

PEER - GRADED ASSIGNMENT:

CONTENT AUDIT AND TECHNICAL REVIEW

WWW.PORCHPOTTERY.COM

PART ONE:

COMPETITIVE CONTENT ANALYSIS

COMPETITOR ONE: CREALDÉ SCHOOL OF ART

URL	Content	Content Type	Notes	Links*	Twitter	FB Shares	FB Likes	FB Comments	Instagram Likes
http://crealde.org/classes-workshops/?program_type=workshop&class_type=ceramics	Static Page	Pottery Workshop Information	Photos and a text about each workshop	0	not shared on social media recently				
http://crealde.org/classes-workshops/?program_type=class&class_type=ceramics	Static Page	Pottery Workshop Information	Photos and a text about each class	0	not shared on social media recently				
http://crealde.org/news-events/	Category Page	News about the school/art	Photos and link to each News	0	not shared on social media recently				
http://crealde.org/exhibitions/?exhibition_type=current	Static Page	Current Exhibition at the School	Photos and text about the current exhibitions	0	not shared on social media recently				
http://crealde.org/exhibitions-winter-spring/?fbclid=IwAR1JU1li7Vbl_UeFcsFI	Static Page	Digital Magazine	Student working with ceramics in the photos, and they include a call to action for the ceramics course	0	-	0	10	0	31

*Font: MOZ

Social Media Followers and What they post:

- **Facebook: 7.084** – They're active on Facebook and they usually post about future events and classes, photos of the events, and links to their newsletter.
- **Twitter: 392** – They're not very active on Twitter. Most of their posts are inviting people to the classes and events.
- **Instagram: 1.521** – They usually post arts pictures and include a call to action to their classes or events.

COMPETITOR ONE: CREALDÉ SCHOOL OF ART

Crealdé is a school of art that offers different kinds of art classes, including pottery. Even though is not only focused in pottery/ceramics, it's a big competitor because they're known in Orlando and our target is attracted by them.

They have a lot of arts events, classes and workshops going on, so that's what they mostly write about on their website and social media.

They have a bigger amount of followers on Facebook, but their Instagram page seems to perform better in terms of likes, which shows that the target is highly attracted to photos. Facebook is a good method for them to publish their events and classes and spread the word among friends.

COMPETITOR TWO: SUPER AWESOME COOL POTTERY

URL	Content	Content Type	Notes	Links*	FB Shares	FB Likes	FB Comments	Instagram Likes
https://www.superawesomecool.com/ontheheel	Static Page	Wheel Classes Information	Just text	0	0	0	0	0
https://www.superawesomecool.com/girl-	Static Page	Girl Scout Event	Photo and Text	0	not shared on social media recently			
https://www.superawesomecool.com/pyop	Static Page	Paint Your Pottery Information	Photo and Text	0	not shared on social media recently			
https://www.superawesomecool.com/afterschool	Static Page	After School Program	Photo and Text	0	not shared on social media recently			
https://www.superawesomecool.com/handbuilding1	Static Page	Sculpture Program	Photo and Text	0	not shared on social media recently			

Social Media Followers and What they post:

- **Facebook: 16.554** – They're active on Facebook and they mostly post about their classes and sometimes they share an student picture or a testimonial from them.
- **Youtube: 5** – Their Youtube is relatively new (5 months) and not well structured yet. They have 6 videos posted In total.
- **Instagram: 188** – They're active posting on Instagram, but they don't receive any likes or comments.

COMPETITOR TWO: SUPER AWESOME COOL POTTERY

Super Awesome Cool Pottery is a school focused on the Pottery Arts. They have a lot of classes and workshops. By the content and webdesign on their website, they seem to be focused on kids classes, but it's not clear. They could do a better work positioning the target. They don't write content besides information about their classes.

Despite they are very active on Facebook and Instagram, they don't receive almost any like or comments on both social media channels. Most of the content are "flyers" created by the business, with a lot of text and random pictures of things not always related to pottery. This shows that their content is not attracting or engaging their target. The posts could perform better if they have original pictures on it of the pottery making process or images of the pottery pieces ready. Also, they almost never include a link or a call to action on their social media posts, which does not make people to turn into website visitors.

PART TWO:

INTERNAL CONTENT AUDIT

INTERNAL CONTENT AUDIT: PORCH POTTERY

#	URL	Seasonality	Content Type	Images	Internal Links	Page Type	Target	Call to action	Notes
1	https://www.porchpottery.com/	None	Text & Image	Yes	Yes	Homepage	Direct	Schedule a Class	Nice homepage. They could work in the copywriting to make it more attractive.
2	https://www.porchpottery.com/faq-2	None	Text	No	No	FAQ Page	Direct	Subscribe	Could have more pictures of each class and what students have been making.
3	https://www.porchpottery.com/shop-1	None	Text & Image	Yes	No	Store Page	Direct	Subscribe	They could insert the other classes and events instead of leading users to Eventbrite.
4	https://www.porchpottery.com/classes	None	Text & Image	Yes	No	Information about the Classes	Direct	Subscribe	They could write a little description and include a call to action to each product.
5	https://www.porchpottery.com/contact	None	Text & Map	No	No	Contact Page	Direct	Call or Email Us	Simple and clear
6	https://www.porchpottery.com/other-services-1	None	Text	No	No	Services Page	Direct	Subscribe	Could explain more the "other services" and try to "sell" better instead of just throw the information
7	https://www.porchpottery.com/schedule-a-class	None	Text	No	No	Appointment Page	Direct	Schedule a Class	It leads to an Eventbrite page.
8	https://www.porchpottery.com/shop-1/byob-datefamily-night-for-4-15-2-hr-	None	Text & Image	Yes	No	Product Page	Direct	Add to Cart	It could give more details about the class.
9	https://www.porchpottery.com/shop-1/multi-colored-wolf-paw-mug	None	Text & Image	Yes	No	Product Page	Direct	Add to Cart	It could give more details about the product and the making process.
10	https://www.porchpottery.com/shop-1/pairs-of-christmas-tree-tumblers	Christmas	Text & Image	Yes	No	Product Page	Direct	Add to Cart	It could give more details about the product and the making process.

INSIGHTS AND SUGGESTIONS

1. Based on the "Questions" Keyword group, create a blog section where the business is going to write about ceramics. Topic examples: how to choose a studio, What are the different types of paint you can use, How pottery is made (basic process), What are the instruments necessary, etc.
2. Longwood on the Orlando nearby cities and some of the chosen keywords have "orlando" in it, so they can write "Orlando" in some of the pages.
3. Improve the About Us category and create a page "About the Artist" that will talk about the studio and the artist. It's important to give a personal and emotional touch to the website to connect with the audience.
4. Improve and personalize the Call to Action to each page.
5. Create a better copywriting for the products on the store.
6. Expand the content on the FAQ Page.
7. Expand the content on the classes pages. It needs to be more appealing.

PART THREE:

CREATING A KEYWORD MAP

KEYWORD MAP

#	Page	URL	Primary Keyword	Volume	Rank (date)	Secondary Keywords	Volume	Rank (date)
1	Classees	https://www.porchpottery.com/classes	pottery classes	100-1.000	1.06.20	pottery making classes	10-100	1.06.20
2	Other Services	https://www.porchpottery.com/other-services-1	art classes	100-1.000	1.06.20	pottery art class	10-100	1.06.20
3	FAQ	https://www.porchpottery.com/fag-2	ceramics open studio	10-100	1.06.20	ceramics wheel	10-100	1.06.20
4	Shop	https://www.porchpottery.com/shop-1	pottery shop	10-100	1.06.20	pottery gifts	10-100	1.06.20
5	Homepage	https://www.porchpottery.com/	porch pottery inc	0-10	1.06.20	ceramic classes at porch pottery	0-10	1.06.20
6	Contact	https://www.porchpottery.com/contact	ceramics classes near me	100-1.000	1.06.20	local pottery class	10-100	1.06.20
7	Schedule a Class	https://www.porchpottery.com/schedule-a-class	clay classes	10-100	1.06.20	clay sculpting classes	10-100	1.06.20
8	Potter Class Family	https://www.porchpottery.com/shop-1/byob-datefamily-night-for-4-15-2-hr-pottery-class	pottery wheel for beginner	10-100	1.06.20	local art class for adults	10-100	1.06.20
9	Mug Multicolored	https://www.porchpottery.com/shop-1/multi-colored-wolf-paw-mug	ceramic coffee mug	10-100	1.06.20	ceramic cup	10-100	1.06.20
10	Christmas Mug	https://www.porchpottery.com/shop-1/pairs-of-christmas-tree-tumblers	ceramic christmas mugs	10-100	1.06.20	christmas tree mug	10-100	1.06.20
New Pages								
11	About the Artist	www.porchpottery.com/about-the-artist	where to learn pottery	10-100	1.06.20	who teaches pottery	0-10	1.06.20
12	How Pottery Is Made (blog post)	www.porchpottery.com/how-pottery-is-made	pottery lessons	10-100	1.06.20	learn pottery	10-100	1.06.20
13	Instruments for Making Pottery (blog post)	www.porchpottery.com/instruments-for-making-pottery	what kind of clay do you use for pottery	10-100	1.06.20	clay pottery near me	10-100	1.06.20
14	The Art of Pottery Painting (blog post)	www.porchpottery.com/pottery-painting	pottery paiting orlando	100-1.000	1.06.20	ceramics painting classes	10-100	1.06.20
15	How to Find the Best Pottery Studio (blog post)	www.porchpottery.com/how-to-find-the-best-pottery-studio	pottery studio near me	10-100	1.06.20	pottery studio in orlando	10-100	1.06.20

PART FOUR:

TECHNICAL ANALYSIS

ROBOTS.TXT FILE AND ERRORS

There is a Robots.txt file working on the website and all the pages are visible for the search.

Right now, there is no page that would be need to be hidden from Google because of duplicate content issues, little value offered to users, or privacy issues. Said that, I would keep the pages indexable and working like they are.

I would suggest to index the new pages, if they are created, because it would populate the website with more keywords related to ceramics and pottery. This would allow Google to make correlations to the topic and it could improve its ranking.

Also, there is no page presenting errors, so there's no need to make any corrections on this subject.

THANK YOU