



An assessment of IPHA members' websites



INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION

Objectives



Each IPHA members' website was assessed for the following:

Usability & User Experience

**Technical details & Search Engine
Optimisation**

Objectives

Each IPHA members' website was assessed for the following:

Usability, Content & User Experience

Central position	Bold text
Resolution	Mobile version
Client orientated	Loading time
Products home	Flash
Product distance	Error page
Calls for action	Social Networks
Background	Contact
Easy to read text	Main logo action
"Breadcrumbs"	Clear sections
Search box	News
Video	Contact form

Search Engine Optimization

Brief SEO evaluation
Web optimisation for search engines
(Google, Bing, Yahoo!...)
Weak points
Recommendations

What is usability?



The **usability** means that the software is **attractive to the user**, its **capacity to be understood, learnt, and operated**.
(ISO/IEC 9126)

The term usability encompasses the **affectivity, efficiency** and **satisfaction** with which the product allows specific User-defined objectives to be achieved. (ISO/IEC 9241)



What does usability achieve?

Reduction in production costs. Less changes. Avoids re-design.

Reduction in maintenance costs. Less support and training required by the user.

Increased productivity. Systems easy to use mean less effort. The user is attracted to a system that is easy to operate.

Increased product quality. Increased competitiveness

What does usability achieve for a web?

Having **usability** allows tasks to be carried out with **increased speed and less time wasting**.

Learning to use the web is quicker and more intuitive. The site is immediately familiar to the user, making products or services more visible.

Visitors feel safer and needs less help from the web technical support, resulting in less effort and costs. The visitor has a more positive perception and experience from the visits. Increase in visitors/clients. Increase in sales.

.



What we have to do?

Three bits of advice to make a web user friendly:

Always think of the user

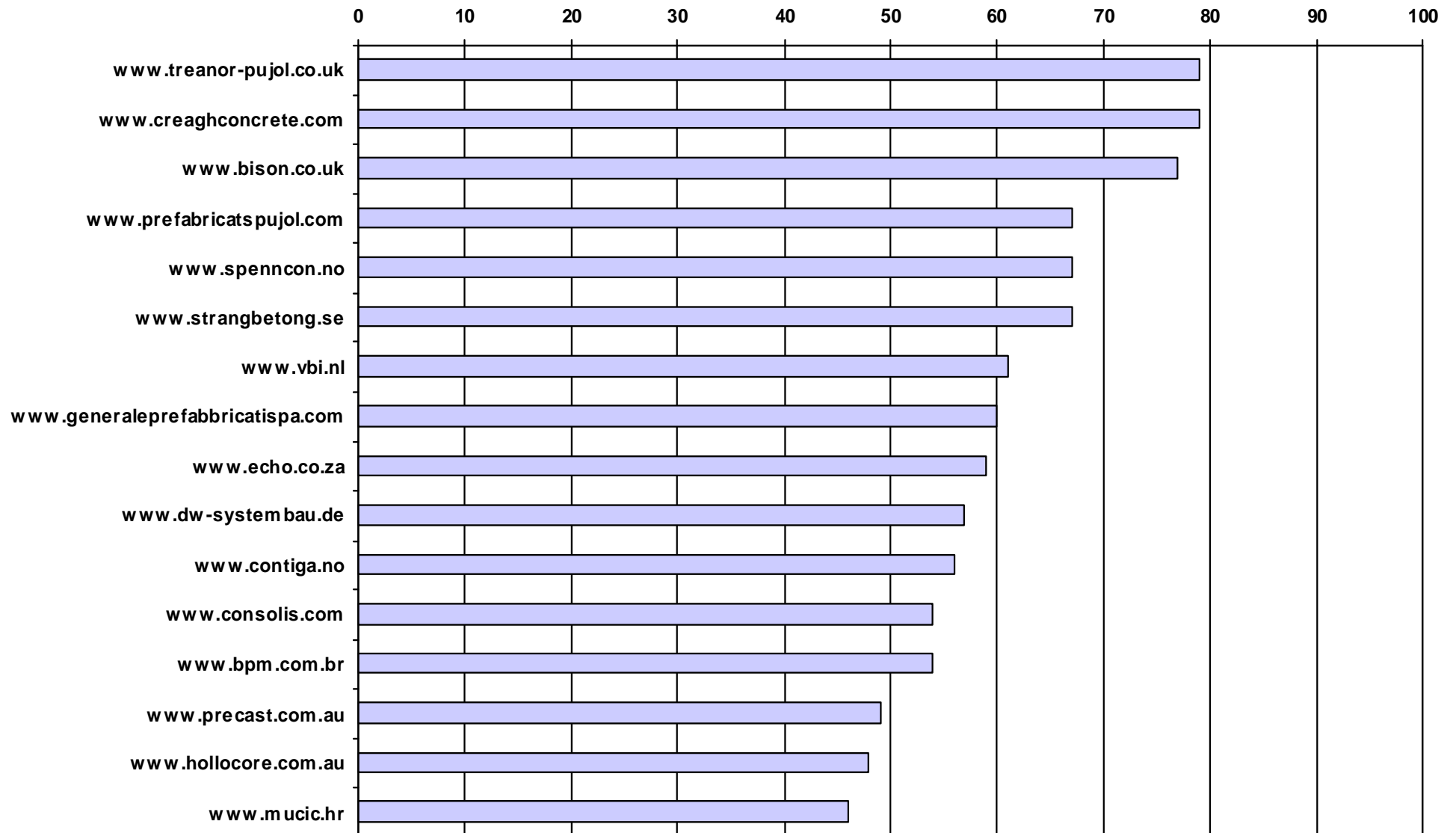
Always think of the user

Always think of the user

(Don't think of yourself!)

Make it easy for the user to find what they want on your web!

How do the IPHA members' websites rate with respect to Usability, Content & User Experience?



A decorative graphic at the top of the slide consists of two overlapping circles on the left and three separate circles on the right. The leftmost circle is solid light purple. The circle it overlaps is white with a light purple outline. The three circles on the right are solid light purple, white with a light purple outline, and solid light purple from left to right.

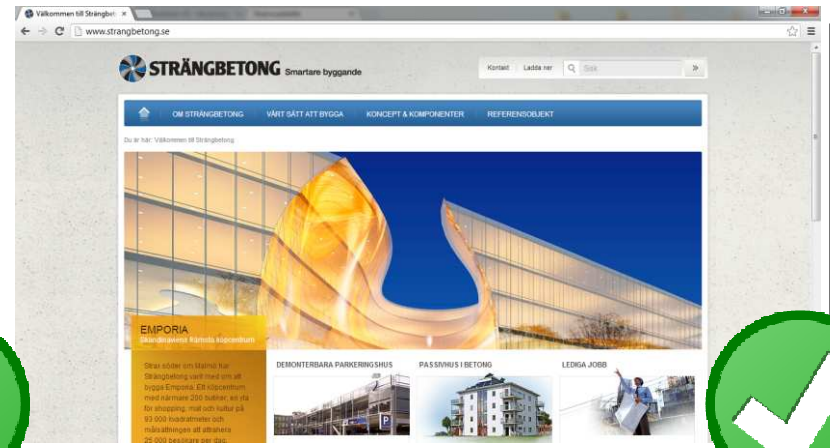
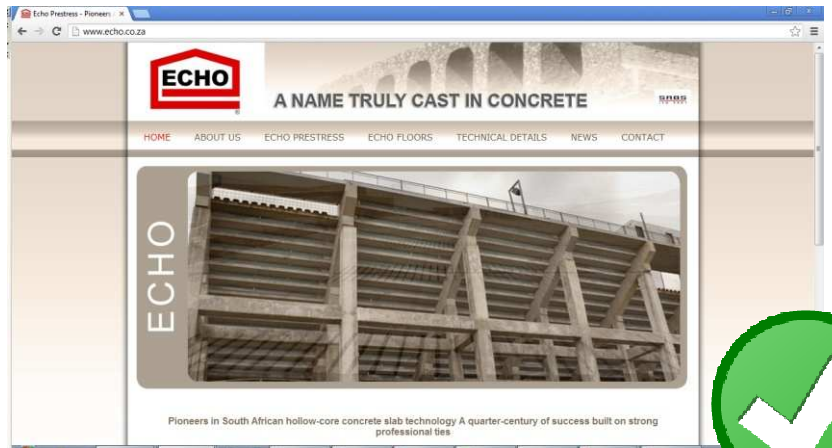
Feature analysed

Central position

- A central position in the screen has **better reception** from our clients.
- **More time** on site.
- **Balance.**
- **Order.**
- All the IPHA member websites meet this requirement.

Feature analysed

Central position



Feature analysed

Screen resolution

- Website with 100.000 visits per year:

screen resolutions

1366x768 (16:9) = 17.5%

1024x768 (4:3) = 12.5 %

1920x1080 (16:9) = 6.25 %

1280x1024 (4:3) = 12.5%

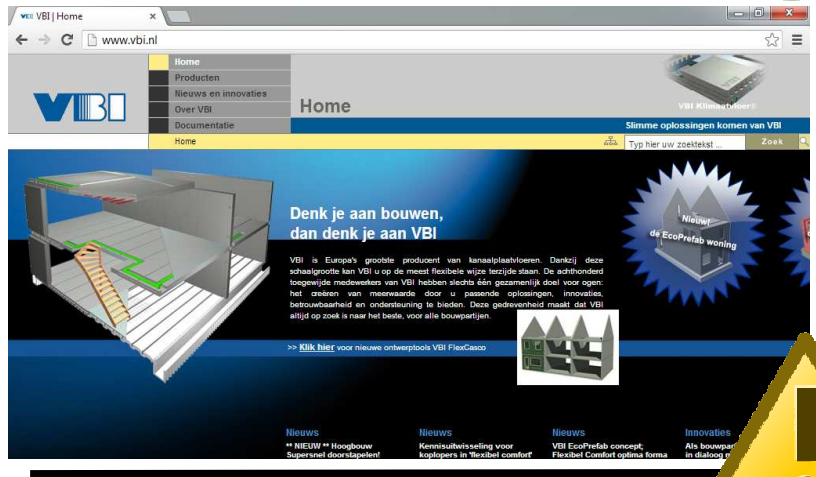
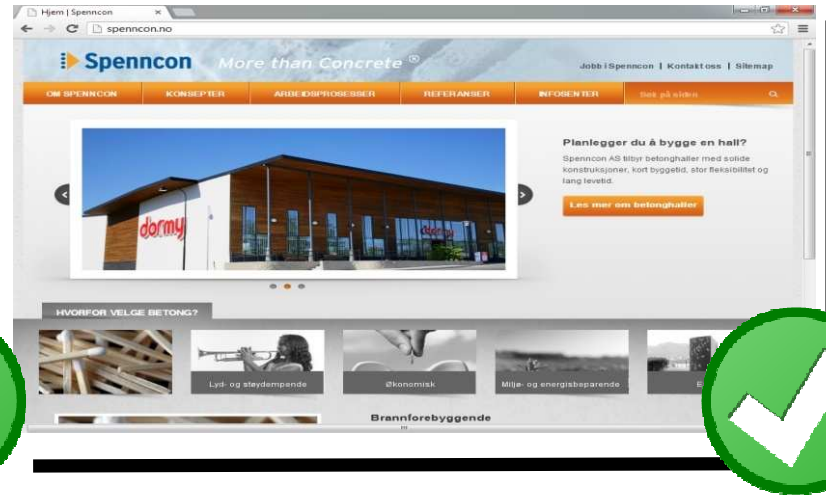
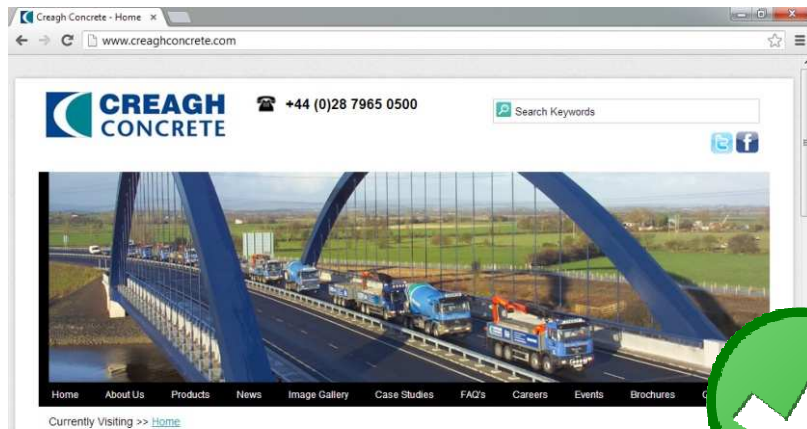
1280x800 (16:9) = 10.6 %

800x600 (4:3) = 0.005%

- Optimise the website for the most used resolutions.
- Optimal width for the website: **1024px.**
- Visible on up to **90% of screens.**
- Most part of the websites meet this feature.

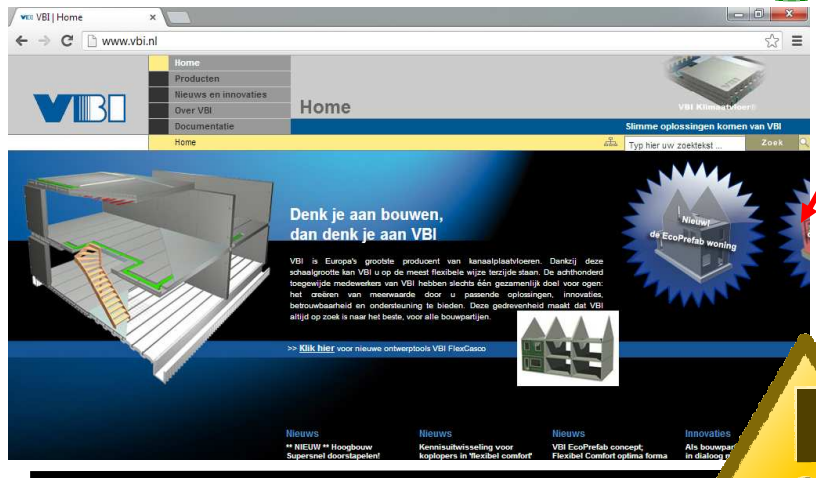
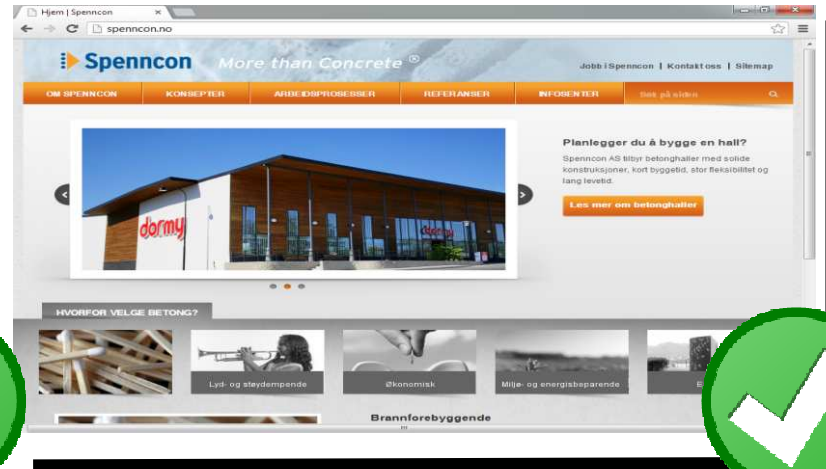
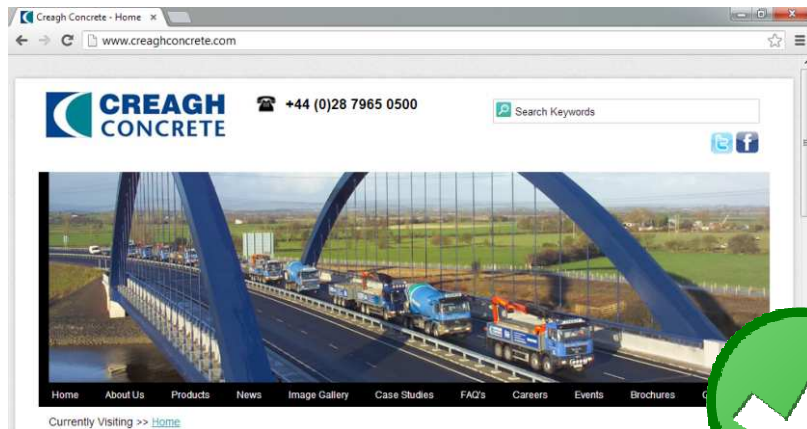
Feature analysed

Screen resolution



Feature analysed

Screen resolution



Warning

Up to 15-20% of your visitors can't see your product



Feature analysed

Orientated towards the client

- Does the website **seduce** the client?
- Does it **offer what they are after**?
- What are we selling, company or product?
- Talking about us reduces user attention and time on site.
- Client oriented websites reduces bounce rates (abandons).



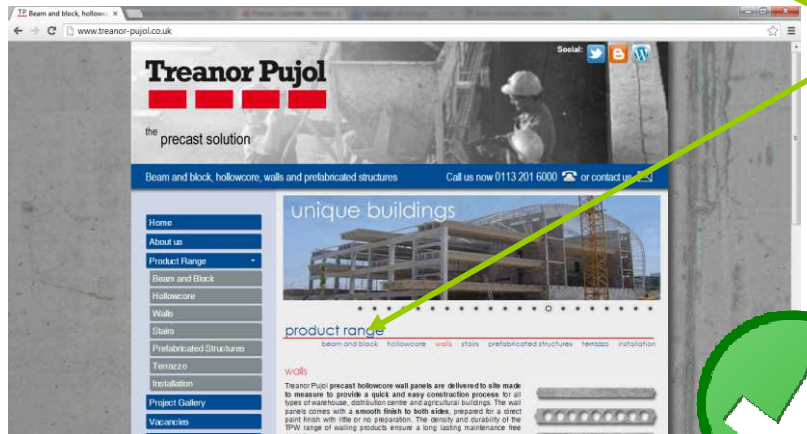
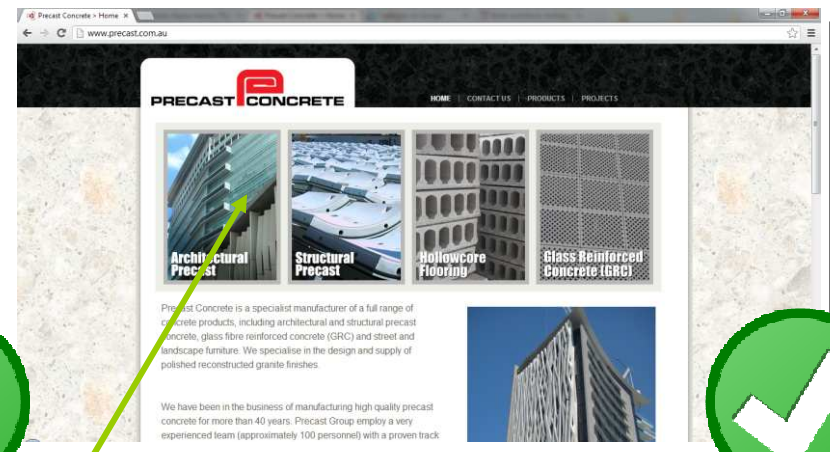
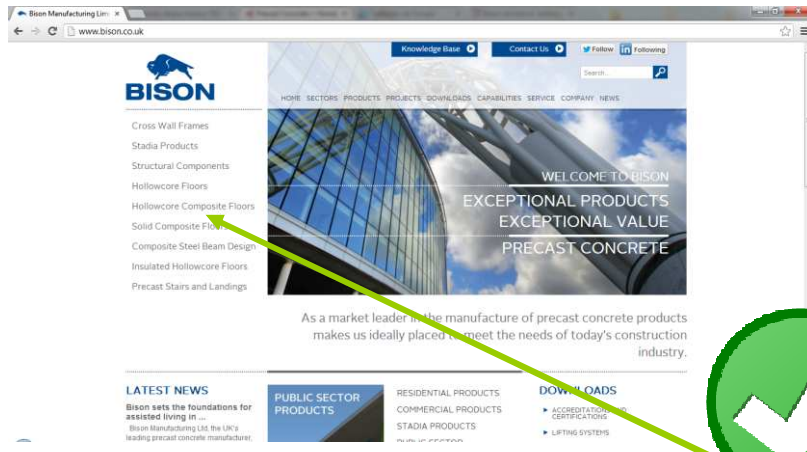
Feature analysed

Are the products or main products included in the homepage?

- Client may find the **product** we offer as **quick as possible**.
- Product may be visible at the home page.
- **Increases user satisfaction.**
- **Increases contacts and interactions.**
- **Increases selling rates.**

Feature analysed

IPHA members' websites client-orientated

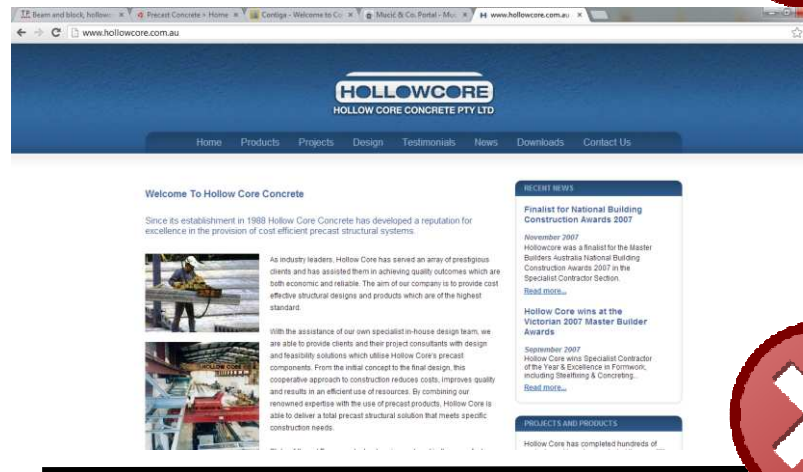
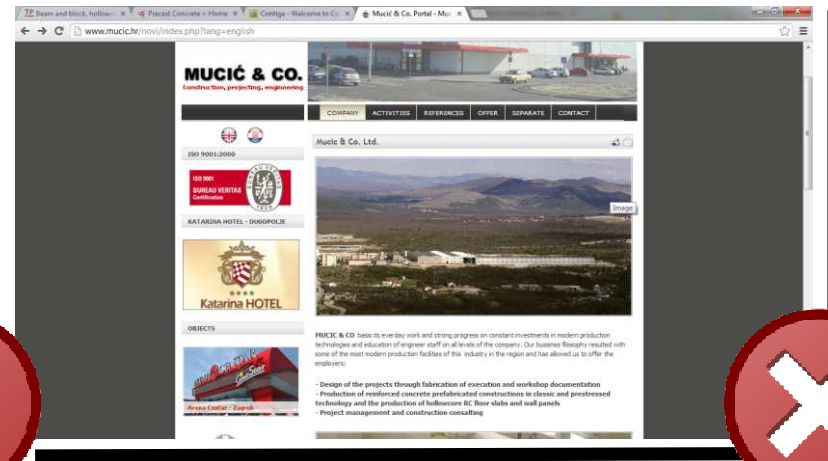
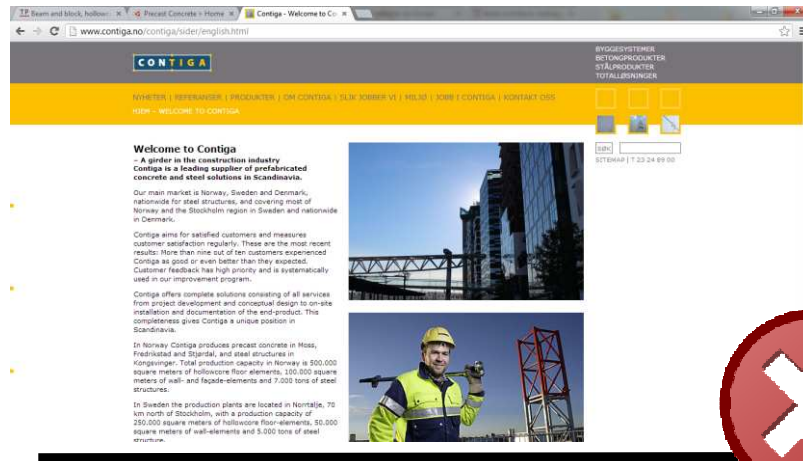


Well done!

First the product
Then the rest (about us, news,
history, awards...)

Feature analysed

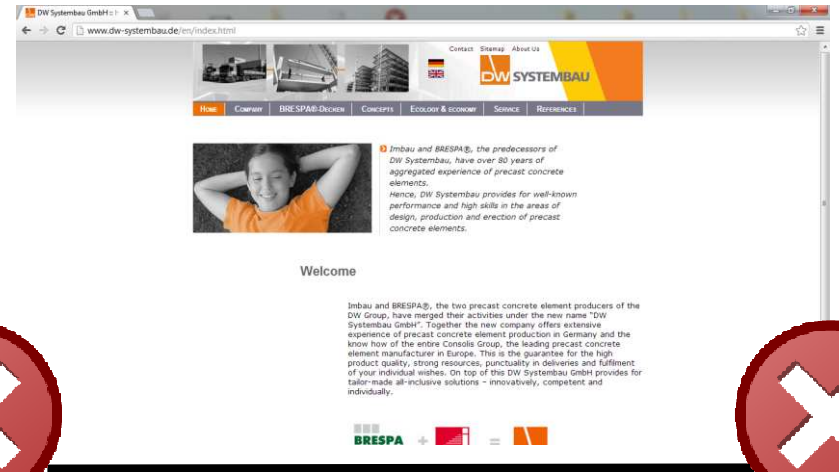
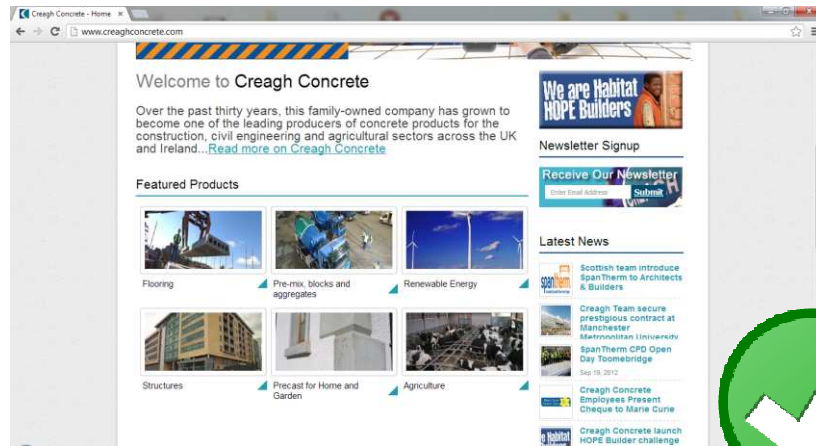
IPHA members' websites not client-orientated



Promote your product!
Make it visible!
You're selling the product!

Feature analysed

Are the products or main products included in the homepage?



A decorative graphic at the top of the slide consists of two rows of circles. The top row has three circles: a solid light purple circle, a white circle with a light purple outline, and a solid light purple circle. The bottom row has three circles: a solid light purple circle, a white circle with a light purple outline, and a solid light purple circle.

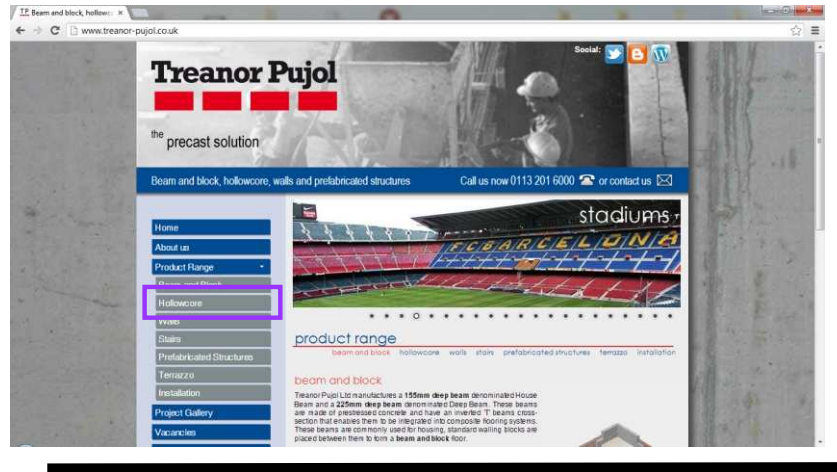
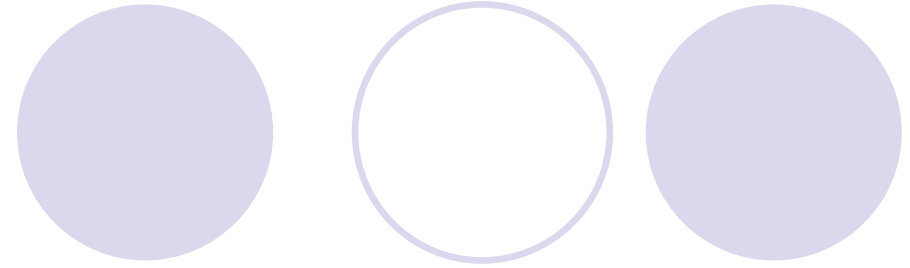
Feature analysed

Product distance

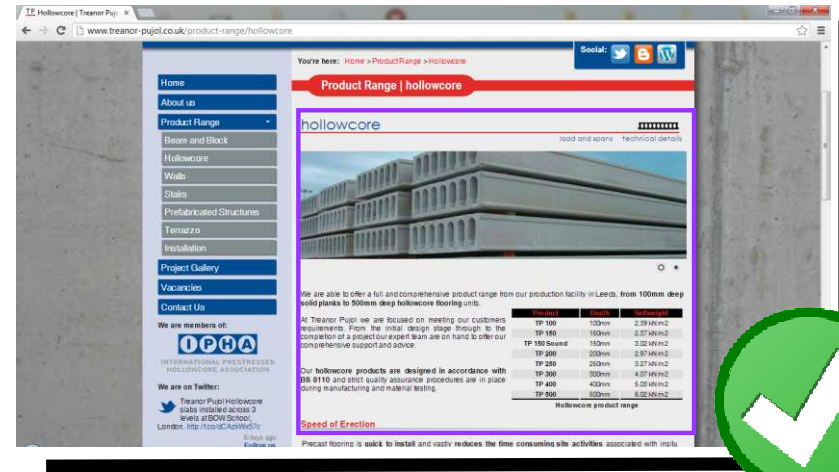
- How many clicks do you need to get to the product from the homepage?
- > 3 clicks means an increased bounce rate. User can't find what they are looking for.
- Ideally: **ONE CLICK**. Good user experience!
- **Remember: the quicker the better.**

Feature analysed

Products 1 click away



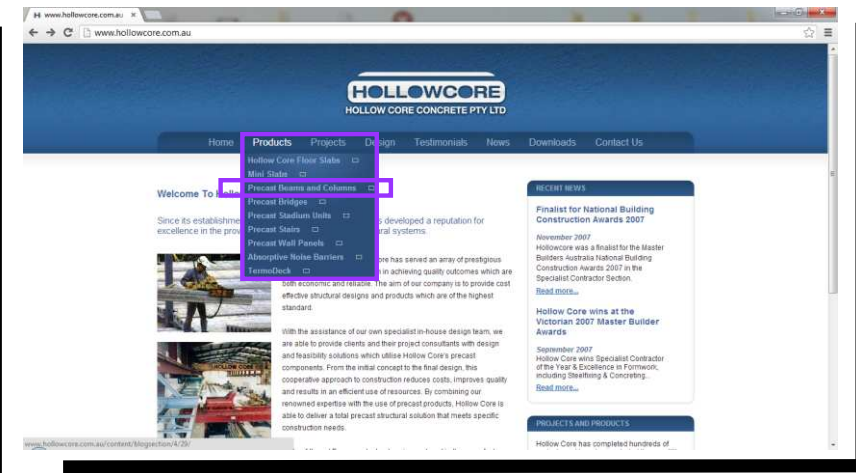
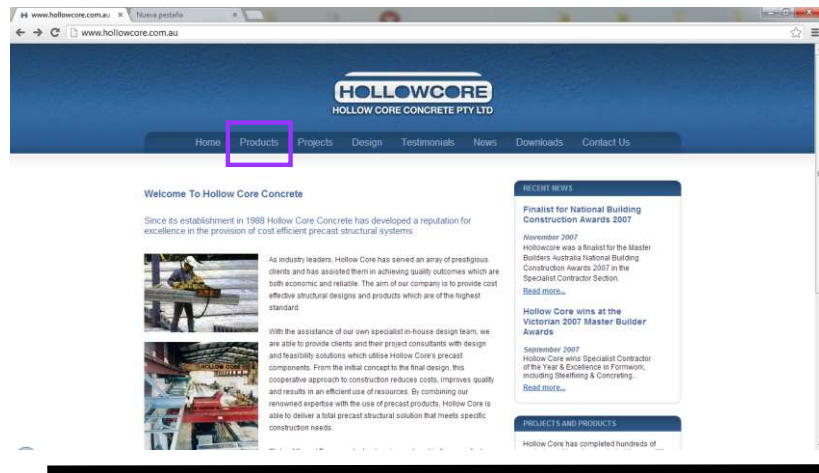
One Click



Information found

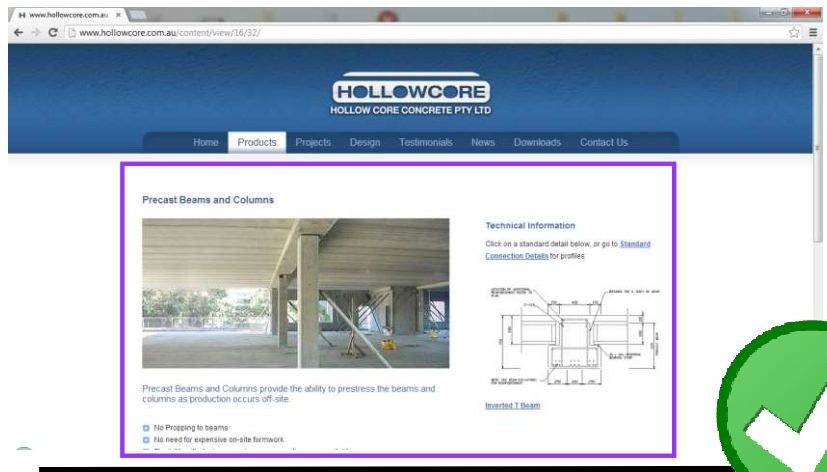
Feature analysed

Products 2 clicks away



First Click*

Second click



***A drop-down menu is taken as a click, it means an extra task load for the User.**





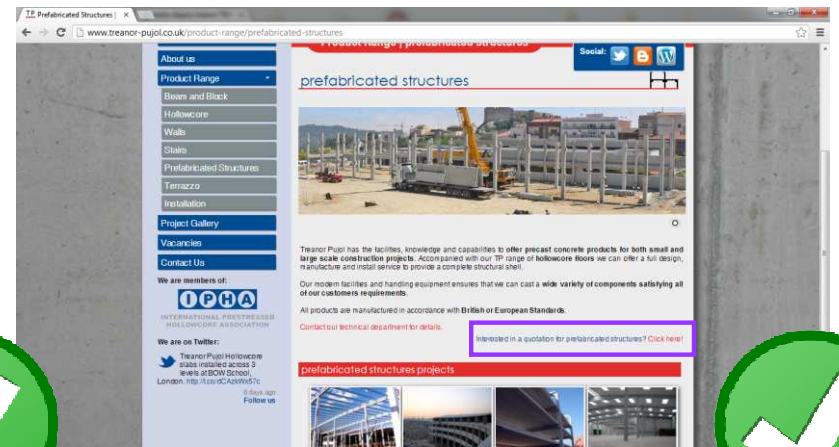
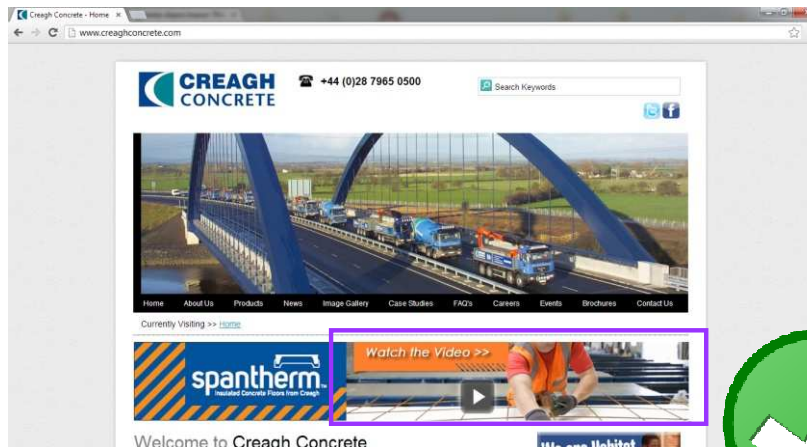
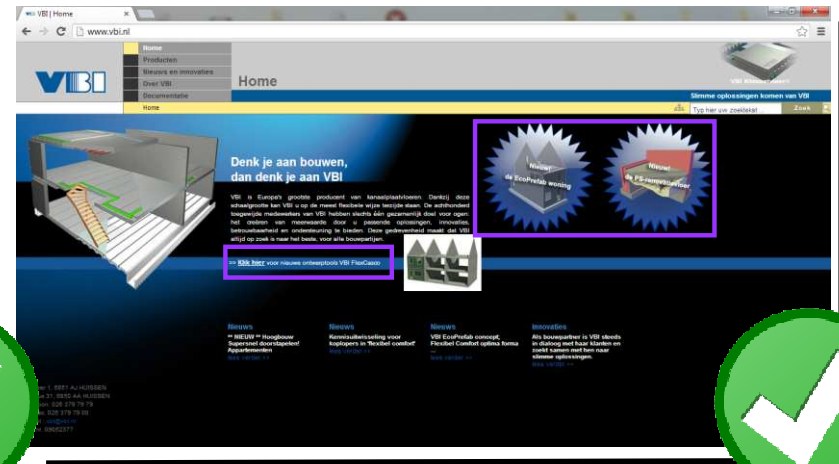
Feature analysed

Calls for action

- These are aspects of the web that **encourages the user to do something.**
- Flashing banners, messages for doing something if you click them...
- More **action calls**, more interaction and surely **more sales.**
- Less calls for action, less interaction, loss of clients and resulting consequences with sales.

Feature analysed

Calls for action



Feature analysed

Background

- **Attractive and luminous backgrounds have a better reception** from the visitor.
- Vision is attracted to luminous areas of the screen.
- **Dark backgrounds** are associated with **undesirable areas of the internet**.
- All the websites analysed meet the requirements of this feature.



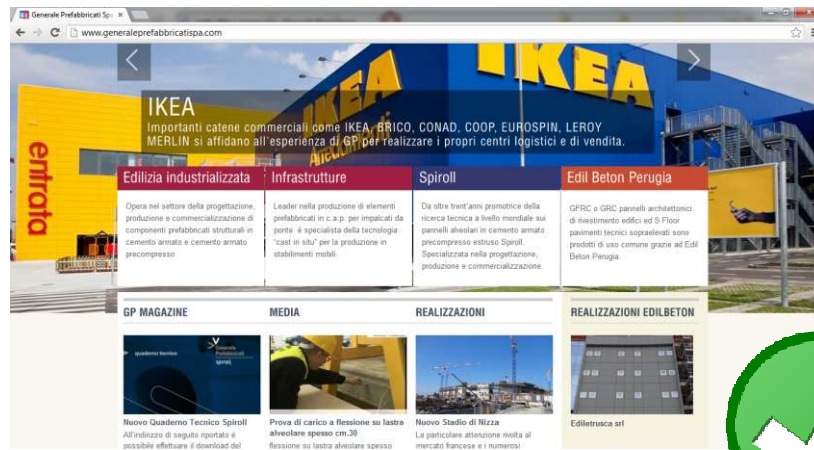
Feature analysed

Clear sections

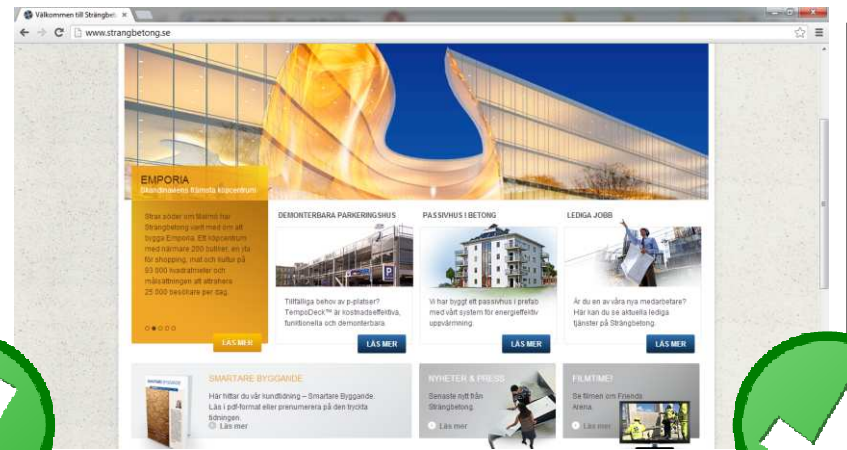
- Websites should be structured the same way as a book.
- Marked with **headings, titles, sub-titles...**
- All the pages that make up the website should have the **same structure** to enable easy reading.
- Leave spaces between the different sections, texts and images.
- **Don't give too much information** on the same page.
- **Make it Attractive** at first site.

Feature analysed

Clear sections



Clear sections



Clear sections



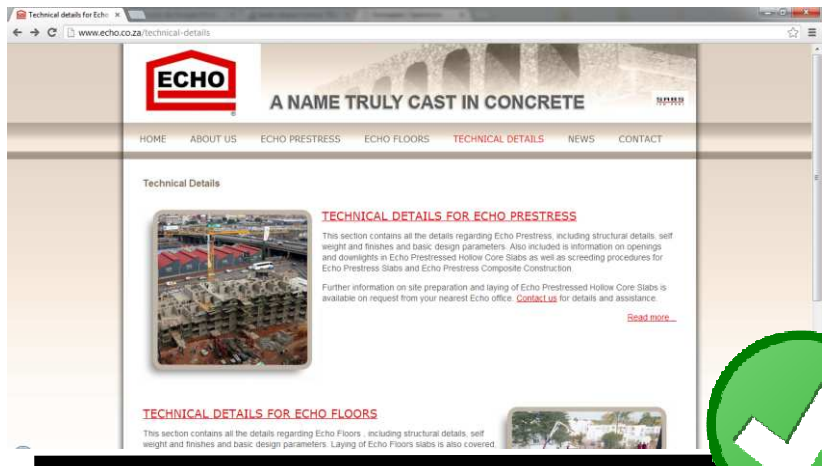
Feature analysed

Easy to read text

- Text and images should **contrast with the background**.
- Don't use white background and light-grey text.
- **Don't use fonts that are too small to read.**
- **Highlight** the most important parts of your articles (**bold**, *italic* or underline), but not too much of it.
- Use **headings and sub-headings** with different font sizes.

Feature analysed

Easy to read text



Clear text and headings

Use a bigger font.
This is hard to read!



Feature analysed

“Breadcrumbs”

- **These are retraceable paths through pages, menus and sub-menus.**
- Shows the visitor the **relative position of their current page** to the rest of the pages.
- Allows the visitor to re-trace steps without using the navigation back button.
- The objective is to **prevent the user from getting lost.**
- Let the User know the **way back to the home page** at all times.

Feature analysed

“Breadcrumbs”

The screenshot shows a web browser window with the URL www.consolis.com/en/Solutions/Rail+Infrastructure/. The page features a header with the text "IMPLEMENTING CONCRETE SOLUTIONS FOR THE WORLD" and a navigation menu with links for Home, Consolis Group, Solutions, References, Companies, and Contacts. A sidebar on the left lists categories: Residential, Non-residential, Rail Infrastructure, Civil work, Infrastructure, Pressure pipes, and Unlimited. The main content area displays the breadcrumb path "Home » Solutions » Rail Infrastructure" in a purple box, followed by the title "Railway" and the sub-heading "The pioneering spirit". Below this is an image of railway sleepers and a paragraph of text. To the right is an image of a high-speed train. Further down, there is a "Case study" section and a "Main products" section.

Home » Solutions » Rail Infrastructure

Railway

The pioneering spirit

Consolis was a pioneer in the production of concrete railway sleepers. The group companies (most of them leaders in their national markets) have over 40 years' experience in this field and have indeed defined the standard for this product type in the majority of European countries. The experience goes back to the 1920s. Consolis produces approximately three million railway sleepers annually.

Mixing local and global railway culture

On the strength of its long experience in some 13 different countries, Consolis has developed a strong international railway culture. This translates into a significant technological capability, both in the design and production fields. As a result, Consolis' railway activity is not limited to standard sleepers. The product range includes high-speed technology (equipment of tracks for the TGV, ICE and CTRL), concrete bearers for switches and crossings, concrete sleepers for slab track, and associated railway products such as railway crossing systems, railway platforms, foundation systems for poles and others.

Case study

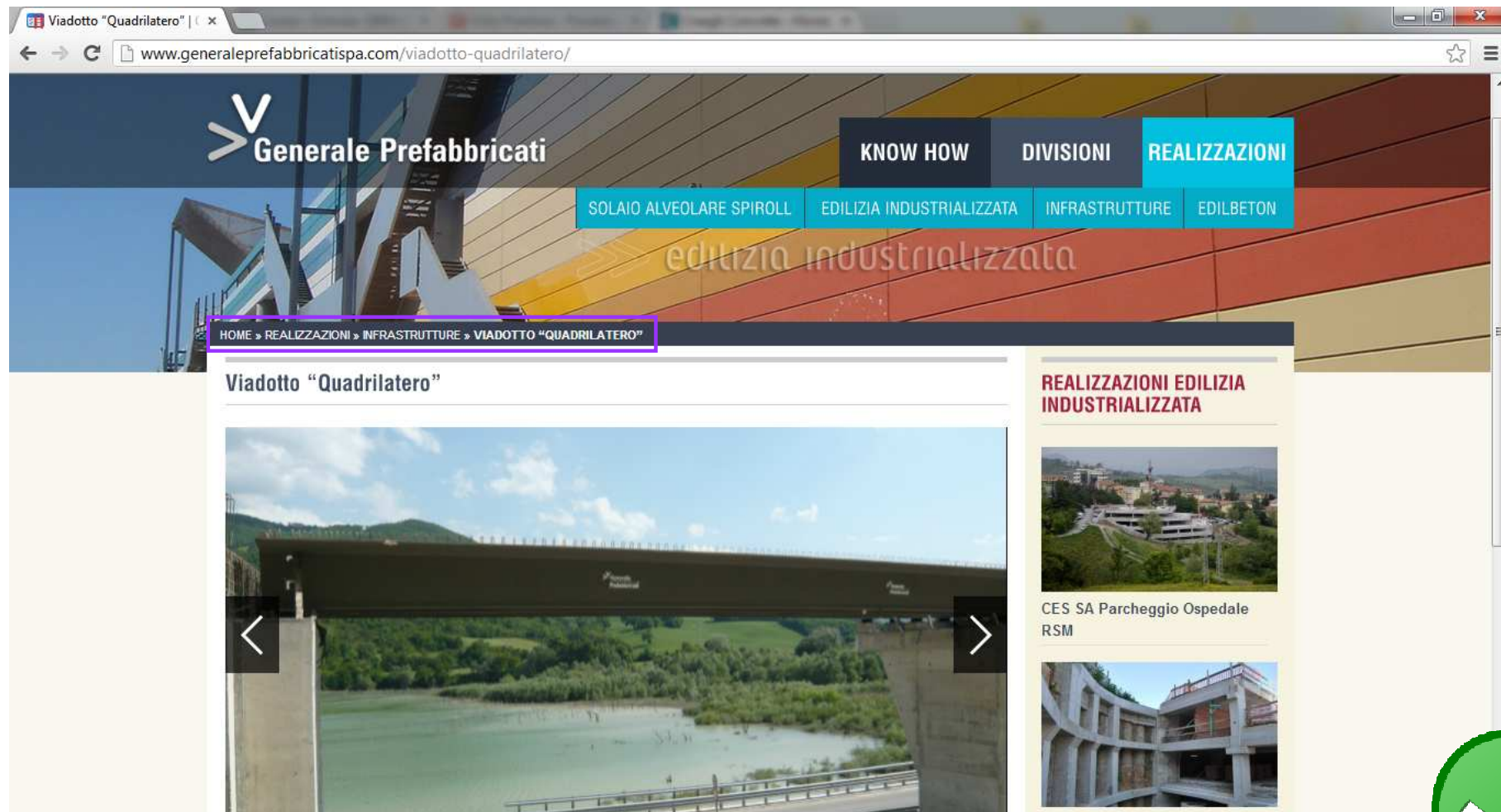
Sateba and Sotradest, the two French companies of the Consolis railway branch, supplied 700.000 sleepers for the new high-speed railway line connecting Paris to Strasbourg.

Main products



Feature analysed

“Breadcrumbs”





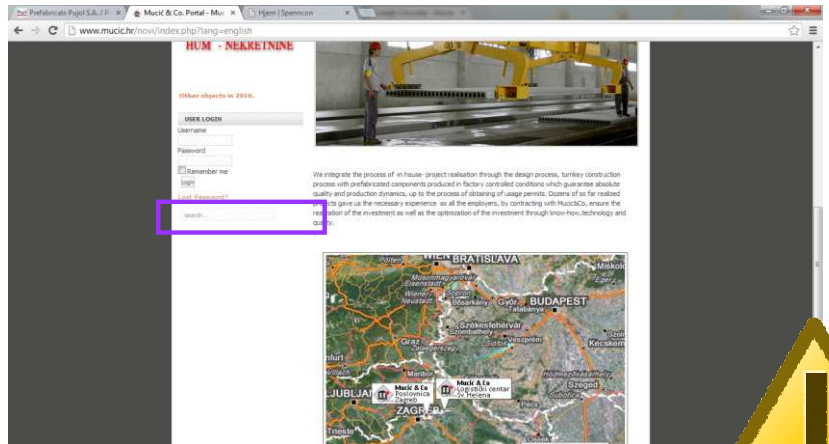
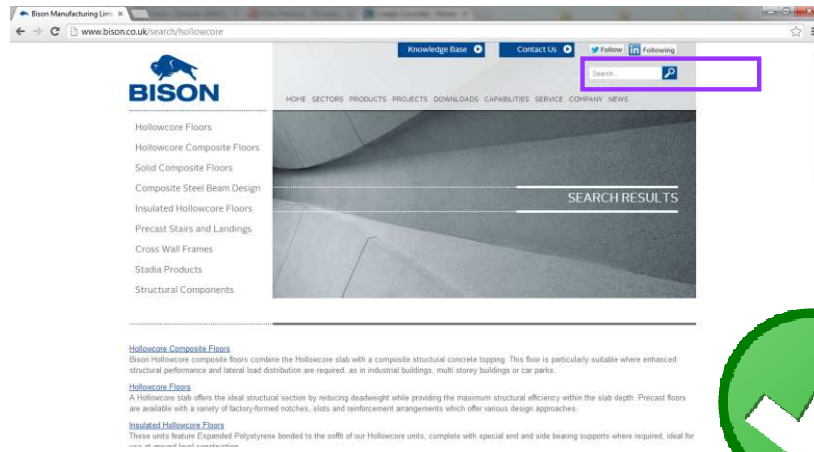
Feature analysed

Search box

- Allows the visitor to search for any term or phrase in the entire site without having to navigate through it.
- Allows the user to **find the information quickly**.
- **Increases user satisfaction.**
- Be careful with the search tool. If it does not work properly it can produce user frustration or give incorrect results. **Test thoroughly before giving this tool to the user.**
- **Place it in a visible area** of your website.

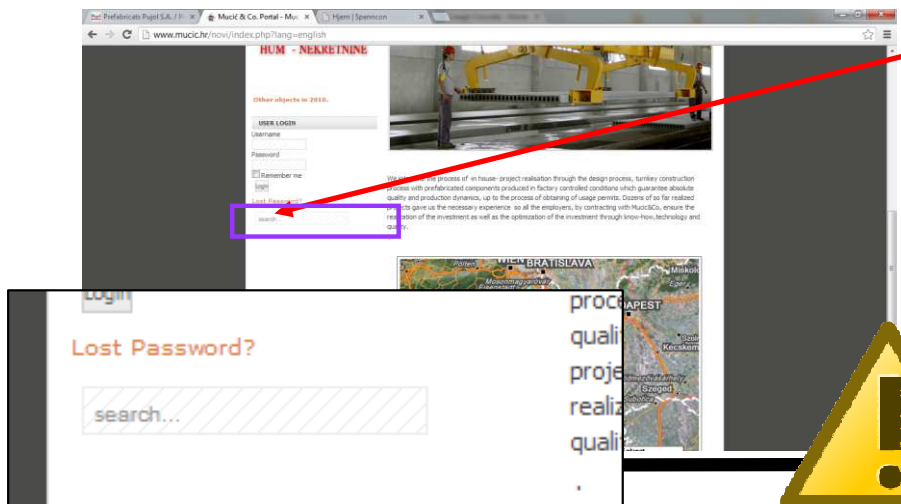
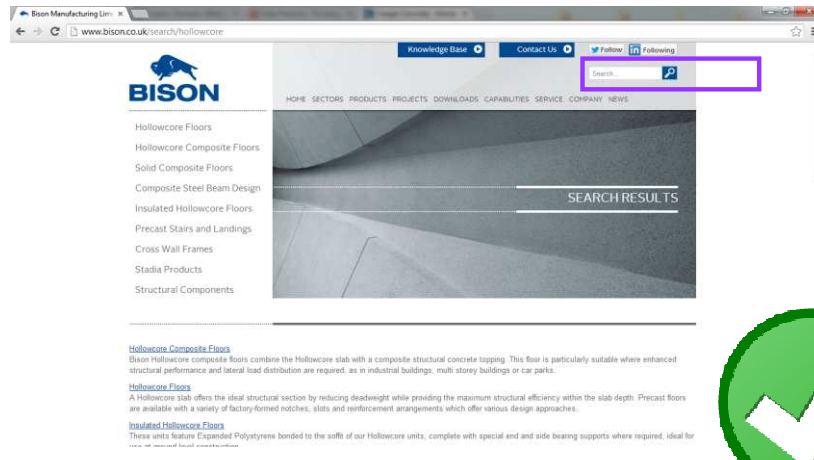
Feature analysed

Search box



Feature analysed

Search box



Warning

It's recommended to put the search box in a visible area. It's a great tool



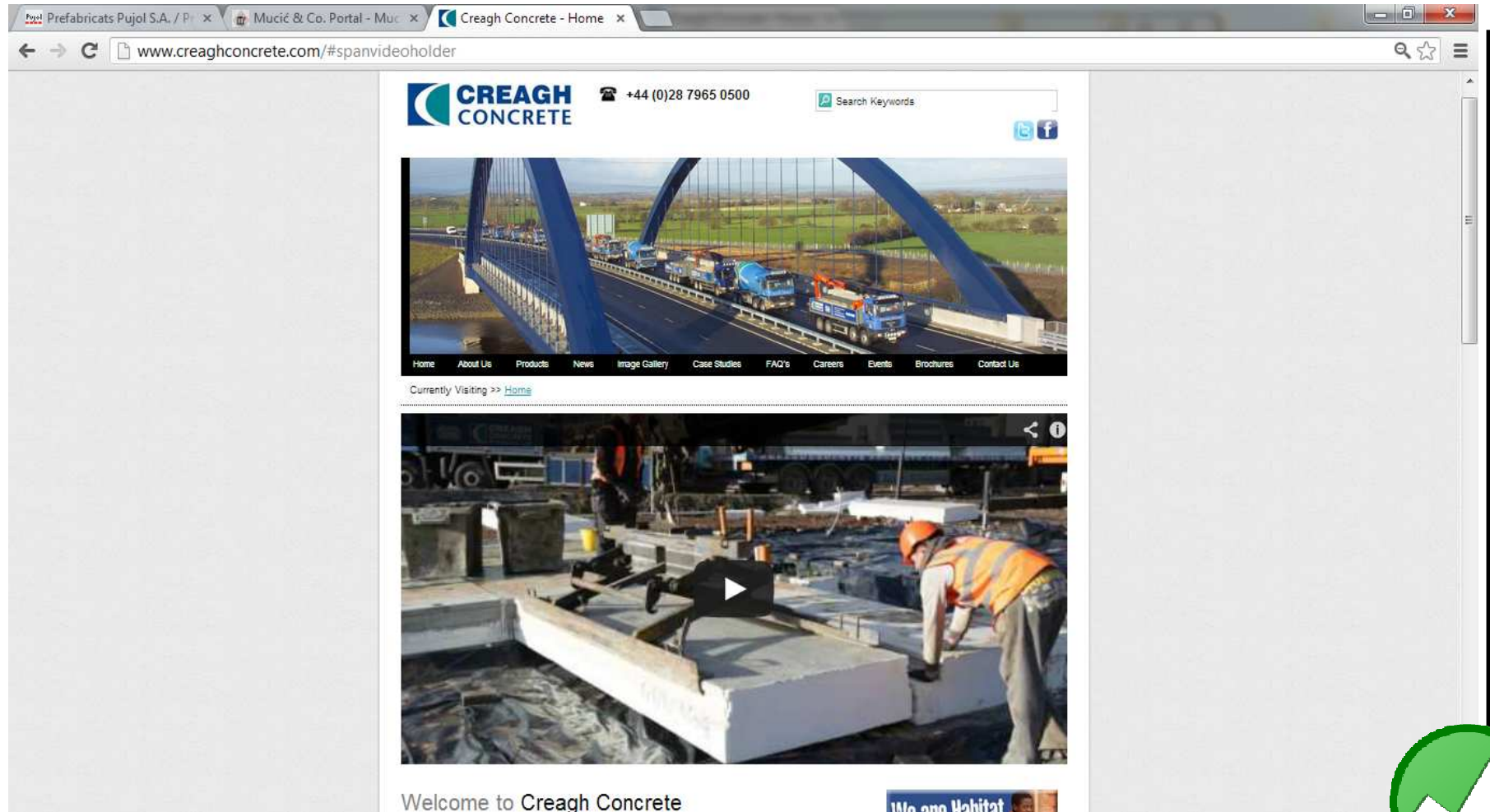
Feature analysed

Video

- It is important that a website includes a video.
- **Increases user-time on the website.**
- Be clear and concise about what the video offers.
- Maximum duration **90-120 seconds**. Greater time lengths. imply greater bounce rates.
- Videos **reduce the users' task load**.
- **Integrate videos in your site.** Youtube offers some ways to do it. If you show videos in the Youtube website there is a danger you might lose your user.

Feature analysed

Video



The screenshot shows a web browser window with the URL www.creaghconcrete.com/#spanvideoholder. The page header includes the Creagh Concrete logo, a phone number (+44 (0)28 7965 0500), a search bar, and social media icons for Twitter and Facebook. A navigation menu at the bottom of the header lists: Home, About Us, Products, News, Image Gallery, Case Studies, FAQ's, Careers, Events, Brochures, and Contact Us. The main content area features a video player with a play button in the center. Below the video player, the text "Welcome to Creagh Concrete" is visible, along with a small "Who are Habitat" logo.





Feature analysed

Bold text

- It is important to **use bold text** to make sections stand out.
- **High-light aspects or sections** that are relevant to the user.
- **Vision is attracted** towards these areas.
- Think of Newspaper headings. If the heading is interesting the visitor will very probably read the rest of the article. **Use key words.**
- At a glance the visitor will know what it says and if it is interesting.
- **Do not over-use this technique.**

Feature analysed

Bold text

The screenshot shows a web browser window displaying the Treanor Pujol website. The URL is www.treanor-pujol.co.uk/vacancies. The page features a navigation menu on the left with items: Home, About us, Product Range (Beam and Block, Hollowcore, Walls, Stairs, Prefabricated Structures, Terrazzo, Installation), Project Gallery, and Vacancies. The main content area has a red header for 'vacancies' and a sub-header 'Estimator position'. The text describes the role and provides contact information. A green checkmark icon is visible in the bottom right corner.

Treanor Pujol
the precast solution

Call us now 0113 201 6000 or contact us

You're here: [Home](#) > [Vacancies](#)

vacancies

Treanor Pujol are currently seeking suitable applicants for the following positions:

Estimator position

Our company seeks an estimator for our pre-cast flooring products division. The right candidate will be educated to university degree or equivalent standard in construction and capable of reading and understanding drawings and bills of quantities.

This is a full time position with a competitive salary. Training will be provided for the right candidate.

Please forward your CV should you wish to be considered to:

enquiries@treanor-pujol.com
Intermezzo Drive
Stourton
LS10 1RU





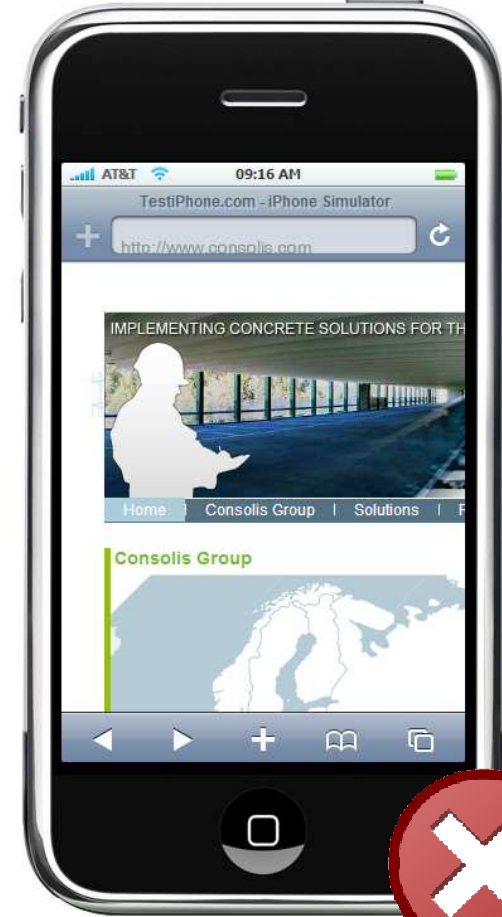
Feature analysed

Mobile version

- The mobile version is a **representation of the web adapted to mobile formats** (iPad, iPhone, Android, ...)
- These days access to websites is **more and more via mobiles.**
- Websites that are **not optimised** have **increased** bounce rate.
- Websites that are **not optimised** are **an awkward and uncomfortable experience**, every section of the webpage needs to be zoomed into to enable reading.

Feature analysed

Mobile version



Feature analysed

Loading time

- **Better service** provided to the user and user experience.
- **Better SEO evaluation** in competitive environments
- Leads to **less bounce rate**
 - Instant < 0.5s. Optimal value
 - Rapid < 1.0s. The delay is unnoticeable for the user
 - Attention time limit: 10s. If this limit is approached, visitors start to lose attention and to do other things. Loss of inter-action, visits and sales.
- **Techniques for reducing load time**: (activate compression, reduce access to databases, optimise images for web, use cache...)

Feature analysed

Loading time for IPHA members' websites

Pos	Website	L.T *	Pos	Website	L.T*
1	www.treanor-pujol.co.uk	0.52	9	www.strangbetong.se	1.75
2	www.contiga.no	0.54	10	www.creaghconcrete.com	2.48
3	www.spenncon.no	0.77	11	www.prefabricatspujol.com	2.6
4	www.dw-systembau.de	0.88	12	www.mucic.hr	3.02
5	www.consolis.com	1.2	13	www.bpm.com.br	N.T *
6	www.vbi.nl	1.25	14	www.echo.co.za	N.T *
7	www.generaleprefabbricatispa.com	1.64	15	www.hollowcore.com.au	N.T *
8	www.bison.co.uk	1.75	16	www.precast.com.au	N.T *

Loading time tested from an Amsterdam internet node.

*LT: Loading time

*NT: Not tested. Loading time non representative. Website outside Europe.

Feature analysed



Flash

- Software designed for **building animations**.
- **A complete webpage can be created with it.**
- **Not compatible** with most part of mobile devices (iPhone, iPad, Android tablets and smart phones, Blackberry...)
- **It does not transmit information to search engines.**
- **Not recommended for entire websites.** Use it the least possible.
- IPHA members' websites only use Flash in some parts, and not for the whole site (Animations, banners...)



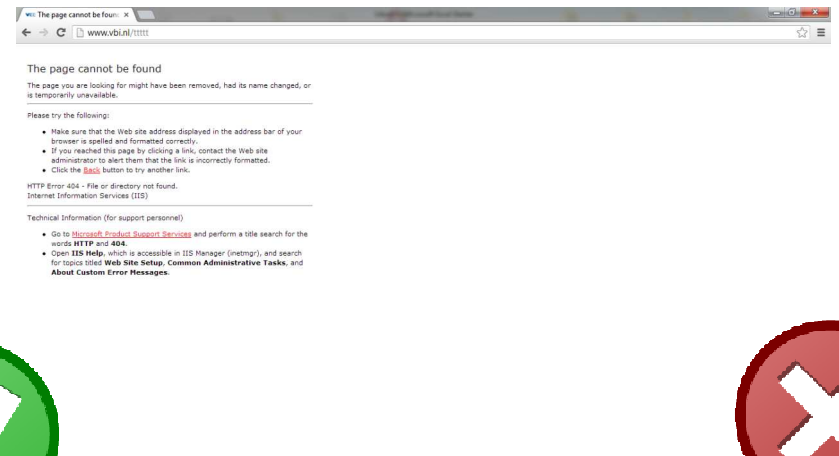
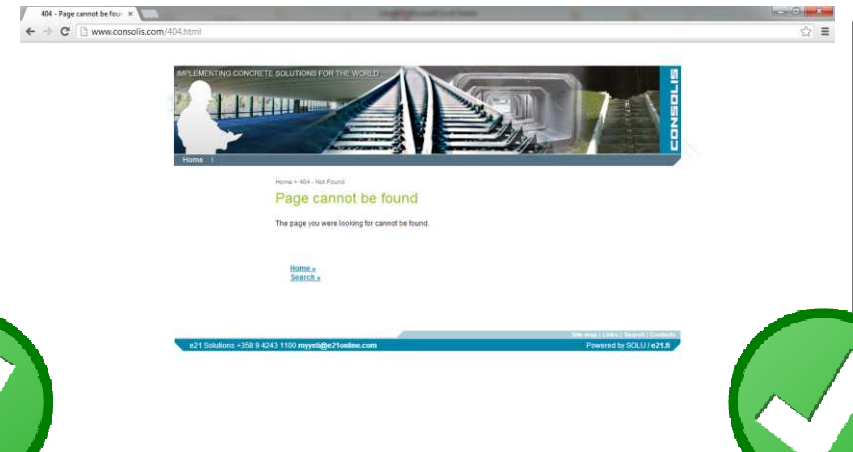
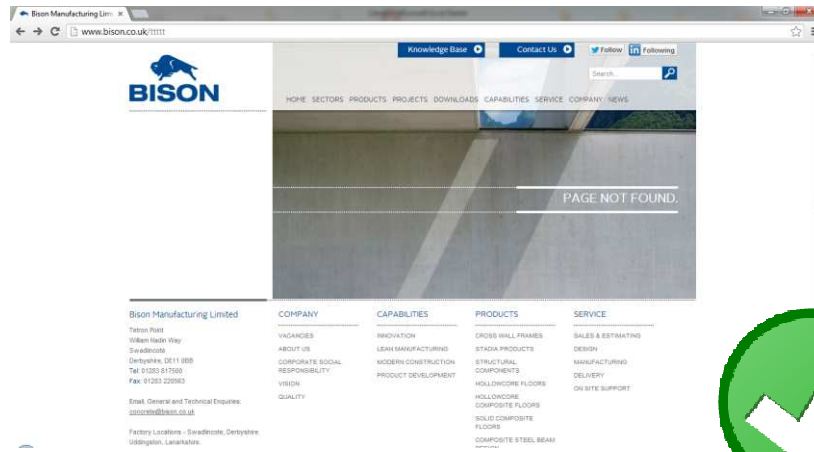
Feature analysed

Error page

- Page included in the website that appears when a user action cannot be fulfilled. For example if they click on a **page that does not exist**.
- It's just **another page in the website** with the same appearance as the rest.
- When it appears the **user can continue to navigate** the website.
- If this page does not exist the user can take it to mean that the **website is not working properly or its down**, leading to them abandoning the website.

Feature analysed

Error page





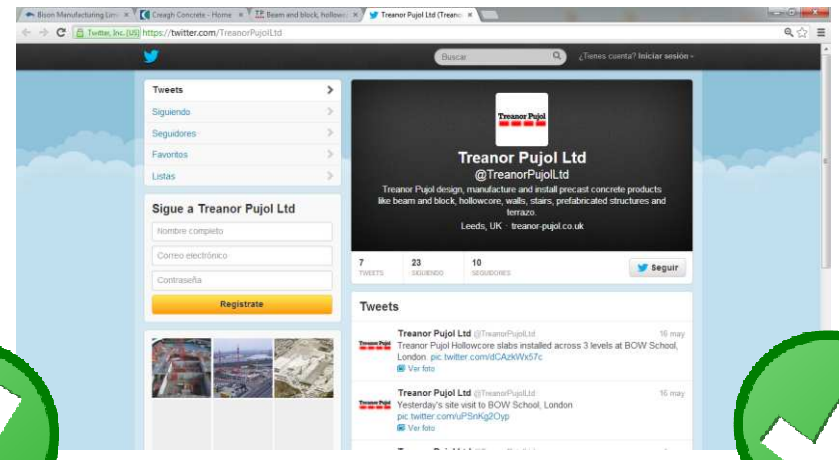
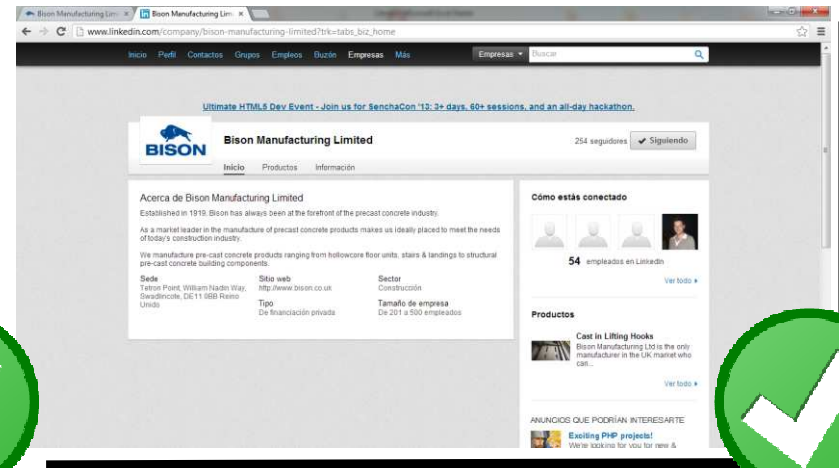
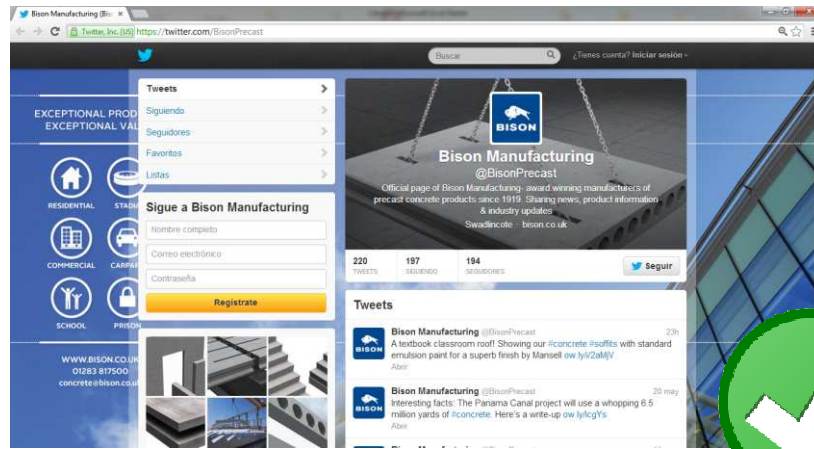
Feature analysed

Social networks

- Enables the **company name to be known on social networks** (Facebook, Twitter, LinkedIn, Pinterest...)
- **Increases the visibility** of your Name.
- Enables connexion with future clients at zero cost.
- Action can be taken if clients complain about us.
- Means to **distribute new information rapidly**.
- **Increases the website traffic**.
- Enables clients feed-back. How has the product been received?
- Requires **time and attention to ensure that it is up-to date**.
- Make it visible on your website that you are present on social networks.

Feature analysed

Social networks



Feature analysed

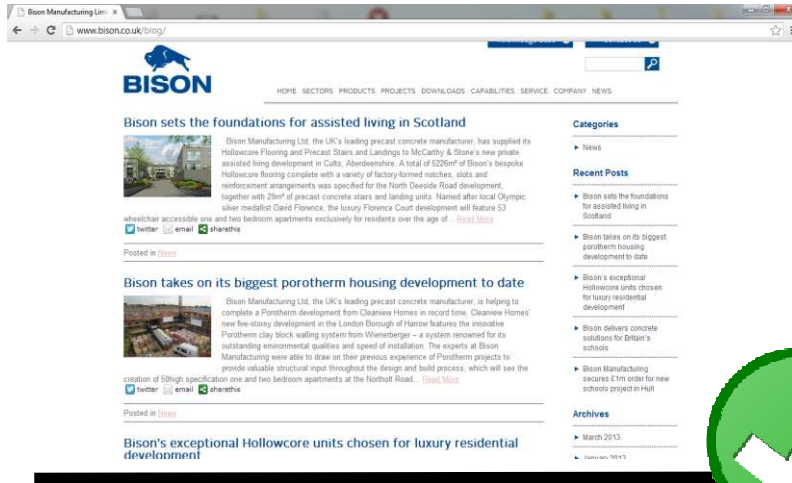


Blog

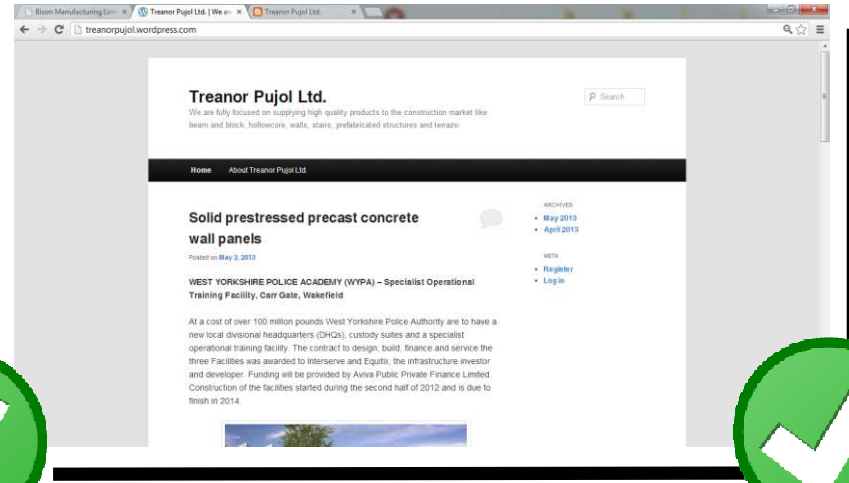
- This is used for **marketing product content**.
- This will enable you to be a **referent point in the sector**. Demonstrating your knowledge will position you as a point of reference in the sector.
- **Increases web traffic and time on site.**
- **Business shop window.**
- Like social networks it **requires time and attention**.
- **Link building**. External blog websites pointing to our website help it to have a better positions in search engines.
- Always offer **quality content**.

Feature analysed

Blog



Bison.co.uk Blog



Treanor-pujol.co.uk Blog

A decorative graphic at the top of the slide consists of two rows of circles. The top row has three circles: a solid light purple circle, a white circle with a light purple outline, and a solid light purple circle. The bottom row has three circles: a solid light purple circle, a white circle with a light purple outline, and a solid light purple circle.

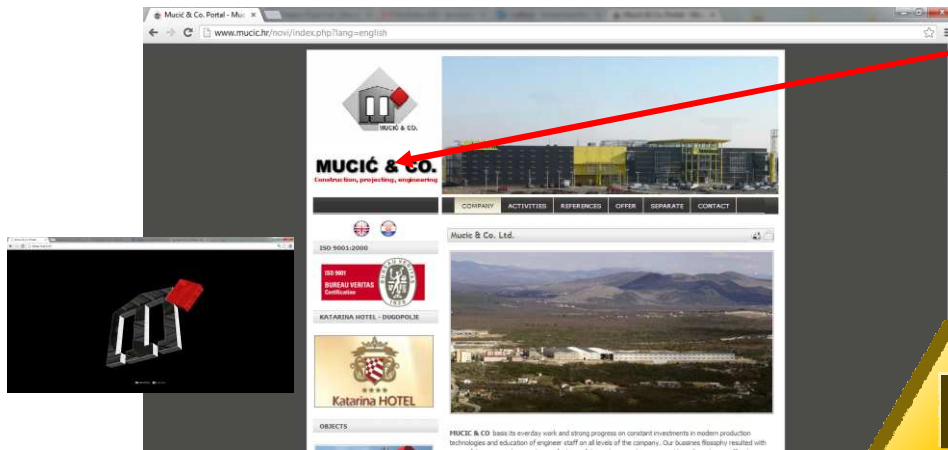
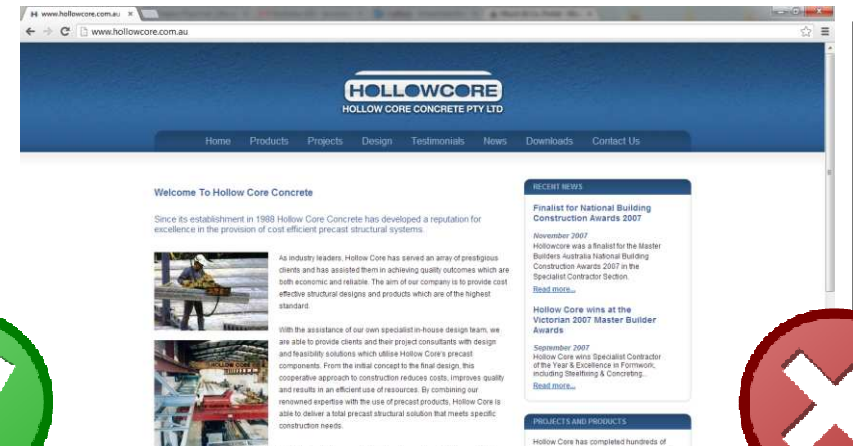
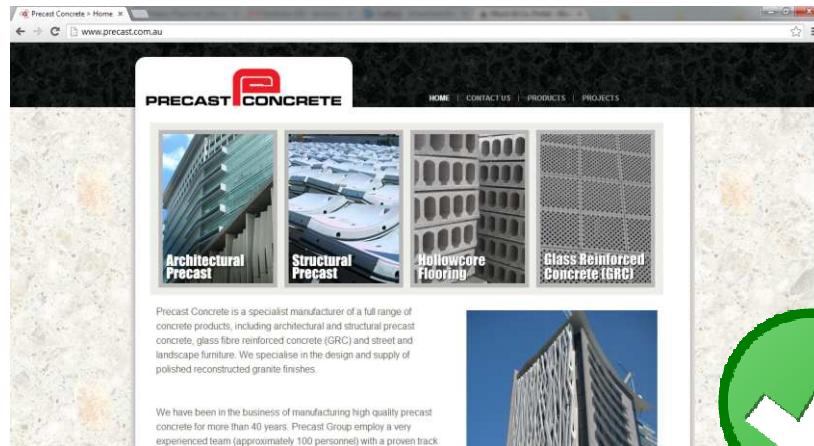
Feature analysed

Main logo action

- **Visitors don't have to search for the HOME page.**
- Use the **company logo** and click on it to go directly to the home page.
- **Make it easy and do it that way.**

Feature analysed

Home logo



Warning

It's recommended to link all the logo. Not only the text.

Link may go to the homepage, not the intro page



Feature analysed

Visible contact information

- **Easily seen.**
- Seen **on all pages** that make-up the website.
- **Show a unique** contact for enquiries.
- **Avoid multiple contacts.** It can mean confusion and user abandoning. Once enquiries are received, the company will channel the communication to the respective person.
- A **contact form makes this job easier** for the user.
- All the IPHA members' websites have a contact link visible on every page.



Feature analysed

Contact page and contact form

- **A contact form is highly recommended.**
- **Don't ask for too much information** as mandatory.
- Ideally this should be limited to **name, e-mail or phone and comment.**
- Asking for **too much information can imply the user abandons.**
- If possible **text boxes automatically.** Make it easy.

Feature analysed

Contact page and contact form

www.hollowcore.com.au

Hollow Core Concrete Pty. Ltd.
Address: 12-14 Mans St
Laverton North 3026
Victoria, Australia
E-mail: info@hollowcore.com.au
Telephone: (+61) (03) 9359 4944
Fac: (+61) (03) 9359 2025
Information: A.C.N. 006 995 469

Send an email to Hollowcore:
Enter your name:
E-mail address:
Message subject:
Enter your message (please include your phone number if you would like us to call you)

www.treanor-pujol.co.uk

Contact us for Prefabricated
Hollowcore
Walls
Slabs
Prefabricated Structures
Terrazzo
Insulation
Project Gallery
Vacancies
Contact Us
We are members of:
IPBA
INTERNATIONAL PREFABRICATED
HOLLOWCORE ASSOCIATION
We are on Twitter:
Treanor Pujol Hollowcore
likes hollowcore across 2
news at BOW School
London. http://t.co/ucAVw4D3

prices of this Web site, please fill in the contact form below and you will be contacted via e-mail as soon as possible or as having received your e-mail

Contact form
First Name:
Last Name:
E-mail Address:
Company:
Address:
Postal Code:
City:
Phone Number:
Message:
Send

**Hollowcore.com.au
contact form. Little information
to be filled in. That's good!**

**Treanor-pujol.co.uk contact
form with automatic fields**



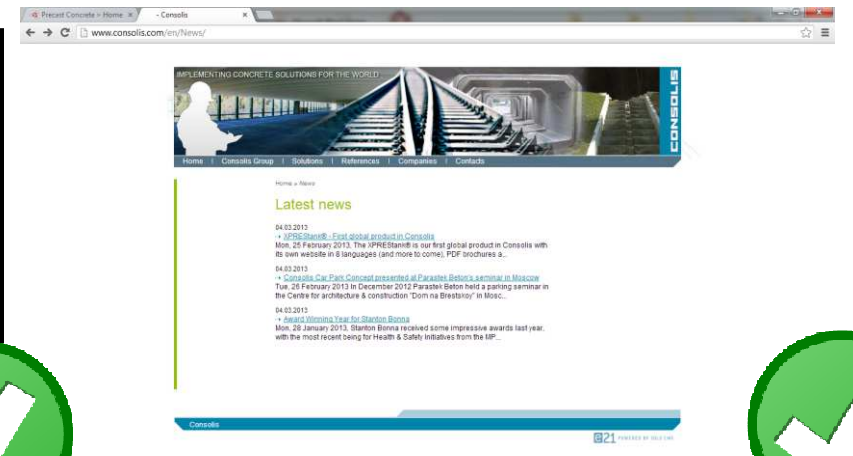
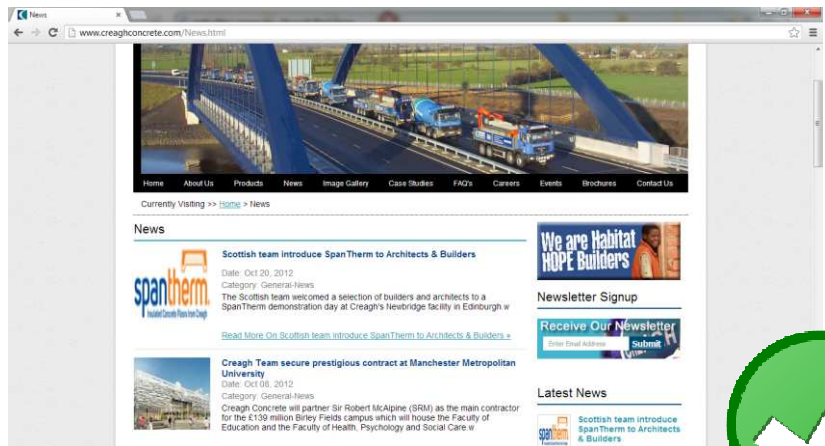
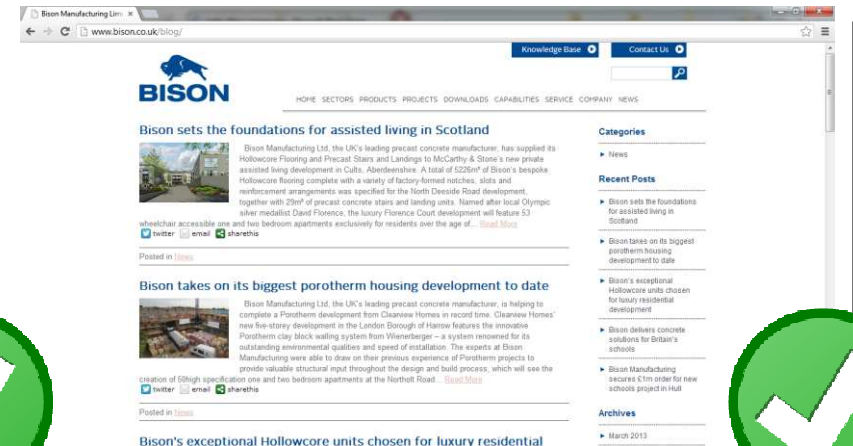
Feature analysed

News section

- Brings **up-to-date content** on the website.
- Helps the search engines to keep our website up-to-date.
- **It's recommendable to link the news to** a weekly, monthly or three monthly **newsletter** so as to build the clients interest and loyalty. Very probably these users will return to our website.

Feature analysed

News section





Remember

How to get more traffic on your website?

- **Add your website address** to: brochures, emails, letters, advertisements, mail shots, compliment slips, press releases, business cards, QR codes...
- **Embed and repeat keywords & phrases** to help search engines, but don't over do it. **Be relevant and consistent** and do not abuse!
- **Update your website/blog** regularly with latest news, features...
- **Put links to external sites** related with your company work.



Search Engine Optimisation

SEO



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HOLLOWCORE ASSOCIATION

Objectives

Each IPHA member's website was assessed for the following:

Usability, Content & User Experience

Central position	Bold text
Resolution	Mobile version
Client oriented	Loading time
Products home	Flash
Product distance	Error page
Calls for action	Social Networks
Background	Contact
Easy to read text	Main logo action
Breadcrumbs	Clear sections
Search box	News
Video	Contact form

Search Engine Optimization

SEO brief study
Main Search Engines Web
Optimization (Google, Bing, Yahoo!...)
Weak features
Recommendations

What is SEO?

Definition

- Search engine optimisation (SEO) is the **process of affecting the visibility of a website or a web page in a search engine's** "natural" or un-paid ("organic") search results. SEO are the techniques for the search engines to keep our website as up-to-date sites.
- In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, probably leading to more sales.

Recommendations
so that IPHA members' websites
can achieve a better position in
search engines



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Search Engine Optimisation

www.mucic.hr

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use tags h1, h2, h3...
- Add title and alt to images or links
- Use rel=nofollow for external links
- Use seourls (friendly urls)

Search Engine Optimisation

www.hollowcore.com.au

- Enable gzip compression. Your website will be faster.
- Check URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Use different description and keywords for every page.
- Check for the correct use of h1, h2, h3 tags
- Add title and alt to images or links
- Use rel=nofollow for external links
- Check inline styles

Search Engine Optimisation

www.precast.com.au

- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Use tags h1, h2, h3...
- Add title and alt to images or links
- Reduce inline styles
- Reduce js/css files. You're using up to 6/9. Ideally 1/1

Search Engine Optimisation

www.bpm.com.br

- Enable gzip compression. Your website will be faster.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use rel=nofollow for external links
- Reduce css/js file number. Ideally 1/1

Search Engine Optimisation

www.consolis.com

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add description and keywords to all your website pages.
- Use different description and keywords for every page.
- Use tags h1, h2, h3...
- Add title and alt to images or links
- Use rel=nofollow for external links
- Reduce css/js file number. Ideally 1/1
- Reduce inline styles



Search Engine Optimisation

www.contiga.no

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add description and keywords to every page
- Use different description and keywords for every page.
- Add title and alt to images or links
- Use rel=nofollow for external links

Search Engine Optimisation

www.dw-systembau.de

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use rel=nofollow for external links.

Search Engine Optimisation

www.echo.co.za

- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Check h1, h2, h3... usage.
- Add title and alt to images or links.
- Use rel=nofollow for external links.
- Reduce css/js file number. It increases loading time. Ideally 1/1.



Search Engine Optimisation

www.generalepreffabricatispa.com

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add description and keywords.
- Use different description and keywords for every page.
- Use rel=nofollow for external links.
- Reduce inline styles.
- Reduce css/js file number. It increases loading time. Ideally 1/1. You're using up to 7/14 files.



Search Engine Optimisation

www.vbi.nl

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add description and keywords to every page.
- Use different description and keywords for every page.
- Add title and alt to images or links
- Use seourls (friendly urls)

Search Engine Optimisation

www.strangbetong.se

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add keywords to every page.
- Use different keywords for every page.
- Check for inline styles.
- Reduce js usage. You're using up to 8 java script files. Ideally 1.

Search Engine Optimisation

www.spenncon.no

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Add description and keywords to every page and make them different.
- Check title and alt of images or links.
- Use seourls (friendly urls).
- Reduce inline style usage.



Search Engine Optimisation

www.prefabricatspujol.com

- Use tags h1, h2, h3...
- Use keywords and make them different for each page.
- Reduce css/js files. You're using up to 5/11 files. Ideally 1/1.

Search Engine Optimisation

www.bison.co.uk

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Add description and keywords to every page on your site and make them different.
- Make the description fragment visible in your website contents
- Reduce js usage. You're using up to 8 files. Ideally 1.



Search Engine Optimisation

www.creaghconcrete.com

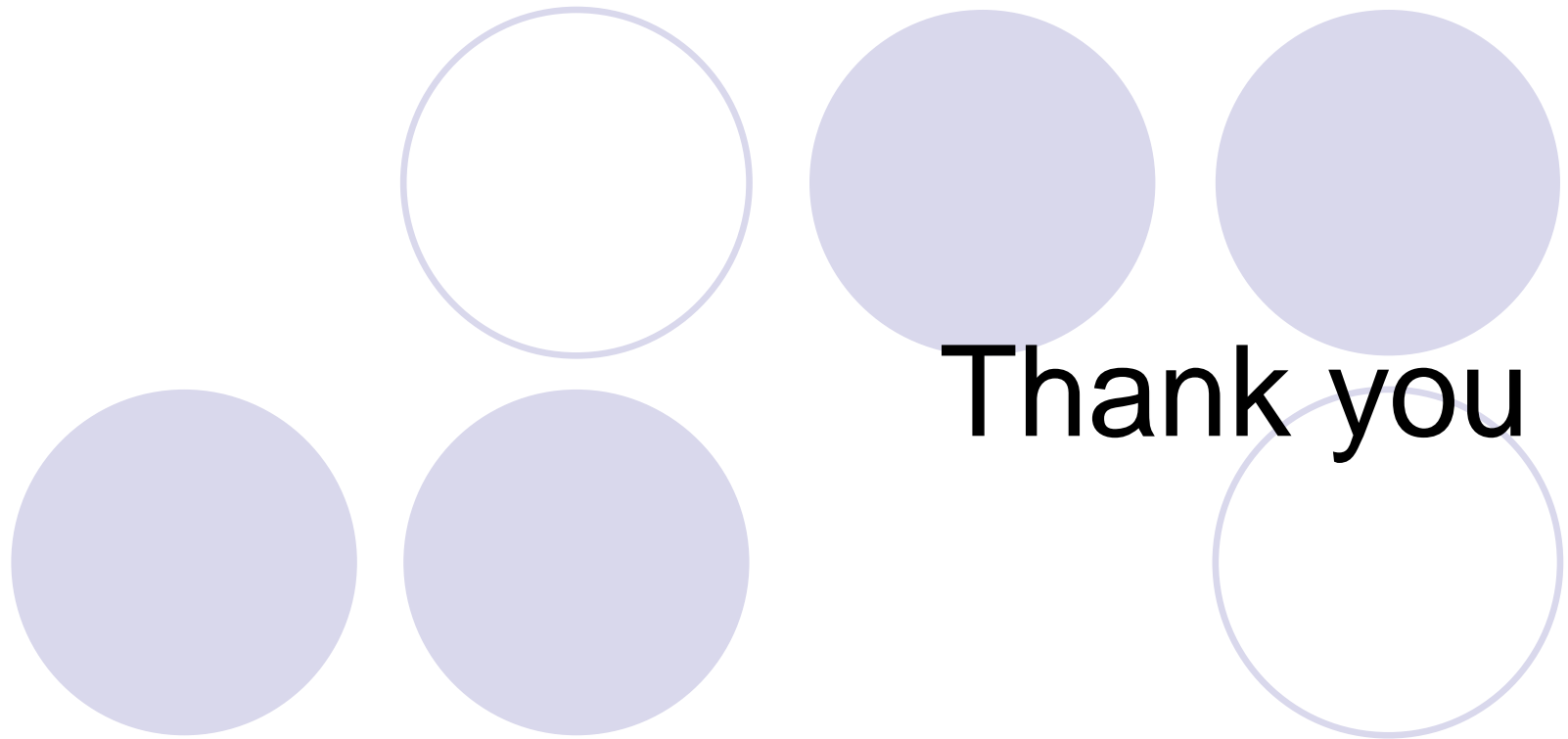
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Add description and keywords to every page on your site.
- Use different description and keywords for every page.
- Add title and alt to images or links
- Use rel=nofollow for external links
- Check inline styles



Search Engine Optimisation

www.treanor-pujol.co.uk

- Check for some inline styles. Avoid them.
- Enlarge your site (News, blog, works...)



Thank you



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