

Recommendations report sample

[Business](#), [Company](#)



Improving the Content of the Website

1. The website is primarily concerned with advertisement and so the target customer should be well defined for every posted advertisement. Their preferences and needs should be well addressed to enable they find the usefulness of the website as well as stay longer. This will also make the website a good referral site since the user will get satisfied by what they get from the website
2. The identification of the right keywords and maximization of the most popular search engines such as Google and yahoo. This requires the website managers to conduct a research on how the customer thinks and how they relate to the product being advertised.
3. Another technique is to improve on how the website attracts the customers by use of headings and titles. Other techniques such as use of animated pictures and company logos to attract the customers' eyes.
4. A meta-description of the major keywords that may confuse the customer and the metadata should be used to present and woo the customer into checking out the real information in the website. This information should also be linked with the websites URL with the Meta analysis of the keywords appearing in these search engines.
5. The website should also include links that connect the user to the company's product page advertised on the website.
6. The use of videos on the product advertisement page complete with a compatible flash player should be used. It is also recommended that the video should be from the product manufacturers who explain the product

features. If the website is large and has lots of content involving many products a site map video should be embedded on the first page.