



Vision Share Website

Preliminary Findings
Website review

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Dear Jim,

Below, please find my observations and suggestions on your website, <http://www.visionshareinc.com/>. It is neither a complete nor thorough report, but it should suffice to help guide you if you choose to update your 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 (www.wordsmithbob.com) to learn a little more about me, my services and web writing in general.

Bob McClain
President
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Home Page

The Home page is clean and simple. That's good. It's easy to see everything, easy to find the navigation. The appearance is professional. But then we come to the first problem, the headline.

Your headline is in a Flash banner which means the search engines can't read it. You can leave it as is but there must be a headline in text right over your text so the search engines can read it and also so it draws the reader's eye into the center text on the page.

I also suggest you re-write the text headline for two reasons:

- 1) You want to repeat the idea in the Flash banner without using exactly the same sentence so you don't anger web visitors, and
- 2) You want your keywords to be the first thing your visitor reads so they know the site has relevance to them and more importantly, it emphasizes the importance of your keywords to the search engines.

Here is what I suggest:

Direct Data Entry to Medicare Through Internet Connectivity Software Cuts Costs 50%.

This headline looks like an article headline rather than a sales pitch.

Why does it matter?

Because the quickest way to turn people off on the web is to go immediately into a sales pitch. Your website is not a brochure nor is it a sell sheet. It should be a 24/7 member of your sales staff and should be treated as such.

Let me put it to you this way. If you were making a sales call on a pre-qualified client (and people who visit your website are pre-qualified; they came looking for you, after all), would you:

- a.) Start in with your sales pitch?
"Hi. With Secure Exchange Software you can toss away modems,
cancel leased-lines..."

b.) Or would you say...

“Hi. You must be having some problems with secure data transmission or getting tired of the high costs of Medicare data transmission. Why don’t we sit down and chat and you can tell me about your problems and I’ll tell you a few ideas that have helped our other clients.”

This way, you come across as a problem-solving expert who’s focused on helping clients rather than just a vendor out to sell a product.

Side Links

Another change I suggest on the home page is the elimination of the large picture links on the left hand side of the page. I would suggest instead that you use bold text sentences that are links that say something like...

**“Secure information exchange for Health Care Providers can be
Fraught with risk...”**

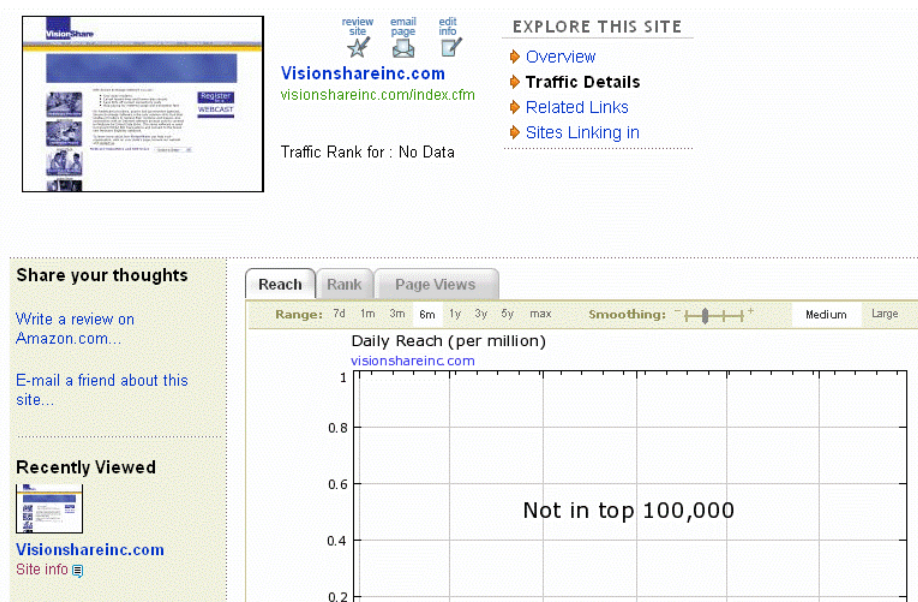
And

**“Medicare claim submissions for Healthcare Payors is often
frustrating and ...”**

These types of links *evoke curiosity and emotional response* in your visitors by tapping into the feelings and problems that sent them looking for your type of product. This also gives the search engines **anchored text keywords** and **relevant text** to read and links that lead to **more relevant text**. Search engines love this sort of thing.

Search Engine Optimization

I ran a check on your site through Alexa, a website that keeps track of the rankings of all websites. Here's the report.



What this report tells me is that your site has been up since March 19, 2006. And yet, you have no ranking at all in any of the search engines. None. In other words, unless someone has your exact URL to type in or they come to your site through a link from another site, no one will be able to find your site. And if they are searching for your type of product, they are going to find your competitors, not you.

When I looked at your source code (right-click on the page and select "view source"), I noticed that the keywords in your keyword meta tag are extremely old school. You have 26 different keywords or keyword phrases in your meta tag.

That method used to work several years ago. Unfortunately, today it actually hurts your placement in the search engines. Search engines decide the relevancy of your site by comparing your keywords to the content. If the **keywords show up in the content on that page** the correct number of times according to their algorithms and the content appears to be **relevant to the description and the page title**, the search engines give you a higher placement.

Many of your keywords don't show up at all on the home page and the few that do, only appear once.

In other words, Google, MSN, and Yahoo, the three search engines that make up **90% of the searches**, will assume your content is not relevant for people searching for those terms and will **penalize you** for it.

Back to your source code. You have very little Javascript which is good, and your HTML is clean and simple, another plus. And your Home page has a <title> and a "description" in your HTML which is also good but they aren't written for search engines or for people searching for your type of product.

Lastly, I checked the source code on your other pages. In proper Search Engine Optimization, each page should have its own unique title, description and keywords based on the content on that page. And preferably, the URL for each page should have the keywords for that page in it.

When the search engines find **identical information on more than one page**, they immediately assume there is nothing relevant on the pages with the same title, description and keywords. Or that you're pulling something. Either way, **you get penalized**.

Your **Home** page and **About Us** pages have identical titles, descriptions and keywords. Your **Product & Services** page, **Customer Support** page, **Partners** page and **Contact Us** page have identical titles and no description or keywords.

Conclusion

Most of the comments on the Home page are relevant to the other pages. While each is unique and must be handled that way, the basics apply to all of them.

I hope you don't mind that I reviewed your site. John Fraser suggested that I contact you about my web writing and SEO services but I felt that it was better to let you see for yourself why you might want to consider doing some revision to your site.

If you would like to sit down and talk about your site and what improvements are possible, I'd be happy to meet you at your office or chat with you by phone.

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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