

MyCustomer.com

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Design and Usability

Having a [blog with good design and usability is essential](#). It will help your reader navigate your site, perform desired action, improve conversion, increase page views, and retain readers.

Overall Appearance

- **Main page** – No comment
- **Article pages** – Your related posts doesn't appear to work properly
- **About page** – Excellent about page. It has good information and let me quickly learn about you and your blog.
- **Contact page** – Nice and simple contact page. Although I don't think the social bookmark tool is needed on this page.
- **RSS and subscriptions** – Good placement
- **Fonts/Links** – Good size and easy to read.
- **Browser compatibility** – Your blog doesn't appear properly in IE6, the right sidebar drop to the bottom.
- **Favicon** – No comment
- **Navigation** – Good consistent navigation
- **Search** – You may want to consider integrating search more tightly by using [Google Custom Search](#) instead of Site Search and implement the page using iFrame.
- **Archive** – No comment
- **Categories** – Consider reducing the number of categories
- **Blogroll** – No comment

Branding

It may not be immediately obvious that your site is about personal finance just by looking at the site name and the line below it.

Recommendation: You may want to add tag line that emphasizes this.

Consistency

Your blog design is consistent throughout. No change is necessary.

Recommendation: none

Readability

Your articles are scannable and easy to read.

Recommendation: none

Image Usage

You effectively use images to create interest; however, you may have too many images. Too many images can slow down page load time and affect user experience. Also, some of your images are not optimized.

Recommendation: Use WebSiteOptimization.com to find large images and use [online image optimizer](#) to reduce the file size. Be sure to replace the original file with the optimized file.

Article Quality

The quality of your articles is excellent.

Recommendation: none

Search Engines Optimization

Search Engines Optimization, or SEO, is important because a well optimized site will perform better in search engines thus driving more traffic to your site and help your revenue.

Key Statistics

Please note that key statistics doesn't tell you if it's good or bad. However, it occasionally help us find something that could be improved, so it's included here.

- Page Rank 3
- Last crawl date 2/10/2009
- Delicious bookmarks 62
- Digg 1
- StumbleUpon 7
- Twitter 5
- Yahoo! Links 25,000
- .edu Links 2
- Google cached pages 1,160
- DMOZ 2
- Homepage external links 49, 7 nofollow

Recommendation: You may be missing traffic opportunity via social networking sites.

Metadata

Although the importance of metadata is a hotly disputed subject, it's generally a good idea to have metadata for each page. For your blog, both **Meta Description** and **Meta Keywords** are missing.

Recommendation: Install plugin such as [All-In-One-SEO Pack](#) or [HeadSpace2](#) that automatically generates these two metadata.

Title Tag

You are effectively using HTML title tag.

Recommendation: none

Headings

You are effectively using heading tags in your articles.

Recommendation: You can increase the effectiveness by removing H1 from your blog name and use H1 for article title instead. This will allow you to use H2 and H3 within the article. Additionally, you could change headings in the sidebar from H3 to something less important, such as H4 and H5.

Sitemap

Your blog doesn't have a site map.

Recommendation: Install [Google XML Sitemaps](#) plugin and activates it.

Robots.txt

Your blog has a robots.txt file. However, you may want to allow **categories** pages. Since your categories are excerpt, they will not compete with your article pages and allow you to have more pages in search engines.

Recommendation: Allow search engine spiders to crawl categories.

Keywords

Based on your current search profiles, you may want to link to the following articles using variations of these keywords.

Keywords	URL

In addition, you will want to use tools such as [SEOBook Keyword Tool](#) and [Google Keyword Tool](#) to find additional keywords that complement your site.

Here's an article that discusses how you could [get more search traffic with keywords optimization](#).

Cross-Linking

You are effectively cross-linking your main keywords

Recommendation: Use plugin such as [Cross-Linker](#) to automate your linking.

Permalink Structure

You have good permalink structure with keywords in the URL.

Recommendation: none

Monetization

Channels

You are effectively using different types of advertisement to bring revenue to your blog.

Recommendation: none

Ad Placements

Your ad placements are good. The colors also blend well with your theme, and they do not appear cluttered.

Recommendation: For maximum AdSense performance, you may want to try moving the 160x600 block up further.

Code Validation

Although the value of valid code is hotly debated, I believe that valid code is important for both browser compatibility and SEO.

- HTML validation found 45 errors and 29 warnings. You should review your HTML code to fix these errors.
- RSS Feed validated is okay
- CSS validation found 5 errors. You should review your CSS code to fix these errors.

Recommendation: Validate HTML and CSS

Improvement Checklist

Here's the summary of all recommendations I provided throughout the report:

- Install plugin such as *All-In-One-SEO Pack* or *HeadSpace2* that automatically generates these two metadata.
- Remove H1 from your blog name and use H1 for article title instead. This will allow you to use H2 and H3 within the article.
- Change headings in the sidebar from H3 to something less important, such as H4 and H5.

- Use WebSiteOptimization.com to find large images and use online image optimizer to reduce the file size. Be sure to replace the original file with the optimized file.
- Review your HTML code to fix mark up errors and warnings.
- Review your CSS code to fix these CSS validation errors.
- Add tag line that emphasizes the nature of your blog – i.e., personal finance
- Move the 160x600 ad up further.
- Install Google XML Sitemaps plugin and activates it.
- Allow search engine spiders to crawl categories.
- Check your related post tool. It doesn't appear to work properly.
- Check your sidebar. Your blog doesn't appear properly in IE6, the right sidebar drop to the bottom.
- You may want to consider integrating search more tightly by using Google Custom Search instead of Site Search and implement the page using iFrame.
- Explore social media sites. You may be missing traffic opportunity via social networking sites

Additional Recommendations

- Consider reducing the number of categories to reduce clutter and improve usability.
- Instead of “Top Article This Month”, try linking to your most profitable articles.

General Recommendations

- Use [Xenu's Link Sleuth](#) to find and remove dead links from your blog. I wrote an article called [Remove Dead Links From Your Blog To Improve User Experience](#) that explains this further.
- Sign up for [Google Webmaster Tool](#) and make sure that your site is crawled properly. Fix any errors provided by Google.

Thank you for giving me an opportunity to take a look at your web site. If you have any question, need assistance with implementing any of the above changes, or just need coaching, please contact me at admin@moolanomy.com.

If you feel this report was beneficial, I'd appreciate it if you would spread the word about me and tell others how they can get their blog analyzed as well.