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AWAI Web Intensive Spec Submission – Site Audit

American Writers & Artists, Inc.
Homepage Audit and Recommendations for Content Optimization
Laurie O. Goodman

Introduction

This report reflects a review of your homepage
www.AWAI.com

My review is based on how the site is currently written to attract and retain prospects that are considering writing as a source of income and AWAI as their best resource for instruction and opportunities in the potential writing paths.

Our goal with this analysis was to find out: Does the homepage reflect your brand promise, value and proposition, and key differentiators from other similar companies? Can this site do better and improve results?

Messages and Keywords

I evaluated how messages and keywords support your marketing goals by looking at the 5 C's of Content That Works, focusing on:

1. Whether or not prospects and clients can find your site in search engines.
2. Whether or not prospects and customers can quickly answer these key questions from your site:
 - What exactly is AWAI?
 - What main promise does this company offer me?
 - What kinds of products, services, and assistance are available?
 - How is AWAI unique, offering me the best options for my pursuit of work as a writer and other related needs?
 - How do I learn more, sign up for services, or contact AWAI with a question?

Usability (Ease of use and navigation)

I measured the home page against a 10 Top Checkpoints Checklist.

Overall Home Page Findings: Positives

The site is visually appealing and branded appropriately with bright colors and images.

The banner with logo is positioned well and is visually appealing.

The headline is well positioned with the use of a simple bold font with the sub-headline displayed in a lighter and smaller manner.

Use of images for delineating categories is visually appealing as is the use of images accompanying member case studies.

Navigation Bar is well positioned and features useful categorization for further information.

Over all navigation of the home page is satisfactory.

Over all tone of the home page remains consistent.

Overall Home Page Findings: Opportunities

Throughout your home page, I am seeing a number of missed opportunities to optimize the content for visitors and search engines; particularly as it relates to your headline and sub-headline. This means your site is not relevant enough for certain search terms and is therefore not ranking as high as it could in certain search results (your competition ranks higher).

Plus a more focused and clearer message in your headline and sub-head would make it easier for visitors to identify why you are the best solution for their needs and will increase conversions on your site.

I offer several recommendations to improve the user experience, and increase your membership.

The following pages include:

- my findings and recommendations for specific sections of the Home Page
- my findings in Google searches
- my findings as to the mobile-responsiveness of your home page, the loading time of your home page, and its security.

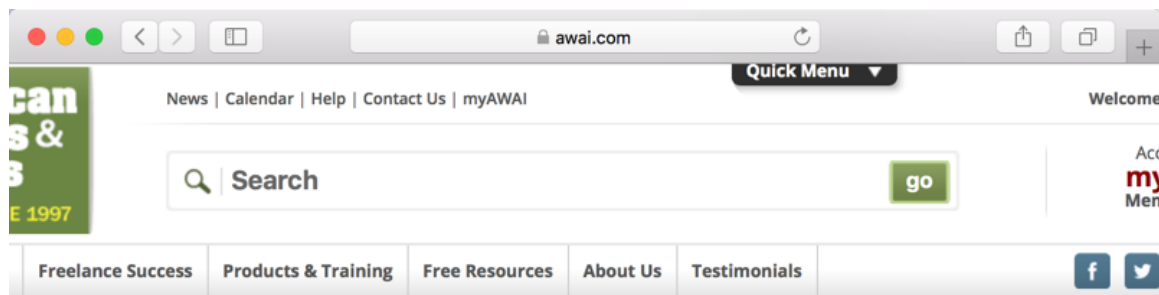
Thanks very much for this opportunity to help improve your website performance

Laurie O. Goodman

Home page findings for the 5 C's of Content that Works:

1. Your home page is largely optimized for working content but there are several opportunities for improving on its clarity and customer-focus. They are:

- Headline is vague and unclear about what exactly AWAI does and lacks keywords



You Can Make a Very Good Living as a Writer

Learn how to begin writing for money and find freelance writing jobs with American Writers & Artists Inc. ...



cover the Best
ASSIGNMENTS



Become a Well-Paid Writer with
COPYWRITING TRAINING



Find Freelan
WRITING IC

- Sub-head could be stronger and lacks keywords and phrases.
- Photos don't specifically relate to the categories.
- There is not a lot of benefit language above the fold.
- Home page is vague on solutions for solving prospects problems simply.
- Images lack alt-tags.
- Google Title is Vague and does not use enough keywords.
- Get Started Conversion Buttons need to be more specific.

Home page recommendations for the 5 C's of Content that Works:

2. I suggest the following recommendations for improving the Content:

- Include more strategic key words in your headline.
- Eliminate qualifiers and intensifiers that detract from your headline's force.
- Sub-head needs to use more specific keywords and a detailed description of ways in which AWAI can deliver on their promise.
- Use more keywords and phrases related to other writing paths so AWAI is competitive in search results under other keywords and phrases.
- Category description for "Find Freelance Writing Jobs and Assignments" is a bit misleading. Once you click on "Get Started" you don't move to a Jobs Board, but are presented with program guides that contain valuable information and are available for purchase.
- The "Get Started" Buttons could include part of the category description to be made clearer for prospective members.
- Add more benefit language above the fold.
- Clarify what it is you can offer prospects.
- Include alt-tags for images on Home-page for better SEO positioning.
- Title needs to use more keywords for better SEO results under more varied phrases.

Competitive Sites – Overall Findings:

1. I conducted initial Google Searches using the following phrases I felt Prospects would use to find what you offer, including:

- Copywriting Courses
- Copywriting Training
- Freelance Copywriting:
- Make Money Writing
- How to Make Money with Freelance Writing
- How to Make Money as a Freelance Writer
- Freelance Writing

Your site ranked well for the first two phrases and not well for the others. Most of these other key phrases did not rank in the top 100 in Google searches. (See specific rankings below)

The top-ranking phrases for AWAI in Google are

- "Copywriting Courses" Your site is 8th
- "Copywriting Training" Your site is 6th

Rankings of other key phrases searched:

- “Freelance Copywriting” – did not load on the first 10 pages
- “Make Money Writing” – loads on page 5 of results
- “How to Make Money with Freelance Writing” – loads on page 9 of results
- “How to Make Money as a Freelance Writer” – loads on page 11 of results
- “Freelance Writing” does not load on first 10 pages

Your biggest competitors in terms of the above referenced searches were

- Udemy.com
- Copygravity.com
- Thedma.org
- Copywritematters.com
- Mediabistro.com

Due to limit of this Audit to the Home Page only, I was unable to compare the pages of competitors as it relates to the above-referenced key phrase searches since the sites did not load on the competitors home pages but on sub-pages.

Competitive Sites – Overall Recommendations:

1. I suggest the following recommendations for improving SEO rankings Using other key phrases.

- Use of more keywords and key phrases in Title, in Google Description as well as in the overall content on the homepage. Copywriting is used in at least 8 sub-headlines and body content, which is why you rank well in searches for copywriting.
- Alt-tags for images describing photos.
- More use of key phrases and key words in Headline and sub-head.

Overall Findings for Mobile Responsiveness:

Site was found to be **NOT** mobile friendly for the following reasons:

- Text too small to read
- Content wider than screen
- Clickable elements too close together
- Viewport not set

Mobile-Friendly Test

http://www.awai.com/

Page loading issues VIEW DETAILS

Tested on: Mar 31, 2018 at 1:33 PM

Page is not mobile friendly

This page can be difficult to use on a mobile device

LEARN ABOUT MOBILE DESIGN

Fix the following 4 issues

- Text too small to read
- Content wider than screen
- Clickable elements too close together
- Viewport not set

Additional resources

The mobile preview shows the website layout on a smartphone screen, including the header, main content area with various articles and images, and a footer section.

Overall Findings for Quick Loading:

This page's median FCP and DCL ranks it in the middle third of all pages for both desktop loading and mobile loading.

Overall Findings for NAP:

Name, address, and phone number would be better if placed in the top left corner of the page under the logo.

Overall Findings for Secure Encrypted:

Page is securely encrypted.

Overall Findings for Google Title, Description:

See Competitive Sites under Title and Description

In Summary

In conclusion, while your Home Page is sufficient for generating traffic to your site for prospects searching for copywriting courses and copywriting training, you are missing opportunities to capitalize on searches under other keywords and phrases.

In addition, clarifying your message with the use of more specific keywords and phrases in both your Headline and Sub-head will also improve your SEO rankings and make it easier for prospects to identify exactly what it is AWAI has to offer them.

Thank you for this opportunity to review your site and provide recommendations.

Sincerely,

Laurie O. Goodman