



Lifetime Learning Website

Preliminary Findings
Website review

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Dear Rick,

Below, please find my observations and suggestions on your website, LifetimeLearning.com. It is neither a complete nor thorough report, but it should suffice to help guide you in you're redesign of the site. If you would like to discuss the site further or find out how I might be able to help you, please contact me at info@wordsmithbob.com or 612-226-7667. You are welcome to visit my website to learn a little more about me and my services.

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Index Page

- My first impression was that you sell four products. Math, Algebra, Reading, and Writing software. It was only after a great deal of digging that I realized you sell the Learning Library and these are just the four major aspects of it.
- The only mention of Lifetime Library is a small logo in the upper left corner and a short sentence about supplying it to the US Army. The most prominent features on the page are the four “logos” that look like product lines.
- There is almost no text on the Index page for the search engines to surf or to help a user understand what your product is, who it is aimed at, or entice them to delve further into the site. There isn’t a single benefit of using the software listed on the home page.
- The site looks amateurish. It looks like a template adapted to your needs rather than a website designed to sell your product. The only graphic on the page is a picture of a woman’s head that obviously was downloaded from some free site.
- You have a link to a Special Message on the home page with no indication who it is for or why I should click it. It is lost in the center of the page which is often one of the last places a user’s eyes go to. And yet, a half hour into studying your site, I finally noticed it, clicked on it, and discovered all the information that should have been on the index page. All the information that would get a family excited about the software. With some rewriting, this should be your home page for your consumer version of the product. The home page should open with the headline, “The **Lifetime Library** is your child’s **private tutor at home!**” And the last two sentences and the bullet points on the Special Message page should be right under the headline, rather than at the bottom of the page. All the explanatory stuff should be after the bullet points so that if people want more explanation, they can read on.
- Another problem, I can’t tell who your customer is. You have a woman’s head sitting on the home page. This implies that the target market of your website may be families. And when you click on the Special Message, it appears to confirm that belief. However, in the Reading section of the site, it refers to a “soap opera” format that provides adult situations. If I were a parent, I’d leave the site right then. You should have two distinct and separate websites. One to sell to institutional customers and one aimed at families. Or, one geared to selling the software for adult training and one site that sells the software for teens use at home. This site tries to be everything and fails at anything. Possibly, you could have a splash page that directs visitors to one site or the other.
- The next problem is that you also have the User Guide on this site. That should only be accessible to people who are already signed up and using the site. Just reading the dry, heavy, textbook style of the pages in the user guide turned me off. In fact, most of the pages in the site are text-heavy and written in a style that would cause anyone to doubt that you could entertain and educate anyone not chained to their computer. In other words, the Learning Library online courses and the selling site should be separate. It’s okay to have a link on the index page of the selling site to sign-in to the online courses.

- The Purchasing page is confusing. Again, Individuals and Institutional buyers should be handled separately. Under the big blue box for the individual internet version, it says – Replacement CD? If you are buying an internet version, why do you need a replacement CD?
- Under the Institutions page, you have two versions. A LAN version and an Internet version. The picture under the LAN version page is colorful and informative. The picture on the Internet version page is almost blank and doesn't appear to be relevant. Also, the last two words of the last sentence wraps around the graphic and looks awkward. It could have been easily remedied with a table or layer.
- In general, none of the text on any of the pages presents the strong selling points for the user. Instead, the user has to dig through paragraph after paragraph of text to try and figure out why they might want to buy this software.
- Another big problem: No testimonials. The home page should have testimonials from some of these people that are using the software. For institutional buyers, you want testimonials from CEO's, Army generals, or principles. For home buyers, you want testimonials from mom & pop in Des Moines and a single mom in New Jersey, etc.
- And lastly, there is nothing on most of the pages encouraging people to contact you for more information (so you can sell them). That should be on every page.

Search Engine Optimization

The site was never search engine optimized. I opened up the source code on every page. They all have the same keywords rather than keywords specifically written for the content of the page. Another problem, the keywords aren't used on most of the pages. Search engines rank a page based on the number of times the keywords appear on the page and relevance of the keywords to the text. If the keywords appear only once or not at all, the search engine will attach no importance to your keywords and place you lower. Also, the search engines expect words that are important (keywords) to be in the headings and/or bold. Then they need to be repeated at the beginning (if possible) of the first sentence to give them more weight. They should also appear in the last paragraph and sprinkled liberally about the page. This should be done on every page. There are specific calculations that can be done to figure out how many times the keywords should appear on each page to get the highest ranking.

On the Algebra page, the heaviest weighted word on the page is algebra. Yet it doesn't even show up in your keywords. While this may not be the only keyword for this page, it should be one of them. Also, every page should have its own description written in the Meta Tags so that if this page comes up first in someone's search because of the content, the description will show up on the search engine so the searcher knows what they'll find if they click on your page. It also helps the search engines know what the page is about. To get a feel for how SEO should have been done on your individual pages, go to my website at www.wordsmithbob.com. Pick any page, right click in the center of the page and choose **view source**. When the source code opens, read the descriptive sentence near the top of the page, then the page title, then the meta tag "description", and then the

keywords. Then review the page again. Do this to two or three of the pages on my site and you will begin to get a feel for what I'm talking about.

There are other tricks to getting found on the search engines but this is a good start.

Conclusion

If you intend to really make money from this site, it needs to give a lot more professional looking presentation and it needs to be designed with your clients in mind. I highly suggest you redesign the site along the suggestions I've made. Also, get a professional copywriter to do your copy. If you would like a quote for my services to write the copy, design the site, or SEO the site, please don't hesitate to contact me. Or if you would like me to consult with your web designers you may contact me to discuss the situation.

Thank you for the opportunity to review your site. If you choose not to use my services, I hope you use this information to improve your site so it generates more sales. Good luck in all your endeavors.

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