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Recommended SEO/Conversion Changes

www.eadocsoftware.com

Summary

This document will provide recommendations using best practices, experience, and optimization techniques specific to eadocsoftware.com. This document will contain on-page SEO and creative changes in the following areas:

- SEO
    a. Meta Tags
    b. Meta Description
    c. Content Changes
    d. URL Structure Changes
- Tracking Changes
    a. Integrating Video Tracking
    b. Integrating Goal Tracking
- General Direct Lead Acquisition
    a. Content Changes
    b. Creative Changes

This is the first round of on-page SEO changes, and will be tested for progress after implementation. The next round of on-page SEO changes will take place after the effectiveness of this proposal has been verified.

If there are any questions, feel free to contact Andrew L. Hallinan at the contact information above.

Global Changes

Header changes

- Remove <h1> tag from logo
- needs to be converted to text
    - Also change to “Fast, Secure, Easy to Use Web Based Construction Management Software”
    - Wrap in <h3> tags

Footer Changes

- Change copyright from:
    - © Copyright EADOC 2005-2011. All rights reserved
        - To:
    - © Copyright EADOC 2005-2011 Construction Project Management Software. All rights reserved

URL Structure Changes

- Currently, every URL for the “Products” area of the website are contained in a folder called, /products/
    - This doesn’t help our end goal
    - Let’s rename the “products” folder to “construction-management” so the URL structure will now be http://www.eadocsoftware.com/construction-management/page.php

Home Page

Current Title:

<title>EADOC Web Based Construction Project and Program Management Software</title>

Recommended Title:

<title>Web Based Construction Project Management Software | EADOC</title>

Current Meta Description:

<meta name="Description" content="EADOC provides a fast secure easy to use web based project management software for reducing construction project delays, rework, and overhead costs" />

Recommended Meta Description:

<meta name="Description" content="Construction project management software - EADOC provides a fast, secure, easy to use web based project management software. Sign up for a free demo today." />

Headline tags

<h1>

- Current <h1>: <h1>EADOC LLC</h1>
- Recommended:

<h2>

- Current <h2>: not being used
- Recommended:

<h3>

- Current <h3>: not being used
- Recommended: Please see next section

Additional Content on Home Page

- EADOC delivers portfolio management, program management and project management to facility owners, program managers, and construction managers in an easy to use web application that can be customized to meet your needs.

<h2>Why EADOC Leads the Construction Project Management Industry</h2>

- Distributed administration allows your construction contractors, architects, engineers and other project participants to add and manage their own sub consultant and contractors on the project.
- EADOC's proprietary work flow engine automatically adds them to the process ensuring all work flow rules are followed. This increases the benefits of EADOC and delivers true collaboration resulting in tremendous time and cost savings.
- Collaborative financial module allows contractors and consultants to submit their schedule of values, pay estimates, and change order proposals to you electronically on industry standard forms like the AIA G702 and G703 or the EJCDC C60. Your financial reports are updated as you simply review and approve these documents.
- Easy to use report builder allows all your project participants to build their own custom reports without compromising the security of your project information. EADOC's construction management application reporting tool is the only one in the industry to do this, none of your enterprise project or portfolio management solutions delivers this kind of information control.
- EADOC's pure web based project management application gives you access from any internet connected computer in the world. There is no need for software or hardware to be purchased allowing construction managers, facility owners, engineers, and contractors to focus on managing the design and construction of your projects and not the paperwork.
- EADOC software is completely customizable for each client. Project terminology and acronyms are changes to match how you manage your construction projects. Standard forms are configured to meet your requirements and custom forms can be added on the fly when you need them.
- We provide the construction project management software industries first service level agreement that includes response time for customer support requests.

EADOC's Web based construction management software allows construction management professionals to track:

- Construction Project documentation including RFIs(request for information), submittals, specifications, drawings, design clarifications, inspectors daily reports, special inspections, memos, meeting agendas and minutes, action items, punch lists, deficiency items, schedules, pictures, and T&M tags
- Project financial controls include budget, funding sources, contracts, schedule of values, pay estimate, change request, and change orders.

Schedule a Live Demonstration

Content Revisions

Color Key:

Recommended Changes
Questions or Grammatical Changes

Recommended changes:

EADOC delivers the first truly collaborative **web based Construction Project Management Software** to the AEC industry. EADOC connects facility owners, construction managers, contractors, architects, sub consultants, sub contractors and suppliers together so they can securely share and exchange **Construction Project Management** information electronically by using EADOC's **state-of-the-art software solutions.**

Products Page

http://www.eadocsoftware.com/product/overview.html

URL Structure:

I would rename the above URL structure to http://www.eadocsoftware.com/construction-management/software-overview.html so that the search engines understand what the "product" is. Just having http://www.eadocsoftware.com/product/overview.html doesn't give the search engines a whole lot of information about what this page is going to be about.

Current Title:

<title>EADOC's web based construction management application - EADOC</title>

Recommended Title:

<title>Construction Project Management Software Overview | EADOC</title>

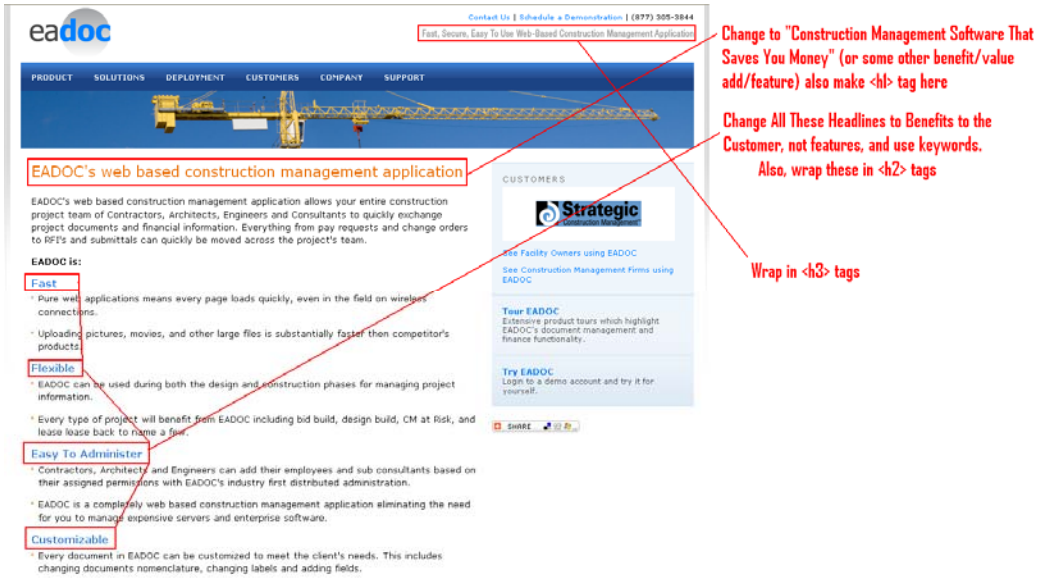
Current Meta Description:

<meta name="Description" content="Overview of EADOC's web based construction management application for facility owners and construction managers." />

Recommended Meta Description:

<meta name="Description" content="Overview of EADOC's Web Based Construction Management Software for facility owners and construction managers. Demo our Construction management software today!" />

Headline & Headline tags



Headline Tags for Product Page 1

Content Changes

Even though the overview page is an overview, and there is a specific page for benefits, I still am a firm believer of pointing out the product benefits twice, while outlining the features of the product on the overview page as well. That way, we accomplish 3 things:

1. Make the customer's mouth water by viewing the benefits standing out
2. Back up the emotional response of the benefits with a logical affirmation of features
3. Optimize both the features and benefits with keyword augmentation
4. Ensure a strong call to action throughout the content
5. Sell a ton of products!

Recommended Content Changes:

Headline:

Fast, Easy, and Smart Construction Management Software That Saves You Time & Money

First paragraph:

EADOC's Web Based Construction Management Software allows your entire construction management team of Contractors, Architects, Engineers and Consultants to quickly exchange, manage, and maintain every part of your construction project – including documents, financial information, pay requests, change orders, RFI's, and submittals.

Why You Need to See Our Construction Management Software Demo:

EADOC's Construction Management Solutions Are Super Fast

* We built our software using "pure web application" technology, which means **every page loads quickly, even in the field** on wireless connections.

* Uploading pictures, movies, and other large files up to 7X faster than any of our competitor's products.

Our Construction Management Software Is All Inclusive from A to Z

* EADOC can be used during both the design and construction phases for managing construction projects and information.

* Every type of construction project will benefit from EADOC including bid build, design build, CM at Risk, and lease lease back to name a few.

Easy to Use Means You Can Focus On the Project, Not the Software

* Construction Contractors, Architects and Engineers can add their employees and sub consultants based on their assigned permissions with EADOC's industry first distributed administration.

* EADOC is a completely web based construction management software application eliminating the need for you to manage expensive servers and enterprise software.

* The user interface for each user is based on the user's permissions, which makes EADOC especially easy to learn

Our Flexible Construction Management Software Can Be Customized to Fit You Perfectly

* Every document **in EADOC can be customized** to meet the client's needs. This includes changing documents nomenclature, changing labels and adding fields.

* Clients can add and configure folders with the EADOC applications.

* All customizations are done in the application so there is **no need to hire expensive consultants.**

Your Business Is Safe and Secure With EADOC

* SSL encryption between your browser and our servers.

* Each user has individual passwords and user names. With EADOC's unlimited user pricing there is no need to share user names like the enterprise software vendors tell you to do.

Schedule a Live Demonstration

Product Benefits Page

http://www.eadocsoftware.com/product/benefits.html

Current Title:

<title>Benefits - EADOC</title>

Recommended Title:

<title>Benefits of EADOC'S Construction Project Management Software | EADOC</title>

Current Meta Description:

<meta name="Description" content="Improved Accessibility. Improved Accountability. Improved Productivity. Improved Efficiency." />

Recommended Meta Description:

<meta name="Description" content="Web Based Construction Management makes your projects more accessible in the field and improves efficiency and accountability. See how with our demo!" />

Recommended Content Changes

Benefits of EADOC's Construction Management Application

Keep Your Construction Projects Up to Date With Improved Accessibility

* Access your project information 24hrs a day from the office, the field or anywhere else you are connected to the Internet.

* EADOC hosts the application for you so there is no expensive hardware or software for you to buy or maintain.

Improve Accountability Means Instant Return on Investment

* All Documentation reviews are time/date stamped so the status and history of every document is always available.

* Custom reports can be generated to show outstanding documents and who they are pending on.

* Eliminates faxes and emails which are uncontrolled forms of communication that do not provide an automated audit trail.

Improved Productivity – Up to 30% Time Savings

* Easy navigation and search features allow for quick lookup of documents without digging through filing cabinets and searching through paper logs. Engineers, inspectors, and project managers can spend their time on actual work instead of shuffling paperwork.

* Eliminates hours of weekly meetings discussing the status of RFIs, Submittals, and Change Orders.

* Every member of the project has access to all documents based on permissions assigned by the project administrators.

* Document process flow is based on project organization structure, contractual obligations, and user permissions.

* Administration can be done by the customer organization or it can be set up in a distributed model where each participating organization is allowed to manage their own users and sub contractors.

* The burden and cost of every organization maintaining their own document logs is no longer necessary.

* Costs and delays associated with faxes, emails, couriers and overnight shippers are eliminated.

Improved Efficiency Automatically Reduces Cost

* Eliminates printing, filing, faxing and shipping documents resulting in reduced project costs.

* Eliminating paperwork reduces project environmental impact.

* Eliminate logging, filing, and manually transmitting documents among team members.

Schedule a Live Demonstration

Tracking

Currently, it is impossible to track conversions, **but it is absolutely essential** that we set up tracking correctly. Here's what we'll need to do to set up tracking correctly:

- **The "Contact Us" form will need to be changed**
  - Upon submit, the website will need to reload a new page called, "thank-you.php"
  - Once this change has been made, we can then set up tracking
- **The same applies for the split-test form I have listed below**
  - The "Contact Us" page and the form to the right of the content should have separate "thank- you" pages for tracking efficiency

Video Tracking

In order to track the video, I would like to work directly with your development company. Here is a document on video tracking:

http://code.google.com/apis/analytics/docs/tracking/eventTrackerGuide.html

Proposed Split Test

With online marketing, I always employ a firm theory of, ABT – "Always Be Testing". It is imperative that we don't make any major creative tests on EADOCSoftware.com without having data that proves the change is beneficial.

The first step in optimizing EADOC's website would be an A/B split test using Google's Website Optimizer. Here are the first round of creative changes I'd like to see.

Home Page

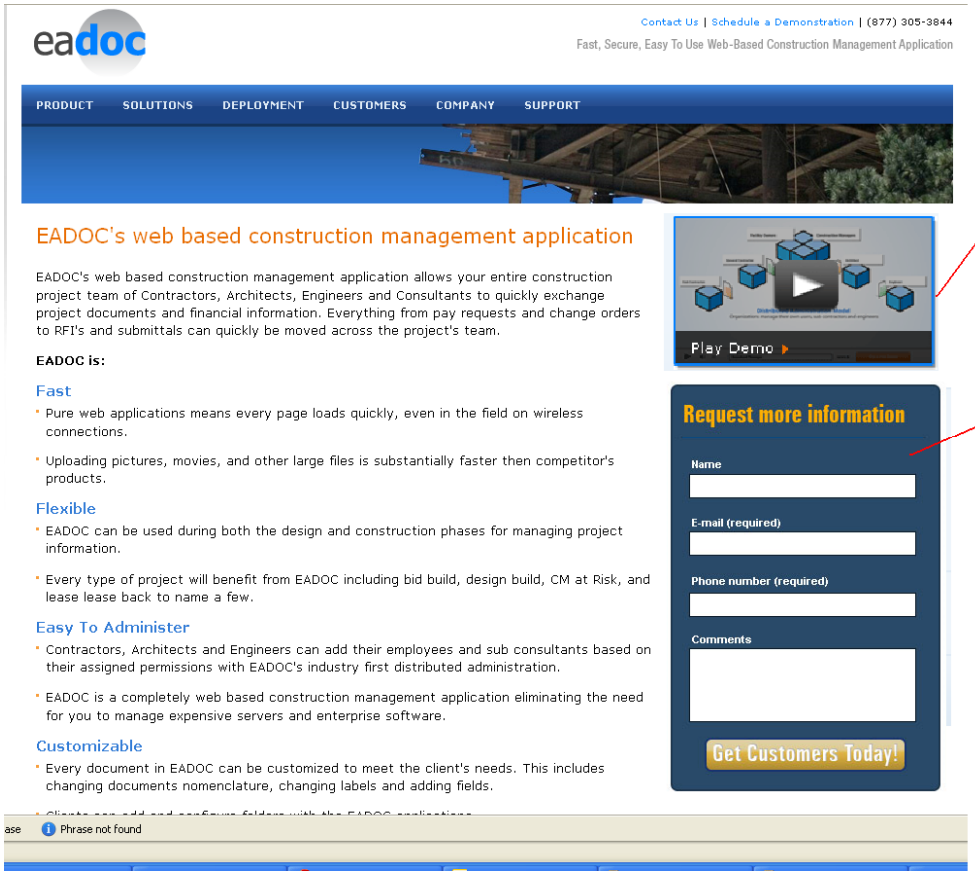
Your video is excellent - get it out in front of your users immediately!

You currently have a few examples of customers here. If your clients want to see your customers, they can easily find them - get the lead quickly by adding a VERY quick and easy contact form here. Feel free to use your current form fields, this is only an example.

This is a good headline for now, but I also want to test the call to action in the future - possibly testing, "Schedule Live Demo Now" or something similar.

Past tests I've tried show that using a benefit on the "Submit" button (instead of just generic "Submit") shows an instant increase in conversions. Let's use "Start Saving Today!"

All Interior Pages With “Customer” Box On Side



Your video is great! Don't make users return to the home page to view it!

Add the same form on all other pages that has the current customers box. Don't make your potential leads search for the contact box - make it easy!