

CIS 244 – Intro to SEO and CMS

Student Name Rikki Nelson

Case Study Jim Green's Performance Center



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 parts and accessories for specialized high performance vehicles.
Additional Goal	Custom fabricate parts (including engines).
Additional Goal	Install parts and accessories provided into customer vehicles.
Additional Goal	Provide expert mentoring for those seeking to care for their high-performance vehicles.
Additional Goal	

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

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<input type="checkbox"/>	<input type="checkbox"/>	N/A	Religious, philosophical, or political content
<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 checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	Instructions for making contact offline or via e-mail
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	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 checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	Educational materials
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Links to other resources
<input type="checkbox"/>	<input type="checkbox"/>	N/A	Fun, games, or entertainment
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	A strong brand identity
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	Art or craft portfolio
<input type="checkbox"/>	<input type="checkbox"/>	This is a repeat	Educational materials
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fair	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 checked="" type="checkbox"/>	<input type="checkbox"/>	Poor	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

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<input type="checkbox"/>	<input type="checkbox"/>	N/A	Blog postings and reader comments
<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 promote selling parts or accessories, either as retail or custom fabrication.

The site does not provide for scheduling service for installation.

The site does not include any means to provide mentoring or encourage community interaction.

Therefore, the site does not promote any business goal. Even providing directions is more of an "oh by the way".

Conversions Table

Fill in the blanks:

Goals ↓	Target Audience ↓	Conversion ↓	Conversion Page (if applicable) ↓	Possible Entry Page ↓
Sell parts	Customers wanting to install parts	Product information and ordering	Order processing	Parts Catalog
Fabricate parts	Customers or retailers seeking custom made parts	Request for information form	Part specification input to shop	Machine Shop page
Install parts	Customers who want the parts in their special cars but who aren't mechanics	Service request and scheduling	Appointment confirmation	Service request
Mentoring	Customers who want to learn or improve mechanical knowledge	Community forum for questions	Answers and community feedback	"Ask Jim" page