

## Case Study: Site Modifications with SEO

### Domain

[www.cindyachterlcsww.com](http://www.cindyachterlcsww.com)

### Project Overview

The original Cindy Auchter, LCSW website was visibly appealing but did not perform as expected. The client came to Web Wise Concepts requesting some changes be made to the site to improve its performance. As the client wanted to keep the same design, our primary focus was on modifying the coding. A site evaluation and usability audit found several issues that needed to be addressed to improve Search Engine visibility and user accessibility.



### Issues

- Awkward location and direction for navigation – Original navigation bar was centrally located and turned counterclockwise 90 degrees
- Images used for navigation and headings
- Missing Metadata and ALT attributes
- Duplicate page titles
- No address/location listed
- Email link not functioning
- Pages were slow due to the size of the images
- Home page was focused on the site owner

### Project Objectives

- Modify the existing site to make it more accessible and functional
- Utilize Search Engine Optimization techniques
- Provide Cascading Style Sheet(s) to improve the load time

### SEO Modifications

- Keyword analysis was performed and web copy was modified to make better use of the key phrases
- Added Meta Keyword and Description tags
- Modified page titles to make better use of key phrases
- Moved the navigation bar to the top of the page for easy accessibility
- Added address and an interactive Google map to allow clients to get directions
- All images were optimized for faster load and ALT attributes were added
- Navigation menu items and headings were changed to text for faster load and more visibility with the search engines
- Used the various page images to create a random but consistent image display – also provided a bit of life to the pages
- Home page information was moved to a new BIO page and new visitor-oriented information was added

