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- Example Report -

Complimentary

Luxury website audit

Prepared for:

Company A

Luxury website audit - overview

The complimentary luxury web audit is for Luxury Marketing Council Members and is intended to deliver insight into your current web property and understand how it is performing against your competitors and general luxury categories

The information contained in this report is based on our evaluation of the website www.companya.com. According to your submission, *Company A* elected not to provide direct access to your internal analytics and data. We used the best publically available resources, tools and analytics to help provide this perspective and actual numbers may be different that the report outlines below. We also leveraged best practices, industry knowledge and competitive insight to help compliment the quantitative analysis. This report is not meant to be an exhaustive review but to serve as a starting point to guide the conversation and help your organization address some near- and far-term opportunities. We would be more than amenable to provide technical source providers and software analytics upon request.

The report is broken into 4 master key performance indicators (KPIs), a summary of scores and recommended next steps. Each master KPI has a ranking from 1-10, with 10 representing the best in class websites:

- Technical factors
- Consumer engagement
- Organic search engine rankings
- Brand recognition

Technical factors: In order to understand how your website functions, we take a look behind the scenes and review the technical structure of the site. This is *not* an exhaustive review of all of the associated code and markup of the website, but a cursory overview of the structure to understand consumer impact items like page load times and performance (speed) of the website. Put simply, cleaner website code and properly optimized files will allow for faster response times and a better user experience.

Consumer engagement: Consumer engagement measures the degree to which a user is able to have a meaningful brand experience through your website by viewing functionality of the website and the ability to easily accomplish goals and tasks. This is important because your value proposition is presented both in terms of content and visual language balancing both rational and emotional promises

Organic search engine rankings: Organic search engine rankings display the visibility of your website against your competitors in organic or natural search engine rankings. This section utilizes common search phrases specific to your industry or market. High keyword rankings are crucial for consumers to find your website on their own terms.

Brand recognition: Brand recognition offers a supplement to traditional metrics like website traffic and search engine rankings. Because these metrics can change rather frequently and accurate website traffic is often not available for competitors' websites, additional 3rd party metrics are used to deliver insight into items that affect your websites ability to be found and shared on the web. These factors are a representation of your websites strength based on independent third parties.

I. Technical factors: Overall Rating 7

It is crucial to look at the technical structure and composition of the website, as this is how search engines and web browsers view and interpret your site. While a site may function correctly and appear formatted properly to the human eye, electronic visitors to the website read different elements of the page including code and programming markup. Cleaning up your code and optimizing file size and formats will allow for faster page load times and a streamlined user experience.

Cross browser compatibility test:

The website was viewed in Firefox 3.0, Internet Explorer 7 and Safari 3.1 and no display problems were apparent on the homepage and first secondary page across any of the browsers.

Performance (speed) test:

The current homepage load time is under 1 second when tested in our office on a T1 connection. The following items may cause slow page loads and a less than optimal user experience on slower connections.

Key

Caution: This item just exceeds the recommended size or number.

Warning: Reviewing this item and making adjustments will increase performance.

Immediate attention: This item should be review and corrected immediately.

See Technical Factors in appendix for list of all factors measured

Factor	Status	Details
Total Objects	Warning	The total number of objects on this page is 25 which by their number will dominate web page delay. Consider reducing, eliminating, and combining external objects (graphics, CSS, JavaScript, iFrames and XHTML) to reduce the total number of objects, and thus separate HTTP requests.
Total images	Caution	There are 17 images on your page. Consider using fewer images on the site or try reusing the same image in multiple pages to take advantage of caching. Using CSS techniques such as colored backgrounds, borders, or spacing instead of graphic techniques can help reduce HTTP requests.
Total Size	Caution	The total size of this page is 154244 bytes, which will load in over 20 seconds on a 56Kbps modem - or 35.66 seconds on a 56Kbps modem. Consider reducing total page size to less than 100K to achieve sub 20 second response times on 56K connections.
Total Script	Caution	The total number of external script files on this page is 4. Consider reducing this to one or two. Combine and minify to optimize your JavaScript files. Ideally you should have one (or even embed scripts for high-traffic pages) on your pages. Consider suturing JavaScript files together at the server to minimize HTTP requests. Placing external JavaScript files at the bottom of your BODY, and CSS files in the HEAD enables progressive display in XHTML web pages.
Image Size	Warning	The total size of your images is 122644 bytes, which is over 100K. Consider switching graphic formats to achieve smaller file sizes (from JPEG to PNG for example). Finally, substitute CSS techniques for graphics techniques to create colored borders, backgrounds, and spacing.
Script Size	Warning	The total size of external your scripts is 24679 bytes, which is over 20K. Consider optimizing your JavaScript for size, combining them, and using HTTP compression where appropriate for any scripts placed in the HEAD of your documents. You can substitute CSS menus for JavaScript-based menus to minimize or even eliminate the use of JavaScript.

II. Consumer engagement: Overall Rating is 6

Consumer engagement is critical to the success of your website. Within this context consumer engagement measures the extent to which a consumer has a meaningful brand experience when exposed to your website. When measuring this engagement, we consider the 6 P’s of luxury marketing. Winsper has defined these six key areas that luxury marketers must pay attention to because they fully cover what matters most to luxury consumers. For luxury products, the variables or dimensions that matter most are People, Product, Passion, Pleasure, Purpose and Price. *For an explanation of each of the 6 P’s please see addendum.*

Website communications:

Brand	Product	Purpose	Price	Pleasure	People	Passion
Company A						
Competitor 1						
Competitor 2						

Emphasis:



We also ask the following questions when considering consumer engagement:

- How engaging is your website to your target consumer (design & usability)?
- Can users find what they need quickly (navigation - no more than 3 clicks away from desired goals)?
- Are there roadblocks which prevent users from accomplishing their goals?
- What is your goal for visitors of the website (call to action)
- Are the consumers goals aligned with your presentation of offerings (company sales and marketing goals)?

Design & Usability:

Company A is home to some of the highest quality and best tasting products; however, the design of the website does not fully bring this aspect of the brand to life. The website needs to present the products in a more engaging and meaningful way to visitors of the site. The feel between the product and the website should be very consistent. In its current state the website does not mimic the experience of visiting the facility and leaves users wanting more.

The current homepage contains three buckets of content underneath the main content section. With some monitor resolutions this information will be displayed underneath the fold (bottom of screen) and isn’t

immediately evident because the design creates a false footer (appearance that nothing is underneath the screen). Removing false footers will ensure an item below the fold get more attention and ultimately clicks.

Navigation elements:

Company A employs a traditional navigation menu with first level categories across the left portion of the website. Sub menu items are listed underneath top level choices. This makes information very easy to locate even for users with little internet experience. Additional navigation items and partner websites are located across the top portion of the website. The main images across the top portion of the website are also clickable items that result in a larger image within a pop-up window. Be aware that pop-up windows are often blocked by default by most browsers and the use of them can often result in a poor user experience.

Calls to action:

The website has two main calls to action:

Buying the product

The ecommerce pages of the website become quite busy and can appear cluttered with additional sub navigation menu items at the top of the page and to the left of the screen. In addition, because the sales are handled on a separate URL clicking on the homepage icon at the top left of the page will redirect the user. This experience can be confusing for some users of the website.

III. Organic search rankings: Overall Rating is 2

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" or "organic" search results. Factors like, keywords, page descriptions, URL structure and inbound links all play a role in determining the rank of a website. Depending on your industry, certain factors may hold more weight than others. SEO is different than Search Engine Marketing (SEM) which is the purchase and management of paid "sponsored" search engine listings.

META Data

When viewing your website, search engines read additional information not visible to actual visitors of the site, this data is referred to as on page SEO data or META data. It contains information about the nature of the site and the services or products the company offers. Because search engines have gotten smarter in determining the importance and credibility of a website, META data is not as important to rankings as it once was. However, it is still a factor and on average accounts for approximately 25% of page strength.

Inbound Links

SEO is not limited to the content on your own website, in fact the quantity and quality of inbound links to your web site is the metric that search engines use to determine the credibility of a website. Approximately 75% of

page rank is determined by off page SEO factors. No matter how relevant the content, no website will achieve high rankings without quality, on-topic inbound links.

Homepage META data

Each page on your website should contain relevant META data so search engines can determine the content of each page and where to send visitors when they search with a particular keyword or phrase. For the purposes of this audit, only the home page META data was reviewed. Potential issues are shown in red.

Homepage Title: Length of title is within Google's limit of 65 characters

Company A Home

Page description: Length of title exceeds Google's limit of 160 characters and contains unnecessary words.

Actual characters: 255

Keywords: Length of keywords exceeds Google's limit of 200 characters

Actual characters 300

Keyword rankings

The following shows the summary results of our keyword ranking report. This report lists popular search phrases and where *Company A* and its competitors rank in organic search results across the three major search engines. Note: results are cumulative.

For a complete list of the keywords used and their rankings see the Keyword Ranking report in the appendix.

Company A - Keyword Summary: Google, Yahoo! & MSN

First Place	In Top 5	In Top 10	In Top 20	In Top 30	Ranked	Not Ranked
0	0	0	1	2	4	170

Company A - Keyword Summary: Google only

First Place	In Top 5	In Top 10	In Top 20	In Top 30	Ranked	Not Ranked
0	0	0	0	0	2	56

Cakebread - Keyword Summary: Google, Yahoo! & MSN

First Place	In Top 5	In Top 10	In Top 20	In Top 30	Ranked	Not Ranked
0	0	0	0	0	0	174

Silver Oak Winery - Keyword Summary: Google, Yahoo! & MSN

First Place	In Top 5	In Top 10	In Top 20	In Top 30	Ranked	Not Ranked
0	0	0	0	0	0	174

Popular search rankings:

The following is a small sample of popular search phrases and their corresponding top three organic search results as reported by Google.

Keyword	1st Result	2nd Result	3rd Result	Ave. Search Vol.
Winery	Wikipedia	allamericanwineries.com	Robert Mondavi Winery	1,220,000
Vineyard	vineyardusa.org	Wikipedia	mercyvineyard.com	1,000,000
Napa valley wineries	napavalley.com	napavalley.com	napavintners.com	14,800
Napa vineyards	napavalley.com	napavalley.com	napavalleyvineyards.org	12,100
Napa wines	napavintners.com	napavintners.com	napavalley.com	6,600

IV. Brand recognition: Overall rating is 6

Because website traffic and search engine rankings can differ from day to day, additional metrics are used to supplement these factors. The following factors represent different strength metrics that influence the reach and influence of a website.

Factor	Company A	Cake Bread	Silver Oak Winery
Google Page rank of homepage	5	3	0
Average page rank of top 10 pages	2	3	1
Compete rank	488,548	145,023	0
Alexa rank	1,301,288	775,258	0
Wikipedia links	2	1	0
Google Domain mentions	247	1,420	0
Yahoo links to domain	2,027	2,662	0
Google news mentions	0	40	0
Google blog search links	37	4	0

Factor	Explanation
Google Pagerank – Home Page	Google's PageRank algorithm is the system that originally powered the search engine's rankings (and remains an important factor today). The Google Toolbar shows a score from 1 to 10 (on a logarithmic scale, meaning it is an order of magnitude more difficult to achieve a 5 over a 4, etc.) that estimates the relative link popularity of a page.
Ave. Pagerank of top 10 pages	The domain strength algorithm estimates what Google thinks are the 10 most important pages on a domain, excluding the homepage (using the search tld site: domain.tld - example), then checks the PageRank of each to get a rough distribution of PR, and estimate the relative link popularity of the site.
Compete Rank	Compete is one of several services that aims to provide data about website traffic levels based on intelligence gathered from ISPs, toolbar usage data and other sources. Compete shows a rank (from 1 - the most popular site on the web, all the way into the 10s of millions - for very low traffic sites) for each site it has collected data about and displays it

	on a trends page.
Alexa Rank	As with Compete & Quantcast, Alexa aims to measure relative traffic levels (primarily via the Alexa toolbar). A low Alexa rank suggests high traffic levels and an important website.
Wikipedia Links	Using a Wikipedia search, we determine how many references have been made to pages on your domain. A higher number of Wikipedia attributions suggest a website that the online community believes to be important and reference-worthy.
Google Domain Mentions	Using a domain-specific search string, we extract the number of results Google reports for instances of your site name across the web. High number suggest an important, popular site.
Yahoo Links to Domain	In order to examine the link popularity of the domain on which the URL resides (a crucial factor in popularity and potential search engine ranking ability), Page Strength pulls the number of external links to the entire domain as reported by Yahoo! Site Explorer.
Google News Mentions	Google's News search tracks stories from thousands of sources. Having your domain/brand mentioned in Google News a large number of times is positively correlated with a more important, competitive website.
Google BlogSearch Links	Google's BlogSearch engine provides link data specifically for links from blogs. A high number of links from the blogosphere suggests greater importance and popularity.

Summary of scores

Your ratings out of 10

Technical Factors: 7

Consumer Engagement: 6

Organic Search Engine Rankings: 2

Brand Recognition: 6

Overall Score: 5.25 (Your overall score is the average of your KPI ratings)

How you compare

Below are the average ratings of the other Luxury Marketing Council Member websites who participated:

Technical Factors: 6.7

Consumer Engagement: 5.6

Organic Search Engine Rankings: 2.7

Brand Recognition: 5

Recommended next steps

Redesign your website with a focus on consumers and your brand image

The current website does not bring the brand to life for the consumer. We recommended that the website be redesigned with the consumer and your product offering in mind. Redesigning, reorganizing and optimizing the site will ensure that consumers spend more time on the site, get a better experience and ultimately lead to more sales.

Reorganize structure/content of website

In our review of your website we noticed several areas where content could be better organized and laid out. Every page of your website should encourage users to complete a desired outcome (complete a purchase, get more information, contact the company, etc.) and every page needs to work hard to generate user interest. We recommend taking a look at your website and reviewing individual pages for layout, content and overall aesthetics. By optimizing content and employing an appealing website, more users will complete your desired outcome.

Develop a search engine optimization strategy

Because *Company A* is not visible among search engines in natural results it is recommended that *Company A* develop a strategy for ranking on specific keywords related to their target consumer. Rising to the top of organic search rankings will not only make it easier for potential consumers to find your website but it will ensure that more traffic is funneled to the website and thus more sales conversions or leads are generated and captured.

On Page SEO data

Specific META data should be developed and built for all main pages to ensure that search engines route users to the correct page based on their search word.

Off Page Linkbuilding

To ensure your website ranks for targeted keywords, a link building campaign should be conducted to generate a large volume of high quality links to the website.

About Winsper & Radium

[Winsper](#) is a professional services firm that provides economic impact to innovative companies through proprietary solutions and methodologies. Winsper has been a founding member of the Luxury Marketing Council since 2003.

[Radium](#) is an interactive marketing agency specializing in search and social media optimization. They provide high level interactive consulting services that deliver measurable results. With a holistic approach to online marketing, Radium ensures technical alignment with strategic objectives.

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Appendix

Technical Factors Continued

Factor	Details
Total HTML	The total size of HTML files on your homepage. Minimizing HTTP requests is key for website optimization
Total Objects	The more objects on a page the longer the page will take to load. Reducing, eliminating, and combining external objects (graphics, CSS, JavaScript, iFrames and XHTML) will increase website optimization.
Total Images	The more objects on a page the longer the page will take to load. Using fewer images on the site or reusing the same image in multiple pages will take advantage of caching. Using CSS techniques such as colored backgrounds, borders, or spacing instead of graphic techniques can help reduce HTTP requests.
Total Size	You want your page to load in less than 20 seconds on a 56Kbps connection, with progressive feedback. Ideally you want your page to load in 3 to 4 seconds on a broadband connection, and 8 to 12 seconds for the HTML on a dialup connection. Reducing total page size to less than 100K to achieve sub 20 second response times on 56K connections.
HTML Size	Assuming that you specify the height and width of your images, having a HTML file size less than 50k will allow your HTML to display content in less than 10 seconds, the average time users are willing to wait for a page to display without feedback.
Total Script	Ideally you should have one or two (or embed scripts for high-traffic pages) on your pages. Consider combining JavaScript files at the server to minimize HTTP requests. Placing external JavaScript files at the bottom of your body, and CSS files in the head enables progressive display in XHTML web pages.
Image Size	Ideally each image should be less than 1160 bytes, to easily fit into one TCP-IP packet. Optimizing and creatively cropping your images, and combining them where appropriate. Replacing graphic text and form controls with styled text to eliminate unnecessary HTTP requests will also help.
Script Size	Ideal script size should be between 8K and 20K. You can substitute CSS menus for JavaScript-based menus to minimize or even eliminate the use of JavaScript.
CSS Size	Ideal CSS size should be below 20K. Optimizing your CSS for size by eliminating whitespace, using shorthand notation, and combining multiple CSS files where appropriate will decrease file

	size.
Multimedia Size	When using multimedia files consider loading hosting them on a separate size and only loading the content once the play button is pressed. This will keep load times for the overall page down.

The 6 P's of Luxury Marketing (To download the full 6 P's white paper visit www.winsper.com)

Luxury consumers can be better approached through taking into account variables based on their individual needs, wants, and values as opposed to a “one size fits all” template. For luxury products, the variables or dimensions that matter are People, Product, Passion, Pleasure, Purpose, and Price. Each of these dimensions will impact different consumers in different ways. And none of these are static or isolated. The importance of these dimensions will shift over time as individual circumstances change, and, at the macro level, key cultural, social, or economic trends will have significant impact. Luxury marketers have to take all this into consideration when determining present and future brand management, product offerings, and marketing campaigns.

To summarize some key takeaways:

People—People will increasingly rely on strong personal relationships that differentiate their trusted network from larger, non-exclusive networks associated with mass offerings. The ways to help forge bonds with affluent consumers include participation in the charitable, social, and cultural events that they support.

Product—Luxury products must embrace six key characteristics if they are to be considered luxuries by consumers: quality, heritage, integrity, price, scarcity, and superfluousness or non-utility. These characteristics will mean different things to different people.

Passion—Passionate consumers share their passion in a variety of “old-fashioned” (clubs and association) and emerging (online communities, blogs). Luxury marketers need to be particularly cognizant of what’s happening online: both good and bad news travels fast.

Pleasure—Pleasure derived from luxury consumption comes from the experience. A luxury experience implies an emphasis on senses and emotions. Luxury marketers need to ensure that their customers have the opportunity for sensory connection with their products, and should also consider emotional appeals in their marketing campaigns.

Purpose—Although luxury might be superfluous, it also serves a purpose. Most luxury products have a utilitarian aspect, which is more or less important to different individuals. Luxury marketers should arm themselves with a combination of practical, factual information, and ways for customers to connect to the pleasure aspects of their products. Luxury customers will place varying weights on the importance of pleasure vs. purpose. Marketers need to be prepared for all possible combinations.

Price—Money matters to the affluent, who tend to spend rationally, even if they seem to spend a great deal. Aware of the many downsides of ownership, the affluent increasingly favor fractional ownership. While fractional ownership may not always be relevant, luxury marketers should consider adding this to their mix.

Keyword ranking report

Below are keywords used for the keyword ranking summary

Keyword	Google	MSN	Yahoo	Google Ave. Search Vol.
wine	-	-	-	24,900,000
winery	-	-	-	1,220,000
vineyard	-	-	-	1,000,000
wines	-	-	-	823,000
red wine	-	-	-	673,000
napa valley	-	-	-	450,000
vineyards	-	-	-	450,000
wineries	-	-	-	368,000
wine tasting	-	-	-	201,000
cabernet sauvignon	-	-	-	165,000
wine cellar	-	-	-	165,000
wine country	-	-	-	165,000
wine gift	-	-	-	165,000
wine baskets	-	-	-	90,500
club wine	-	-	-	74,000
wine tours	-	-	-	74,000
buy wine	-	-	-	60,500
red wines	-	-	-	60,500
wine gift baskets	-	-	-	60,500
port wine	-	-	-	49,500
valley tours	-	-	-	49,500
wine gifts	-	-	-	49,500
wine tour	-	-	-	49,500
napa winery	-	-	-	40,500
wine online	-	-	-	40,500
white wines	-	-	-	33,100
pinot noir wine	-	-	-	22,200
valley tour	-	-	-	22,200
valley vineyards	-	-	-	18,100
wine clubs	-	-	-	18,100
wine events	-	-	-	18,100
fine wines	-	-	-	14,800
napa valley wineries	-	-	-	14,800
wine vineyard	-	-	-	14,800
wine vineyards	-	-	-	14,800
winery vineyard	-	-	-	14,800
buy wine online	-	-	-	12,100

napa vineyards	-	-	-	12,100
valley vineyard	-	-	-	12,100
winery tours	-	-	-	12,100
napa wine tasting	-	-	-	8,100
napa wine tour	-	-	-	6,600
napa wines	-	-	-	6,600
vineyard tours	-	-	-	6,600
wine country tours	-	-	-	6,600
wine tasting tours	-	-	-	5,400
premium wine	-	-	-	4,400
vineyards napa valley	42	-	20	4,400
rare wine	-	-	-	3,600
wine tasting events	-	-	-	3,600
napa valley wines	-	-	-	2,900
vineyard tour	38	-	21	1,900
online wine sales	-	-	-	1,300
rare wines	-	-	-	1,300
buying wine online	-	-	-	1,000
purchase wine online	-	-	-	880
buy fine wine	-	-	-	590
buy online wines	-	-	-	-