

\$5 Website Evaluation

Improve your website and increase your hits, conversions, usability, search engine ranking & much more.



Website: <http://www.kopywritingcourse.com/>

Report Conducted by Twisted Web Solutions
(<http://twistedwebsolutions.com>).

See the issues/problems/improvements found below. There are 10 in total. All have been given full or vague fixes/tips.

If you have any questions please contact me via the fiverr.com gig.

If you are exceptionally pleased, feel free to like/follow me on social networks for updates and work opportunities:

Facebook @ <https://www.facebook.com/twistedwebsolutions>

Twitter @ <http://twitter.com/#!/Twistedweb123/>

Thank You,

A stylized, handwritten signature of the name "Adam" in black ink. Below the signature, the text "FIVERR SUPER SELLER" is written in a small, uppercase, sans-serif font.

FIVERR SUPER SELLER

Adam (twistedweb123)

1. Title: Verified Symbol

Type: User/Sales Improvement

You are using PayPal as a payment method onsite, like so:



I assume your PayPal account is verified, so why not show your users that? Showing your PayPal is verified will put more faith in your platform and should warrant more conversions.

How to fix?

Login to your PayPal and visit this page: <https://www.paypal.com/uk/cgi-bin/webscr?cmd=manual-seal>

You will see a copy and paste code, similar to (this is mine):

```
<!-- Begin Official PayPal Seal --> <a href="https://www.paypal.com/uk/verified/pal=ST10004855%40outlook%2euwic%2eac%2euk" target="_blank"></a> <!-- End Official PayPal Seal -->
```

This puts verified seal on your website which you can click. When you click it, it opens this page:

Twisted Web Solutions is PayPal Verified

PayPal's verification system allows you to learn more about users before you pay them through PayPal. Verify that the information below is consistent with the business, organization or person you wish to pay.

Email: **ST10004855@outlook.uwic.ac.uk**

Status: **Verified**

Account Creation Date: **3 Aug 2007**

To ensure that this is a legitimate PayPal Verified user, make sure that the URL of this page begins with <https://www.paypal.com/>.

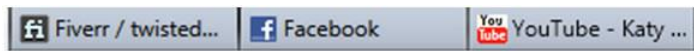
What it means to be Verified

To become Verified, a PayPal member in the United Kingdom must provide us with proof that s/he has opened an account at a bank or other financial institution. Because these institutions are required by law to screen account holders, PayPal's verification process increases security when you pay parties you do not know. Please note that PayPal's verification system does not constitute an endorsement of a member, nor a guarantee of a member's business practices. You should always consider other indicators when evaluating members, including length of PayPal membership and reputation scores (on eBay or other auction sites, if applicable).

2. Title: Fav Icon

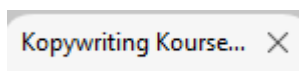
Type: Design/Conversions Improvement

You may or may not know what a Fav Icon is, but here are some examples:



Notice the small images located next to the website title, this is a fav icon. The fav icon shows next to the website title in tabs as well as when a visitor bookmarks your site.

Currently your website looks like this:



As you can see, a fav icon would make this look far more professional. It would also make your website easier to bookmark and revisit in the future. You need to stand out from the crowd.

How to fix?

Firstly, you need to create a fav icon. The easiest way to do this is by using this free online tool:

<http://www.favicon.co.uk/> (select the 32x32 size)

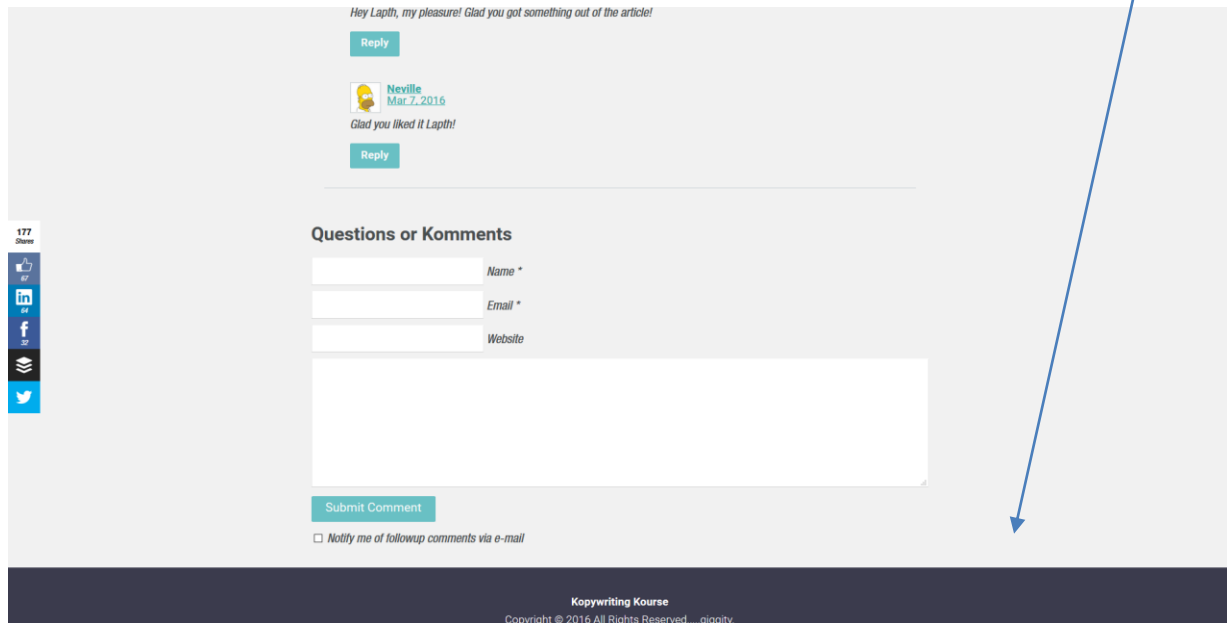
When this icon is created, upload the image to your images directory, then add this code to your html page (between the <head> </head> tags):

```
<link rel="shortcut icon" type="image/x-icon"
href="http://kopywritingcourse.com/images/favicon.ico" />
```

3. Title: Footer Improvement

Type: Usability/Conversions Improvement

Look at your footer:



The footer is well laid out, clearly defined and easy to follow. However, there is room for improvement in terms of usability and conversions.

When a user comes to your footer, they ask themselves two questions:

1. Should I stay, look around further?
2. Should I leave?

Your current setup isn't really geared to make a user stay or to prompt them to navigate through your site more.

How to fix?

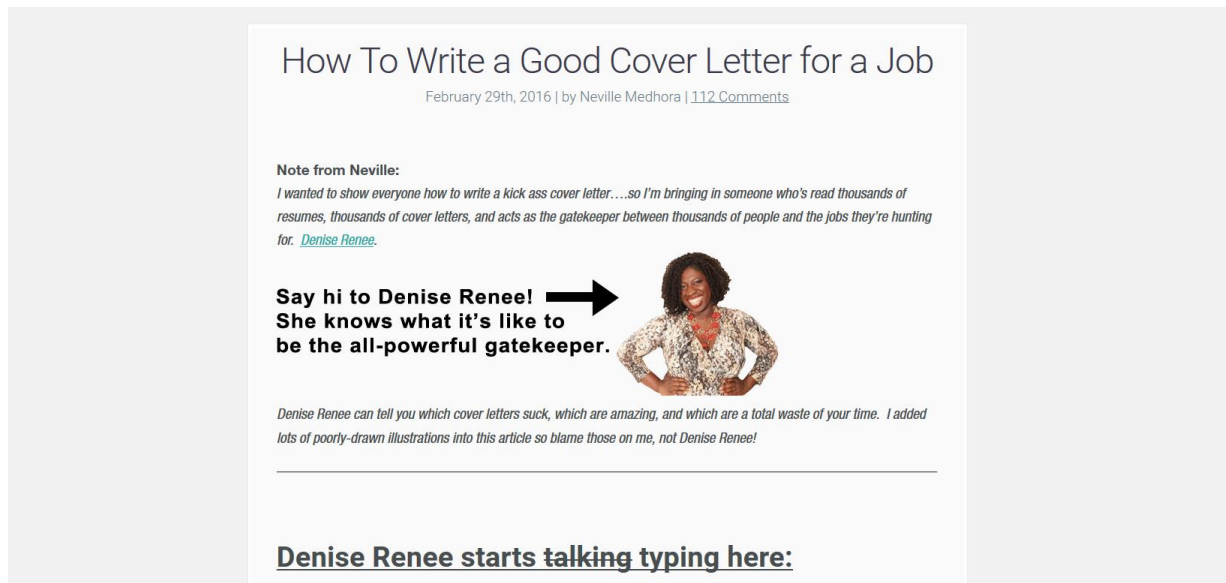
Add a "Back to Top" link/function. This allows users to easily scroll through your pages and click back to the top navigation. Overall, improving the usability, allowing them to easily navigate and revert to the call-to-action conversion areas of your site and navigation links available.

The most professional way to implement this is with jQuery using a slide animation. You can see an example of this slide here: <http://www.jqueryscript.net/demo/Smooth-Page-Scroll-to-Top-with-jQuery/> and the code for this slide here: <http://www.jqueryscript.net/other/Smooth-Page-Scroll-to-Top-with-jQuery.html>

4. Title: Related Articles

Type: User/Design/Conversions Improvement

Look at this article as an example:



This article is missing a key segment – related articles.

When we browse your website, we need to be pulled further and further in, reading one article and moving onto the next. Reading your articles helps to accredit your website (showing you know what you are talking about), improve search engine rank (keeping users onsite longer) and generate more clickthroughs, increasing the chance of conversion and signups.

How to fix?

I always want to see a "related posts/articles" module in the footer of your article pages.

This will not only entice users, but it will be better targeted to what they are reading, show a broad range of posts (new and old) and look more professional.

When showing these posts, I also recommend incorporating thumbnails.

To install this, check out this plugin: <http://wordpress.org/extend/plugins/related-posts-thumbnails/screenshots/>

5. Title: Add a RSS Feed

Type: User/Return Traffic/SEO Improvement

As mentioned, your website has a blog based on WordPress and contains numerous articles, but you are not promoting it or utilizing it to its full potential.

RSS (Rich Site Summary) is a format to grab all the newest posts from your website when you have posted. It allows a user to see what information you have added without even visiting your website.

An RSS feed is another tool to bring more traffic to your website or more readers to your blog. RSS feeds can have links back to your website, and headlines and short clips that entice a visitor to visit your website. RSS feeds can provide a convenient way to read blog posts and updates.

How to fix?

I recommend adding an RSS feed onto your website. As you add more posts, users can stay in touch and up-to-date with your website a lot easier.

Luckily you are currently running on the Wordpress platform which makes this much easier for you to implement. Wordpress has feeds built in; it's just a case of linking to them.

Take a look at this wordpress page describing the already built in feeds you can connect to: http://codex.wordpress.org/WordPress_Feeds

For example, you have a RSS feed here: <http://kopywritingcourse.com/feed>



6. Title: Contact Methods

Type: User Improvement

Look in your contact page, we see an email address, like so:

Name: Neville Medhora

Email: NevMed@gmail.com

Phone: 713.301.1546

Mailing Address:

Neville Medhora

1108 Lavaca St. #110

Austin, TX. 78701

I genuinely hope you get some serious value out of this product. If you don't, or think it can be improved, please drop me a line!

-Neville

I know you have these linked in with the “mailto” function but this function is almost redundant. The reason behind this is simple. When we click a link, it opens up the default email software on our computer. Trouble is, most people don't use the email software on their computer and use free online email programs such as yahoo, msn, Gmail or access via their email domain.

This is very bad. If a user has any questions, problems or just general inquiries, you seem to be offering no decent secure quick form for them to reach you. The user must copy your address, open their email client, compose a message and then send it. This is a time consuming process and can be majorly improved. This could be limiting your website's potential.

How to fix?

I recommend actually creating a contact form, requesting a user's name, email and message. This means a user can easily contact you directly without having to leave your site.

For added security, I recommend adding a Captcha image to this form too. See:

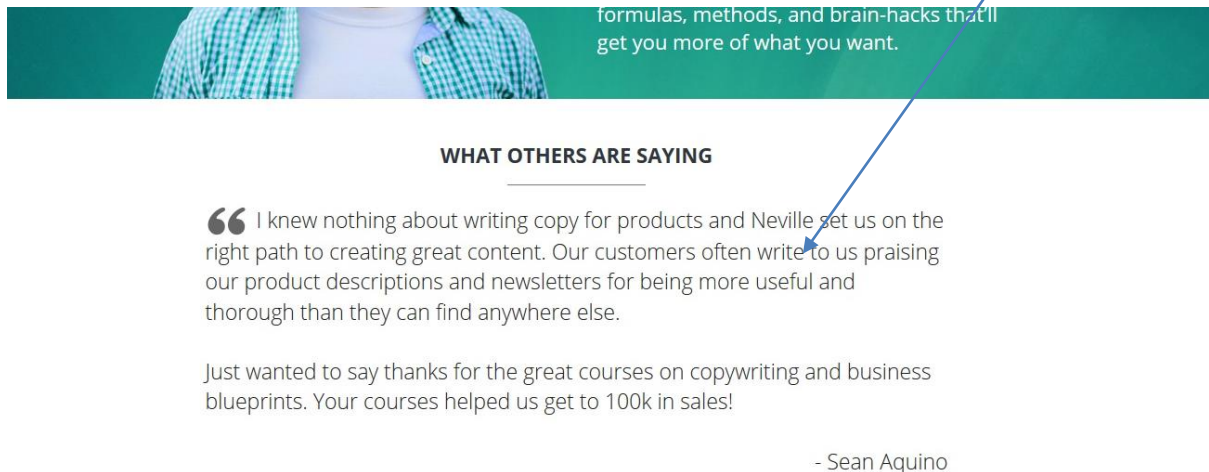
<http://www.white-hat-web-design.co.uk/articles/php-captcha.php>



7. Title: Testimonial Slider

Type: Design/Usability/Conversions Improvement

Within your homepage we see a testimonial:



Showing testimonials is fantastic, but why limit yourself to just one? The reason is probably because if you add more than one in this current format, you're going to create a lot of page scrolling and affect your design and usability whilst limiting your accreditation and conversions but not being able to do so.

How to fix?

I recommend utilizing a slider type function here (the same function as the above mention recent posts carousel). Showing more testimonials has numerous benefits. If a user can see you have numerous reviews and testimonials, they will be more inclined to use your site - as you are showing the depth of which your service are accredited and utilized by peers (peer to peer marketing). This builds trust and accredits your service. Look at this testimonial carousel as an example: <http://codyhouse.co/demo/client-testimonials-carousel/index.html>



If you are interested in using this code directly, it is available (free), here: <http://codyhouse.co/gem/client-testimonials-carousel/>

This function could be incorporated and then improved by using your current website layout/design for testimonials.

8. Title: Author Information

Type: Conversions/Trust Improvement

Within your articles, you are missing another key piece of information - author information:



Showing the author's name is a great way to credit the author, and create a personal connection with your users.

This personal connection can then lead to trust, as a virtual relationship is formed. However, you can go so much further than just adding the author's name.

How to fix?

I recommend adding the author's information into their post, showcasing a photo and brief background/introduction. This helps the user put a face to the name, gain an insight into the poster and build upon that personal connection.

Think along these lines:

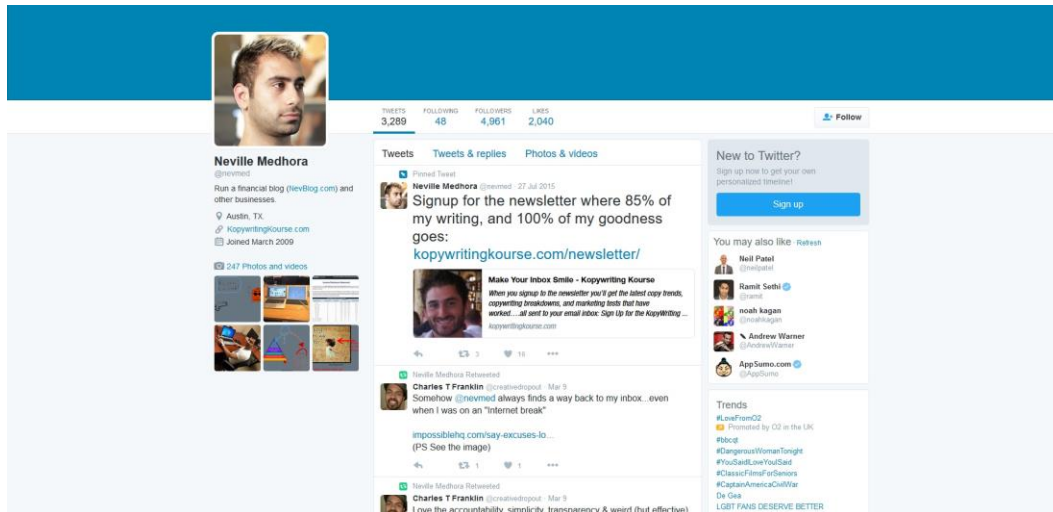


Simply put, imagine a user comes to your site for the first time from a search engine, and the first thing they view is a blog post. Would it not be great if you could briefly identify yourself at the end of the blog post? This will attract the user to wish to learn more, read other posts and look in to you further (overall, keeping them onsite longer and possibly converting).

9. Title: Live Twitter Feed

Type: User/Traffic/Marketing Improvement

You are using Twitter:



However you are not utilizing this platform to its full potential.

Why not incorporate your Tweets into your website through a live Twitter feed?

This will allow you to stay in touch with users at all times with snippets of news, such as updates, information, articles, new products/courses, user notices, promotions, helpful links and more.

This is also a fantastic way to show you are an active entity online and regularly updated - which in turn warrants more online conversions and traffic for your site - as it shows you are active and busy.

How to fix?

Look at this fantastic free plugin as an example: <https://wordpress.org/plugins/really-simple-twitter-feed-widget/>



Alternatively if you want a premium Twitter feed, check out "Ditty Ticker":

<http://codecanyon.net/item/ditty-twitter-ticker/4139558>

10. Title: Link Styling

Type: Design Improvement

Currently when I look around your site some of your body links are the default blue colour, which is a bit ghastly for the eye and default.

Look at your homepage article links as an example:



As this is the default styling, it just looks like any effort to design the site links has been overlooked.

This default styling is also clashing with your other colours. This is poor and can instantly deter a user after they visit your site. First impressions are very important and this default blue link styling does not paint a good one.

How to fix?

Use CSS definitions to set your link options.

To set the link options, use these CSS values:

```
A:link {text-decoration: none; color: #COLORCODE-HERE; font-weight: bold;}
A:visited {text-decoration: none;}
A:active {text-decoration: none;}
A:hover {text-decoration: underline; color: #COLORCODE-HERE;}
```

You need to add your desired colour codes to this CSS code. Your desired colour should work well with your design.

FREQUENTLY ASKED QUESTIONS

► HOW CAN I CONTACT YOU?

If you need to contact me for any reason, you can do so on Fiverr, via my [conversation page](#).

► HOW CAN I STAY UP-TO-DATE WITH YOU AND YOUR COMPANY?

Keep up-to-date with us via social media. You can find me on [Facebook](#) and [Twitter](#)

► CAN YOU PROVIDE FURTHER TIPS FOR MY WEBSITE?

Most likely, yes. However, to confirm, please contact me first. For a more in-depth review, I always recommend purchasing my video review extra.

► CAN I BUY EXTRAS EVEN THOUGH MY ORDER IS COMPLETE?

Yes, you can. There are two ways to go about this. Firstly, if you haven't yet left a review, you can purchase extras directly from your previous order screen. If you have left a review, you will need to purchase the gig again. To do this, simply purchase enough gigs to cover the extra cost. For example, if you would like a video recorded (value \$40), simply place an order selecting the quantity of 8 to amount to \$40.

► CAN YOU DIRECTLY IMPLEMENT THESE IMPROVEMENT POINTS FOR ME?

Yes, I can. Please contact me for a custom quote to do so. As all of my reports are unique, the price of this quote can vary.

► IF YOU DIRECTLY IMPLEMENT, WHAT INFORMATION DO YOU NEED?

To perform work directly on your website, I will need access to your hosting/FTP and any administrative panels (e.g. WordPress' Dashboard). All login credentials are kept secure whilst work is being carried out and NOT stored once complete.

► I'M IMPLEMENTING MYSELF BUT NEED HELP, CAN YOU ASSIST?

Free email assistance is provided via my Fiverr [conversation page](#). If you require me to directly access your website to assist you, a fee will be incurred.

► I HAVE OTHER SITES, IF I ORDER AGAIN WILL THE POINTS BE THE SAME?

Whilst websites tend to have a lot of the same problems in common, if you order for another website, I will avoid repeating points and only mention new improvements.

► HOW DO I RATE YOU?

Fiverr's rating system is based on feedback. To leave this, visit the order screen and leave a review within the ratings box. If for whatever reason you wish to leave a review below 3 stars, please contact me beforehand for assistance.

► CAN I LEAVE YOU A TIP?

Sure! That's very kind of you. I accept tips directly through Fiverr. After leaving a rating on your order, you will have the ability to send a tip within the order.

NEW

Personal Consultation Via

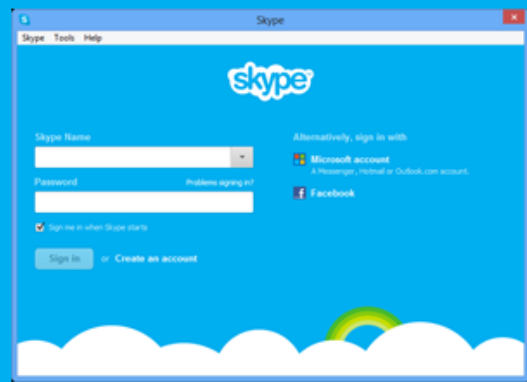


Are you looking for further help with your website?

Maybe you wish to talk through the points within this report?

I am pleased to offer a new service, exclusively on **fiverr**®

Now, you can personally consult with me via skype.



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