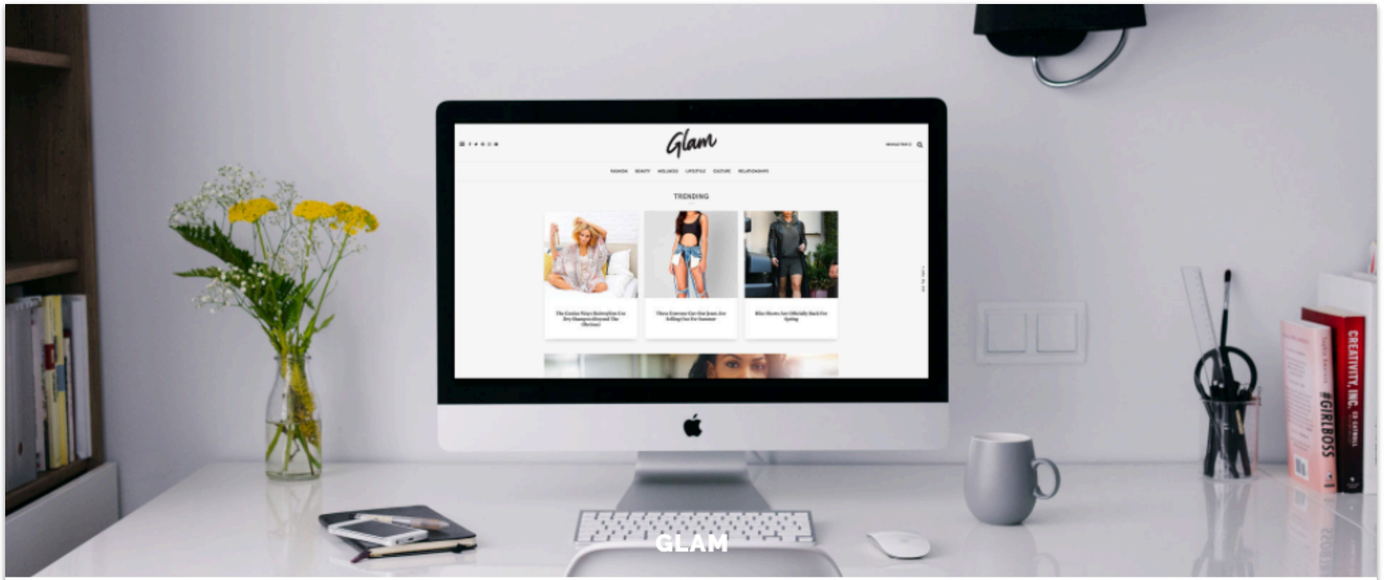
1. CONTENT ANALYSIS

HOW TO READ A WEBSITE

- Click on all main menus and scroll down to the footer to find other pages worth visiting. In general, visit lots of pages, click tons of links, and familiarize yourself with the site.
- Does it identify the owner or any corporate entity on its About page? Also note if it *doesn't* have an About page.
- Does it list a company or person in a copyright notice at the very bottom of the homepage or any other page?
- Does it list any names, addresses or corporate entities in the privacy policy or terms and conditions? Are those different from what's listed on the footer, about page or other places on the site?
- If the site publishes articles, note the bylines and if they are clickable. See if they lead to an author page with more information.
- Google article and About text to see if it's plagiarized.
- Does the site feature related social media accounts? Visit them.
- Does the site list any products, clients, testimonials etc. that may be worth looking into?

archive.vn/8W5tW

It’s case sensitive, so be sure to type it in with the same uppercase and lowercase letters.



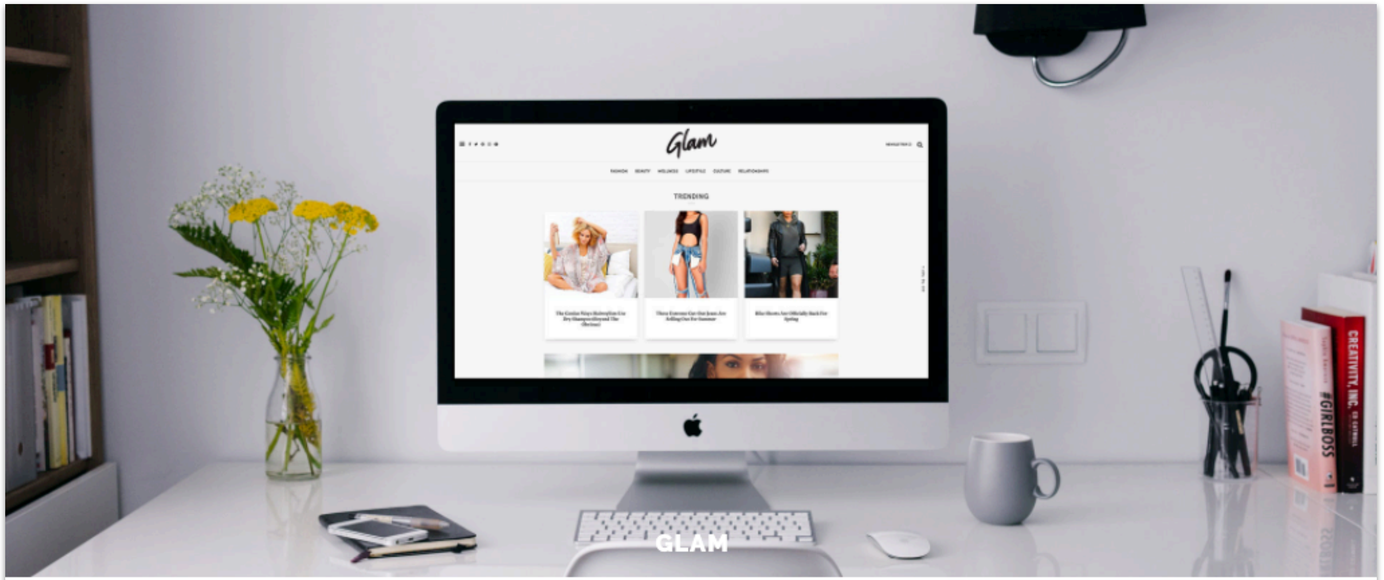
We create content with a strong communications purpose, grounded in research and consumer insights. We then build elegant, durable solutions to key business challenges across all touchpoints, screens, and devices.

11
AWARDS

34
CLIENTS

129
PROJECTS

32438
CUPS OF COFFEE



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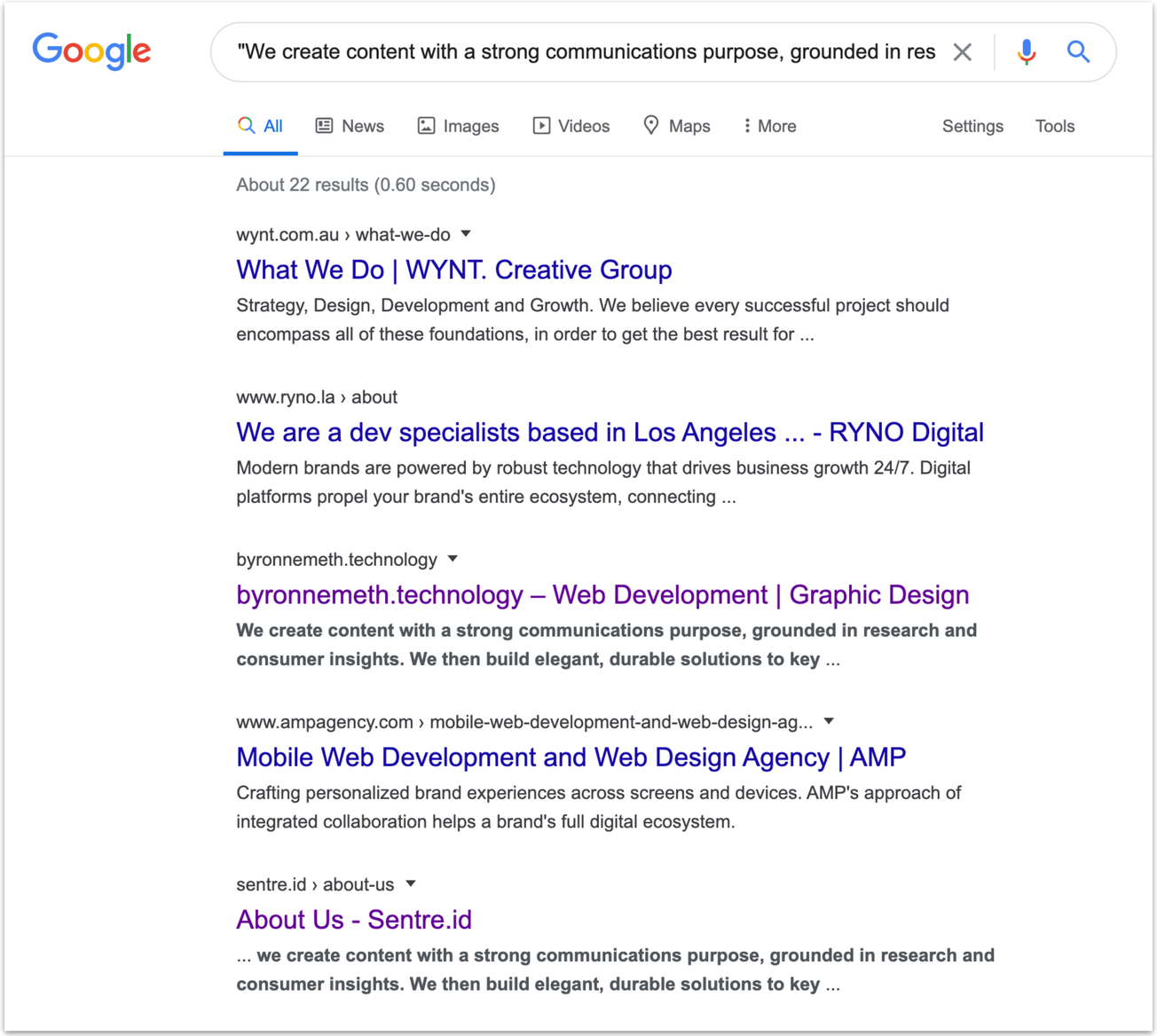
Google
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All
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More
Settings
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About 22 results (0.60 seconds)
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What We Do | WYNT. Creative Group
Strategy, Design, Development and Growth. We believe every successful project should encompass all of these foundations, in order to get the best result for ...
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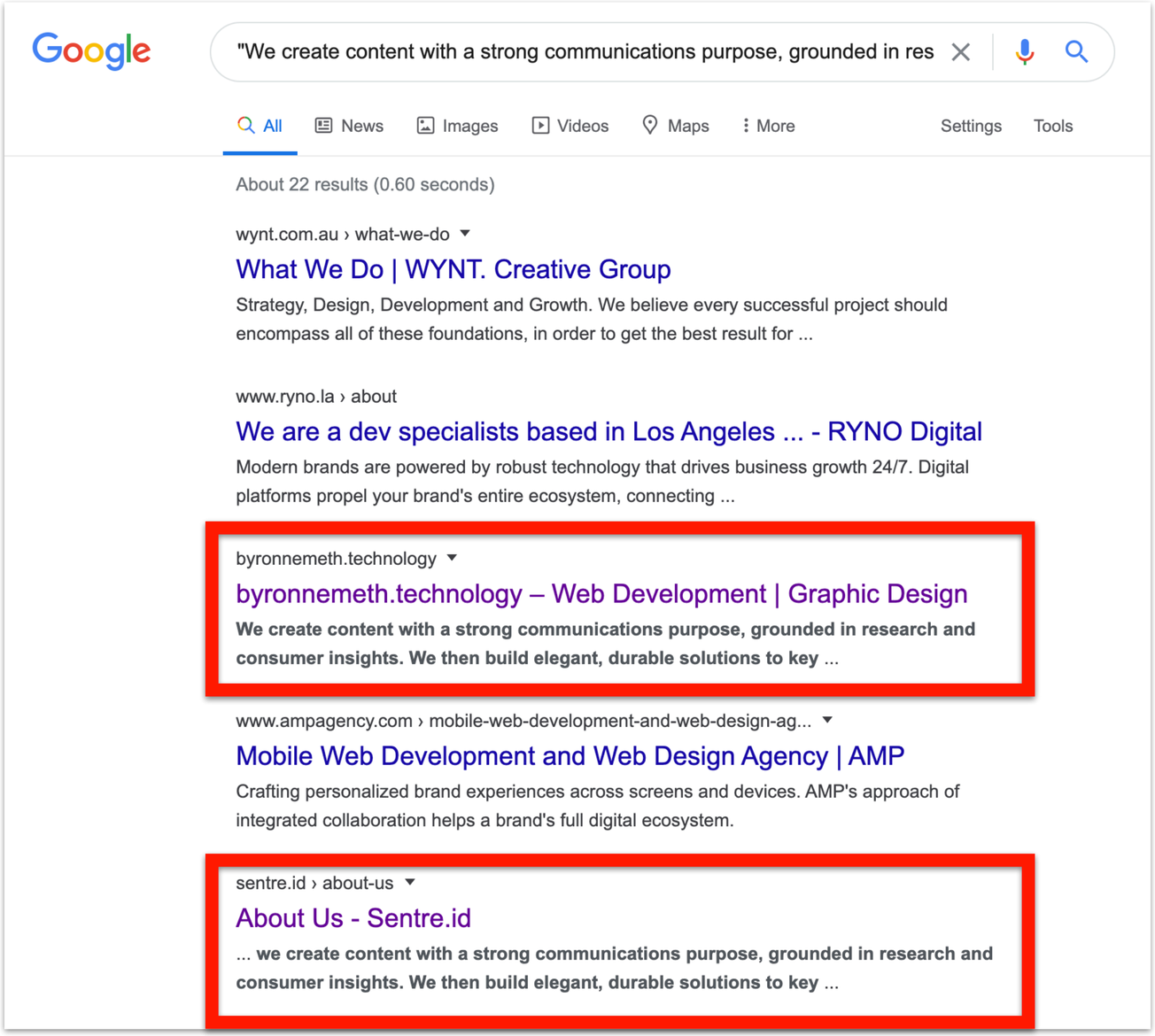
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ANALYZING SOCIAL ENGAGEMENT PATTERNS

Two tools we'll use:

- app.buzzsumo.com/content/web to enter the URL and see some of the most shared/ engaged content across social networks. Open this in your browser now.
- The CrowdTangle browser extension to see more detailed sharing info to help identify connected Facebook pages, Twitter accounts, etc.

bit.ly/3khAzYk

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OTHER TIPS

- Google “domain.com” to see info/mentions about the site.
- Paste the URL into Facebook and Twitter (remove “http://“) to see who’s sharing and talking about its content.
- Use the free version of SimilarWeb.com to see how much traffic it receives, from where, etc.
- If you’re interested in a specific page, look for additional archived versions of it at archive.is and cachedview.com.