

## **Website Analysis**

Foresite Business Solutions Ltd

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[www.fsite.com](http://www.fsite.com)

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### **Summary**

This document is an assessment of Foresite's website, [www.fsite.com](http://www.fsite.com) and includes:

- i) Purpose
- ii) Situational analysis
- iii) SWOT Analysis
- iv) Recommendations, moving forward

#### **i) Purpose**

The understood purpose of the website is three fold:

- To generate new sales leads
- Brand exposure
- A platform to show case Foresite's work

Natural Search is the exclusive traffic driver to deliver on the above.

## ii) Current Website Analysis

### Domain Analysis

Registered:	December 1997
Page Rank:	6/10
Google Links:	349
Extended internet Presence	772

### Website Analysis

No Pages:	51
Top Level	6
Second Level	45
Code:	HTML / CSS

### Traffic and Ranking Analysis

Web Traffic:	< 1500 unique Visitors' pcm *
Top Tier Keywords	website development, website development London
Search Engine Ranking	not ranked in top 100 **

\*Alexa 2,400,000 \*\* Google.co.uk / Yahoo.co.uk

### iii) Website SWOT Analysis

#### Strengths

- Age of the domain
- The fact that the domain has held the same subject material consistently for ten years ([more](#))
- The way Google perceives fsite.com. (This is reflected in the number of back links and in the number of websites that mention fsite.com and are indexed)
- The website presents correctly in all browsers (not mobile)
- The site navigation is logical and usable
- Learn How section is informative
- News section is excellent

#### Weaknesses

Website is not optimised

- META Description tag and keyword tags are also missing
- Your body copy does not include your keywords
- Copy does not have headers H1 tags
- Copy does not have links within (except contact page)
- There are no links to website development
- Website has over 370 external links

Website Structure

- There is no website structure in place to support keywords.
- Pages names are numerical, 7.html etc.
- There is no 2<sup>nd</sup> level development structure for keywords

Website Content

- The website fails to have a recognisable theme (ie website development)
- There is no clear explanation of Foresite's skill set
- There is no connection between client case studies and other website content
- Navigation to Learn How section is not clear

### Opportunities

The domain is a perfect platform for a successful SEO campaign to generate New Business through Natural Search traffic, from high search engine rankings.

Although the domain is not the name of the company which could cause confusion (foosite.co.uk is available for £1500) never the less the domain's history and internet presence presents a huge opportunity for the company to secure new business, brand exposure and second party endorsement by Google.

### Threats

As SEO awareness grows, competitors will entrench their online position making more difficult for the website to make an entry.

### **iv) Recommendations**

1. Clear Purpose and Mission for the website
2. Accurate Situational Analysis
3. Marketing Strategy and defined Financial / Marketing Objectives
4. Performance Analysis and Implementation responsibilities
5. External considerations and opportunities, affiliates etc.