

CIS 244 – Intro to SEO and CMS

Student Name Rikki Nelson

Case Study Channel Marker Pub & 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	Sell beer.
Additional Goal	Sell food.
Additional Goal	Provide entertainment
Additional Goal	Support dart leagues.
Additional Goal	Cater parties and events.

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 type="checkbox"/>	<input type="checkbox"/>	N/A	Corporate history, news, and press releases
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Executive biographies
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	Product and service information
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Online purchasing/donation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	Support for existing customers/clients/students
<input type="checkbox"/>	<input type="checkbox"/>	N/A	News and current events
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Articles, white papers
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Religious, philosophical, or political content

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<input type="checkbox"/>	<input type="checkbox"/>	N/A	Online request for information (RFI) forms
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Login for restricted information
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Instructions for making contact offline or via e-mail
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	Directions, locations, hours, etc. for brick-and-mortar location
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Ways for community to connect with each other on the site (forums, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Educational materials
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Links to other resources
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	Fun, games, or entertainment
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	A strong brand identity
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Art or craft portfolio
<input type="checkbox"/>	<input type="checkbox"/>	This is a repeat	Educational materials
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	Information specifically for geographically local visitors
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Software or documents available for download
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	Media (pictures, audio, video) available for viewing/downloading
<input type="checkbox"/>	<input type="checkbox"/>	Not Accessible	Site map
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Site search function
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Live help/live contact function
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Blog postings and reader comments

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<input type="checkbox"/>	<input type="checkbox"/>	N/A	Customer Testimonials
<input type="checkbox"/>	<input type="checkbox"/>	N/A	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 does not identify brands of beer, nor does it identify if it is only a tavern (beer only) or full service bar.

The site identifies food menu options, but they are neither consistent nor appealing.

The site is rather vague in promoting its entertainment options (games in-house or events) as well as its dart league involvement.

The site does not provide information on catering (i.e. catering packages or reservation policies), nor does it provide for requesting such services.

Conversions Table

Fill in the blanks:

Goals ↓	Target Audience ↓	Conversion ↓	Conversion Page (if applicable) ↓	Possible Entry Page ↓
Sell beer	Beer drinkers over 21	product descriptions	n/a (must purchase at store)	What's On Tap page
Sell food	Customers over 21	Product descriptions	n/a (must purchase at store)	What's On the Grill page
Provide entertainment	Invite customers over 21	Describe facilities and promote events	n/a (must come to locale to enjoy)	When's the Fun page
Support dart league	Serious dart players over 21	Community info and chat forum	Dart blog	Dart League page
Cater parties and host events	Any person or organization needing event location or food service.	Service request	Order processing or event scheduling	Channel Marker Parties page