

CIS 244 – Intro to SEO and CMS

Student Name Jon Raymond Melchizedek Day - 955309683

Case Study Lynnwood Bowl and Skate



SEO: An Hour a Day Goals Worksheet

Business Goals

(Fill in the blanks. Use as many or as few spaces as you need.)

Primary Goal	Get people to come bowl or skate
Additional Goal	Get kids to asteroid climb
Additional Goal	Get people over 21 to bar/lounge Get people to know the staff
Additional Goal	Get people to come buy something to eat Get people to know the history
Additional Goal	Get people to reserve for parties Get people for fundraisers Give links to related sites

Website Features

(Check all items below that exist on your website or are future goals for the site.)

This is included on my website now.	This is a goal for the site in the future.	Rating (Excellent/Good/Fair/Poor)	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	poor	Corporate history, news, and press releases
<input type="checkbox"/>	<input type="checkbox"/>		Executive biographies
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	good	Product and service information
<input type="checkbox"/>	<input type="checkbox"/>		Online purchasing/donation
<input type="checkbox"/>	<input type="checkbox"/>		Support for existing customers/clients/students
<input type="checkbox"/>	<input type="checkbox"/>		News and current events
<input checked="" type="checkbox"/>	<input type="checkbox"/>	poor	Articles, white papers
<input type="checkbox"/>	<input type="checkbox"/>		Religious, philosophical, or

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			political content
<input type="checkbox"/>	<input type="checkbox"/>		Online request for information (RFI) forms
<input type="checkbox"/>	<input type="checkbox"/>		Login for restricted information
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	good	Instructions for making contact offline or via e-mail
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	good	Directions, locations, hours, etc. for brick-and-mortar location
<input type="checkbox"/>	<input type="checkbox"/>		Ways for community to connect with each other on the site (forums, etc.)
<input type="checkbox"/>	<input type="checkbox"/>		Educational materials
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	fair	Links to other resources
<input type="checkbox"/>	<input type="checkbox"/>		Fun, games, or entertainment
<input type="checkbox"/>	<input type="checkbox"/>		A strong brand identity
<input type="checkbox"/>	<input type="checkbox"/>		Art or craft portfolio
<input type="checkbox"/>	<input type="checkbox"/>		Educational materials
<input type="checkbox"/>	<input type="checkbox"/>		Information specifically for geographically local visitors
<input type="checkbox"/>	<input type="checkbox"/>		Software or documents available for download
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	poor	Media (pictures, audio, video) available for viewing/downloading
<input type="checkbox"/>	<input type="checkbox"/>		Site map
<input type="checkbox"/>	<input type="checkbox"/>		Site search function
<input type="checkbox"/>	<input type="checkbox"/>		Live help/live contact function
<input type="checkbox"/>	<input type="checkbox"/>		Blog postings and reader

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			comments
<input checked="" type="checkbox"/>	<input type="checkbox"/>	fair	Customer Testimonials
<input type="checkbox"/>	<input type="checkbox"/>		Methods for your users to help promote your site (email a friend, "Digg this," etc.)

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Connecting Goals!

Use the following space to indicate any disconnects between your business goals and your site's current functions:

The site has an article but it is under links so no one would really even know there is an article or if they should even have it. The history and staff links are hidden under a link that doesn't look like it should have them. The photos don't all have text so search engines can't find them and there is no real order to how they are shown. Testimonials aren't really needed for the site and they don't all have text so search engines can't see them.

Conversions Table

Fill in the blanks:

Goals ↓	Target Audience ↓	Conversion ↓	Conversion Page (if applicable) ↓	Possible Entry Page ↓
Get people to come bowl or skate	Anyone who likes bowling or skating	Come to bowl or skate	Bowl/skate page	Home page
Get kids to asteroid climb	Kids	Come to asteroid climb	Asteroid page	
Get people for fundraisers	People who take part in fundraisers	Take part in a fundraiser	Fundraiser page	
Get people over 21 to bar/lounge	People over 21	Come to bar/lounge	Bar/lounge page	
Give links to related sites	People interested in bowling or skating	Click on the links	Link page	
Get people to know the staff	People who want to feel a connection to	Look at pictures of the staff	Staff page	Gallery page

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	the staff			
Get people to come buy something to eat	People who are hungry	Come to eat	Menus page	
Get people to know the history	People who want to feel more connection to the company	Read about the history	History page	
Get people to reserve for parties	People who throw parties	Reserve a date for a party	Party page	