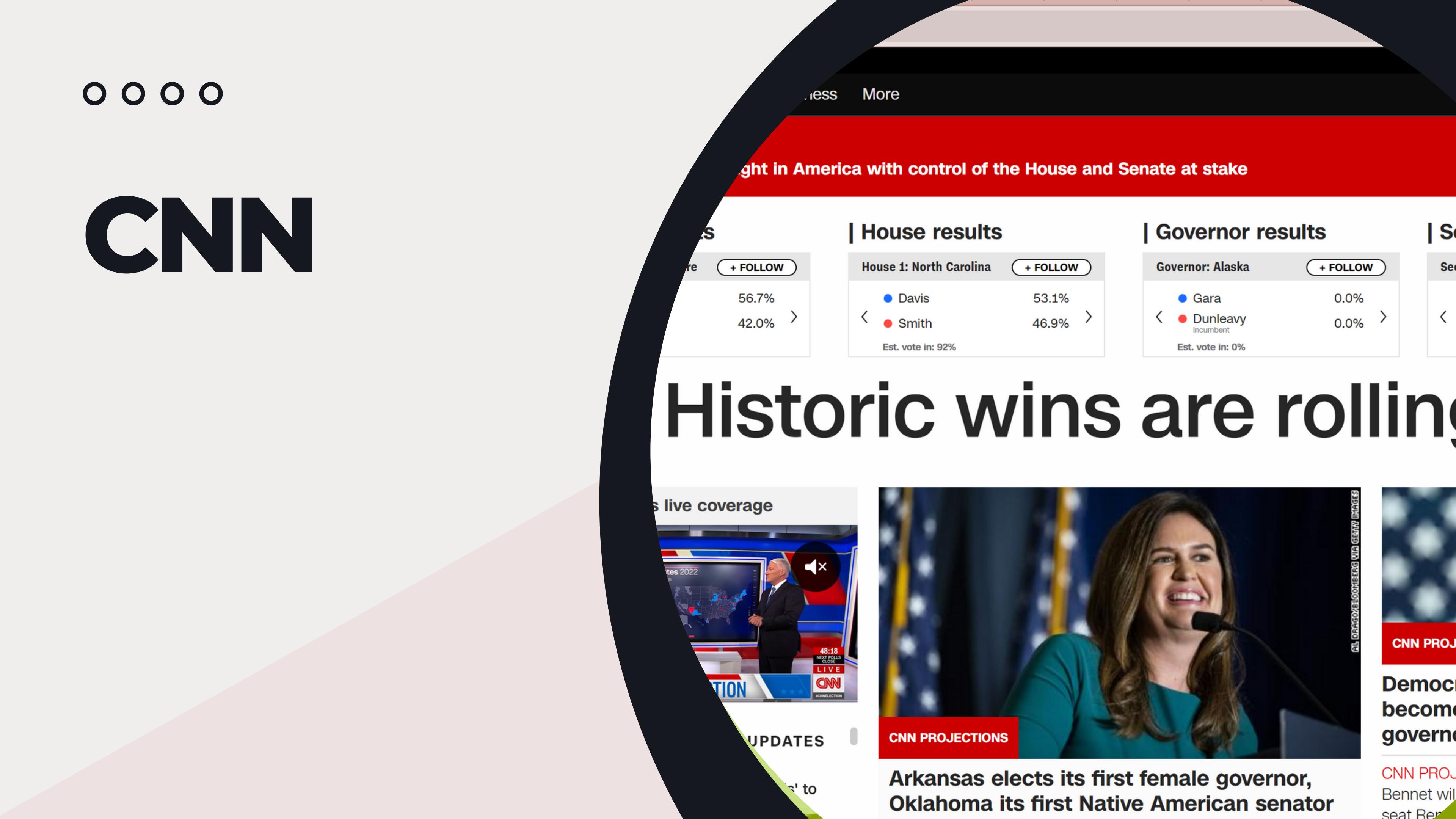


0 0 0 0

SEO ANALYSIS

PRESENTATION

0 0 0 0



A) USER PERSPECTIVE

Relevant

Latest news
(med- term elections
in the US

Variety of news
articles

The screenshot displays a news website's election coverage for the 2022 midterm elections. At the top left, there are two boxes: one for 'Latest news (med- term elections in the US)' and another for 'Variety of news articles'. The main content area features several sections:

- Top Left:** A box with the headline 'Pennsylvania Secretary of State pleads for patience during multi-day counting process' (14 min ago) and a map showing 'REPUBLICANS NEED 1 DEMOCRATIC SEAT TO GAIN CONTROL OF THE SENATE' and 'REPUBLICANS NEED 23 COMPETITIVE SEATS TO GAIN CONTROL OF THE HOUSE'.
- Top Center:** A map of the United States showing election results by state, with a legend for 'DEMOCRATS' (blue) and 'REPUBLICANS' (red). The map is updated at 10:34 p.m. ET, Nov. 8.
- Top Right:** A sidebar with various news items and links, including 'Magic wall: John King explains how to tell if there's a red or blue wave', 'CNN PROJECTION Ron DeSantis will win reelection as Florida governor', 'How to tell if the GOP is heading for a landslide in the House', 'SE Cupp says these are the 3 races Americans should be concerned about', 'Hour-by-hour: Poll closing times', 'Opinion: 'Stunning' performance for DeSantis. Follow rolling commentary', 'CNN political director breaks down top issue for most voters', and 'The stakes: Polls close in key state where Trump's election deniers top the ticket'.
- Middle Left:** A chart titled 'Senate' showing the current Senate composition: 40 Democrats and 50 Republicans.
- Middle Center:** A main news feed with articles like 'Voting goes mostly smoothly on Election Day as baseless fraud claims swirl', 'CNN reporter: GOP has 'set the stage to muddy the waters with election denial'', 'Content by Better Mortgage Worried about rates? Buy today, free refi later.', and 'Meet the history-makers of the 2022 midterm elections'.
- Middle Right:** A sidebar for 'Senate: Georgia' showing the race between Walker (49.4%) and Warnock (48.5%). It also features a 'My Election: Select your races' section and a 'RECREATIONAL MARIJUANA LEGALIZATION IS ON THE BALLOT IN THESE STATES' section.
- Bottom:** A row of smaller news items including 'How to nab an Election Day deal on doughnuts, pizza and more', 'Cruz got hit with a beverage can at the Astros parade. See how he responded', 'CNN's David Chalian breaks down exit polls on election night', 'EXCLUSIVE McCarthy previews Republicans' plans for the majority, starting at the border', 'Marjorie Taylor Greene and Alexandria Ocasio-Cortez's districts are united on one issue', and 'In pictures: The 2022 midterm elections'.

A) USER PERSPECTIVE

Trust worthy

Latest news
(med- term elections
in the US

Writers name



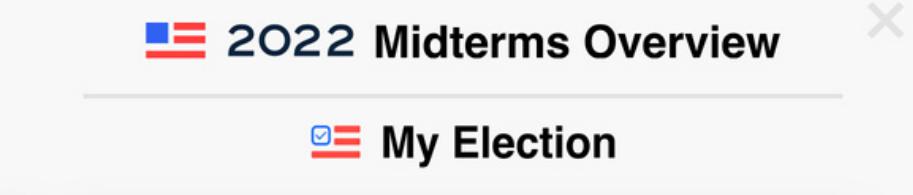
Momentum – and planning – for DeSantis 2024 bid takes off after resounding Florida win

By Steve Contorno, CNN

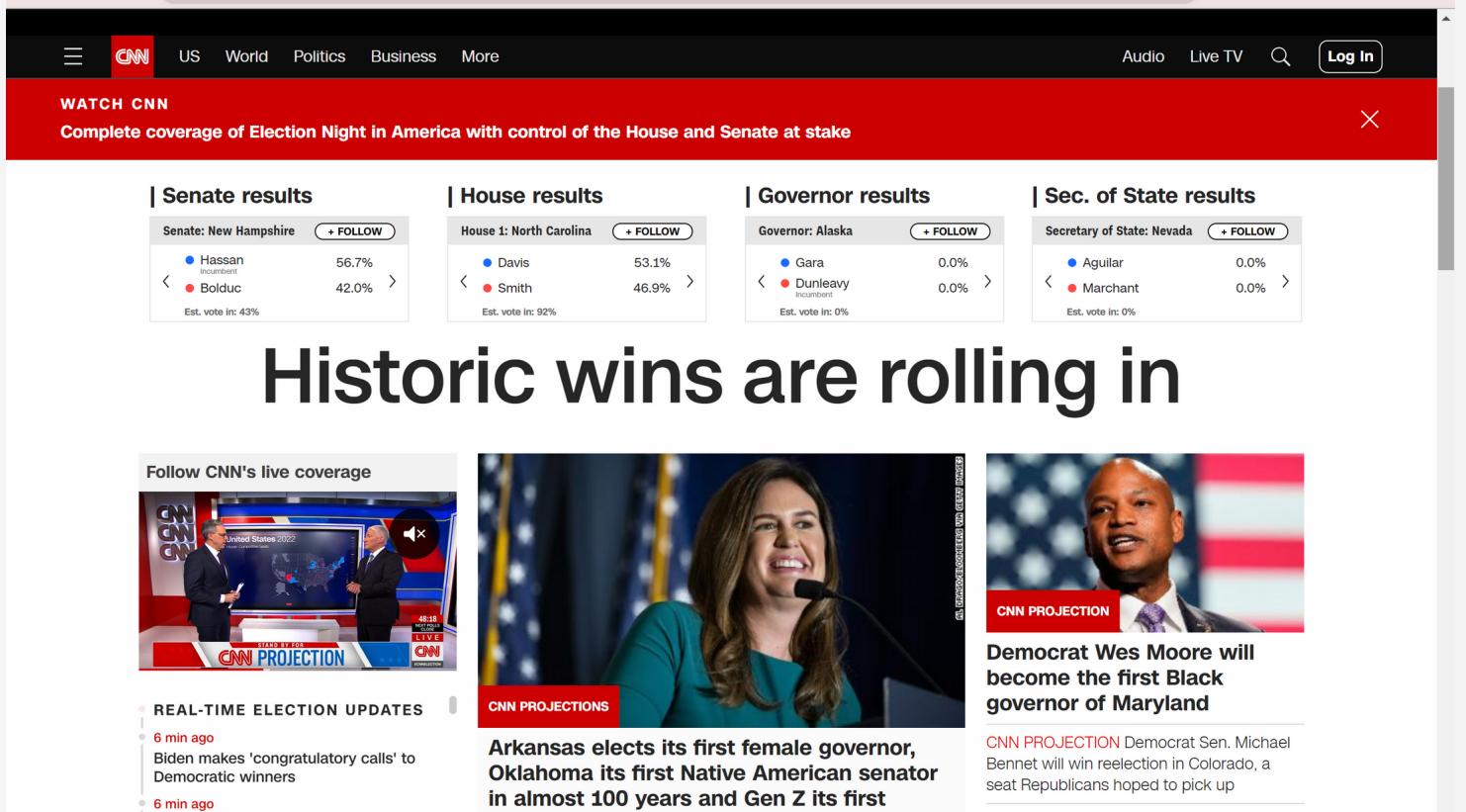
Updated 7:25 PM EST, Wed November 9, 2022



Search bar on the bottom



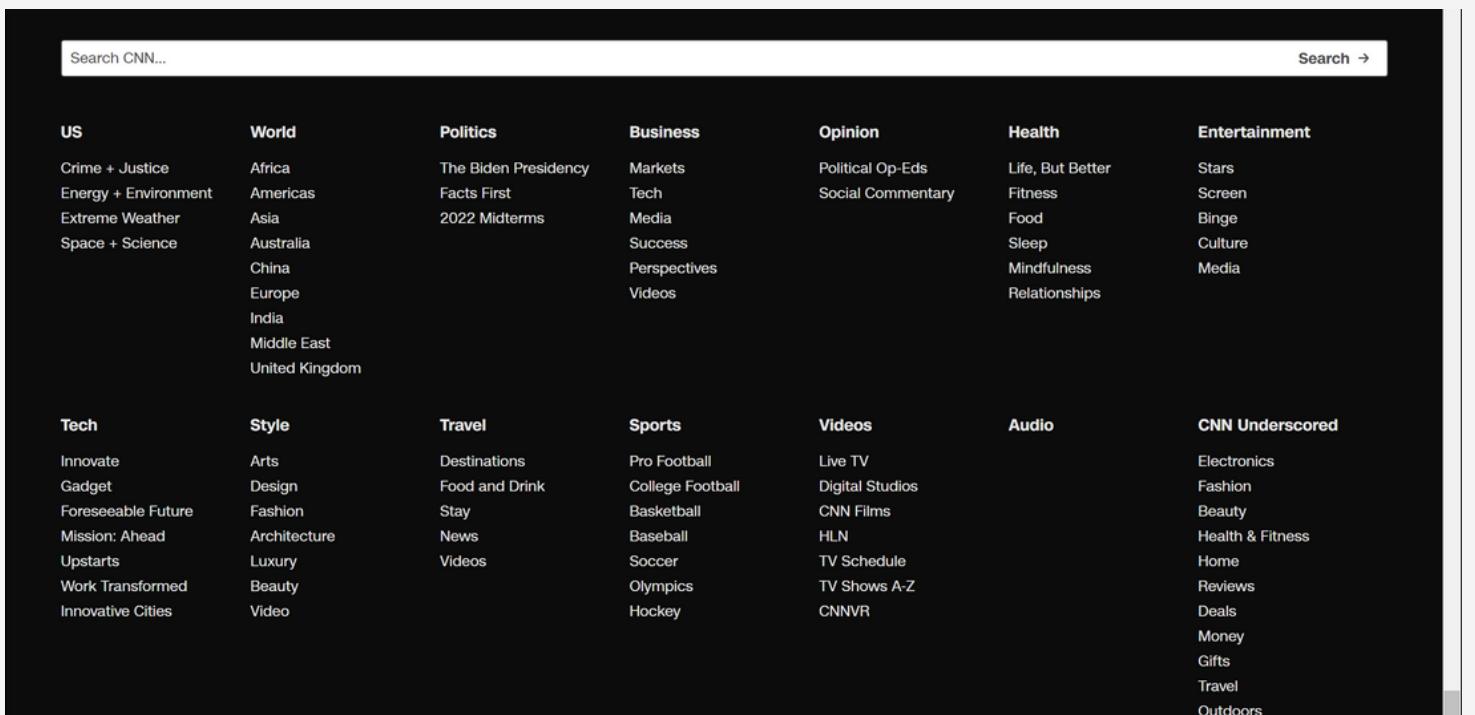
A) USER PERSPECTIVE



The screenshot shows the CNN website during the 2022 midterm elections. At the top, there's a navigation bar with links for US, World, Politics, Business, and More. Below it is a red banner with the text "WATCH CNN" and "Complete coverage of Election Night in America with control of the House and Senate at stake". The main content area features four sections: "Senate results", "House results", "Governor results", and "Sec. of State results". Each section displays election data with "FOLLOW" buttons. Below these, a large headline reads "Historic wins are rolling in". There are several video thumbnails and text snippets, including one about Democrat Wes Moore becoming the first Black governor of Maryland. At the bottom, there's a "REAL-TIME ELECTION UPDATES" section with a timestamp of "6 min ago" and a note about Biden making congratulatory calls to Democratic winners.

Easy to navigate

The "Menu button" make us easy to navigate



The screenshot shows the CNN website footer, which is a dark-themed navigation bar. It includes a search bar at the top with the placeholder "Search CNN...". Below the search bar is a grid of links categorized into columns: US, World, Politics, Business, Opinion, Health, Entertainment, Tech, Style, Travel, Sports, Videos, Audio, and CNN Underscored. Each category contains several sub-links, such as "Crime + Justice" under US or "Digital Studios" under Videos.

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

Search bar on the bottom

HOW COULD IT BE IMPROVE?

Layout

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



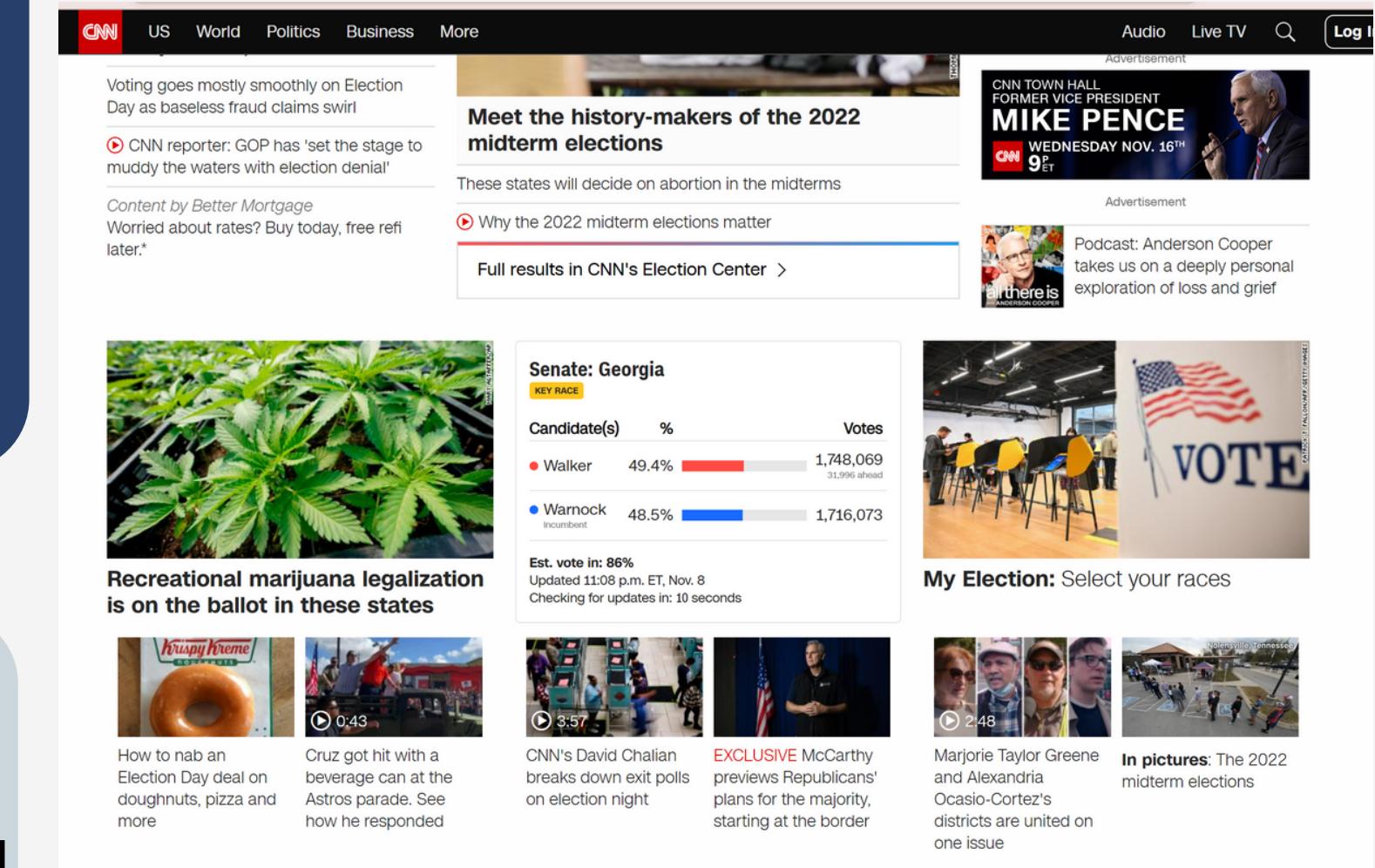
It could be better layout
Less stractured
Make space

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 beggning



HOW COULD IT BE IMPROVE?

Organize

Each article or element are not well separated

Billboard size

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

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

Optimize the website make users feel less professionalized

Voting goes mostly smoothly on Election Day as baseless fraud claims swirl

CNN reporter: GOP has 'set the stage to muddy the waters with election denial'

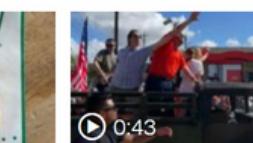
Content by Better Mortgage
Worried about rates? Buy today, free refi later.*



Recreational marijuana legalization is on the ballot in these states



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



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

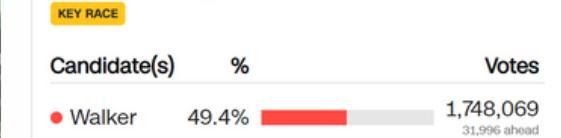
Meet the history-makers of the 2022 midterm elections

These states will decide on abortion in the midterms

Why the 2022 midterm elections matter

Full results in CNN's Election Center >

Senate: Georgia



Est. vote in: 86%

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



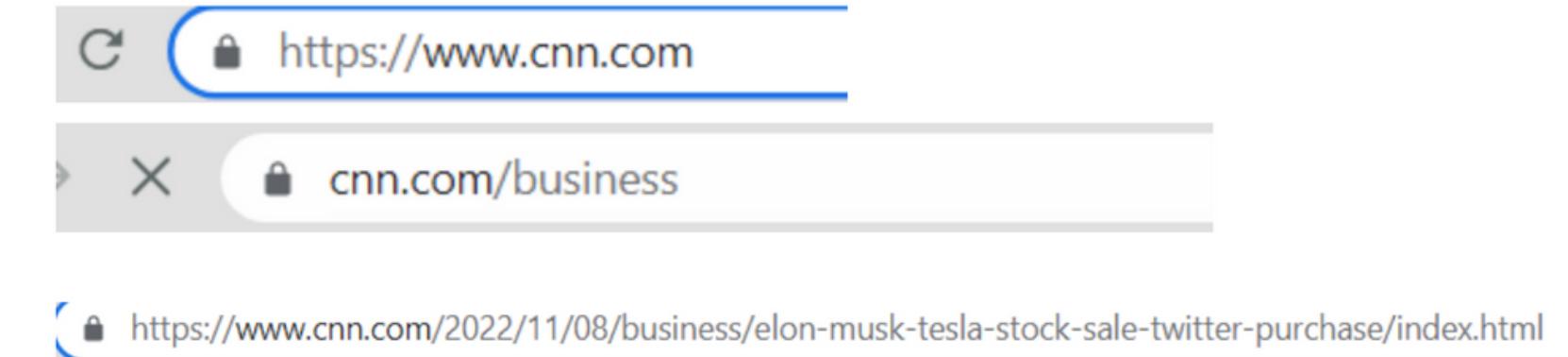
CNN's David Chalian breaks down exit polls on election night

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?



0 0 0 0



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" data-bbox="48 715 485 785"/>
```

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?).



27 min ago

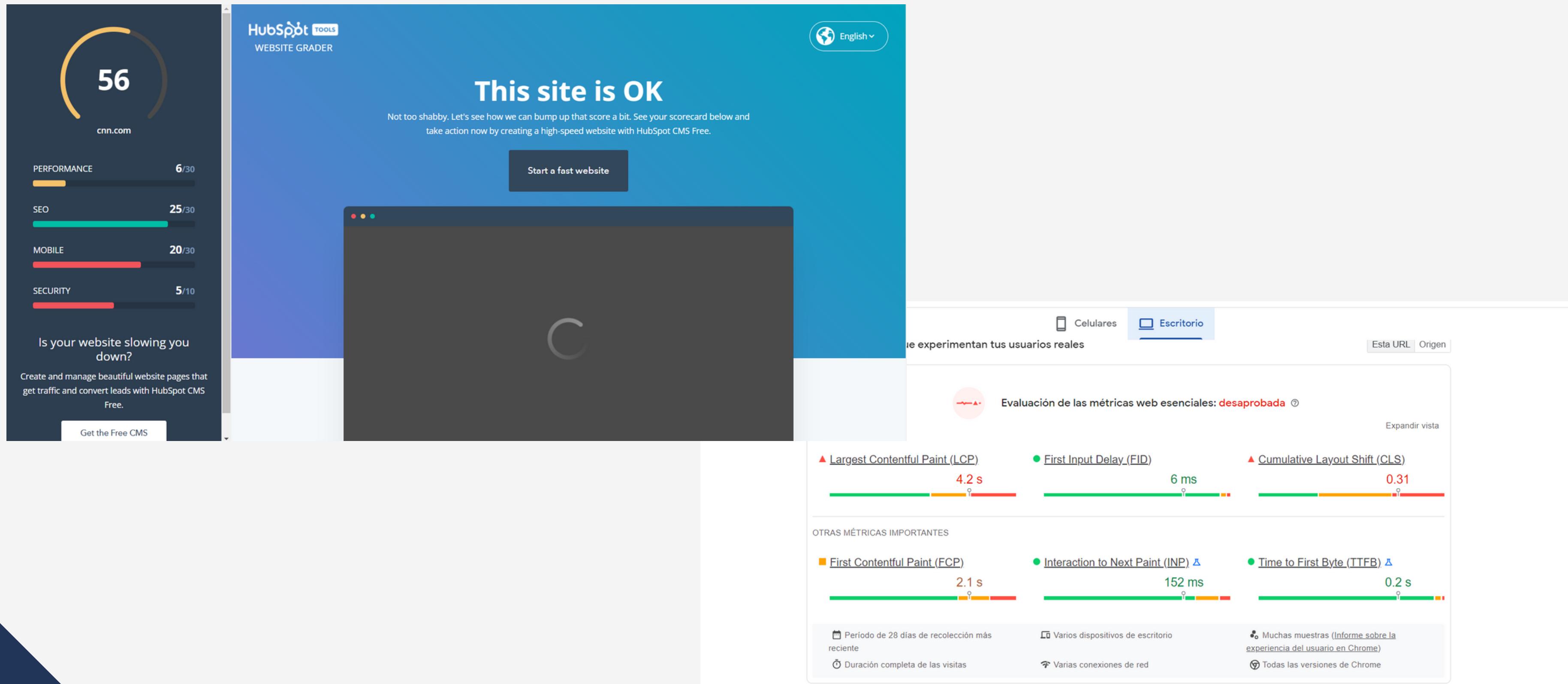
Pennsylvania Secretary of State pleads for patience during multi-day counting process

```
> <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?

MOUTAINWARE HOUSE

ON

ear Equipment By Activity Fitness Camping Ski Sale

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

BLACK FRIDAY

SNEAK PREVIEW

30% OFF OR MORE

SELECTED LINES

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

SHOP NOW



PADDED JACKETS

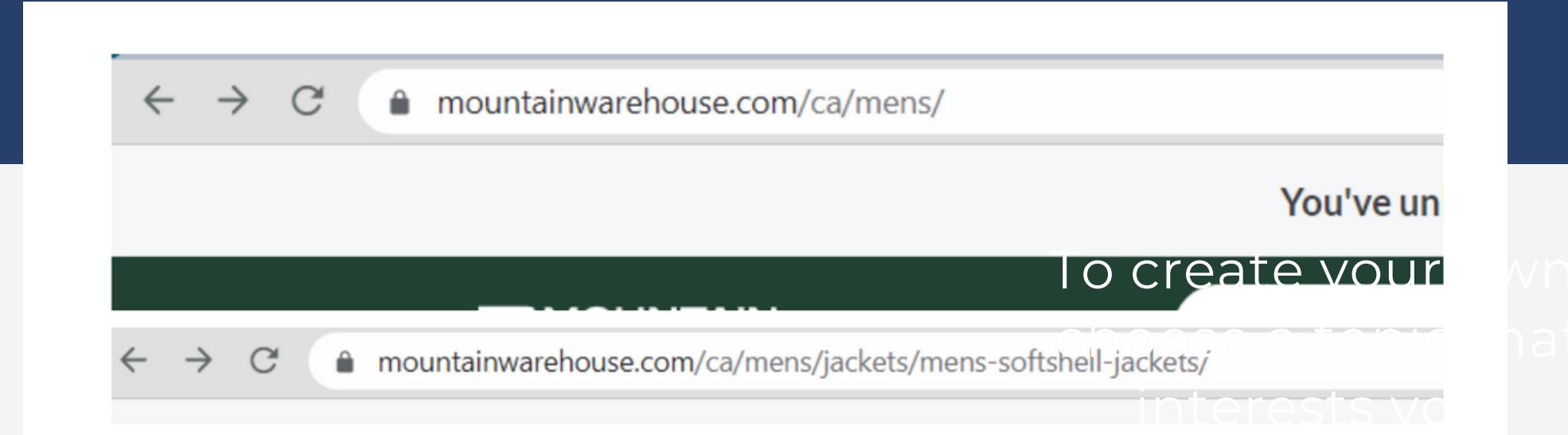
Perfect For The Chill



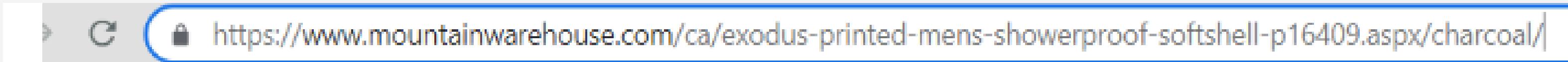
NEW IN: SKI PACKAGES

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?

The screenshot shows the Mountain Warehouse homepage with a prominent black banner for the 'BLACK FRIDAY SNEAK PREVIEW' offering '30% OFF OR MORE' on 'SELECTED LINES'. It also mentions a '\$10 Off Orders of \$65+' with code 'EARLY10'. Below the banner are four product categories: 'HOLIDAY gifting' (with a 'BE INSPIRED THIS SEASON' call to action), 'PADDED JACKETS' (described as 'Perfect For The Chill'), 'NEW IN: SKI PACKAGES' (with a 'Shop Now >>' button), and 'BASE LAYERS' (described as 'Warm & Breathable'). The top navigation bar includes links for Gift Guide, Mens, Womens, Kids, Footwear, Equipment, By Activity, Fitness, Camping, Ski, and Sale. A search bar and account information are also present.

The screenshot shows the 'MENS' category page. A sidebar on the left lists sub-categories: Jackets, Pants & Shorts, Tops, Footwear, Ski, Fleece, Base Layers, Active, Loungewear, Beachwear, Accessories, Big And Tall, and Country To Coast. To the right, a featured product for 'Jackets' is shown with the headline 'FLANNEL: THE PERFECT LAYER' and an image of a man in a plaid shirt. The top navigation bar is identical to the homepage, and a message at the top indicates a 10% discount for first orders.

Home>Category>Sub category>product



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

The screenshot shows the Mountain Warehouse website with a dark blue header. The header includes the Mountain Warehouse logo, a search bar, and a 'Help' and 'My Account' link. The top navigation bar has links for Gift Guide, Mens, Womens, Kids, Footwear, Equipment, By Activity, Fitness, Camping, Ski, and Sale. A banner at the top of the page says 'Black Friday Sneak Peek: 30% Off Or More Select Styles! | Plus, Take \$10 Off \$65 With Code EARLY10'. Below the banner, the page title is 'Men's Outdoor Clothing'. A sub-copy states: 'Mountain Warehouse has a huge selection of mens outdoor clothing, including waterproof clothing and footwear to suit all your hiking, walking, skiing and other outdoor needs. Our waterproof clothing range includes mens waterproof jackets, waterproof 3 in 1 jackets, ski jackets and mens waterproof trousers.' There are three product cards: 'Pants & Shorts' (showing a person in grey pants), 'Softshell Jackets' (showing a person in a blue and orange jacket), and a partial view of a 'Jackets' card. The background of the page shows a scenic mountain landscape.

The screenshot shows the Mountain Warehouse website with a red header banner that says 'Black Friday Sneak Peek: 30% Off Or More Select Styles! | Plus, Take \$10 Off \$65 With Code EARLY10'. Below the banner, the page title is 'Mens Pants & Shorts'. A sub-copy says 'Home > Mens > Pants & Shorts'. There are buttons for 'All Pants', 'All Shorts', 'Hiking Pants', 'Waterproof Pants', and 'Zip Off Pants'. A 'Filter' button and a '291 Items Available' link are also present. Below the filters, there are four product cards: 'Pakka Mens Waterproof Overpants' (dark blue pants), 'Mens Ski Package' (a person in a blue jacket and grey pants), 'Pakka Mens Waterproof Overpants' (black pants), and 'Talus Mens Base Layer Pants' (black pants). Each card includes a 'New' badge, a price, and a 'Free Delivery' badge.

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.

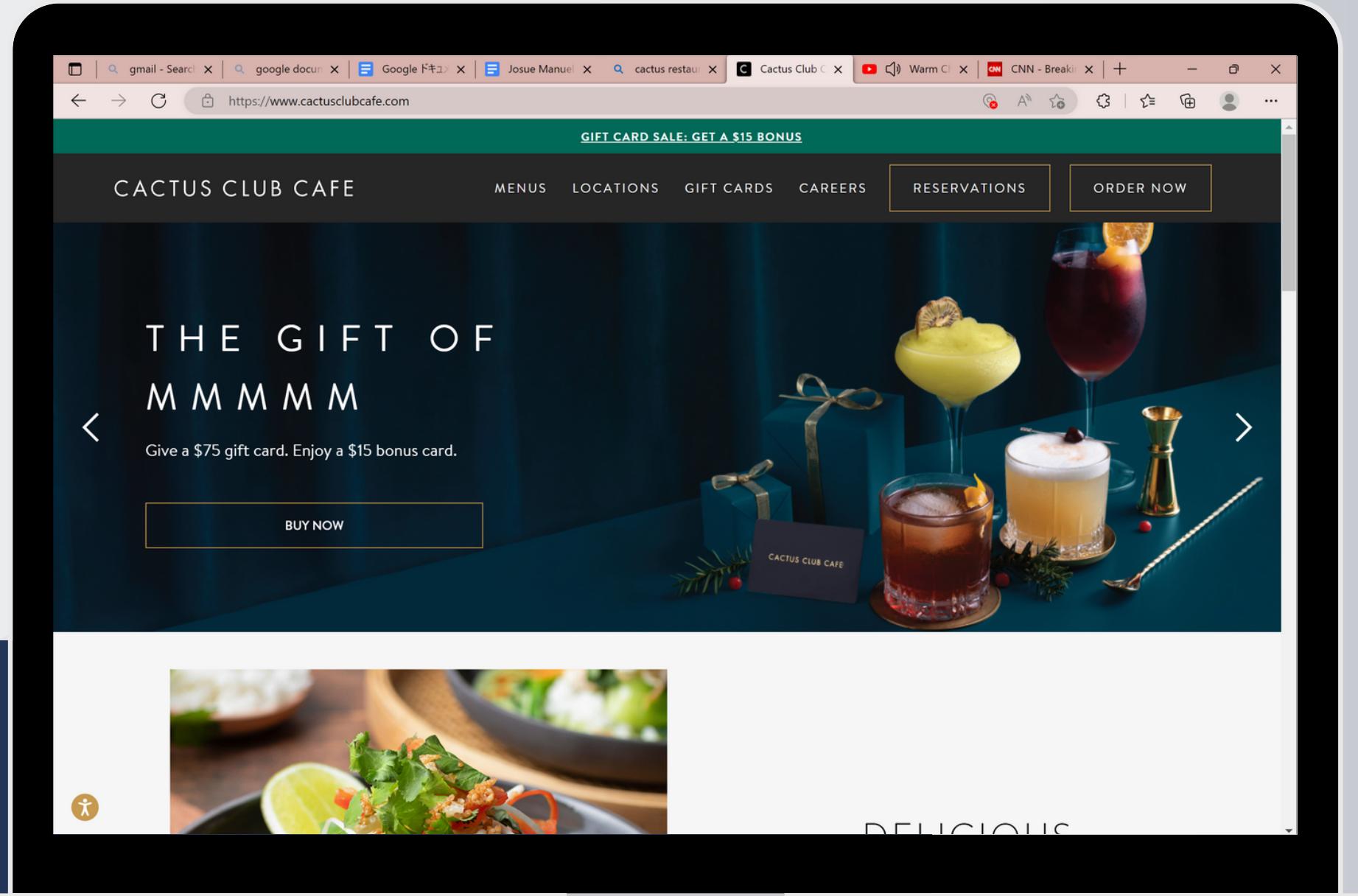


Based on the insights given by the comparison tool, the mountain warehouse is doing really well because even though both are England brands, they still are present in many countries and lead the market in most of them. This tells us that they are doing good work, so our recommendation would be to keep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



British Columbia

ABBOTSFORD

Delair Road

BURNABY

Byne 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

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

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

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

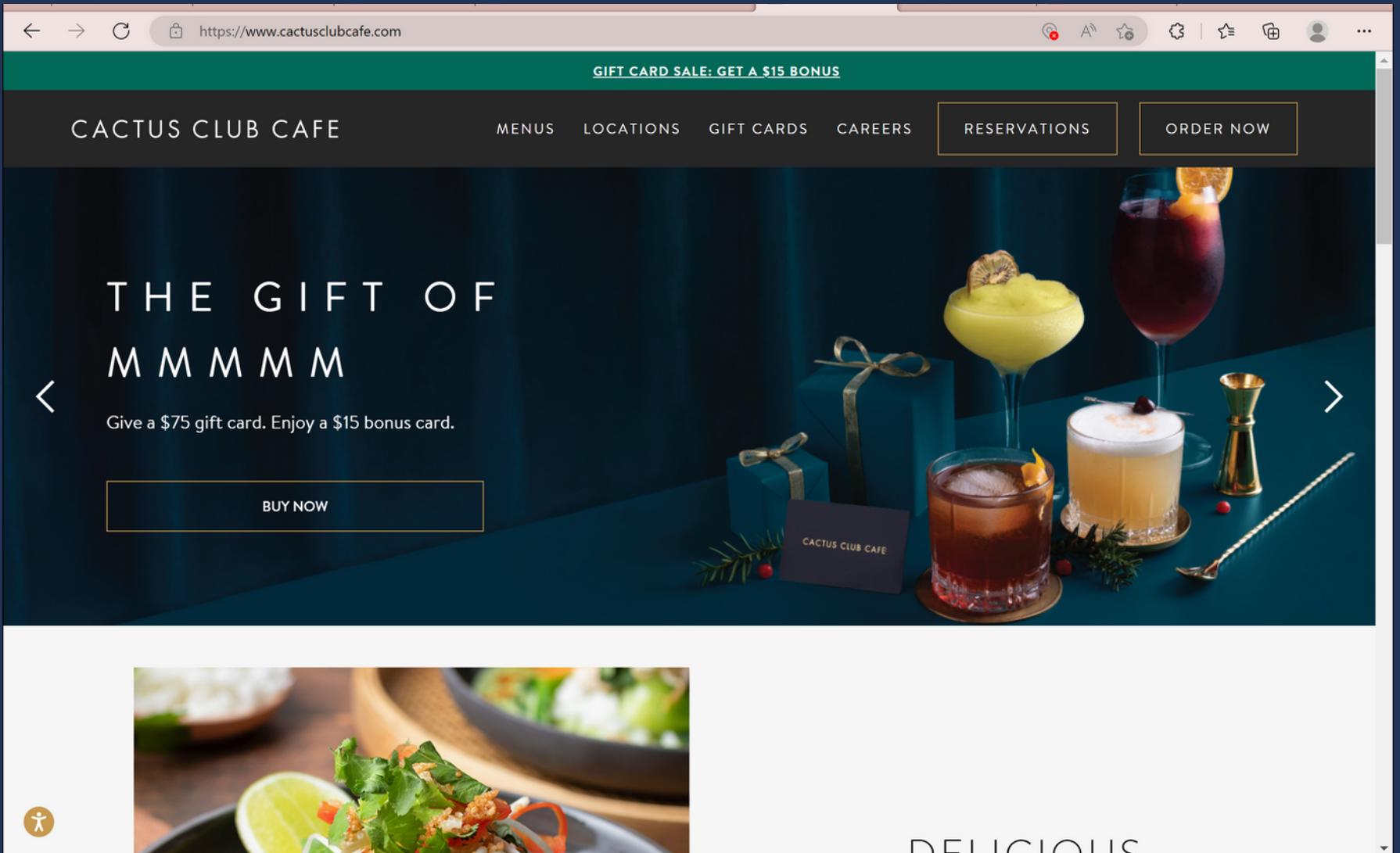
[Website](#) [Directions](#)

[Website](#) [Directions](#)

[Website](#) [Directions](#)

-Show the location
-Well SEO

○○○○



-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

