



**REPORT ON LINCOLN
CAT CARE WEBSITE**
A comprehensive
analysis

WEBSITE REPORT

APRIL



2024

Introduction

The United Kingdom is often referred to as a nation of pet lovers. It was estimated that the population of cats are around 12.5 million with almost one third of the households owning a cat.

There is a high demand for cat care information, such as tips on housing, locating missing cats and general cat care. Such information not only help to promote pet ownership, enhance cat welfare and assist new cat owners in taking care of their new friends, but also help caring for the environment that enables our cat friends to flourish.

According to the Stanford Web Credibility research, 75% of prospective customers judge businesses based on how the website looks. If visitors experienced difficulties from the very beginning when clicking on a website, they tend to move onto the next link in the search rankings. A good user experience website can retain visitors while a bad one will drive them away.

In this report, I have carried out a comprehensive analysis of Lincoln Cat Care's website, <https://www.lincolncatcare.com> and reviewed the performance including the existing visual design and brand, its performance, information architecture and content strategy, Search Engine Optimisation (SEO), existing use of social media and an estimate of traffic and revenue generated by the site. With these findings, I would propose to you an action plan to improve traffic to the site, increase user engagement and user experience with a view to bring in more visitors and revenue.

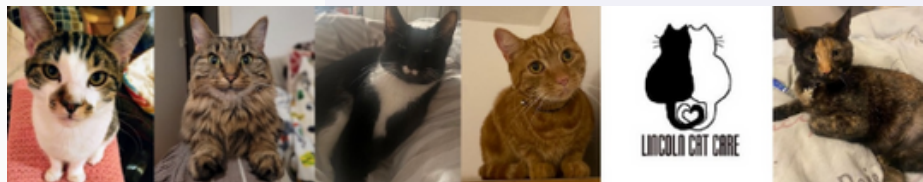
PREPARED BY
Katrina Wong

PREPARED FOR
Lincoln Cat Care

Mission

Love and care for cats

The objectives of Lincoln Cat Care are caring for the cats – helping and taking care of vulnerable cats, bringing injured cats to vets, helping them find new homes, providing a temporary home for them, announcing any missing cats and giving cat care tips. They raise money through various sources including donation and fundraising to achieve their mission.



Baseline Analysis The Findings

I have compiled a report which provides an analysis of Lincoln Cat Care's website as it currently stands. I have gathered the key findings below for your information.

The Brand

The brand logo of Lincoln Cat Care was found very appealing and impressive. The branding of two cats leaning against each other with their tails curled to form a heart was meaningful and relatable to the brand identity of cat care. It was good to see that the brand logo was displayed on the header and footer across all website pages to enable visitors to engage with the website, understanding that it is an ideal place for cat lovers.

However, the brand logo was hidden among other cat pictures which did not attract attention as expected. The name of the organisation found at the bottom of the logo was also considered not prominent. Then, I noticed that the brand logo on Facebook was different from the one appeared on their website. It caused confusion about the brand identity (Fig. 1).

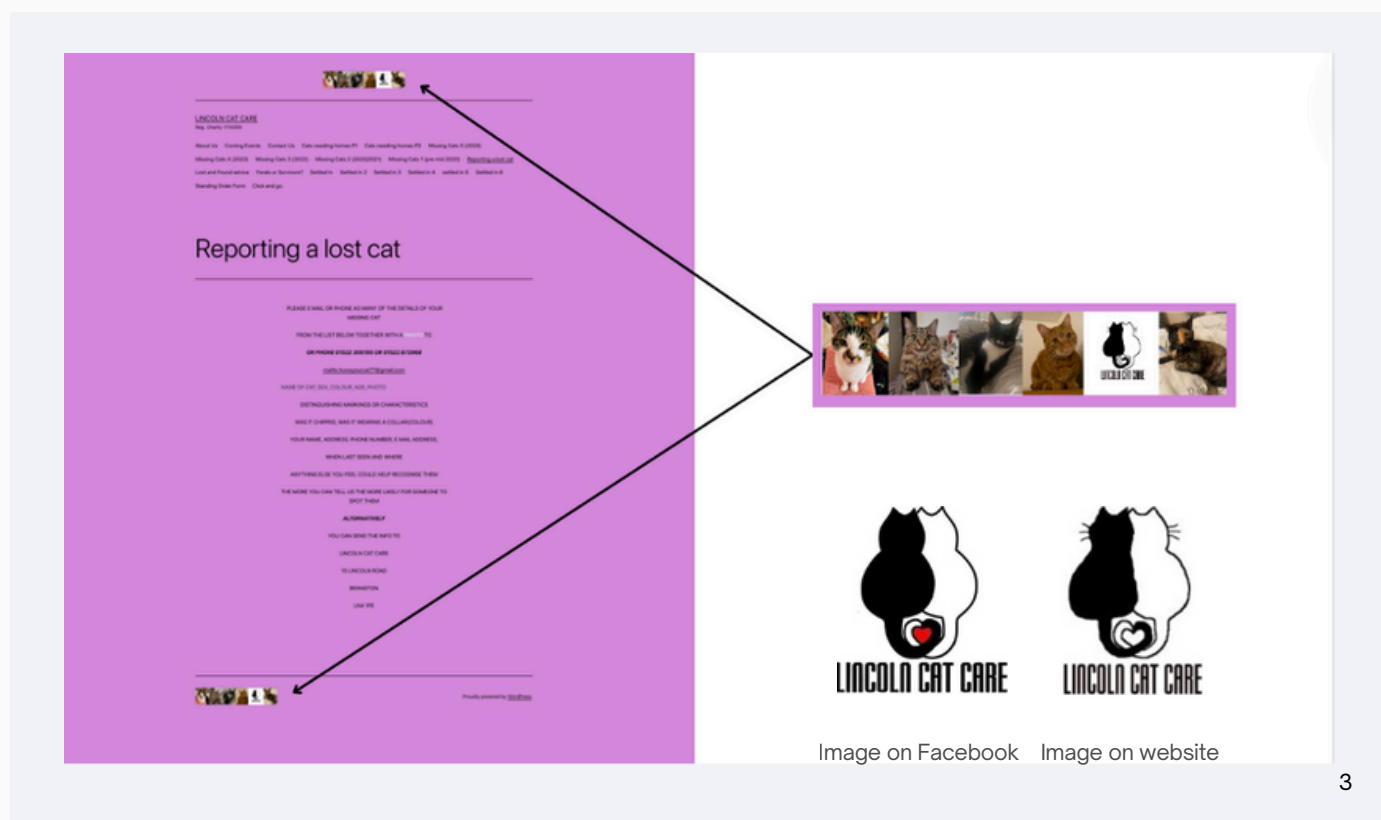


Fig. 1 – Unnoticeable and inconsistent brand design

The Design

The design of the website was simple and the menu bar was easy to navigate. The use of captivating cat images throughout the website not only give a pleasant visual experience to cat lovers but also creates strong emotional connections with them.

However, the typography was found inconsistent which had a negative effect on the overall appearance of the website. The colour scheme used was overly vibrant and intense, causing discomfort and strain to users' eyes (Fig. 2). Also, the information provided on the website appeared disorganized and scattered across various pages, making it difficult for users to find relevant content. The quality of the pictures on the website was low, and the image layout lacked harmony throughout.



Fig. 2 – Inconsistent typography and intense colour scheme

The Performance

The website was user-friendly and straight-forward to navigate between pages. The loading speed of the webpages was fast. I could access the contents and images without loading delay. The website was responsive and optimised for viewing on different devices like mobile phones or desktops (Fig. 3).

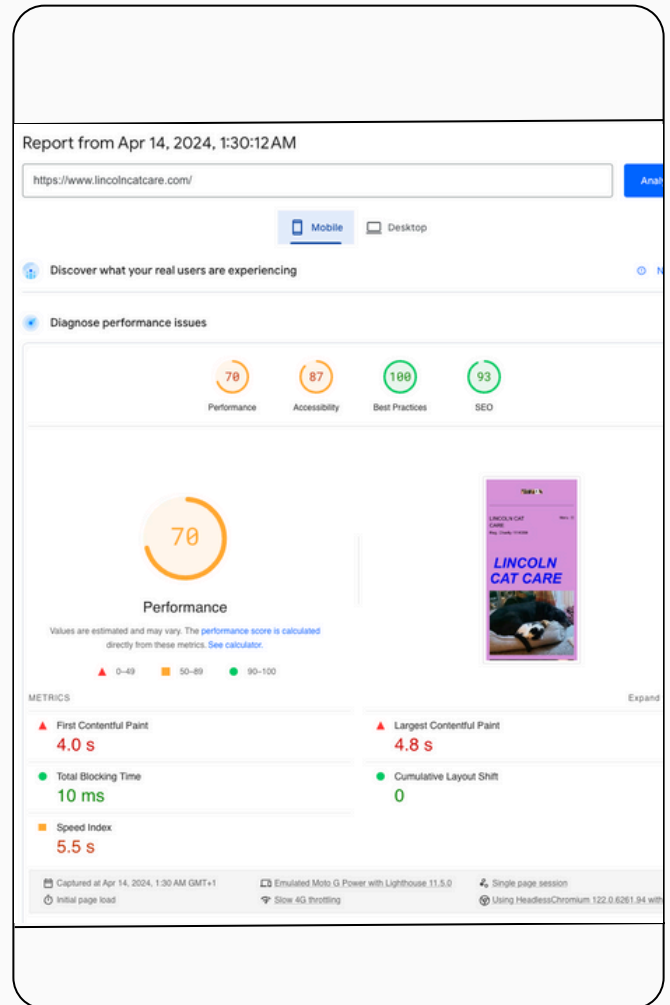
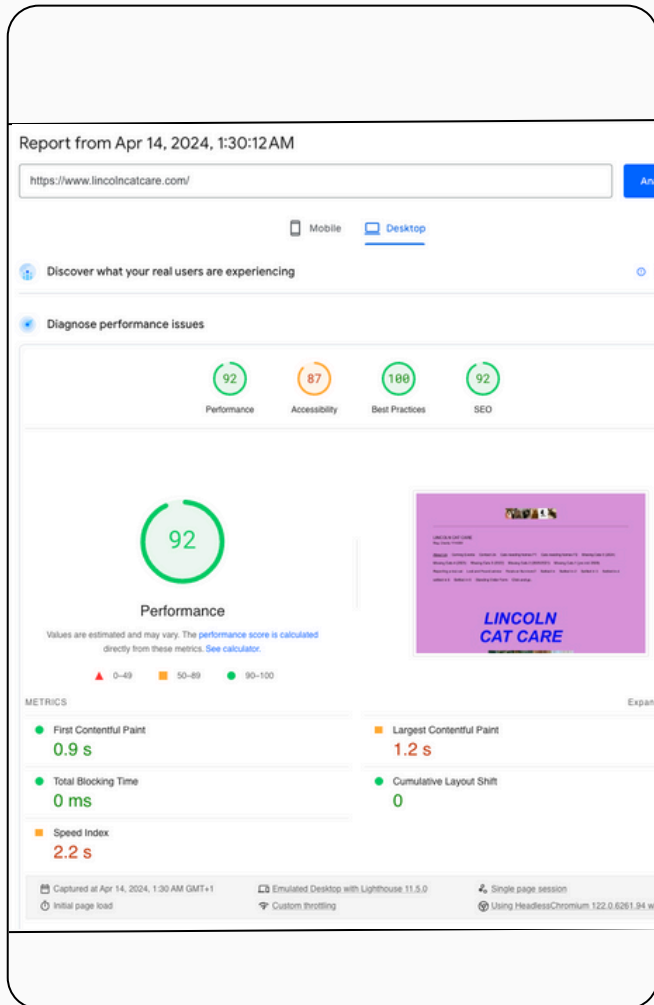


Fig. 3 – Desktop and mobile performance

The Information Architecture (IA)

The navigation menu was displayed at the top of each webpage and the labels were easy to understand and browse. A "Scroll Back To Top" button was found and located at the bottom of each webpage letting users scroll up without excessive effort (Fig. 4).

However, there were multiple labels having similar names leading to confusion among users (Fig. 5). Also, certain words on some pages were highlighted to indicate importance, but unfortunately they were sometimes mistaken for hyperlinks (Fig. 6).



Fig. 4 - Scroll Back To Top button on each webpage

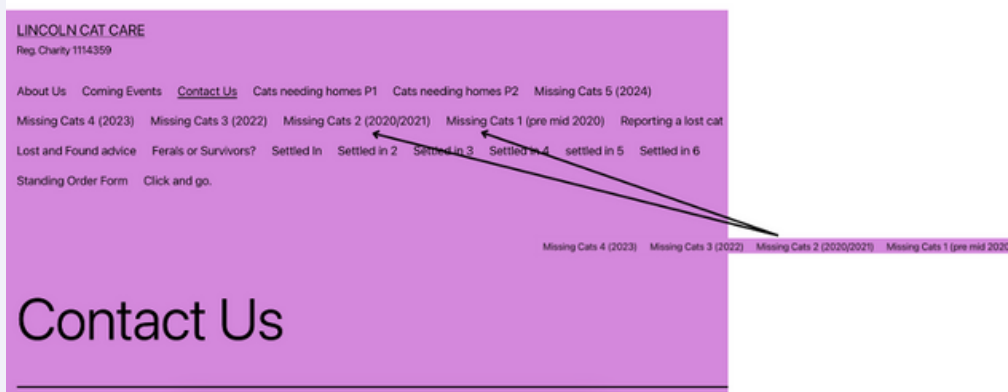


Fig. 5 - Navigation menu with similar label names



Fig. 6 - Words mistaken for hyperlinks

The Content Strategy

Contents like helping cats to find new homes and temporary homes, finding missing cats, cat care messages, raising money to help cats, etc. were all relevant that suits the tastes and interests of the target audience - cat lovers. The sad messages posted by lost cat owners and happy messages posted by new cat owners also maintain strong emotional connections with the target audience. The posts about cats needing homes were also relatable. Captivating images of cats posted on the website have also successfully created emotional feelings for cat lovers.

All these contents, if consistently updated and delivered on the website, could help maintain and retain users to support the site.



Fig. 7 – Missing Cats

Our Cat CODY has been missing from the Witham St Hughs area for nearly two weeks now. he's loved and missed so much and we're obviously very worried because of the weather.

We live at 64 Warren lane. Any information will be much appreciated. Thanks in advance.



Fig. 8 – Settled In Cats

Hi Brian,

we adopted Buddy on the 17th December 2023, he is an older boy and we wanted to give him a nice home. Buddy has settled in well, he can be a bit feisty and will bite or scratch sometimes without warning, this is something we are a bit worried about but hopefully he will get better in time.

I was told he is already micro chipped by the volunteer I got him off, hope this is the case..

We kept his name as it suits him very well.

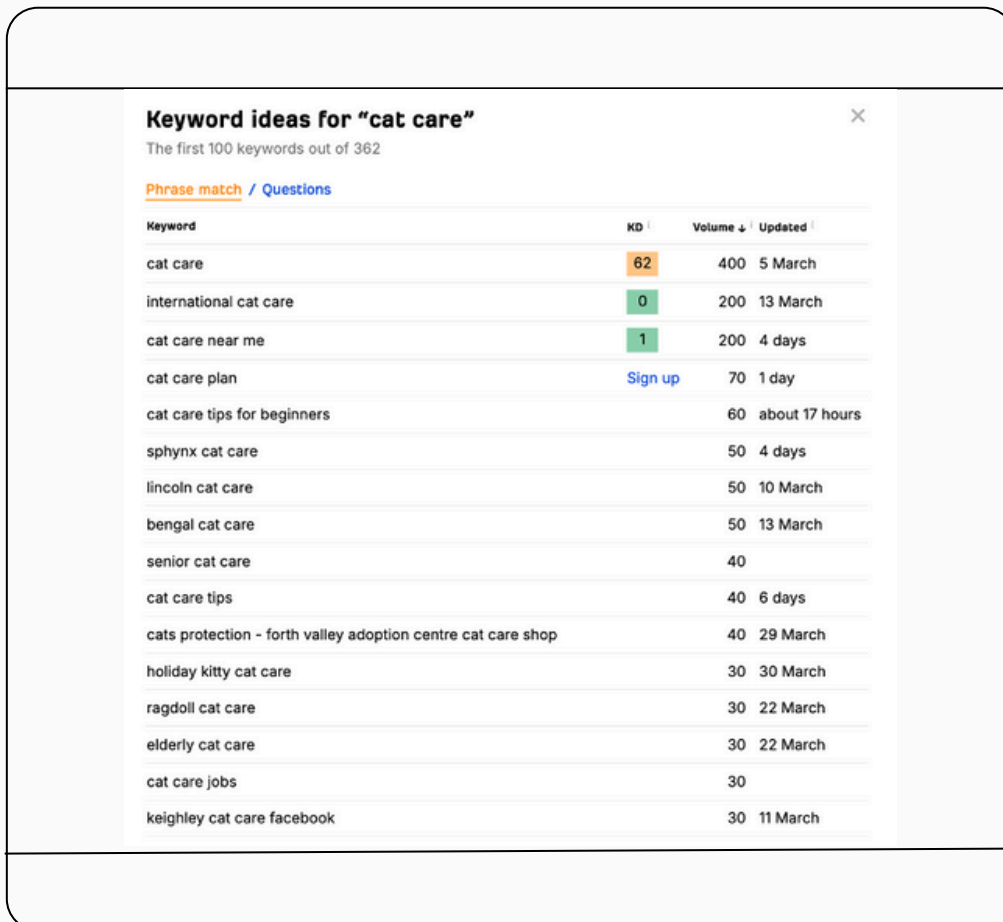
Trish

The SEO

I conducted an analysis using the "ahrefs keyword generator" and identified five popular keywords: "cat care," "international cat care," "cat care near me," "cat care plan," and "cat care tips for beginners" (Fig. 9). When I searched these keywords on Google, Lincoln Cat Care's website did not appear among the top-ranked pages (Fig. 10). While the title tag, meta description (Fig. 11), content and URL structure were satisfactory, it seemed that the website's visibility on search engines was not distinguishable. This could be due to the ineffective optimization of on-page and off-page SEO factors, which affected its ranking for general searches on the web.

These findings align with the performance report results from Nibbler (Fig. 12). The overall experience was considered satisfactory, with good performance in areas such as accessibility, server, and URL format. However, improvements are needed regarding the performance of interlinks and HTML, as well as popularity, to increase the website's visibility.

I have also carried out a check on Google PageRank.net. The score is 2 out of 10, meaning that the web pages of Lincoln Cat Care's website have relatively less prominent on the rank as compared with the other higher ranked websites. These may be due to fewer incoming links to the website, less variable contents, "0" backlinks and "weak" user engagement. Please refer to the domain analysis below for lincolncatcare.com (Fig. 13).



The screenshot displays a table of keyword ideas for the search term "cat care". The table includes columns for the keyword, KD (Keyword Difficulty), Volume, and Updated date. The top five keywords are highlighted with colored boxes: "cat care" (orange), "international cat care" (green), "cat care near me" (green), "cat care plan" (blue), and "cat care tips for beginners" (green).

Keyword	KD	Volume	Updated
cat care	62	400	5 March
international cat care	0	200	13 March
cat care near me	1	200	4 days
cat care plan	Sign up	70	1 day
cat care tips for beginners		60	about 17 hours
sphinx cat care		50	4 days
lincoln cat care		50	10 March
bengal cat care		50	13 March
senior cat care		40	
cat care tips		40	6 days
cats protection - forth valley adoption centre cat care shop		40	29 March
holiday kitty cat care		30	30 March
ragdoll cat care		30	22 March
elderly cat care		30	22 March
cat care jobs		30	
keighley cat care facebook		30	11 March

Fig. 9 - Keyword research for "cat care" on "ahrefs keyword generator"

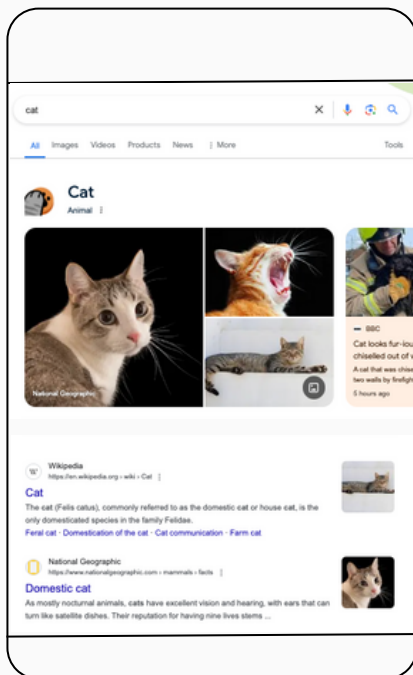
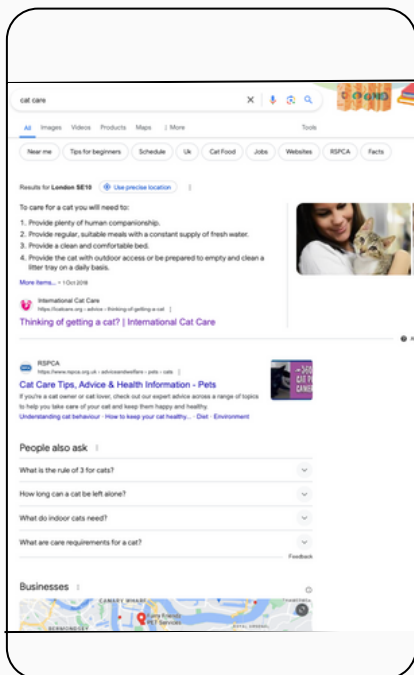
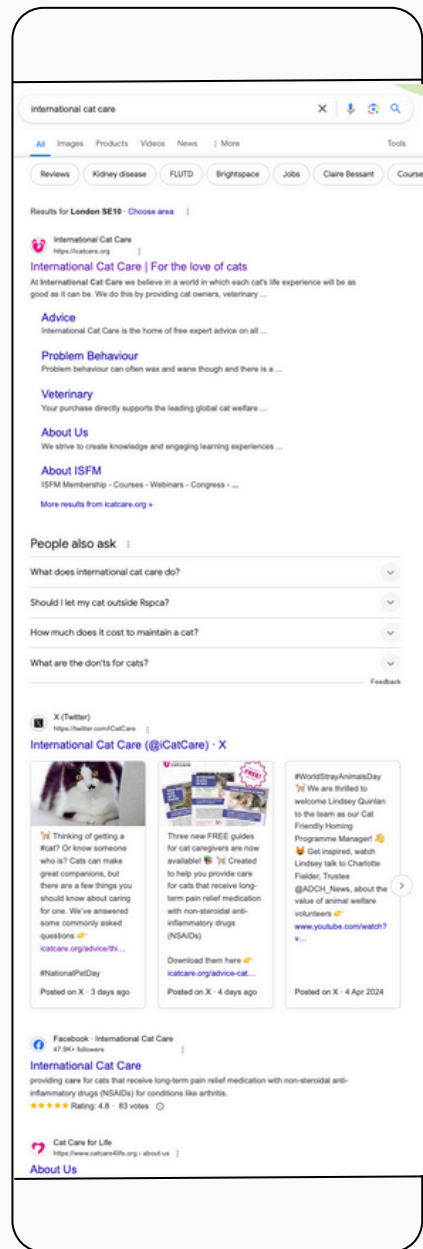
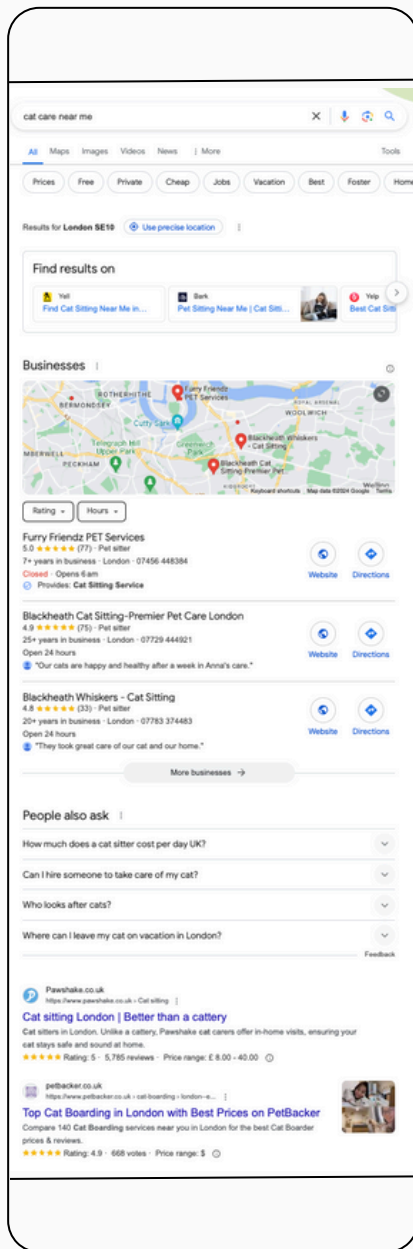
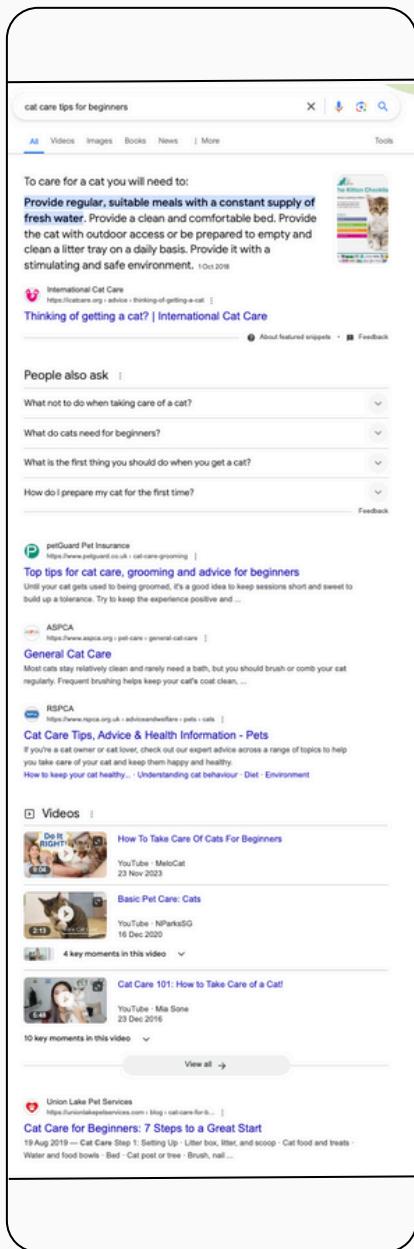


Fig. 10 – Google results for keywords

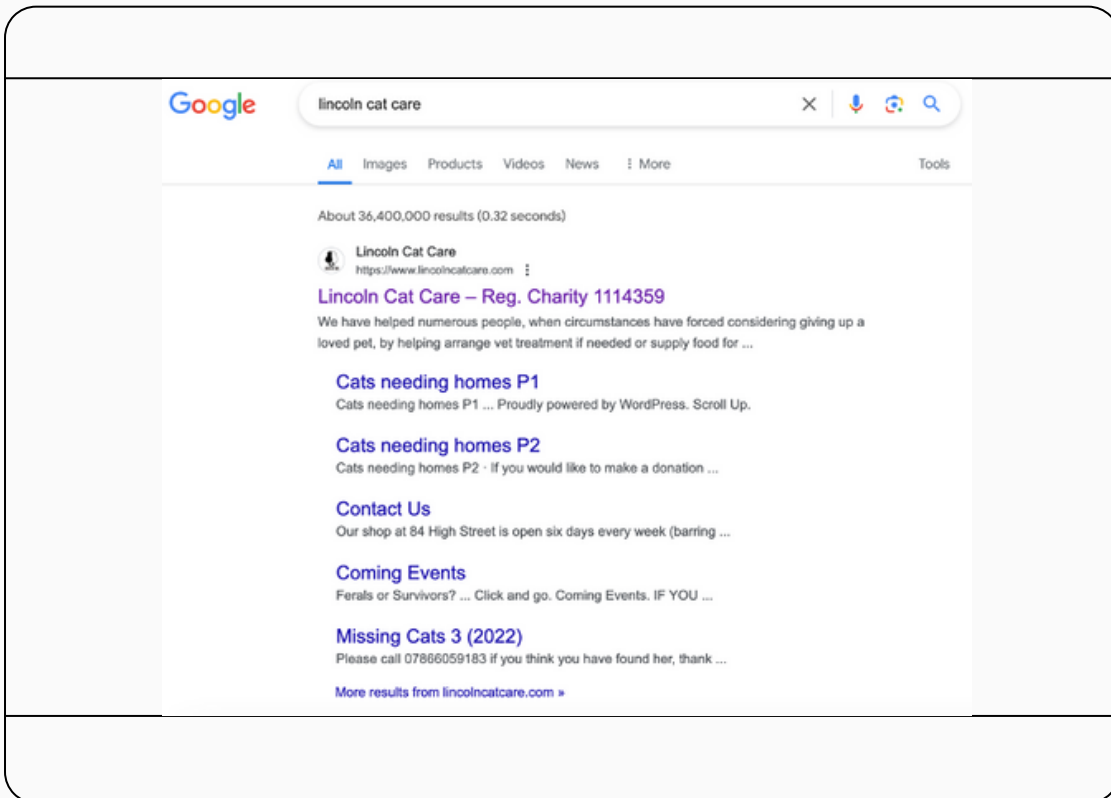


Fig. 11 – Title tag, meta description and heading tags on Google

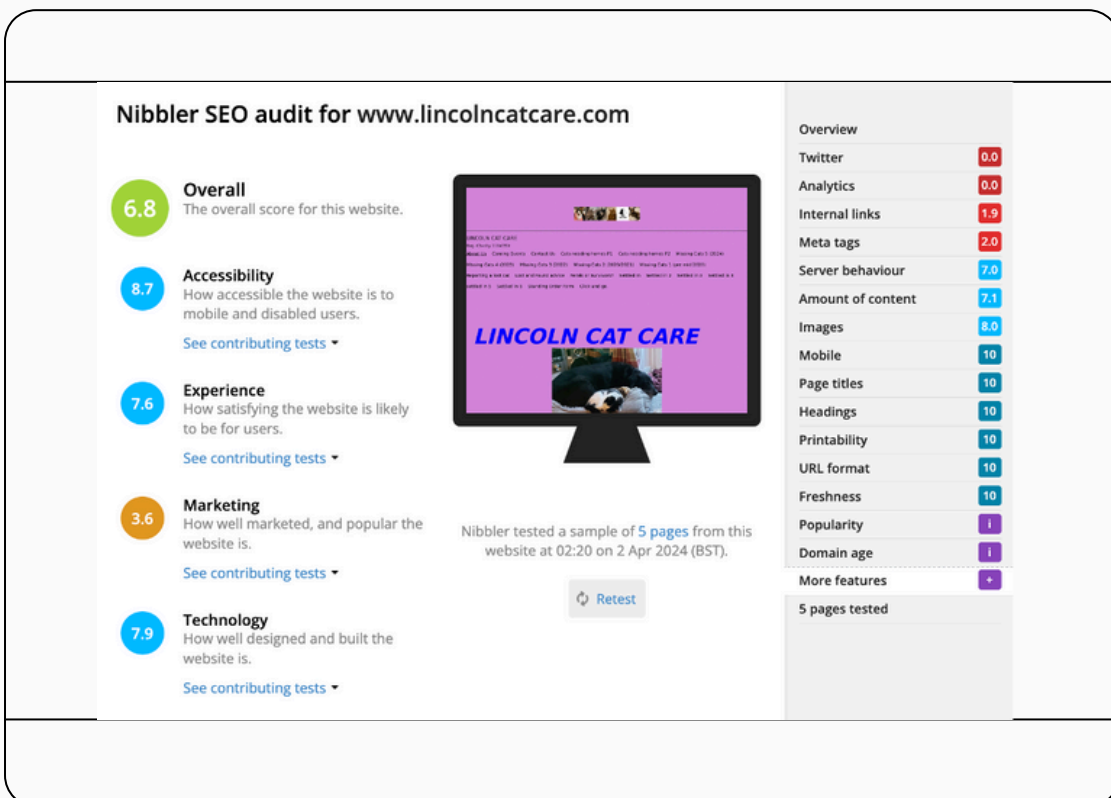


Fig. 12 – Nibbler report on performance (score out of 10) : satisfactory in overall performance, good accessibility and images, fair technology, poor marketing and very poor interlinks and meta tags performance.



Domain Analysis For:
lincolncatcare.com
Date: April 18 2024

Google PageRank: 2/10
cPR Score: 2.2/10

Domain Authority: 16
Page Authority: 25
Trust Flow: 11
Trust Metric: 11
Domain Validity: Found
Global Rank: N/A
Alexa USA Rank: N/A
Alexa Reach Rank: N/A
Spam Score: 1 / 18
External Backlinks: 53
Referring Domains: 17
EDU Backlinks: 3
EDU Domains: 1
GOV
Backlinks: 0
GOV Domains: 0
PR Quality: **Weak**
Domain Age: NA
HTTP Response Codes: 301
Canonical URL: lincolncatcare.com/
Root
IP: 195.8.197.77
Title: Lincoln Cat Care Reg. Charity 1114359
Topic: Reference/Education
Topic Value: 11
Indexed URLs: 247
Crawled
Flag: False
Google Directory listed: YES
DMOZ.org listed: NO
THIS DATA PROVIDED BY DOMAIN CHECK RUN AT
CHECKPAGERANK.NET

Fig. 13 – Google PageRank test for Lincoln Cat Care’s website

The Social Media

Currently, Lincoln Cat Care is active on Facebook but not on other social media platforms (Fig. 14-15). The organisation had 10+ posts in the last two weeks and they have 13k followers on Facebook. They mostly shared information about lost cats, settling in cats and cat care tips to interact with their followers and encourage feedback. This had successfully helped promote and increase traffic to the website. User engagement was also made through personal contact methods such as email, phone, or by post. A "Leave a comment" box was provided for users to connect and keep in touch with the website.

The website included a hyperlink to Facebook but it was not noticeably displayed. The Pinterest account had not been updated in 11 years, and the last video on YouTube was uploaded 9 years ago. The presentation of the contact information on the Contact Us page was incoherent. The "Leave a comment" box required users to sign in to WordPress (see Fig. 16), which added an extra step and caused inconvenience for users to communicate with staff.



Fig. 14 – Facebook

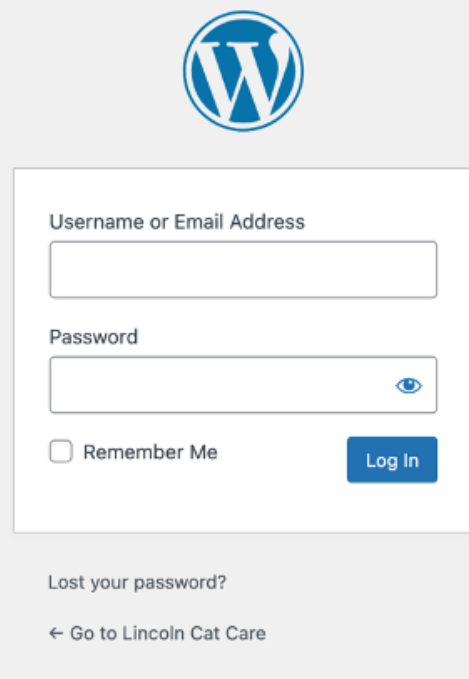


Fig. 16 - Sign up for Wordpress to leave a comment

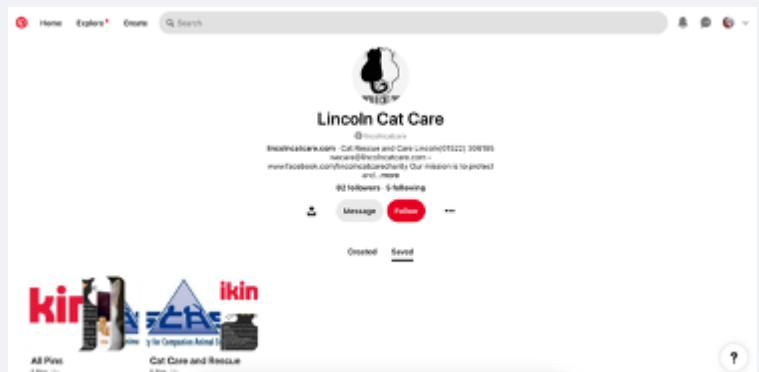
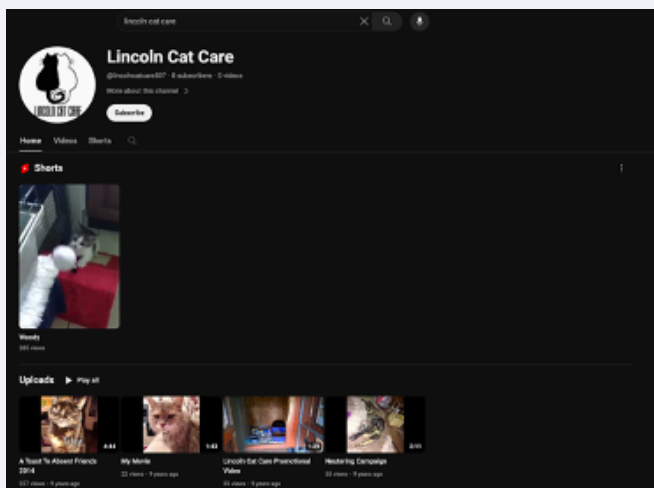
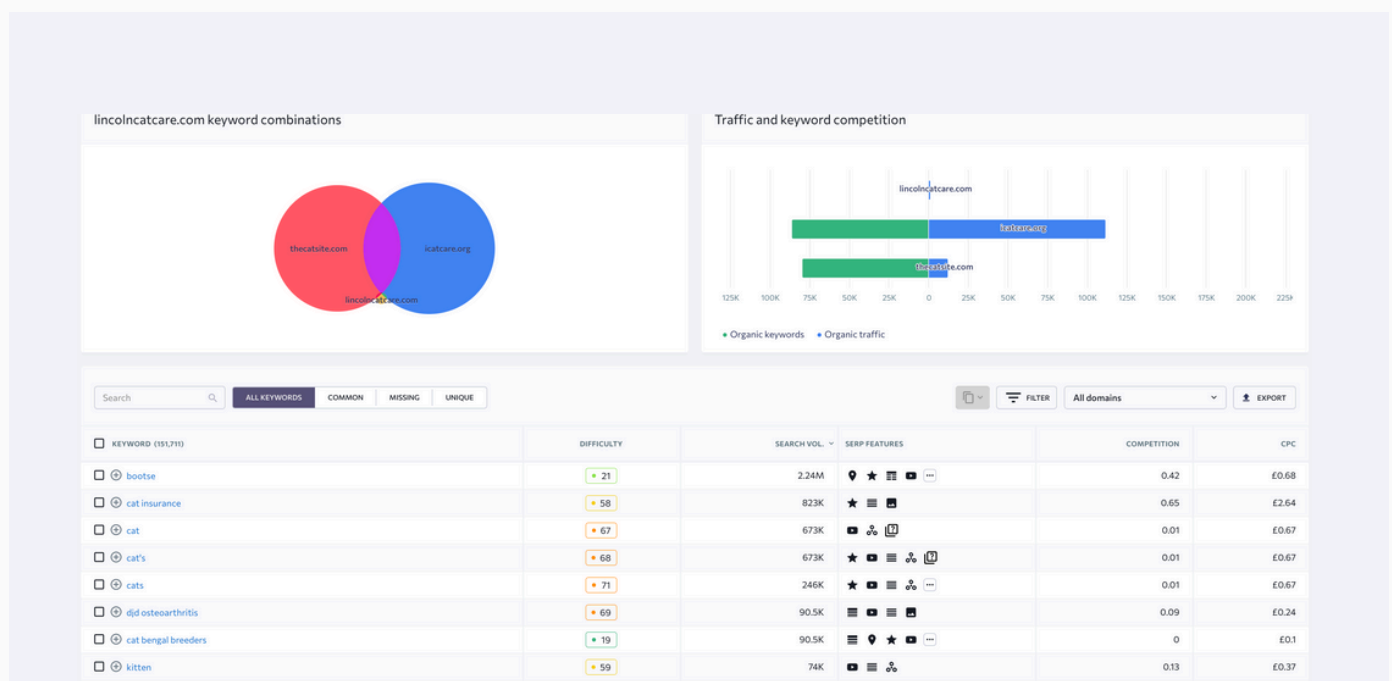
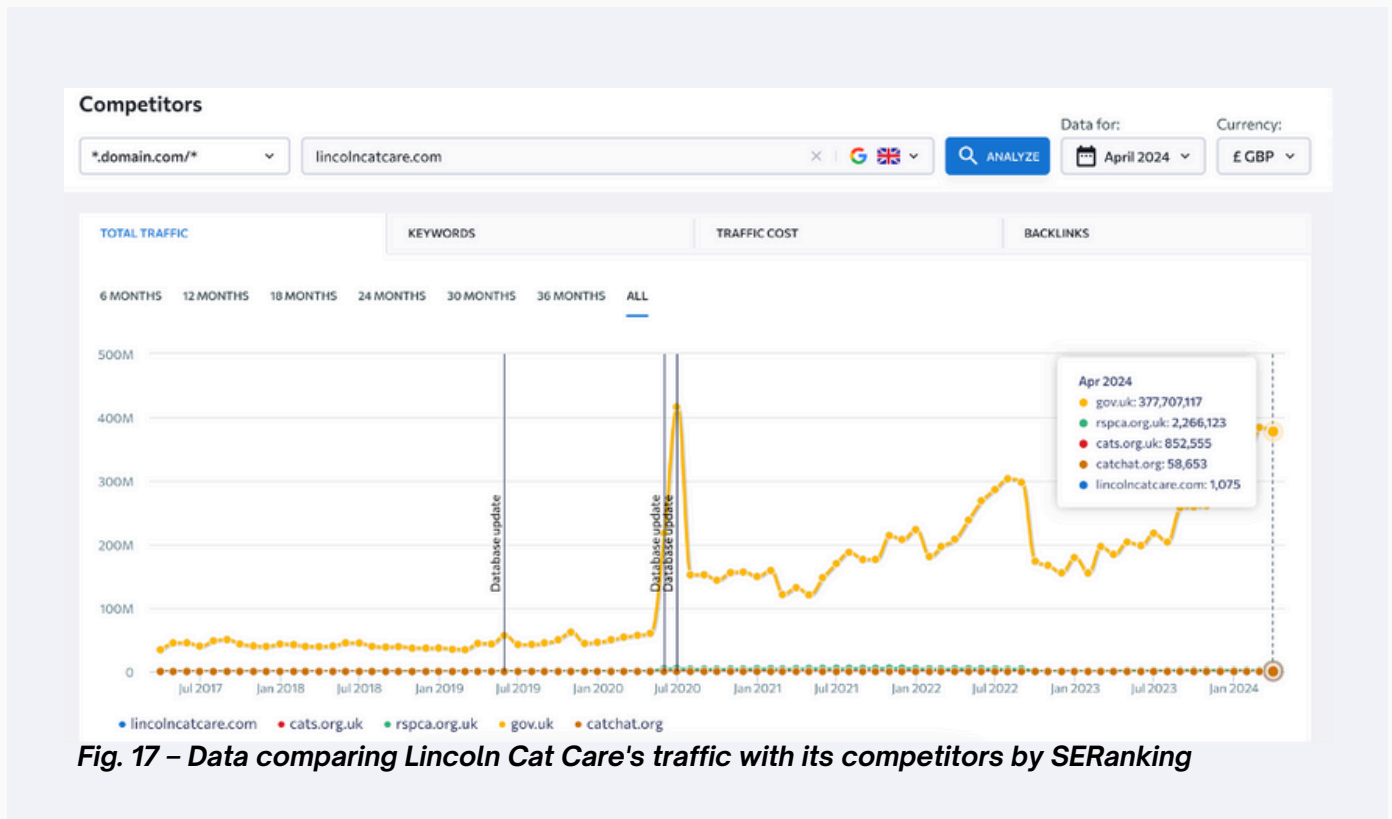


Fig. 15 - YouTube and Pinterest

The Traffic

From the results established in the SERanking website traffic checker, it was noted that Lincoln Cat Care's website had a relatively low number of organic visitors compared to its competitors in the market (see Fig. 17). The total number of keywords used on the website was significantly fewer than those used by its competitors (Fig. 18).

It was also acknowledged that people who visit the website were mostly interested in the About Us page, and the pages about cats needing homes (Fig. 19). Lastly, a decline in visitors' interest in accessing the website was noted over time (Fig. 20).



SE Ranking

Why SE Ranking Features Plans & pricing

COMPETITIVE RESEARCH

- Overview
- Organic Traffic Research
 - Keywords
 - Ranking changes
 - Competitors
 - Traffic distribution by country
 - Pages
 - Subdomains
- Paid Traffic Research
- Competitor Comparison

KEYWORD TOOLS

- Expand Database
- Keyword Manager

Competitive Research Organic Traffic Research Pages

Account limit: 1/3

Pages

domain.com lincolncatcare.com

Data for: April 2024 Currency: £ GBP

SEARCH FILTER EXPORT

URL (URL)	TRAFFIC SHARE	TOTAL TRAFFIC	TOTAL TRAFFIC COST	KEYWORDS TOTAL	KEYWORDS BY INTENT
Lincoln Cat Care - Reg. Charity 1114359 https://www.lincolncatcare.com/	90.79%	976	£500.02	144	
Cats needing homes P1 https://www.lincolncatcare.com/cats-needing-homes/	6.79%	73	£41.2	89	
Missing Cats 3 (2022) https://www.lincolncatcare.com/missing-cats-3/	1.67%	18	£0.36	219	
Missing Cats 4 (2023) https://www.lincolncatcare.com/missing-cats-4-2023/	0.37%	4	£0.09	212	
Missing Cats 1 (pre mid 2020) https://www.lincolncatcare.com/missing-cats-1/	0.28%	3	£0.68	32	
Coming Events https://www.lincolncatcare.com/coming-events/	0.09%	1	£0	11	
Ferals or Survivors? https://www.lincolncatcare.com/ferals-or-survivors/	0%	0	£0	5	
Missing Cats 5 (2024) https://www.lincolncatcare.com/missing-cats-5-2024/	0%	0	£0	12	
Click and go - Lincoln Cat Care https://www.lincolncatcare.com/click-and-go/	0%	0	£0	1	

Fig. 19 – Page views statistics by SERanking

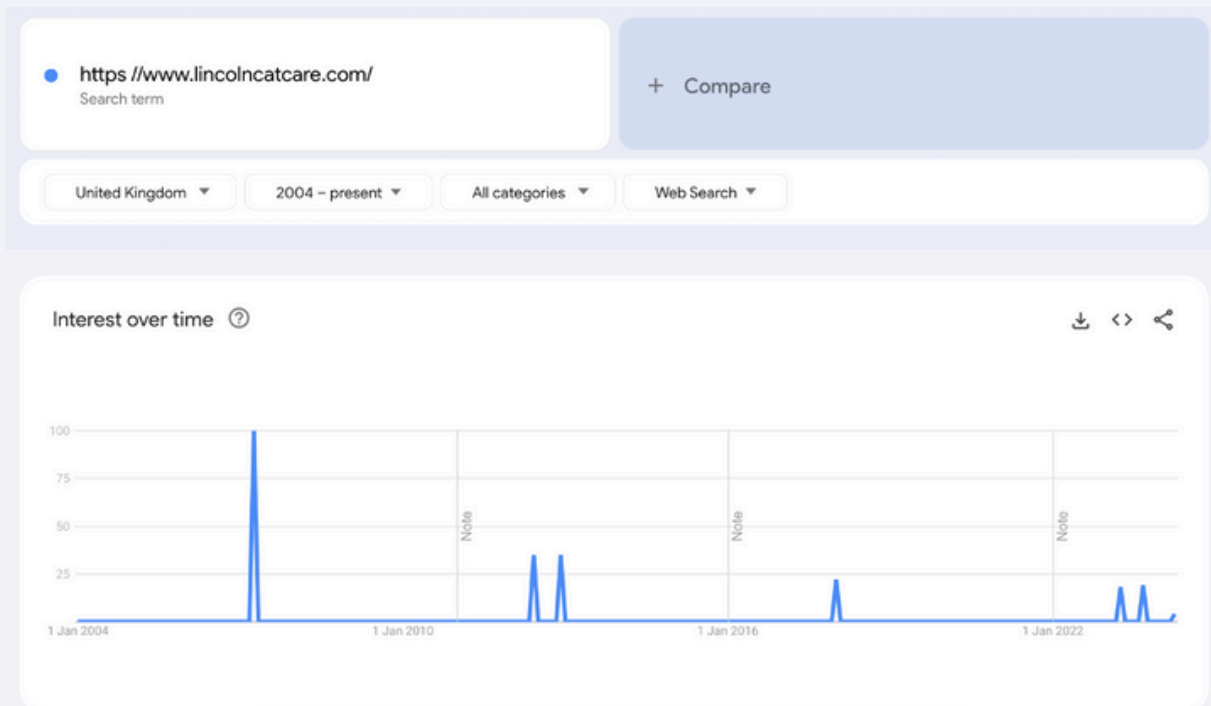


Fig. 20 - From 2004-present, trend of searches over time in the UK by Google Trends

The Revenue

Lincoln Cat Care made a total income of £169,023 and an expenditure of £124,707 with savings or earnings of £44,316 for their financial year of December 31st, 2022. The income of the organisation was all generated by donation and fundraising by individuals or companies who support the organisation (Fig. 21).

While Lincoln Cat Care's website had created in-text advertising with InfoLinks, for sale of pet products from Wayfair and pet insurance from Animal Friends (Error 1001), the charity review conducted by the Charity Commission did not indicate any revenue generated from these affiliated companies.

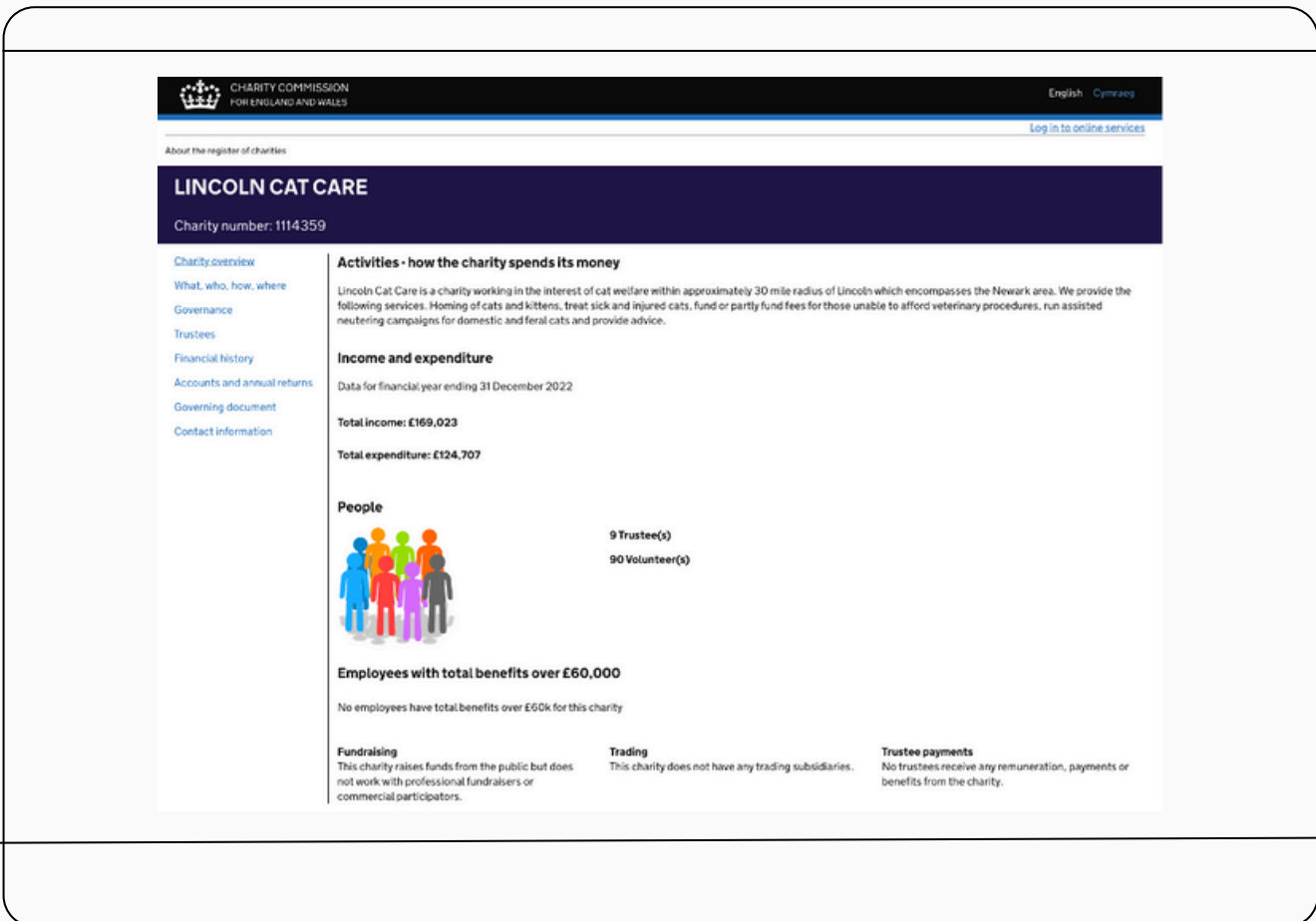


Fig. 21 – Income and expenditure of Lincoln Cat Care (charity number 1114359) by Charity Commission For England and Wales

Recommendations Action Plan

We all knew that a good performing website can reach a wider audience and attract potential customers. Considering the findings, I have made recommendations and proposed an action plan to improve traffic to the site, user engagement, user experience, revenue, and some more.

How to improve user experience?

If visitors can easily and instantly find the information they are looking for on a website, they will be less likely to navigate away to another site. When visitors stay on a website for a longer time instead of bouncing between different sites, it can improve the website's ranking on search engines. Optimizing the website's appearance and contents to enhance user experience is therefore crucial.

The Brand

The brand of Lincoln Cat Care was not distinctive and it appeared inconsistent with the logo seen on other social media.

Recommendations (Fig. 22)

- put a consistent brand on every web page
- create brand identity and authority



Fig. 22 - Brand Logo

The Content Appearance

It is crucial to capture people's attention and provide them with the information they are seeking for in the first few paragraphs. This arrangement helps to retain visitors for longer period of time and encourages them to engage with the content. However, upon reviewing Lincoln Cat Care's website, I could see a lack of clear typographic hierarchy across its pages, resulting difficulties for visitors to find contents they look for.

Recommendations (Fig. 23)

- use a well-defined hierarchical structure, with headings and sub-headings, for the website's content throughout web pages
- avoid using multiple labels of similar content on the main menu
- use drop-down menus from main menu to enable visitors to retrieve information easier
- words not hyperlinks will not be highlighted to avoid confusion to users



Fig. 23 – New homepage with drop-down menu

The Typography

The website appeared unprofessional due to inconsistent typography, leading to an overall unappealing visual experience for users. The chosen fonts and layout did not complement each other effectively.

Recommendations (Fig. 24)

- consistent fonts and layouts across all pages
- use different font sizes for headings and subheadings
- enhance user experience by maintaining a visually pleasing experience

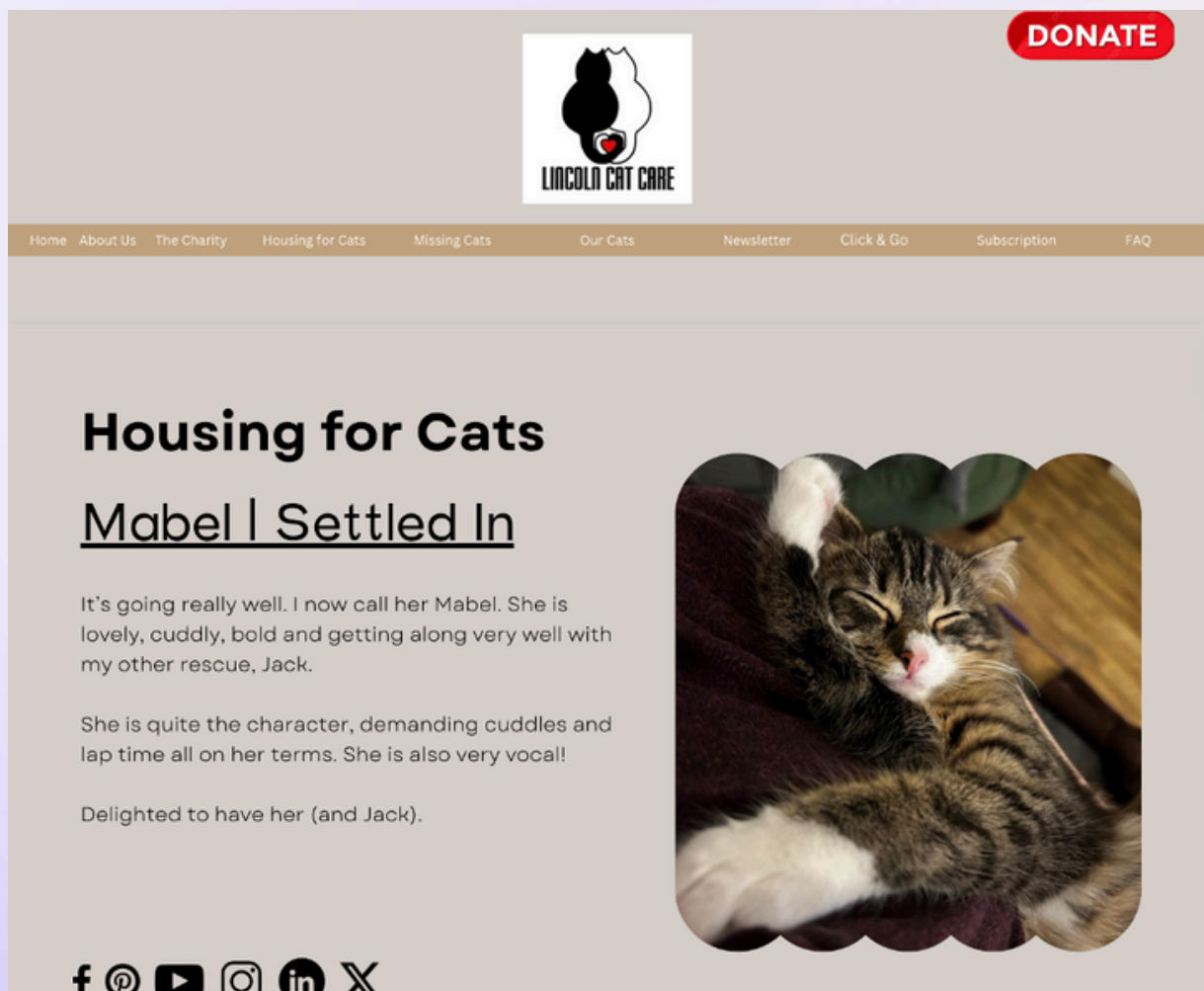


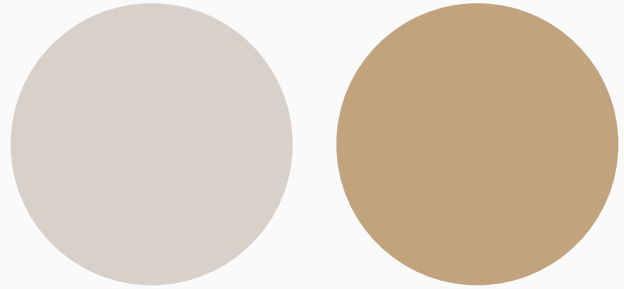
Fig. 24 - New fonts and layouts, headings and sub-headings

The Colour

The website uses vibrant colours causing an uncomfortable viewing experience for users. Cats are supposed to be soft, warm, graceful and purr. The existing colour scheme looked too intense and did not match the brand identity of love, care and warmth.

Recommendations

- enhance user experience by using warm hues
- use beige and brown colours



The Images

Most of the cat images on the website were of low quality, and the image layouts lacked consistency.

Recommendations (Fig. 25)

- use high-resolution, authentic pictures that showcase the true beauty of cats
- use intimate and romantic pictures of two cats together where two cats are intended to be adopted and live together in one home, or if they have already been adopted and are living together
- create a sense of human affection by using lovely cat images
- optimise images to a smaller size without ruining quality to improve the overall user experience
- ensure images' captions will fit with popular keywords to rank higher



Fig. 25 – New high quality intimate cat pictures with keywords under the cat images

How to improve traffic?

Content Analysis

the existing contents on Lincoln Cat Care's website are all considered as quality contents and they have attracted users, mainly cat lovers, to visit the website. Good contents equals relevant, useful, interesting, engaging and fresh contents, which will supply a demand and is linkable. The better the websites' contents can satisfy visitors' intent, the better it is on search engine results. The website will then become more visible to users on search engines like Google. Additionally, if users find useful information on the website, they will be motivated to share contents on social media which will help drive more traffic to the website.

Recommendations (Fig. 23)

- enrich the contents by adding new webpages
- include new webpages
 - The Charity
 - Our Cats with drop down menu - Cat Protection, Cat Health, cat Nutrition, Cat Behaviour, General Cats Care, Dos and Don'ts
 - Cat Stories
 - FAQ
 - Subscription
 - Newsletter shared by the editorial team
- update and deliver contents effectively and consistently to interact with and retain users to support the website

Page Speed Optimisation

Visitors will stay longer on a website if they have good user experience on it. Fast-loading pages helps promote higher engagement, lower bounce rate and keep viewers on the site. They also help enhance website performance in Search Engine Results Page (SERP) rankings.

Recommendations

- decrease loading page time by optimising picture sizes
- make sure the images are properly compressed and resized
- maintain good quality pictures

SEO

Though Lincoln Cat Care's website contained relevant keywords and phrases, they were not enough to rank higher for users to find the website while surfing the web.

Recommendations (Fig. 9)

- add more keywords and phrases in the website contents to satisfy search intent of visitors
- put keywords and phrases on the title, on the homepage and on the webpages to let Google know about the website and increase its visibility on the web
- create effective title, for example, Lincoln Cat Care | For love and care of cats
- create unique meta description, for example, Lincoln Cat Care, we love and care for cats by helping cats to find new homes, or provide temporary homes for stray cats or rescued cats waiting to be adopted, finding missing or lost cats, giving cat care advice and tips, bringing injured cats to vet treatment and supplying food for cats in need. We raise funds to support cat care. Your donation to help cats will change their lives
- improve Homepage impression (Fig. 26)
- Improve About Us page impression (Fig. 26)

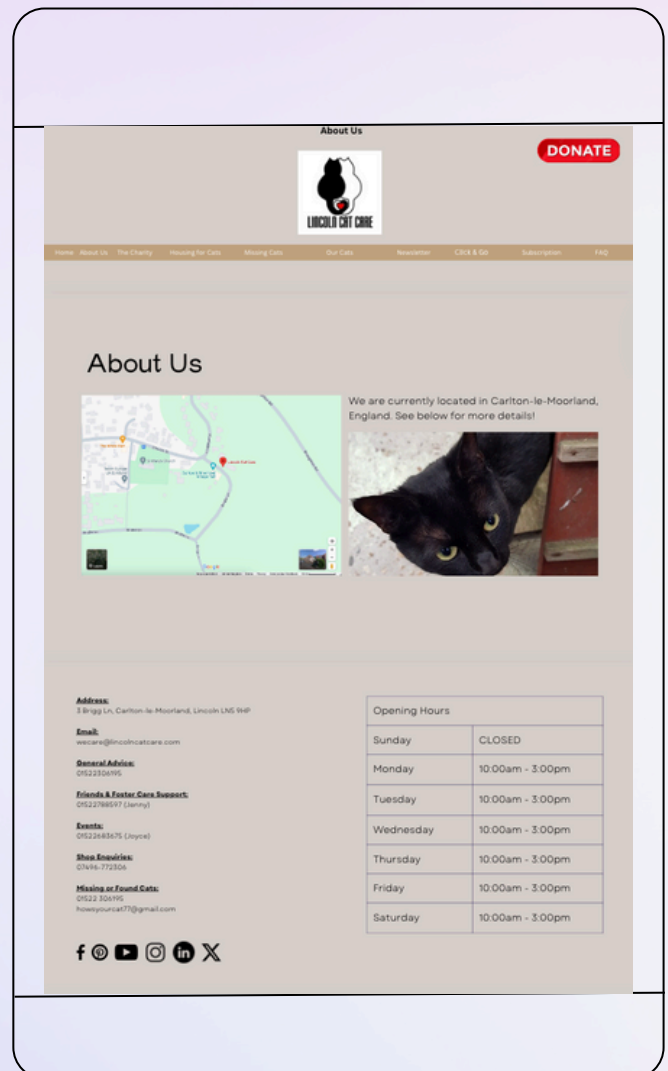
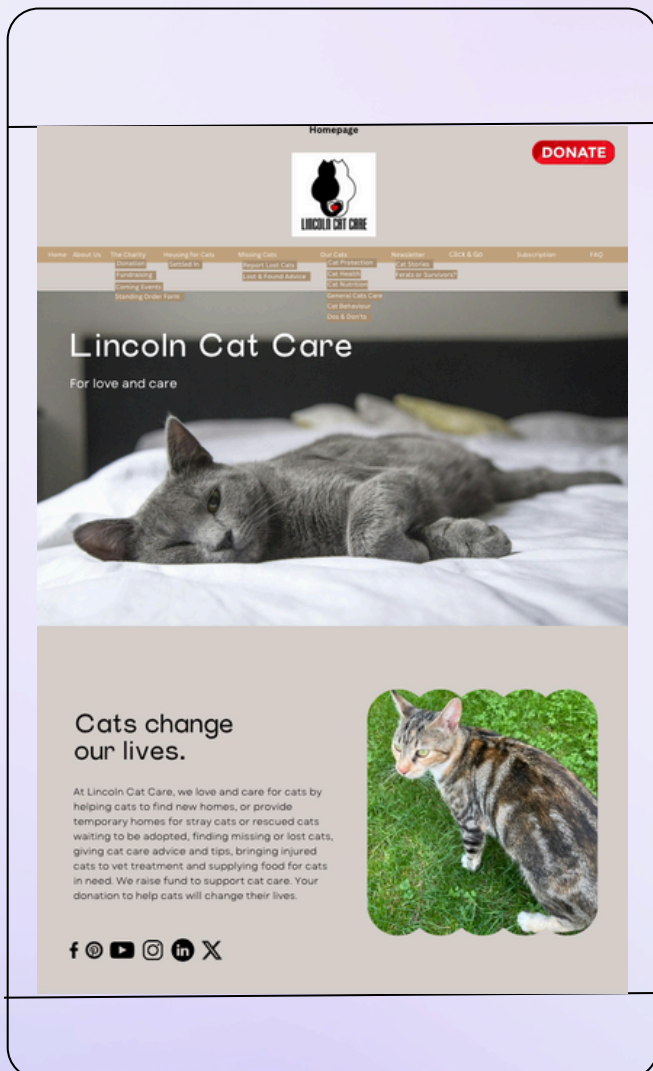


Fig. 26 - New Homepage and About Us page

Backlinks

Search engines like Google will interpret backlinks and count for the website's popularity and authority. This can boost up the website's credibility, visibility and thus improve the website's search engine rankings.

Recommendations (Fig. 27)

- include backlinks of other reputable sites within the website contents
- for example, RSPCA, National Animal Welfare Trust, World Animal Protection, etc.



Fig. 27 - Reputable sites - RSPCA, National Animal Welfare Trust and World Animal Protection

How to improve user engagement?

Facebook, Instagram, Twitter, Pinterest, LinkedIn and YouTube

There are billions of users using Facebook, YouTube and millions of users using Twitter, Pinterest and LinkedIn platforms (Fig. 28). Out of all these top social media platforms, I found that Lincoln Cat Care is only active on Facebook.

Recommendations (Fig. 29)

- increase social engagement by expanding to Twitter, Instagram and LinkedIn
- re-activate posts on Pinterest and YouTube to share updated information, pictures and videos
- on Twitter, use relevant, simple, memorable hashtags and capitalise each word to increase the crowd towards the website, for example, “#MissingCats” or “#CatOwners”.
- on Instagram, encourage Lincoln Cat Care staff to post instantly about cats who have found new homes, or lost cats away from families
- use content descriptions as Instagram captions to drive viewers to visit the website
- encourage Lincoln Cat Care staff to make boards and pin pictures of cats regularly
- paste the website's URL link on newly created pins to increase viewers from Pinterest to the website
- on YouTube, create and share contents with cat lovers, especially those seniors without social media
- embed all social media icons on each web page to help build digital presence and create engaging branding for the organisation.

Social Media Overview

	Social Media	MAU*	User Base	Industries	Year
1	Facebook	3 billion	25 and 34 years made up Facebook largest audience	Financial services, E-commerce, Retail, Gaming, Entertainment, Media, Telecom, Technology, Consumer goods, and Automotive	2004
2	YouTube	2.5 billion	Strong user base across all age groups	All genres from beauty, gaming, and education to DIY home improvements	2005
3	Instagram	2 billion	Millennials and Gen Z	Fashion industry, Food, Beauty, Skincare, Real estate, travel	2010
4	TikTok	1.2 billion	Gen Z	Tutorials, Product or Service reviews, Movies	2016
5	Snapchat	750 million	Teenagers - The most active users on Snapchat are 13-year-olds	User-generated content, behind-the-scenes videos, exclusive offers, and influencer takeovers	2011
6	X (Twitter)	541 million	The majority is under 35 years old	Entertainment, sports, politics, tech, or marketing	2003
7	Pinterest	465 million	18 years old and above. 79.5 % Female	Fashion, food, decor, wedding, workout, and DIY	2005
8	Reddit	430 million	Gen Z mainly	All genres. Specialised in niches and communities.	2010
9	LinkedIn	350 million	Professionals, specialised audience	Business, recruitment, tech, marketing, design.	2006
10	Threads	130 million	37%: 18-24 years old 63%: 24+ years old	It's still an early age to start seeing trends. However, it looks like businesses are using it to prompt and interact with the users	2023

(*) Monthly Active Users worldwide
[statista.com](https://www.statista.com) | [Social Media Platform 2023](https://www.socialmediaplatform2023.com) | [blog.hootsuite.com](https://www.blog.hootsuite.com)

Fig. 28 – Social media overview of monthly active users worldwide



Fig. 29 – New social media icons on each webpage

Contact Information

The connection with cat lovers was also made through personal contacts like email, phone or by post but the contact information was not organised and well presented.

Recommendations (Fig. 30)

- put contact information in a table form to enable users to quickly find the information they need for inquiries on the About Us page and add a Google map for direction

it is also important to help visitors understand and organise their schedule easily to join event.

Recommendations (Fig. 31)

- put the coming events on a calendar rather than describing them in words

Currently, users are advised to sign in WordPress as an extra step before leaving comments. This created a barrier and users could not straightforwardly communicate with the organisation.

Recommendations

- avoid sign-up processes to allow users to comment directly on the comment box to encourage users to leave comments on the website
- staff to interact with the crowd by responding to their comments and thoughts, providing helpful answers to questions and include links to other social media platforms
- staff to respond to comments to encourage users' participation and drive more users to the website as well as other social media platforms

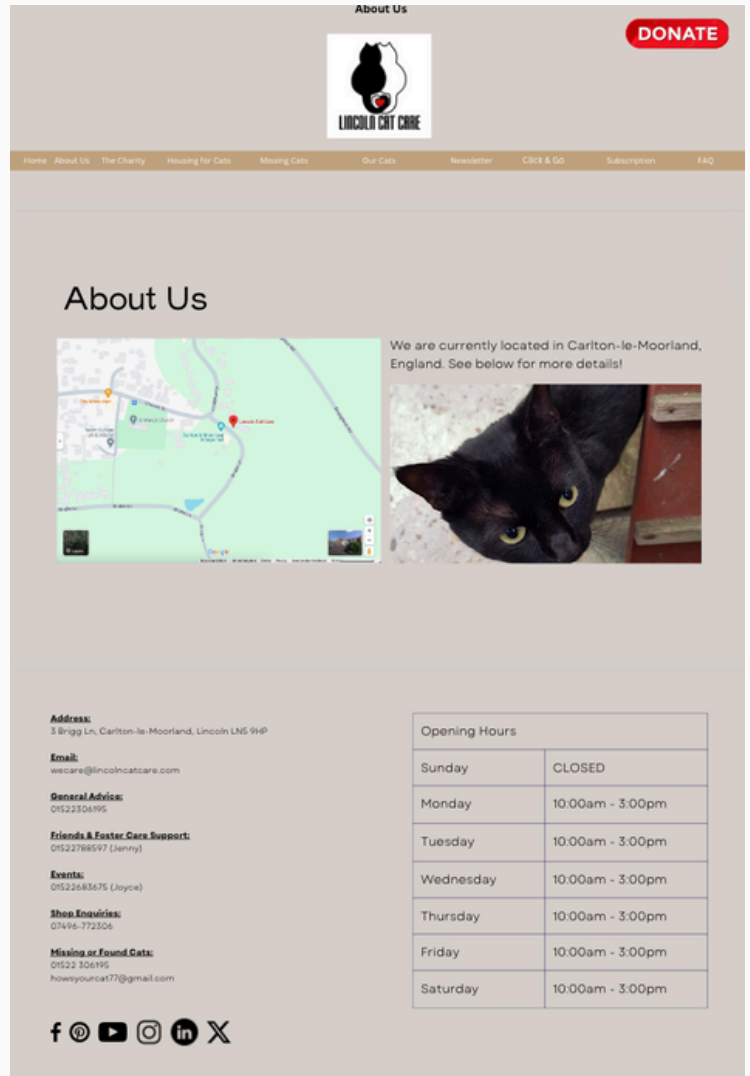


Fig. 30 - New presentation for contents on the About Us page



Jenny



Joyce

Schedule

April 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Fig. 31 – New Coming Events page

April 2024 - August 2024

How to increase revenue?

Donations

Recommendations (Fig. 32)

- create a Call-To-Action (CTA) button on each webpage to encourage visitors to take immediate action to donate

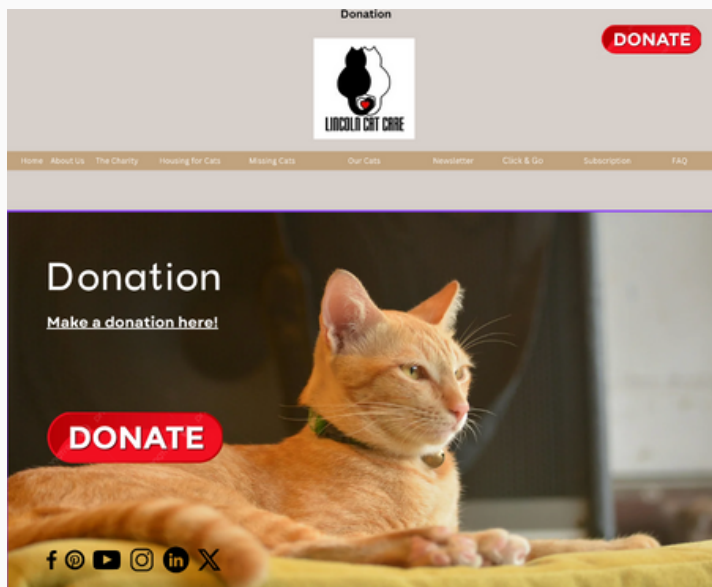


Fig. 32 – New Donation page and **DONATE** on each webpage

In-text advertising

On the Click and Go page, there are infoLinks for the Wayfair Pet Shop and Animal Friends insurance company, but it appears that no income was generated from these affiliated companies.

Recommendations (Fig. 33)

- place icons with the appropriate company names on the Click and Go page to direct visitors to the respective websites
- increase visits to these affiliated companies to increase the likelihood of generating income from these companies

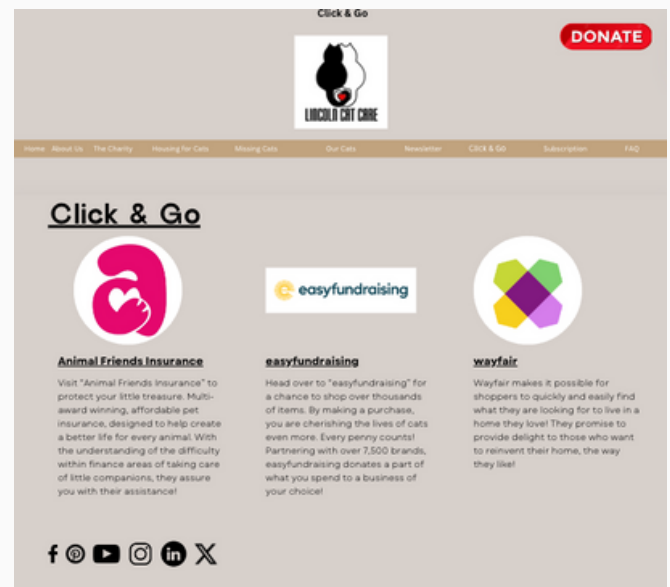


Fig. 33 – New Click & Go page

Subscription

to increase revenue, the organisation can offer users the option to sign up for newsletter subscriptions on the website.

Recommendations (Fig. 34)

- add newsletter contents on the website to allow subscribers to stay updated with the newest information about their cat friends
- users to subscribe to these newsletters by providing their email addresses
- charge a small subscription fee for providing news to its subscribers

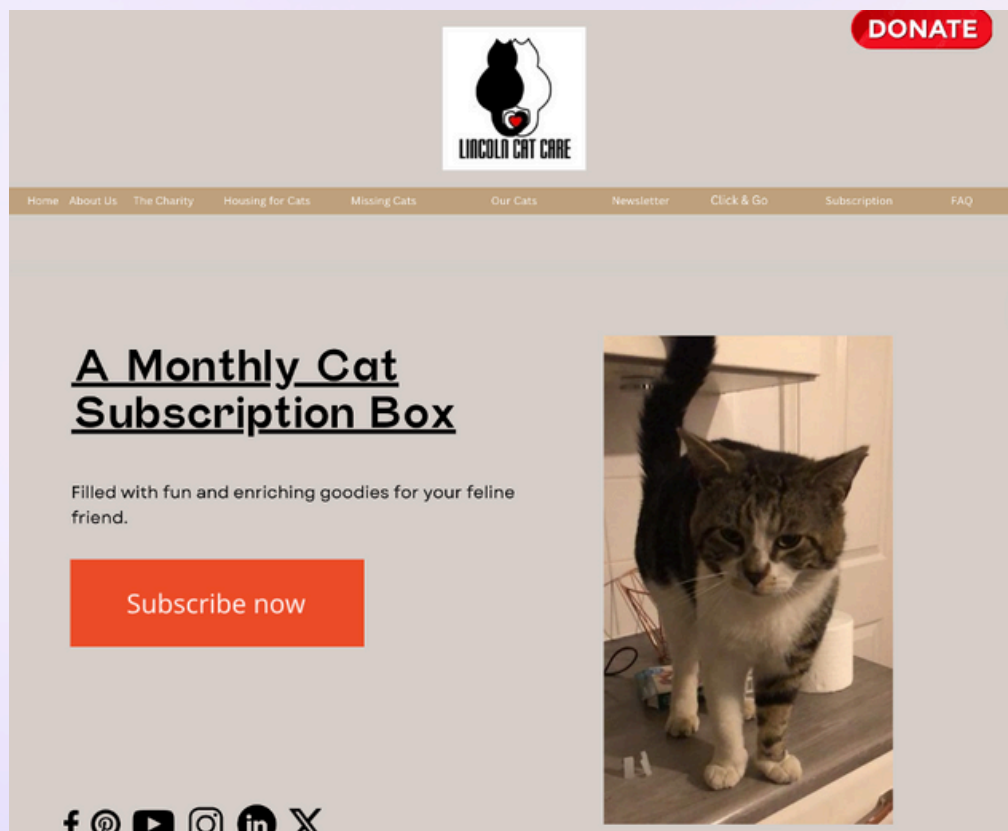


Fig. 34 - New Subscription page

Social media ads

Recommendations

- enhance online presence across various social media platforms such as Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube
- generate revenue through social media advertisements in the near future

How to make other improvements?

Reviews

Recommendations

- post reviews from satisfied users to enhance the website's credibility and reliability

Alternative (Alt) text

The website already incorporates keyboard accessibility features to assist users with disabilities in navigating its web pages.

Recommendations

- add Alt text to the images, making the site more accessible to a wider audience

Clickable links

Recommendations

- verify all hyperlinks are functioning correctly
- avoid non-working links which can lead to user frustration
- take immediate action to rectify the link to Animal Friend insurance company because it was not successfully functioning

Up-to-date information

Websites that provide up-to-date information are more likely to gain credibility with viewers. Outdated information can negatively impact the site's ranking in SEO and user trust.

Recommendations

- include updated information on the website, say like in the past one or two years, and avoid outdated information, for example, lost cat notices dating back to 2020

Sustainability

Recommendations

- enhance website reputation by optimising images and implementing SEO practices to improve loading time and thus reduce energy consumption

Accuracy

Recommendations

- check accuracy of all contents to correct any error on the site

Conclusion

In conclusion, I suggest implementing the above recommendations to enhance user experience, increase user engagement, improve traffic to the website, to keep visitors on the site and to encourage repeat visits and most importantly, to increase revenue.

References:


- Kronberg, Y. (2021) Six reasons why you should improve your website and tips on how to do it right, Zazmic. Available at: <https://www.zazmic.com/six-reasons-why-you-should-improve-your-website-and-tips-on-how-to-do-it-right/> (Accessed: 14 April 2024).
- UK PET POPULATION (2024) UK PET FOOD. Available at: <https://www.ukpetfood.org/information-centre/statistics/uk-pet-population.html> (Accessed: 14 April 2024).
- PageSpeed Insights | Make your web pages fast on all devices (no date) PageSpeed Insights. Available at: <https://pagespeed.web.dev/> (Accessed: 14 April 2024).
- Free Keyword Generator (no date) Ahrefs. Available at: <https://ahrefs.com/keyword-generator/> (Accessed: 14 April 2024).
- All-in-one agency-tailored SEO platform (no date) SE Ranking. Available at: <https://seranking.com/> (Accessed: 14 April 2024).
- Explore what United Kingdom is searching for right now (no date) Google Trends. Available at: <https://trends.google.com/trends?geo=GB&hl=en-GB> (Accessed: 15 April 2024).
- Care, L.C. (2022) Lincoln Cat Care - Charity 1114359, About the register of charities. Available at: <https://register-of-charities.charitycommission.gov.uk/charity-details/?regid=1114359&subid=0> (Accessed: 15 April 2024).
- Page Speed Optimisation: Tips to Improve Page Loading Time (2023) WhitePress. Available at: <https://www.whitepress.com/en/knowledge-base/1831/page-speed-optimization> (Accessed: 15 April 2024).

Thank you!



Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

 Park Row, Greenwich SE10 9LS

 +44 07978790079

 yw1225f@gre.ac.uk