



# **Website Health Check**

## **UniversityofTomorrow.com**

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## SEO

UniversityofTomorrow.com is not visible in Google, Lycos or MSN for keywords set out in the meta keywords tag. There are probably over 1 million career-related searches in the U.K. each month and probably over 4 million Europe-wide - a degree of online-effort could bring rewarding results.

### 1. Missing Metatag

For many search engines the contents of a page's metatags are important - of the two relating to search terms, Meta Description and Meta Keywords - the description is by far the most important. However this is not present in your site:

```
xxxxxx
```

Ideally this should read something like this:

```
xxxxxxxx
```

### 2. Keyword Density

The keyword focus is very diluted. Taking the Meta Keywords as an indicator you have 111 words. It is far better to xxxxx. The internet recruitment marketplace is far too competitive to be a success on single word search terms such as 'recruitment' or 'jobs'.

### 3. Use Searched for Words

The phrases used need to match the ones that potential visitors search on. For example 'xxxx' is searched for more than 'xxxxx' the same goes for 'xxxx' and 'xxxxx'. Keyword selection is immensely important. Choosing the wrong words will mean significantly fewer visitors.

### 4. Javascript

There is a lot of code within the pages that are diluting the positive effect on search engines. All javascript should be held in a separate file i.e. the script:

```
<script language="JavaScript">
<!--
function MM_swapImgRestore() { //v3.0
    var i,x,a=document.MM_sr;    for(i=0;a&&i<a.length&&(x=a[i])&&x.oSrc;i++)
    x.src=x.oSrc;
}

function MM_preloadImages() { //v3.0
    var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
    var i,j=d.MM_p.length,a=MM_preloadImages.arguments; for(i=0; i<a.length; i++)
    if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i];}}
}
```

etc

should be referenced to such as:

```
xxxxxxx
```

as this will increase the density of the keywords you are targeting.

### 5. .js and html

Google prefers xxxxxxxxxx

If traffic from Google is important to you, xxxxx. These pages should be xxxxx to appeal to Google and the other search engines.

## **6. Directories**

UniversityofTomorrow.com is not listed on xxxxx.xxx. This site is one of the most important directories any site could be listed on. If your site is not - choose the correct category and register. Sites that should also be considered are xxxx and xxxxx. Doing this will improve your Google pagerank which is an extremely important factor in your search engine placements.

## **7. Google listing pages**

The Googlebot will find it difficult to find the content that will allow high rankings as you xxxxx. To fix this you need to xxxxx.

## Usability

### 1. Flash

The option to have a flash site is not necessary as it offers no real benefit to the site visitor and takes up bandwidth. The brand message can be better delivered in a clean, informative and easy to use site.

### 2. Text Size

The text is very small and hard to read - the message isn't being delivered properly;



### 3. Screen Size

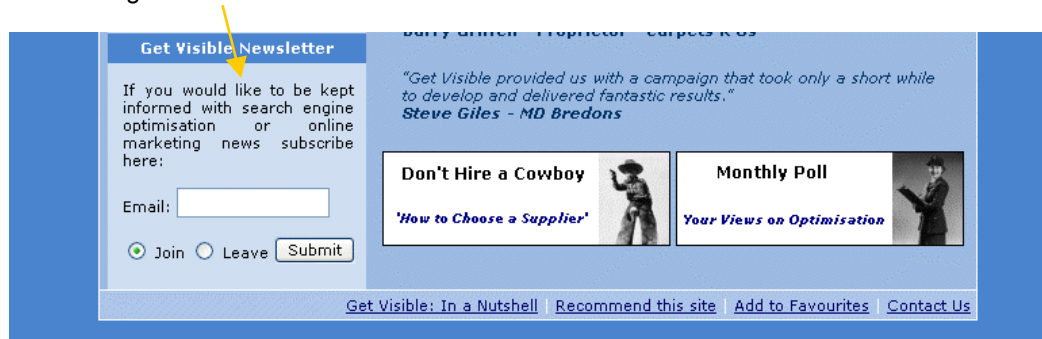
The pages are not designed to take into account people's different screen sizes and resolutions. The site uses a huge background image that not only takes excessive bandwidth to download but looks poor on a 17" monitor with normal resolution:

### 4. Feedback

Ideally there should be a feedback form on your site to allow people to easily contact you and make sure you get the correct information. For example this is present on the [www.get-visible.co.uk](http://www.get-visible.co.uk) site:

### 5. Permission Marketing

It would be a good idea to make sure that you can contact potential clients regularly through permission-based marketing e.g. a xxxxx Newsletter that you can update potential clients with new products and services, events etc. This is present on the [www.get-visible.co.uk](http://www.get-visible.co.uk) site:



## **6. The 'More Services' button is not working.**

This obviously doesn't help visitors find what they're looking for.

## **8. Redirect**

Your redirect to the intro.htm page is miscoded and caused the browser to crash several times.

## **Overview**

The site doesn't deliver your message well due to design that doesn't take into account visitor settings and also has unnecessary flash animations.

You would attract and retain more potential and actual clients by making the changes detailed above.

## Contact Details

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