

SEO Analysis and Recommendations for TGW.com

I. Keyword Research-- 3 Recommended Keywords (Cr)

1. The 3 keywords/phrases we think will drive the most traffic:

- a. Golf Balls
- b. Personalized Golf Balls
- c. Brand Name Golf Balls

2. Current Rankings of my 3 keywords:

Ranking of Recommended Keywords on TGW.com

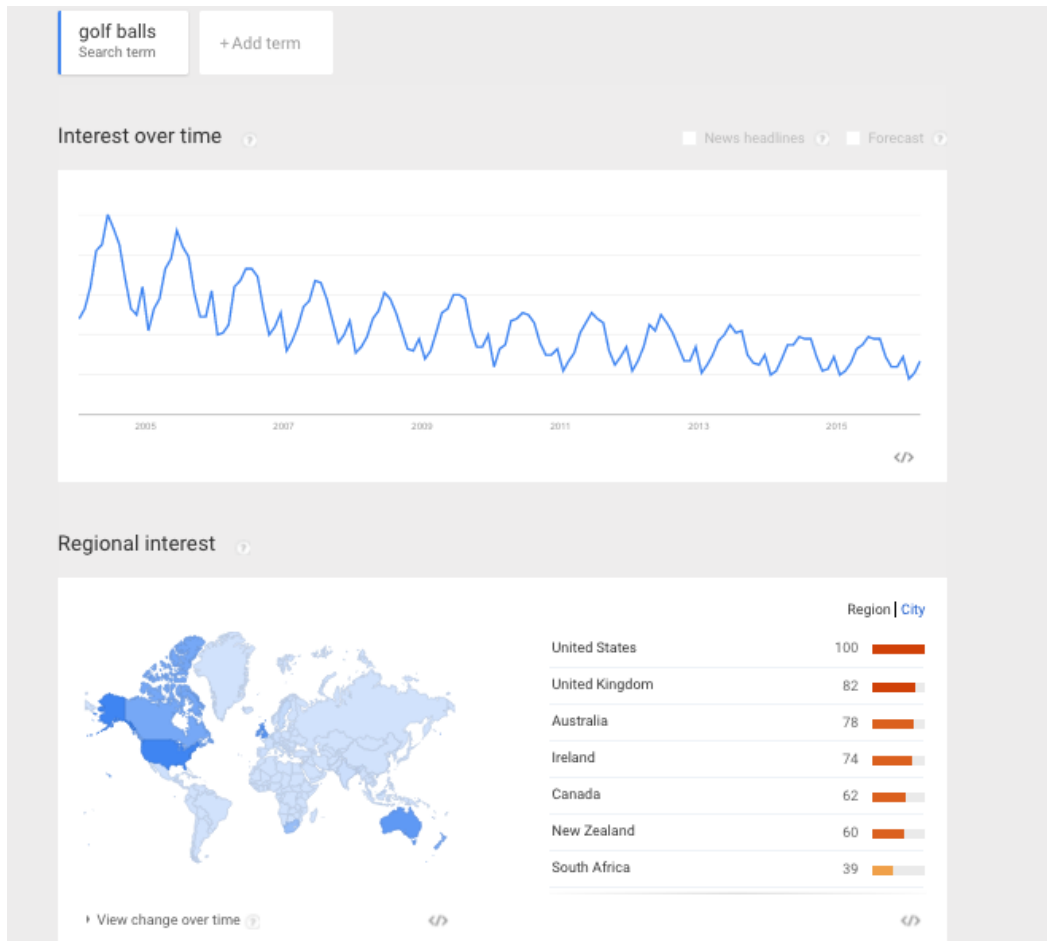
Keyword	Google	Bing	Yahoo!
Golf Balls	no	no	no
Personalized Golf Balls	33	no	3
Brand Name Golf Balls	95	no	no

Ranking of Recommended Keywords on GolfDiscount.com

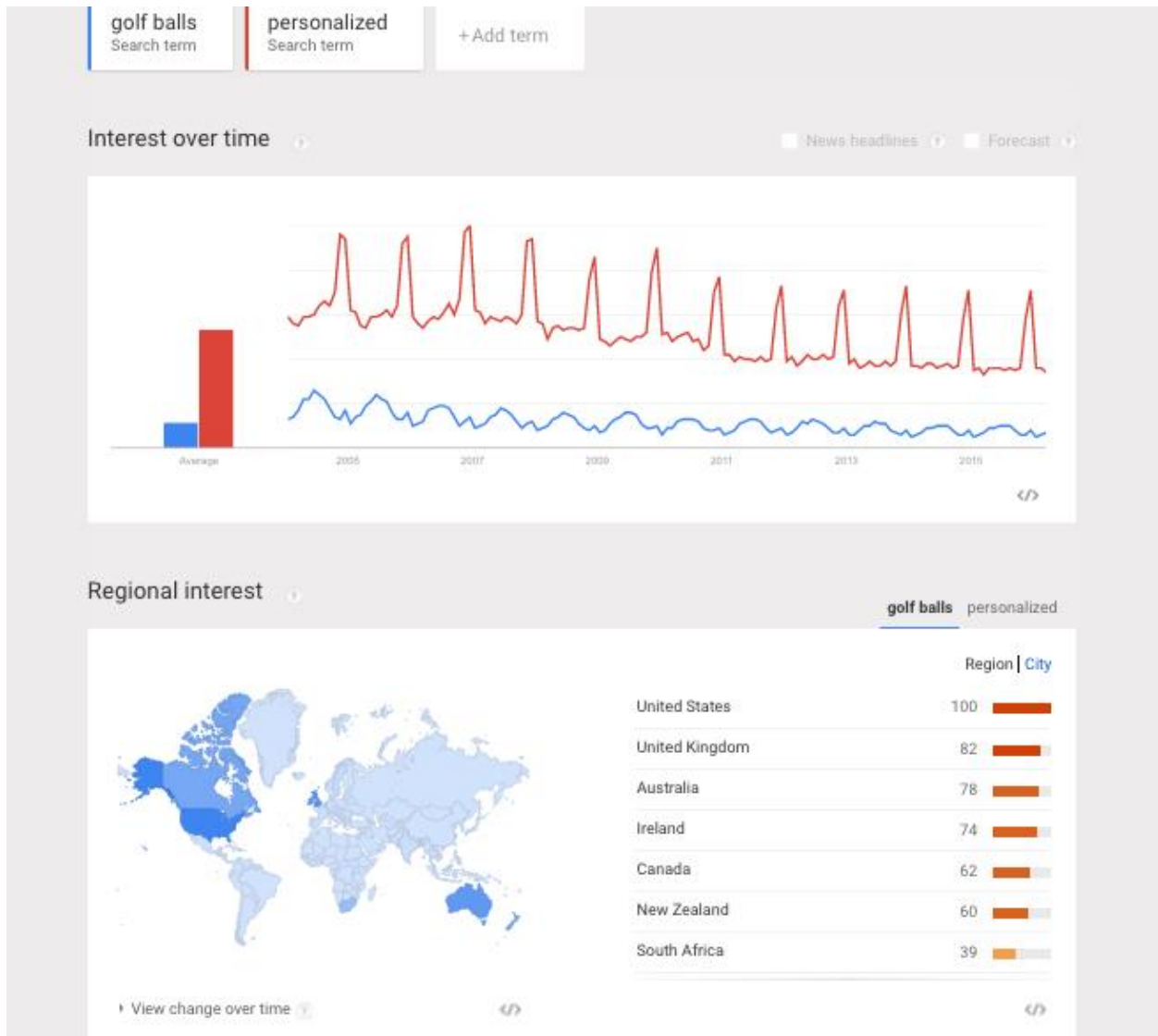
Keyword	Google	Bing	Yahoo!
Golf Balls	2	5	4
Personalized Golf Balls	7	no	18
Brand Name Golf Balls	7	15	15

3. Explanation of my choices:

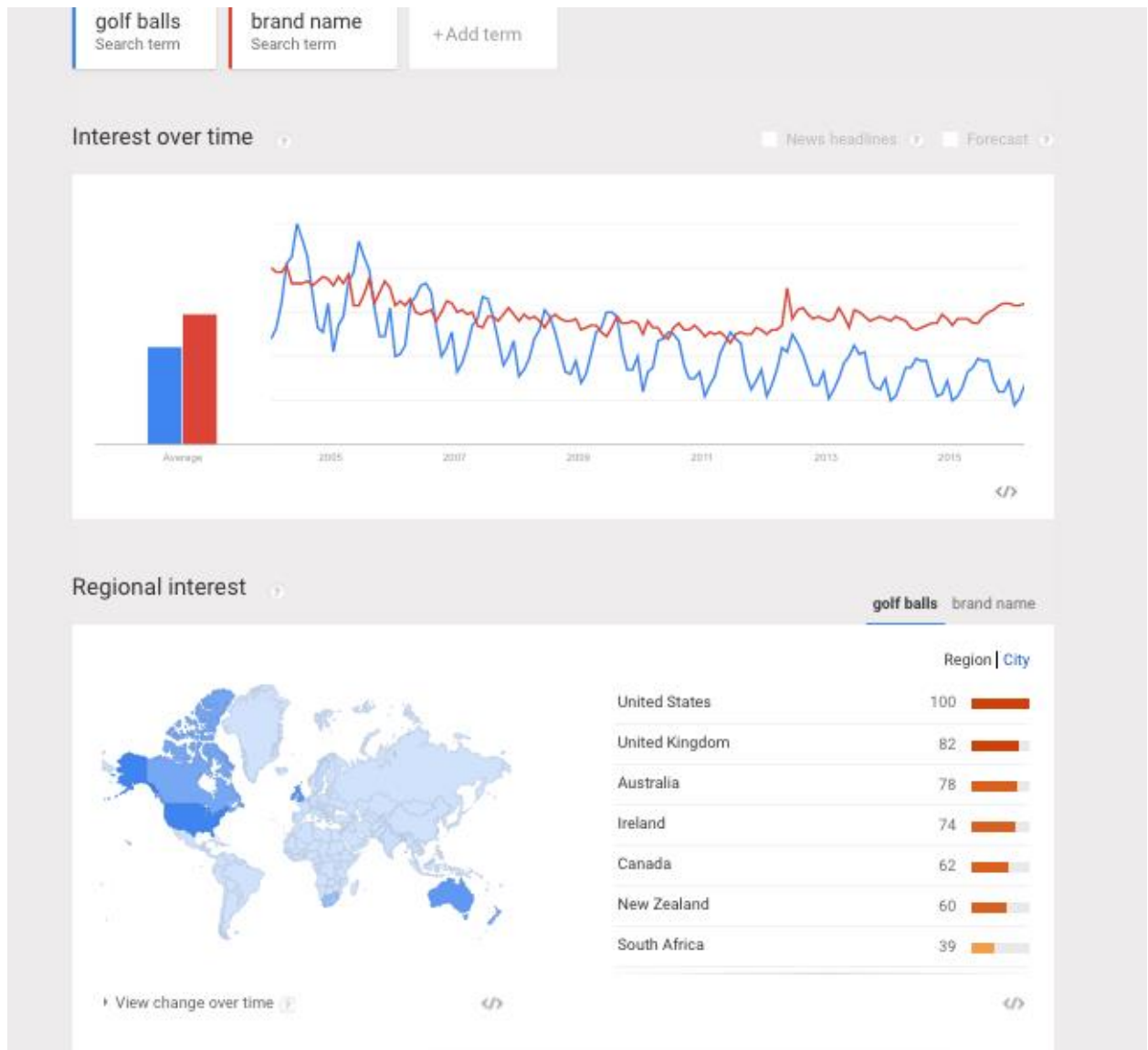
1. Golf Balls: This is a keyword given to us by the client. It makes sense to use this word since we are analyzing golfing websites and this is what they want to focus on. Golf balls is a frequently searched word on Google Trends. It is a very broad word to search and could produce traffic. If a customer is looking for something specific, it would be wiser to pick more targeted and specific words for keywords. It placed number two for results for Google results for GolfDiscount. It did not place for TGW.



2. Personalized Golf Balls: From studying the web site and Google Trends, we determined personalized is one of the categories for golf balls on both TGW and GolfDiscount. The word personalized is a frequently searched word on Google Trends and we feel like TGW could dominate this keyword.



3. Brand Name Golf Balls: We chose to have “brand name” as a keyword phrase because brand names are one of the popular categories on both websites. Brand name is a frequently searched phrase on Google Trends.



II. Current Traffic

TGW.com Monthly Unique Visitors: 215,077

GolfDiscount.com Monthly Unique Visitors: 45,786

Analysis: The number of unique visitors tends to go up around March or April and stay up until around September. We decided this was due to the weather being nicer so more people want to go golfing. When looking at the analysis of both sites, TGW.com does have more visitors than GolfDiscount.com. However, GolfDiscount.com's number of unique visitors per month seems to be rising while TGW.com's is decreasing ever so slightly. In the section where the report lists related sites, TGW.com is listed for GolfDiscount.com. GolfDiscount.com does not come up in the list of related sites for TGW.com.

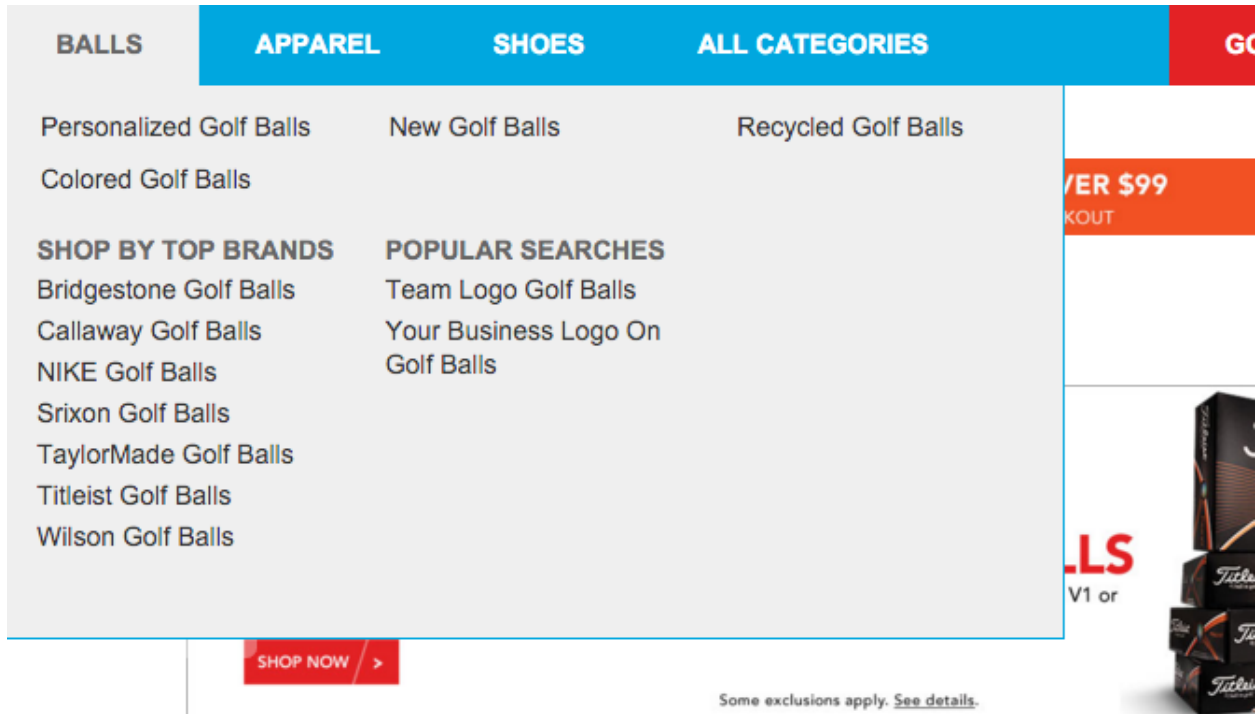
III: Content Analysis (Cq, Cw, Vt)

TGW.com Score: 8

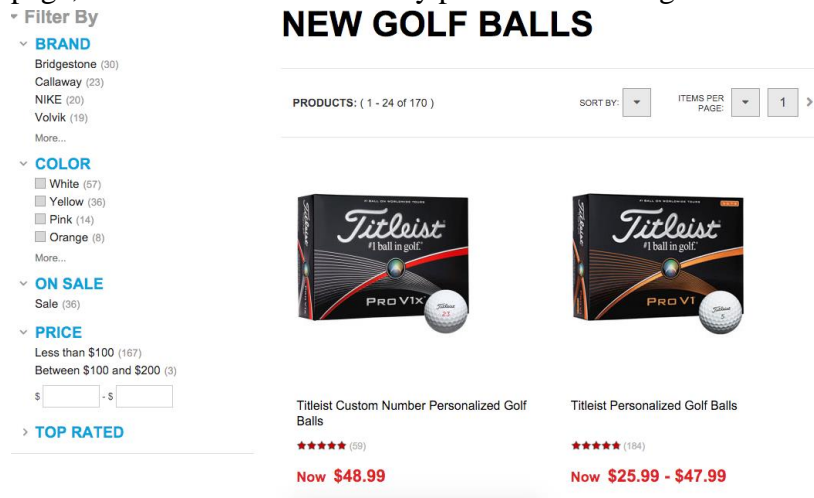
GolfDiscount.com Score: 7

Analysis:

We were impressed with TGW.com. They have lots of quality information about its products. When a user first clicks on the “Balls” tab on the homepage, he or she has the option to click on a specific category.



This is helpful for people who already have an idea on what sort of ball or brand they are looking for. Once the user clicks on a subtab, he or she is directed to the page where the user has the option of filtering his or her results by things such as color, brand, and price. On the top of the page, the user can see how many products are being shown and how many there are in total.



The page also shows the price. After the user clicks on product, it takes him or her to a page that gives more information on the specific product. The user can choose what model and number he or she would like the balls to have. Users can also look at a zoomed in image of the product. The page has visuals of the product, reviews, a written description, personalization options, a Q & A section, and a specifications section. These features make it easier for users to navigate through the pages by telling them exactly what things are.

Titleist Custom Number Personalized Golf Balls

★★★★★ 4.9 (59)

Write a review Ask a question

Golf Ball Model: Pro V1

Pro V1 Pro V1x

Golf Ball Number:

00	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30	31	32

Now **\$48.99**

Discounts cannot be applied to this product.

Quantity 1

Select attributes to see availability

ADD TO CART

SKU:P47907

Add to Wish List +

Personalization Options

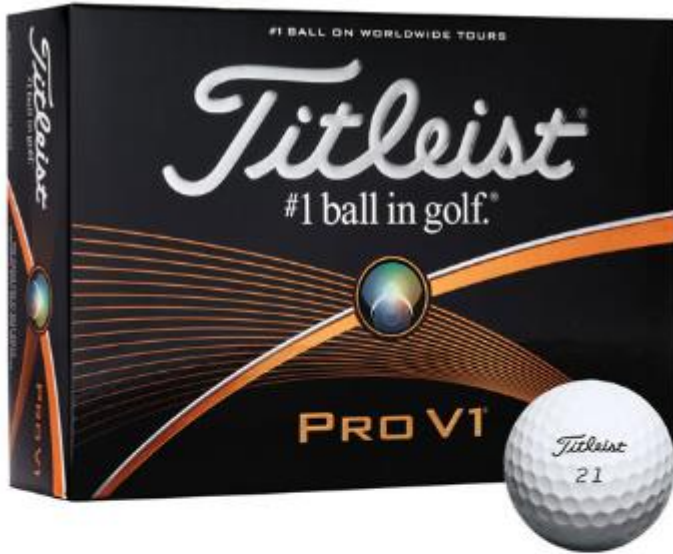
Text Color

Message

DESCRIPTION SPECS/SIZES Q & A REVIEWS

tleist Custom Number Personalized Golf Balls

There is also an option to see a video of how the golf ball was made. It shows a step by step process and shows real people working on making golf balls. This is extremely helpful to users and allows them to really trust in the product they are purchasing.



[Pin it](#) [Like](#) [Share](#) 1 [G+](#) 2

Write a review Ask a question

Quantity 1

Select attributes to s

Golf Ball Model: Pro V1

[Titleist Custom Golf Balls](#)

[Titleist Custom Golf Balls](#)
Length: 3:08 - 64 Views

Titleist Custom Golf Balls

FEEDBACK

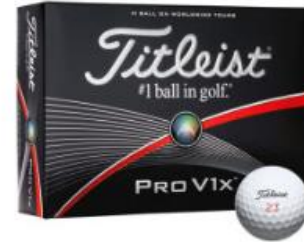
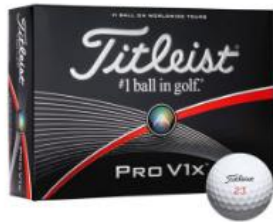
PLAY

0:00 / 3:08

79 80 81 82 83 84 85 86 87 88

89 90 91 92 93 94 95 96 97 98

TGW.com has an option that can compare two or more products on their website to see which option is cheaper, and see which one is rated higher.



Titleist Custom Number Personalized Golf Ball ...

Titleist Personalized Golf Balls

★★★★★ (59)

★★★★★ (184)

Now \$48⁹⁹

Now \$25⁹⁹ - \$47⁹⁹

COMPARE

COMPARE

Titleist Custom Number Personalized Golf Ball ...

★★★★★ (59)

Now \$48⁹⁹

ADDED COMPARE

[Home](#) / [Golf Balls](#) / [New Golf Balls](#) / [Compare](#)

Compare Products

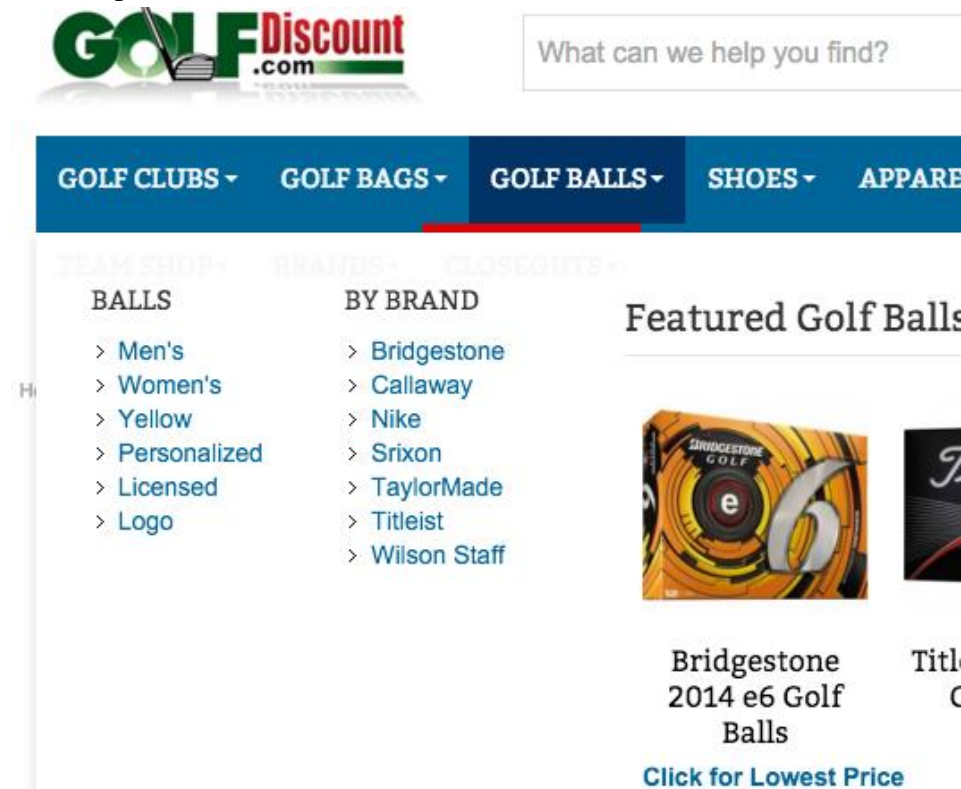
[< back to Personalized Golf Balls](#)

You can compare up to 4 products

Product Image	
<p>Titleist Custom Number Personalized Golf Balls</p> <p>★★★★★ (59)</p> <p>✕ Remove</p>	<p>Titleist Personalized Golf Balls</p> <p>★★★★★ (184)</p> <p>✕ Remove</p>
<p>Price</p> <p>Now \$48.99</p>	<p>Price</p> <p>Now \$25.99 - \$47.99</p>
<p>RatingCount</p> <p>59</p>	<p>RatingCount</p> <p>184</p>
<p>Top Rated</p> <p>4.9</p>	<p>Top Rated</p> <p>4.8</p>

GolfDiscount.com is similar to TGW.com in the way they set up their site. When a user clicks on the “Golf Balls” tab on the homepage, he or she has the option to select balls by specific brands

or subtopics. We do like how GolfDiscount.com has subtabs for men's and women's golf balls.



The screenshot shows the GolfDiscount.com website. At the top left is the logo for GolfDiscount.com, which includes a golf ball and a golf club. To the right of the logo is a search bar with the text "What can we help you find?". Below the search bar is a blue navigation bar with tabs for "GOLF CLUBS", "GOLF BAGS", "GOLF BALLS", "SHOES", and "APPAREL". The "GOLF BALLS" tab is currently selected. Below the navigation bar, there are three sub-tabs: "TEAM SHOP", "BRANDS", and "CLOSEOUTS". Under "BRANDS", there are two columns of links: "BALLS" and "BY BRAND". The "BALLS" column includes links for "Men's", "Women's", "Yellow", "Personalized", "Licensed", and "Logo". The "BY BRAND" column includes links for "Bridgestone", "Callaway", "Nike", "Srixon", "TaylorMade", "Titleist", and "Wilson Staff". To the right of these links is a section titled "Featured Golf Balls". This section displays two product images. The first image is a box of Bridgestone 2014 e6 Golf Balls, which is yellow and black with a large white "e6" logo. Below this image is the text "Bridgestone 2014 e6 Golf Balls" and a blue link that says "Click for Lowest Price". The second image is partially visible on the right and shows a black box with a white "T" logo, likely for Titleist.

GolfDiscount's subpages were similar to TGW's. Both sites had ways to filter results that were the same or similar. The main differences were that GolfDiscount's allowed results to be filtered by men's or women's golf balls, and TGW's site showed ratings in the form of stars under the product whereas GolfDiscount's site does not show ratings until the product is clicked on.

Shop By

Gender

- > Men's (34)
- > Women's (2)

Brand

- > Bridgestone (5)
- > Callaway (10)
- > Nike (4)
- > Srixon (9)
- > Titleist (4)
- > Wilson Staff (3)

Base Color

- > 
- > 
- > 
- > 

Price

Yellow Golf Balls

Experiencing a large comeback into the market, golfers are drawn to yellow, orange and golf ball for both performance and personal reasons. Yellow golf balls aid in concentratic setting a golfer apart and making ball recognition on the course faster and easier. No lor ball feature, many manufacturers are now making high spin and premium models availal appeal to a wide range of golfers.

Items 1 to 32 of 35 total | Sort By **Best Sellers** | Show **32** per page

Page: 1 2 >



Callaway Supersoft Golf Balls



[Click for Lowest Price](#)



Bridgestone e6 Personalized Golf Balls



\$28.99



Callaway

[Click](#)

After clicking on a specific product, GolfDiscount.com takes the user to a page that gives more information about it. Users can also look at a zoomed in image of the product. The page has visuals of the product, reviews, and a written description.

Home → Golf Balls → By Brand → Bridgestone → e Series → Bridgestone 2014 e6 Golf Balls



Bridgestone 2014 e6 Golf Balls

★★★★★ (5), Reviews (5)

Hooks and slices adding strokes to your card? Take advantage of the 2014 e6, the softest multilayer golf ball on the market, designed to reduce spin for straighter distance.

Regular Price: ~~\$26.99~~

Availability: In stock

[CLICK FOR LOWEST PRICE](#)

WHY WE DO THIS?

Ball Pack *

12-pack

* Required Fields

[ADD TO CART](#)

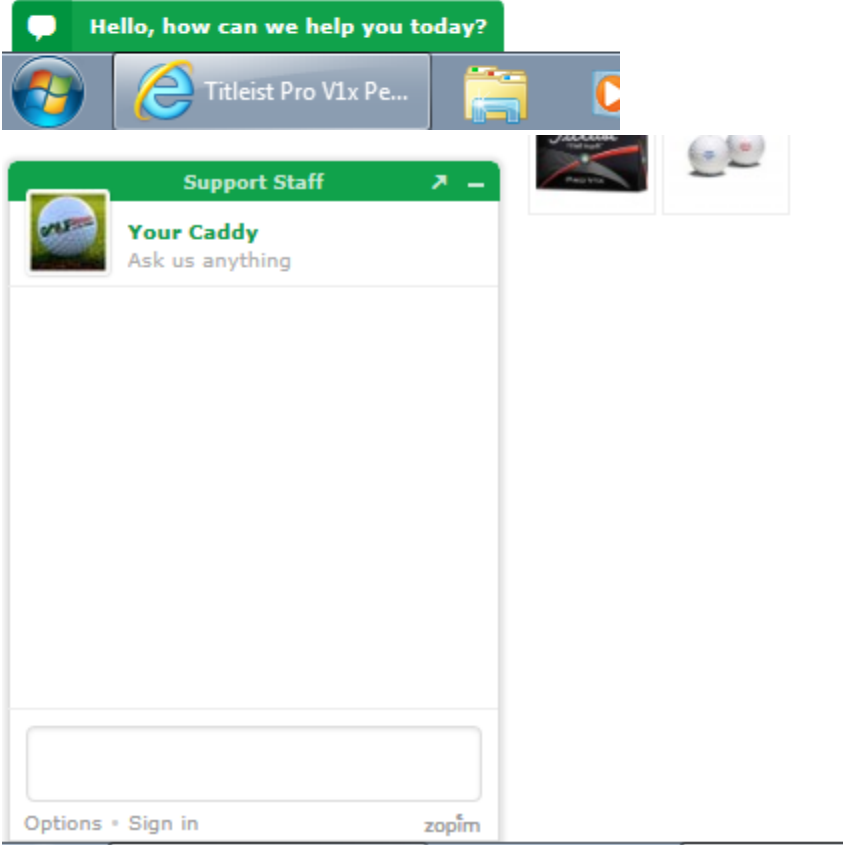
Qty: 1

[Description](#)
[Reviews](#)
[Shipping](#)

e6 Golf Balls

Straight Distance

TGW and GolfDiscount both have similarities in their sites. Both do a good job of making the task of shopping for golf balls easy. Both have good visuals and categories. TGW also had a Q&A page where users could ask questions and GolfDiscount had a live chat for those with questions.



Recommendation for Improvements: It would benefit TGW to have the category of men's and women's balls like GolfDiscounts.com has. TGW also might benefit from having a Q&A and a live chat section, this might give the user a more specific answer.

TGW could also use tools like an eye test to see what each golf ball would look like in grass or sand. This would benefit people who have problems seeing certain colors and could make it easier on them when deciding what color or brand they want to purchase.

TGW.com could really use a writer to describe each product. If they just hired someone to test the product and explain it instead of just using what the brand has as a description then they would become more “unique” and they would receive more traffic to their page.

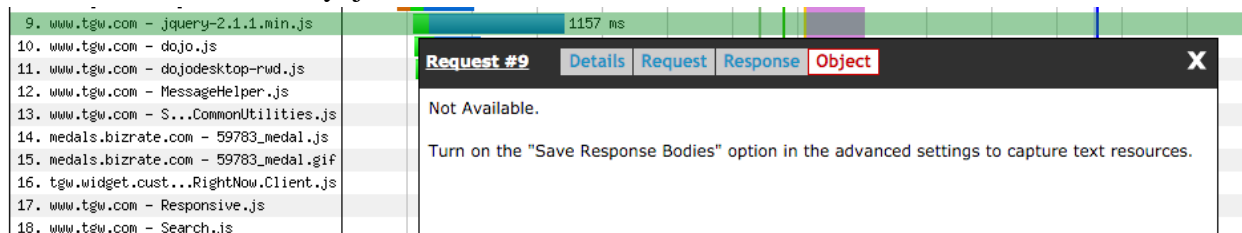
IV. Architecture (As, Au, Am)

1. Speed (As)

TGW.com Score: 6.709 seconds

GolfDiscount.com Score: 8.364 seconds

Explanation: We used WebPageTest.org to determine the loading speed of the golf ball page for both TGW and GolfDiscount. TGW was about 1.5 seconds faster than GolfDiscount. TGW’s slowest loads were mainly .js formats. The slowest took 1157 milliseconds to load.

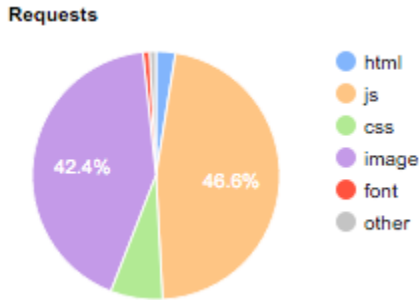


GolfDiscount’s slowest loads mainly consisted of jpgs. The slowest took 1120 milliseconds to load. Here is a picture of it below.

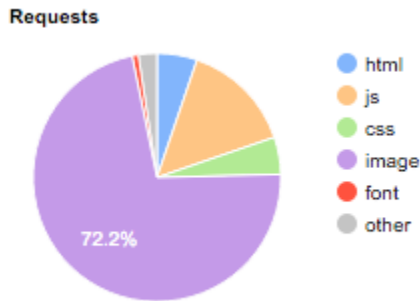


TGW had a lot more js formats. Js stands for Java Script. Java Script contains all of the html, head, and body objects in the tags of an html page. GolfDiscount had a lot more image files which caused its site to run slower.

TGW



Golf Discount



TGW.com scored a 61/100 on speed for the “Balls” page on their website and GolfDiscount.com scored a 60/100 on speed for their “Golf Balls” page according to Google Developers.

TGW.com

<http://www.tgw.com/golf-balls>



Mobile



Desktop

61 / 100 Suggestions Summary

GolfDiscount.com

<http://www.golfdiscount.com/golf-balls>



Mobile



Desktop

60 / 100 Suggestions Summary

Recommendation for Improvements: According to Google Developers TGW.com can fix their speed by “leverage browser caching and eliminate render-blocking JavaScript and CSS in above-

the-fold content.” Google Developers also showed TGW.com should consider fixing, “minify JavaScript, optimize images, minify CSS, enable compression, and minify HTML.”

2. URLs (Au)

TGW.com Score: 9

GolfDiscount.com Score: 9

URL:

<http://www.tgw.com/golf-balls>

<http://www.tgw.com/titleist-golf-balls/titleist-custom-number-personalized-golf-balls>

<http://www.golfdiscount.com/golf-balls>

<http://www.golfdiscount.com/titleist-pro-v1x-personalized>

Explanation: This is the URL for “balls” on TGW.com, <http://www.tgw.com/golf-balls>. This URL follows Google's recommendations based on Google's SEO starter guide. It is easy to understand, it's in english, and there's no numbers or signs in the URL. Both sites URLs did a good job of following the practices from the Google SEO Starter Guide. Both were simple and used words that applied and described what the pages were showing.

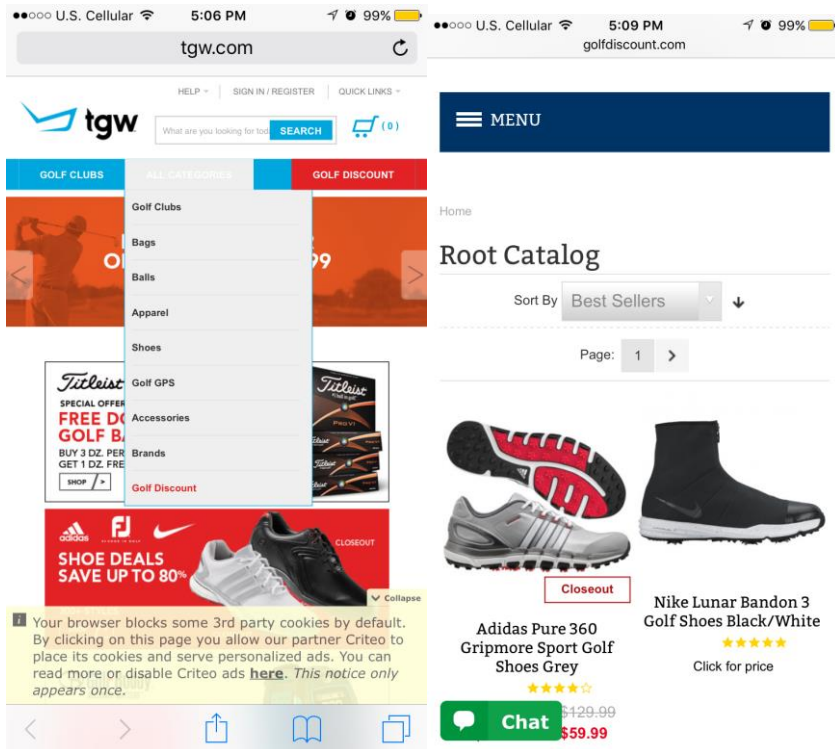
Recommendation for Improvements: According to SEOSitecheckup.com, “In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share. If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well). The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.”

3. Mobile (Am)

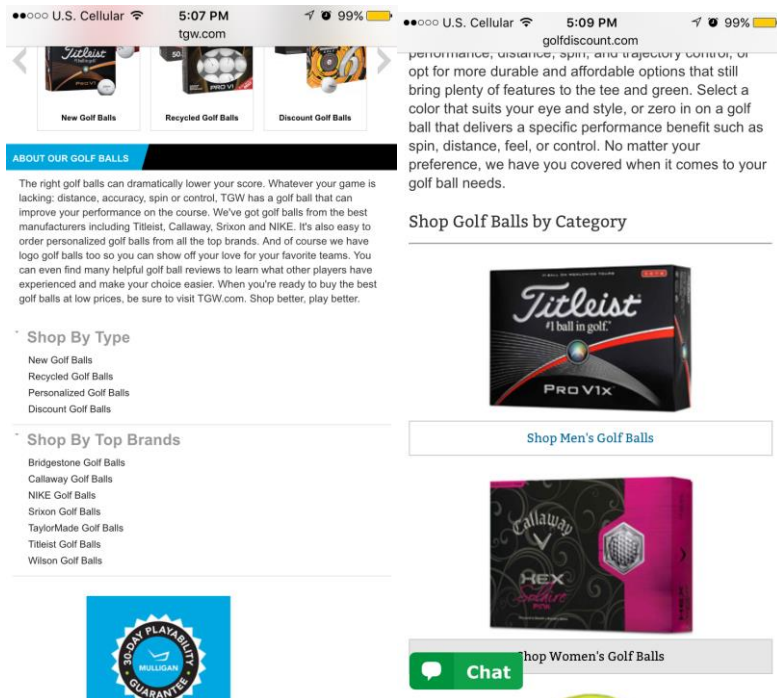
TGW.com Score: 7

GolfDiscount.com Score: 7

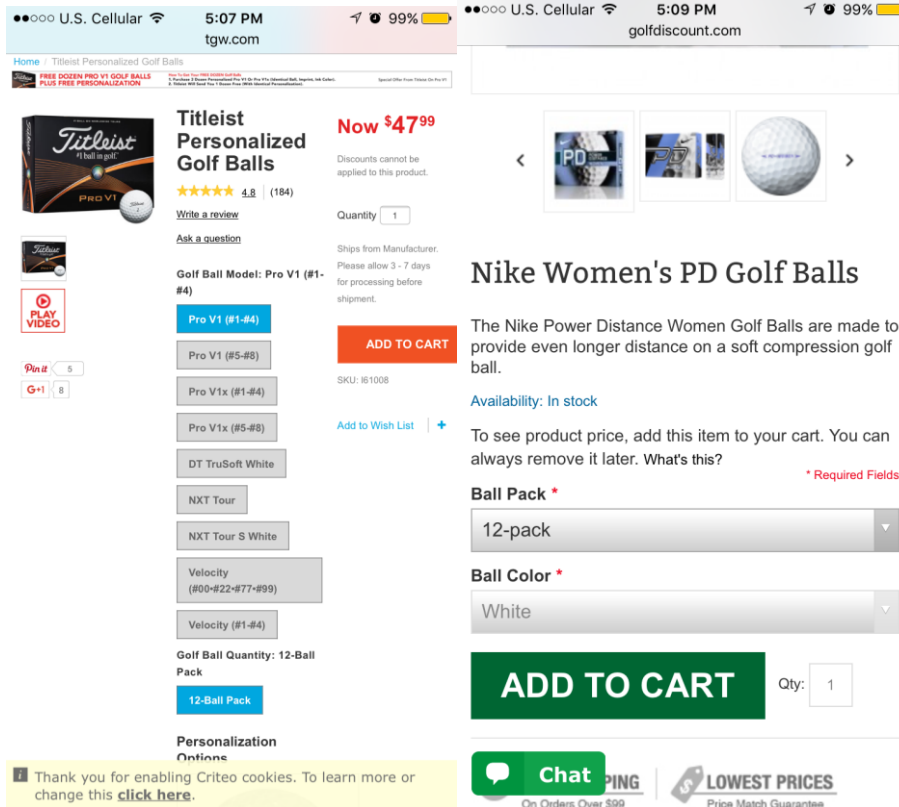
Explanation: TWG is mobile compatible. When looking up the website on a smartphone, it comes up as www.tge.com/mobile. GolfDiscount is also mobile compatible. However, it does not have the word mobile in its' title when searched on a smartphone. Both sites had drop down menus when on their homepages.



Both sites also had similar ways of navigating through the golf balls page. Each listed all of the categories right away. GolfDiscount used pictures and TGW just listed them.



Both also had similar ways of selecting the amount of balls and adding it to the cart. GolfDiscount had a drop down menu and TGW had all of the options listed.



Both sites had good mobile techniques. We did like that TGW listed the categories without pictures for the mobile version. Each picture is very big so it's hard to compare pictures on a smartphone.

Recommendation for Improvements: TGW could get small pictures, or thumbnails, next to its list of categories. They do a great job on their mobile website so there aren't many improvements that we can suggest. The site is responsive and it loads pretty fast on an iPhone.

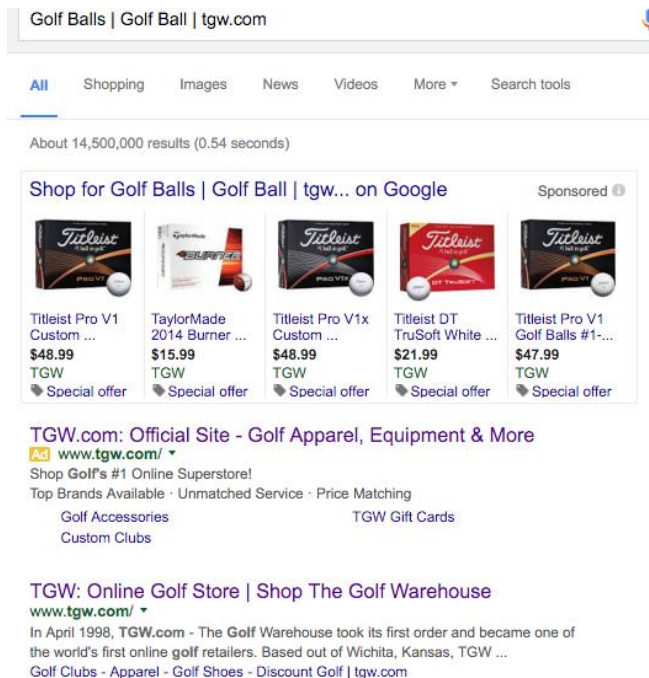
V. HTML: Current Keyword Location Analysis (Ht, Hd, Hh)

1. Title Tags:

TGW.com Product Category Page: <title>Golf Balls | Golf Ball | tgw.com</title>

Golfdiscount.com Product Category Page: <title>Buy Discount Golf Balls From Top Brands Online | GolfDiscount</title>

Analysis: We chose to analyze the title tag on the "Golf Balls" home page. Both title tags were brief. TGW was straight to the point. However TGW's title tag is not unique. It is accurate and brief though. Golfdiscount's title tag is brief, but not as brief as TGW's. Golfdiscount's title tag is accurate and more descriptive than TGW's. Trying to find TGW's title tag in SERPs was difficult. TGW came up, but "Golf Balls" was not in the description. It was the home page. It was one of the first results though.



Recommendation for Improvements: I would recommend that TGW makes its title tag more descriptive. It is not unique. TGW is vague enough that when searched, many other websites could have the same thing come up. I would recommend TGW make their title tag <title>Golf Balls | Golf Ball | Categories | Shop | tgw.com</title>. By adding categories and shop, people searching to buy or browse different kinds of golf balls may have an easier time finding golf balls on TGW.com. Changing the title to this keeps the title brief and accurate. It makes the title descriptive also.

2. Description Meta Tag

TGW.com Product Category Page:<meta name="description" content="With TGW personalized golf balls you can choose the brand and ball model, ink color, and message. All top brands like Titleist Custom Golf Balls available."/>

GolfDiscount.com Product Category Page: <meta name="description" content="Save on a wide selection of Golf Balls from Top Brands like Titleist, Bridgestone, Callaway & TaylorMade with Guaranteed Lowest Prices & Free Shipping." />

Explanation: We chose the personalized golf balls meta tag to analyze because personalized was one of our keywords. When trying to search the meta tag on search engines, we had a hard time finding TGW. We searched the whole meta tag, searched it with quotes, and cut some off it so it only said, "Save on a wide selection of Golf Balls from Top Brands like Titleist, Bridgestone, Callaway & TaylorMade with Guaranteed Lowest Prices & Free Shipping." We could not find TGW on any of the pages. We looked through search engine pages one through five. The words personalized golf balls came up frequently on the SERP, but none showed TGW.com.

> "With TGW personalized golf balls you can choose the brand and ball mod

All Shopping Images News Videos More Search tools

About 72 results (0.47 seconds)

Personalized Golf Accessories - Brand special news

[aiy.pub/s/Personalized+Golf+Accessories.html](#)

Feb 22, 2016 - Fastest service for logo golf balls, wood golf tees, imprinted, personalized or photo golf balls, golf towels & golf gifts. Custom wedding golf balls ...

Golf Balls Personalized - more search - View

[www.jobers.info/web/golf-balls-personalized](#)

Mar 15, 2016 - Retail Store Operations- Team Lead Foot Retail Store Boasts A Full Complement Of Golf Clubs, Balls, Bags, Shoes, And Apparel As Well As A ...

Personalized Balls - ZapMeta Search Results

[www.zapmeta.com/sra?q=personalized+balls&sc=s](#)

With TGW personalized golf balls you can choose the brand and ball model, ink color, and message. All top brands like Titleist Custom Golf Balls available.

Personalized Golf Balls Custom Logo Golf Balls Golf Hats ...

[movies-in-theaters.net/personalized-golf-balls-custom-logo-golf-balls-go...](#)

Mar 7, 2016 - Titleist Golf Hats For Men Golfballs.com offers the newest golf balls, golf clubs, apparel and more from the top brands in golf. Known as the ...

Personalized Golf Balls With Custom | Tips Home Design

[tipshomedesign.com/personalized-golf-balls-with-custom.html](#)

Mar 16, 2016 - White Custom Double Personalized Golf Balls 1 Dozen Golfballs.com is the leader in golf ball personalization. Why play a boring ball Callaway ...

Personalized Golf Balls Custom Golf | Tips Home Design

[tipshomedesign.com/personalized-golf-balls-custom-golf.html](#)

Recommendation for Improvements: We would recommend that TGW put the word “TGW” in the description of the meta tag. That way search engines can still find TGW. The description on the meta tag is good, any snippets from it would be useful for people looking for golf balls. TGW needs to better connect its’ meta tag with the word “TGW.” We recommend that the meta tag says, “Save on a wide selection of Golf Balls from Top Brands like Titleist, Bridgestone, Callaway & TaylorMade with Guaranteed Lowest Prices & Free Shipping at TGW.com.”

3. IMG Names and ALT Text



Image file name: 1-t.jpg

Alt text: Image for Bridgestone Personalized Golf Balls



Image file name: logo.png

Alt text:



Image file name:i-rznvoltblackyellow-qv.jpg

Alt text: Image for NIKE Personalized Colors Golf Balls

Explanation: The first picture is an image of a box of golf balls that can be bought. We chose this image because it is one of the first ones that comes up when on the personalized golf balls page. We don't like the image file name of the picture. It is not specific or descriptive. We did like the Alt text. It did a good job of giving a brief and accurate description of the image.

The second picture is a picture of the TGW logo. This is the only image that we chose that is not a product or a jpg. We thought this was important to include because it is the logo of the company. We would like to make the image file name more specific than just logo.png. We could not find the Alt text, but when the logo is dragged and dropped into a new tab or internet window, the home page of TGW.com comes up. The logo is an image but also a link back to the homepage.

The third picture is also an image of a box of golf ball that can be bought. We chose this image because there is a ball in front of the box showing what the product looks like. We don't know why the file name is "i-rznvoltblackyellow-qv.jpg". It is long and confusing. The Alt text is good though, it does a good, brief description of the image.

Recommendation for Improvements: TGW needs better image file names. According to Google's Starter Guide Best Practices, image names should not be generic file names like "image1.jpg", "pic.gif", "1.jpg" because other sites might have files with the same name. TGW does do a good job with ALT names. The names are descriptive, but not too long or spam-like. We would recommend that TGW rename the first image file name from "1-t.jpg" to BridgeStone-GolfBalls.jpg. We would rename the second image file name from "logo.png" to "TGWlogo.png". We would rename the third image file name from "i-rznvoltblackyellow-qv.jpg" to "NikeColoredGolfBalls." We feel like these image names are more specific to the names of the images.

VI. Trust

1. Authority (Ta)


TGW.com Score: 8

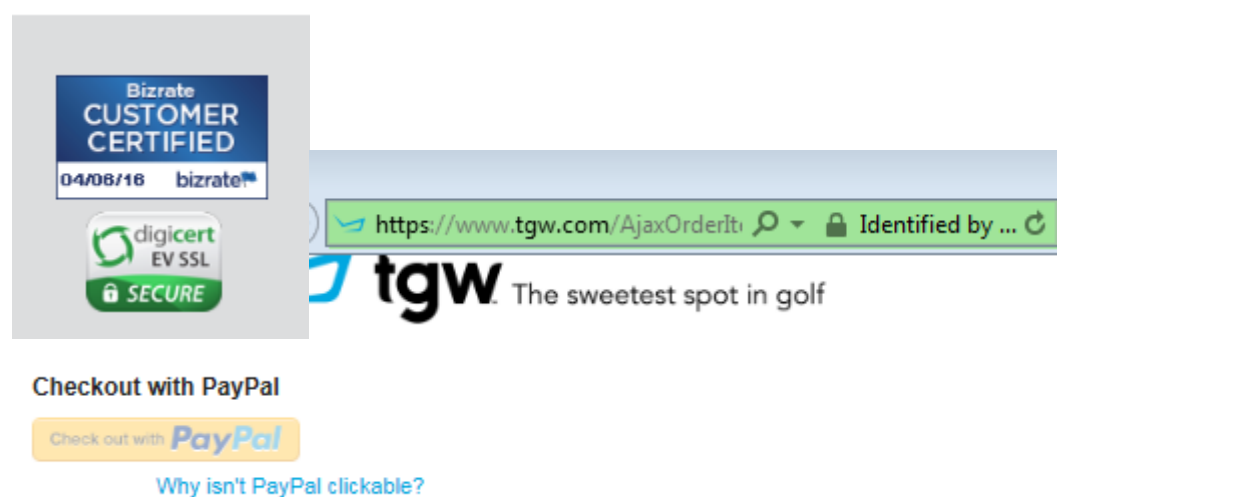
GolfDiscount.com Score: 8

Analysis: Referring to the content analysis part of the paper TGW has multiple different brand names and specific categories of golf balls. This allows the user to feel like they know what they are talking about. Selling multiple different well known brands and not just one shows they are well trusted among multiple brands. In the content analysis part of the paper we also stated that the price is shown on the search page as well as when you click on the product. We really liked that once you clicked on the product it showed more information about the product and even gave a description along with visuals of the product, reviews, personalization options, a Q & A section, and a specifications section. These features make it easier for users to navigate through the pages by telling them exactly what things are. On some of TGW's product pages some even have videos. Using videos of the product or how it was made is a great way to gain the trust of users. TGW allowing users to compare one product to another right on their website is just an added bonus of trust. If they give the option to compare two products then they must be pretty confident in their business.

TGW.com is also very trusting throughout the entire checkout process. They show "Authorized Dealer of the Best Brands" with a list of brands, and they show multiple different other trusting signs while checking out as shown below:

AUTHORIZED DEALER OF THE BEST BRANDS




The screenshot shows a checkout page for TGW. On the left, there is a Bizrate Customer Certified badge with the date 04/06/16 and a Digicert EV SSL Secure badge. The browser address bar shows the URL https://www.tgw.com/AjaxOrderIt... and a lock icon with the text "Identified by ...". Below the browser bar, the TGW logo is displayed with the tagline "The sweetest spot in golf". At the bottom, there is a "Checkout with PayPal" button and a link that says "Why isn't PayPal clickable?".

GolfDiscount.com is also very trusting when it comes to the check out process. They have multiple different signs they are a trusting site.



Most items over \$99 Ship Free!
*Some exclusions apply



Questions? Give us a call:
1.800.394.GOLF (4653)



No hassle returns with
100% satisfaction guaranteed.



No Sales Tax!
outside of WA state



GolfDiscount.com was founded in 1995 with the goal of becoming the premiere destination for online Golf Clubs. Our unwavering focus on superior customer service has allowed us to expand our online offerings to include Golf Accessories, Clothing and so much more!

If you're looking for Golf Equipment online, compare us to other authorized online golf retailers. You'll find the absolute best prices, service and selection.

[Learn More >](#)

Why Golf Discount?

- 1 **Guaranteed Lowest Price**
We match all authorized retailers
- 2 **FREE Shipping on orders over \$99**
*Some exclusions apply
- 3 **No Sales Tax On Orders**
Outside of WA State
- 4 **Huge In-Stock Selection**
Most orders ship same day
- 5 **Excellent Customer Service**
5 Star Google Rating

Contact Info

Call Us 1.800.394.GOLF (4653)
M-F 7-5 PDT - SAT-SUN 8-4

sales@golfdiscount.com
or Live Chat

13405 SE 30th St, Suite 1A
Bellevue, WA 98005



Powered by YOTPO



Newsletter

<https://www.golfdiscount.com/onestepcheckout/i>

Call 1.800.394.GOLF (4653)

Live Chat

Referring to the content analysis part of the paper on GolfDiscount.com we did like that they included a men's and women's tab along with everything TGW had as well. We did not like that they only showed the ratings when you clicked on the product. It's much more trusting to see the ratings when you're browsing. We liked the live chat option but it looks a little uncomfortable to see a pop up like it does.

2. Engaging Content (Te):

TGW.com Score: 7

GolfDiscount.com Score: 5

Site	Bounce Rate	Page Views/Visitor	Daily Time on Site	Product Level Share Tools	Product Level Ratings	Product Level Reviews
TGW	36%	2.2	1:45	yes	no	yes
GolfDiscount	67%	3.0	3:01	no	yes	no

Analysis: TGW's bounce rate is lower than 50%, which is average. Having a low bounce rate is a good thing because it means visitors are looking at more than one page so TGW is in good shape. GolfDiscount's bounce rate is higher, so it is not doing as good. However, GolfDiscount has higher numbers for time on the site and visitors. It is good if the page views and time on site is high. TGW could use improvement on those two things. TGW does have product level share tools and product level reviews which is good. This means that users can share information about products and give reviews on them. This is good because it gives other users feedback and information about the quality of TGW's site and products. TGW could benefit from having a rating system on its products. GolfDiscount has a rating system for its products but does not have product level share tools or reviews. It is important for sites to have share tools, ratings, and reviews. It can give the users feedback from regular people about sites and their products.

Recommendations for Improvements to Trust: We think TGW should continue what they have been doing but they should include a comparison option with other websites to show they have the lowest prices. They should send improve their reviews. They could send an email to every customer that purchases something. Once they receive the product they should get an email asking them to rate and review the product. This would help with their empty reviews on most products.

VII. Links (Ln, Lq)

a. Link Number (Ln)

TGW.com No. of Referring Domains: 2,060

GolfDiscount.com No. Of Referring Domains: 1,150

b. Link Quality

TGW.com No. of Referring Domains: 11

GolfDiscount.com No. Of Referring Domains: 5

Explanation: There are eleven educational domains for TGW and five for GolfDiscount. Both sites have low numbers of high quality links. Links with .edu, .mil, and .mil are high quality links because not just anyone can own those. Both TGW and GolfDiscount's top ten referring domains are similar in quality. The majority of the domains are .coms. TGW has one .co.kr and GolfDiscount has one .ru.

#	Referring Domains
1	nwgolfadventures.com
2	getbiggies.com
3	pybox.com
4	golfhound.com
5	bazaarvoice.com
6	z9golf.co.kr
7	embroideryadviser.com
8	littleblackdogstudios.com
9	ishopabroad.com
10	the-golf-warehouse.com

TGW.com top ten referring domains.

#	Referring Domains
1	mygolfspy.com
2	discountgolf.com
3	callawayfootwear.com
4	personalshoppertoyou.com
5	progolf.com
6	prlog.ru
7	feedburner.com
8	canalgolf.com
9	skvegolfclubs.com
10	thegolfgamesonline.com

GolfDiscount top ten referring domains.

VIII. Social Analysis

a. Social Signals: Reputation (Sr)

TGW.com Score: 5

GolfDiscount.com Score: 7

Analysis: TGW has a decent amount of social media tools. It has Pinterest, Facebook, and GooglePlus. It also has a video about the product. TGW is not on Instagram.



TGW Social Tools

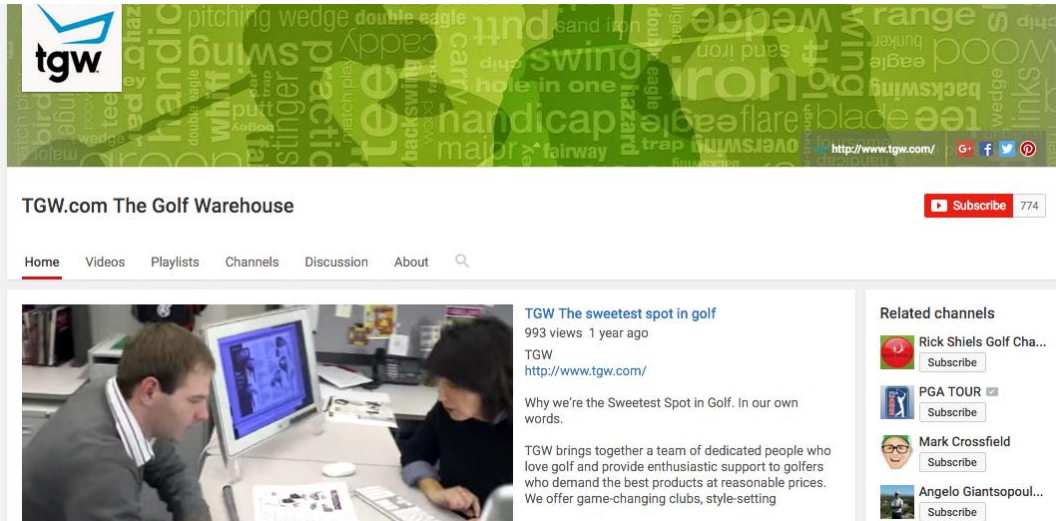
TGW also has a share and like option for their products. People can share and like products on Facebook. However, TGW does not put any prompts as what to write for when the product is shared.



TGW also has a GooglePlus share tool and a Pinterest tool. Those tools are similar to the Facebook tool. They allow the product to be shared or pinned. TGW has the option to pin on Pinterest, but does not own an account. TGW is on Facebook. TGW has 19,495 likes, and has been on Facebook since 2009. TGW posts just about every day.



TGW is on Youtube. TGW does not keep its channel updated with new videos as often as they update their Facebook or Twitter. TGW has 774 Youtube subscribers.



TGW is also on Twitter. TGW updates its Twitter account multiple times a day. TGW has 3,783 Twitter followers and has been a member of Twitter since October 2009.



TGW is also a member of GooglePlus. TGW has 668 followers on Google Plus. TGW posts every few days on GooglePlus.



TGW has links to some of its other social media sites on GooglePlus. It has links to Facebook, Twitter, and Youtube. It also has a link to its' homepage.

TGW.com on [Facebook](#)
@TGW_Tweets on [Twitter](#)

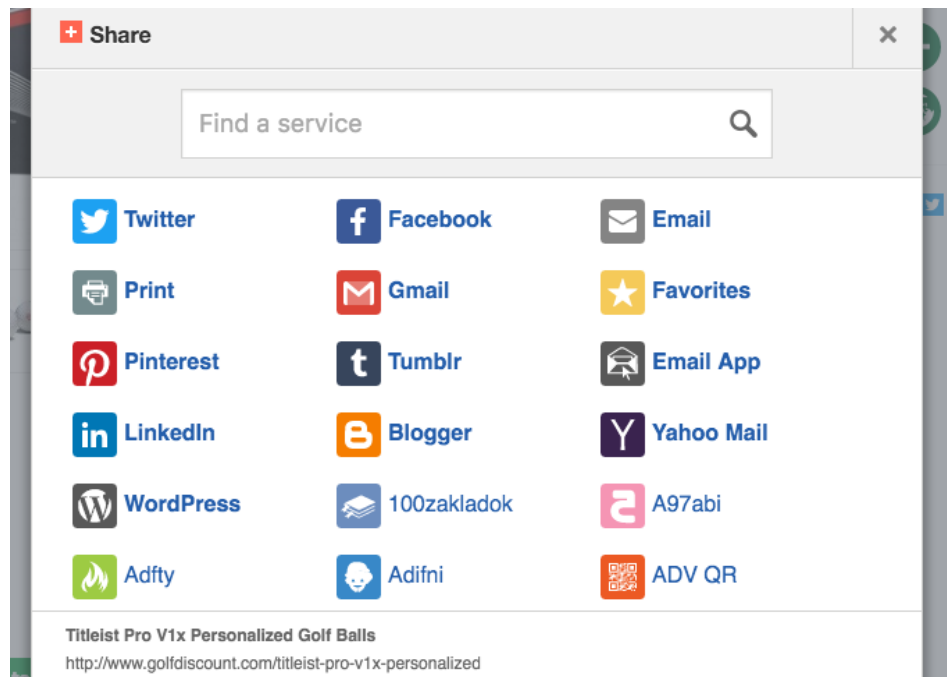
Links

Google+ URL
google.com/+TGWcomTheGolfWarehouse

Website
www.TGW.com ✓

YouTube
 [TGW.com The Golf Warehouse](#)

GolfDiscount has a wide variety of social media tools. Any of their products can be shared on any of the social media platforms below.



GolfDiscount has better social media tools than TGW. GolfDiscount has many more. On Facebook, GolfDiscount has 15,031 likes and has been a member since 2009. GolfDiscount posts on Facebook multiple times a day. GolfDiscount has a Twitter account with 3,241 followers and posts multiple times a day on that as well. It has been a member of Twitter since February 2008. Golf Discount has an Instagram account with

470 followers and has a YouTube account with 280 subscribers. GolfDiscount has not uploaded a new video on YouTube for a year. We could not find a specific profile page for GolfDiscount on GooglePlus.

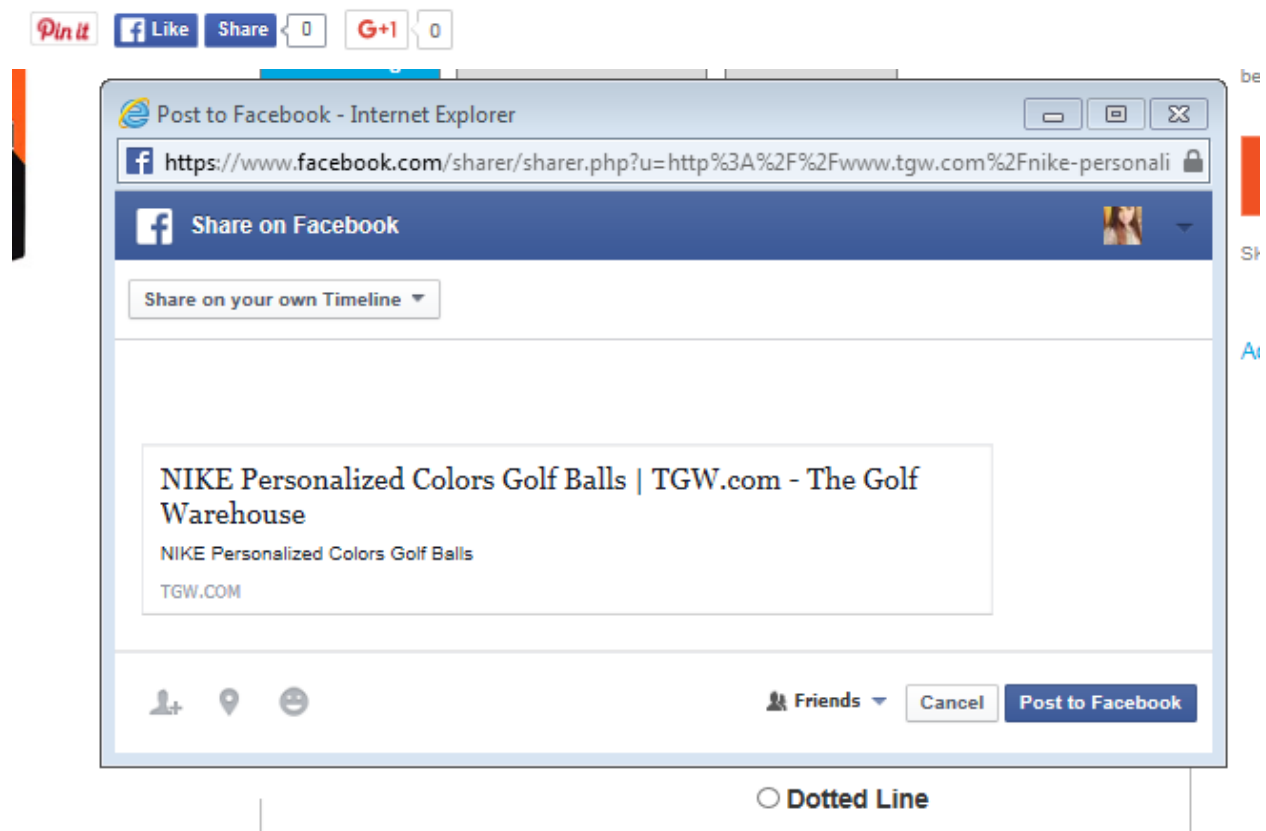
Recommendations for Improvements: We would recommend that TGW updates all of their media channels like Youtube. If TGW has social media sites or channels they should be updated regularly. Also we would recommend that TGW be more involved in social media like GolfDiscount. TGW has only a few social media sites and sharing tools whereas GolfDiscount has many.

B. Social Signals: Sharing (Ss)

TGW.com Score: 6

GolfDiscount.com Score: 9

Analysis: TGW does an okay job with their share tools. There are multiple different ways to share a product. But the prompt is lacking in creativity. They also don't show a picture of the product and that's extremely important.



GolfDiscount does a great job with their share tools. They have a few more social media options than TGW. They also use a picture of the product in their prompt and that is important.



 Share on Facebook

Share on your own Timeline ▾



Callaway Supersoft Golf Balls

What do you get when you combine the lowest compression golf ball ever with HEX aerodynamics? Well, with the new Supersoft Callaway golf balls you get a long, straight distance ball that is incredibly soft of course.

GOLFDISCOUNT.COM

Recommendations for Improvements: We recommend that TGW should have more sharing social media tools like GolfDiscount. We also think that there should be a prompt as of what to say when sharing a product so that way the user does not have to type in what they want to say, with a picture of the actual product they are talking about and wanting to share. The prompt should also include a catchy headline that makes the user's followers/friends want to read about this product and possibly buy it too.

IX. Conclusions and Priority Recommendations

The most important things to look for to have a SEO successful website are content quality, content research, architecture crawl, HTML titles, and trust authority. Content quality talks about what's on the page. It asks the question are pages well written and have substantial

quality content? TGW.com does an okay job at this. They have quality stuff but they could use more information. They also could use a new writer so their description for each product isn't just the description the brand gave them. This would benefit them because if they have a description unlike any other website they would stand out.

Another important on-the-page factor is content research. This asks the question have you researched the keywords people may use to find your content? We used the keywords golf balls, personalized golf balls, and brand name golf balls. These are well used keywords but TGW.com didn't do too well in the rankings for those words. So they should work on fixing that by promoting their personalized section more.

Architecture crawl asks the question can search engines easily "crawl" pages on site? According to searchengines.com, "Search engines "crawl" websites, going from one page to another incredibly quickly, acting like hyperactive speed-readers. They make copies of your pages that get stored in what's called an "index," which is like a massive book of the web. When someone searches, the search engine flips through this big book, finds all the relevant pages and then picks out what it thinks are the very best ones to show first. To be found, you have to be in the book. To be in the book, you have to be crawled." TGW.com needs to work on getting in the book.

HTML titles is another on-the-page factor, it asks do HTML title tags contain keywords relevant to page topics? TGW.com has good title tags but they are not unique. They are relevant but they are the same as multiple different websites. This makes it easy to find in a search but they don't stand out enough for someone to want to click on their website. They should change their title tags to a more specific title.

Trust authority is an off-the-page factor but is extremely important to the SEO success. Trust authority asks the question do links, shares and other factors make the site a trusted authority? We have decided that TGW.com is doing well with the trust authority. We think they could use a little help with reviews as stated in the Recommendation for improvements to trust section.