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Skyhorse Publishing Homepage

Skyhorse Publishing Homepage: <http://www.skyhorsepublishing.com/>

Site Summary

Skyhorse Publishing is a multiple-genre, multiple-author publishing company with a bent for social media and individual author highlights.

The website has an excellent basic design structure, but some serious usability flaws that should be readdressed by a web writer and a thoughtful designer.

The most serious homepage issues are:

- Clarity – What the company does, what the use of the homepage is, what exactly is being highlighted and offered deeper in the website
- Hard-to-Read, understand and scan copy
- Limited instant navigation and clearly available options
- Busy layout – the layout is a little like a roundabout vs. a clearly marked intersection, everything demands attention at once instead of directing the user through the most useful (and needed) sections
- Selling and signup power needs a real boost
- All copy (and few headlines) are company-centric, providing little if any value to the visitor

Recommendation – Complete rewrite of the homepage, coupled with a clearly laid out design and improved linking/navigation. More headlines in the body of the Homepage, more pictures, video and better design is an absolute must. More pages should also be written to help support the flow and facilitate the flow from the improved homepage.

Please see full analysis below for more details and exact recommendations.

Analysis of Homepage:

Things That Are Right	Things That Are Wrong	Suggested Improvements
The name is at the top – easily scanned but not needful of attention	The page is way too “busy”. Other words would be “choppy,” “unfocused,” & “confusing.”	Use “best practices” web writing to restructure the purpose of the web page
The homepage is meant to be a showcase of their products (different genres & books)	It looks like this company is allowing their authors a “stakeholder” grab – a common problem on publishing websites	Get rid of individual books and authors.
The top navigation bar is well-organized and comes complete with a search option	The navigation bar should be accompanied by either a left-side navigation pane, or drop-down menus, to further aid visitors in finding their exact needs	Since this is a complex, dense website – or should be – I recommend drop down menus, and a bottom navigation section, with a lot more data
The main page is split into 3 columns; left, center, right	This format is excellent, but not being used to its full potential – again, busy and unfocused	
The most important information is in the center column	Both side bars appear dedicated to social media.	It would be a lot faster if the Facebook & Twitter sections were in the same sidebar.
The slideshow bar (top center column) is a good homepage showcase	The slideshow bar is way too vague. Rather than focusing on genres, it focuses on related books.	Repurpose and move the slideshow bar.
The center column contains copy	The center copy is in a tiny font, hard to read, and badly formatted for busy web browsers	Reformat and create multiple, interesting subheadings complete with pictures
The center copy is meant to introduce writers and readers to Skyhorse	The center copy focuses on material that is the job of various secondary pages – About, History, FAQs and the mission statement	Create more secondary pages (drop down menus) and create a call-to-action button for the mission statement (separate page)
Affiliated publishing companies are very clearly displayed (very top right hand)	The affiliation links are in the wrong place – they add to busy confusion	Move the affiliation links to the bottom (maybe under an About Us column in a bottom navigation pane – like AWAI)

There is a Contact Us option	There is no toll-free number or chat now feature	Replace the affiliation links section with a toll-free number
	There are no “secured website” or “secured shopping” tags of any kind	Insert in a sidebar or at the bottom
	Other than the slideshow bar there is very little visual content	Again, picture and video content needed, badly
	There are no calls to action	Add a newsletter, or blog signup, or (if social media is the biggest outside focus) make the social media tabs more attractive and the “like us” “follow us” features more up front and demanding
	The purpose of the homepage and the company is assumed to be standard – it is not stated	Skyhorse caters to writers and readers. The homepage needs to be split to accommodate these visitors. And then it needs to be further sub-categorized into clear genres (I can’t tell what is offered, genre wise – it appears to be a muddle)
	The entire website is unstructured – it will take hours of dedicated reading and clicking to get a full understanding of it (might work for a serious author, probably not for anyone else)	Again, genres. They sell a lot of nonfiction, but also historical (fiction or biography?) self-help, health, and coloring books!
	When you click through to the products you find that they sell through Amazon or Barnes & Noble, but not off this site. This is not, however, clear on anything but the individual book descriptions	An onsite store is really a necessity, selling solely through third-parties is going to lose a lot of fluff customers.

Copy for Skyhorse Homepage

Top Bar

Site name is well placed – but the “affiliate or subsidiary link” section should be moved elsewhere, probably to a bottom navigation panel. Replace with call-to-action “Toll-free” section.

Navigation Bar

Navigation bar should be slightly rearranged for ease of use. Menus should be drop-down menus with multiple, clearly leveled choices for ease of navigation. Also a “Cart” function should be added to enable direct purchase from the company. (See bottom navigation bar for possible drop down menu choices.)

Menu:

Books (*New Releases, Coming Soon, Authors, Library, Genres*); About; Submission Guidelines; Blog; Contact; Cart

Left-Hand Column

Dedicate to Social Media bars ONLY! Include quick links to follow and like on all Social Media channels at the top, then proceed with quick preview bars for each outlet below, running the entire length of the page. (May be changed with right-hand column, but should not be split.)

Central Column

Head with visitor-centric headline and text, letting them know what kind of books are published and available on the website.

Expand your mind and become a modern book connoisseur when you delve deeper into the fascinating worlds of politics and true crime...history and humor...animals...science...outdoor sports...aviation...current events...

And much, much more!

Welcome to the world of Skyhorse Publishing – practical, literary, and general trade.

Create separate green (*brand color*) boxes for each category published by Skyhorse. Include Headings, 1-4 lines of text per category, (limit text to maybe 250-300 characters for previews to encourage clicking), and sample pictures of best-selling books in that category. ALT tags should be included for each imbedded image.

Politics and Current Events

- Explore politics from a historical viewpoint, or follow our newest releases for trends, important questions, and a vast overview of the everchanging and quixotic world of worldwide politics...
- ALT Tags // 101 Reasons to Vote AGAINST Hilary // Robert F. Kennedy Jr. FRAMED!

History, Military History, and Adventure

- Live in fiction, or read fascinating biographies, Skyhorse offers a diverse look at multiple eras of history, bringing characters of the past and dreams of yesterday back to life on the canvas of the written word...
- ALT Tags // Military Memoirs of a Confederate // The Hamilton Affair // EXTREME Adventure

Outdoor and Team Sports

- Enjoy baseball, fly fishing, photography, lumberjacking... Whether your home field is the water or the land, we have something that will help you improve your skills and expand your knowledge base.
- ALT Tags // Leicester City: The Immortals // The Pocket OUTDOOR Survival Guide

Nature, Science, and Animals

- Fascinate yourself in the complex world of [nature](#), [science](#), [pets](#) and [animals](#)...
- ALT Tags // Because the Cat Purrs // Cured by Nature // Classic Science Fiction and Fantasy Stories

Country Living

- Learn to cook, learn how to Do-It-Yourself, or even just learn how to enjoy yourself. Live your country life to the fullest, tastiest, and most exciting you can hope for.
- ALT Tags // The Hungry Love Cookbook // Illustrated Encyclopedia of Country Living // Mushrooming with Confidence

Humor

- Laugh-out-loud, never fail humorous novels and anecdotes await!!!
- ALT Tags // The Laughing Cure // The Change Your Name Store

General and Miscellaneous

- Explore even more exotic and useful subjects. Adult coloring books, puzzle books, children books, adventure (comic) series... You've only just scratched the surface. [Keep clicking](#) to find even more!

Right-Hand Column

Set up a FREE giveaway of a cookbook (or other quick freebie) in exchange for a newsletter signup. Insert Picture of giveaway = ALT Tag // Fix-it-and-Forget-it Cookbook

Receive a **FREE** copy (with 450 **FREE** recipes) of our best-selling cookbook "**FIX-IT-AND-FORGET IT**" by Phyllis Good when you sign up for our newsletter

Link to blog; insert picture. ALT Tag // Skyhorse Publishing's Carousel Blog

Underneath run short previews of best viewed and most recent blog posts...

Bottom Navigation Bar

Because of the complexity of the site I would recommend a bottom navigation bar with most-frequently viewed pages prominently displayed by category.

1. Books
 - New Releases
 - Coming Soon
 - Authors
 - Genres
 - Browse Library
2. About
 - Mission Statement
 - Employees
 - History
 - FAQs
3. Submission Guidelines
 - Best submission practices
 - Advice from Authors
 - Visit our YouTube channel
4. Blog
5. Contact
6. Cart

Meta Tags Skyhorse Publishing

Meta Tags:

Title // Skyhorse Publishing, Multiple Genre Publishing Company (55 characters/with spaces)

Description // Read and publish books for the modern book connoisseur when you come to Skyhorse Publishing. Interesting, fresh, intelligent books, multiple genres. (149 characters/with spaces).

Keywords // Skyhorse Publishing, multiple genres, easy submission guidelines

What People Are Saying

*[*See original page](#)*

“You have done a really impressive job here with this assignment. It looks like you have spent quite a bit of time working on it. And your hard work has paid off. Your analysis is in depth and that probably helped you with the homepage copywriter's layout. I can't think of anything else to add because it looks like you have covered all bases here.

Congratulations!”

Sheila Koester

“Wow!

1. It is really good to have learnt from you how to analyze a web page. Very thorough and systematic.
2. Your revamp is definitely clean and crisp. I really like it.

Great job!”

Yee Hoong

“Nicely done! I like how you reworked the page and your in-depth analysis.”

Stella Bouldin

“Very nicely done! It's very evident you put a lot of thought into your analysis of the current page. I think your revamp would serve your client well....great job!”

James Bonner

“Beautiful job. I love how you got rid of all of that copy and pulled out the links to allow me to get to where I want to go on the site.

Very clean.”

Frank Farrell

“Like everyone says, good job. Much better than the existing site, and a nice analysis.”

Nick Usborne

“...A great job of cleaning up the current website/ restoring a semblance of order. That was no small task and it is obvious that you spend a good deal of time doing so.

In particular, eliminating the huge, rolling loop of books was huge. It was SO distracting, almost to the point of being nauseous. I would have hit the "back button" in a nano-second.

Your willingness to tackle a website with literally thousands...of similar products (rather than just 1) was both heroic and instructive in terms of the challenge posed. There are numerous such sites -- art, cameras, computers, guns, etc.

What *IS* the best strategy...?”

Robbie G

“Just wanted to say you nailed it with your analysis and the layout is much nicer. I learned a lot from you.”

Anna F