

Web Site Review & Comments
By Karpata Group for XXXX Jewelry Store
March 11, 2002

Karpata Group has reviewed www.xxxxjewelers.com, looking at several aspects of the site: appearance, navigation, content (does the Web site give the visitor the information they are looking for) and searchability.

There are additional elements we have suggested that can make for a better functioning Web site. These features and changes, we hope will make this site more useful and hopefully will bring in additional business through Internet traffic.

Web Site Presentation & Appearance

- The falling stream of diamonds on the splash page is a clever introduction for this site. It catches the attention of the visitor and is an appropriate animation for the site's content. The enter button, however does not work.
- The site's navigation and consistent display of the buttons makes the site easy to view.
- The use of the frames layout creates some difficulties: information cannot be printed (only the left side navigation border is printable); some older browsers do not display frames at all; specific pages cannot be bookmarked. A frames structure is normally used for very large and complex web sites.
- XXXX Jewelers' contact information is below the view of a 15" and 17" monitor. These should be in a more prominent place on the site and in a larger font.
- Black background and large sized yellow text is difficult to read. The black background is very attractive with the photos but should not be used throughout the site. The black and yellow is also a poor color contrast combination, so visitors viewing the site on older screens or with limited eyesight might find this unreadable. White background with black, medium sized font is preferable.

Site Navigation

- The consistent navigation and button display on each page is a good design, making it easy for viewers to find what they are looking for.
- This good navigation design can be accomplished without the use of frames, with navigation buttons at the left or at the top of each page as well as the bottom of each page. This will allow visitors to navigate through the site easily from whatever location they are at.
- About Us and Repair Service pages do not open.
- Earring page is under construction. If there temporarily is nothing to display, it would be better to delete the navigation button and page altogether.
- Guest List Page submit form gives a HTTP Error 405 message.

Content

- There is no map, driving directions or hours of operation listed. These would be great additions for those not familiar with Bay Village.
- There does not appear to be a clear "call to action". What should a visitor do if they want to buy something? There are prices and product ID codes listed but no buying information. There is no need for a shopping cart setup, but a "request for quote" submit form and information on ordering, contact number, financing services, etc. would be helpful.
- The Gift Page should have more photos of the different suggestions or at least more details to help sell the suggestions.

- No repair prices are listed. Might want to give more information and a price range for the different kind of jewelry repair work available. May want to include more information and time frames.
- The Custom Design Page should have a request for quote submit form as well, encouraging visitors to send in their ideas. Add a Gallery of Works Page displaying past custom work – like a portfolio, showing the style and range of talent offered by XXXX.

Searchability

- The HTML coding for the site has been set up with search terms and descriptions that are needed for search engines and web directories. See page 3 for some suggested code changes.
- We found one listing on www.google.com when searching for “XXXX Jewelers” and it was a listing through the local directory www.clevelandsearch.com.
- We did not find any other Web site linked to or from this site so it’s not clear if complimentary businesses (i.e. wedding planners, caterers, party centers etc.) have been contacted to establish reciprocal links to and from XXXX Jewelry’s site. Reciprocal linking is an important Web marketing strategy.

Miscellaneous & Suggested Additions

- Consider giving a reason for visitors to fill in the submit form on the Guest List page - offer a limited time discount or small token gift for taking the time to fill in the form.
- Vary the jewelry displays by mixing the background-less photos currently on the site with live models wearing items...helps to display the size of items, how it looks on and provide a more varied appearance.
- Add your newsletter to the site. This will give visitor some “free” information about jewelry and if updated frequently, can give visitors a reason to return to site. Many people will prefer a newsletter on-line that they can read whenever they want and may save some money on printing and postage.
- Create a database from the information collected from Guest List submit form to collect e-mail addresses and visitor contact information. This database can then be linked to XXXX’s marketing program for mailers, warm-call contact lists, etc.
- Display photos of store, employees and building. Visitors like to see who they may be doing business with. XXXX Jewelers location in Bay Village is well known. Take advantage of this on the site.
- Include testimonials from satisfied customers, brief quotes with names and dates.

Current META tag coding written for search engines and directories:

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<TITLE>Welcome to XXXX Diamonds and Design </TITLE>
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<META NAME="description"
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CONTENT="If you can dream it.....we can design it. Most of our jewelry is one of a kind. We have a large selection of Diamonds, gold, Platinum Jewelry to meet your special needs. Visit our site let us be of service to you. We also specialize in loose diamonds.">
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<META NAME="keywords"
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CONTENT="jewelers,cleveland,jewelry,diamonds,platinum,gold,rolex,custom jewelry,sterling silver,tanzanite,wedding,florist,flowers,caterer,catering,halls,wedding rings, engagement rings,simon g,bulova,accutron,insurance,gemstones,goldsmith,GIA,laser welding,laser,tiffany,carter,pearls,">
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Suggestions:

The wording listed on the Title line appears, when viewing the site, on the top window border. It can be longer and made to be more descriptive, such as:

XXXX Diamonds and Design custom designs and sells fine jewelry in Bay Village, Ohio.

The META description line is what may appear in search engine listing. There is a minimum number of words displayed, so brevity and getting to the point is important. Maybe something like:

XXXX Diamonds and Designs turn your dreams into one-of-a-kind jewelry. We have a large selection of diamonds, gold and platinum jewelry, loose diamonds, and watch and jewelry repair.

The META keywords line should contain a concise list of general as well as specific words describing your company. These are the search words visitors would use when looking for a jewelry store. This list seems to list the most obvious ones but reviewing and changing this list from time to time is a good idea.

Karpata Group is willing to meet with you and your Webmaster to clarify or elaborate on any of the points above. We would also be willing to help with any of the redesign work.

The cost of this Web site analysis would be deducted from our redesign fee. Karpata Group is also willing to support and maintain this site on an ongoing basis. Various redesign pricing levels are available as well as payment plan options.

Consulting fee for above analysis - \$150.00

Approximate redesign fee – between \$800 and \$1,500 depending on features and design options chosen.