



## AMTI Website

Preliminary Findings  
Website review

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Dear Randy,

Below, please find my observations and suggestions on your website, [http://www.amtimn.com/AMTI\\_website/AMTI-Home.html](http://www.amtimn.com/AMTI_website/AMTI-Home.html). If you would like to discuss the site further, please contact me at [info@wordsmithbob.com](mailto:info@wordsmithbob.com) or 612-226-7667. My quote for writing the text is attached.

If you would like a quote for full Search Engine Optimization including ongoing monthly reports on your web placement, please let me know.

I look forward to working with you to help you finish your website, grow your firm and service your customers with powerful, targeted web copy.

Bob McClain  
WordsmithBob.com

## Home Page

I really like having the Newsletter / Quote links on the Home Page. However, for the **newsletter**, I have the following suggestions:

- There are only three reasons to have a newsletter: A) to keep your company name in front of people on a regular basis, B) to collect email addresses, C) to force you to create regular new content for your website.
- Don't use: "Find out what's new at AMTI." That's not important to clients. People aren't going to sign up for a newsletter about your firm. I suggest using: "Marketing tips and tricks to help you grow your business. Fast!"
- I recommend you give your newsletter a name. If you didn't think it was important enough to give it a name, why should I read it? Also, a name tells people more about the newsletter. How about: AMTI MarketMaster
- I would also recommend not using the word "Free." It has been heavily overused as a marketing ploy and people expect most newsletters from small businesses to be free.

The request for quote is fine except calling it "Free" again feels like hype. I think your customers expect their quote to be free. I would rather see you call it "Quick Quote." And the sub-head is a problem. "Fair and affordable prices" is what your customers expect. Rather than state the obvious, how about we use something that will make visitors sit up in their chair and get excited. An offer I bet none of your competitors use.

Use the subhead "Guaranteed quote within 24 hours or we do your job for free!" In fact, I'd put that at the top of the page and put it on every piece of promotional material you hand out.

Remember Tom Monahan and Dominoes Pizza. "Fresh, hot pizza in thirty minutes or it's free!" Tom built an empire on that offer.

Of course, if you're going to do that, you need to make sure you are diligent about checking the emails and sending out the quotes. And you'll need to keep records of the time stamp for the email so there's no quibbling. And follow up the quote with an immediate call to make sure the client got their quote.

The testimonial on the home page is a great idea. You should also have more of them sprinkled throughout the site. Possibly to replace some of the right-hand column boxes that are repeats. Testimonials would be much more powerful.

### **Home Page SEO**

In the right hand panel, put an article. At least the first paragraph with a "More" link to the whole article page. It can be the latest newsletter article or an additional article. The article should use keywords and a new article must be on the page at least every month or

you will drop in the search engine rankings. Without new content, they'll assume you have nothing new or relevant for people.

With the search engines, content is king. That's how they decide whether there's anything of value on the site for people doing searches.

Since there is nothing on your home page but graphics, no text and no alt text in the graphics, there's nothing for the search engines to read.

Here are my recommendations for the graphics:

- The links right now are graphics with Java. In other words, the search engines won't even see them. Convert them to text and use your keywords in conjunction with them where ever you can such as Design Portfolio and Marketing Newsletter.
- If possible, change the banner at the top to actual text for ""A Marketing Communications Company"" so the search engines can read it.
- Every graphic on the page needs Alt text with keywords,

Every page needs to have Meta Tags and the description and keywords should be unique for each page according to what the page is about. Here's the head html from two different pages from one of my websites:

### **This is the head HTML for the Home page**

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">
```

```
<!--Beyond Scrapbooks: Writing Family Memoir - Everything you need to know about  
writing family memoir, writing family stories, modifying your scrapbooks with family  
memoir or family stories, or creating new enhanced multimedia scrapbooks that contain  
family stories or family memoir. And, of course, how to get family memoirs or family  
stories published without breaking the bank or your sanity.-->
```

```
<html>
```

```
<head>
```

```
<title>Beyond Scrapbooks Writing Family Memoir And Family Stories</title>
```

```
<meta name="Description" content="Writing family memoir or writing family stories  
isn't scary or difficult. In fact, the only thing more fun and exciting than creating  
scrapbooks, is taking your scrapbooks to the next level by turning them into family  
memoirs by filling them with family stories! It's easy, it's fun, and this website is all  
about how to do it."/>
```

```
<meta name="Keywords" content="writing family memoir, writing family stories, family memoir, family stories, family memoir resources, family memoir newsletter, scrapbooking"/>
<meta name="robots" content="all"/>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<style type="text/css">
@import "writingfamilymemoir.css";
</style>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
</head>
```

**This is the head HTML from the Family-memoir-books-resources page:**

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">

<!--Beyond Scrapbooks: Writing Family Memoir - Books & Resources to help you create
family memoir books or family stories scrapbooks.-->
<html>
<head>
<title>Beyond Scrapbooks Writing Family Memoir Books & Resources</title>

<meta name="Description" content="Beyond Scrapbooks: Writing Family Memoir
Books & Resources - family memoir books and family stories resources to modify
scrapbooks or create new family story books"/>

<meta name="Keywords" content="family memoir books, family memoir resources,
family stories books, family stories resources"/>

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<style type="text/css">
@import "writingfamilymemoir.css";
</style>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
</head>
```

About page

I like the four links below the primary link line. However, all links should be text, not graphics and include keywords if possible. I also like the 3M notes but I would put a box around the note and the text so people know they are together. (See “note” use on [www.pptcafe.com](http://www.pptcafe.com) )

The Family Owned and Operated text box should be re-written.

Mission statement, core values and vision statement shouldn't be on this page. In fact, they shouldn't be on your website. Rather, it should be 150 -350 words about your firm. This is your opportunity to "blow your horn" so to speak.

I would also make sure there are links and keywords with links throughout your text on this and every page. Google loves "anchored links" within the text linking to other content within the site and outside of the site.

Standard notes that apply to all future pages:

- There are no meta tags, keywords, or description in the HTML.
- There is no Alt Text or Roll-over text in the graphics.
- The logo needs alt text with keywords. A Marketing Communications Company should be text.
- The Questions link at the top of the page should be an active email link.

## Why AMTI

Same standard notes as About page. I would use a picture of one of your people working on a computer or a screen shot of your database software rather than the generic photo. Much more powerful. Rewrite text.

## Meet Our Team

Same standard notes as About page. I like the page center with photos and text. Nicely done. I recommend you write the text for your own descriptions and just have me review them. I also recommend you make them personal and interesting descriptions rather than the usual "I do this and I've done that." Give people a reason to read them and actually develop an emotional interest in your people.

I see you have a general shop photo above Inkjet Addressing. I suggest using a shot of someone using the printer. It impressed me; it might impress your clients. This is an opportunity to let your graphics really help sell the firm's quality.

## Client Page

Same standard notes as About page. Rewrite the Digital Services. The photo should be an over the shoulder shot of one of your graphic design professionals creating something cool rather than a generic keyboard shot.

Rewrite the center text. Has some very good points, just needs a little massaging.

## Services

Same standard notes as About page. Rewrite First Class or Standard Mail w/ bullet points and less passive text. Rewrite or revise text for all the following pages.

Services/ Create/ Design/ List/ Data Processing/ Print/ Mail/ Fullfillment/ Telemarketing/ Email/ Website

## Portfolio

Same standard notes as About page. I like the portfolio page but I would also put the three links directly under the paragraph so potential clients immediately see the links and are more likely to click on them. I would massage the text.

## Portfolio

AMTI creates a partnership with all of our clients. Working together, we strive to create the best media mixture for each customer while working within your budget. Here are some examples of some of our best work for some of our most trusted clients.

[WEBSITE DESIGN](#)   [PRINT DESIGN](#)   [HTML CONVERSION](#)

## FAQ

Same standard notes as About page. Other than the standard notes, the page is great. I also like the photo. However, I recommend rewriting the text under Efficient Lettershop.

## Newsletter

Same standard notes as About page. The only changes I would make to this page is to put an example of the newsletter in the R. H. column, give the newsletter a name and sub-head (see page one of this report) and move “Your Name” up above “Your Email Address”. That way you can be sure they will give you their name and you can personalize any emails and newsletters you send them.

## Careers

Same standard notes as About page. The only change I suggest is make the “We are always interested ...” paragraph second and the “We offer excellent ...” paragraph third. You want to tell them what positions you are looking for before you pitch your compensation and benefits.

By the way, it says “no phone calls please” in the last sentence and at the bottom of the page it says “send us your resume or give us a call” with the phone number in big print.

## Contact

Same standard notes as About page. I would add a note that says “Please fill in your preferred method of contact: Address, phone or email.

## Quote

Same standard notes as About page. This page is fine as is.

## Conclusion

I know I’ve recommended a lot of changes but I believe they will really contribute to making your site more user-friendly, a stronger marketing tool and get you much better placement in the search engines.

By the way, your current website doesn’t even have a ranking in Alexa. Which means that as far as the search engines are concerned, your site doesn’t exist.

If you would like a quote for full search engine optimization with monthly reports on your placement, let me know.

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.

Bob McClain

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