DLP700, e-Business Solutions

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Practical task No 3: Web Page Analysis, Comparison, and Improvement Recommendations

Selection of Primary Website and Competitors

The chosen field is bookstore in the UK where primary website is chosen
https://blackwells.co.uk/ and competitors are https://www.abebooks.co.uk/ and
https://www.whsmith.co.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.

In contracts **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. On context of the task UK targeted website will be analyzed.

The Second competitor is **WHSmith** – founded in 1792 is a publicly traded company with more than 1100 stores in the UK in travel and high street locations. In Travel it is the leading operator of news, books and convenience stores in every major UK airport.

Methodology

The websites were analyzed by using given tools:

- Similarweb.com free version for getting base website visitor data and to have main insights on how the primary website stands against competitors
- Ubersuggest by Neil Patel paid version for getting insights on the primary website traffic, SEO and keyword analysis and suggestions
- Seobility.net free version for getting insights on some SEO problems for separate pages

Gathered data is used as a basis for further consideration and synthesis to define suggested improvements and conclusions.

Data Analysis

Blackwell's has the least traffic of the 3 websites; however, it has the best bounce rate and average pages per visit. It has the youngest audience with ~2/3 in 18-44 age bracket. It is a champion in direct traffic and paid search, which might mean a significant part of visitors are loyal customers or advertised books are spot on to their interests.

Blackwell's has more backlinks than competitors. When checking a few of backlink's examples, it can be observed that links to the website are used to cite books, which is a great way to advertise the website.

There is slight inconsistency with the main website for some sections of the website, for example https://blackwells.co.uk/rarebooks/index.php which leads to a totally different world of rare books not having direct link back to the main website. Website audit data shows there are a significant number of pages with different technical issues which might negatively impact SEO. In general looks like SEO keywords ranking is constantly decreasing for the website, so this might be one of the improvements areas.

Improvement Suggestions

In order to achieve potential fast results, it would be suggested to start with relatively easy to implement improvements:

1. Fix the website SEO issues
   a. improve word count, for example, https://blackwells.co.uk/bookshop/editorial/william-morris does not have any meaningful description; books that are not sold are without description and available for viewing - https://blackwells.co.uk/bookshop/product/Uncommon-Type-by-Tom-Hanks/9781473544925
   b. remove duplicate meta descriptions, for example, https://blackwells.co.uk/bookshop/editorial/william-morris has the same description as https://blackwells.co.uk/bookshop/home
   c. fix title tags, for example, https://blackwells.co.uk/bookshop/product/Happy-The-Journal-by-Fearne-Cotton/9781409176879 has this title "Happy: The Journal : Fearne Cotton : 9781409176879 : Blackwell's" which probably could be changed to "Happy: The Journal : Fearne Cotton"
   d. fix links, for example, https://blackwells.co.uk/bookshop/product/The-Little-Big-Things-by-Henry-Fraser/9781409167792 have some internal links have dynamic parameters. All internal URLs, which are not marked as no-follow, should not contain dynamic parameters.
2. Seek relatively cheap keywords with low paid difficulty and/or moderate SEO difficulty where the website can match with relevant products. Examples where the website has relevant products to lead to:
   a. keyword "anagram solver" has significant volume of 823k, 0.03 CPC, 1 PD and 45 SD
   b. keyword "victorian stations" has volume of 301k, 0.47 CPC, 9 PD and 50 SD
   c. keywords like "english to tamil" or "latin for english" have volume of ~60k, CPC close to zero, 1 PD and 45 SD.
3. Fix paid Google keyword advertising, where for example when searching "blackwells the little big things : henry frazer" it shows advertising with poor title "The Little Big Things : Henry Fraser : 9781409167792" without description.

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