

## Part 1: Detailed Client Report

### A. Project Overview

The project concerned the language school's website. The school belongs to the educational branch and offers language courses for adults, teenagers and children. In the first milestone, I gauged a Site's Opportunity for Improvement. The following page consisted of defining buyers persona, performing keywords research and conducting keyword analysis. The third part of the project was based on conducting a technical audit, performing an internal content audit and creating a keyword map.

### B. Buyer persona or user overview

Defining the buyer persona is an extremely important aspect. If we know well our clients we are able to reach to them. We should stand for a while in users position and think from their perspective. The example of buyer persona mentioned in the project was a teenage girl. Young people usually use social media to find out some information about the word. It is extremely important to conduct social media in applying for clients way and drive link to our website to find out more. This person is in need because she is going to have the exams at the end of the school year. This person is looking for a teacher who helps them to prepare well for tests. She is not an adult so important thing we should know is that her parents decide about her.

BUYER PERSONA FOR LANGUAGE SCHOOL	
QUESTIONS WHICH SHOULD BE DISCUSSED BASED ON ASSIGNMENT INSTRUCTION FORM THE MILESTONE	DESCRIPTION OF THE BUYERS PERSONA
What gender is your target user likely to be?	Woman/ teenager
What age is your target user likely to be?	14 years old

<b>What level of education might your target user have?</b>	The buyer persona is in the 8th grade in primary school.
<b>What other topics might your target user be interested in?</b>	Typical for teenagers topics: trips, meeting new people, languages, cultures.
<b>What are the primary ways your target users will discover your site? Social media, referrals from other websites, etc.</b>	Social media - Facebook page definitely encourage young students to find out more and to click to the main website link.
<b>Is your target user likely to be local to a specific area? If so, which area? Does this impact the words they might use when searching for your product or services, and if so, how?</b>	Yes, this is a local business which concerns the rural area. Definitely, the buyer persona is a teenager who isn't fully independent. She looks for services which are close to her place of living.
<b>What issues or problems are they trying to solve?</b>	The teenage girl tries to prepare for exams which she writes at the end of the school year.
<b>What other information can you supply or infer about your target audience?</b>	This is not an independent and adult person, she depends on parents who pay for the service.

## C. Overview of organic competitors- their strengths (green) and weaknesses (red).

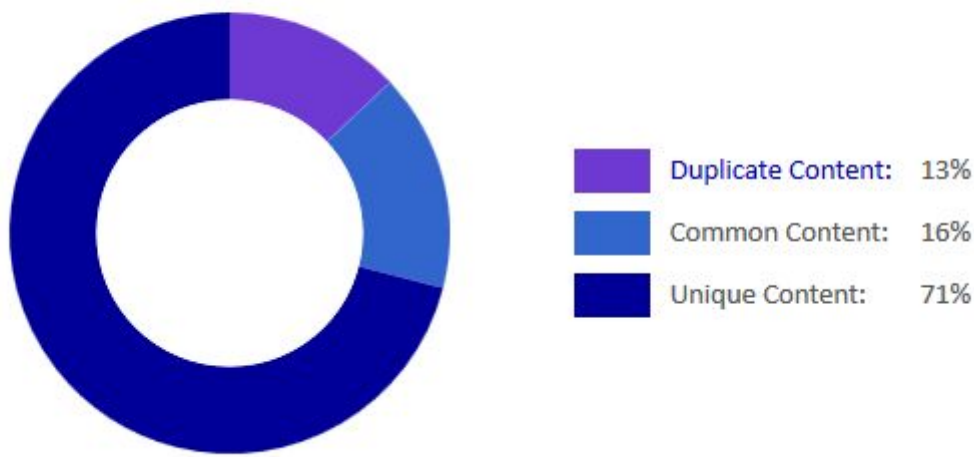
FOR YOU	FACETOFACE	CLEVER	EASY ENGLISH
This company is probably the biggest competitor. They pay attention to content marketing strategy. They prepare special, free content for potential clients and are active on different channels.	This company has four localization and pay attention to produce content concerning learning languages and pay attention to cultural background. They pay attention to evergreen content and seasonal.	This company tries to promote themselves also by short videos whose aim is to encourage potential clients.	It is hard to find the strengths for this company.
Lack of blog	No call to action posts, lack of regular update of posts, lack of blog.	No call to action, lack of blog, lack of eye-catchy posts.	No call to action posts, lack of regular update of posts, lack

			of blog, lack of eye-catchy posts.
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D.Technical review

- 1. The webpage has no “authority” because there are only 3 linking websites and 5 backlinks.
- 2. This page doesn’t include an XML sitemap.
- 3. The load time on mobile devices is ¼ worse than on desktops.
- 4. The website isn’t mobile devices friendly (elements on the page are too close to each other, the content is broader than the screen.
- 5. There are some errors concerning the script and image loading.
- 6. Metadata is too short.
- 7. There is duplicate content on the website.

Your Duplicate Content - Click below to see your duplicate content:



E.Recommended pages

**I PRESENTED THE ANALYSIS AND THE RECOMMENDATION IN THE FORM OF TWO TABLES.**

**THERE ARE TWO TABLES PRESENTING ASPECTS REQUIRED IN THE MILESTONE INSTRUCTION:**

- The URL;
- Keywords page is currently targeting;
- Recommended keywords;
- Recommended title tag;
- Recommended meta description;
- Heading tag analysis;
- Content analysis and recommendations;
- Call to action posts;
- Resources;
- Internal links;
- Whether or not the content contributes to the site by addressing questions or concerns the visitor may have.

	<b>RECOMMENDATIONS FOR 10 PAGES ON THE SITE - PART 1</b>				
<b>Aspect</b>	<b>1. HOME PAGE</b>	<b>2. ABOUT US</b>	<b>3. COURSES</b>	<b>4.LANGUAGES</b>	<b>5.PRICES</b>
<b>PAGES URL</b>	<a href="http://lingart.info/index.html">http://lingart.info/index.html</a>	<a href="http://lingart.info/kids.html">http://lingart.info/kids.html</a>	<a href="http://lingart.info/gimnazjum.html">http://lingart.info/gimnazjum.html</a>	<a href="http://lingart.info/jezyki.html">http://lingart.info/jezyki.html</a>	<a href="http://lingart.info/cennik.html">http://lingart.info/cennik.html</a>
<b>KEYWORDS THAT THE COMPANY IS CURRENTLY TARGETING</b>	lessons, classes	edUcators, teacher	courses, classes	educators	discount for family, price
<b>RECOMME</b>	our school	highly qualified	unconventional teaching	wide range of languages	discount

<b>NDED KEYWORD S</b>	student-friendly environment	teachers  excellent mentors	methods creative learning	various offer individual learning approach	
<b>RECOMME NDED TITLE TAG</b>	Language school   LingArt Wilamowice	Let's meet our lecturers!   LingArt	Teaching techniques   LingArt	Languages in our offer	Prices   LingArt
<b>RECOMME NDED META DESCRIPTI ON</b>	Language courses for adults and children in Wilamowice.	Our lecturers are highly qualified and conduct classes in an interesting way.	We conduct classes in an unconvention al way which gives excellent results in a short period of time.	The lecturers in our school conduct English, German and Italian courses	Find out more about our offer and prices of the classes.
<b>HEADING TAG h1/h2</b>	Learning languages for everyone- language school in Wilamowice	Our educators, language school in Wilamowice	Teaching methods- language school in Wilamowice	Foreign languages - language school in Wilamowice	Prices-langua ge school in Wilamowice
<b>CONTENT ANALYSIS RECOMME NDATIONS  LENGTH OF THE TEXT</b>	Content should be more appealing and include keywords.  _____	Content should be more appealing and include keywords.  _____	Content should be more appealing and include keywords.  _____	Content should be more appealing and include keywords.  _____	Content should be more appealing and include keywords.  _____
	the length is ok but should have more appealing form→ infographics for example	length is ok, the text is clear	this section should provide more details, it should be longer	the text is definitely too short, there is poor information about courses	the clear table is ok
<b>ARE THERE ANY CALL TO</b>	should include encouraging phrases	should include encouraging phrases	should include encouraging phrases	should include encouraging phrases	should include encouraging phrases

<b>ACTION POSTS?</b>					
<b>RESOURCE S</b>	infographic, pictures, videos	videos presenting the educators	videos which present short fragments of lessons	free templates to download	leaflets do download for potential clients
<b>INTERNAL LINKS</b>	No internal links. There is only link to social media-external link	No internal links	No internal links	No internal links	No internal links
<b>Whether or not the content contributes to the site by addressing questions or concerns the visitor may have.</b>	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.

	<b>RECOMMENDATIONS FOR 10 PAGES ON THE SITE - PART 2</b>				
<b>Aspect</b>	<b>6. ENROLMENT</b>	<b>7.GALLERY</b>	<b>8. NEWS</b>	<b>9. CONTACT</b>	<b>10. SOCIAL MEDIA</b>
<b>PAGES URL</b>	<a href="http://www.lingart.info/zapisy.html">http://www.lingart.info/zapisy.html</a>	<a href="http://www.lingart.info/gallery.html">http://www.lingart.info/gallery.html</a>	<a href="http://www.lingart.info/news.html">http://www.lingart.info/news.html</a>	<a href="http://www.lingart.info/kontakt.html">http://www.lingart.info/kontakt.html</a>	<a href="http://lingart.info/cennik.html">http://lingart.info/cennik.html</a>
<b>KEYWORDS THAT THE COMPANY IS CURRENTLY TARGETING</b>	course, take part	students, learners	news, history,	phone number, e-mail	course, learning

<b>RECOMMENDED KEYWORDS</b>	join us, it's time to change your life, upgrade your qualifications	school's life, interesting events every week	latest events, find out more about our school's life	call us, write a message and enroll t our courses	attractive prices unconvention al teachniques, student's friendly environment.
<b>RECOMMENDED TITLE TAG</b>	Language school-enrol ment   LingArt Wilamowice	Let's meet our learners!   LingArt	School's events   LingArt	Contact us  LingArt Wilamowice	FACEBOOK ACCOUNT
<b>RECOMMENDED META DESCRIPTION</b>	Language courses for adults and children in Wilamowice- join us today!	Let check our latest events- gallery.	Let check our latest events- school's news	Contact us- language school in Wilamowice	Find out more about our offer and prices of the classes.
<b>HEADING TAG h1/h2</b>	Join us today- language school in Wilamowice	School's latest events- find out out photo relation	School's latest events.	Call us -language school in Wilamowice	language school - find out more
<b>CONTENT ANALYSIS RECOMMENDATIONS</b>  <b>LENGTH OF THE TEXT</b>	longer text- more appealing, should include keywords suggested above  The content is really short and poor, there are only information about phone number and discounts.	longer text- more appealing, should include keywords suggested above  There are only images- no content in fact	longer text- more appealing, should include keywords suggested above  this section should provide more details, it should be longer	longer text- more appealing, should include keywords suggested above  the text is definitely too short, there is poor information about the phone number and email	longer text- more appealing, should include keywords suggested above  the clear table is ok it is updated quite regularly
<b>ARE</b>	should	should	should	should	should

<b>THERE ANY CALL TO ACTION POSTS?</b>	include encouraging phrases	include encouraging phrases	include encouraging phrases	include encouraging phrases	include encouraging phrases
<b>RESOURCES</b>	infographic, pictures, videos	videos presenting the educators	videos which present short fragments of lessons	free templates to download	leaflets do download for potential clients
<b>INTERNAL LINKS</b>	No internal links	No internal links	No internal links	No internal links	No internal links
<b>Whether or not the content contributes to the site by addressing questions or concerns the visitor may have.</b>	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.	No, How / Why/ When questions.

## **F. Analysis of content on the page**

- some pages (for example LANGUAGES) should contain longer text, there is only one line of text;
- the quality of content should be improved (there are some spelling mistakes);
- the content should include more keywords and their synonyms;
- the main page is only connected with Facebook so there are not enough channels and places where potential clients can find out more about this school;
- there are only two kinds of resources: posters and images, there aren't any free educational materials to download;
- there are some call to action phrases but it is quite rare;
- there aren't any questions asked to the audience.

## **G. FIVE CONTENT RECOMMENDATIONS:**



- 1) Applying infographics;
- 2) Various resources applied on the site;
- 3) Applying more call to action posts;
- 4) Applying How/ What/ How much questions posts - similar to QUORA;
- 5) High quality content with particular keywords implemented.

## **H.Success Metrics to follow**

### **1. 5 metrics to monitor:**

- keywords rankings;
- organic click-through-rate CTR;
- organic traffic;
- backlinks;
- leads.

### **2. What main keywords should they track to identify success in this area? What are things the client should be aware of when tracking rankings?**

- I think that the client should track the keywords that are on the most important page- Homepage and also on pages devoted to information about courses and offer. The words which should be followed (our school, student-friendly environment, highly qualified teachers, excellent mentors).
- Clients should remember to track the keywords in a proper way - using special tracking tools or using Google (but we should warn and removed our client about switching off localization)

### **3. What Analytics metrics should be tracked here?**

- traffic source;
- social overview;
- acquisition overview;
- bounce rate.

### **4. User Engagement: What metrics should be tracked here?**

- session length;
- session frequency;

- retention rate;
- shares and comments;
- the gender, age, localization metrics.