

# A.J. CATES

## WEBSITE PROPOSAL

December 4, 2008  
Tori  
Web Site Changes  
Hippwrap  
4070 Kearny Mesa Road  
San Diego, CA 92111

Dear Hippwrap,

My name is A.J. Cates. I am a web developer and designer. I am formally proposing to re-implement Hippwrap's internet marketing strategy. I have compiled a list of current issues with your web page. The list is as follows below.

### DESIGN ISSUES:

1. When you first visit your current website you are presented with a blank content page with horizontal scroll bars (bad for usability).



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2. In the gallery section of your website the photos are of poor quality and pixelated.
3. Also in the photo album is incomplete and is missing pictures.



4. The hyperlinks in the footer do not currently work.
5. Copyright is out of date.
6. Use of capitalization is over done in the features page making the text difficult to read.

## SOLUTION:

Fixing these problems is a simple task and should be handled immediatly. A brand new design is also needed. With a new accessible design your customers will be able to navigate and use your web site efficiently.

## MARKETING ISSUES:

1. When searching in google for the term "Shrinkwrap" <http://www.americanshrinkwrap.com> is listed at the top while you are no where to be found in the top 5 pages.
2. No analytic software so you are not able to see what your users are searching for and figuring out what strategies are most effective.
3. Not listed in any web directories.
4. A total of 3 others websites link to yours. All of them with a google authority ranking of 0.
5. Your website has a google authority ranking of 2.

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6. No contact form to make it easy for users to contact you.

## SOLUTION:

1. Install Google Analytics. [Video About The Software.](#)
2. Get quality content on your site ASAP, and build a strong internal link structure.
3. Contact former high profile clients and see if you can have them post an article on there website about you.
4. Create and build a contact form.
5. Make use of a Content Management System to enable other people to edit and update content so it can stay fresh. [Video On CMS's.](#)
6. Integrate google maps allowing your customers to easily find your office location.
7. Use social media to your advantage by uploading copies of your photos and videos to sites like [Flickr](#), [youtube](#) etc.

Sincerely yours,

A.J. Cates