

Home Page Review

Prepared by [Web-Site-Building-Tips.com](http://www.web-site-building-tips.com)

Website Name: [The Skin Care eLearning and Resource Center](http://www.skincarerresourcecenter.com)
Website URL: www.skincarerresourcecenter.com
Webmaster: [Suzanne Dolan](#)

Overview:

General Look and Feel

Suzanne, You are off to a great start! The site has a nice simple, clean, crisp appearance. Very professional looking. However, I would suggest adding a graphic to the top banner for greater interest and appeal.

Select a simple graphic that could also serve double duty as a branding strategy for your site by using it on business cards and all correspondences, etc.

I would also suggest using either a different font or smaller size font for the buttons on your navigation bar. (The last letter is cut almost off the second nav bar button).

Site Concept

1. Although skin care is an extremely competitive theme, it does provide a variety of opportunities to monetize. Great choice!

2. The topic lends itself to branch out in many different directions which will allow for a wide range of possible tier two and tier three web pages.

3. Try not to go too broad in creating your site structure with this theme. Keep focused on your major topic of rejuvenation and how it relates to anti-aging skin care.

Site Concept Primary Keywords: [skin care](#), [rejuvenation](#)

1. Both of these keywords are extremely broad and highly competitive.

2. Consider narrowing your focus of your major site keywords to better define your site's theme.

3. Use the keyword brainstorming tool to review other options such as anti-aging skin care and facial rejuvenation.

Both of these possible keyword alternatives include your current keywords of "skin care" and "rejuvenation" but are much less competitive, and are more specifically related to your site theme which will provide you with a greater chance of ranking higher with the search engines much sooner.

Meta Tag Description:

Your current Meta Tag Description is very general and only uses one of your site concept keywords; "skin care". Always use both!

If you choose to revise your primary site keywords to anti-aging skin care and facial rejuvenation, a more comprehensive meta description might be something like:

"Your complete guide for anti-aging skin care strategies, effective treatments and resources for facial rejuvenation."

Home Page Title: **Skin Care**

You can use more than just your primary site concept keyword in the first heading (H1) page title! As a matter of fact, it is beneficial to use both your primary site keywords in the page heading if possible.

If you decide to change your keywords your title could read something like:

"Anti-Aging Skin Care for Facial Rejuvenation"

This page heading provides more information and uses both keywords as well. (The search engines like this strategy!)

Content

Page Structure

Suzanne, Your home page content is very informative, well written and quite thorough.

However, the page is overly long. It would be easier on the readers if you broke-up the page with a few smaller headings (H2 or H3 size) and make use of bullets to convey the benefits of anti-aging skin care rather than writing out all of the information in paragraph form.

Big blocks of text are hard on the reader and they will miss a lot of the information you provide.

Specific Recommendations

1. To reduce the length of your home page, consider converting the 4 paragraphs providing an overview of skin rejuvenation into a tier 2 page.

Also, the 3 paragraphs that follow your overview that relate to anti-aging treatments could also be converted to a tier 2 page.

These two changes will not only shorten your home page considerably but will provide your visitors with a very focused synopsis of the site theme.

2. Break-up large paragraphs into shorter lengths by using headings, bullets,

and shorter sentences. (Remember to review your word usage and to spell check your page before publishing it. For example, you use the word "regime" rather than "regimen".)

3. Try using a softer color than black for the Heading fonts. Choose one color that you think relates best to your site theme of skin care and compliments your top banner. (Perhaps a peach, pink or soft blue). Use this same color for all your headings throughout the site for a uniform and professional polished look.

Tag Line

You don't have a tag line yet! Try to brainstorm a short simple sentence that provides a summary of your site concept.

Something like: **"Get Results with Anti-Aging Skin Care!"**

(Suzanne, You will be able to come up with something better than that, but I wanted to provide you with an example.)

You can even include your tag line as part of your top banner so it will be repeated on every page of your website!

Branding

It doesn't look like you have considered opportunities to brand your site concept as yet. Perhaps if you select a graphic to add to your top banner, you could use that to start promoting a visual association for visitors and potential future customers of your website.

Use that same graphic or symbol you select on business cards, letterhead, email, and so forth.

Summary

Suzanne,

Your site has wonderful possibilities! You have a nice "voice". Your writing is friendly, engaging and informative.

Be sure to take the time to make Brainstormer your very best friend so that you can select the best keywords for each web page. Your keywords should become much more specific for your tier 2 pages and very narrowly focused for your tier 3 pages. (Think of a funnel where your site concept keywords for your home page are the broadest and narrow down to a focused point as you write your tier 3 pages.)

Wishing You Success!

Sue

P.S. If you would take a moment to complete this feedback form on your Home Page Review I would be most appreciative. (Your feedback helps me to provide the most valuable reviews possible).
Thanks!