



Educator In Service Website

Preliminary Findings
Website review

Bob McClain
WordsmithBob.com
9-27-06

Index Page

- I have a problem with having your event schedule be the first thing people see when they come to your site. It assumes that when they get there, they already know who you are and what you do. Not a safe assumption to make. You only have about three seconds when someone comes to your site to get their attention. Without a headline or explanatory text, you will lose them because most people aren't willing to hunt for what they want. They'll just go back to Google and click on the next link.
- Using the word Pedagogy is a difficult proposition. It is not a common word and it assumes that only people who know what that word means will be visiting your site. I will assume that most teachers will know what the word means. However, administrators or business people who might require your services might not. I suggest using a more common term like "How It Works" or "What I Do" or "My Philosophy on Learning"
- Frankly, I wasn't sure what *Schedule An In Service* meant. In the past, I've had to learn some difficult business lessons about assuming people understood what seemed perfectly obvious to me such as a "play on words". Is *In Service* a common term used in your industry?
- I think your questions at the top of the page are great. Except for the *in service* thing. I wouldn't change a thing. However, I may review the answers to see if they could be written a little more "friendly".
- By the way, I really like the quote on the side about leading students.
- The picture of Stephen Krashen is 19208 bytes. It took forever for the page to open just because it takes so long for the browser to open the picture. And I've got cable. Someone with dial-up would never get that page to open before they gave up. That picture must be reduced to web manageable quality. Not much else is needed except for the page layout could be done much better. My web designer could handle that.
- "Blaine Ray explains TPRS". The link takes you out of your website to Baline Ray's website. It should open in a separate window so that the user doesn't leave your site. If they get hooked by curiosity into Blaine's site with the current set-up, they might not make it back to your site.
- The information on the home page should be on the "Special Events" page.
- Nice job on the resume page. The only changes I would suggest is "rave reviews" rather than "raving reviews". I would also recommend putting links at the top of the page under **About Jan** to *Workshop Presenter*, *Professional Memberships*, and *Leadership in Professional Organizations*. These may be very important to some people who visit your site and they might miss them if they don't read to the bottom of your review.
- When you filled out Lisa's form, you used jankittok@frontiernet.net . I recommend that you always use jan@educatorinservice.com for any business communications.
- You need some way to get to your home page either by moving the "Home" link to the top of the page (although I like it at the bottom because then the most important link "Services" is always at the top. However, people expect the

“Home” link to be at the top so you need some other way for them to get to the home page. A linked logo or another set of links across the top of the page.

Search Engine Optimization

I don't know if you have the resources or the interest in having your website Search Engine Optimized but I suggest at least taking care of the basics. Your site code has no meta tags. While meta tags are no longer used by Google, MSN or Yahoo, there are hundreds of Directories that still rely on meta tags to tell them what your site is about. You need an effective title for each page that tells what each page is about and uses at least one of your keywords. You need a keyword tag with your keywords in it. You need a description tag that describes what your site is about. Also, the keywords and description should be different for each page. I will need to know what your keywords should be. Think: What would someone looking for my services type into Google? Not someone looking for your site, just looking for the type of service you offer.

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.

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 business for you. Good luck in all your endeavors.

Bob McClain
President
WordsmithBob.com
info@wordsmithbob.com
612-226-7667