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# WEBSITE REVIEW

Reviewing your website to improve sales involves analysing various aspects of user experience, content, and performance metrics.

This step-by-step guide will help you conduct a comprehensive review.

## **ASSESS USER EXPERIENCE (UX) AND DESIGN**

**Navigation:** Review your site's navigation structure to ensure it's intuitive and easy for users to find what they're looking for. Simplify menus and make important pages easily accessible.

**Aesthetics and Layout:** Evaluate the visual appeal and layout of your website. A clean, professional design with high-quality images and clear calls-to-action (CTAs) can significantly impact user engagement and sales.

### **STEPS TO TAKE**

#### **DESIGN / LOOK + FEEL**

Use a minimalist design with ample space to make the content stand out.

Choose a consistent colour scheme that reflects your brand identity.

#### **HIGH-QUALITY IMAGES:**

Replace low-resolution images with high-quality, professional photos.

Use images that are relevant to your products or services. People connect to people so images of people.

#### **CLEAR CALLS-TO-ACTION (CTAS):**

Ensure CTAs (buttons) stand out. Use contrasting colours for buttons and place them strategically where users can easily see them, like "Shop Now," "Learn More," or "Contact Us."

Ideally, your homepage needs at least 600-800 words to provide useful information.

## **REVIEW CONTENT QUALITY AND RELEVANCE**

**Product Descriptions:** Ensure product descriptions are detailed, accurate, and highlight the benefits. Use high-quality images and videos where possible.

**Blog and Resources:** Regularly update your blog and resource sections with valuable, relevant content that addresses your audience's needs and interests.

### **AUDIT EXISTING CONTENT:**

Review all current content to identify outdated, redundant, or irrelevant information.

Create a content inventory list to track what needs updating, removal, or enhancement.

### **UNDERSTAND YOUR AUDIENCE:**

Develop or update your buyer personas to ensure content aligns with the needs, interests, and pain points of your target audience.

Conduct surveys or gather feedback to understand what your audience values.

### **ENSURE ACCURACY AND RELIABILITY:**

Verify all facts, statistics, and data points to ensure accuracy.

Regularly update content with new information and trends in your industry.

### **IMPROVE READABILITY:**

Use clear, concise language and avoid jargon unless necessary for your audience.

Break up long paragraphs with headings, bullet points, and visuals to enhance readability.

## **OPTIMISE FOR SEO:**

Perform keyword research to ensure your content includes relevant search terms.

Optimise meta titles, descriptions, and headers with primary keywords.

## **INCLUDE CLEAR CTAS:**

Make sure each piece of content has a clear call-to-action (CTA) that guides users on the next steps. Test different CTAs to see which ones perform best.

## **ADD VALUE WITH MULTIMEDIA:**

Enhance content with high-quality images, videos, infographics, and other multimedia elements to engage users. Ensure multimedia elements are relevant and add value to the content.

## **CHECK FOR CONSISTENCY:**

Maintain a consistent tone, style, and voice across all content to reinforce brand identity.

## **OPTIMISE CONVERSION PATHS**

**Calls-to-Action (CTAs):** Review the placement, design, and wording of your CTAs. They should be clear, compelling, and encourage users to take the desired action.

**Forms / Pop Ups / Email sign ups:** Find ways of exchanging value or information as

## **1. AUDIT EXISTING CONTENT:**

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## **GATHER & SHARE CUSTOMER FEEDBACK**

**Surveys and Feedback Forms:** Implement surveys and feedback forms to gather direct input from your customers about their experience on your site. Use this feedback to identify areas for improvement and share positive feedback online. Share feedback to your website to help with the conversion funnel.

**Reviews and Testimonials:** Encourage customers to leave reviews and testimonials. Positive reviews can build trust and influence potential buyers.

Google Analytics is a HIGHLY beneficial tool for business wanting to enhance the performance of their websites, if you would like further assistance in this please let us know so we can give you a hand!



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# SEO

SEO is important for increasing visibility, driving organic traffic, and building credibility online. It helps businesses improve their search engine rankings, leading to better qualified and more engaged traffic.

New Zealand businesses are uniquely positioned to maximise SEO by focusing on local markets and targeting niche sectors and locations.

By creating content that resonates with both local and international audiences, NZ businesses can enhance their online presence and outperform competitors.

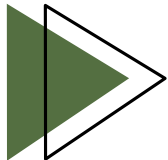
To improve your SEO ask our team for a full list of recommendations for you to implement yourself using the steps below, or with our team.



# FINDING KEYWORDS

BY FOLLOWING THESE STEPS, YOU CAN USE GOOGLE KEYWORD PLANNER TO IDENTIFY THE SEARCH TERMS PEOPLE ARE LOOKING FOR IN RELATION TO YOUR BUSINESS, HELPING YOU OPTIMISE YOUR CONTENT AND IMPROVE YOUR ONLINE VISIBILITY.

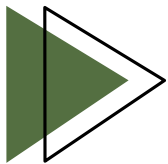
Step-by-Step Instructions for Using Google Keyword Planner



## 1. Access Google Keyword Planner:

Sign in to Google Ads:

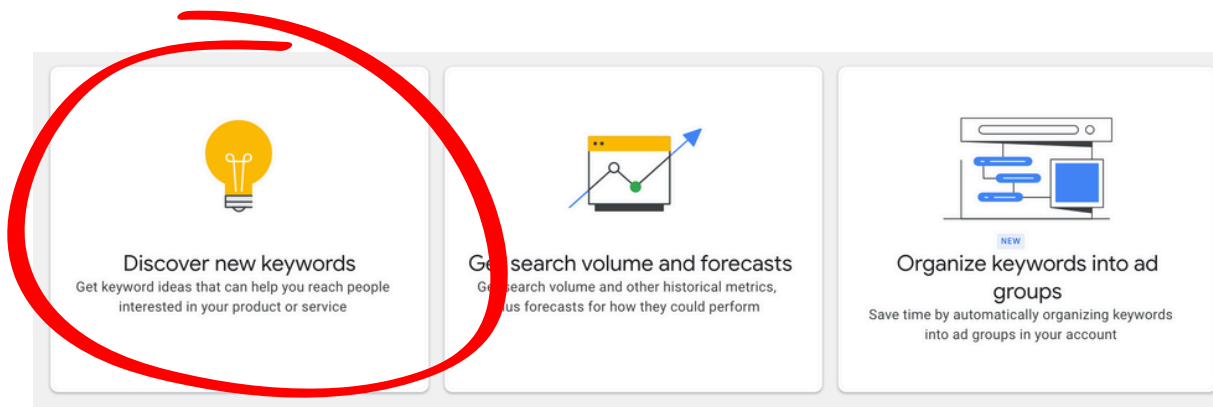
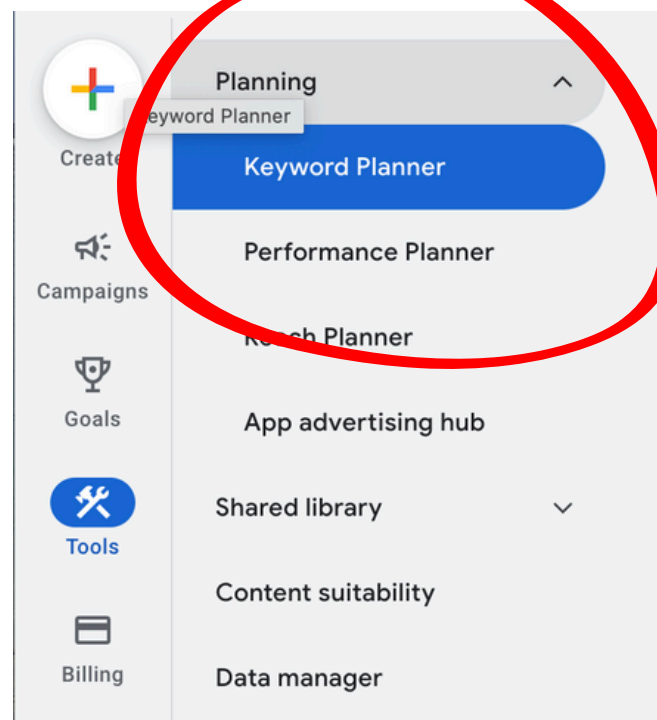
- Go to [Google Ads](#) and sign in with your Google account. If you don't have a Google Ads account, you'll need to create one. Tools > Planning > Keyword Planner



## 2. Choose Your Tool:

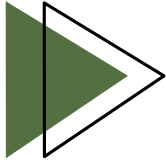
Select "Discover new keywords":

- In the Keyword Planner, choose the Discover new keywords option





# FINDING KEYWORDS

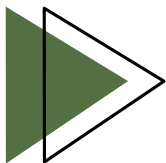


## 3. Enter Your Business Information:

Enter Your Keywords or Website URL:

- In the “Enter products or services closely related to your business” field, type in keywords that are relevant to your business, or enter your website URL to find keywords related to your site’s content.
- Click on the Get Results button.

The screenshot shows the 'Discover new keywords' interface. It has two tabs: 'Start with keywords' (selected) and 'Start with a website'. Under 'Start with keywords', there is a text input field containing 'marketing agency'. Below it, there are language and location settings: 'English (default)' and 'New Zealand'. To the right of the input field, there is a note: 'Try not to be too specific or general. For example, 'meal delivery' is better than 'meals' for a food delivery business' with a 'Learn more' link. Below the main input field, there is another input field labeled 'Enter website to filter unrelated keywords' with a URL icon and 'https://'. To the right of this field, there is a note: 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left, there is a blue 'Get results' button.



## 4. Analyse Keyword Suggestions:

Review Keyword Ideas:

- Google will generate a list of keyword ideas based on the information you provided. These keywords are search terms that people are looking for related to your business.
- Review the list of keywords along with their average monthly searches, competition level, and suggested bid ranges (if you’re planning to run ads).
- For improving organic search, use terms that are specific to your business which show a good level of search traffic.

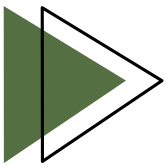
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> digital marketing agency	720	0%	-18%	Low
<input type="checkbox"/> social media marketing agency	140	+27%	0%	Low
<input type="checkbox"/> seo marketing	170	+24%	+24%	Low
<input type="checkbox"/> influencer marketing agency	20	0%	-33%	Medium
<input type="checkbox"/> digital marketing company	140	+50%	+50%	Low



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# FINDING KEYWORDS

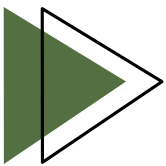
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## 5. Refine Your Keywords:

Filter and Sort Keywords:

- Use the filtering options to narrow down the list of keywords. You can filter by location, language, and search networks.
- Sort the keywords by average monthly searches or other metrics to find the most relevant and valuable keywords for your business.



## 6. Save Your Keywords:

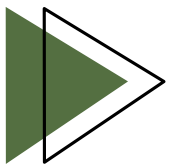
- Select the keywords that are most relevant to your business by clicking the checkbox next to each keyword.
- Click 'Copy' and paste your selected words into a spreadsheet for future record. This document will become handy when crafting meta descriptions and page copy.



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# FINDING KEYWORDS

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## 7. Implement Keywords:

### 1. Use Keywords in Your Content:

- Integrate the selected keywords into your website content, blog posts, meta descriptions, and other marketing materials to improve your SEO and attract more visitors.

### Tips for Effective Keyword Research:

- **Focus on Long-Tail Keywords:** These are longer, more specific phrases that have lower competition and can attract highly targeted traffic.
- **Consider User Intent:** Think about what users are looking for when they search for these terms and how your business can meet their needs.
- **Regularly Update Your Keywords:** Search trends can change over time, so it's important to revisit and update your keyword list periodically.



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# PAGE TITLES (TITLE TAG)

SEO page titles, also known as title tags, are HTML elements that specify the title of a web page. They are one of the most important on-page SEO factors because they are displayed in search engine results as the clickable headline for a given result and are important for usability, SEO, and social sharing. Here's what you need to know about SEO page titles:

## 1. What They Are:

- The title tag appears in the title bar or tab of web browsers.
- It is displayed as the headline in search engine results pages (SERPs).
- It is often used as the default title when a page is bookmarked.

## 2. Why They Matter:

- **Search Engine Ranking:** Search engines like Google use the title tag to understand the content of a page, which helps in ranking.
- **Click-Through Rate (CTR):** An enticing and relevant title can increase the likelihood that users will click through to your site from the SERPs.
- **User Experience:** A clear and descriptive title helps users understand the page content before they click on it.

## 3. Best Practices:

- **Keywords:** Include relevant keywords, especially towards the beginning, but avoid keyword stuffing.
  - **Relevance:** Make sure the title accurately describes the page content.
  - **Uniqueness:** Each page on your site should have a unique title to avoid confusion and to target different keywords.
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# H1 HEADINGS

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H1 headings are primary HTML tags that define the main title of a web page, crucial for both SEO and user experience.

They help search engines understand and index the page content, improving search rankings, while providing clarity and readability for users.

Proper use of a single, keyword-rich H1 heading enhances content hierarchy and accessibility, making it easier for screen readers and visually impaired users to navigate. Your H1 Heading should connect to the title tag and the page copy!

By being descriptive and concise, H1 headings ensure that the page content remains relevant and focused, ultimately contributing to a well-structured and user-friendly website.

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# META DESCRIPTIONS

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A meta description is a brief summary of a webpage's content that appears under the meta title in search engine results. It provides additional information to users and can improve click-through rates, though it doesn't directly affect search rankings.

Search engines display the first 150-160 characters.

To be effective, meta descriptions should be relevant, include natural keywords, be unique for each page, compelling to encourage clicks, and within the character limit.

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# PAGE COPY

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Page copy significantly impacts SEO by influencing how search engines understand and rank your content. Well-written, relevant, and keyword-optimised copy helps search engines determine the topic and value of your page. Including keywords naturally within the copy helps improve your page's visibility for relevant searches.

High-quality content that provides value to users can lead to higher engagement metrics, such as longer page visits and lower bounce rates, which are positive signals to search engines.

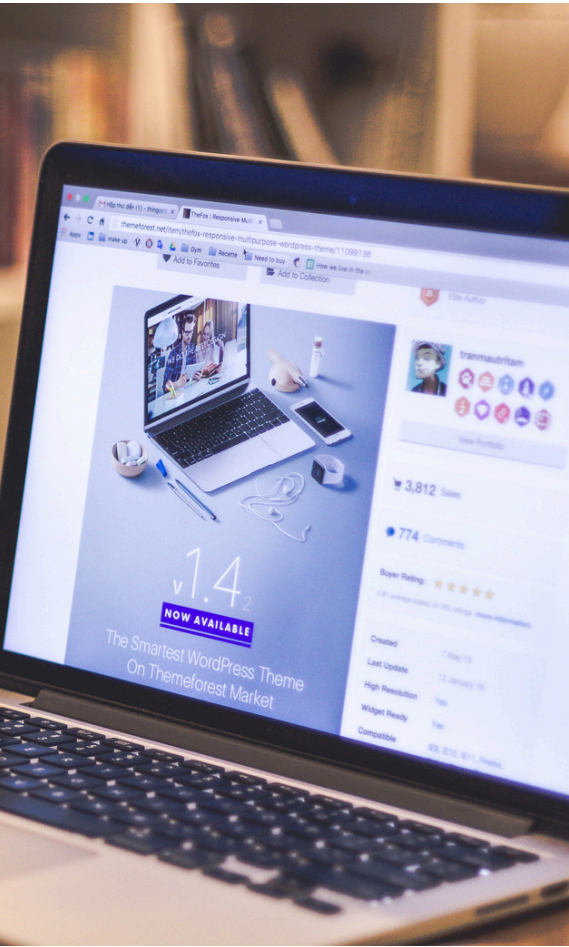
Engaging and informative page copy can attract backlinks from other websites, further boosting your SEO. Backlinks are a key ranking factor, as they signal to search engines that your content is authoritative and trustworthy.

Well-structured copy with clear headings and subheadings improves readability and accessibility, helping search engines crawl and index your site more effectively. Effective page copy enhances user experience and provides search engines with the information they need to rank your site higher in search results.

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# GENERAL GUIDELINES FOR HOMEPAGE COPY

A well structured homepage is important for SEO.



## 1. Optimal Word Count:

- Aim for at least 300-500 words of high-quality, relevant content. This length is typically sufficient to provide enough keyword-rich content for search engines to understand the page's purpose.

## 2. Balance Content and User Experience:

- While it's essential to include enough copy to help with SEO, ensure that the content is valuable, engaging, and easy to read for visitors. Avoid stuffing keywords or adding unnecessary filler text just to meet a word count.



# CONTINUED... GUIDELINES

## 3. Key Elements to Include:

- **Headline:** A clear, compelling H1 heading that includes the primary keyword(s).
- **Introduction:** A brief introduction that outlines what your site or business is about.
- **Key Messages:** Highlight your main offerings, services, or products.
- **Call to Actions (CTAs):** Encourage users to take specific actions, such as contacting you, signing up, or purchasing.
- **Testimonials or Reviews:** Showcase social proof to build trust.
- **Key Services/Products:** Brief descriptions of your main services or products with links to dedicated pages for more details.
- **Internal Links:** Links to other important pages on your site to help users navigate and improve SEO.

## 4. Keyword Optimisation:

- Incorporate your primary keywords naturally throughout the homepage copy. Use variations of these keywords and related terms to enhance relevance without keyword stuffing.

## 5. Multimedia Content:

- Supplement the text with relevant images, videos, infographics, and other multimedia content. Ensure these are optimised with alt text and relevant metadata.



# Continued... Guidelines

## 6. User Engagement:

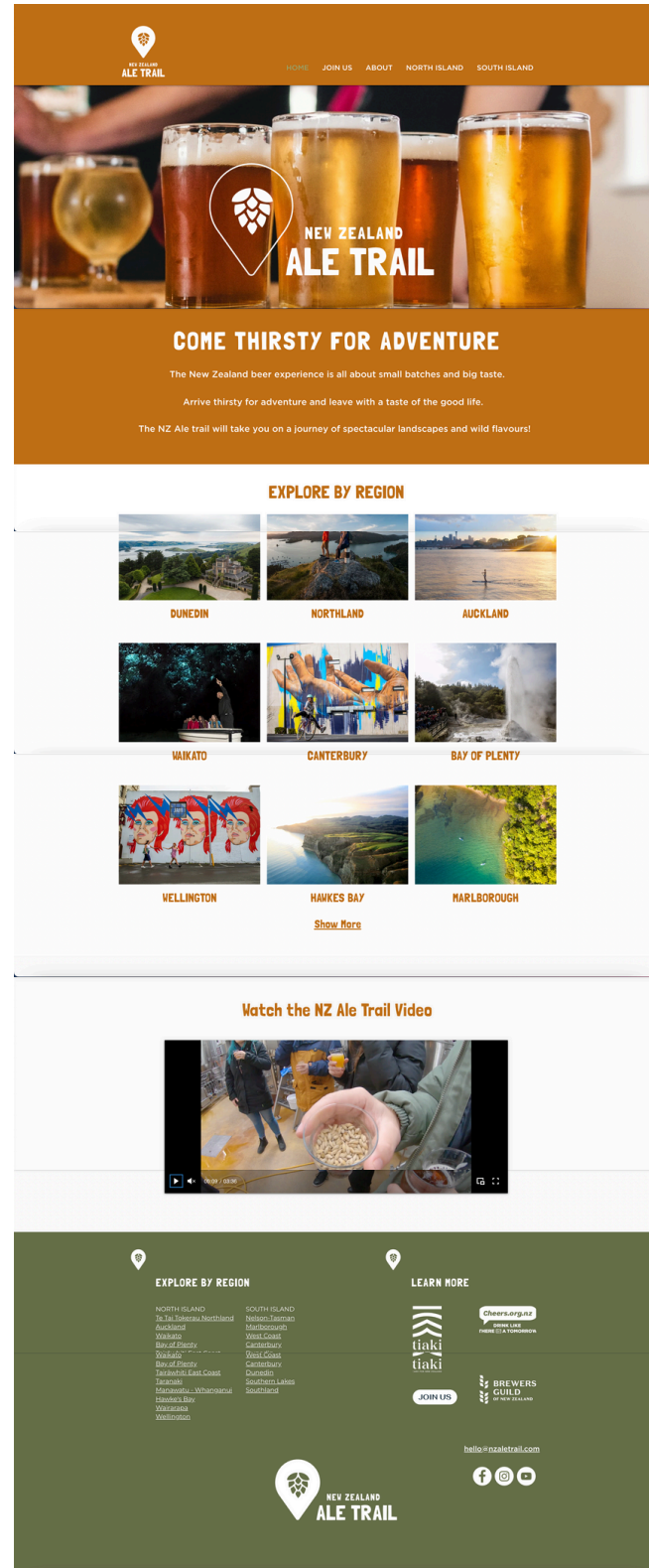
- Use engaging, concise, and well-structured content to keep visitors on your page longer. This can help reduce bounce rates and improve overall SEO performance.

## Example Structure for a Homepage

- **Headline (H1):** Capture Attention with Primary Keyword
- **Introduction Paragraph:** Brief overview (50-100 words)
- **Section 1: Unique Selling Points (USPs) (H2):** Highlight Key Features/Benefits (100-150 words)
- **Section 2: Key Services/Products (H2):** Brief Descriptions with Links (100-200 words)
- **Section 3: Testimonials/Reviews (H2):** Showcase Social Proof (50-100 words)
- **Section 4: About Us/Our Mission (H2):** Short Introduction to Your Business (100-150 words)
- **Call to Action (H2):** Encourage User Interaction (50-100 words)

Final Word Count: Approximately 500-900 words.

By providing a balanced and well-structured homepage with clear, concise, and keyword-optimised content, you can effectively improve your SEO while also engaging and informing your visitors.



# YOUR META DATA

A SERP (Search Engine Results Page) snippet is a small excerpt that appears under the title of a web page in Google search results. It provides a brief preview of the content on that page. A typical snippet includes the title tag, URL, and meta description, but it can also feature additional elements like:

1. **Title Tag:** The clickable headline of the search result, usually highlighting the primary keyword.
2. **URL:** The web address of the page.
3. **Meta Description:** A brief summary of the page content, often crafted to entice users to click on the result.

**To improve your homepage's SERP:** Aim for around 65 characters (this is best practice for improved SEO) to ensure it displays properly in search results.

- **Title Tag:** Include Primary Keyword: Ensure your main keyword is at the beginning of the title.
- **Meta Description:** Stay Within 155 Characters: Aim for a concise summary around 150-155 characters.

**Be Descriptive:** Clearly describe what your page is about. Use action words or phrases that encourage users to click.

**Include Keywords:** Incorporate relevant keywords naturally.

**Be Persuasive:** Use a call to action to entice users to click through.



brewersguild.org.nz  
<https://brewersguild.org.nz>

## The Brewers Guild | New Zealand

The **Brewers Guild** is the representative body for **New Zealand's** dynamic brewing industry. The largest group of brewing businesses in **NZ**.

### New Zealand Beer Awards 2024

Major wins for NZ breweries at the Australian International Beer ...

### Careers

New Zealand's commercial brewing industry is as diverse ...

### About

We are the voice of New Zealand's brewing industry. Our mission is ...

### Industry Jobs

Industry Jobs NZ ; Senior Brand Manager – Panhead Brewing ...

### NZ Beer Awards

The New Zealand Beer Awards celebrates and recognises ...



# SHOPIFY HOMEPAGE UPDATING YOUR META DATA

Updating Title Tags and Meta Descriptions for the Homepage

## 1. Log in to Your Shopify Admin:

- Go to [Shopify](https://www.shopify.com) and log in to your account.

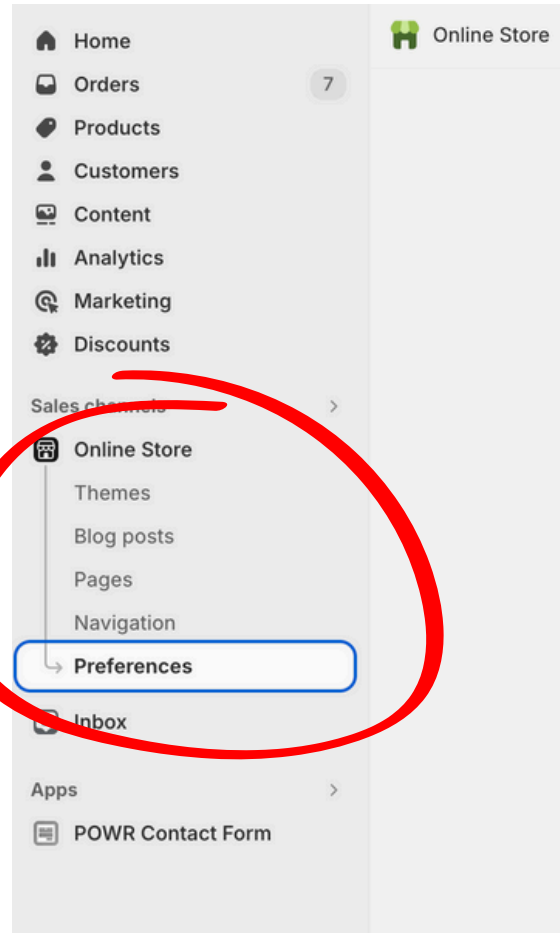
## 2. Navigate to the Online Store Section:

- In the left-hand sidebar, click on Online Store.
- Select Preferences from the dropdown menu.

## 3. Edit Homepage Title Tag and Meta

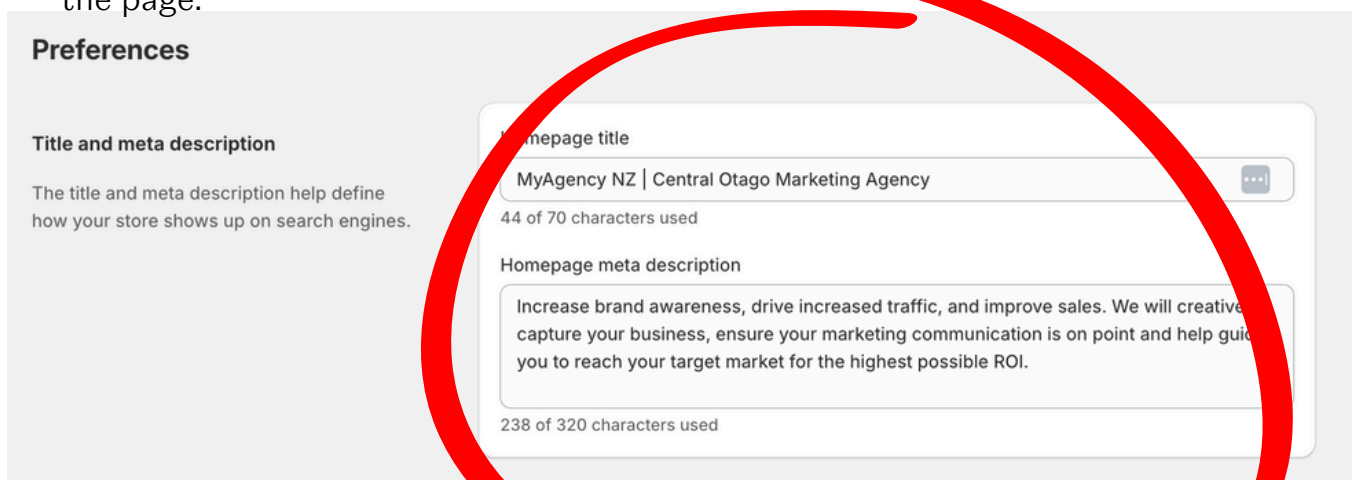
### Description:

- Scroll down to the Title and meta description section.
- Enter your desired title tag in the Homepage title field (within 65 characters).
- Enter your desired meta description in the Homepage meta description field (within 150-155 characters).



## 4. Save Your Changes:

- After entering your title tag and meta description, **click the Save** button at the top of the page.



# SHOPIFY - PAGES & PRODUCTS

## UPDATING YOUR META DATA

Updating Title Tags and Meta Descriptions for Individual Products, Collections, or Pages

### 1. Log in to Your Shopify Admin:

- Go to [Shopify](#) and log in to your account.

### 2. Navigate to the Products, Collections, or Pages Section:

- Depending on what you want to update, click on Products, Collections, or Pages in the left-hand sidebar.

### 3. Select the Item to Edit:

- Find and click on the product, collection, or page you want to update.

### 4. Edit SEO Settings:

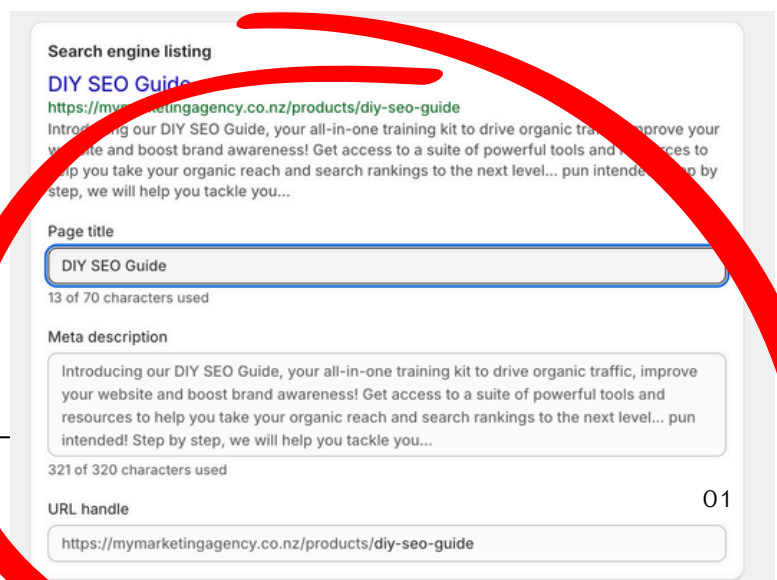
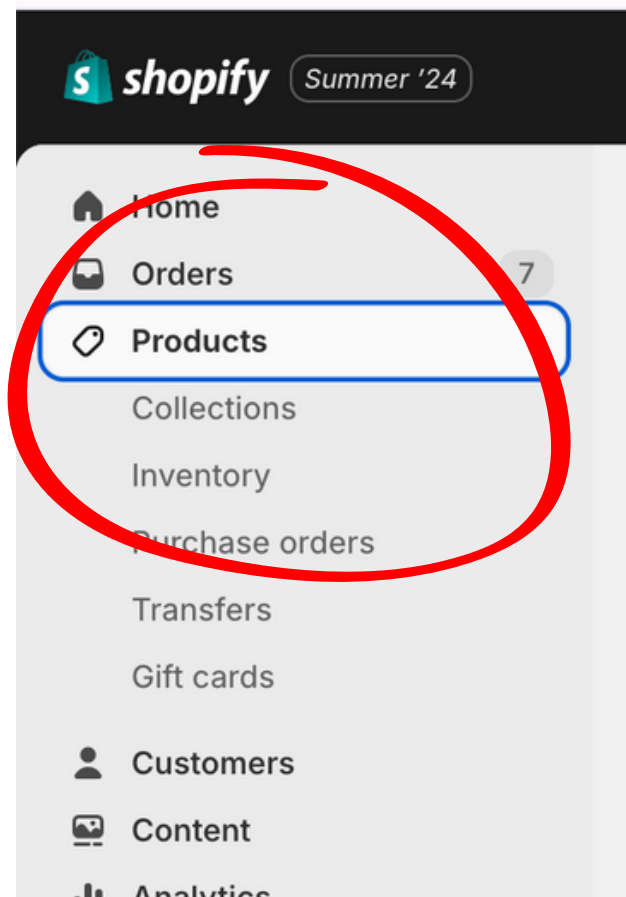
- Scroll down to the bottom of the product, collection, or page details.
- Look for the Search engine listing preview section.
- Click on the Edit website SEO link.

### 5. Update Title Tag and Meta Description:

- Enter your desired title tag in the Page title field (within 65 characters).
- Enter your desired meta description in the Meta description field (within 150-155 characters).

### 6. Save Your Changes:

- After entering your title tag and meta description, click the Save button at the top of the page.



# UPDATING YOUR META DATA WIX - HOMEPAGE & INNER PAGES

Updating Title Tags and Meta Descriptions for Your Wix Website

## 1. Log in to Your Wix Account:

Go to Wix and log in to your account.

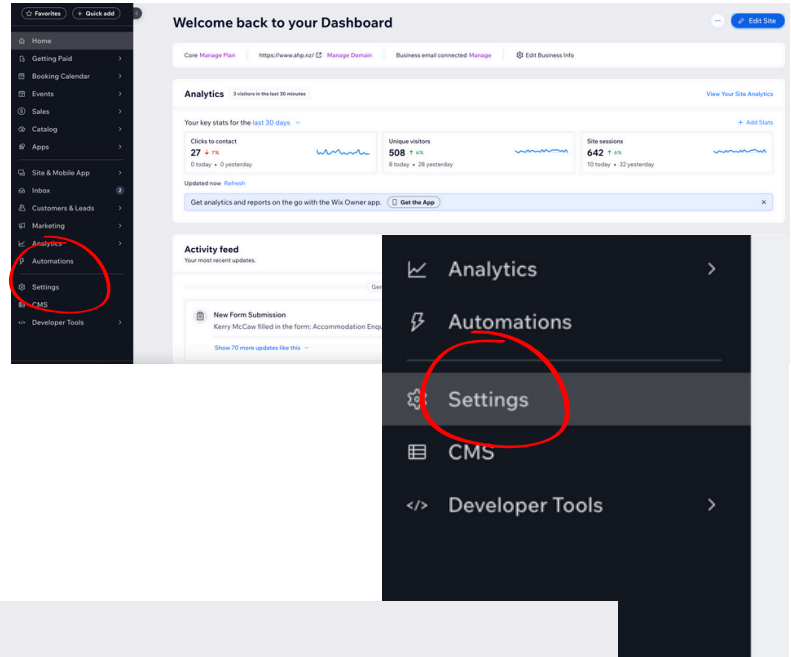
## 2. Access Your Site:

On the Wix dashboard, select the site you want to edit.

## 3. Select Settings from the left hand menu.

Once open, from the settings menu, click on “SEO settings

Customize your pages and meta tags for SEO and set your site preferences.”



## Settings

### GENERAL



#### SEO settings

Customize your pages and meta tags for SEO and set your site preferences.



#### Subscription settings

Manage failed payments and notifications for all subscriptions types.



#### Business info

Set your business name, logo, location and contact info.



#### Website settings

Manage your site's name, URL, favicon and more.



#### Mobile app settings

Choose who can join and log in to your app & set your app preferences.



#### Language & region

Set your language, region, currency, and translate your site.



#### Manage plan

Compare website plans and upgrade your subscription.



#### Domains

Connect, manage and edit your website's address.



#### Business email

Get and manage a professional email account for your domain with the full Google Workspace suite.

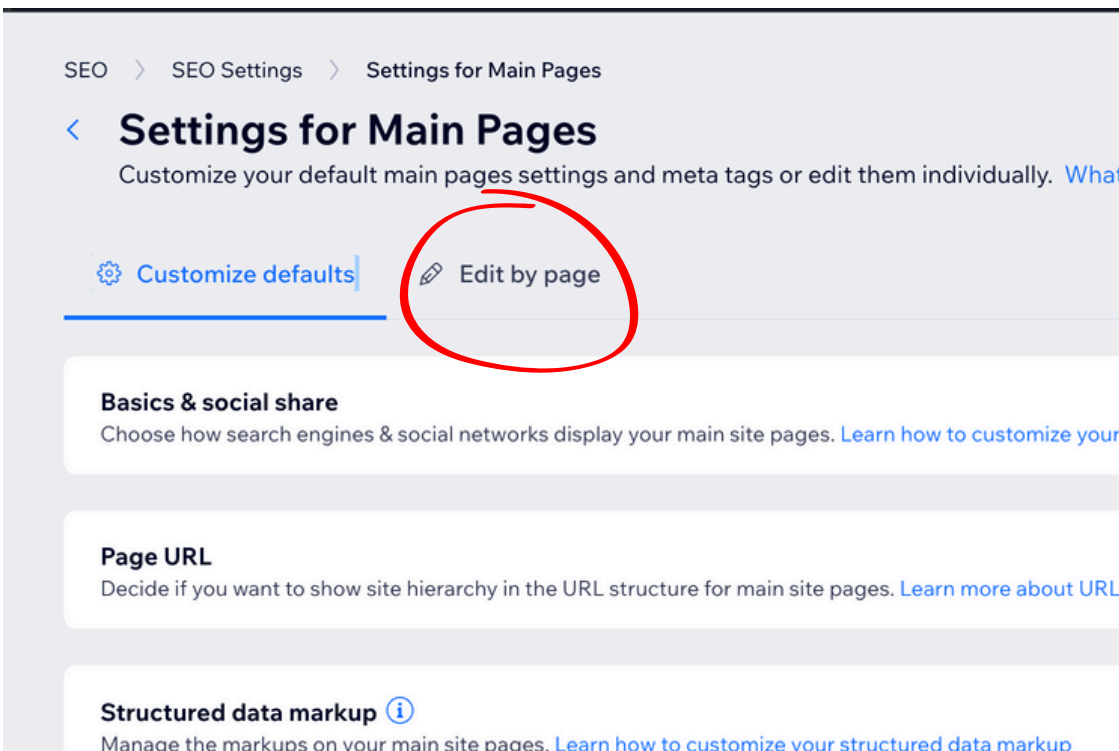
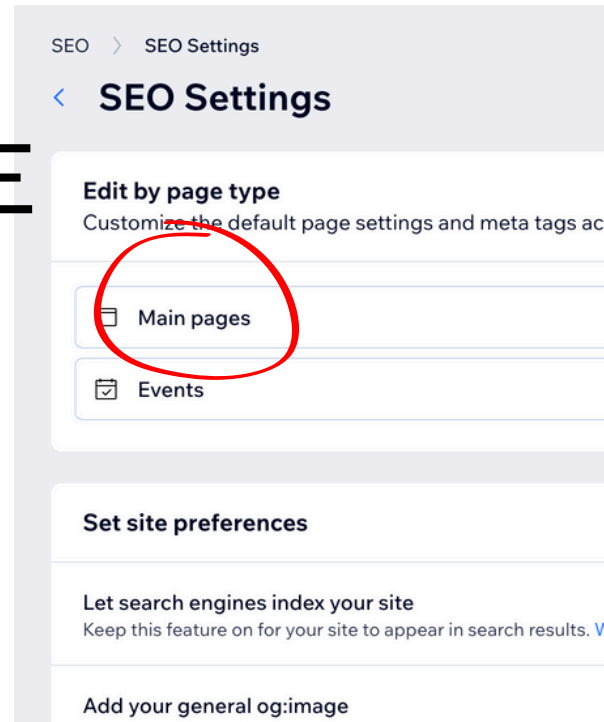


# UPDATING YOUR META DATA WIX - HOMEPAGE

## 4. Under SEO Settings:

Click on “Main pages” under edit by page type.

## 5. Select ‘Edit by page’:








# UPDATING YOUR META DATA

## WIX - HOMEPAGE

### 6. Hover over the Title Tag or Meta Description you want to edit / update.


Enter your desired title tag in the What's the page's title on search engines? field (within 65 characters).

Enter your desired meta description in the What's the page about? field (within 150-155 characters).

<input type="checkbox"/>	Page name	Page URL ⓘ	Focus keyword ⓘ	Title tag ⓘ	Meta description ⓘ	Indexable ⓘ	
<input type="checkbox"/>	ABOUT	<a href="#">/about</a>	<input type="text" value="+ Add Keyword"/>	ABOUT   M/site 		✓	<input type="button" value="Edit"/> 

### 7. Paste your updates and hit publish.

- After entering your title tag and meta description, click publish.

 Create AI Text | 65

Lorem ipsum dolor sit amet  
 a consectetur adipiscing elit,  
 sed do |





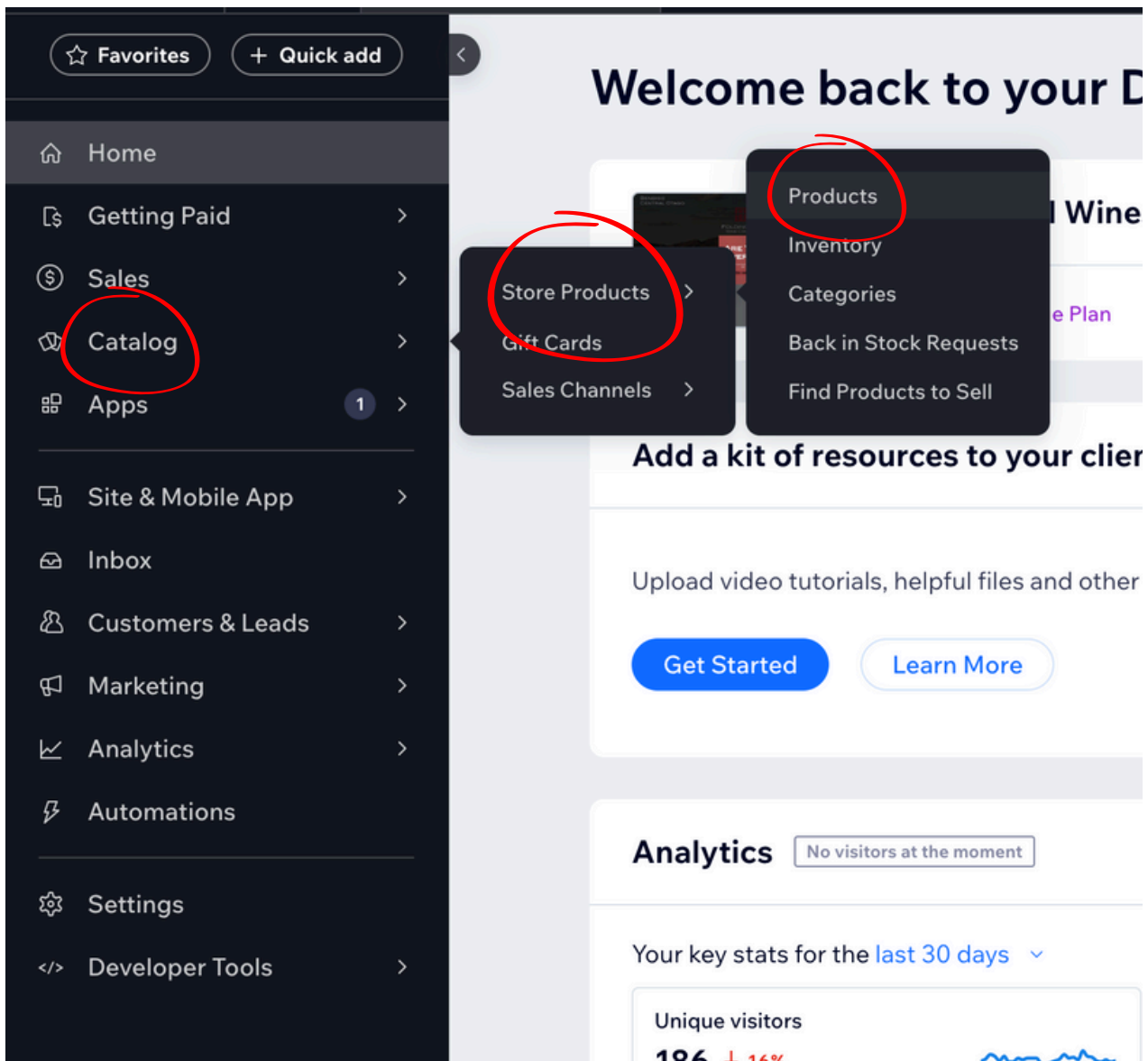
# UPDATING YOUR META DATA

## WIX - PRODUCTS

Updating Title Tags and Meta Descriptions for Other Pages

### 1. Access Page Settings:

- In the Wix Editor, click on Menus & Pages in the left-hand sidebar.
- Click on the Catalogue > Store Products > Products



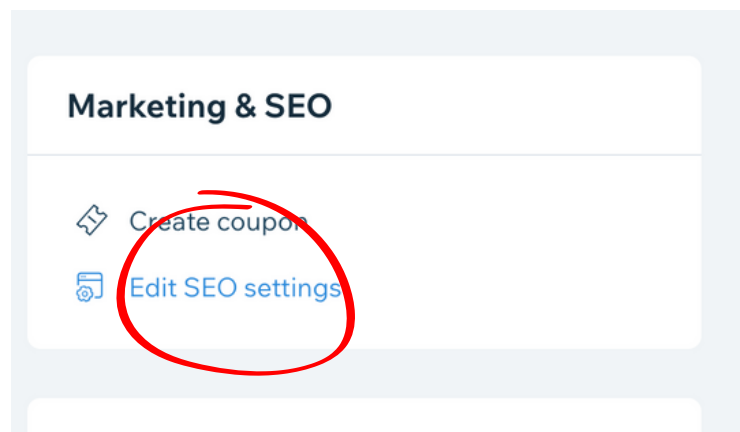
# UPDATING YOUR META DATA

## WIX - PRODUCTS

Updating Title Tags and Meta Descriptions for Other Pages

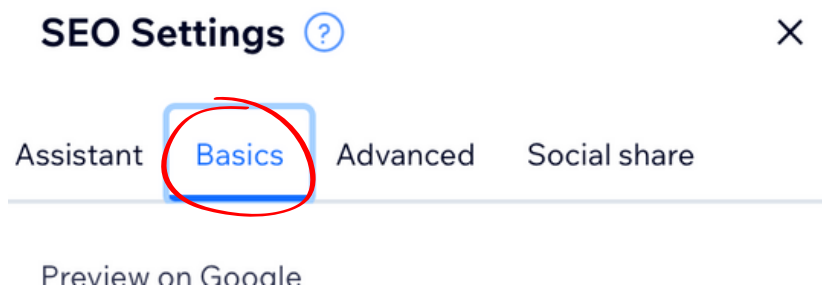
### 1. Select the product you would like to update meta details for:

- Scroll down to Marketing & SEO



### 2. Edit SEO Settings:

- Navigate to the basics tab.



### 3. Update Title Tag and Meta Description:

- Enter your desired title tag in the What's the page's title on search engines? field (within 65 characters).
- Enter your desired meta description in the What's the page about? field (within 150-155 characters).

### 4. Save Changes:

- After entering your title tag and meta description, click Save.

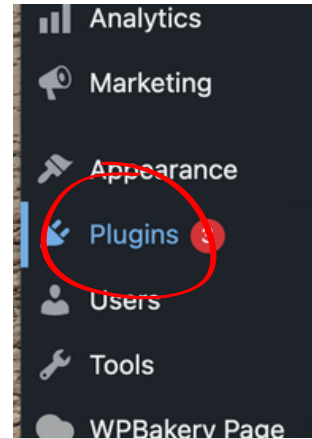


# UPDATING YOUR META DATA WORDPRESS - HOMEPAGE

Updating Title Tags and Meta Descriptions for Your WordPress Website

## Using a Plugin (Yoast SEO)

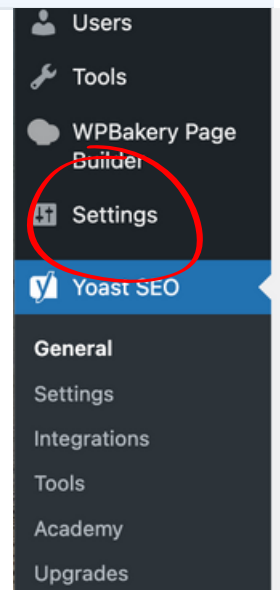
1. Install and Activate Yoast SEO Plugin:
  - Go to your WordPress dashboard.
  - Navigate to Plugins > Add New.
  - Search for "Yoast SEO".
  - Click Install Now, then Activate.



**Yoast SEO** The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.  
Deactivate Version 23.0 | By [Team Yoast](#) | [Visit plugin site](#)

2. Access the Yoast SEO Settings:

Once activated, you will see an SEO menu item in the left-hand sidebar of the WordPress dashboard.



3. Click on 'All Pages'

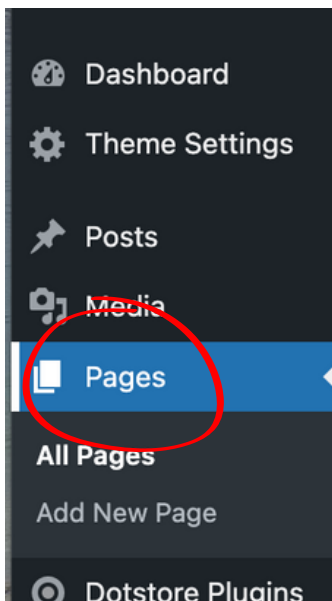
- Scroll your mouse over the page you want to edit. Click edit.

4. Scroll down to the SEO section, if you have YOAST installed there will be options for populating this until the SEO is green. Edit the page Title and Meta Description:

- Enter your desired title tag (within 60 characters).
- Enter your desired meta description (within 150-155 characters).

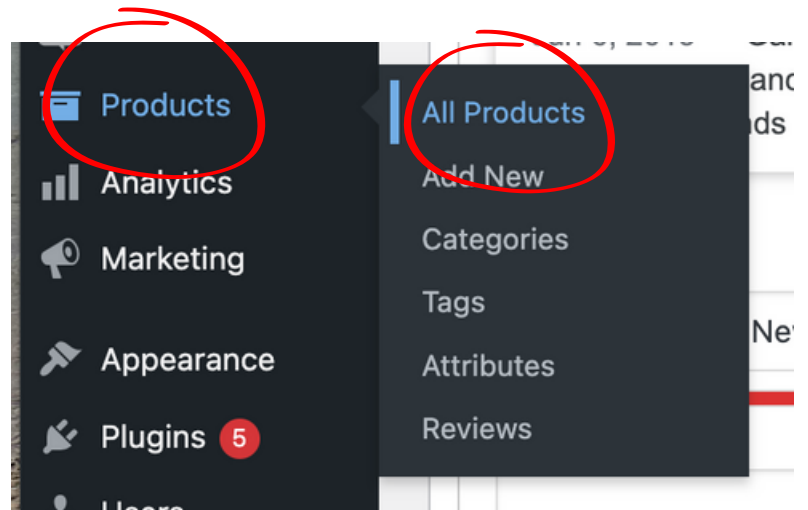
1. Save Changes:

- Click the Save Changes button at the bottom of the page.



# UPDATING YOUR META DATA WORDPRESS - PRODUCTS

Updating Title Tags and Meta Descriptions for Individual Products is almost identical in Wordpress as updating the page data. The only difference is the way you navigate to the product list. Instead of viewing pages, select products.





# ALT TEXT

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Alt tags, or alternative text, are HTML attributes used to describe the content of images on a web page. They are crucial for web accessibility, allowing screen readers to convey the meaning of images to visually impaired users.

Alt tags also enhance SEO by providing search engines with context about the images, which can improve the page's search rankings and visibility in image searches.

Alt tags ensure that the image content is accessible when the image cannot be displayed due to slow connections or errors. By using descriptive and relevant alt tags, websites can improve both accessibility and search engine optimisation.

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# ADDING ALT TEXT SHOPIFY

## 1. Log in to Your Shopify Admin:

- Go to [Shopify](#) and log in to your account.

## 2. Navigate to the Online Store Section:

- In the left-hand sidebar, click on Online Store.

## 3. Access the Image:

- For products: Go to Products > All Products, and select the product you want to edit. Scroll down to the Images section.
- For collections: Go to Products > Collections, and select the collection you want to edit. Scroll down to the Collection image section.
- For other images: Navigate to the page or section containing the image.

## 4. Edit the Image:

- Click on the image you want to add alt text to.
- In the Edit Image dialog box, look for the Alt text field.

## 5. Add Alt Text:

- Enter a descriptive and relevant alt text for the image in the Alt text field.

## 6. Save Changes:

- Click Save or Done to save the changes.

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# ADDING ALT TEXT WIX

## 1. Log in to Your Wix Account:

- Go to [Wix](#) and log in to your account.

## 2. Access Your Site:

- On the Wix dashboard, select the site you want to edit.

## 3. Open the Editor:

- Click on the Edit Site button to open the Wix Editor.

## 4. Select the Image:

- Click on the image you want to add alt text to. If the image is part of a gallery, you might need to click on the gallery first and then select the specific image.

## 5. Edit the Image:

- In the image settings menu, look for the Settings or SEO option.
- Find the Alt Text or What's in the image? Tell Google field.

## 6. Add Alt Text:

- Enter a descriptive and relevant alt text for the image.

## 7. Save Changes:

- Click Done or Save to save the changes.

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# ADDING ALT TEXT WORDPRESS

## 1. Log in to Your WordPress Admin:

- Go to your WordPress site and log in to your admin dashboard.

## 2. Access the Media Library:

- In the left-hand sidebar, click on Media > Library.

## 3. Select the Image:

- Click on the image you want to add alt text to. This will open the Attachment Details window.

## 4. Add Alt Text:

- In the Attachment Details window, you will see the Alt Text field on the right side.
- Enter a descriptive and relevant alt text for the image in the Alt Text field.

## 5. Save Changes:

- The changes are saved automatically. Simply close the Attachment Details window.

For adding alt text directly in posts or pages:

## 1. Edit a Post or Page:

- Go to Posts > All Posts or Pages > All Pages and select the post or page you want to edit.
- In the content editor, click on the image you want to edit.

## 2. Edit the Image Block:

- In the image block settings, look for the Alt Text (Alternative Text) field.
- Enter the alt text in this field.

## 3. Update the Post or Page:

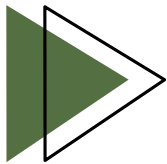
- Click Update or Publish to save your changes.



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# PRODUCT (OR SERVICE) DESCRIPTIONS

Product descriptions play a crucial role in both SEO (Search Engine Optimisation) and converting potential customers into actual buyers. Here's why they are important:



## 1. SEO (Search Engine Optimisation):

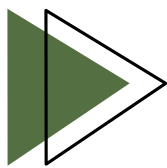
**Keyword Optimisation:** Well-written product descriptions can incorporate relevant keywords that people use to search for products online. By including these keywords naturally in the product descriptions, the content becomes more searchable and increases the chances of the product page ranking higher in search engine results.

**Unique Content:** Search engines favour unique and original content. When product descriptions are well-crafted and not duplicated from other websites, it improves the overall SEO ranking of the website and ensures it isn't penalised for duplicate content issues.

**Better User Experience:** Engaging product descriptions with relevant information can lead to longer page visits, lower bounce rates, and higher user engagement metrics. These positive user experience signals are considered by search engines in determining the quality and relevance of a website.

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# PRODUCT (OR SERVICE) DESCRIPTIONS



## 2. Converting Customers:

**Informative and Persuasive:** A well-written product description provides essential information about the product, its features, benefits, and use cases. This helps potential customers make informed decisions and understand how the product can solve their problems or fulfil their needs.

**Building Trust:** Persuasive and accurate product descriptions build trust with potential customers. When the information is presented clearly and honestly, it shows that the seller knows the product well and can be trusted, increasing the likelihood of conversion.

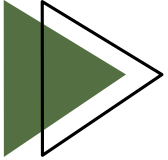
**Creating an Emotional Connection:** Compelling product descriptions can tap into the emotions of the audience, creating a connection between the customer and the product. This emotional engagement can be a powerful driving force in converting browsers into buyers.

**Call-to-Action (CTA):** Effective product descriptions often include strong CTAs that prompt the reader to take action, such as "Buy Now," "Limited Stock," or "Get Yours Today." These CTAs encourage potential customers to make the final step in the purchasing process.

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# INLINE STYLES

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Inline styles are CSS (Cascading Style Sheets) rules applied directly within an HTML element using the style attribute. They affect only the specific element they are applied to and can override other CSS rules. While convenient for quick styling, inline styles are generally discouraged in favour of external or internal CSS because they can make the HTML code less readable and harder to maintain. This work we suggest engaging our team to help as it involves working in the wireframe of your website where simple errors can cause trouble. If you do want to try this yourself, please duplicate your site or theme or take a full backup before commencing work.

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# SHOPIFY FIX - INLINE STYLES

## 1. Identify Inline Styles:

- Review your Shopify theme's HTML and Liquid templates to locate inline styles.

## 2. Move Styles to a CSS File:

- Navigate to Online Store > Themes > Actions > Edit code.
- Find the relevant HTML/Liquid file and locate the inline styles.
- Move the inline styles to the theme's main CSS file (usually found under Assets as theme.scss.liquid or similar).

## 3. Update HTML:

- Replace the inline styles with class or ID selectors that correspond to the styles moved to the CSS file.

```
      <!-- Change this -->
<div style="color: red; font-size: 20px;">Hello, World!</div>
```

```
      <!-- To this -->
<div class="example-class">Hello, World!</div>
```

## Add CSS Rules:

- Add the corresponding CSS rules to the CSS file.

```
.example-class {
  color: red;
  font-size: 20px;
}
```

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# WIX FIX - INLINE STYLES

## 1. Identify Inline Styles:

- Review your Wix website's HTML elements through the editor to locate any inline styles.

## 2. Use the Wix Editor:

- Open the Wix Editor.
- Select the element with the inline style.
- Use the design menu to set styles instead of using the style attribute.
  - For example, use the text settings panel to change font size, color, etc.

## 3. Custom CSS:

- For more advanced styling, use the Velo by Wix (formerly Corvid by Wix) to add custom CSS.
- Navigate to Dev Mode > Turn on Dev Mode.
- Open the Public & Site folder and find site.css.
- Add your CSS rules here and apply them using class or ID selectors.

```
.example-class {  
  color: blue;  
  font-size: 18px;  
}
```

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# WORDPRESS FIX - INLINE STYLES

## c) WordPress

### 1. Identify Inline Styles:

- Review your WordPress site's HTML content to find inline styles. This can be done by inspecting the elements using browser developer tools.

### 2. Move Styles to a CSS File:

- Navigate to the Appearance > Theme Editor (or use a child theme).
- Locate the main stylesheet (typically style.css).

### 3. Update HTML:

- Edit the relevant post/page or theme file and replace inline styles with class or ID selectors.

```
<!-- Change this -->  
<p style="color: green; font-size: 16px;">Welcome!</p>
```

```
<!-- To this -->  
<p class="welcome-text">Welcome!</p>
```

## Add CSS Rules:

- Add the corresponding CSS rules to the CSS file.

```
.welcome-text {  
  color: green;  
  font-size: 16px;  
}
```

\*\*\*If you use a page builder like Elementor or WPBakery, use their styling options to avoid inline styles.