

○ ○ ○ ○

PRESENTATION

SEO ANALYSIS

○ ○ ○ ○



CNN

Press More

ght in America with control of the House and Senate at stake

| House results

House 1: North Carolina

+ FOLLOW

56.7%
42.0% >

< ● Davis 53.1%
● Smith 46.9% >

Est. vote in: 92%

| Governor results

Governor: Alaska

+ FOLLOW

● Gara 0.0%
< ● Dunleavy 0.0% >
Incumbent

Est. vote in: 0%

Historic wins are rolling

s live coverage



UPDATES

's to



CNN PROJECTIONS

Arkansas elects its first female governor,
Oklahoma its first Native American senator

CNN PROJ

Democr
become
governor

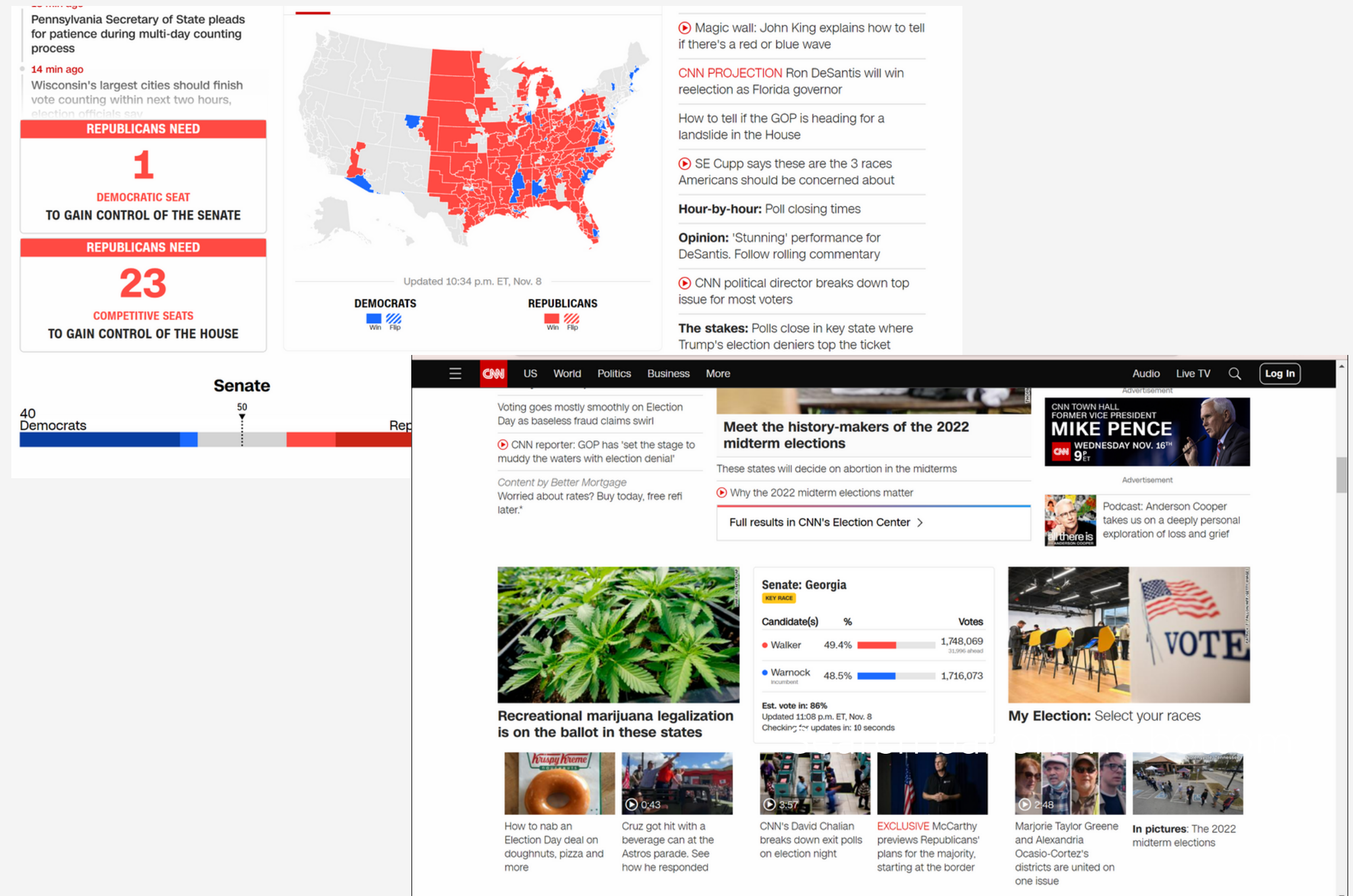
CNN PROJ
Bennet wil
seat Rep

A) USER PERSPECTIVE

Relevant

Latest news
(med- term elections
in the US

Variety of news
articles



A) USER PERSPECTIVE

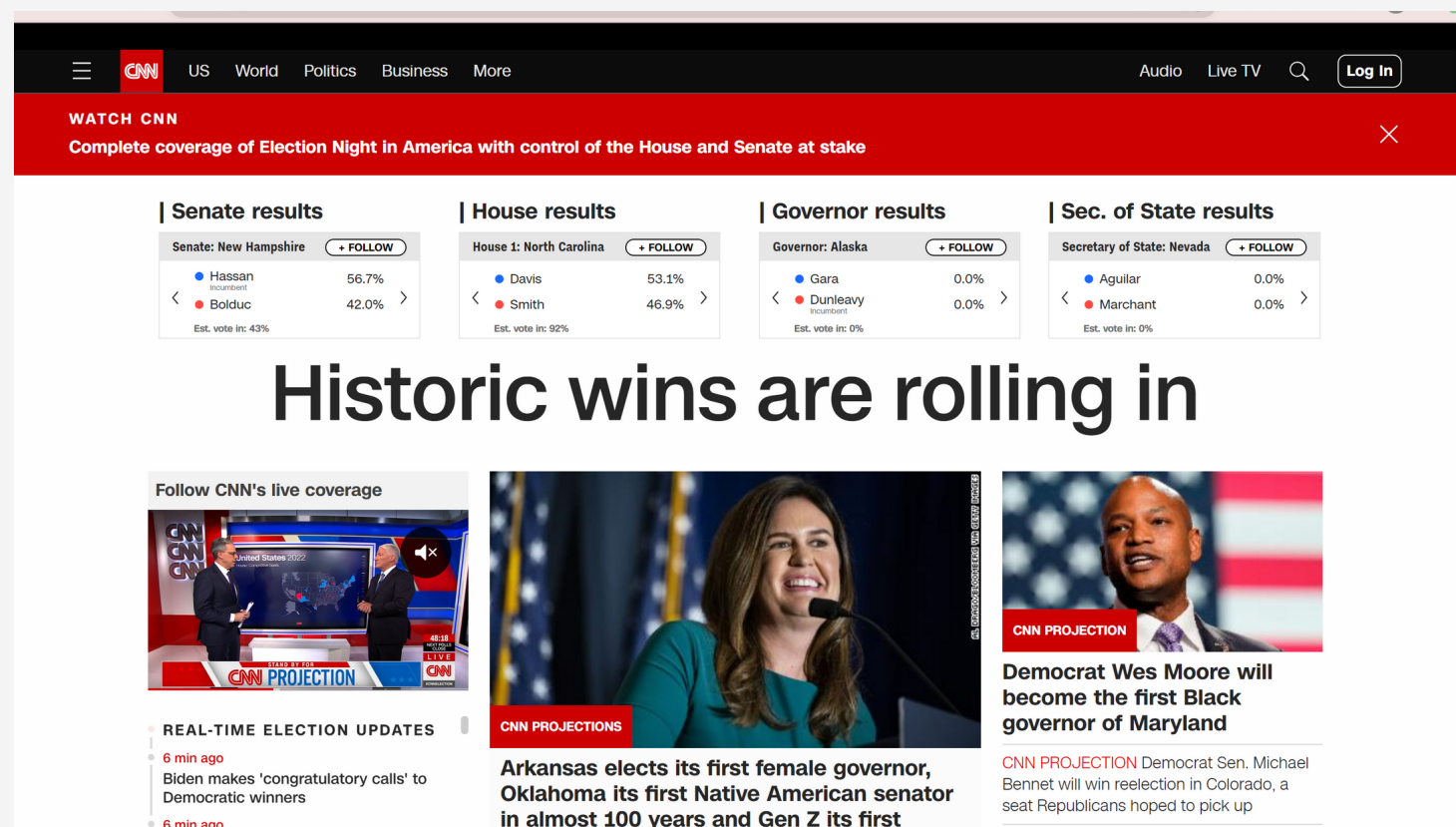
Trust worthy

Latest news
(med- term elections
in the US

Writers name



A) USER PERSPECTIVE

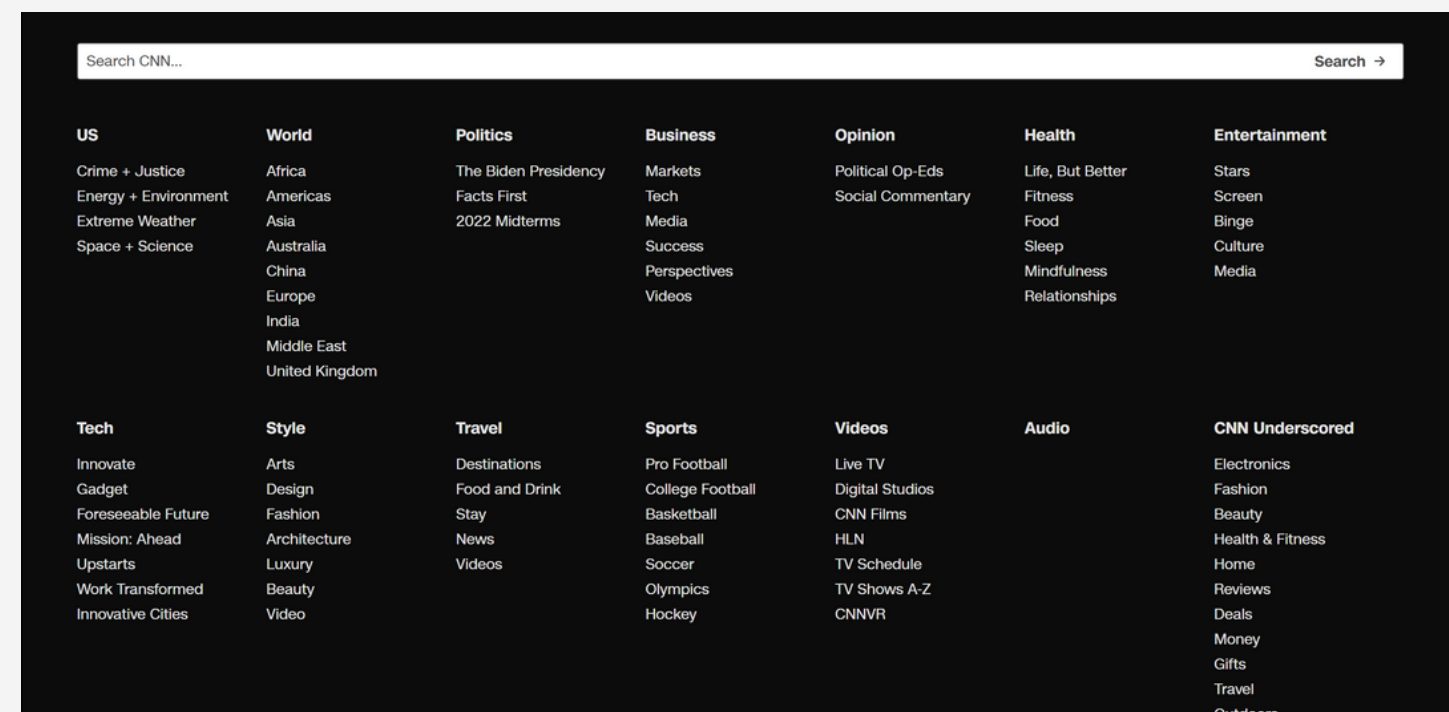


Easy to navigate

The "Menu botton"
make us easy to
navigate

High User Interface Design
(Image, Color,Font Size)

Search bar on the bottom



HOW COULD IT BE IMPROVE?

Layout

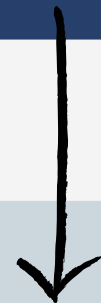
There are too many articles
one pages.
People feel overwhelmed
when going to the webside.



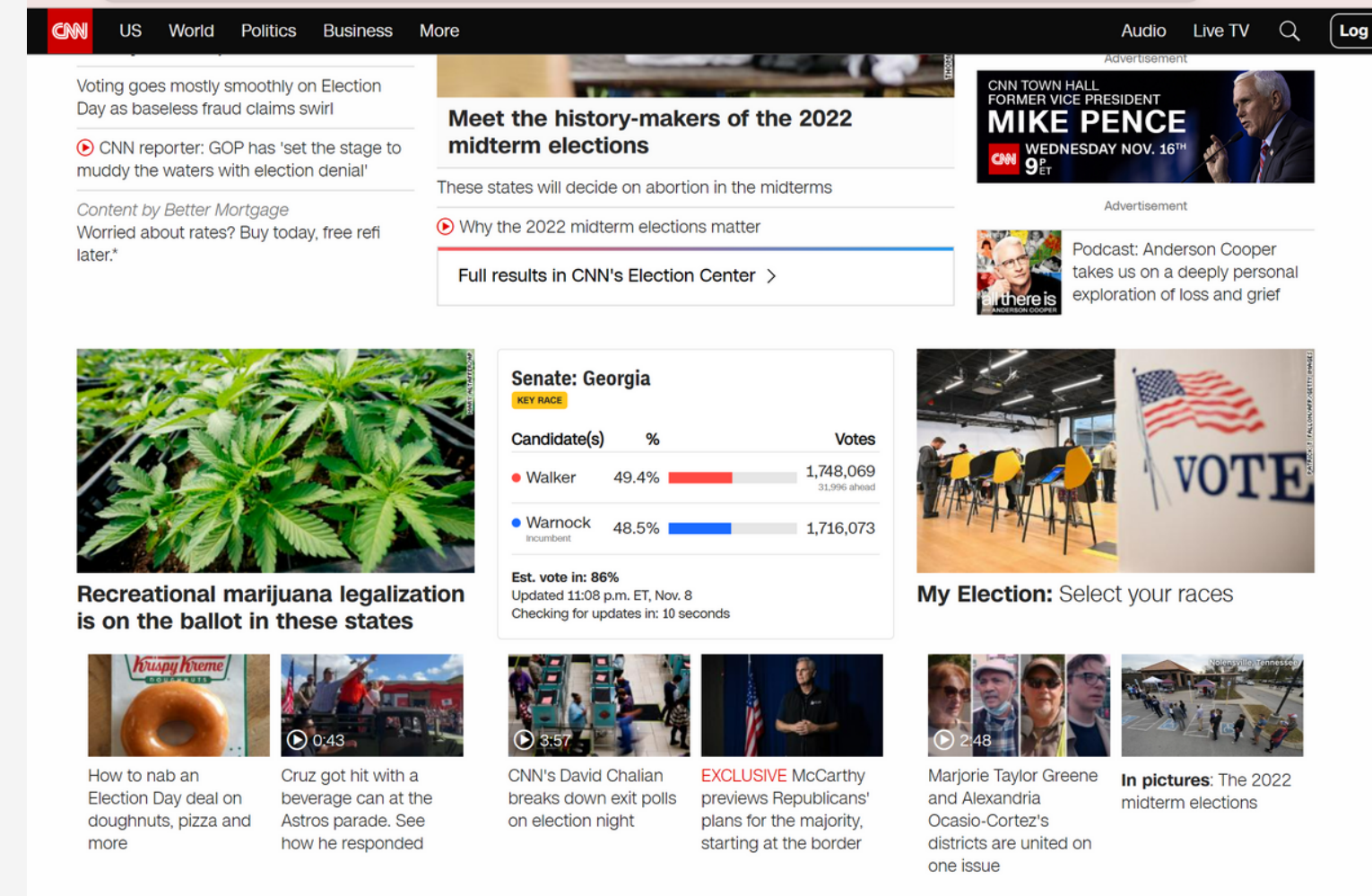
It could be better layout
Less stractured
Make space

Menu Bar

The Menu Bar is thin
and can easily be lost
in the design of the
main page



Make sure high light "Menu
Bar"noticeable in the
begging



HOW COULD IT BE IMPROVE?

Organize

Each article or element are not well separated



Ex) Drop shadow would help the viewer to see where each section begins and end

Billboard size

Billboard size banner on the top of the site, it occupies a lot of space, is too distracting



Optimize the website make users feel less professionalized

The screenshot shows a CNN website layout. At the top, there's a large banner area with several news snippets. Below this, there's a section titled "Meet the history-makers of the 2022 midterm elections" with a sub-header "These states will decide on abortion in the midterms". Further down, there's a "Senate: Georgia" section with a table of candidates and their vote counts. Below the table, there's a section titled "Recreational marijuana legalization is on the ballot in these states" with several small video thumbnails and their descriptions.

Candidate(s)	%	Votes
Walker	49.4%	1,748,069 31,996 ahead
Warnock Incumbent	48.5%	1,716,073

Est. vote in: 86%
Updated 11:08 p.m. ET, Nov. 8
Checking for updates in: 10 seconds

How to nab an Election Day deal on doughnuts, pizza and

Cruz got hit with a beverage can at the Astros parade. See

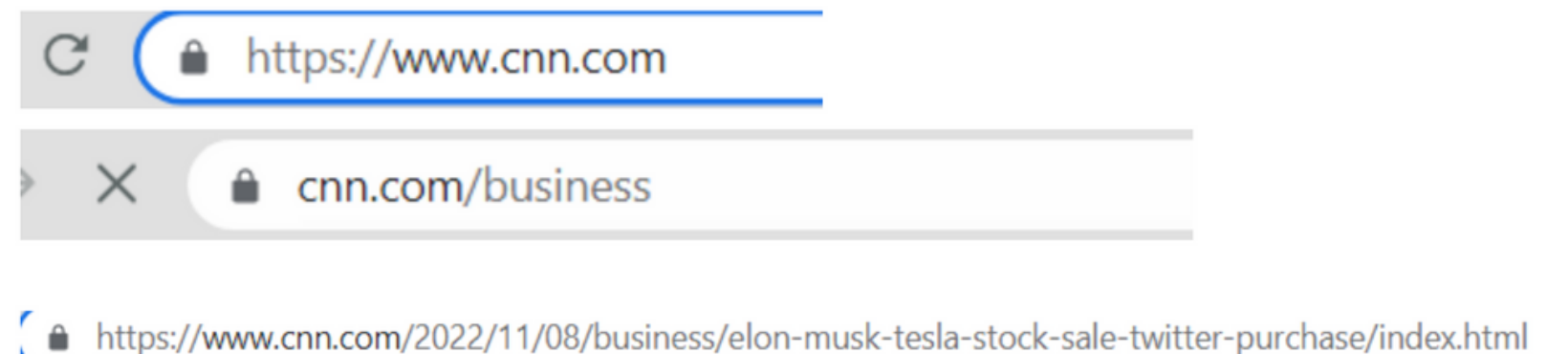
CNN's David Chalian breaks down exit polls on election night

EXCLUSIVE McCarthy previews Republicans' plans for the majority.

B) SEO perspective: is the site well structured in terms of: Its content hierarchy?

It has sort of a hierarchy but we think it should also be hard for the business to define what to give more importance to and thus create a hierarchy in terms of placement of the new.

Are the URLs friendly?



A screenshot of a web browser's address bar showing three different URLs. The top URL is <https://www.cnn.com>. The middle URL is cnn.com/business. The bottom URL is <https://www.cnn.com/2022/11/08/business/elon-musk-tesla-stock-sale-twitter-purchase/index.html>. The URLs are displayed in a light blue bar with a lock icon on the left and a refresh icon on the right.



Elon Musk sold nearly \$4 billion worth of Tesla stock since Twitter deal closed

```
<img class="media__image media__image--responsive" alt="SpaceX owner and Tesla CEO Elon Musk speaks in Los Angeles, California, U. S., June 13, 2019. " data-src-mini="//cdn.cnn.com/cnnnext/dam/assets/221020124117-elon-musk-0613-file-small-tease.jpg" data-src-xsmall="//cdn.cnn.com/cnnnext/dam/assets/221020124117-elon-musk-0613-file-medium-tease.jpg" data-src-small="//cdn.cnn.com/cnnnext/dam/assets/221020124117-elon-musk-0613-file-large-tease.jpg" data-src-medium="//cdn.cnn.com/cnnnext/dam/assets/221020124117-elon-musk-0613-file-exlarge-tease.jpg" data-src-large="//cdn.cnn.com/cnnnext/dam/assets/221020124117-elon-musk-0613-file-super-tease.jpg"/>
```

DO THE IMAGES HAVE THE PROPER ALT TITLES?

Most of the images besides just describing the image give context about it and when it was taken or sourced from. Within the news, there is a hierarchy of titles (presence of formatting h1, h2, etc?).

24 min ago

Pennsylvania Secretary of State pleads for patience during multi-day counting process

```

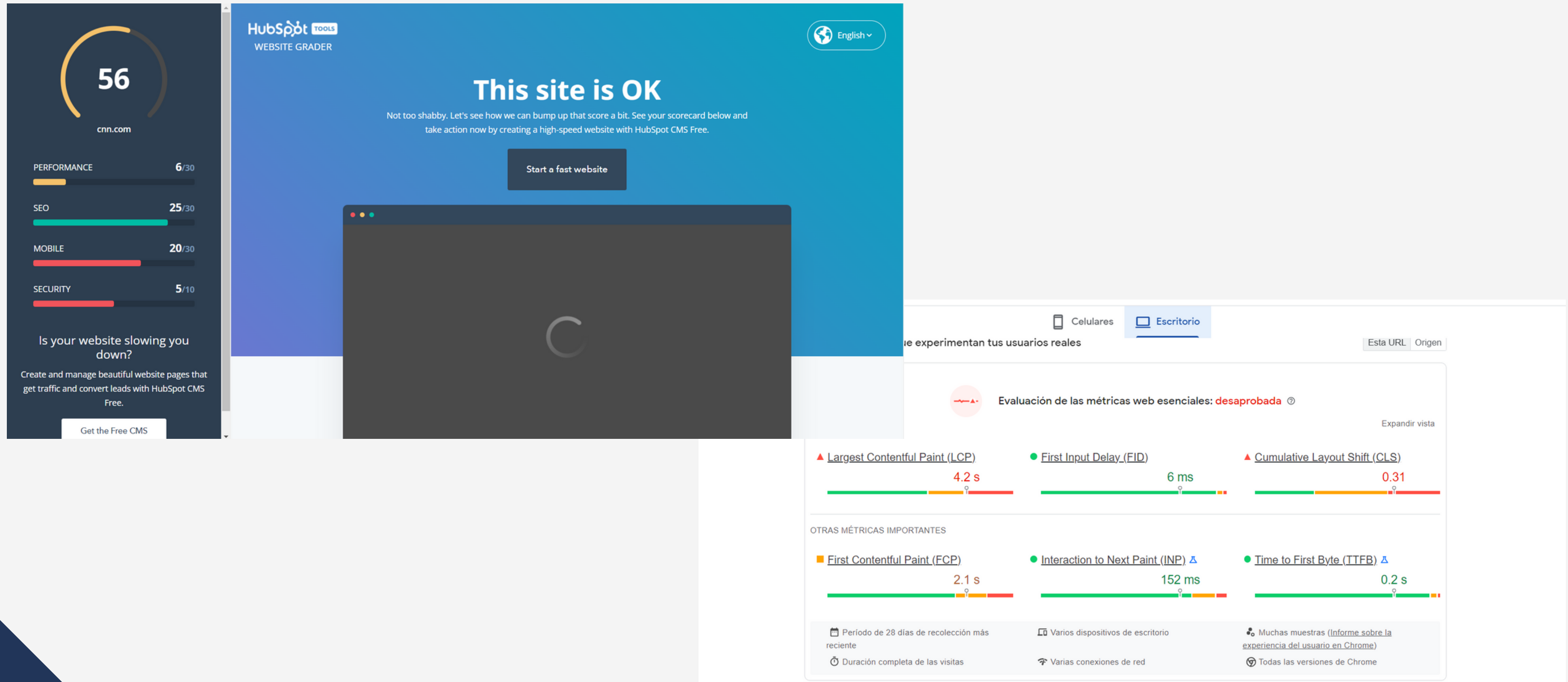
▶ <span class="timeAlert sc-iujRgT fgpEHW">...</span>
▼ <h2 class="sc-dfVpR1 kvaBeP"> == $0
  "Pennsylvania Secretary of State pleads for patience during multi-day counting process"
  </h2>
  <p class="sc-gz0gki ixpUvU">From CNN's Scott Glover and Christina Maxouris</p>
  ..

```

Justify with screenshots. Use the right button on the elements and click on “inspect element” to verify the requested information.

They do have a hierarchy in the titles, but it is not consistent always, it seems that they are using a different type of technology to tag their titles and elements

C) *IS THE SITE OPTIMIZED?*



TASK 2 - CHOOSE AN E-COMMERCE THEM?

***MOUNTAINWARE
HOUSE***

ear Equipment By Activity Fitness Camping Ski Sale

ay Sneak Peek: 30% Off Or More Select Styles! | Plus, Take \$10 Off \$65 With Code E

BLACK FRIDAY

SNEAK PREVIEW

30% OFF OR MORE

SELECTED LINES

Take \$10 Off Orders of \$65+ With Code EAR

SHOP NOW



PADDED JACKETS

Perfect For The Chill



NEW IN: SKI PACKAGES

Shop Now >>

**a) Are the URLs user-friendly?
How could you go about improving them?**

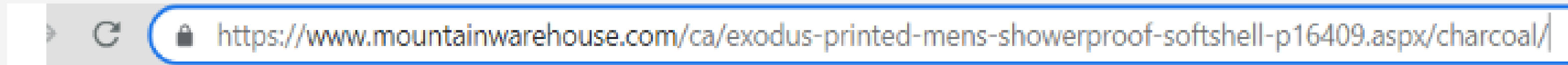


YES

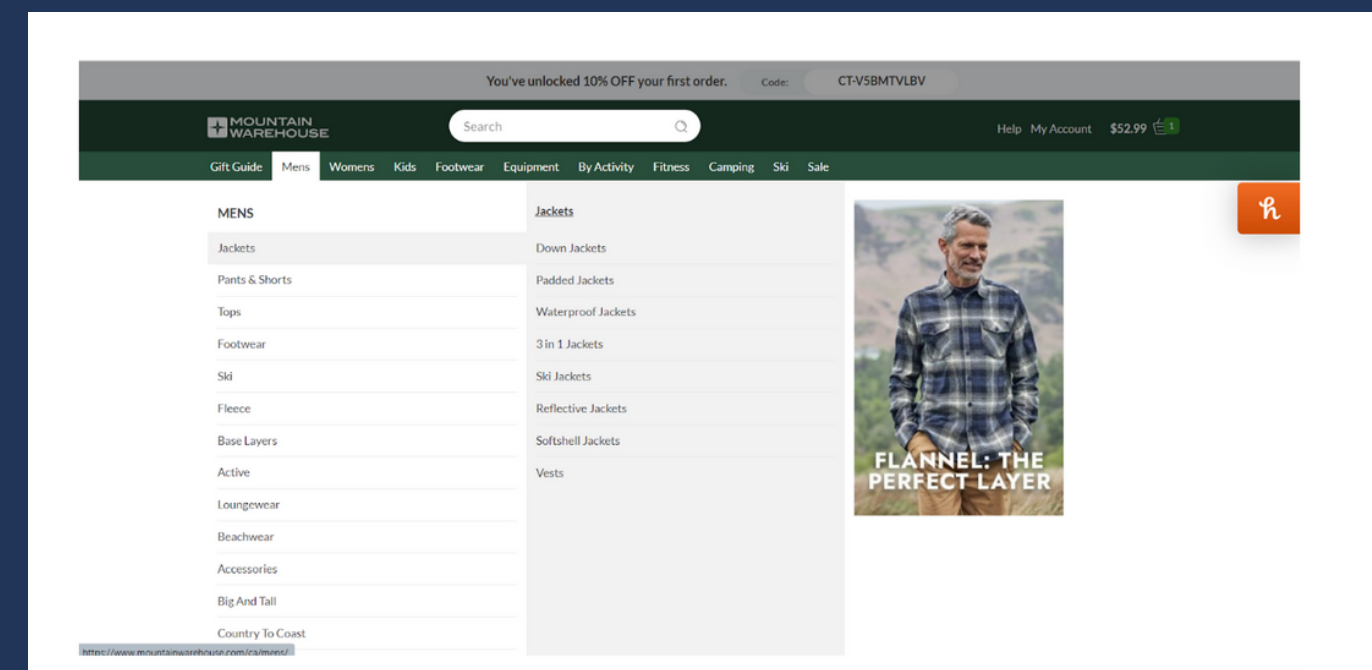
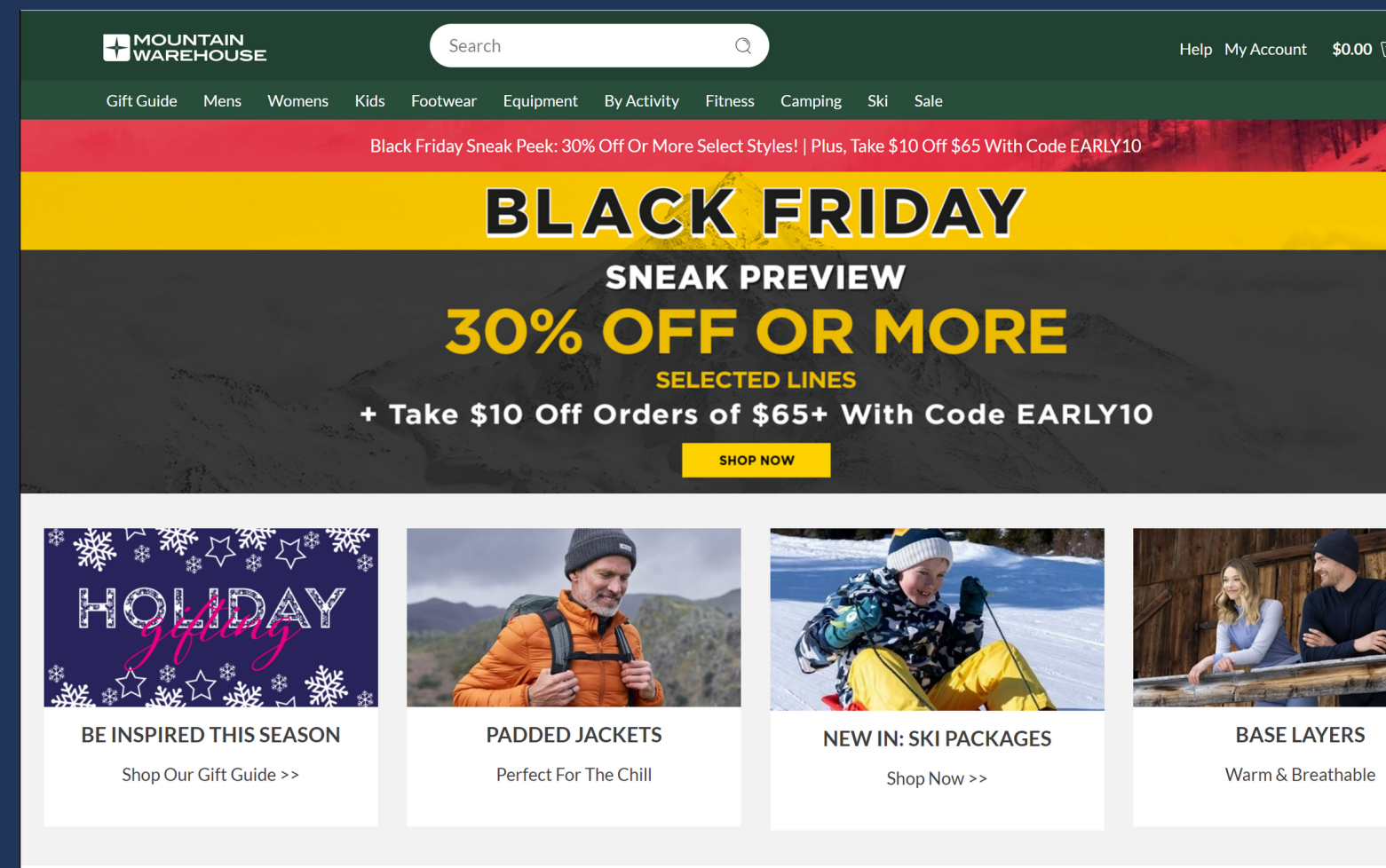


We just noticed that the p16409

Aspx is an old format file of script language and that nowadays there are more efficient file types, though this does not really influence the friendliness of the URLs

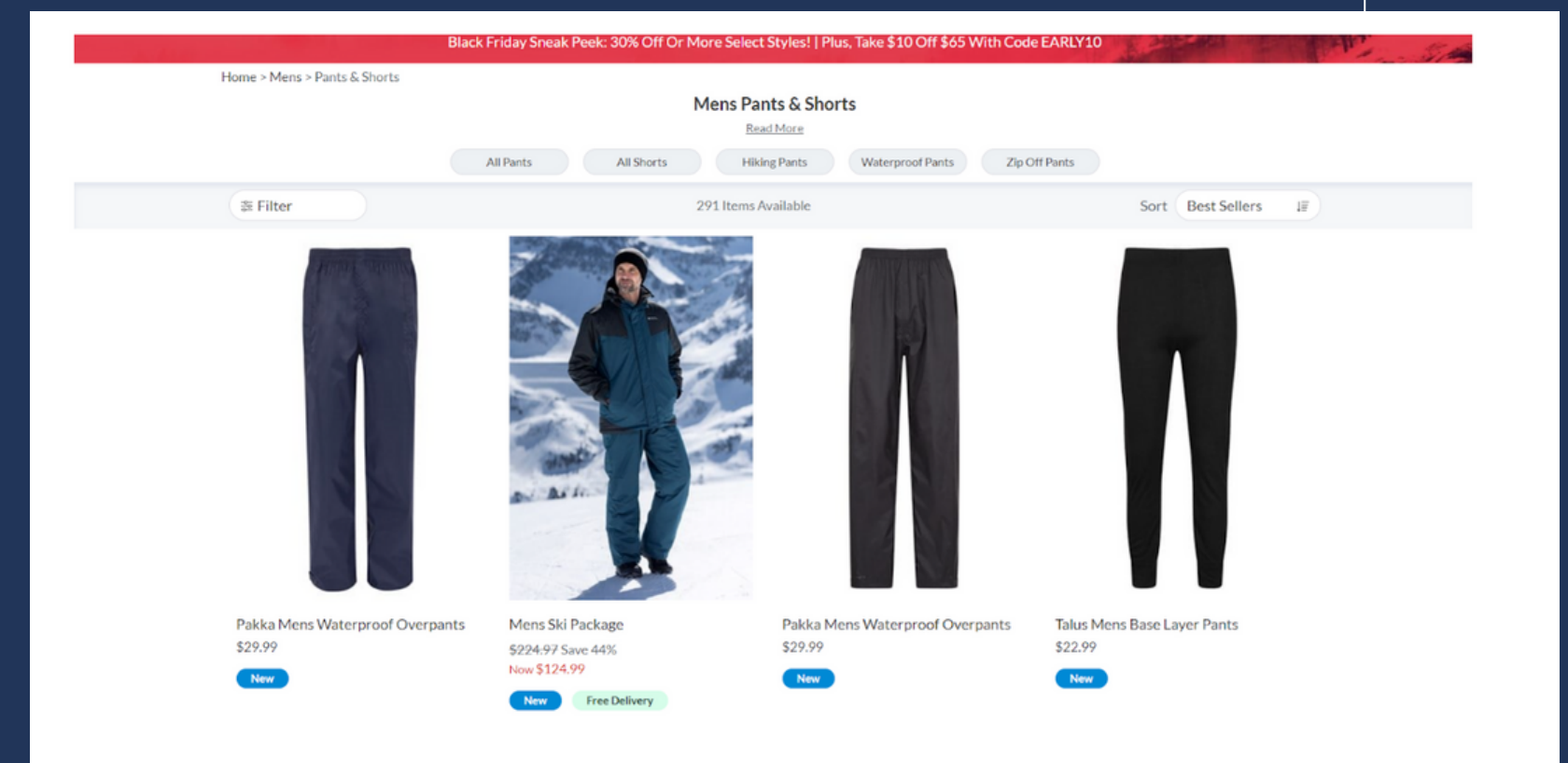
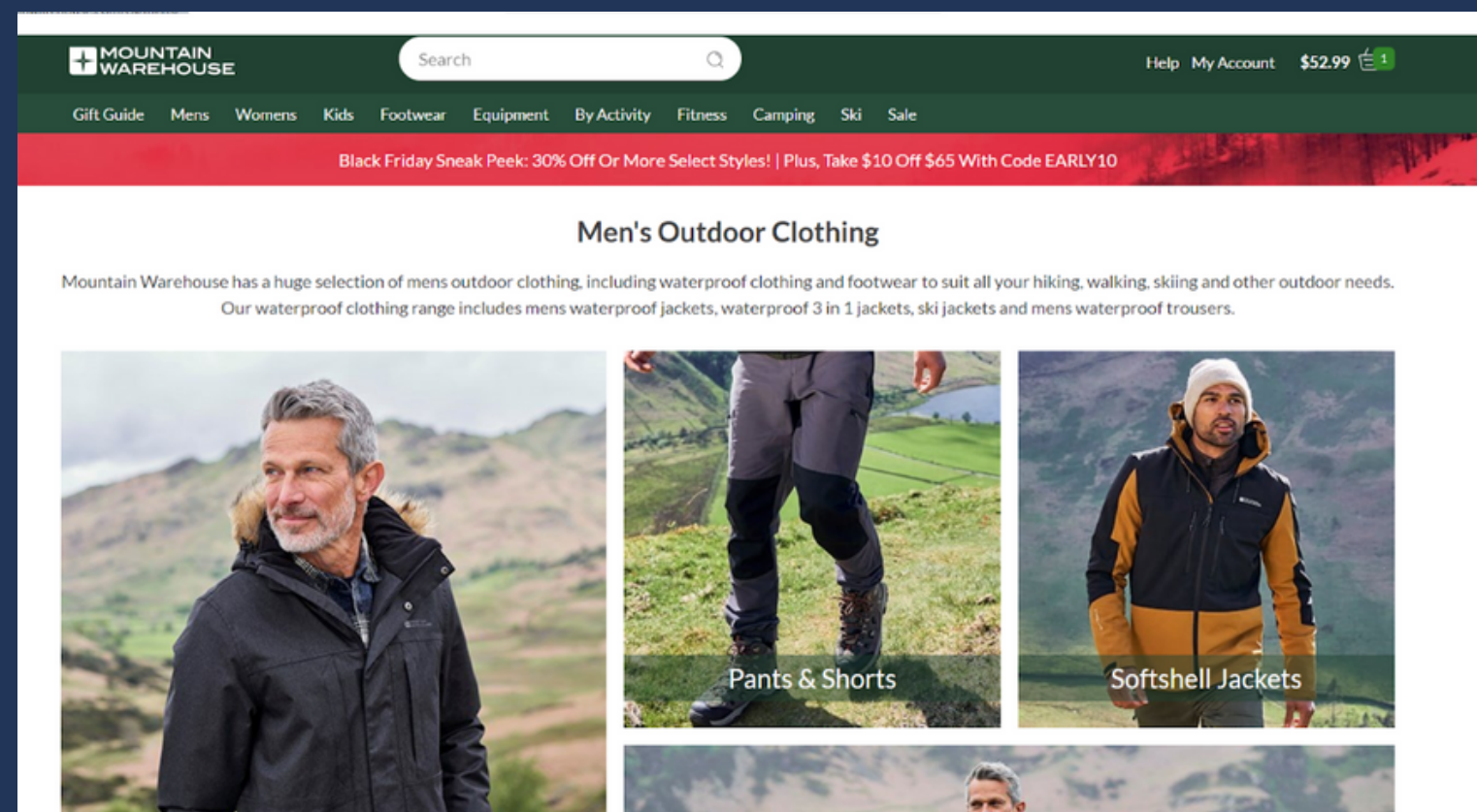


b) From the current structure of the site, how would you improve the information architecture?

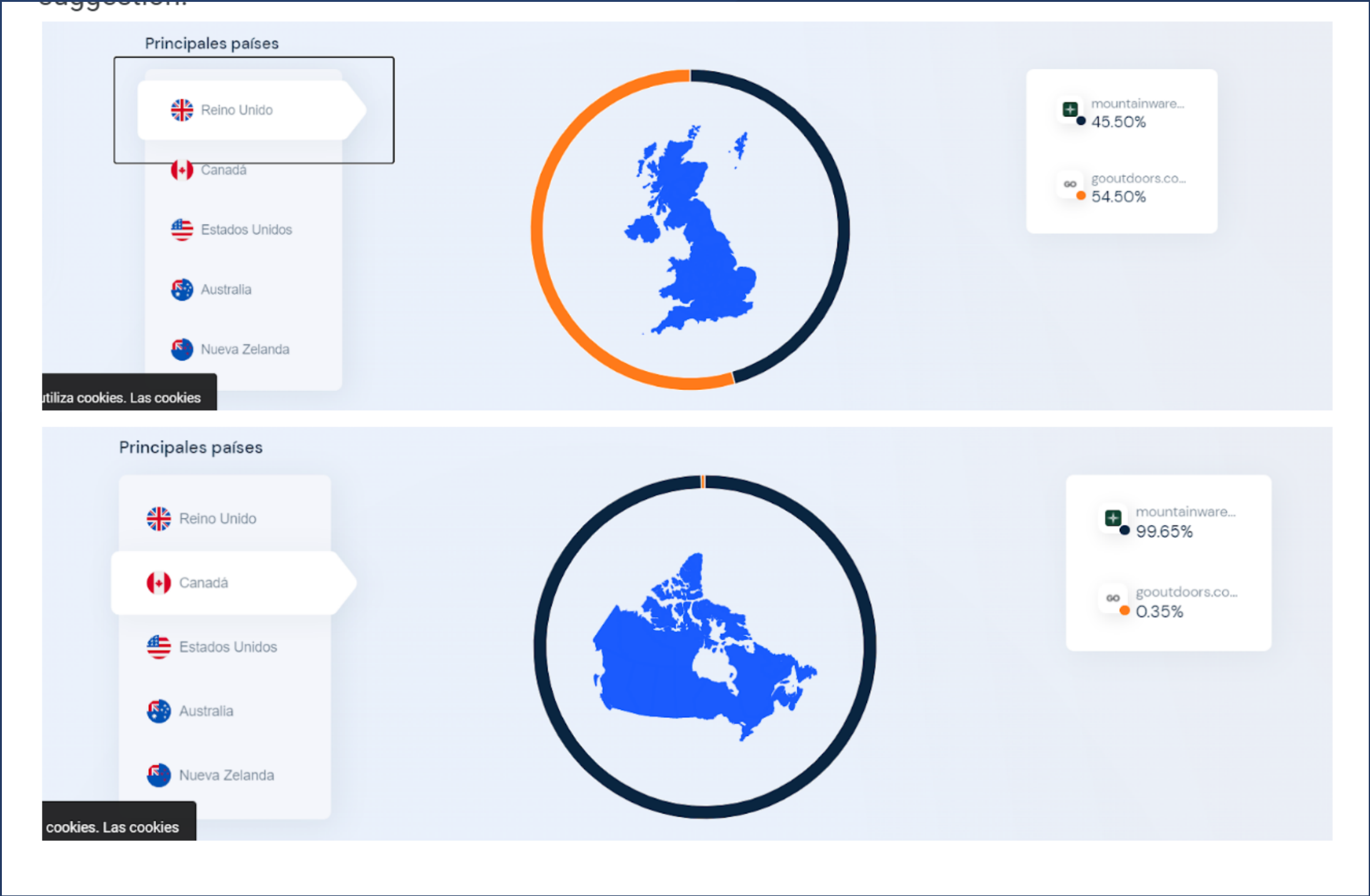


Home>Category>Sub category>product

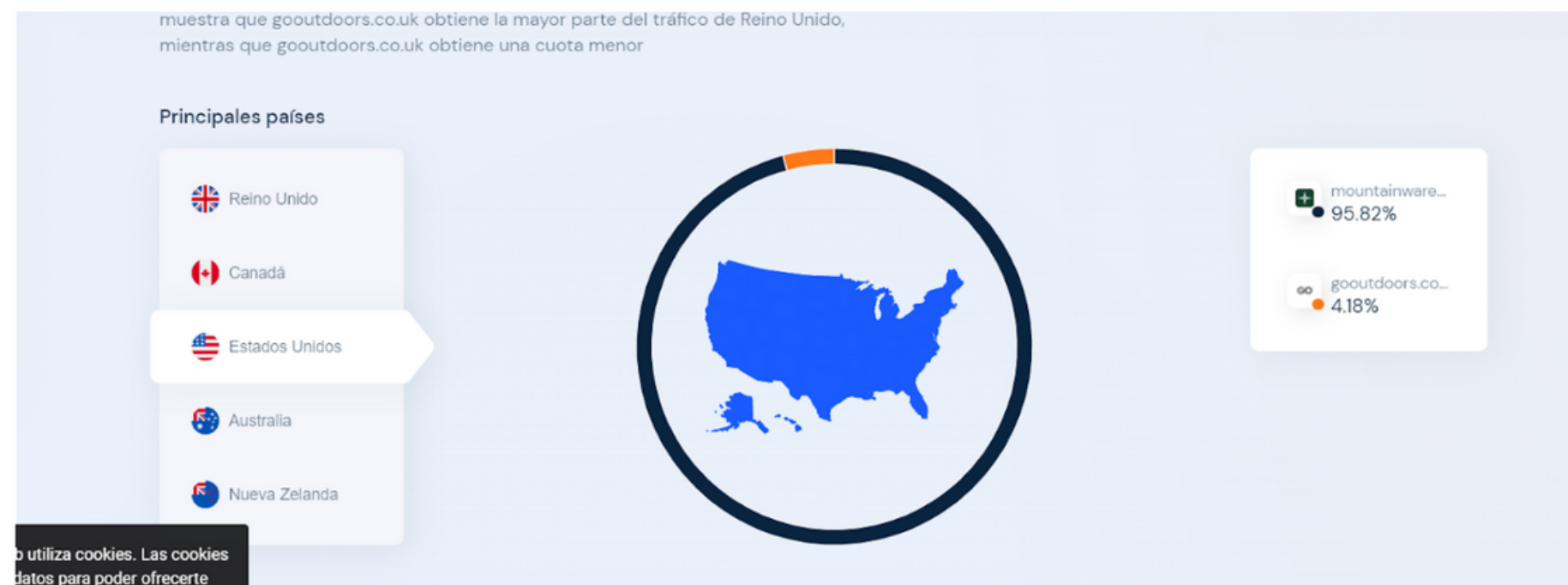
b) From the current structure of the site, how would you improve the information architecture?



c) What is the current performance of the site in relation with a competitor? suggestion.



c) What is the current performance of the site in relation with a competitor? suggestion.

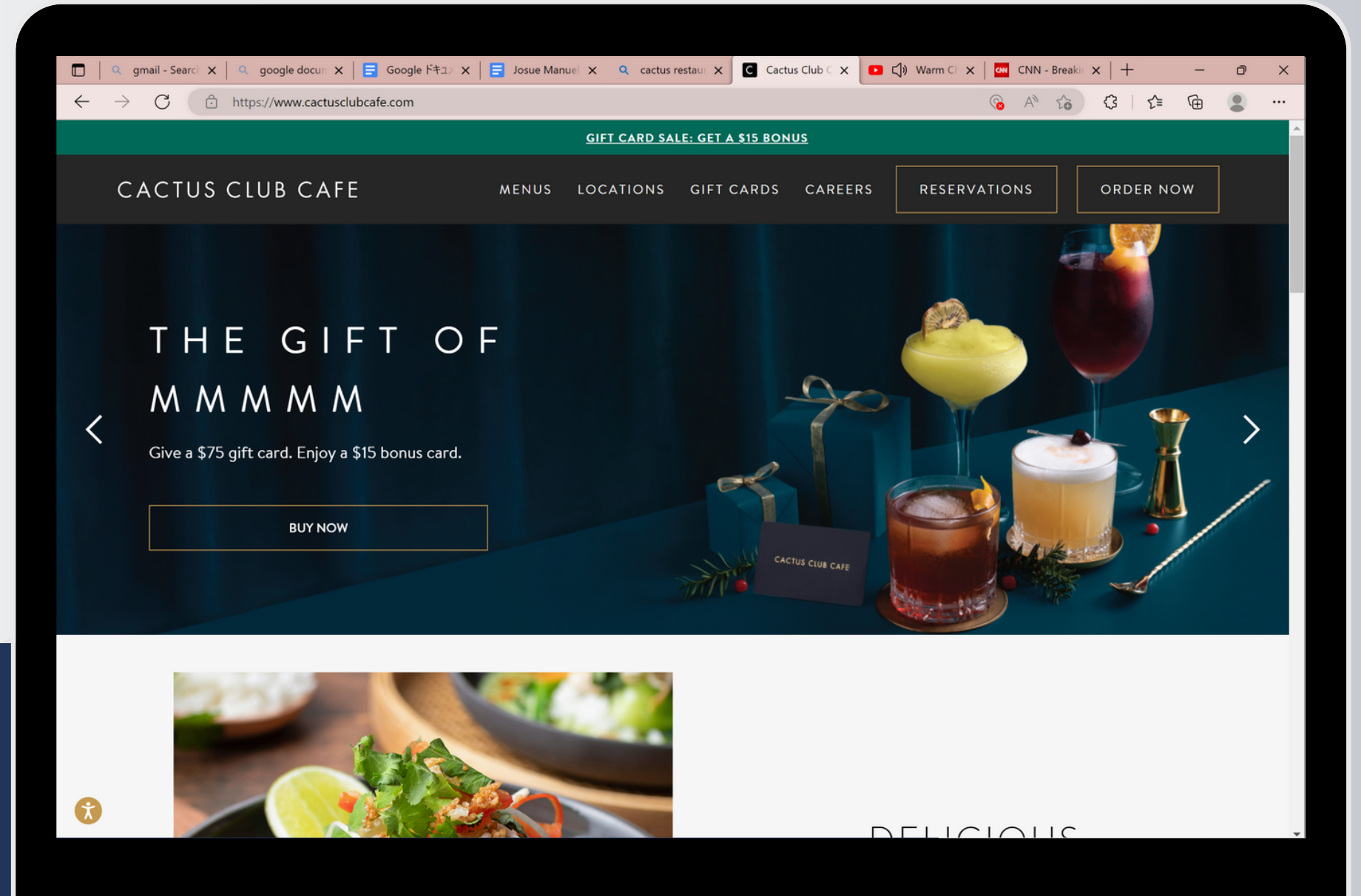


Based on the insights given by the comparison tool, the mountain warehouse is doing really well because even though both are England brands, they still are present in many countries and lead the market in most of them. This tells us that they are doing good work, so our recommendation would be to keep it up.

TASK 3

- EVALUATE THE LOCAL REPUTATION

CACTUS CLUB



1

Cactus Club Cafe

●●●●○

Tripadvisor (244)

357 Davie St, Vancouver · (604) 685-8070

Open · Closes midnight

WEBSITE

DIRECTIONS

2

Cactus Club Cafe Broadway + Ash

●●●●●

Tripadvisor (1574)

Open · Closes midnight

✓ Dine-in · ✓ Takeout / Delivery

575 W Broadway, Vancouver BC V5Z 1E6

WEBSITE

DIRECTIONS

3

Cactus Club Cafe

●●●●●

Tripadvisor (522)

Open · Closes midnight

✓ Takeout / Delivery

1085 Canada Pl, Vancouver BC V6C 0C3

WEBSITE

DIRECTIONS

4

Cactus Club Cafe

●●●●●

Tripadvisor (1088)

Open · Closes midnight

✓ Takeout / Delivery

1790 Beach Ave, Vancouver BC V6G 0A8

WEBSITE

DIRECTIONS

5

Cactus Club Cafe

●●●●○

Tripadvisor (92)

Open · Closes midnight

✓ Takeout / Delivery

1530W Broadway W, Vancouver BC V6J 5K9

WEBSITE

DIRECTIONS

The Making of the Rigatoni Bolognese

YouTube · 1 week

Suggest an edit

- Same amout of stars
- Almost same number of review



British Columbia

ABBOTSFORD

Delair Road

BURNABY

Byrne Road

North Burnaby

Station Square

COQUITLAM

Schoolhouse Street

DELTA

Scott Road

KELOWNA

Banks Road

Kelowna Yacht Club

LANGLEY

200th Street

NANAIMO

Turner Road

NORTH VANCOUVER

Pemberton Ave

RICHMOND

Richmond Centre

SURREY

Southpoint Mall

VANCOUVER

Bentall 5

Broadway + Ash

Broadway + Granville St

Coal Harbour

English Bay

Yaletown

VERNON

Anderson Way

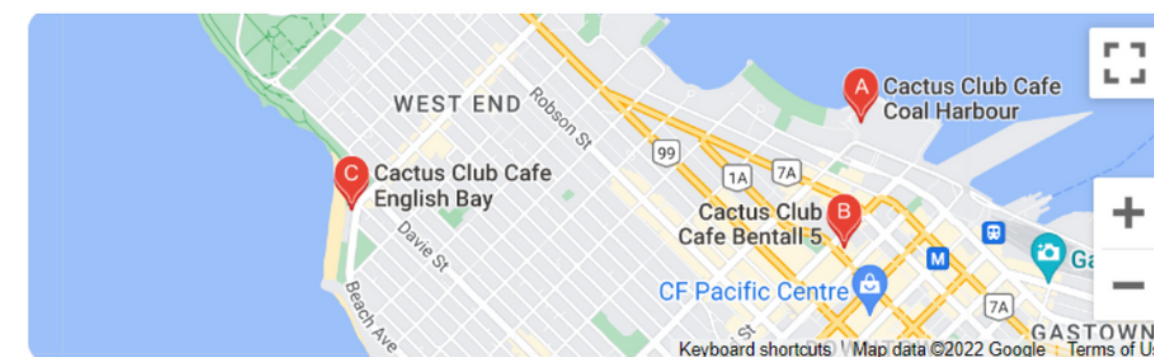
VICTORIA

Douglas Street

WEST VANCOUVER

Park Royal Mall

-Show the location
-Well SEO



Hours ▾

A Cactus Club Cafe Coal Harbour
1085 Canada Pl · In Burrard Landing · (604) 620-7410
Open · Closes 12 a.m.
Dine-in · Takeout · Delivery



Website



Directions

B Cactus Club Cafe Bentall 5
588 Burrard St · (604) 682-0933
Open · Closes 12 a.m.
Dine-in · Takeout · Delivery



Website



Directions

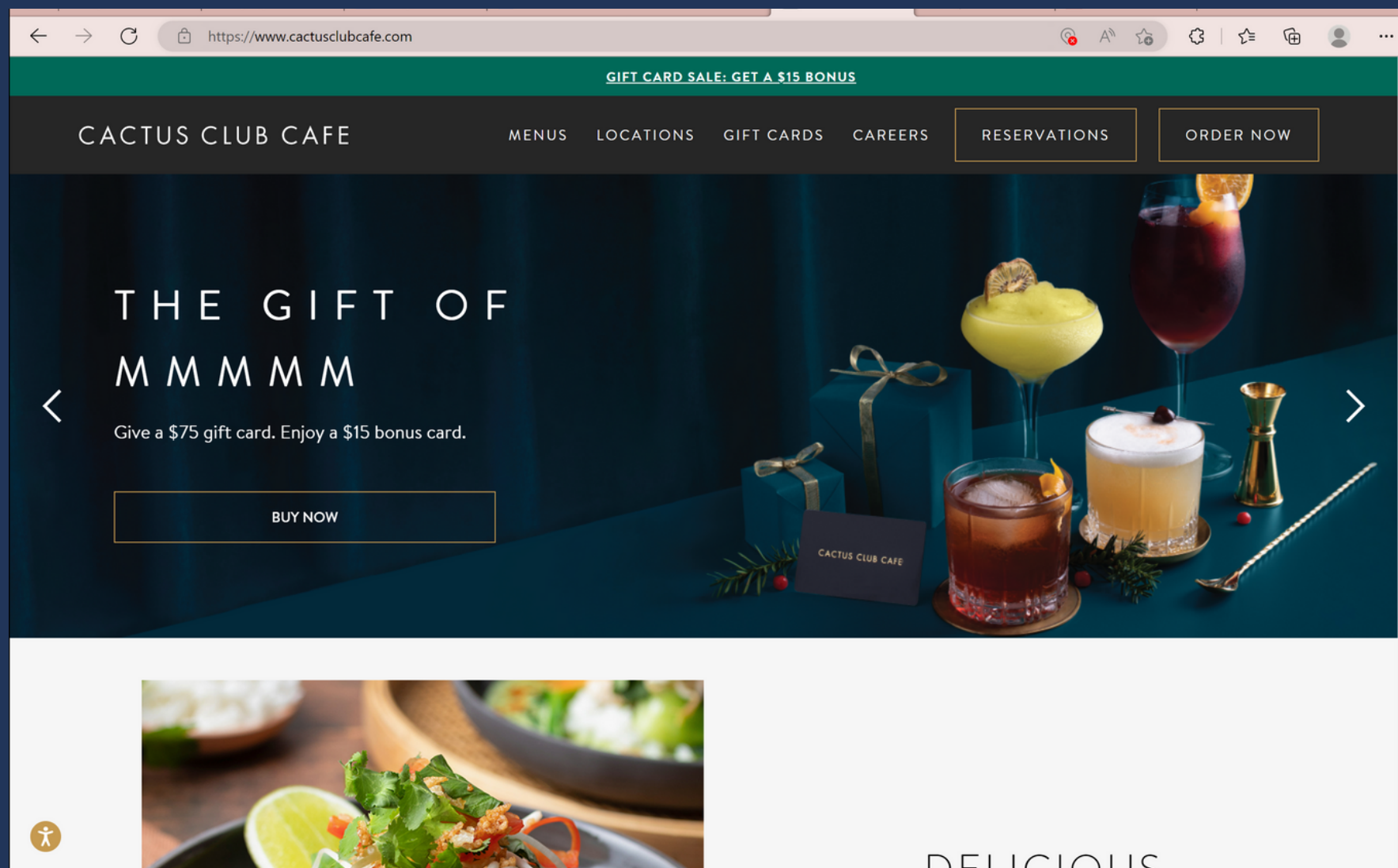
C Cactus Club Cafe English Bay
1790 Beach Ave · (604) 681-2582
Open · Closes 12 a.m.
Dine-in · Takeout · Delivery



Website



Directions



-Highlight of
**Reservation, Order
Now**
-URLs friendly



THANK YOU

*We look forward to working
with you*

OFFICE



123 Anywhere St., Any City



+123-456-7890



www.reallygreatsite.com

