. Go. Starts With, Contains, Matches, Ends With.



nag-a-ram.com https://nag-a-ram.com

#### Nag A Ram: Anagram solver for long words, full names and ...

The only **anagram solver** with no limits (= am inventing smooth literary hallows), designed to handle pangrams, full names, short phrases & really really long ...





victorian stations



https://www.amazon.co.uk > Victorian-Stations-Railway...

#### Victorian Stations: Railway Stations in England and Wales ...

Buy Victorian Stations: Railway Stations in England and Wales, 1836-1923 First Edition by Biddle, Gordon (ISBN: 9780715359495) from Amazon's Book Store.





https://www.networkrail.co.uk > ... > Iconic infrastructure

#### The history of London Victoria station

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The National Archives

https://www.nationalarchives.gov.uk > resources > victori...

#### Victorian Railways

Railway stations were often packed and busy which made theft easier. The first railway murder took place in 1864 on train travelling from Fenchurch Street ...



Countryside Books

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#### Victorian Railway Stations

This book, with full colour illustrations and extensive photography throughout, takes you on a tour of Britain's iconic Victorian railway stations.



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westminster-ne-centres.co.uk

https://westminster-ne-centres.co.uk > victorian+railway...

#### victorian railway stations | Fruugo UK

Victorian Stations: Railway Stations in England and Wales, 1836-1923. Brand ... Victoria Coach Station is about 300metres south-west of the railway stations.

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Victorian Railway Stations





















Trevor Yorke

Paperback

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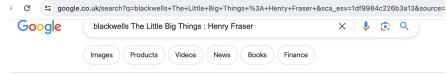
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Paperback

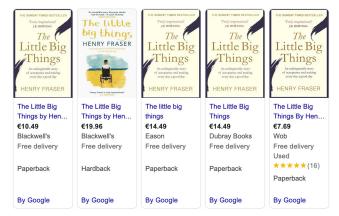
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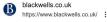
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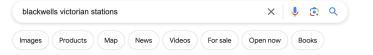
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Blackwell's, books

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#### Victorian Stations: Gordon Biddle,: 9780715359495

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Blackwell's

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## Blackwell's long-term improvements

For long-term improvements it is suggested to analyze potential to modernize and improve the website:

- unify all content under single website
- compress CSS, JS and image files to load page faster
- fix technical issues with dynamic links
- improve meta tags and page content management
- Improve image SEO