

## Company Web Page Evaluation Sheet

Student Name: Greg Buchmann

Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: Macomb Daily Newspaper / MediaNews Group Inc.

Industry/General Description of Company: Newspapers, News, Information, Advertising, Subscriptions. Classified Adds.

URL: <https://www.macombdaily.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site) During the ITWP 1400 SEO Marketing Course, I found that it was the number one website for clicks with the name "macomb" in the URL.

Date site was last updated (if available): Updated to the moment news changes.

Count of prior accesses (if available): 250,000+ Monthly visitors.

**Please highlight the number associated with each question in the table below based on your website experience.**

<b>Access time to load first page?</b>	Very Slow	1	2	3	4	5	Very Fast
<b>How complex is the site?</b>	Very Simple	1	2	3	4	5	Very Complex
<b>Information available on the site?</b>	Very Little	1	2	3	4	5	Huge Amount
<b>Use of graphics?</b>	None	1	2	3	4	5	Very Extensive
<b>Aesthetic appeal?</b>	None	1	2	3	4	5	Excellent
<b>Overall effectiveness?</b>	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or No? Yes. MediaNews Group is a leader in local news, committed to informing, inspiring and engaging readers with award-winning journalism in a diverse array of trusted publications that are integral parts of the communities they serve. – from the MediaNews Group footer of each webpage.

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

In addition to national news, the mission of Macomb Daily News is to inform the residents of Macomb County the things which could and should be of interest to them. There is also a choice level of subscription where the website does not show advertising while reading.

Who is the target audience? Adult Readers who are residents of Macomb County.

Can you purchase products from this site? In addition to subscription on the site, there is subscription to the printed newspaper. Also, since advertising is certainly an important source of income for the newspaper, there are advertisements which also provide purchase opportunities.

If so, what is the product type? Anything and everything imaginable. Classified add for items for sale and purchases wanted.

**Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.**

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number? Yes. <b>888-464-6860</b>	Call 800 number? Available
Information available on the site? Yes	Use PayPal? No
Fill in Form? Yes	Give credit card number? Yes
Send email message? Could not find this.	Encrypted? Yes

Other? (please specify) . Also pay with Apple, Facebook and Google.	Other? (please specify) I did not pass the first page of the subscription screen.
---	---

Does the site convey a positive or useful message for the company? Yes. Local news of interest to Macomb County Residents.

Is the site well designed from the point-of-view of clarity, ease of use, speed of access? Yes, the webpages load quickly, and paywalls or shown when applicable quickly.

Is the site aesthetically pleasing? Yes. There are left nav menus and top nav menus also. Each are easy to pick and navigate to the information you may be seeking.

How well does the company use design and layout features? Professional design is obviously created by a team experienced with web development and website layout. Footer shows that Word Press Enterprise Version is used.

Can the company generate revenues from the site? How? Yes. Primarily subscriptions, also from advertisements.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

The site supports subscriptions using Goggle, Apple, and Facebook payment process thru their login capabilities. There is also a 1-800 number to call to subscribe. The footer of each webpage includes Terms of Use.

Cookie Policy, Cookie Preferences, Notice of Financial Incentive, Do Not Sell/Share My Personal Information, Arbitration. There is Search, Left nav and Top nav are provided. There is a sitemap to old stories to review decades of previous news.

There are accessibility options, Policies, Job Openings, and Links to other publications nationwide from the MediaNews Group including the Oakland Press for Oakland County, Michigan and many others.

What currency(ies) are accepted? How are they accommodated?

I cannot say exactly because I did not push through the subscription process pages far enough to see the currencies which are allowed for subscriptions. This was due to the necessary operation of providing a valid e-mail address to start the subscription process. However, one could easily imagine that US currency is the predominant method of payment. Considering the size and reach of MediaNews Group, one could also imagine that other currencies are also allowed, like Canadian Dollars and Mexican Pesos probably.

General comments.

For my SEO ITWP1450 project I decided to create a website called "Macomb's My Home". The primary purpose of this website would be an electronic bulletin board for MCC students. Ideas like forming study groups, sharing useful information and whatever else MCC students might like to post was the purpose of my website. The keyword "macomb" was my major contesting word with other sites. The macomb.edu website is the first result when only the keyword "macomb" is provided as a search term. However, the number one website for clicks with that keyword was the Macomb Daily Newspaper. So, this project with Web Marketing and Commerce, I decided to do a deeper analysis of the number one website taking the name "macomb". I should note that I decided to use "macomb's" as my keyword for differentiation and perhaps a higher ranking when contesting for the word "macomb". This is possessive tense and what I was looking for. I did get the website "Macomb's My Home" to rank in the top 5 results when the apostrophe was added to the search keyword. This was after I created the Facebook Group and the Linked In pages also. Google search has changed greatly in just the last year with AI. My website still ranks in the top 20 or so after 1 year of no activity. There is another keyword near match to mine which is "Make Macomb Your Home" from the Macomb County Government.

