



Website Assessment

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Prepared For: xxxxxxx

Company: xxxxxx

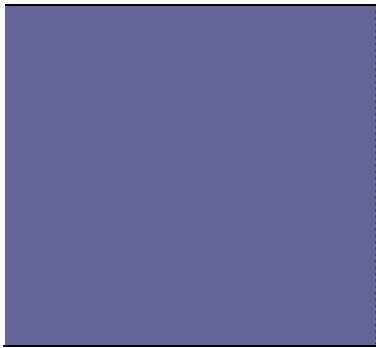
Website: www.xxxxx.com

Objective

The goal of this assessment is to evaluate the current quality of the website mentioned above and identify any areas of improvement.

Evaluation

	<i>Status</i>	<i>Suggestion</i>
Usability	Easy to use	None
Style	Average	More up-to-date template can be used to make the site more elegant and pleasing to the eye
Content	Good	The content could be improved by adding more educational material such as links to courses, and other relevant information/bills Congress has recently passed to help homeowners and rescue banks/lenders. Content can also be improved by completing the under-construction sections.
Google PageRank	1/10 (Very low)	SEO techniques can be used to improve the ranking of the page
Browser Compatibility	Good	Compatible with IE and Firefox. Although the Intro Page does not appear when using Firefox
Spelling and Proof Read	Good	There are couple of spellings on the main page that need to be corrected
Search Engine Ranking	Below Average	<p>The website at current is not optimized for search engine and its PageRank is low. An SEO strategy has to be put in place to make the site more search-friendly and improve its ranking. Including free rich content is a must for improving the PageRank and including key words such as "save your home, lower your bills, stop foreclosure" to the content would also improve the PageRank.</p> <p>When a Google search was executed for a "foreclosure specialist in Dallas", the website's name did not come up in the organic search results nor as a</p>



sponsored link which means that users would have no way of finding the website if they searched for that service.

Monitoring tools can also be added to keep track of number of visitors, average page view time, and most viewed pages.

We also suggest using a Blog to answer visitors' questions and posting related information and products.

For any questions, please contact SelectSys LLC at support@selectsys.com