

Self-Assessment: Classic Litho and Design

Where did you create this artifact?

This artifact was during the fall semester of 2014 at the University of Wisconsin – Stout in the Information and Communication Technology 685 Search Engine Optimization (SEO). The objective of this artifact was to analyze an actual business's website and suggest improvements. The final project was to present the findings live to the class and provide the private business with the report.

Explain why you choose to create this artifact.

This artifact was one of the requirements in the SEO course. However, I chose Classic Litho and Design because it was one of the available business that was willing to work with Stout's students in this course.

How did you learn this?

The majority of the information or content in this report was from analyzing Classic Litho & Design through various services such as Google Analytics, Google Trends, MOZ, Majestic, ScreamingFrog, social media sites, and others. Some of the information were from the existing/current Classic Litho and Design website as well as from one of their staff.

How will you apply this?

The knowledge from this exercise is very useful in any e-commerce website. One don't just get a tone of traffic and conversions by not focusing on many of the aspects of this report. Using some of these services such as Google Analytics, Google Trends, and Google AdWords are free. Knowing how to use some of these services effectively will greatly improve a website's performance.

What challenges & obstacles did you overcome?

Some of the challenges are the vast amount of information in SEO and changes in this area. SEO is changing very fast and there are so many aspect of SEO than just organic search optimization. Within each section of SEO such as Local Search, there are just so many information about it that one has to read, understand, and apply to the private business, Classic Litho & Design. Communicating back and forth with Classic Litho & Design was also a challenge because many of the things that needs to be setup in their website was not done prior to the project starting. One thing was that, we just has had to work it out. There was not short cut.