

C AND C EQUIPMENT



Equipment



Website Review and Recommendations

Bob,

As we talked about when I came out to see you, one of the primary things I work on for clients is their SEO/search engine optimization, and I support that primarily through my writing.

Reviewing the site, here are recommendations that I think will help your site be better “found” in the future. There are several things you can do to the existing pages to make them more SEO-friendly. One of those would be to optimize the information that you see below on each page.

The screenshot shows a website analysis tool interface. At the top, there are tabs for 'Readability' (green) and 'Keyword: tablet presses,' (orange), with a '+ Add keyword' button. Below this is a 'Snippet preview' section showing a title 'New Equipment - C and C Equipment', a URL 'https://candcequip.com/new-equipment/', and a description. The 'Focus keyword' section shows 'tablet presses,' in a search bar and a checkbox for 'This article is cornerstone content'. The 'Analysis' section lists 13 items with colored circular icons: 10 red (errors), 3 orange (warnings), and 2 green (positives). A large red arrow points to the third item in the analysis list.

Readability Keyword: *tablet presses,* + Add keyword

Snippet preview

New Equipment - C and C Equipment
<https://candcequip.com/new-equipment/>
C&C has been Reworking tablet presses for over 40 years. C&C is your one stop shop for good running equipment. Take advantage of what C&C can save you.

Edit snippet

Focus keyword

tablet presses,

☐ This article is [cornerstone content](#)

Analysis

- The focus keyword 'tablet presses,' does not appear in the SEO title.
- The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately.
- A meta description has been specified, but it does not contain the focus keyword.
- No images appear in this page, consider adding some as appropriate.
- No internal links appear in this page, consider adding some as appropriate.
- The keyword density is 0%, which is too low; the focus keyword was found 0 times.
- You have not used the focus keyword in any subheading (such as an H2) in your copy.
- No outbound links appear in this page, consider adding some as appropriate.
- The page title is too short. Use the space to add keyword variations or create compelling call-to-action copy.
- The focus keyword does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- The text contains 283 words. This is slightly below the recommended minimum of 300 words. Add a bit more copy.
- The length of the meta description is sufficient.
- You've never used this focus keyword before, very good.

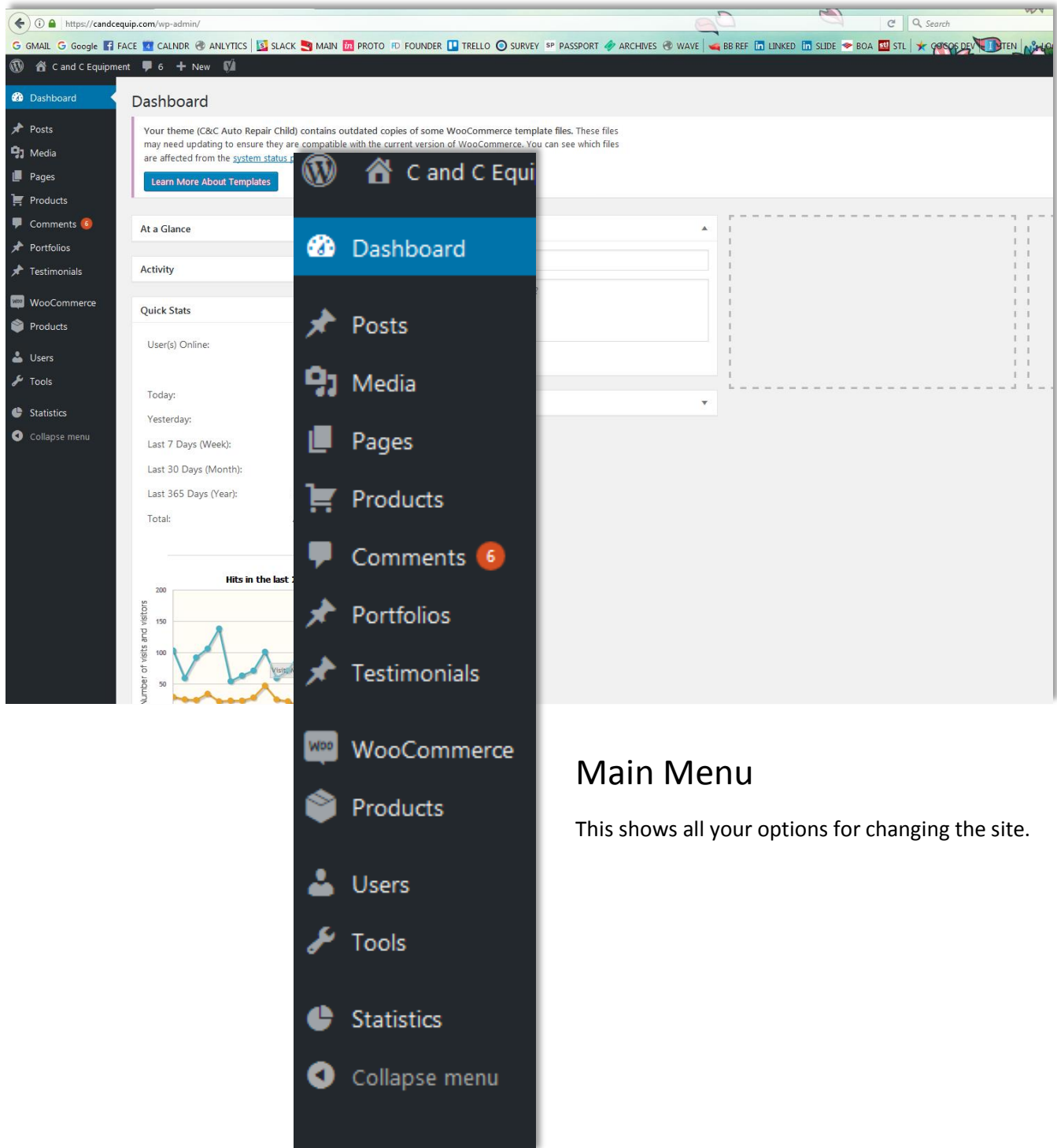
The most basic thing to understand is that the website was created using the program WordPress (WP), and there are some basic rules you must follow to use WP.

A reminder of your log in info, you go to this address: www.candcequip.com/wp-admin

ID: SteveW

PASSWORD: stevecc20!5

When you log in you see the main Dashboard. It looks like this:



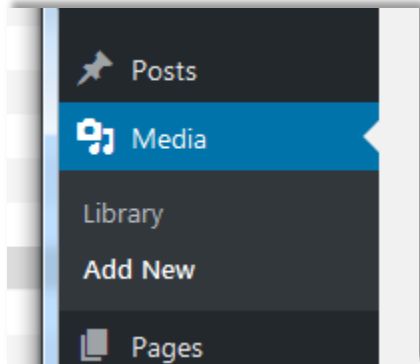
Main Menu

This shows all your options for changing the site.

IMAGES

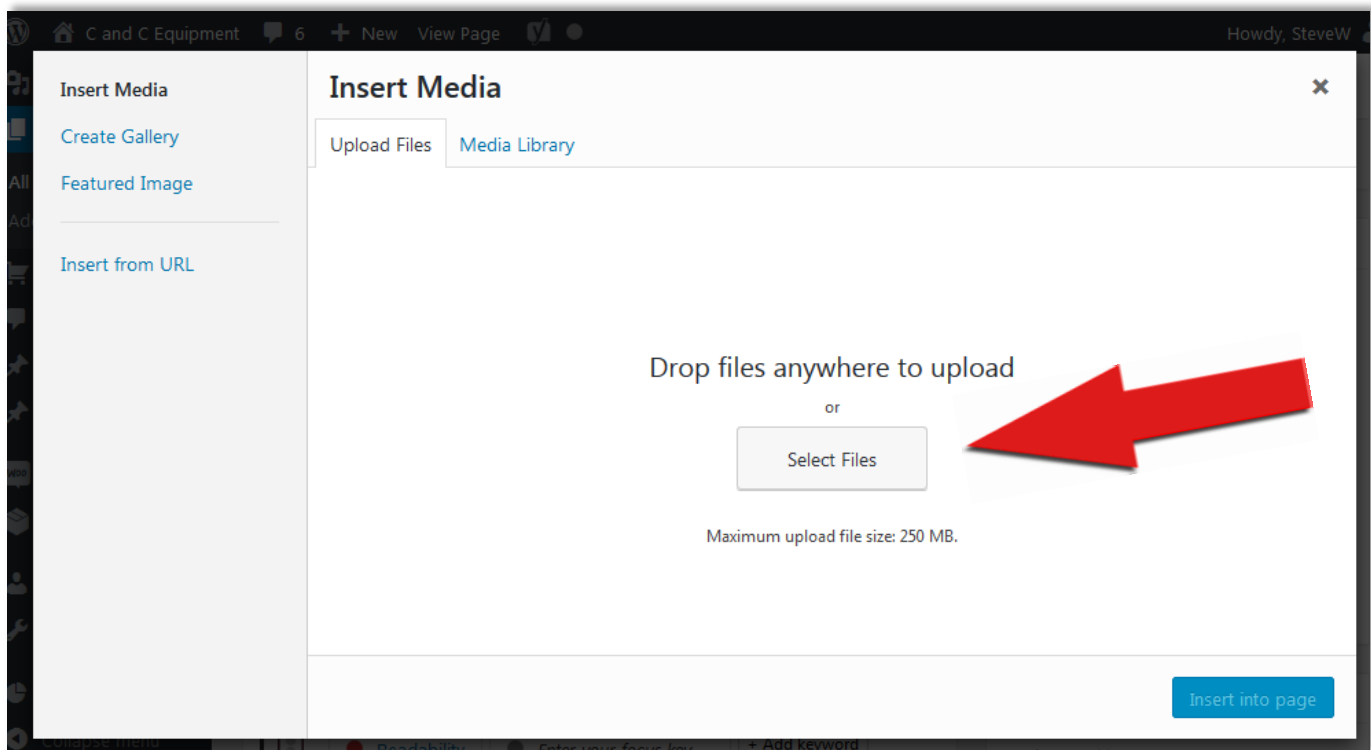
This seems to be the main issue you are facing – getting photos of each piece of equipment on the website with the proper description.

On the left-hand menu, one of the options is **Media**, and below it you can view the current **Library**, or **Add New**. In your case you want to add new photos of course.



You were interested in Drag & Drop for the images; this is where you could do that.

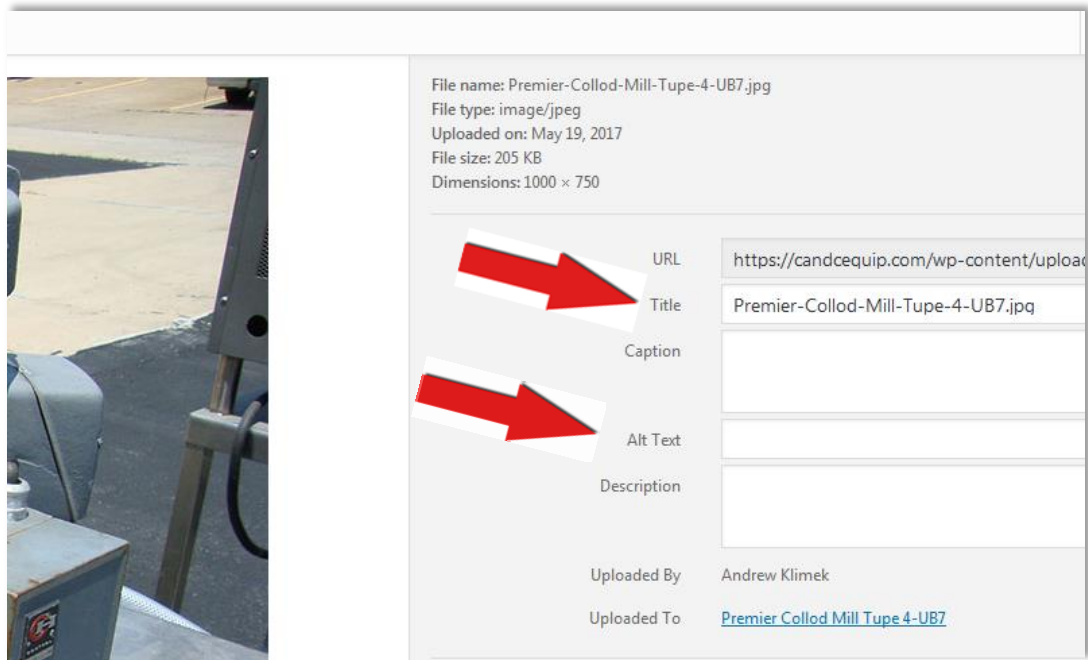
Also, if you go in to **Select Files** using that button, you could add an entire folder of images all at once, which might be easier for you.



When you add a new image, you get the options below.

Google needs these, otherwise they don't know what equipment they are viewing. That is where the **Title** and **Alt Text** tabs below are used.

Going forward you want to be sure to use these fields; many previous images don't use them either.



After these images are in your library, you can add them to any page on the site.

Not too difficult, I can show you how if you'd like.

TEXT

On every page you'd like to see at least 300-400 words of text, the more the better. It's not difficult to scroll through and see which pages don't have this. (It's not needed on *every* page, but you could probably use another 8-10)

This gives you more opportunity to use the proper keywords (the ones people use in search engines to find your types of equipment), and Google, Bing etc. want to see it.

A bit of keyword research in your industry would provide more insight into the words that people are typing in to Google to find your equipment. No surprise, these exact words and phrases are what you want to use throughout the website text.

LINKS

There are a few broken links that you could fix. They're used somewhere in the site, but don't exist when you click them.

We have 1000s of tablet press parts not listed. Call us! →

Call us now: **636.281.8444**



Equipment

[Home](#) [About](#) [Terms and Conditions](#) [Product Catalog](#) [Request Quotation](#)

404

Holy guacamole!

Looks like this page is kaput. Or on vacation. Or just playing hard to get. At any rate...it is not here.

Find broken links now !

To see link's location in the source HTML
click on **src** below

#	Broken link (you can scroll this field left-right)	Page where found	Server response
1	https://candcequip.com/product-category/replacement-parts/	url src	404
2	https://candcequip.com/product-category/reworked-presses/	url src	404
3	https://candcequip.com/services	url src	404
4	https://candcequip.com/product-category/replacement-parts/	url src	404

Data: You need a photo of each item, and then a description. Tricia has talked about working with you on a spreadsheet that contained this information. Efficiently collecting, managing and sharing this data in a timely manner is the key to how efficiently – and quickly – the process works going forward.

Prioritize: You showed me a list of images that looked like it was hundreds long. This will take some time to input, of course.

You would probably be well-served to spend the time needed to identify what order you would like to enter this equipment, based on whatever criteria (margin, volume, convenience) you typically use here.