CIS 244 – Intro to SEO and CMS
Student Name _Jon Raymond Melchizedek Day - 955309683_
Case Study ___The Channel Marker Bar & Grill_____

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	To get customers over 21 to come to their bar
Additional Goal	To inform customers overs 21 the location of the bar
Additional Goal	To get customers over 21 to join the dart league at the bar
Additional Goal	To get customers over 21 to join the events going on at the bar
Additional Goal	To get customers to over 21 get food they serve at the bar

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)	
☐	☐		Corporate history, news, and press releases
☐	☐		Executive biographies
☒	☒	fair	Product and service information
☐	☐		Online purchasing/donation
☐	☐		Support for existing customers/clients/students
☒	☒	fair	News and current events
☐	☐		Articles, white papers
☐	☐		Religious, philosophical, or political content

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

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☐	☐		Customer Testimonials
☐	☐		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:

I can sort of understand having pictures of the bar to show the atmosphere or food but I have no clue why they have pictures of people playing golf or who those people are even supposed to be. I suppose contact info could be useful although I don't think that is needed for restaurants except for to say when they are open which it only shows on the home page and it is sort of hard to notice.

The rest of this isn't really disconnects of goals. The menu of what they serve is constantly changing the format making it annoying to read. The calendar isn't updated for the new year. I am not sure whether or not they would want people to be able to sign up online for dart tournaments or not. The menu bar keeps changing depending what page you are on and you never know where the buttons will be. None of the photos have text so those pages can't really be seen by search engines.

Conversions Table

Fill in the blanks:

Goals ↓	Target Audience ↓	Conversion ↓	Conversion Page (if applicable) ↓	Possible Entry Page ↓
To get customers over 21 to come to their bar	People over 21 who go to bars	Come to the bar	Home page	Photo page
To inform customers over 21 the location of the bar	People over 21 who go to bars	Come to the bar	Location page	
To get customers over 21 to join the dart league at the	People over 21 who play darts	Join the dart league	Dart page	

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bar				
To get customers over 21 to join the events going on at the bar	People over 21 who go to bar events	Come to an event at the bar	Event page	Calendar page
To get customers over 21 to get food they serve at the bar	People over 21 who are hungry	Buy food at the bar	Menu page	Photo page