



Website Audit 1

evolvedwebsites

PROJECT: **Vitamin Records**
ATTENTION: Glenn Wright (glenn@vitamin.net.au)
WEBSITE: www.vitamin.net.au

SAMPLE ONLY, this is a shortened version of a full report.

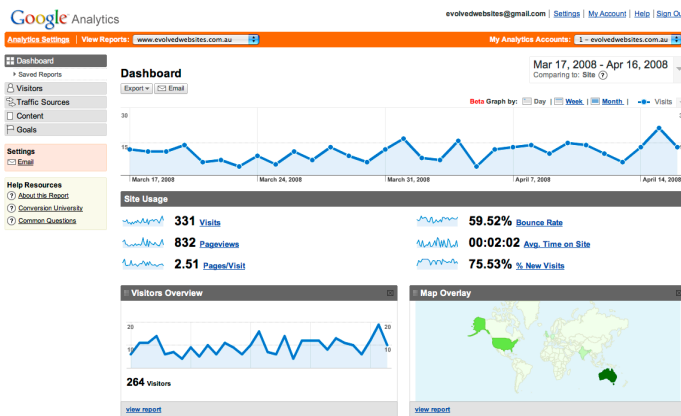
Comprehensive audit of Vitamin Records website focusing its search engine visibility.

General

1. Install Google Analytics

Before changing anything, install a good tracking program to monitor visitors and page views on the website. Changes and website improvements can then be seen and measured.

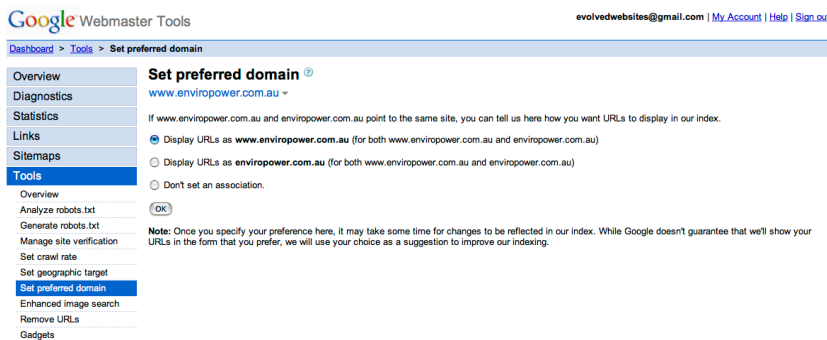
Google Analytics is a free, highly sophisticated website tracking package. All that is needed is a Google Account (or Gmail) and to place some code on the bottom of each page. As the website is dynamic, this code may only need to be on several pages, so install time is minimal. See www.google.com/analytics



2. Setup a Google Webmaster Account

Another free Google product, this allows webmasters to see how Google view their website, make changes, remove old urls, add new urls via a sitemap, and much more. Its an invaluable tool.

See <https://www.google.com/webmasters/tools>



It would help me greatly if I could have access to both the above services as well.

Urls

1. Home page re-direct

Permanent redirect from www.vitamin.net.au (root url) to <http://www.vitamin.net.au/pages/default.asp>, creating impression (to Google) that the root url is not very relevant, and losing PageRank from links to root url

Apply a non-obvious re-direct instead, such as a 'HTTP Error 301 Moved permanently', without changing the url address to 'pages/default.asp'.

For IIS server, Google '301 redirect for IIS' or see <http://www.highposition.net/301redirect.html>

2. Redirect all old pages to new urls

Although most artist & album pages now have a better url with the name of the artist and album in it, e.g. new url http://www.vitamin.net.au/pages/album.asp?ai=111&artist=Juzzie_Smith&album=Happy_Daze
old url <http://www.vitamin.net.au/pages/album.asp?ai=111>

Google is still listing the old urls, as they were found first, and still work when going to them. There are also some old urls being show in the features area on right which does not help either (see next point).

Apply a automatic redirect from old urls to new, using a '301 Moved permanently' redirect.

For IIS server, a solution could be to redirect all dynamic urls to a new url and pass along all variables correctly. A good article on 'Passing on Variables or a Query String During IIS Redirects' is here <http://www.mcanerin.com/EN/articles/301-redirect-IIS.asp>

I highly recommend also changing the url structure to make it easier to read & bookmark, such as:

http://www.vitamin.net.au/artist/kat_frankie/pocketknife/134

instead of

http://www.vitamin.net.au/pages/album.asp?ai=134&artist=Kat_Frankie&album=Pocketknife

This can all be achieved using the instructions above. NOTE that when doing this, all images and external files will need to be reference ABSOLUTELY, rather than relatively.

E.g. @import "/css/vitamin-browsers.css"

instead of

@import "../css/vitamin-browsers.css";

3. Old urls being shown in features

There are also some old urls being show in the features area on right,

E.g. KAT FRANKIE - POCKETKNIFE

url in right hand column is <http://www.vitamin.net.au/pages/album.asp?ai=134>

should be http://www.vitamin.net.au/pages/album.asp?ai=134&artist=Kat_Frankie&album=Pocketknife

Replace with new urls, or even better with the new url structure proposed above.

Meta Tags

1. Page Titles are not descriptive on non-artist or album pages

Many pages don't have their own unique Page Title, e.g. Home only has <title>Vitamin Records</title>, /pages/terms.asp, /pages/forgotpass.php and many other pages have the same title, which is non-relevant for Google. Some of these pages may be hidden as they are deemed to be 'duplicate content'.

Search for [site:www.vitamin.net.au](http://www.vitamin.net.au) in Google.

*Give all pages a correct title, such as 'Home - Vitamin Records' or 'Terms and Conditions - Vitamin Records'.
Recommend that new Titles can be added dynamically via the Vitamin website Admin.*

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We're here to help, you can give us a call / email on our details below.

Regards,

Evolved Websites

.....
t: 02 6619 2240

po box 1874 byron bay 2481 nsw australia

email: mail@evolvedwebsites.com.au web: www.evolvedwebsites.com.au
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