

## Website Ranking Quiz

We recently completed a mini-series on TgtbT.com's Auntie Kate the Blog, about whether your shop's website is doing the best job to get shoppers into your actual, physical, bricks-&-mortar, REAL store.

This is an aspect of web design that is not usually talked about online... because, well because everyone who's online thinks everyone's online! But getting Internet surfers to actually step away from the computer/iPad/iPhone and come shopping? A topic WE need to know more about.

The mini-series ***Optimizing your Web Site for Resale Shoppers*** can be read starting with this post, and progressing through the entire week:

<http://tinyurl.com/tgwebseries>

Then, of course, there's the all-important search engine ranking. It's great to optimize our web sites to draw shoppers into our business. But first, they have to FIND us.

And that's where we really have to roll up our sleeves, because we're competing with the big boys: the local shopping review sites, from Google Places for Business to Yelp. When sites like these fill the search results, how can your shop compete? Well, it isn't easy... but it IS easy to edit your web site so searchers will find you!

It's best if you read the series on my blog first, then use this quiz as a tool to focus on your website.

Our simple, short quiz is designed for the non-techie: the shopkeeper who simply wants to focus her/his website on the specific goal of **getting shoppers in the door**. I'm not a webmaster, but I am the master (maybe, a little bit!) of what motivates people to shop resale. So if your technical advisor, whether a hired professional or a knowledgeable friend, finds fault with the way I have stated things in my blog or here on the quiz, remember: YOU are the expert on what you want your website to do. Keep in mind that it's not wow-'em techniques or "the latest fashion" you want: it's results.

Best wishes, and I hope this free PDQ from TGTbT.com is helpful!

Kate Holmes



Answer each question with Excellent, Good, Average, Poor, or *I don't understand the question*. (Yes, seriously.)

### **Your home page:**

Does it have your shop's name and tag line in spider-readable text?

Does it state clearly where your shop is, including your physical address?

Do you include a "locator line" to make it easier for viewers to place you in their mental maps? (Example: *Across from Dairy Queen, in the Commons Shopping Center 3 doors down from People's Grocery*)

Is there an appealing photo of the outside of your location as the primary graphic on your home page?

### **Extra points for: (Award your site 1 point each for these amenities)**

Shoppers entering and exiting, in that exterior shot of your shop.

Deduct points for:

Outdated information (past promotional events or sales, wrong seasonal announcements, and so on.)

Music or sound effects on your site

### **Your "About Us" page:**

Is it written in the same style of communication you use within your shop, neither too pompous or formal?

Your text, since it is about you, is written in the first person ("I" and "we") not the third person ("They" and "It")

Does it tell a compelling and positive story about the shop?

Would someone think that this would be a fun, fulfilling, and friendly place to visit?

### **Extra points for: (Award your site 1 point each for these amenities)**

Photographs of the owner

Photos of the staff

These photos are clearly taken within the shop, and show interaction between the staff and shoppers/ suppliers

### **Your supplier information page:**

Is it worded to make becoming a supplier sound easy?

Is it less than two or three paragraphs, with perhaps a few bullet points here and there?

Have you kept negative statements to the absolute minimum?

Do you have the correct season mentioned?

Is there, right on the page and obvious, a contact phone number so potential suppliers can call with questions?

**Extra points for: (Award your site 1 point each for these amenities)**

If you feel you must have your actual agreement on your site as a file, is it in PDF form so that your layout and look are preserved, and so all viewers can read it?

**Your locator/ contact page:**

Does this page have your store contact information in an obvious place?

Have you included a map?

Are your hours on this page?

Is there another photo of your business on this page, a shot that would help a driver reach your business? This could be the shopping center's pylon sign or a view from the dominant direction of traffic towards your shop

There is ONE page with all this information. You do not ask people to constantly click to get small amounts of information (e.g. once for hours, another for address, another for map)

**Extra points for: (Award your site 1 point each for these amenities)**

Have you provided a printable version of your location page so they can stick it in the car?

Does this printable version have an incentive, such as a coupon, on it, and have you told them that?

**Search-engine optimization tactics:**

Does each page of your site have a unique page title?

Does each page have a unique description?

Do you know and use the keywords that people would use to find your business in the page titles, descriptions, and as often as seems natural in the text on every page?

Does each graphic have a simple and descriptive "alt" text?

Are there linked social media on every page of your site?

Do you have an active (at least 3-4 times a month) business-relevant blog within or linked to your site?

**Extra points for: (Award your site 1 point each for these amenities)**

Your URL is straightforward, and not a sub-domain of another site (e.g., your local merchant group, a commercial web site, etc.)

Your town, village, neighborhood, whatever people call where you are, is included in each page title and description, so that those searching for, perhaps, "consignment" + "OurTown" will get your web site as a result?

Are there high-quality and relevant links on your site, pointing to other sites?  
Have you asked other sites to point, in the same way, to your site?  
Extra points if you connect to the consumer-oriented education on  
HowToConsign.com on any of your pages, to assist your visitors

### Scoring:

Give your web site 4 points for every aspect you answered “excellent”; 3 points for “good”; 2 points for “average”; 1 point for “poor.” Mark any areas you chose I don’t understand the question as the answer with a highlighter and do not give your web site any points for this... even if you later learn that you were doing it right.

### Results:

A score of 100 or more is, naturally, excellent. Congratulations! Now you can take the time to cross-link your web site with other, related sites, and to draw attention to it with various social media tactics.

Less than 100, and you need to learn or fix some aspects of your site; you already know which pages need work.

Go back and circle or highlight the areas where you answered *I don’t understand the question*. Those are the areas you’ll want to google. There’s so much help on the web about websites, it’s boggling. Just remember your goal for your website: to get shoppers into your actual, physical, bricks-&-mortar, REAL store, and judge all information you find against: Will THIS do THAT?

If your score is low, and/or if you would rather not rely upon another person to work on your site, and if you don’t care to invest in the learning curve of web design, you might investigate using a blog instead. It’s much easier and optimized already for search engines.

You can even use a blog as your complete, and very search-engine friendly, site. To get started on blogging, read ***Blogging for Resale Shops*** from TGtbT.com, available here: <http://tgtbt.com/blog/> and from there, it’s a short and easy path to making your blog your complete web site.

a TOO GOOD TO BE THREW FREE PDQ FOR THE PROFESSIONAL RESALER FROM TGTbT.COM

## More Resources:

Auntie Kate on all aspects of the web: <http://auntiekate.wordpress.com/tag/web/>

Ideas re social media from <http://AuntieKate.wordpress.com> :

<http://auntiekate.wordpress.com/2011/09/12/5-minute-fix-use-your-email-to-better-your-business/>

<http://auntiekate.wordpress.com/2011/09/13/5-minute-fix-getting-the-most-out-of-facebo-ok/>

<http://auntiekate.wordpress.com/2011/09/15/5-minute-fix-tweetin-your-little-heart-out/>

<http://auntiekate.wordpress.com/2011/09/16/5-minute-fix-getting-the-most-out-broadcas-t-emails/>

<http://auntiekate.wordpress.com/2011/09/17/5-minute-fix-is-your-web-site-doing-its-job/>

If this PDQ from TGTbT.com has been helpful to you, please feel free to pass it on to others, but please leave the entire document intact as a courtesy to me and my business.

**If you like this Product for the Professional Resaler, you might also find these web sites useful:**

**TOO GOOD  
TO BE  
THREW**  
PRODUCTS FOR THE PROFESSIONAL RESALER



**HowToConsign**  
Turning your Cluttered Closets into Cash.com

**TheReSaleGURU.com**

ReCycling at its most ReCretional

**AuntieKate The Blog**

Where Kate Holmes, Industry Icon, gets to hector, lecture, and browbeat the good shopkeepers of Resale-dom

<http://TGTbT.com> <http://HowToConsign.com>

<http://AuntieKate.wordpress.com> <http://TheResaleGuru.com>