SEO ANALYSIS

CNN

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

| House results

House 1: North Carolina   + FOLLOW

● 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%

56.7%

42.0%

+ FOLLOW

re

| Se

Se

Historic wins are rolling

s live coverage

48:18
NEXT POLLS
CLOSE
LIVE

CNN
#CNNELECTION

TION

UPDATES

s' to

CNN PROJECTIONS

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

AL DRAGO/BLOOMBERG VIA GETTY IMAGES
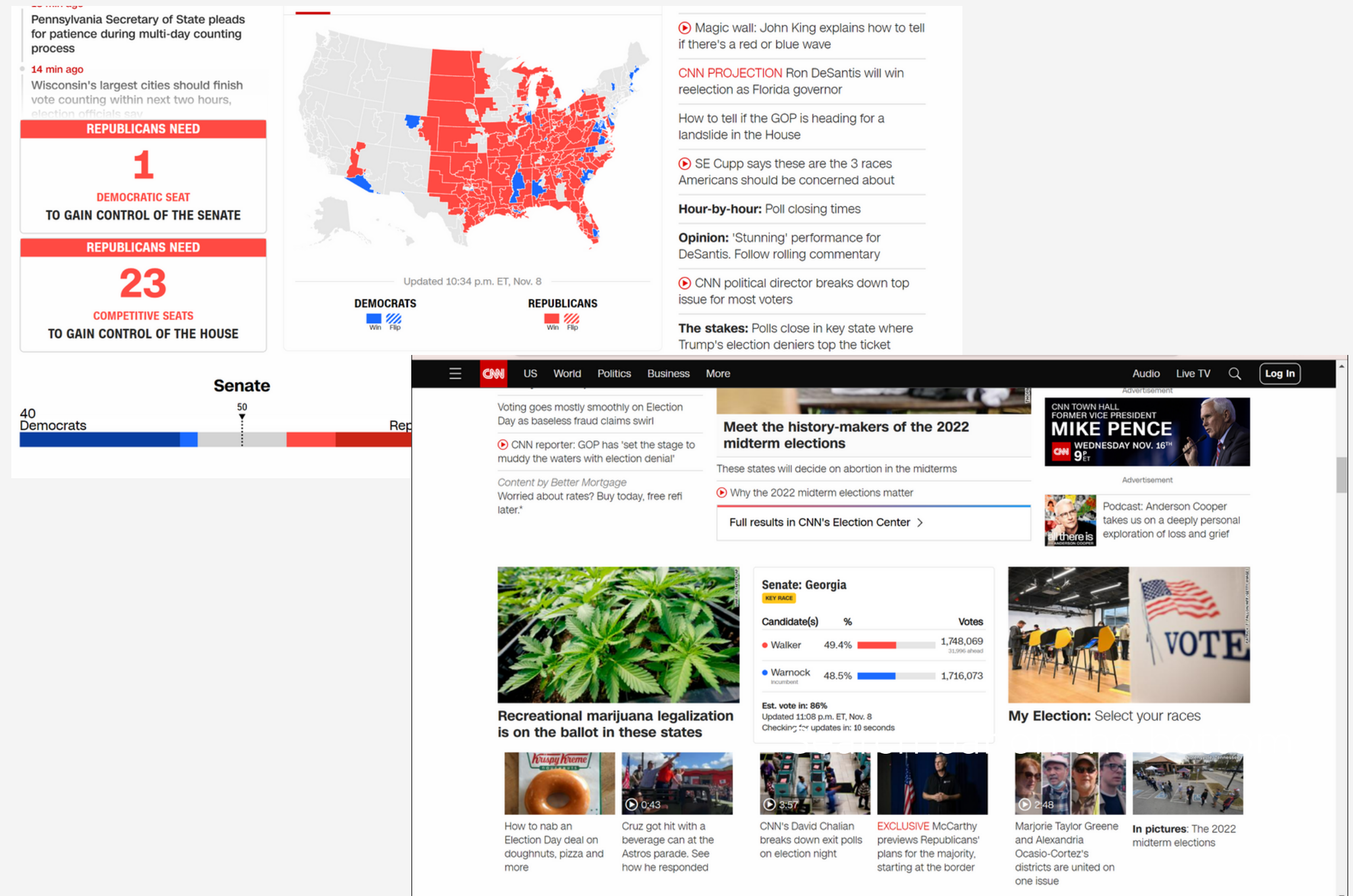
CNN PROJ

**Democ
become
govern**

CNN PROJ
Bennet wi
seat Rep

A) USER PERSPECTIVE

Relevant

Latest news
(med- term elections
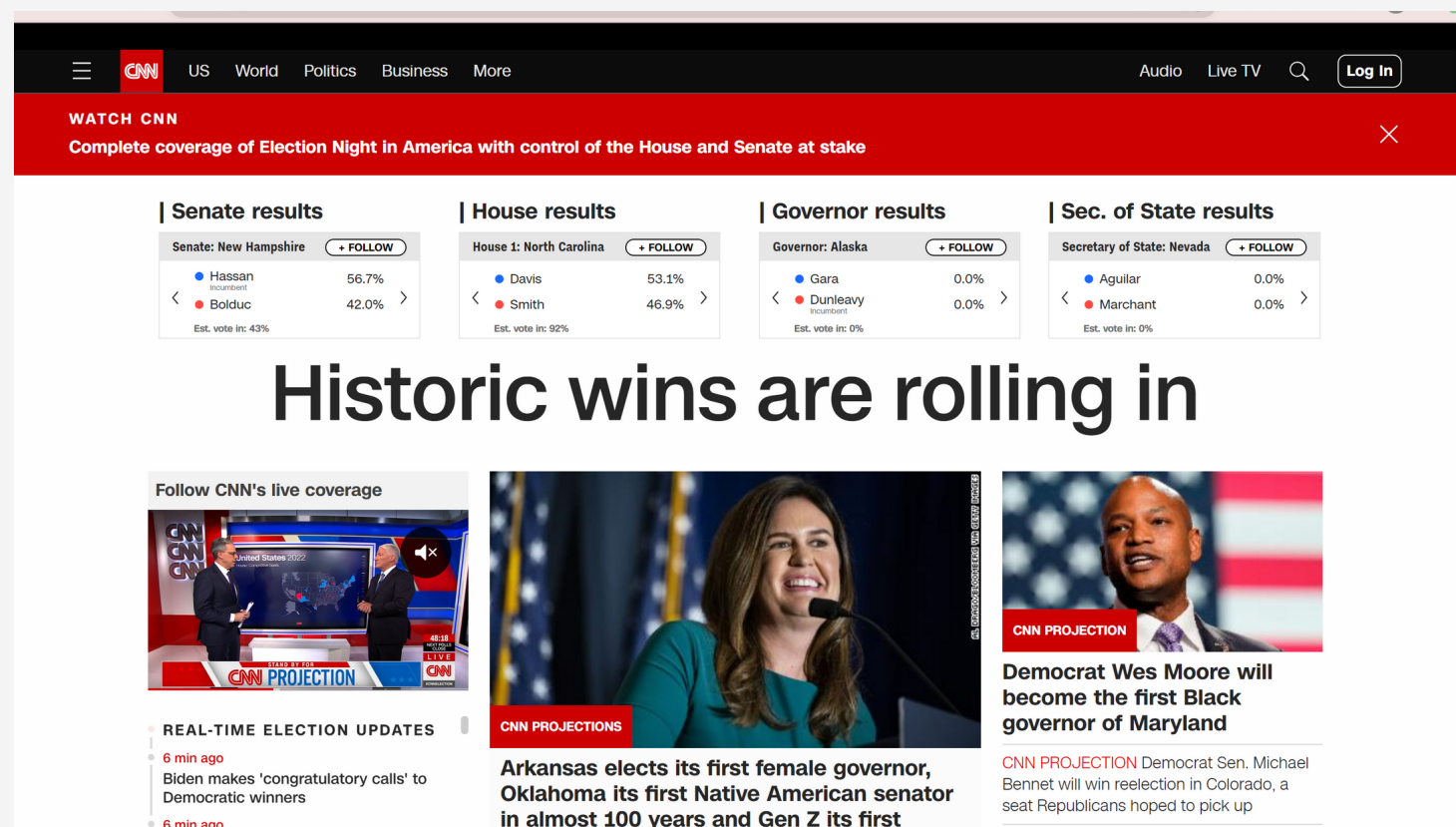in the US

Variety of news
articles

A) USER PERSPECTIVE

Trust worthy

Latest news
(med- term elections
in the US

Writers name

Search bar on the bottom
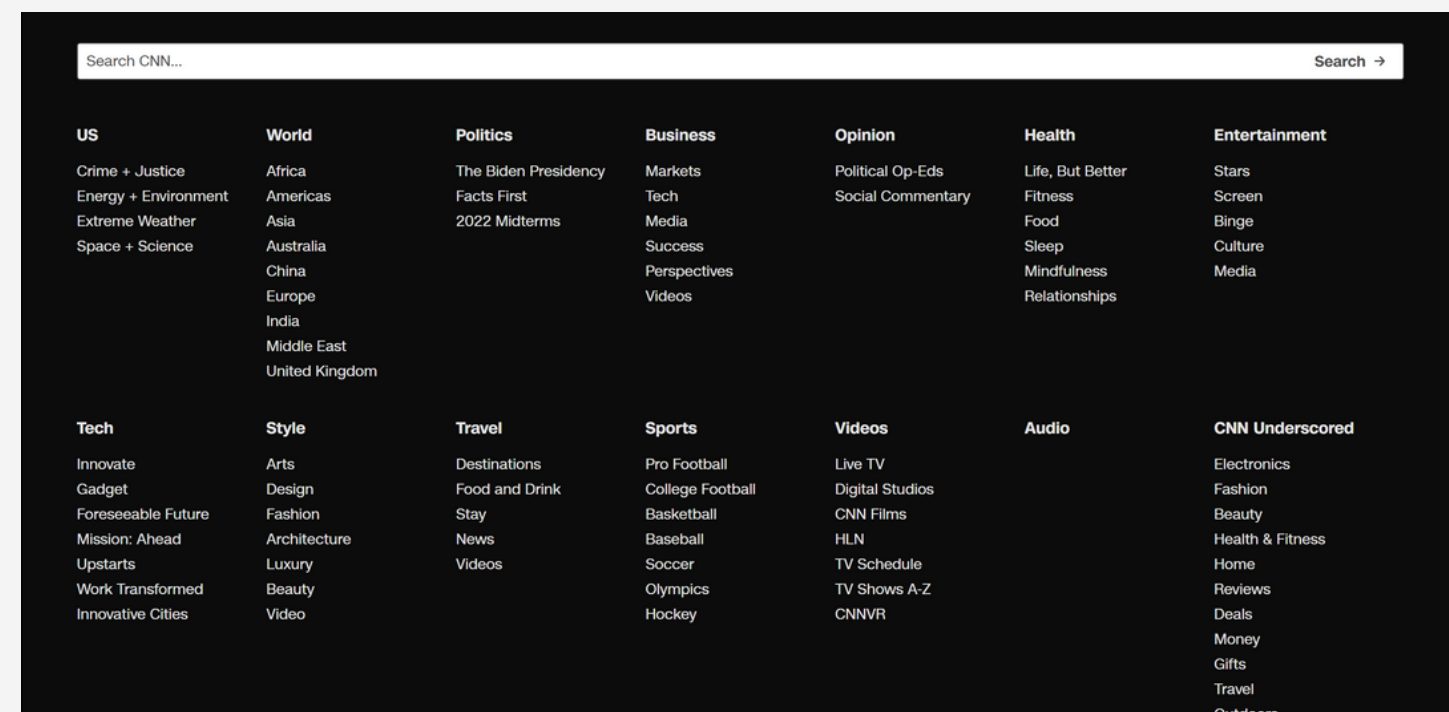
A) USER PERSPECTIVE

Easy to navigate

The "Menu botton" make us easy to navigate

High User Interface Design (Image, Color,Font Size)
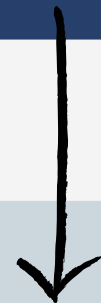
Search bar on the bottom

HOW COULD IT BE IMPROVE?

Layout

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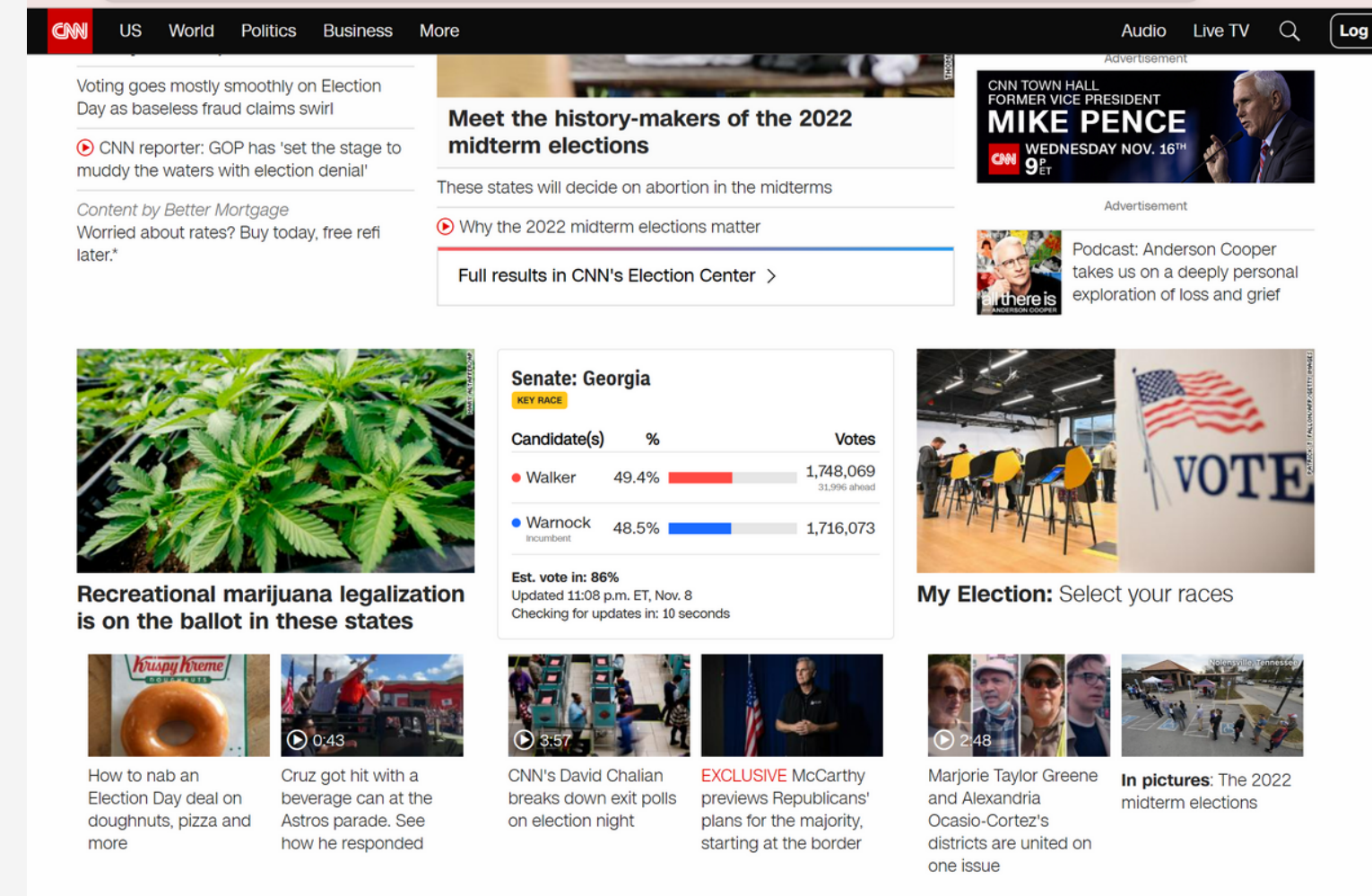People feel overwhelmed when going to the webside.

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

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?

https://www.cnn.com

cnn.com/business

https://www.cnn.com/2022/11/08/business/elon-musk-tesla-stock-sale-twitter-purchase/index.html

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-dfVpRl kvaBeP"> == $0
    "Pennsylvania Secretary of State pleads for patience during multi-day counting process"
  </h2>
  <p class="sc-gzOgki ixpUvU">From CNN's Scott Glover and Christina Maxouris</p>
```
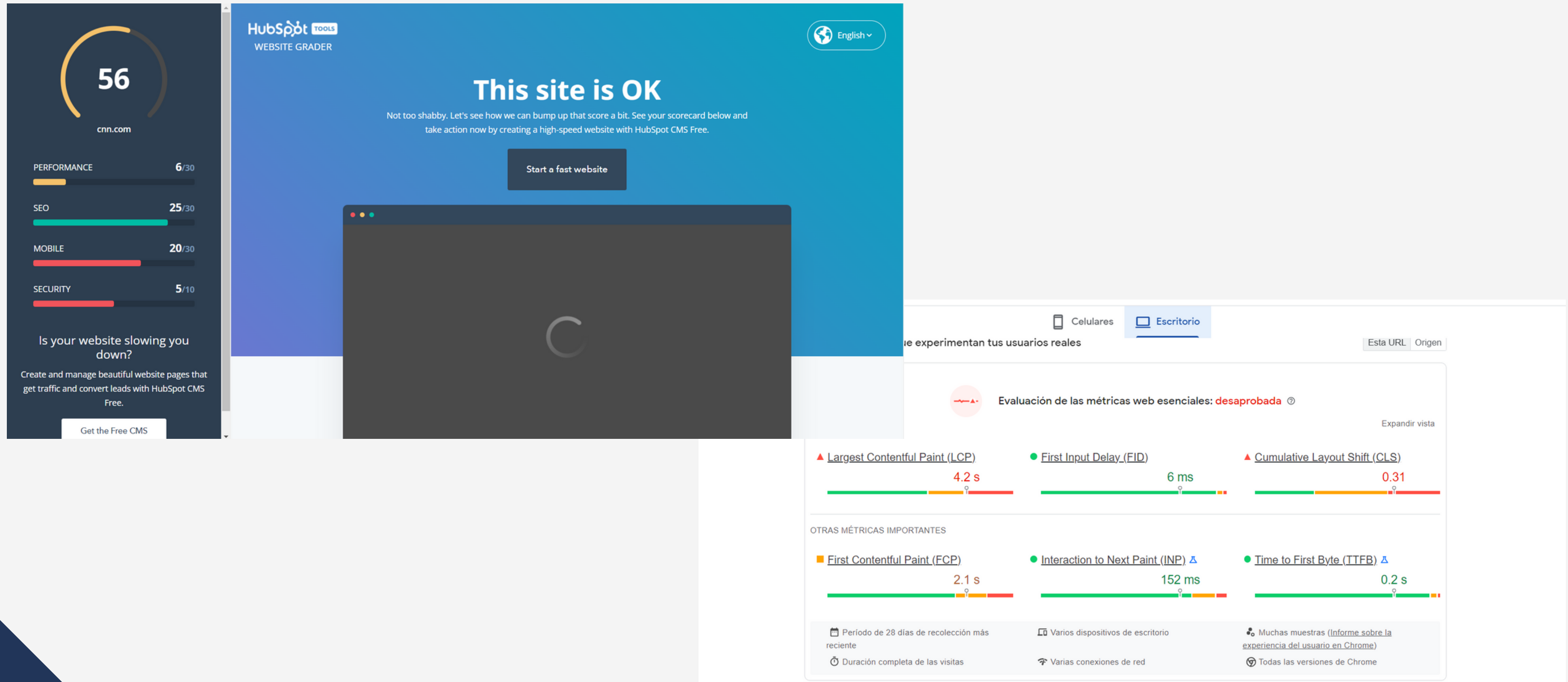
Justify with screenshots. Use the right button on the elements and click on "inspect element" to verify the requested information.

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

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?

mountainwarehouse.com/ca/mens/

You've un

To create your own,

mountainwarehouse.com/ca/mens/jackets/mens-softshell-jackets/

YES

https://www.mountainwarehouse.com/ca/exodus-printed-mens-showerproof-softshell-p16409.aspx/charcoal/

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
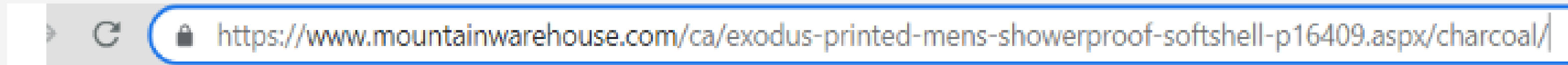
b) From the current structure of the site, how would you improve the information architecture?
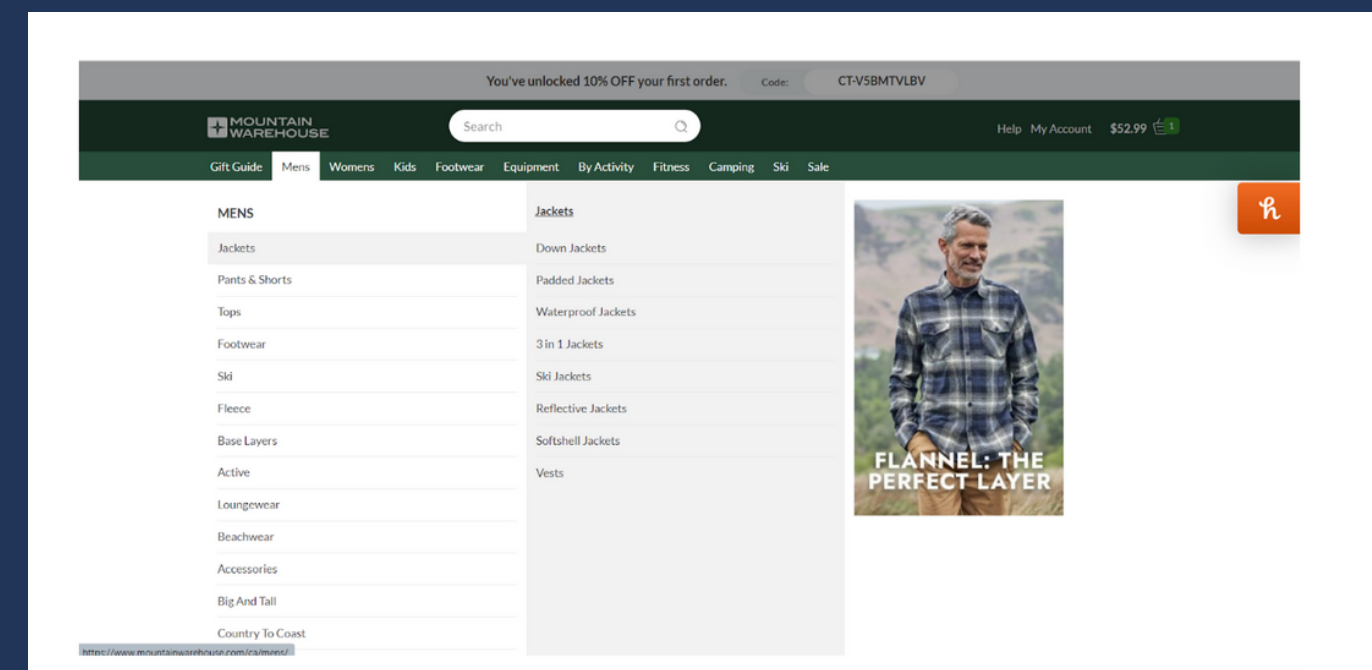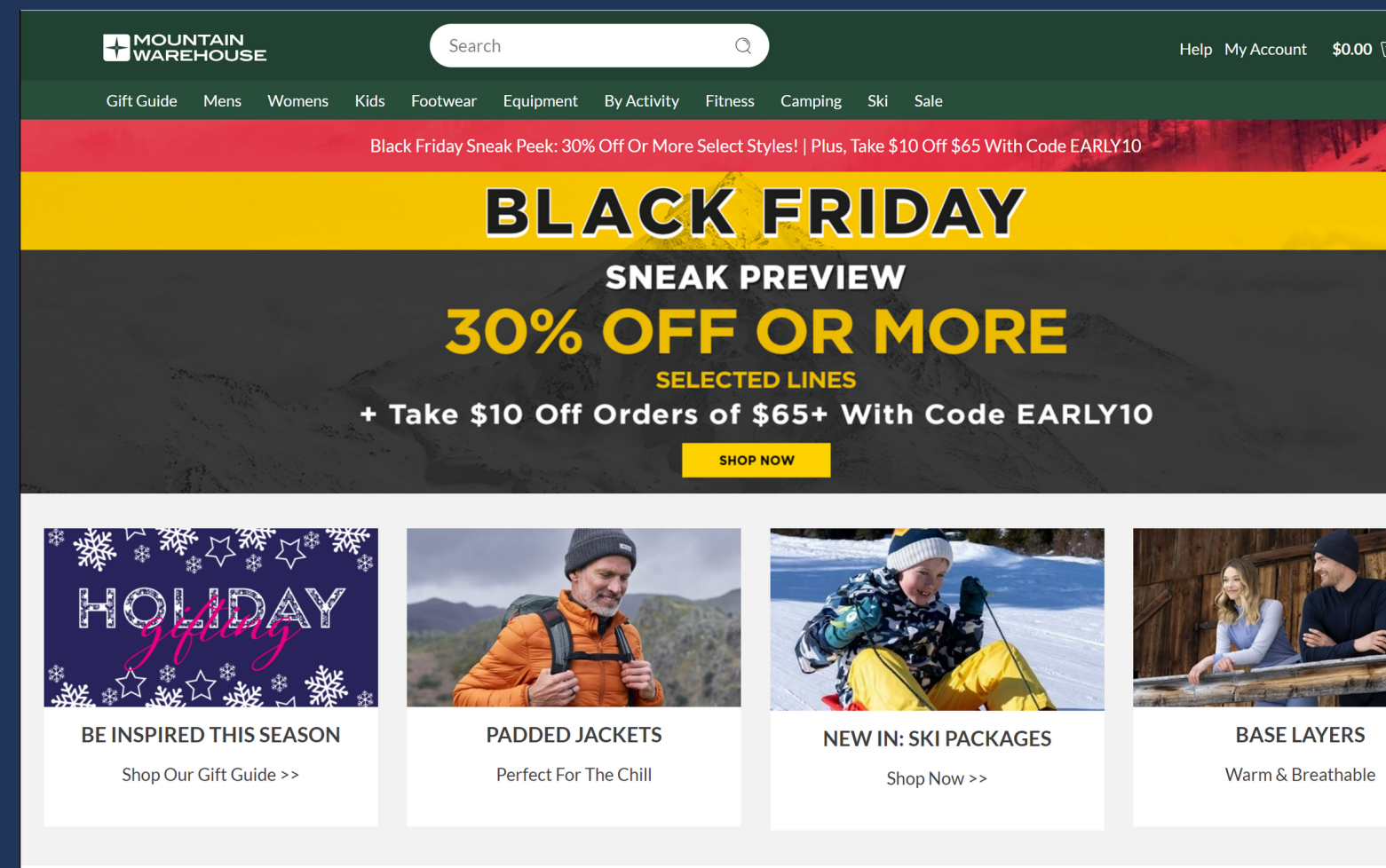
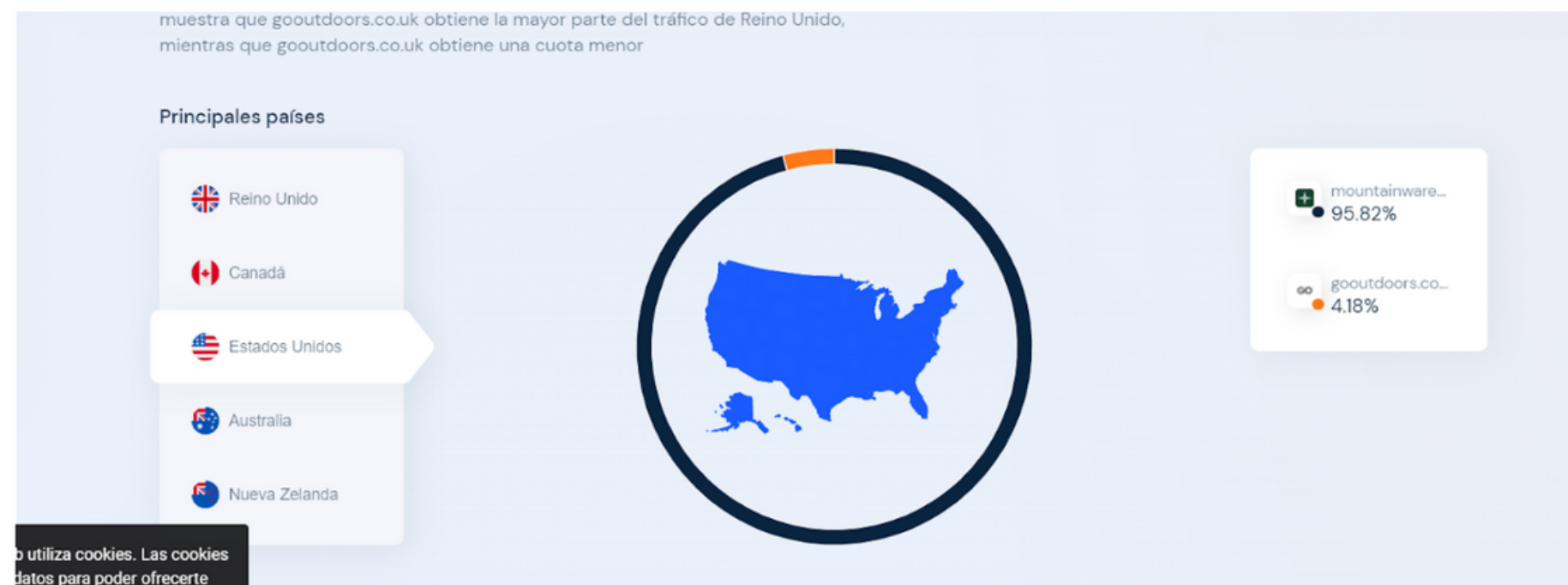Home>Category>Sub category>product

b) From the current structure of the site, how would you improve the information architecture?
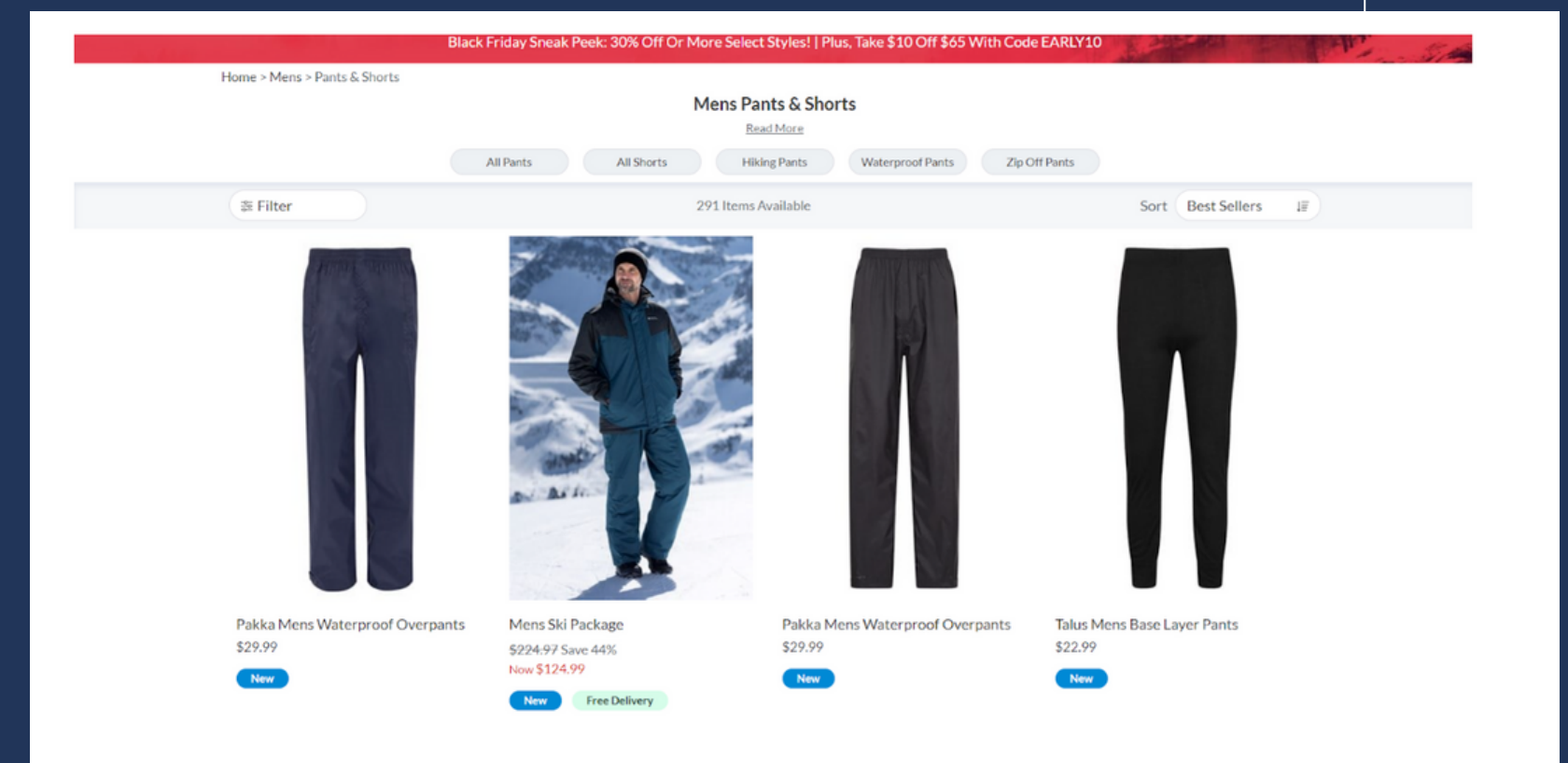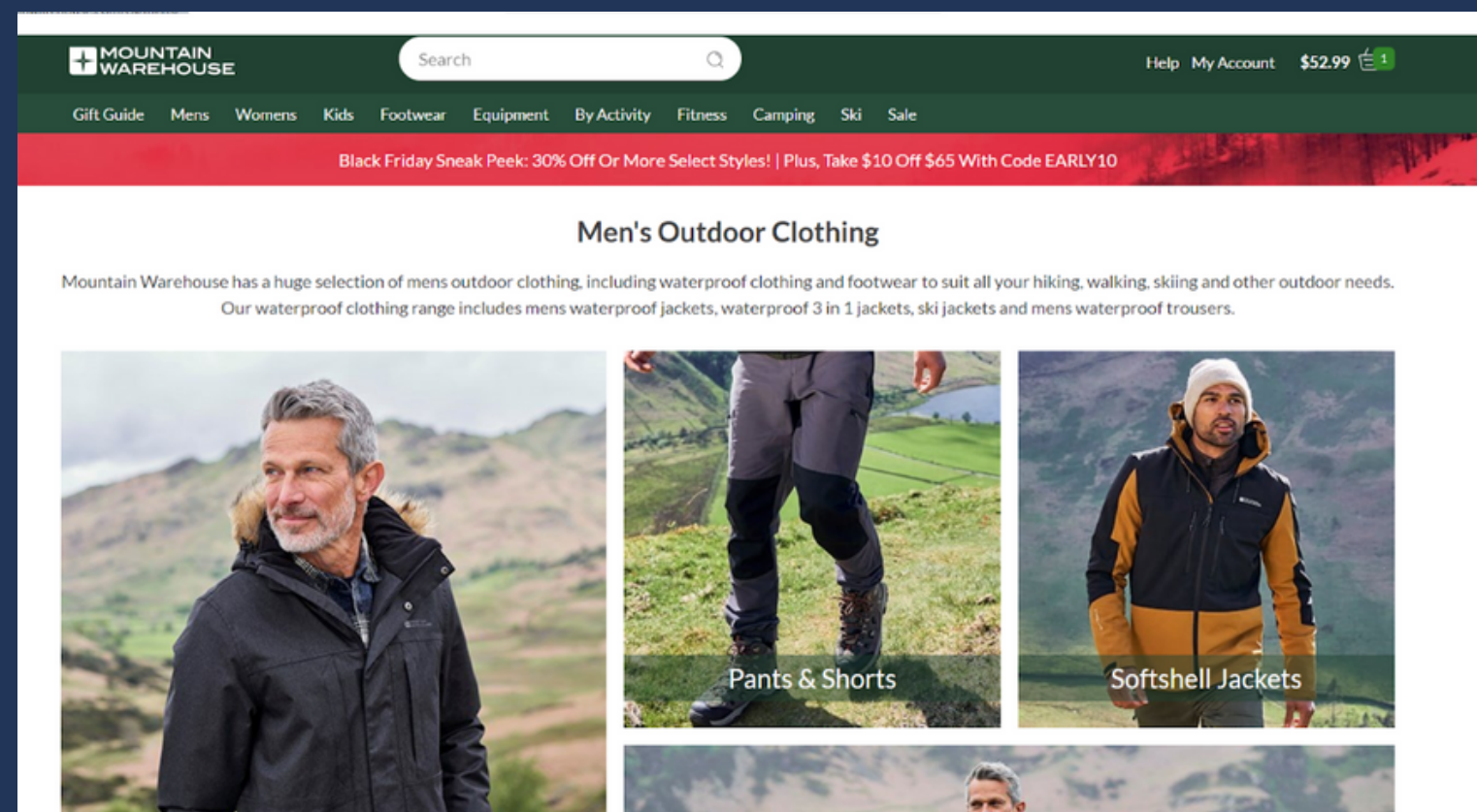
c) What is the current performance of the site in relation with a competitor? suggestion.
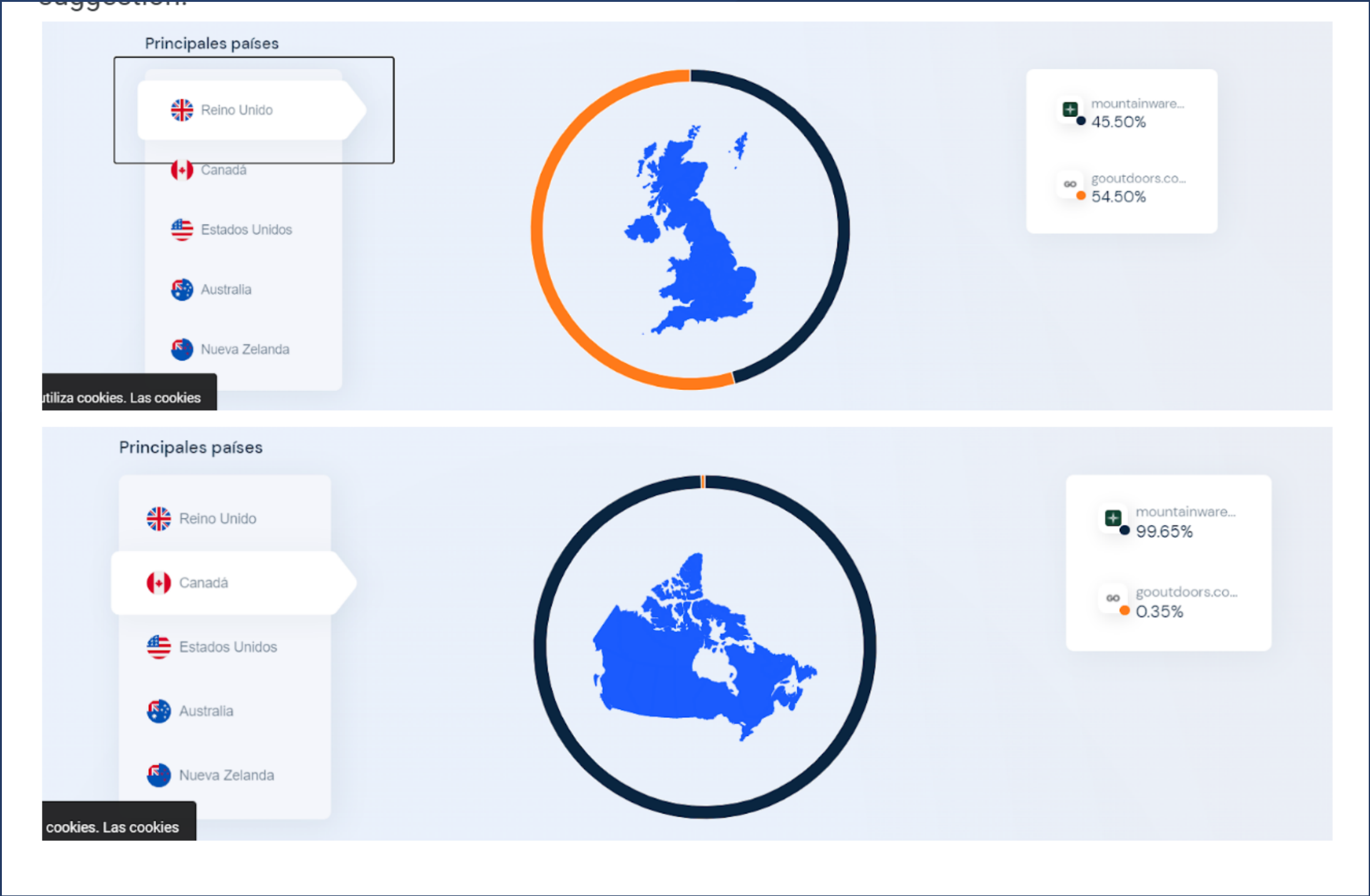
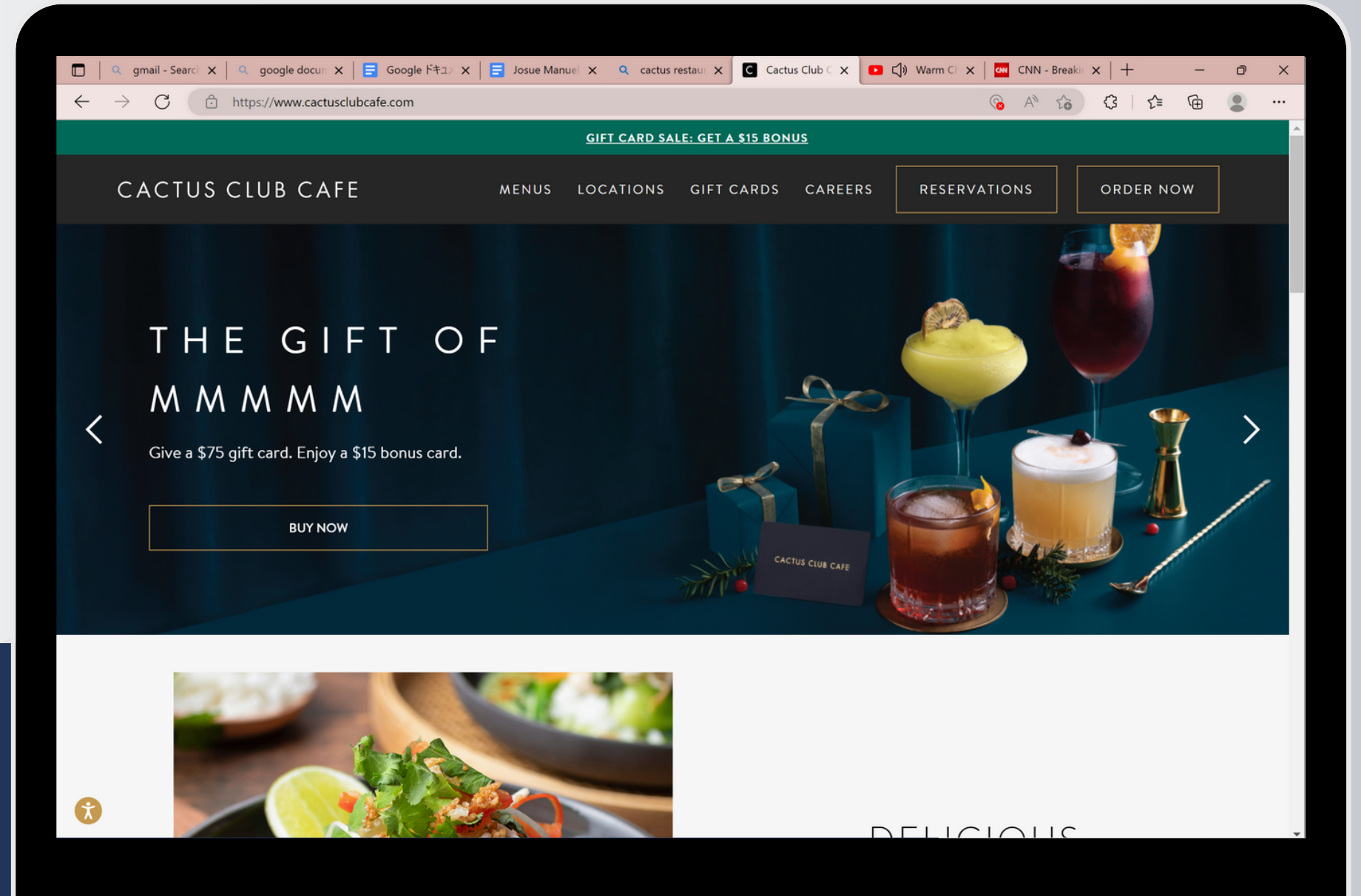## c) What is the current performance of the site in relation with a competitor? suggestion.

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

-Same amout of stars
-Almost same number of review

-Show the location
-Well SEO
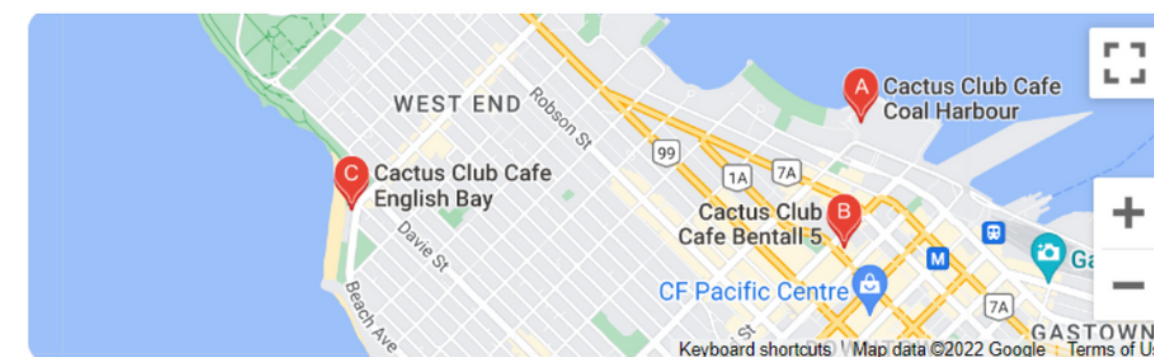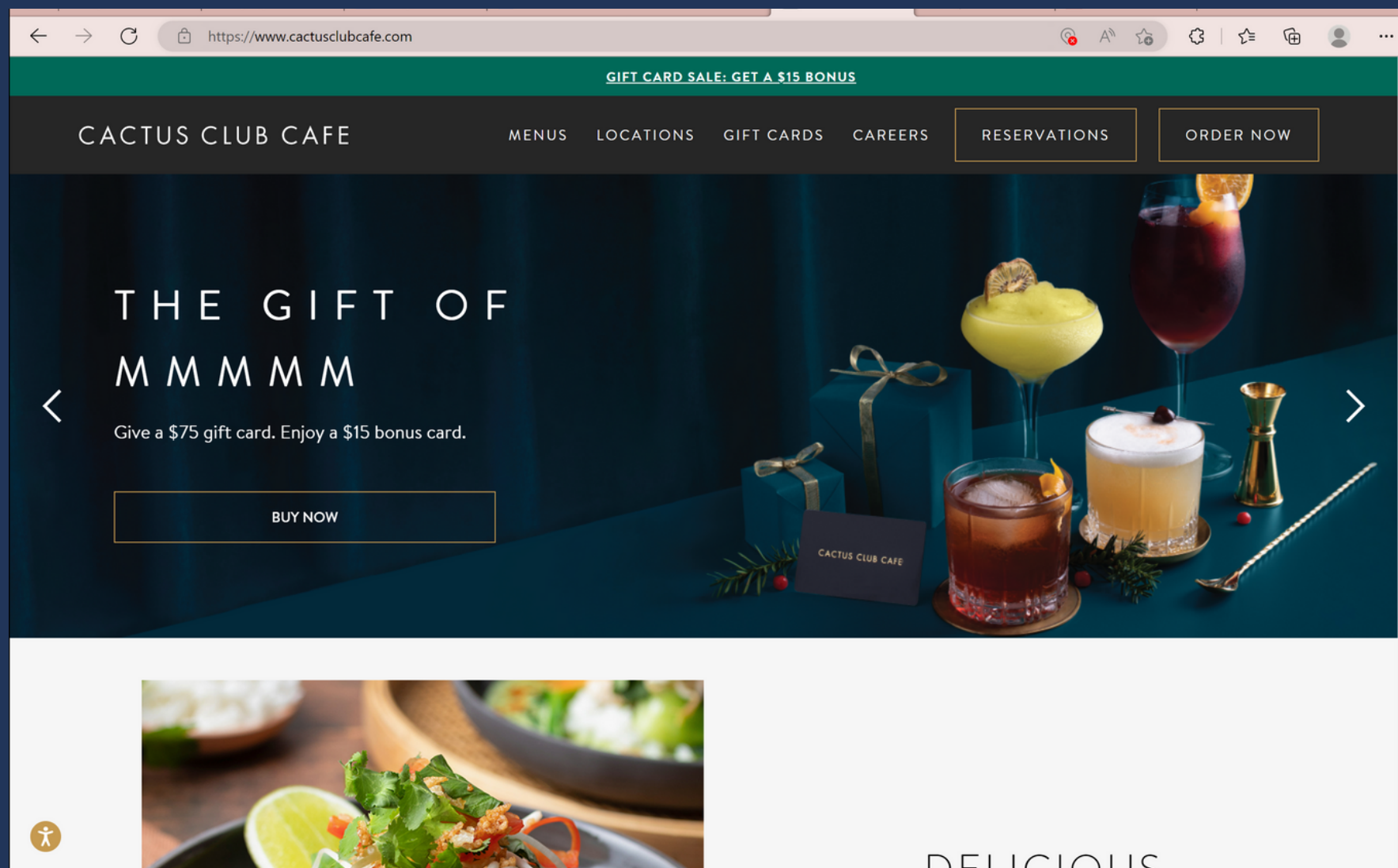
-Highlight of **Reservation,Order Now**
-URLs friendly

THANK YOU

We look forward to working with you

OFFICE

🏠 123 Anywhere St., Any City

📞 +123-456-7890

🌐 www.reallygreatsite.com