

# Search Engine Advertising Strategy & Audit Brighton College



<http://www.brightoncollege.com>

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## Introduction

Search marketing is one of the most profitable mediums to drive traffic on one website.

### The Brief

The Scope of this audit concerns the ongoing optimization of <http://www.brightoncollege.com> in order to increase the organic listing and natural visibility of the website.

The objectives of running search engine marketing campaigns for Brighton College website are multiple:

- ✓ Increase of the website natural ranking in search engine results pages using generic and long tail keywords.

This will impact the website traffic of course but also the **College Brand Awareness**.

- ✓ Drive As much targeted traffic and leads as possible on the website

If the website is visible in search engines results on relevant queries this should drive some good quality traffic, leads and business.

- ✓ Increase the business coming from the website

Ultimately, the goal of search marketing campaign is to increase the share of the online business in the company turnover.

Note:

*The technical audit has been performed on the New Development version of the website (<http://www.beta.brightoncollege.com/>), link popularity audit performed on the current version of the website (<http://www.brightoncollege.com>).*

# General Audit

## Introduction

There are different parameters that have an impact on the ranking a website can acquire in search engine results pages:

- **Server side parameters**

These parameters are the one in relation with the domain name registration, the hosting geographic location and the server side set up of the website (URLs, redirections ...)

- **“Onsite” or “On Page” parameters**

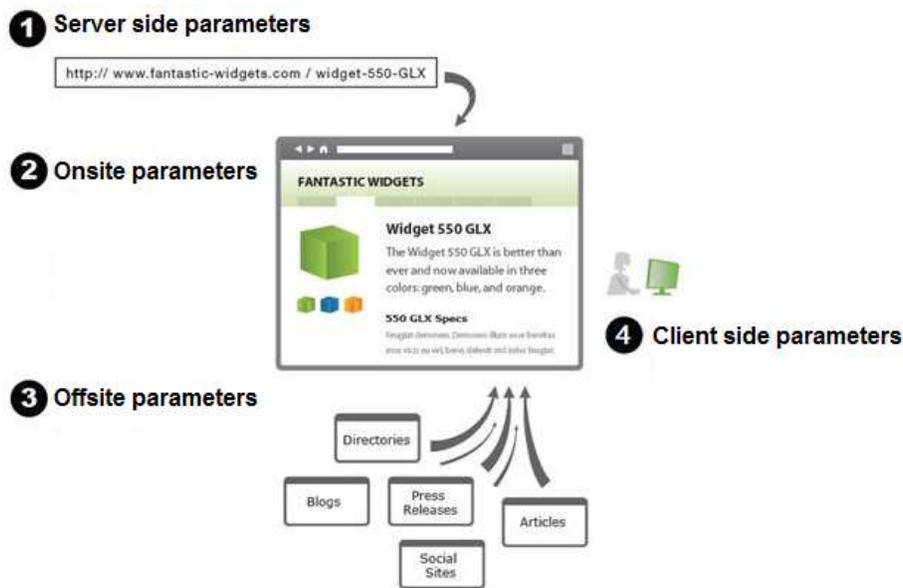
Parameters related to the way the website has been implemented as well as the relevancy of website texts.

- **“Offsite or Off page” parameters**

There are 2 main website offsite parameters: The competition within the website semantic area and the website link popularity.

- **Client side parameters**

Client side parameters are related are the one in relation to the internet users browsing set up and browsing history. These parameters won't be audited in this document as none of the optimization I will perform will have an impact on them. Nonetheless, it is important to know that they have a significant impact on the search engine results pages.



General audit of the website is based on the data gathered by the analysis of the website crawlability, indexation status, some of the offsite and server parameter that could prevent it from acquiring some rankings within major search tools results pages.

## Crawl & index

### *Website's crawl and indexation*

The more pages one website has in search engine index, the more chances it has to acquire rankings.

The current version of the website does not seem to have any specific crawling problem which is not really surprising for a WordPress Base website. I have crawled the website with SEM tools and it detected more than 250 pages and posts.

## Server parameters

### Registration

ICANN Registrar: [TUCOWS.COM CO.](#)  
Created: 2003-10-15   
Expires: 2013-10-15 [Backorder Now](#) or [Hire a domain broker](#)  
Updated: 2012-03-21

### Server Data

IP Address: [216.187.95.6](#) [Reverse-IP](#) | [Ping](#) | [DNS Lookup](#) | [Traceroute](#)  
ASN: [AS13768](#)  
IP Location:  - British Columbia - Richmond - Idigital Internet Inc   
Response Code: 200  
Domain Status: **Registered And Active Website**

The college domain name has been registered in **2003** this is not a new website but this isn't a very "old" one with regards to Search engines parameters and compared to some of the competition in the education field. (ashtoncollege.com → 1999, vcc.ca → 2001 but vccollege.ca → 2009)

For search engines it's a sign of relevancy to have an "old website", it means that the entity behind the website is financially solid and that it has history. The current domain name is not going to be considered as a young website but it has less history than some of the other players in the education business.

The website is hosted in Richmond (BC, Canada), or the server on which the website is hosted is displaying a Canadian IP address.

For promotion of Brighton College services in Canada, the server set up is **OK** ✓

## URL Redirections

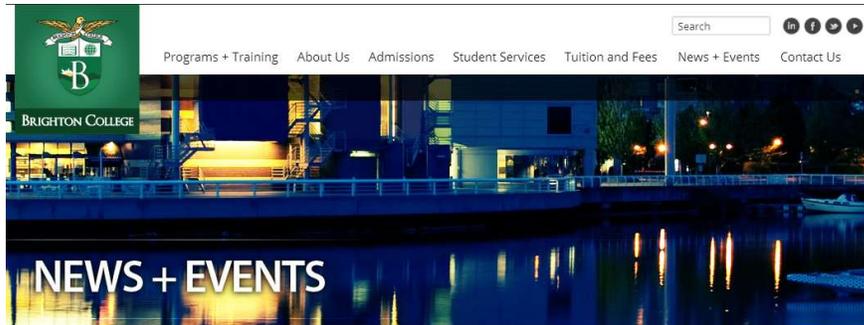
### *www. Vs. Non www. version*

```
HTTP/1.1 301 Moved Permanently =>   
Date => Sat, 24 Nov 2012 00:16:25 GMT  
Server => Apache  
X-Powered-By => PHP/5.3.8  
X-Pingback => http://www.brightoncollege.com/xmlrpc.php  
Location => http://www.brightoncollege.com/  
Vary => Accept-Encoding,User-Agent  
Content-Length => 0  
Connection => close  
Content-Type => text/html; charset=UTF-8
```

The website non www. URL - <http://brightoncollege.com> is 301 redirected to <http://www.brightoncollege.com> - **OK** ✓

## 404 pages management

The website CMS is handling 404 responses properly - Nonexistent page display a “personalized” 404 error page facilitating internet users task into finding their way back on the website and the Http header response is **OK- ✓**



### Not Found

Apologies, but no results were found for the requested archive. Perhaps searching will help find a related post.

Search for:

**CONNECT WITH US** [f](#) [t](#) [t](#) [v](#) [+](#) [0](#)

### ADDITIONAL LINKS

#### More Links

- [Apply Online](#)
- [Programs + Training](#)
- [Why Choose Us?](#)
- [Testimonials](#)
- [Contact Us](#)

#### Categories

- [Architectural Design](#)
- [Brighton College News](#)
- [Business](#)

## Website Architecture Review (URLs)

Historically, URLs (Universal Resource Locator) have had a major role in the search engine relevancy algorithm. Then with the rise of dynamic websites against static ones URLs have slowly lost part of the impact they had on one website ranking. Google especially has dramatically decreased the impact of friendly URLs within its algorithm.

Still, it is important to show search engines some static URLs with relevant keywords:

- First of all, URLs continue to be a major ranking factor for Yahoo and Bing (almost 30% of the search market).
- URLs are one of the information displayed in search engine results pages

Rewritten URLs have been properly implemented on the new version of the website.

Some very nice efforts have been done as well in order to keep a coherent conformity between the URL of the Old version of the website and the URLs of the new version.

OK - ✓

Page per page 301 redirections have been implemented between URLs of the “current” version of the website and URLs of the “new” version of the website whenever modified.

For example:

The following post on the current version of the website -

<http://www.brightoncollege.com/local-news/2010-already-a-record-year-for-exports-to-china/>

Becomes

<http://www.beta.brightoncollege.com/2010-already-a-record-year-for-exports-to-china/> on the new version of the website.

The “/local-news/” category has been lost but the following URL

<http://www.beta.brightoncollege.com/local-news/2010-already-a-record-year-for-exports-to-china/> is 301 redirected towards <http://www.beta.brightoncollege.com/2010-already-a-record-year-for-exports-to-china/>

OK - ✓

A complete audit of the URLs that were modified on the new version of the website were performed in order to ensure they are properly redirected and it show that redirection process has been properly implemented.

OK - ✓

Note: when a large number of redirections are performed on a website server this could have an impact on its downloading speed. Since Google and the other search engines are taking in account the website speed, this might have an impact on the website’s rankings.

Redirections should be limited to the minimum.

## Pages technical & semantic audit

### Overall Optimizations

#### *Website footer*

All 3 of the College campus contact details should be listed on every single page of the website, using Micro data.

```
<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College - Vancouver Campus</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">688 West Hastings, Suite 200</span>
    <span itemprop="addressLocality">Vancouver</span>
  <span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V6B 1P1</span>
  <span itemprop="addressCountry">Canada</span>
  </div>
Phone: <span itemprop="telephone">604-901-5131</span>
Fax: <span itemprop="faxNumber">604-681-5898</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>

<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College - Burnaby Campus</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">4538 Kingsway, Suite 305</span>
    <span itemprop="addressLocality">Burnaby</span>
  <span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V5H 4T9</span>
  <span itemprop="addressCountry">Canada</span>
  </div>
Phone: <span itemprop="telephone">604-227-3833</span>
Fax: <span itemprop="faxNumber">604-430-5638</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>

<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College - Surrey Campus</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">13450 - 102 Avenue, Suite 295</span>
    <span itemprop="addressLocality">Surrey</span>
  <span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V3T 5X3</span>
  <span itemprop="addressCountry">Canada</span>
  </div>
Phone: <span itemprop="telephone">604-430-5608</span>
Fax: <span itemprop="faxNumber">604-430-5638</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>
```

*Please feel free to modify styling with regards to the website look and feel.*

## Contact pages

The three campuses addresses should be spread on 3 different pages.

The contact us (<http://www.beta.brightoncollege.com/contact-us/>) page should present a quick summary of how to contact Brighton college in general

Addresses, phone numbers and maps should be spread on 3 different pages, one for each location. Contact details will be implemented within micro formats (see page above for details).

For example

<http://www.beta.brightoncollege.com/contact-us/vancouver-campus/>

<http://www.beta.brightoncollege.com/contact-us/burnaby-campus/>

<http://www.beta.brightoncollege.com/contact-us/surrey-campus/>

The screenshot displays the 'CONTACT US' page for the Vancouver campus. At the top, there is a navigation menu with links for Programs, Training, About Us, Admissions, Student Services, and Contact Us. Below the navigation is a map of British Columbia with three locations highlighted: Vancouver Campus, Burnaby Campus, and Surrey Campus. The main content area is titled 'Our Three Campus Locations' and features a section for 'VANCOUVER CAMPUS'. This section includes the college's address: '100 West Hastings, Suite 200, Vancouver, BC V6P 1Y1, Canada', a phone number '(604) 681-1111', and an email address 'enquiries@brightoncollege.com'. A small map shows the location of the Vancouver campus. To the right of the main content, there are sections for 'ADDITIONAL LINKS' and 'CONNECT WITH US'. The 'ADDITIONAL LINKS' section contains links for Admissions, Programs & Training, About Us, and Admissions. The 'CONNECT WITH US' section lists various social media and external links. Below the main content area, there is a section titled 'ENHANCE YOUR CAREER' with a form for job applications. The form includes fields for Name, Email Address, Phone Number, and a dropdown menu for 'I am interested in'. Below the form are four columns of text describing the college's commitment to career enhancement. At the bottom of the page, there is a footer with the slogan 'Your future is bright.' and contact information for the Vancouver, Burnaby and Surrey campuses, including the phone number '+1 604-227-3383' and social media icons.

## Website Speed

Website downloading speed may have an impact on its ranking potential within Google. As a general rule, it is recommended to make the best possible efforts to optimize the website's pages downloading time.

The screenshot shows a GTmetrix performance report for the website <http://www.beta.brightoncollege.com/>. The report was generated on Monday, November 26, 2012, at 12:36 PM -0800. It was tested from the Vancouver, Canada region using Firefox 14.0.1, Page Speed 1.12.9.1, and YSlow 3.1.4. The summary shows a Page Speed Grade of **F** (44%) and a YSlow Grade of **C** (72%). The page load time is 4.92s, the total page size is 3.87MB, and there are 101 requests.

The breakdown section provides a list of recommendations with their respective grades, types, and priorities:

RECOMMENDATION	GRADE	TYPE	PRIORITY
Serve scaled images	F (6)	Images	High
Specify image dimensions	F (8)	Images	High
Defer parsing of JavaScript	F (15)	JS	High
Leverage browser caching	F (17)	Server	High
Optimize images	F (30)	Images	High
Minimize redirects	F (79)	Content	High
Remove unused CSS	F (44.6)	CSS	Low
Enable Keep-Alive	F (73)	Server	High
Use efficient CSS selectors	F (8)	CSS	Low
Prefer asynchronous resources	F (5)	JS	Medium
Serve resources from a consistent URL	F (7)	Content	High
Minify CSS	A (8)	CSS	High
Remove query strings from static resources	A (8)	Content	High
Specify a character set early	A (8)	Content	High
Minify JavaScript	A (87)	JS	High
Specify a cache validator	A (87)	Server	High
Minify HTML	A (88)	Content	High
Enable gzip compression	A (89)	Server	High
Avoid bad requests	A (100)	Content	High
Avoid a character set in the meta tag	A (100)	Content	High
Inline small CSS	A (100)	CSS	High
Inline small JavaScript	A (100)	JS	High
Make landing page redirects cacheable	A (100)	Server	High
Minimize request size	A (100)	Content	High
Optimize the order of styles and scripts	A (100)	CSS/JS	High
Put CSS in the document head	A (100)	CSS	High
Specify a Vary: Accept-Encoding header	A (100)	Server	High
Avoid CSS @import	A (100)	CSS	Medium
Combine images using CSS sprites	A (100)	Images	Medium

The beta version of the website is a little slow and several actions could be implemented in order to fasten the website downloading speed.

## Cache

Please implement the following in the website .htaccess file.

This script should leverage on Browse caching.

```
<IfModule mod_expires.c>
  ExpiresActive On
  ExpiresDefault "access plus 1 seconds"
  ExpiresByType text/html "access plus 1 seconds"
  ExpiresByType image/gif "access plus 2592000 seconds"
  ExpiresByType image/jpeg "access plus 2592000 seconds"
  ExpiresByType image/png "access plus 2592000 seconds"
  ExpiresByType text/css "access plus 604800 seconds"
  ExpiresByType text/javascript "access plus 216000 seconds"
  ExpiresByType application/x-javascript "access plus 216000 seconds"
</IfModule>

<IfModule mod_headers.c>
  <FilesMatch "\.(ico|pdf|jpg|jpeg|png|gif)$">
    Header set Cache-Control "max-age=2592000, public"
    Header unset Last-Modified
  </FilesMatch>
  <FilesMatch "\\.(css)$">
    Header set Cache-Control "max-age=604800, public"
  </FilesMatch>
  <FilesMatch "\\.(js)$">
    Header set Cache-Control "max-age=216000, private"
  </FilesMatch>
  <FilesMatch "\\.(xml|txt)$">
    Header set Cache-Control "max-age=216000, public, must-revalidate"
  </FilesMatch>
  <FilesMatch "\\.(html|htm|php)$">
    Header set Cache-Control "max-age=1, private, must-revalidate"
  </FilesMatch>

  Header append Vary User-Agent
</IfModule>

<IfModule mod_gzip.c>
  mod_gzip_on Yes
  mod_gzip_dechunk Yes
  mod_gzip_item_include file \.(html?|txt|css|js|php|pl)$
  mod_gzip_item_include handler ^cgi-script$
  mod_gzip_item_include mime ^text/*
  mod_gzip_item_include mime ^application/x-javascript.*
  mod_gzip_item_exclude mime ^image/*
  mod_gzip_item_exclude rspheader ^Content-Encoding:.*gzip.*
</IfModule>
```

### Images optimization

Brighton College should think about optimizing the size and “weight” of the images, especially the “program header” images which are huge:

**Serving scales images** - in the header image size is 2500 x 590px. It would be better to serve images that are scaled to the size of most screens (1024 x 242px)

**Images Optimzation** - Image weight could be downsized by compressing them and optimizing them -

I have managed to downsize the <http://www.beta.brightoncollege.com/wp-content/themes/brighton/images/program-headers-hospitality.jpg> from 222kb to 123kb with no loss of quality with <http://www.imageoptimizer.net/Pages/Home.aspx>

### *Navigation menu fixes*

Some of the links in the navigation menu are not pointing to the right pages - some fixes will be required.

In the program section

Link to “business” is pointing to <http://www.beta.brightoncollege.com/business-management/> and should point to <http://www.beta.brightoncollege.com/programs/business-management/>

The “Adv Bus” link is pointing to <http://www.beta.brightoncollege.com/advanced-business/> and should point to <http://www.beta.brightoncollege.com/programs/advanced-business/>

The “autocad” link is pointing to <http://www.beta.brightoncollege.com/computer-aided-design/> and should point to <http://www.beta.brightoncollege.com/programs/computer-aided-design/>

The “engineering” link points to <http://www.beta.brightoncollege.com/engineering/> and should point to <http://www.beta.brightoncollege.com/programs/engineering/>  
- there is an unnecessary 301 redirection that can be removed here.

The “hospitality management” link point to <http://www.beta.brightoncollege.com/hospitality-management/> and should point to <http://www.beta.brightoncollege.com/programs/hospitality-management/>

The “International trade” link points to <http://www.beta.brightoncollege.com/international-trade/> and should point to <http://www.beta.brightoncollege.com/programs/international-trade/>

The “info tech” link points to <http://www.beta.brightoncollege.com/information-technology/> and should point to <http://www.beta.brightoncollege.com/programs/information-technology/>

The following pages look like they are some sort of campaign landing pages - if so; Brighton College should prevent their crawl in order to avoid potential duplicate content issues:

<http://www.beta.brightoncollege.com/business-management/>  
<http://www.beta.brightoncollege.com/advanced-business/>  
<http://www.beta.brightoncollege.com/computer-aided-design/>  
<http://www.beta.brightoncollege.com/engineering/>  
<http://www.beta.brightoncollege.com/international-trade/>  
<http://www.beta.brightoncollege.com/hospitality-management/>  
<http://www.beta.brightoncollege.com/information-technology/>

If Brighton College has any other type of Campaign landing page - preventing their crawl is required.

#### *Social media Icons fixes*

Links in the social media Icons need to be fixed:

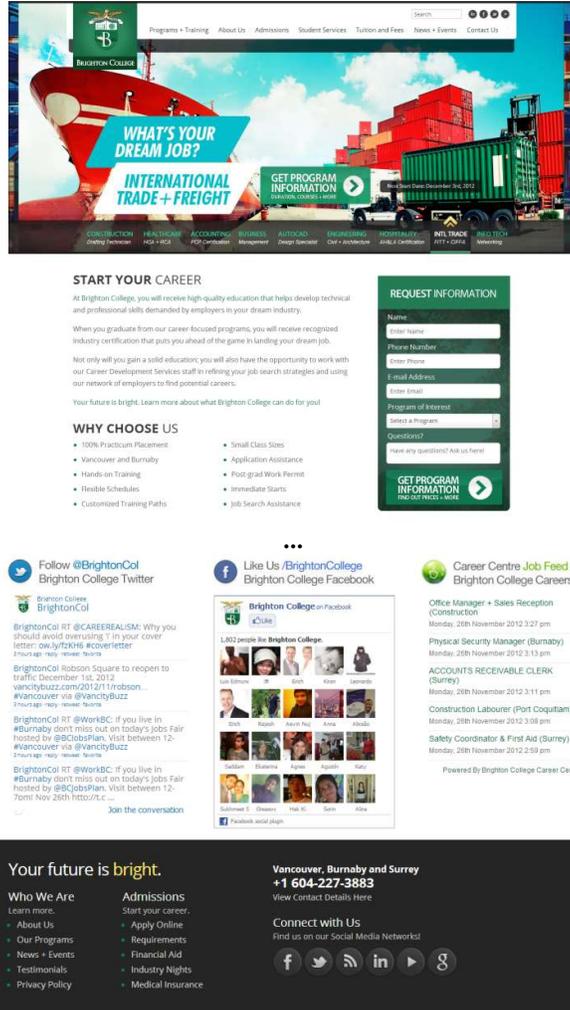
FaceBook link has a spelling mistake - it points to <http://www.facdebook.com/brightoncollege> instead of <http://www.facebook.com/brightoncollege>

Linkedin link points to <http://www.beta.brightoncollege.com/s%22http://ca.linkedin.com/company/brighton-career-college%22> and should points to <https://www.linkedin.com/company/brighton-career-college>

# Homepage

The Homepage of one's website is its window to the entire world; this is the page potential customers' first visit when landing on the website and even before doing any business. In SEO, the website's homepage also is the most important page as it is the one which is the more likely to acquire a rankings using generic key sentences and the one with the best link popularity.

As such, the website's homepage **MUST** be carefully optimized from top to bottom.



## Homepage header

Page header contains usually the first information read, indexed and sometimes displayed by search engines.

### *Page title*

If properly implemented, page Title should be **the first information displayed to internet users** in SERPs<sup>1</sup>.



Title on the beta version of the website is:

```
<title>Brighton College - Career College Vancouver, AutoCAD Training, Healthcare CareersBrighton College | Your future is bright.</title>
```

Current title on the homepage is too long - probably because of the default set up of your WordPress CMS - Slight modification of the header file will be required.

Suggested title:

```
<title>Brighton College - Vancouver Career College - AutoCAD training, healthcare careers</title>
```

### *Description*

When containing the keywords searched by internet users, the Meta description is the second information that appears in search engines natural results.



Meta description tag is not implemented on the beta version of the website's homepage

Description tag can have up to 250 characters (spaces included). As the description tag could be displayed into search engines results pages it should be a coherent sentence that contain keywords but which is also attractive.

Suggested Description:

```
<meta name="description" content="Brighton College is a professional career college in Vancouver. We offer Healthcare training programs, Business courses, Architecture, AutoCAD training and Hospitality management courses. Our career college programs start throughout the year."/>
```

### *Keywords*

Keywords tag does not have any more real impact in search engines relevancy algorithm but, when you build a puzzle you put all the pieces on the table.

<sup>1</sup> Search Engine Results Pages

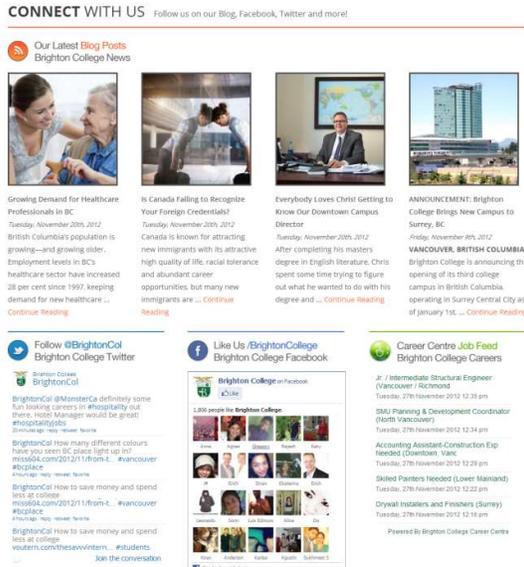
Suggested Keywords:

```
<meta name="keywords" content="career college, cad training, autocad training,
accounting courses , payroll administration courses, business management courses,
office administration courses, hospitality management training, CAREER COLLEGE, CAD
TRAINING, AUTOCAD TRAINING, ACCOUNTING COURSES , PAYROLL ADMINISTRATION COURSES,
BUSINESS MANAGEMENT COURSES,OFFICE ADMINISTRATION COURSES, HOSPITALITY MANAGEMENT
TRAINING"/>
```

# Homepage content

## Home page main content

Current homepage content is composed out of one static section and different dynamic ones with the display of the latest blog posts extracts; last job offers last tweets and events.



Current dynamic vs. static content ratio of the page is more or less 40%. Meaning that the page is displaying 40% of dynamic content that potentially changes every day or week and could weaken or strengthen the “focus” of the page on the keywords Brighton College would like to promote.

Having some dynamically generated content on the website’s homepage is a good thing, it shows the website is alive and up to date. Google will crawl the website more often and the website will react faster to Search engines optimizations.

It is important for the homepage to display a “stable” content, which is not going to change too much, as it will affect the page relevancy and rankings.

It would be a good thing to display a little less dynamic content on the page by limiting the display of the dynamic sections:

- Last 3 tweets instead of 4
- 15 FB friends instead of 20
- Last 3 job postings

## Content structure

Current Homepage structure of the website displays the pros and cons of WordPress default set up

## Headings

There are 6 different levels of headings (<h1> to <h6>) with different importance. The headings should be used just to emphasize the content of your page. DO NOT PUT ALL YOUR CONTENT INTO <h1> tags.

- <h1> - only one per page this is the page Editorial Title
- <h2> - Up to 4 per page (more or less like a paragraph title)
- <h3> - Up to 6 per page (for important words in the page, so it's easy to see the main structure of the page AND some key indicators on the content itself)

As much as possible, the heading tags should be implemented in their natural order.

EX.

```
<h1>Title</h1>
```

```
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed magna vel lectus gravida egestas id non tortor. Donec ac lectus dolor, in sodales neque.
```

```
<h2>Sub Title</h2>
```

```
 Ut commodo diam id nunc pulvinar nec auctor odio aliquam. Nullam arcu quam, consectetur sit amet venenatis in, tempor nec libero.
```

```
<h3>Sub Sub title</h3>
```

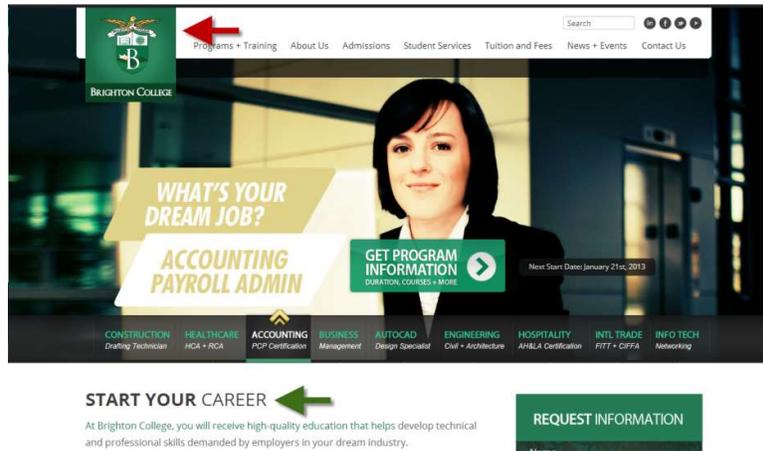
```
 Fusce et sollicitudin quam. Curabitur lacinia tempor aliquam. Nullam quis metus quis purus ultrices dictum sit amet vel enim. Mauris venenatis consectetur tortor quis eleifend. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris sit amet consequat erat.
```

```
<h2>Sub title</h2>
```

```
 Proin at sem ac elit semper aliquam eu vitae ipsum. Nunc et purus odio. Proin fringilla elit at lectus congue lacinia. Curabitur sed malesuada turpis. Quisque porta nisi vel tellus faucibus ac lobortis quam eleifend.
```

Homepage content structure would need some modification in order to adapt the last search engines updates regarding the emphasis of the important keywords.

- Reorganization of the headings



- `<h1>` tag on the logo should be removed
- `<h1>` should be placed on “Start Your Career” and the content of this tag might change
- `<h3>` heading on “Why Choose us” should be replaced by an `<h2>` tag and the text replaced by “Why choose Brighton College”
- `<h3>` heading on “Event at our School” should be replaced by an `<h2>` tag and the text replaced by “Events at Brighton College”
- `<h3>` heading on “Connect with Us” should be replaced by an `<h2>` tag and the text replaced by “Connect with Brighton College”

Currently, website’s heading tags in the code display attributes such as `Id=""` or `class=""` or sometimes styles are directly defined in the tag.

Because of past SEO abuses performed with heading tags it is now recommended to define the styles of these tags within CSS and not to implement any attribute within the tag.

Ex.  `<h1>` instead of  `<h1 style="font-size:12px;color:#18584b;">`

## Internal pages

### “Programs” page

URL: <http://www.beta.brightoncollege.com/programs/>

#### Suggested Title

Vocational Education Programs at Brighton College – Vancouver

#### Suggested Description

Brighton College offers career training and vocational programs in AutoCAD, business management, information technology and web marketing, computerized accounting, civil design, architectural technician, healthcare and hospitality management.

Programs page template will need some modifications:



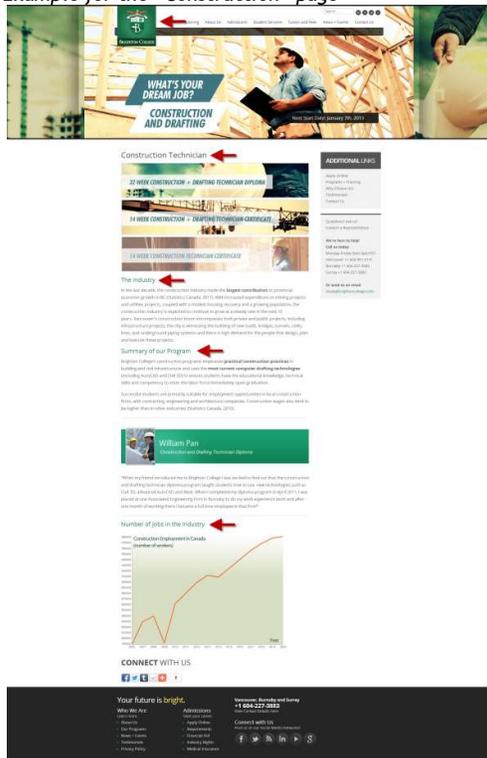
- <h1> tag on the logo should be removed
- <h1> should be placed on “Programs” and the content of the tag might be changed
- <h3> heading content in “Programs” Boxes might need some modifications depending on the keywords Brighton college wants to promote

## “Programs” Templates pages

URL: <http://www.beta.brightoncollege.com/programs/>\*

Template used for the different “Program types” will need some modifications:

Example for the “Construction” page



- <h1> tag on the logo should be removed
- Meta information needs to be properly implemented (description and keywords tag) and properly populated
- A **breadcrumb trail** should be implemented in the page as well as the pages implemented lower in the category

For Example → [Home](#) >> [Training Programs](#) >> [Construction](#)

- <h1> should be placed on “Construction Technician” and the content of the tag might be changed to “Construction Training Programs”
- <h4> heading content in “The industry”, “Summary of our Program” and “Number of jobs in the Industry”, should be replaced by <h2> tags and the content of these tags might need some modifications depending on the keywords Brighton college wants to promote - in the construction program example it could be “*The Construction Industry*”, “*Summary of our Construction Training Program*” and “*Number of jobs in the Construction industry*”

## “Programs” details Templates pages

URL: <http://www.beta.brightoncollege.com/programs/category/>\*

Template used for the different “Program types” will need some modifications:

Example for the “Construction diploma” page

**PROGRAM OVERVIEW**

Students taking this diploma will learn to create, modify, and interpret 2D and 3D AutoCAD drawings using software and management tools commonly used in engineering, drafting and design. Drawing skills for employment in the engineering and construction industries will be emphasized upon students will gain a solid competence with civil 3D, used in civil engineering and public works. Students will also learn about local construction industry standard practices, local building code, civil infrastructure construction methodologies, design / drafting, surveying, project estimating and Construction Inspection and Management. Students will visit various local construction sites to gain real-life experience.

This 32-week diploma program is fully instructor-led. The curriculum includes experiential lectures and workshops facilitated by specialized industry experts. All instructors have relevant designations and at least 3 years experience in the industry. The program includes a 4-week work experience (practicum) at a small or mid-sized design firm in the lower mainland. The successful completion of all the courses and a 4-week practicum is required for graduation.

This program is 32 weeks duration.  
28 weeks instruction and 4 weeks practicum.

**EMPLOYMENT OPPORTUNITIES**

Entry-level jobs

- Construction Technician
- Architectural/Building Drafter
- Civil Engineering Drafter
- Construction Estimator
- Surveyor Assistant
- Construction Project Coordinator
- Municipal Plan Checker
- Construction Material Inspector

Career Paths

- Construction Technologist
- Construction Project Manager
- Construction Inspector
- Civil Engineering Inspector
- Building Inspector
- Building Material and Construction Manager
- Construction Superintendent
- Surveyor

**COURSE DESCRIPTIONS**

This program emphasizes upon practical hands-on construction practices in building and civil infrastructures. All aspects of design, drafting and construction methods are taught in lecture format augmented by on-site field visits.

- AUT 100, 75 hours, 3 Weeks | AutoCAD Fundamentals
- AUT 130, 75 hours, 3 Weeks | AutoCAD Advanced
- AUT 310, 75 hours, 3 Weeks | Basic Architecture
- AUT 310, 150 hours, 2 Weeks | Civil 3D
- CCT 100, 50 hours, 2 Weeks | Building Code
- AUT 430, 50 hours, 2 Weeks | Building Plumbing Systems
- AUT 420, 25 hours, 1 Week | Electrical Systems
- CCT 110, 25 hours, 1 Week | Health and Safety in Construction
- CCT 130, 75 hours, 3 Weeks | Surveying
- CCT 140, 75 hours, 3 Weeks | Construction Estimating
- CCT 150, 150 hours, 4 Weeks | Construction Inspection and Management
- AUT 700, 150 hours, 3 Weeks | Work Experience/Practicum
- AUT 800, 25 hours, 1 Week | Portfolio Development

**ENHANCE YOUR CAREER**

Take your career to the next level. Fill out this quick form for more details.

Name:

Phone Number:

Job Title:

E-mail Address:

Enter email:

Program of Interest:

Construction and Drafting Technician Diploma

Questions?

See any questions? Ask us here

“I always wanted to upgrade the knowledge in my field with AutoCAD. All the teachers are great, they require us to bring with our assignments, always help with job finding, and give us useful advice.”

— *Michael Smith, Brighton College Alumni*

**GET PROGRAM INFORMATION**

CONTACT US TODAY

Your future is bright.

Who We Are  
Leadership  
About Us  
Our Programs  
News & Events  
Testimonials  
Privacy Policy

Admissions  
Start your career  
Apply Online  
Bursarships  
Financial Aid  
Industry Insights  
Medical Insurance

Connect with Us  
Post in our blog  
View News  
Home

Yvescoeur, Burnaby and Surrey  
+1 604-227-3883

Facebook | Twitter | LinkedIn | YouTube | Instagram

- <h1> tag on the logo should be removed

- Meta information needs to be properly implemented (description and keywords tag) and properly populated
- A **breadcrumb trail** should be implemented in the page as well as the pages implemented lower in the category

For Example → *Home* >> *Training Programs* >> *Construction* >> *construction and drafting technician diploma*

- <h1> should be placed on “Program Overview” instead of the <h3> currently in place and the content of the tag might be changed to “*Construction and Drafting technician diploma*”
- <h3> heading content in “Employment Opportunities” and “Courses Description” are OK
- **IE7 styling should be removed - IE7 was only 3.5% of the browsers market share in 2012 - IE7 styling code is redundant code shows some errors as the images displayed are the Business management ones.**

```

825
826 <!-- IE 7 Styles -->
827
828 <div id="header-container2">
829 <div id="header2">
830 <div id="sequence">
831 <ul>
832 <li>
833 <div class="slide-image1 slide"><div class="program-slider-page-number">Page 1 of 5</div></div>
834 
835 </li>
836 <li>
837 <div class="slide-image2 slide"><div class="program-slider-page-number">Page 2 of 5</div></div>
838 
839 </li>
840 <li>
841 <div class="slide-image3 slide"><div class="program-slider-page-number">Page 3 of 5</div></div>
842 
843 </li>
844 <li>
845 <div class="slide-image4 slide"><div class="program-slider-page-number">Page 4 of 5</div></div>
846 
847 </li>
848 <li>
849 <div class="slide-image5 slide"><div class="program-slider-page-number">Page 5 of 5</div></div>
850 
851 </li>
852 </ul>
853 </div>
854 </div>
855 </div>
856 </div>
857 </div>
858 </div>
859 </div>
860
861 <!-- Employment Opportunities -->
862 <div class="twelve columns">
863 <a name="employment"></a>
864 <h3><strong>EMPLOYMENT</strong> OPPORTUNITIES</h3>
865 </div>
866 </div class="six columns">

```



## Program details pages content

There is a high similarity ratio between some of the program details pages:

For example -

<http://www.beta.brightoncollege.com/programs/construction-technician/construction-and-drafting-technician-diploma/>

is 84% similar to

<http://www.beta.brightoncollege.com/programs/construction-technician/construction-and-drafting-technician-certificate/>

and 82% similar to

<http://www.beta.brightoncollege.com/programs/construction-technician/construction-technician-certificate/>

in another category

<http://www.beta.brightoncollege.com/programs/healthcare/resident-care-attendant-rca-diploma/>

shows 80% similarity with

<http://www.beta.brightoncollege.com/programs/healthcare/resident-care-attendant-rca-diploma/>

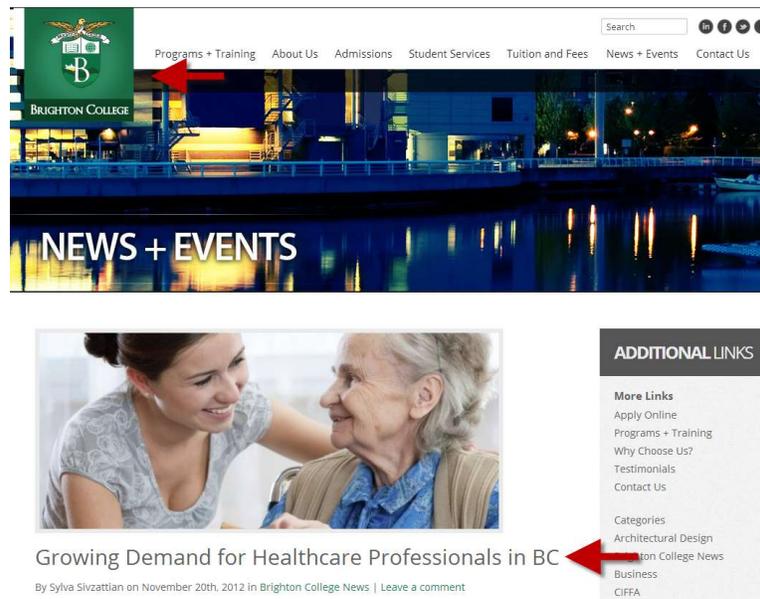
80% and above similarity ratio are noticeable for Accounting section, Business section, advance business section, autocad section, international trade, and network admin section - the section showing the highest similarity ratio being hospitality with 90% similarity between the pages.

76% similarity ratio is noticeable for engineering section.

**Brighton College will need to rewrite these pages in order to decrease the similarity ratio at least below 60% between the pages of a section.**

## Blog

Blog post templates will need some modifications in order to emphasize the keywords that are already in the posts better.



- `<h1>` tag on the logo should be removed and placed on the post's editorial Title
- Meta information needs to be properly implemented (description and keywords tag) and properly populated
- Heading implemented on "Leave a reply" and "Connect with us" should be removed
- Implementation of the authorship process for the article to get better visibility in search engines especially if Brighton college start to have multiple authors and articles written by some of the teachers / consultants
  - First You must ask the blog contributors to open and fill out a Google+ Accounts <https://accounts.google.com/ServiceLogin?service=oz&continue=https://plus.google.com/?gsrc%3Dogpy0%26tab%3DwX%26gsrc%3Dogpy0&hl=en-GB>
  - Add a link to your domain in the 'contributor to' section of your account
  - Add `<a href="[Gplus Account Url]?rel=author">Author name</a>` in the link following "Written By"

Results should allow the display of the Author's picture in the SERPs<sup>2</sup>

<sup>2</sup> SERPs = Search Engines Results Pages

## Website link popularity

SEO has now become a known practice and it is more and more common to see websites with an equivalent level of technical and semantic optimizations competing for the best rankings on the same keywords. Because of this competition, implementing a good content on a search friendly website might not be sufficient to keep good positions in SERPs.

The link popularity of one website refers to the number and the quality of the inbound links a website can have. Every single link pointing to one website can be compared to a vote for this website to get some rankings and the more it has the better.

The website link popularity is OK even though it could be improved especially when compared to some of the competitors like ashtoncollege.ca for example which have less links in absolute numbers but coming from more domains and more diversified domains.

*SeoMoz Open site Explorer shows a total of 4,783 inbound links coming from only 184 different domains*



Domain Metrics:		Page Metrics:					Social Metrics:		Last index update: 11/28/12
Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1		
43/100	52/100	184	4,783	8	7	2	9		

### Recommendation

- Brighton College needs to continue the efforts put into external link building campaign to improve the quality and the quantity of the incoming links.
- Brighton College should consider contacting partners, providers and possibly alumni to negotiate the implementation of a link exchange policy.
- It would be great if some of the Brighton College teachers and or consultants could link them from their blogs, social media profiles and possibly websites.
- Brighton College could start a Press releases campaign for the launch of the new website.
- It would be a great thing if the teachers and consultant of Brighton College could participate into a guest blogging campaign, providing some articles in their areas of expertise to external blogs, platforms, forums etc ...
- Brighton College should consider reviewing its Yellow pages listing <http://www.yellowpages.ca/bus/British-Columbia/Vancouver/Brighton-College/7725584.html?what=brighton%20college&where=vancouver,%20BC&cli=1,1&le=10f337ed354|10f337ed1ae|10f337ed20e|10f337ed324|10f337f1781|10f337ed226> as I did not notice the display of a link to the website.

## Other Offsite Recommendations

### Google Place Page

Brighton College Google place pages should be optimized.

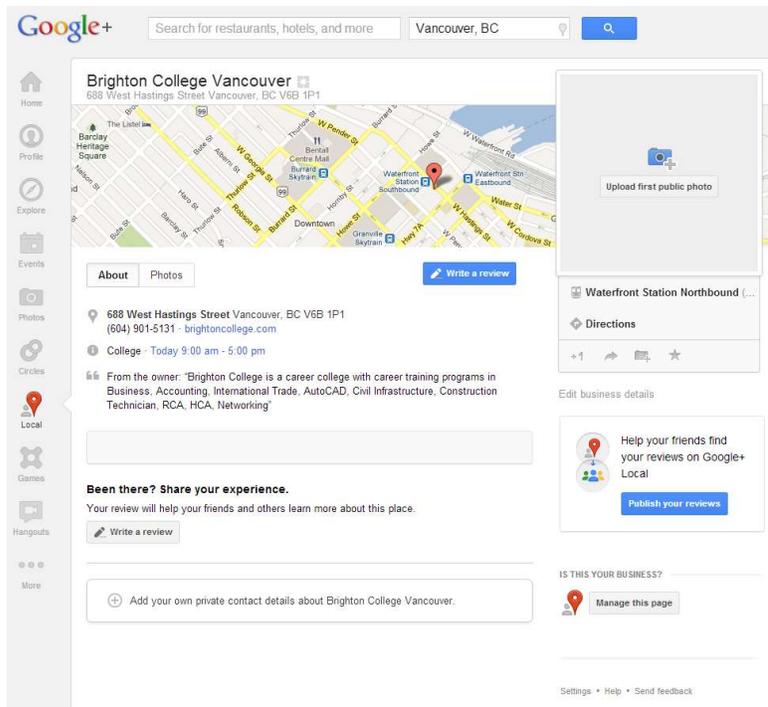
Vancouver Campus page shows no images or videos

Burnaby Campus page should be edited and point to [www.brightoncollege.com](http://www.brightoncollege.com) instead of [www.brightoncollege.ca](http://www.brightoncollege.ca)

There is no Google place listing for the Surrey Campus. One listing should be claimed and optimized.

Google local profile pages tend to rank better when they are reviewed by internet users. Some Review would be needed and Brighton College should incentivize its student into posting some public reviews on their campus Google local listing.

The regularity of review posting is more important than the absolute number of reviews - it would be good to have 2 to 3 reviews per month.



## **Google +1 Button**

Brighton College should consider seriously the implementation of a Google +1 Button. If it does not have any impact yet on one website ranking, +1 button may become one of the parameter taken in account someday within the relevancy algorithm.

<https://developers.google.com/+/plugins/+1button/>

+1 button may also have a role in the results display on Search Engines Results pages when people are logged to their Google account.

## **Bing and Yahoo Business Portal**

Brighton College should claim and optimize its business page on Bing and Yahoo

Bing: <https://www.bingbusinessportal.com>

Yahoo: <http://listings.local.yahoo.com>

## **Social media**

Social media footprint of Brighton College is OK. Frequency of publication is good especially on twitter and FaceBook on which I notice almost daily engagement with friends and fans on FaceBook and daily postings on Twitter.

Google + page could be more up to date as the last post on Google platform was on September 28<sup>th</sup>.