

**2023**

# **CANADA DIGITAL ADOPTION PROGRAM**

DIGITAL ADOPTION PLAN



**PRESENTED BY:  
ThinkTech Software**



KEEP  
MOVING  
FORWARD

## Engagement Stakeholders

<i>Client name</i>	Corner Drugstore
<i>Client administrators</i>	Abdul Kanji
<i>Project name</i>	Digital Adoption Plan
<i>Engagement duration</i>	3 months with the opportunity to continue with implementation where applicable
<i>Begin date</i>	December 6 , 2022
<i>Completion date</i>	January 31, 2023



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## About ThinkTech Software

'ThinkTech Software Inc.' is a digital technology company based out of Calgary, Alberta, Canada, focused on implementing the latest marketing and digital technology solutions for its clients. ThinkTech assists B2B (Business to Business) and B2C (Business to Consumer) companies in boosting their marketing effectiveness, and revenue growth. Our digital marketing consultants help businesses grow their revenue by providing targeted, measurable, and actionable results. We have a proven track record of successfully implementing, maintaining, and enhancing a wide range of digital marketing services, including Content Marketing, Marketing Analytics, Marketing automation, Search Engine Optimization, Web Development, Social Media & Google advertising, marketing and sales automation, and integrations of various software; all using advanced technologies and innovative approaches.

We would like to thank *Corner Drugstore* for choosing us as their Digital Advisor for CDAP.

## Your ThinkTech Software Team



President & CEO  
AVNISSH GUPTA



Business Analyst | CRM Specialist  
BOB GHOSH



Director of Marketing  
CHANTAL CROCKATT



Business Analyst  
CHIRAG TOSHWAL



Customer Success Specialist  
JENNIFER WIEBE



Project Manager  
JULIA ROGERS



Accounting Specialist  
JUWANN AARON PAGUIBITAN



Business Analyst  
DARREN LEE



CRM Specialist  
NIPUN ANSAL



Full Stack Web Developer | SEO  
PRAKASH SINGH



Director of Business Development  
RUSS ALTMAN



Tech Lead  
SARENSH KAALIA



Systems Analyst  
SRIMANTH VENKATACHALAM



Digital Marketing Specialist  
TARSEM SINGH



Sales Coordinator  
YANA PINCHUK

## Executive Summary

Corner Drugstore is a government approved and fully licensed family run pharmacy focused on providing consistent, excellent, high quality pharmacy services to communities in the South East area of Calgary and its environs. They stock a wide range of health, beauty and medical related products as well as greeting cards, gifts, lottery and bus tickets. This report evaluates their business operations and objectives with the aim of improving digital adoption within the organization.

At ThinkTech we look at solutions for the businesses to be able to engage with customers proactively and effectively through digital channels. Corner Drugstore will benefit significantly from increased traffic on their website and strategies to convert the website traffic into closed deals, this is important to them because they are also looking to make inroads with the younger demographic in the community seeing that most of their current clients consist of older people and seniors. Their modus operandi does not require extensive resources to support project management and drive efficiency, thus these tools are not well integrated with their process flow.

In this plan, we will conduct analyses of their current digital needs, their business information, and their prioritized pain points. Leveraging our expertise in the field of digital adoption, we will take quick steps to understand and prioritize their digital needs, and then provide tangible action items for execution in order for Corner Drugstore to accomplish their business goals through better and more targeted use of technology. This document will provide a detailed analysis of their website and digital marketing tools, as well as a complete list of their current software and process tools and finally make recommendations on how they can apply technology to operate more effectively and efficiently.

The following details are enclosed in this playbook:

SME Business and Technology Current State Analysis	<ul style="list-style-type: none"><li>→ Capture the key business information such as sector, corporate structure, operations, value proposition etc.</li><li>→ Conduct a SWOT analysis of the business (Strength, Weakness, Opportunity &amp; Threats)</li><li>→ Capture external issues related to market, competition or industry (business model)</li><li>→ Analysis of current digital footprint</li><li>→ Capture key business goals for the future</li></ul>
Digital Adoption Analysis	<ul style="list-style-type: none"><li>→ Compare and contrast of digital technologies with industry benchmark</li><li>→ Analysis of key digital strategies</li></ul>
Digital Transformation - The Way Forward	<ul style="list-style-type: none"><li>→ Developing strategies that best serve the business objectives</li><li>→ Recommend solutions to reach the desired state</li><li>→ Highlight what is required in respect to activities, resources, timeline, dependencies, and costs</li></ul>
Implementation Roadmap	<ul style="list-style-type: none"><li>→ Highlight what is required with respect to activities, resources, timeline, dependencies, and costs</li><li>→ Showcase the processes improved through digital technology</li></ul>
Appendices	<ul style="list-style-type: none"><li>→ The appendices provide helpful insights, reports, and general information to support the details included in your Digital Adoption Plan.</li></ul>

# 1. Business and Technology Current State Analysis

## 1.1.Key Business Information

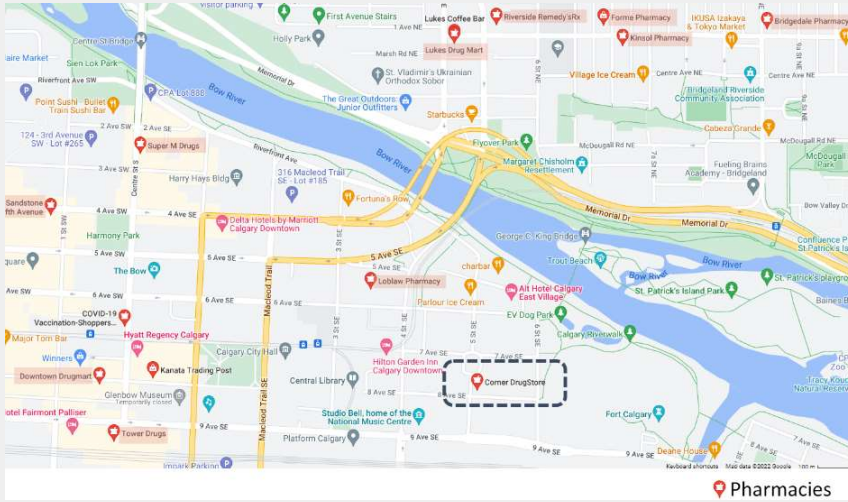
Legal Name	Corner Drugstore
Operating Name	The Corner Drugstore Inc.
Sector	Pharmacy
Corporate Structure	Pharmacists (including CEO, Abdul) Technicians Cashier
Operations	Corner Drugstore is a family-owned community pharmacy that aims to have a personal feel.
Head Office Location	602 8 Ave. SE, Calgary, AB T2G 0M1
Number of Employees	8
Value Proposition	Corner Drugstore brings pharmaceutical products, knowledge and expertise to their local community, also lottery tickets and greeting cards are made readily available to the local community.
Year Business Started	1987
Website	<a href="http://cornerdrugstore.ca">cornerdrugstore.ca</a>
Recent Annual Revenue	CAD 2 Million



## 1.2.SWOT Analysis

 Strengths	 Weaknesses	 Opportunities	 Threats
<ul style="list-style-type: none"><li>● Friendly, personalized service</li><li>● Strong, personal relationships with long term customers</li><li>● Local knowledge - community based store, has developed strong community connections</li><li>● Home Delivery</li><li>● Long years of experience- started in 1987, witnessed and weathered various iterations and changes in the industry</li><li>● Flier placement in local buildings to increase awareness and traffic</li><li>● Able to give gifts to regular customers</li><li>● Location</li></ul>	<ul style="list-style-type: none"><li>● Small, single location, difficult to access outside SE, early closing time - 5:30pm</li><li>● Due to size and single location poor visibility for advertisements</li><li>● Little technology adoption and utilization</li><li>● At a point that they cannot handle more business</li></ul>	<ul style="list-style-type: none"><li>● Opportunity for growth &amp; diversification via branches, increased distribution channels or franchising options</li><li>● Calgary population continues to grow more people will continue to require pharmaceutical and dispensary services</li><li>● Leverage the deep local connections curated over the years</li><li>● Word of mouth advertising, strong customer loyalty</li><li>● The area the store is in is being revitalized with more people moving into the area</li><li>● Partner is in IT and can help with technology</li></ul>	<ul style="list-style-type: none"><li>● Size - Relatively small could be muscled by the “Big Boys”</li><li>● Single location and Family owned- might make it hard to scale</li><li>● Low technology adoption</li><li>● Have a flier that they are not sure how to get to the younger generation</li></ul>

### 1.3. Business Model and External Industry Landscape

<b>Business Type</b>	Pharmacy		
<b>Primary Products</b>	Pharmaceuticals, Vaccinations Prescriptions refill, & delivery		
<b>Target Markets (City / Provinces)</b>	Calgary, Alberta		
<b>Competitors</b>	<p>Bridgedale Pharmacy (Pharmachoice), Real Canadian Superstore Calgary 6th Avenue, Tower Drugs (Pharmachoice), Lukes Drugmart and other pharmacies in Calgary downtown east and Bridgeland</p> 		
<b>Cost Structure</b>	Wages & Salaries - 70%   Logistics & Consumables - 30%		
<b>Key Partners</b>	<p>Customers                  Pharmaceutical Companies                  National/provincial pharmaceutical regulators and academic organizations, (e.g. PharmaChoice, Alberta Pharmacist Association, Alberta College of Pharmacy, Alberta Health Services, Canada food guide etc.)</p>		
<b>Ideal Customer Profile</b>	All demographics of locals in the East Village who require pharmaceutical services & personalized healthcare.		
<b>Primary Keywords</b>	<table border="0"> <tr> <td data-bbox="586 1413 857 1829">                     Local Pharmacy                      Pharmacy near me                      Prescription Delivery                      Pharmacy home delivery                      Diabetes monitoring                      Travel Vaccine                      Flu shot                      Flu Vaccine                      COVID-19 Vaccine                      Medication                      Cough Cold Medication                      First aid supplies                      Pregnancy Test kit                 </td> <td data-bbox="1008 1413 1268 1860">                     Natural Health Products                      Homeopathic Medicine                      Skincare Products                      Beauty Products                      Oral hygiene                      Blood pressure check                      Lottery Tickets                      Greeting cards                      Birthday Cards                      Christmas Cards                      Band aid                      Consultation                      Blister Packaging                      Injections                 </td> </tr> </table>	Local Pharmacy Pharmacy near me Prescription Delivery Pharmacy home delivery Diabetes monitoring Travel Vaccine Flu shot Flu Vaccine COVID-19 Vaccine Medication Cough Cold Medication First aid supplies Pregnancy Test kit	Natural Health Products Homeopathic Medicine Skincare Products Beauty Products Oral hygiene Blood pressure check Lottery Tickets Greeting cards Birthday Cards Christmas Cards Band aid Consultation Blister Packaging Injections
Local Pharmacy Pharmacy near me Prescription Delivery Pharmacy home delivery Diabetes monitoring Travel Vaccine Flu shot Flu Vaccine COVID-19 Vaccine Medication Cough Cold Medication First aid supplies Pregnancy Test kit	Natural Health Products Homeopathic Medicine Skincare Products Beauty Products Oral hygiene Blood pressure check Lottery Tickets Greeting cards Birthday Cards Christmas Cards Band aid Consultation Blister Packaging Injections		



## 1.4.Current Digital Footprint

Together, we reviewed the current systems and software in place, who uses that software, and what challenges the organization faces with current systems. The following table outlines our findings.

Business Area	Current Software	Status of Technology	Pain Points	Priority (H,M,L)
Pharmacy Management Solution	Kroll	Managed. Kroll is a well established software (40+ years). May be opportunity for utilizing features to their advantage	No pain points expressed.	M
Email Marketing	NA	NA	Not currently in use	M
E-Commerce Development	Standard POS	NA	NA	M
Business Reputation Management	NA	Non Specific - Word of mouth / goodwill of clients & locals	No pain points expressed	M
Social Media Marketing	NA	NA	NA	L
Digital Advertising Campaigns	NA	NA	NA	L
SEO	NA	NA	No pain points expressed	L
HR & Payroll Management	Outsourced	Outsourced	NA	L
Website Development & Maintenance	YellowPages	Basic - No Ecommerce capability	NA	L
Finance & Accounting	Outsourced	Outsourced	NA	L
Inventory Management	Kroll	NA	NA	L
Supply Chain Management	NA	NA	NA	L
Project / Operations Management	NA	NA	NA	L
Field Service Management	NA	NA	NA	L
Customer Service	NA	NA	NA	L
Marketing CRM	NA	NA	NA	L
Sales CRM	NA	NA	NA	L
Email Client	NA	NA	NA	L

## 1.5.Key Future Business Goals

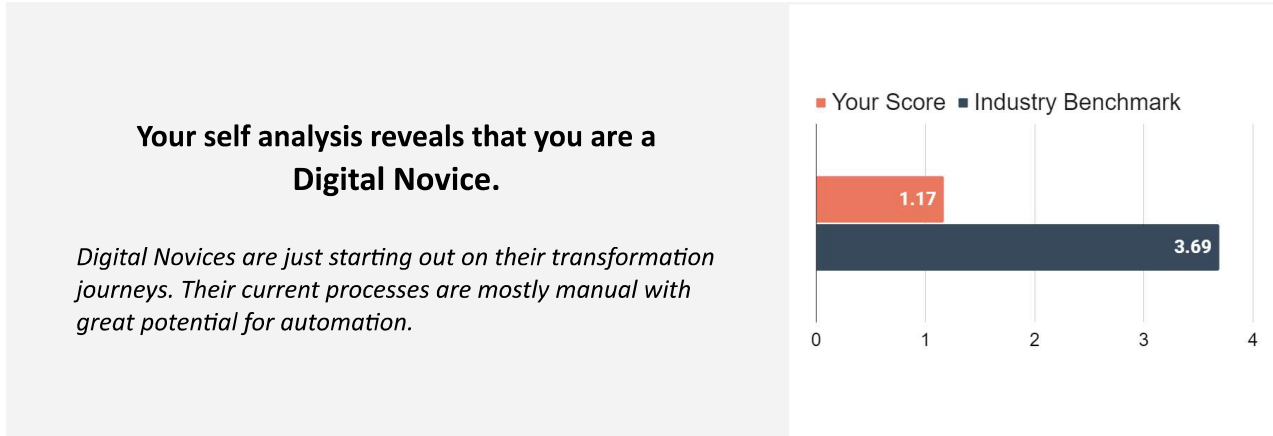
Corner Drugstore has identified the following business objectives for their organization. These objectives create the direction for their digital integration plan. Throughout the course of this report these will be referenced and expanded upon. In the implementation stage, they will be repeated within a course of action that is high-impact and effective for the unique context of Corner Drugstore.

<b>Business Objectives (What)</b>	<ul style="list-style-type: none"><li>• <b>Where do we want to be in 3 years?</b></li></ul>	<ol style="list-style-type: none"><li>1. Reach and serve a new, younger demographic 18-45</li><li>2. Retain and increase customer loyalty</li><li>3. Be the goto store for medications</li></ol>
<b>Financial Objectives (How)</b>	<ul style="list-style-type: none"><li>• <b>What growth in sales would you like to see?</b></li></ul>	<ol style="list-style-type: none"><li>1. See a 20% growth in sales</li></ol>
	<ul style="list-style-type: none"><li>• <b>What shifts and investments would you make to achieve sales growth?</b></li></ul>	<ol style="list-style-type: none"><li>1. Increased connection points that attract the younger audience that have moved into the area</li></ol>

## 2. Digital Adoption Analysis

### 2.1. Digital Assessment

An initial digital assessment which highlights the areas that Corner Drugstore can improve upon and be used to prioritize future digital initiatives.

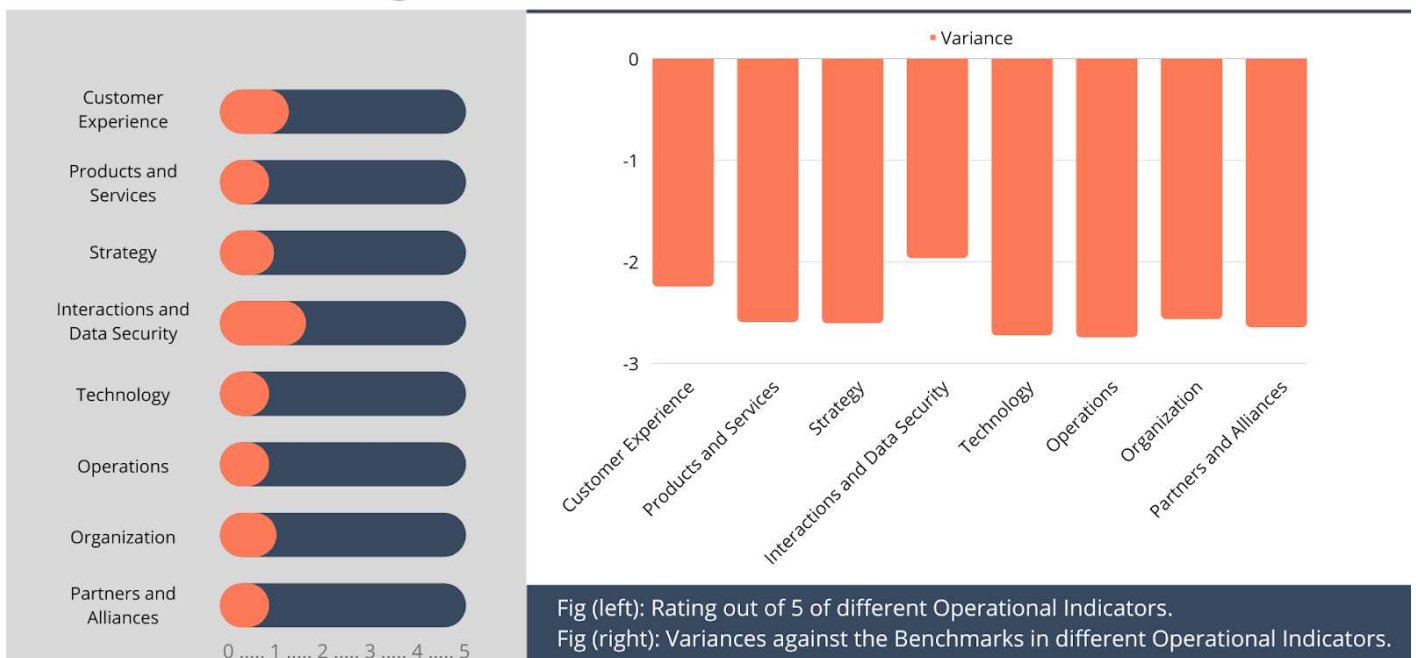


### 2.2. Digital Needs Overview

The variances shown below highlight areas in which Corner Drugstore is above or below industry benchmarks based on their own self-assessment in the business questionnaire provided by Innovation, Science and Economic Development Canada. It was used as a tool to highlight areas for improvement.








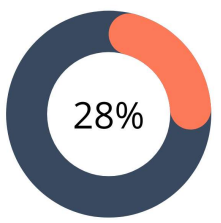
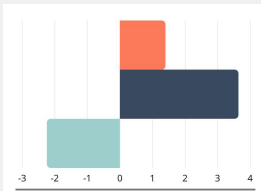

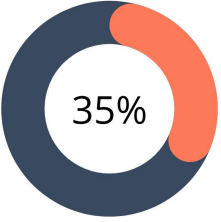
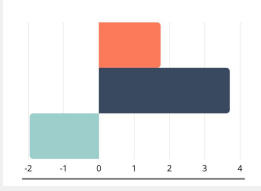

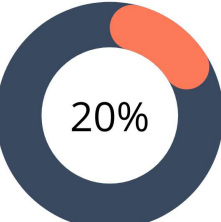
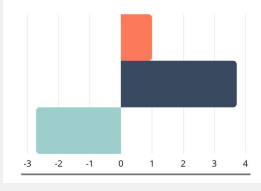

Corner Drugstore has significantly lower digital integration than industry standards in most operational indicators. This represents significant room for growth and the opportunity to expand their reach with strategic investment. Detailed analysis of the different sections are listed below.








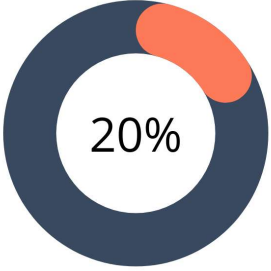
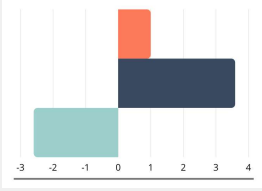


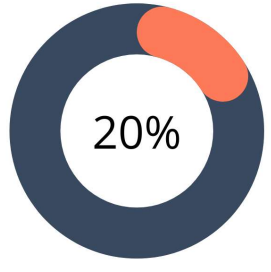
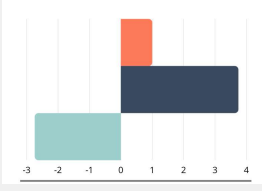

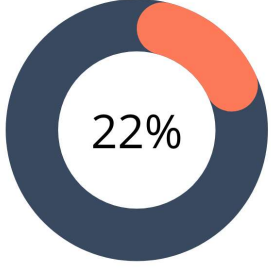
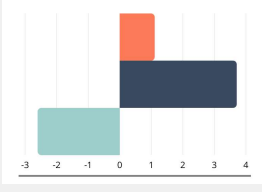

## Digital Needs Overview








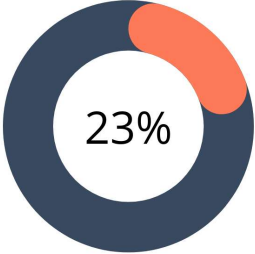
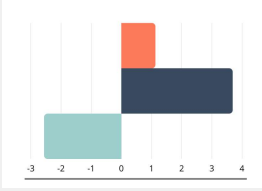

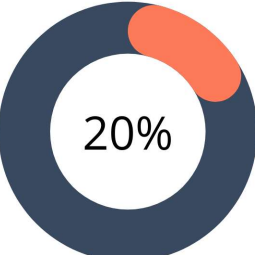
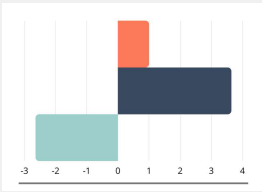



### 2.3. Variance Prioritization and Description

If Corner Drugstore has a variance below the industry benchmark greater than 0.75, additional considerations can be taken into account for improvements.

<b>Business Area</b>  Corner Drugstore Score	<b>Variance</b>  Corner Drugstore  Industry Benchmark  Variance	<b>Priority (H,M,L)</b>	<b>Comments</b>
 Digital Adoption Strongly Suggested  Investigate Opportunity For Further Improvements  No Immediate Action Required ( <i>less than 0.75 variance or better than industry benchmark</i> )			
<b>Customer Experience</b>  Current Score: 1.4/5	 Variance: -2.4	<b>H</b> 	<ul style="list-style-type: none"> <li>Minimal digital marketing to younger demographic</li> <li>Online order/delivery system in its infancy</li> </ul>
<b>Interactions &amp; Data Security</b>  Current Score: 1.75/5	 Variance: -1.96	<b>H</b> 	<ul style="list-style-type: none"> <li>Weak security posture</li> <li>Minimal social media presence</li> </ul>
<b>Technology</b>  Current Score: 1/5	 Variance: -2.72	<b>H</b> 	<ul style="list-style-type: none"> <li>Minimal technology being utilized, significant room for improvement</li> </ul>

<b>Business Area</b>  Corner Drugstore Score	<b>Variance</b>  Corner Drugstore  Industry Benchmark  Variance	<b>Priority (H,M,L)</b>	<b>Comments</b>
 Digital Adoption Strongly Suggested  Investigate Opportunity For Further Improvements  No Immediate Action Required ( <i>less than 0.75 variance or better than industry benchmark</i> )			
<b>Products &amp; Services</b>  Current Score: 1/5	 Variance: -2.59	<b>M</b>  	<ul style="list-style-type: none"> <li>• Already has existing home delivery system (Room for growth)</li> <li>• Basic online ad/marketing presence</li> </ul>
<b>Operations</b>  Current Score: 1/5	 Variance: -2.74	<b>M</b> 	<ul style="list-style-type: none"> <li>• HR and Payroll is being outsourced, low overhead</li> <li>• Room for growth and automation in inventory management</li> </ul>
<b>Strategy</b>  Current Score: 1.11/5	 Variance: -2.60	<b>L</b> 	<ul style="list-style-type: none"> <li>• Basic idea of future of business conceptualized</li> <li>• Room for improved analytics and reporting but low since it is a single location, with plans to open another location the need for this will grow</li> </ul>

<b>Business Area</b>  Corner Drugstore Score	<b>Variance</b>  Corner Drugstore  Industry Benchmark  Variance	<b>Priority (H,M,L)</b>	<b>Comments</b>
 Digital Adoption Strongly Suggested  Investigate Opportunity For Further Improvements  No Immediate Action Required ( <i>less than 0.75 variance or better than industry benchmark</i> )			
<b>Organization</b>  23% Current Score: 1.13/5	 Variance: -2.56	L 	<ul style="list-style-type: none"> <li>There could be opportunities for cross-functional collaboration and technologies used can make this easy to do.</li> </ul>
<b>Partners &amp; Alliances</b>  20% Current Score: 1/5	 Variance: -2.64	L 	<ul style="list-style-type: none"> <li>Working with single distributor for all products that are not prescription related</li> <li>Partnered with provincial and industry Pharmaceutical organizations.</li> </ul>

The top three digital areas of improvement are **Customer Experience, Interactions & Data Security**, and **Technology**. These three areas create the basis of our recommendations for their digital adoption plan.

### 3. Benefits and Useful Features of Kroll Pharmacy Management

Kroll has been assisting pharmacies streamline their processes and take care of their patients for over 40 years and is a useful tool for Corner Drugstore. Benefits and features like the following are the reasons to stay with this provider.

#### 3.1. Dashboards

- Easy to use Dashboard shows any action items that need attention

The dashboard features a top navigation bar with icons and labels for Dashboard, Callbacks (2), Followups (1), Notes (1), Inbound Docs (3), Outbound Fax, Mail (1), and Calendar (MAY 30). Below this is a 'Rx Work in Progress' section with a table:

	Overdue	0-1 hrs	1-4 hrs	4+ hrs	Tomorrow	Trouble	Total
Data Entry	0	0	0	0	0	0	0
Adjudication	0	0	0	0	0	0	0
Package Rx	0	0	0	0	0	0	0
Receive From CF	0	0	0	0	0	0	0
Verify Rx Packaging	0	0	0	0	0	0	0
Clinical Verification	0	0	0	0	0	0	0
Pickup Completion	0	0	0	0	0	0	0

To the right of the table is a 'Central Fill Status' section with 'Next Cutoff' set to 'Tomorrow' and 'Rxs to Send' at 0. Below that is an 'Rx Counts' section showing 'New Rxs' (1), 'Repeat Rxs' (1), and 'Total Rxs' (2), with a 'Details' button.

At the bottom is an 'Rx's Waiting for Pickup' section with a table:

	1-7 days	7-14 days	14-21 days	21-28 days	28+ days	Total	Total \$
Waiting for Pickup	0	0	0	0	0	0	\$0

- Ribbon bar on right has the most popular actions within each section of the portal

The ribbon bar is organized into three columns of action items:

- Column 1 (Rx):** Make Rx Unfilled, Make Rx Not Dispensed, Make Rx Stock Transfer, Add Rx Image, Transfer Rx From Another Store, Call Doctor, Counsel Patient on Pickup, Owe Quantity.
- Column 2 (View):** Clinical Interactions, Patient Charting, Patient Documents (0), Profile, All Rxs (26), Active Rxs, Pricing Profile, Not Disp/OTC Profile, Therapeutic Equivalents, Rx, Counsel Patient on Pickup, Print Kroll Care, Workflow Push Queues, Data Entry, Adjudication, Package Rx, Verify Rx Packaging, Clinical Verification, Pickup Completion.
- Column 3 (View):** Workflow Detail, Clinical Interactions, Rx Images (1), Profile, All Rxs, Active Rxs, Pricing Profile, Not Disp/OTC Profile, Therapeutic Equivalents, Rx, Counsel Patient on Pickup, Print Kroll Care, Workflow Push Queues, Data Entry, Adjudication, Package Rx, Verify Rx Packaging, Clinical Verification, Pickup Completion.

### 3.2. Patient Records

Patient Records allow you to track a wide variety of information, including family member contact information (often used by Corner Drugstore), medications, allergies, medical conditions, benefits plans, nursing homes, and forms of communications with patients.

### 3.3. Inventory

Kroll enables you to maintain inventory of all products. You can set up automatic ordering or disable on individual drugs if needed. Setting a minimum reorder point will put it back on order at the end of the day if it goes below that set amount. Can calculate a day's supply reorder point. The system calculates the average daily usage, which also adjusts your minimum reorder point.

### 3.4. Doctor Records

Can record different clinics or hospitals doctors prescribe from and details on how to request refills. Can validate prescriptions with doctor signatures.

### 3.5. Prescription Filling

Option to Fill Now or Fill Later to keep drop-off lines as short as possible. Option to use workflows to fully track where a prescription is. Can set times to prioritize queues. Advises on any possible drug interactions. Scan Rx Bar codes to confirm UPC matches. Can see progress in Workflow, who worked on it and when it was completed.

The screenshot displays a 'Clinical Verification' window for Rx Number 153121, due 1h 34m ago. The workflow includes tabs for Clinical Verify, Rx, Financial, Rx Images (1), Workflow, and Packaging. The main table lists the following actions and their completion details:

Action	Status	Completed On	By	Comment
Drop-Off	Completed	30/05/2018 17:53:21	TP	
Entered	Completed	30/05/2018 19:13:47	TP	
Prompt for Refill Reminder or Auto Refill	Completed (N/A)	30/05/2018 19:13:47	TP	Refill Reminder set to Yes
Prompt for Pickup Notification	Completed	30/05/2018 19:13:47	TP	Patient is opted-out of pickup notifications.
Verify Data Entry	Completed	30/05/2018 19:16:35	TP	
Allocate Inventory	Completed	30/05/2018 19:16:35	TP	
Perform Local DUE	Completed	30/05/2018 19:18:02	TP	Pt. no longer taking
Complete Adjudication	Completed	30/05/2018 19:19:09	TP	
Prompt for Medication Review	Completed	30/05/2018 19:19:40	TP	Undecided
Print Label Set	Completed	30/05/2018 19:20:02	TP	
Link Script Image	Completed (N/A)	30/05/2018 19:20:02	TP	Script Image does not have a reference number.
Package Rx	Completed	30/05/2018 19:44:39	TP	
Print Drug Alerts	Completed (N/A)	30/05/2018 19:44:39	TP	Not Printed
Verify Rx Packaging	Completed	30/05/2018 19:46:39	TP	

Below the table, there are several menu options: Clinical Verification, Print Medi-Resource, Unlink Tote, Print Pending Medication Review Label, Mark as Ready for Pickup/Delivery, Queue Pickup Notifications, and Mark as PickedUp/Delivered.

Can use a workflow or simply fill and bill. Set up for what works best for your pharmacy. Workflows allow for additional auditing if needed.



## 4. Optimize Customer Experience with your Website

Key factors that impact Internet Marketing Effectiveness, and Usability of a website include:

- *Accessibility:* Can search engines and humans visit your site and properly load your pages?
- *Readability:* How easily can search engines properly interpret the content on your pages, the context surrounding and its relevance to a particular topic?
- *Quality:* Does your website provide a good user experience for human visitors?

An evaluation of these factors will help you know if your website is ready for a digital marketing campaign.

### 4.1. The Good and Bad of the Current Website - A Competitor Comparison

Corner Drugstore's current website homepage ranked 61/100 in analyzing Internet Marketing Effectiveness. This algorithm is based on 70 criteria including search engine data, website structure, site performance, and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized. The Corner Drugstore website was compared to three competitors and ranked slightly lower than those analyzed. A complete competitor comparison is in the Website Analysis Report in the final appendix.

The following depicts how [cornerdrugstore.ca](http://cornerdrugstore.ca) ranks against three of their top competitors that have websites. Note that there are other family-run pharmacies in the area that do not have websites.












An improved website and search marketing strategy will help drive more traffic to [cornerdrugstore.ca](http://cornerdrugstore.ca).

A few key issues to resolve, based on the home page analysis, are listed in the table below. A skilled Search Marketing Maintenance Provider will start with the *Easy to Solve* 🛠️🛠️🛠️, *High Impact* ★★★★★ tasks and improve continually from this point. See the full analysis and in the Website Analysis Report in the final appendix.

Area of Improvement	Status	Easability to Solve	Impact
<b>Mobile</b>			
Tap Targets	<p>✗ Error</p> <p><i>Some tap targets are too small. Their size in pixels and the overlapping target are too close to be easily clicked.</i></p>	🛠️🛠️🛠️ Hard to Solve	★★★ Medium Impact
Mobile Viewport	<p>🔧 Needs Improvement</p> <p>✓ <i>Great, a configured viewport is present.</i></p> <p>✗ <i>The content does not fit within the specified viewport size.</i></p>	🛠️🛠️🛠️ Hard to Solve	★★★ Medium Impact
<b>Structured Data</b>			
Schema.org	<p>✗ Error</p> <p><i>Schema was not found.</i></p>	🛠️🛠️🛠️ Easy to Solve	★★★★ High Impact
Open Graph Protocol	<p>🔧 Needs Improvement</p> <p><i>We detected open graph tags on your webpage, but there are some errors that should be fixed.</i></p> <p>✗ <i>Property 'og:image' is returning a content type other than an image</i></p>	🛠️🛠️🛠️ Easy to Solve	★★★ Medium Impact
Twitter Card	<p>🔧 Needs Improvement</p> <p><i>We detected Twitter Card tags on your webpage, but there are some errors that should be fixed.</i></p> <p>✗ <i>Missing 'twitter:site'</i></p> <p>✗ <i>Property 'twitter:image' is returning a content type other than an image</i></p>	🛠️🛠️🛠️ Easy to Solve	★★★ Medium Impact
<b>Security</b>			
DMARC	<p>✗ Error</p> <p><i>The DMARC record for cornerdrugstore.ca is missing.</i></p>	🛠️🛠️🛠️ Hard to Solve	★★★ Medium Impact



Area of Improvement	Status	Easability to Solve	Impact
<b>Social Profiles</b>			
Social media engagement	 Error Your homepage has not been widely shared on social networks.	 Hard to Solve	 Medium Impact
Facebook Page	 Error Not Found	 Easy to Solve	 Low Impact
Twitter Account	 Error Not Found	 Easy to Solve	 Low Impact
Instagram Account	 Error Not Found	 Easy to Solve	 Low Impact
LinkedIn Account	 Error Not Found	 Easy to Solve	 Low Impact

The following table outlines additional comparisons of the website with its competitors.

Competitor Analysis					
Parameters*	Corner Drugstore	Pharma Choice	Lukes Drug Mart	Shoppers Drug Mart	Observations
Page Authority	23	45	32	57	↓ Ranked Lower than Competitors
Domain Authority	10	39	32	63	↓ Ranked Lower than Competitors
Moz Trust	2	5	3	6	↓ Ranked Lower than Competitors
Domain Age	11 years 1 month 19 days	24 years 11 months 26 days	12 years 11 months 7 days	22 years 2 months 23 days	↓ Ranked Lower than Competitors
No. Of Pages Indexed	9	5590	4	14800	↓ Ranked Lower than Competitors
XML Sitemap	✓	×	✓	×	= On Par with Competitors
HTML Sitemap	×	×	×	×	= On Par with Competitors
Robot File	×	✓	×	×	↓ Ranked Lower than Competitors
Canonical Error	✓	✓	✓	✓	= On Par with Competitors
Spam Score	1%	1%	22%	1%	= On Par with Competitors
Total Backlinks	68	25k	124	59k	↓ Ranked Lower than Competitors
Quality Backlinks	38	3k	106	37k	↓ Ranked Lower than Competitors
Blog / News Section	✓	✓	×	✓	= On Par with Competitor
Trust Flow	1	20	18	45	↓ Ranked Lower than Competitors
Citation Flow	14	42	12	40	↓ Ranked Lower than Competitors
Off Page Score	42%	49%	51%	68%	↓ Ranked Lower than Competitors

\*Please see the Appendix for a Glossary of Terms

## 5. Develop Strategic Partnerships for Marketing Campaigns

The location, convenience and expertise of Corner Drugstore are the biggest assets to the store. We believe that minimal digital advertising is required, but a focus on physical signage and ads with promotions could attract potential customers in the vicinity.

### 5.1.Targeted Advertising

Targeted advertising often helps direct potential leads to a website or store.

Platform	Focus of Advertising
<b>LinkedIn</b>	LinkedIn is the largest professional network in the world. In addition to wide customer reach, it allows for targeted campaigns. There is also a feature that allows a user to upload a series of contacts and advertise to similar “unknown” contacts based on common attributes. This can be especially helpful at reaching additional decision makers while moving a deal forward.
<b>Google Ads</b>	Google Ads are versatile, and can target the largest audience. Ads on Google allow you to reach your target audience at the precise time they are looking for your products and services. Users of Google search do not always log in, so it can sometimes be more difficult to target specific customers precisely. However, it does provide a means to onboard new customers that have no knowledge of your website by targeting keywords that people search when looking for specific products or services.
<b>Facebook and Instagram</b>	Facebook and other social media ads from Meta are powerful ways to retarget known clients. They are incentivized to increase the amount of time spent on their platforms, and thus create many opportunities to remind potential clients of a product. However, this can backfire and cause the waste of advertising on customers that have already purchased. Preference should be made towards ads incentivized by cost-per-click rather than cost-per-impression.
<b>YouTube</b>	YouTube is a commonly used platform for accessing passive information through video. For more informative-style ads, it is an excellent choice, especially when targeting specific local markets. It can also integrate with Google ads to provide retargeting to known clients.

We don’t currently see a requirement for digital advertising.

### 5.2. Implementing an Email Marketing Campaign

A Marketing campaign could help Corner Drugstore draw customers back in the store. A well designed quarterly campaign can educate their customers and provide additional touch points.

Solutions Considered	Recommended Solution	Justification
<ul style="list-style-type: none"> <li>● HubSpot Marketing Hub Pro</li> <li>● Zoho CRM</li> <li>● MailChimp</li> <li>● SendInBlue</li> </ul>	<b>SendInBlue</b>	<ul style="list-style-type: none"> <li>- Simple setup</li> <li>- Cheap options, free options if under 300 emails/day</li> <li>- Only reason to upgrade to paid version is if we want to remove the SendInBlue logo</li> </ul>

## 6. Digital Transformation - The Way Forward

### 6.1. Solution Recommendations

The following table summarizes the list of solutions we think Corner Drugstore should look at in order to become more competitive in the marketplace.

Business Area and Current Tool	Solutions Considered	Justification	Estimated cost
<b>Marketing CRM:</b> None  <b>Proposed Solution:</b> SendInBlue	<ul style="list-style-type: none"> <li>● HubSpot Marketing Hub Pro</li> <li>● Zoho CRM</li> <li>● MailChimp</li> <li>● SendInBlue</li> </ul>	<ul style="list-style-type: none"> <li>- Simple setup</li> <li>- Cheap options, free options if under 300 emails/day</li> <li>- Only reason to upgrade to paid version is if we want to remove the SendInBlue logo</li> <li>- MailChimp has similar options but SendInBlue has the edge due to simplicity</li> </ul>	\$0 to \$27/month
<b>Website</b>		<ul style="list-style-type: none"> <li>- Modernize website to better show products and services</li> <li>- Ensure emphasis is on connection with people</li> </ul>	\$4000 (Estimated)

\*These costs are estimates based on ThinkTech's experience implementing similar solutions with clients.

## 6.2. Implementation Roadmap

PROJECT	TIMELINE	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
Email Marketing Campaign	Ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Website and digital brand development	2 - 5 Months	■	■	■	■	■	□	□	□	□	□	□	□



## 7. Conclusion

Through our collaboration with Corner Drugstore and a comprehensive analysis we have identified key areas of digital transformation that can help Corner Drugstore in scaling up while fostering strong customer relationships. The digital environment is constantly changing. The detailed analysis we conducted for this report provides the tools they need to understand their digital footprint and improve it over time. We also recommend simple, cost-effective solutions which will directly help the team at Corner Drugstore to accomplish their business objectives.

Objective	Digital Transformation
<b>Implement a unified system for Marketing &amp; Customer Experience</b>	The technologies and solutions recommended will help Corner Drugstore with their minimal marketing efforts and online presence. This will help them with their exposure and reach out to younger demographic.



## Appendices

### I. Appendix - Glossary of Digital Solutions

A general glossary of solutions often recommended in digital technology.

Digital Solution	Abbreviation	Business Case
CRM	Customer Relationship Management	A Customer Relationship Management (CRM) solution stores and tracks customer data, including their interactions and journey in the sales process, starting from marketing or pre-sales. A comprehensive CRM solution would also allow Reports and Dashboards for Sales, Marketing and Customer Interactions.
ERP	Enterprise Resource Planning	An ERP is responsible for cross-departmental resource planning and tracking for an enterprise. It provides advanced reporting and automation features to improve the efficiency of every business process.
FSM	Field Service Management	A Field Service Management solution takes care of the tracking and management of field service delivery and resource management. They are typically integrated with an ERP solution and can be integrated with some CRM. Some solutions even offer a customer portal and live location tracking.
CMMS	Computerized Maintenance Management System	CMMS helps with work orders, inventory and resource management for customer service maintenance orders of assets, equipment and machinery. CMMS can be automated to schedule preventive maintenance work orders. Some solutions even offer a customer portal and live location tracking.
LMS	Learning Management System	An LMS is a system solution that helps manage students, courses, learning activities and tasks required for the optimal operations of academies. It is an essential system for managing both learning and teaching resources.
Project Management Tools		Project Management tools help manage human capital resources, financial capital resources, timeline and status associated with multi-dimensional projects.
HR Management	Human Resource Management	HR Management solution offers end-to-end management of human resources: from hiring, onboarding, and training to offboarding. They could have an integrated time tracking, vacation tracking and payroll management solution
Payroll Management		Digital Payroll Management tools help in the tracking, reporting and management of payroll of the internal human capital of a company. It could be an add-on for an existing HR solution, part of a current HR solution or an independent system solution.
Time Management		Employee Time Management tools help track employee time spent during service delivery, project delivery, consultations, vacations, workshops, etc. They integrate with various Project Management and Human Resource Management solutions and can have extensive reporting capabilities.

Digital Solution	Abbreviation	Business Case
Inventory Management		Inventory Management solution helps in managing and tracking inventory. They typically integrate with ERPs, CRMs and Accounting tools.
Accounting and Invoicing		Accounting and Invoicing tools help with creating and sending quotes to prospects or customers.
Team Productivity		Team Productivity solutions help break down the cross-organization silos by allowing team members to collaborate on shared documents, contacts, emails and storage space. They typically incorporate word processors, online storage, video conferencing and conversation tools.
Digital Marketing		Digital Marketing is a type of marketing that relies on online tools and solutions to advertise the business. It is an umbrella term for various strategies that help companies to improve their online presence and conversions.
Email Marketing		Email Marketing is a Digital Marketing strategy that utilizes CRM or Email Marketing tools to send marketing emails to raise awareness about products, services, or company news.
SEM	Search Engine Marketing	Search Engine Marketing is a type of Digital Marketing strategy that revolves around improving the visibility of a company's website and business profile.
SEO	Search Engine Optimization	Search Engine Optimization is a Search Engine Marketing strategy that helps boost the company's online presence. SEO involves various tools and techniques to improve the website's ranking on the Search Engine Results Page.
SERP	Search Engine Results Page	Search Engine Results Page is a page of results containing the webpages of various websites curated when a person types in the search phrase on a Search Engine.
Paid Search		Paid Search is a Search Engine Marketing strategy that uses the Search Engine's paid advertising solutions to target specific search terms relevant to products and services on offer or to retarget prospects who have shown interest in the past.
PPC	Pay Per Click	Pay Per Click is another term for paid search advertising.
Paid Social		Paid Social is a Digital Marketing strategy that involves advertising on social platforms to increase brand awareness, build conversion funnels and retarget customers based on their interactions.
E-Commerce	Electronic Commerce	E-Commerce is an online platform where consumers can directly make purchases or sell commodities.
Password Management		Password Management solutions help with the storage and sharing of credentials in a secure and encrypted manner. Some solutions even provide sharing of information and files with end-to-end encryption.

## II. Appendix - Glossary of SEO Parameters

Glossary of SEO Parameters	
Parameters	Explanation
Page Authority	Page Authority (PA) is a score developed by Moz that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from one to 100, with higher scores corresponding to a greater ability to rank.
Domain Authority	Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.
Moz Rank	MozRank quantifies link popularity on a scale of 0 to 10. MozRank represents the importance of links on your website. This is mainly determined by the number and quality of the other pages that link to your website.
Alexa Rank	Alexa Rank is a marketing tool that estimates website traffic. Alexa rankings are a composite between how many people are estimated to have visited the site and how many pages have been viewed.
Domain Age	How old your domain is and when was it registered. Domain age matters. If your domain has been around for 10 years or more, you're likely going to find a sizable backlink profile and some real ranking power behind quality pages.
No. Of Pages Indexed	In order to get organic traffic to the website from Google, getting your website indexed is most vital. If indexed pages are less, no user would find your website or content as it will not be a part of Google's search index. For attaining a rank on the SERPs, getting a larger number of indexed web pages is important as well as essential.
XML Sitemap	An XML Sitemap is a special document which lists a website's important pages, making sure Google can find and crawl them all while also helping it understand your website structure.
HTML Sitemap	An HTML sitemap allows site visitors to easily navigate a website. It is a bulleted outline text version of the site navigation.
Robot File	The robots exclusion standard, also known as the robots exclusion protocol or simply robots.txt, is a standard used by websites to communicate with web crawlers and other web robots. The standard specifies how to inform the web robot about which areas of the website should not be processed or scanned.
Canonical Error	It tells search engines which version of a URL you want to appear in search results. Canonical errors most commonly occur when a website has more than one URL that displays similar or identical content.
Spam Score	Spam Score represents the percentage of sites with similar features that we've found to be penalized or banned by Google.
Total Backlinks	Backlinks are links from outside domains that point to pages on your domain, essentially linking back from their domain to yours. The total number of backlinks can often include many links from the same referring domain or multiple referring domains.

Glossary of SEO Parameters	
Parameters	Explanation
Quality Backlinks	A quality backlink is a link that comes from a high domain authority website that is well-trusted by search engines and searchers alike.
Dofollow Backlinks	Do follow links are an HTML attribute that is used to allow search bots to follow the links. If a webmaster links to your site with a dofollow link, search engine bots and people can follow you. They pass on link juice and it really benefits your website to get a high Page Rank.
Blog / News Section	A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or videos, that benefits from getting backlinks to your website.
Inbound Links	An inbound link is a link from another website to a page on your website. The link to the page on your site, which is just the URL of your page.
Trust Flow	Trust Flow is a metric trademarked by Majestic that analyzes how trustworthy a site is by measuring its quality. Quality is the essential data of this metric. If a link pointing to your website is authoritative and qualitative, then your trust flow will increase.
Citation Flow	Citation flow (CF) is a metric from the SEO software company, Majestic, that expresses how authoritative a website is based on a score from 0 to 100.
Off Page SEO Score	According to the backlinks acquired, it's the comparison of quality backlinks vs total backlinks and other factors which tells how good your Off page SEO work is going on.

### III. Appendix - Keyword Analysis of Corner Drugstore

The following keywords provide the basis for market discovery for the digital adoption plan at Corner Drugstore. They represent terms with a low-level of competitiveness, and high applicability to Corner Drugstore. The higher the search volume and lower competition, the more likely that advertising can be effective through google ads. This isn't a complete list of applicable terms, but it provides a starting point to begin some experiments, either with brand prototypes or ads to a prototype website.

Keywords Suggestions			
S. No.	Keywords	Search Volume	Competition
1	calgary drug store	50	Low
2	calgary pharmacies	50	High
3	chemist near me	500	Low
4	community pharmacies	50	Medium
5	compounding pharmacy	50	Low
6	compounding pharmacy near me	50	Low
7	corner pharmacy	50	Medium
8	drug shop	50	Low
9	drug store	50	Low
10	drug store near	50	Low
11	drug store pharmacy	50	Low
12	drug stores near me	5000	Medium
13	drugs pharmacy	50	Low
14	local drug stores	500	Medium
15	local pharmacies	50	Low
16	medical pharmacy	5000	Medium
17	online drugstore	50	Low
18	online pharmacy	50	Medium
19	pharmacists	500	Low
20	pharmacy	500	Medium
21	pharmacy drugstore	500	High

## Keywords Suggestions

S. No.	Keywords	Search Volume	Competition
22	pharmacy near me	50	Medium
23	pharmacy prescription	50	Medium
24	pharmacy service	50	Low
25	pharmacy shop	50	Low
26	pharmacy stores	500	Low
27	the drug store pharmacy	500	Low
28	the pharmacy	50	Low
29	you pharmacy	500	Medium

## Glossary

Parameters	Explanation
Keywords	The recommended keywords for targeting search terms, relevant to business, used by prospects when they lookup on Search Engines.
Search Volume	Average Monthly Searches - The historic average number of searches that happened for a particular keyword in a month for a given location.
Competition	This metric shows how easy or hard it is for keywords to rank higher for a given location. A "low" competition level signifies that the competition for the particular keyword is low for a given location, and that it is relatively easy to rank higher on the Search Engine Results Page. "Medium" signifies medium competition in the keyword space, while "High" tells us that it is relatively hard for the particular keyword to rank higher on the Search Engine Results Page.

#### IV. Appendix - Paradigm Shifts for Success

The small team of Corner Drugstore and localized nature of the business present an opportunity, but also require a significant shift in methodology for the organization:

1. The first paradigm shift is centered on adopting startup thinking. Startup thinking is different from conventional thinking in that it does not shy away from failure. In order to discover opportunity, risks must be taken and losses incurred. Startup thinking helps harness the power of failure to generate long-term success.
2. The second paradigm shift is to practice radical empowerment of the team. As the world becomes more integrated, the amount of unique information and thus decision making one person can hold is exponentially declining. This necessitates a change in management and team interactions.
3. Business is a collection of risks. Humans are not averse to risks, as long as they are contained within repeatable dynamics. One way to do this is to combine the experimentation strategies of Strategyzer with gamification. By gamifying the process of learning from business mistakes, management can effectively encourage the organization as a whole to become a continuously evolving organization.

PARADIGM SHIFT	STARTING RESOURCE	SAMPLE SUPPORT COMMUNITY <sup>1</sup>
<b>Adopt Startup Thinking</b>	<a href="#">Steve Blank and the Lean Startup</a>	<a href="#">Masters of Scale</a>
<b>Team Empowerment</b>	<a href="#">Dave Snowden and Cognitive Edge</a>	<a href="#">The Agile Alliance</a>
<b>Business Experimentation Framework</b>	<a href="#">Strategyzer</a>	<a href="#">Gamification of Big Challenges</a>

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<sup>1</sup> We are able to provide introductions to additional in-person support communities. The startup innovation journey can be a challenging one, community support significantly increases the chance of long-term success.



## V. Appendix - Cyber Security Fundamentals

Principle	Explanation
<b>Understand the value of Cyber Security</b>	Digital tools allow your business to operate more quickly. They enable information to travel at the speed of light, so you can generate value and innovate at a greater pace. However, each increase of speed in the flow of information runs the risk of that information being compromised by outside parties. Operating at a global-pace requires security that will protect you from global threats. The tools of cyber security are increasingly accessible, but require attention from management conscious of the unique, high-priority of cyber security. The good news is that the process of improving cyber security enables innovation and growth in multiple other parts of your business.
<b>Empower the Team as Heroes</b>	Over 90% of cyber security threats arrive due to human error. It's rarely your technology that causes a data breach, but an error within the team. Empowering the team with training and cyber security incentives is critical for safe and reliable digital integration. There are a number of cyber security training programs available on the market.
<b>Backup Critical Information</b>	The most prevalent form of cyber security attacks are ransomware attacks. After gaining access to your system, hackers will remain hidden until they have gathered a sense of your business to know where the business-critical information is. Then they will lock you out of that information until you pay them a ransom to get access to it and resume business operations.
<b>Secure your Environment</b>	A secure environment is the digital hygiene needed to maintain your cyber security. It includes strong and varied passwords, user access control, agent verification, on-site security, and up-to-date software. There is a complete list of <a href="#">baseline security controls</a> available from the Government of Canada at this link.
<b>Audit and Certify</b>	The work to secure your digital infrastructure is difficult but worthwhile. While an attack can cripple your business and threaten lawsuits from your customers, it doesn't have to. As part of completing the above steps, and as a token of trust to all your partners, consider getting a certification (such as <a href="#">CyberSecure</a> or the more robust SOC-2 audit). An audit not only ensures you have the necessary controls in place, it also strengthens your position if liability emerges from a cyber security attack.
<b>Speed Stress Controls</b>	The speed of information flow is what makes cyber security threats so deadly. Develop a practice of slowing down whenever unfamiliar information channels appear. Communicate with your team to manage internal stress so that "slowing down" is acceptable.

## VI. Appendix - Website Review with Competitor Analysis (Woorank Report)

# REVIEW

cornerdrugstore.ca



# Introduction

Hello!

This report provides a review of the key factors that influence the SEO and usability of your business website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Our reports provide actionable advice to improve a site's business objectives.

Please email us at [email@TheThinkTech.Com](mailto:email@TheThinkTech.Com) or call us at 403.462.0868 for more information.





Thank you,

ThinkTech Software

*Confidentiality Clause: This Website Analysis report is intended to be used by the individual it is sent to. This report is an intellectual property of ThinkTech and must not be shared with parties other than the individual himself/herself with whom it is shared without ThinkTech's consent.*

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# Iconography

-  Passed
-  To Improve
-  Errors
-  Informational

 Very hard to solve

 Hard to solve




 Easy to solve

 High impact

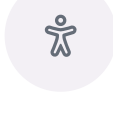
 Medium impact

 Low impact

# Competitors

-  75 [pharmachoice.com](http://pharmachoice.com)
-  62 [lukesdrugmart.com](http://lukesdrugmart.com)
-  71 [shoppersdrugmart.ca](http://shoppersdrugmart.ca)

# Table of Contents

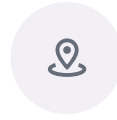
-  Content
-  Indexing
-  Mobile
-  Structured Data
-  Security
-  Performance
-  Accessibility
-  Technologies
-  Branding
-  Domain



Backlinks



Traffic



Local



Social Profiles



# Content

## Title Tag



Pharmacy Calgary | Home | Corner Drugstore

**Length:** 42 character(s) (325 pixels)

cornerdrugstore.ca

PharmaChoice Pharmacies - Prescriptions, Health Products & Support

**Length:** 66 character(s) (502 pixels)

pharmachoice.com

Lukes Drug Mart

**Length:** 15 character(s) (119 pixels)

lukesdrugmart.com

Health, Beauty, Pharmacy, and Convenience | Shoppers Drug Mart®

**Length:** 63 character(s) (491 pixels)

shoppersdrugmart.ca

Your HTML [title tag](#) appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.

Check the title tags for thousands of pages at once using [Site Crawl](#).

## ✓ Meta Description



Come to Corner Drugstore, the family-owned pharmacy near Calgary town hall. We offer prescription delivery services, plus a range of helpful products.

**Length:** 150 character(s) (875 pixels)

cornerdrugstore.ca

PharmaChoice has hundreds of pharmacies located throughout Canada. Patients and customers alike can fill prescriptions, access health advice from trusted pharmacists, save on everyday products, and so much more! Contact us today for more information.

**Length:** 250 character(s) (1492 pixels)

pharmachoice.com

Missing

lukesdrugmart.com

Shoppers Drug Mart is the leader in Canada's retail drug store marketplace and is the number one provider of pharmacy products & services. Visit us today!

**Length:** 154 character(s) (899 pixels)

shoppersdrugmart.ca

Great, your [meta description](#) contains between 70 and 160 characters spaces included (400 - 940 pixels).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your [most important keywords](#) (these appear in bold when they match part or all of the user's search query).

Use WooRank's [Site Crawl](#) to check thousands of pages for meta descriptions that are too long, too short or duplicated across multiple web pages.



Desktop Version

www.cornerdrugstore.ca

[Pharmacy Calgary | Home | Corner Drugstore](#)

Come to Corner Drugstore, the family-owned pharmacy near Calgary town hall. We offer prescription delivery services, plus a range of helpful products.

Mobile Version

 <https://www.cornerdrugstore.ca>

[Pharmacy Calgary | Home | Corner Drugstore](#)

Come to Corner Drugstore, the family-owned pharmacy near Calgary town hall. We offer prescription delivery services, plus ...

cornerdrugstore.ca


Desktop Version

www.pharmachoice.com

[PharmaChoice Pharmacies - Prescriptions, Health Products & Suppor...](#)

PharmaChoice has hundreds of pharmacies located throughout Canada. Patients and customers alike can fill prescriptions, access health advice from trusted ...

Mobile Version

 <https://www.pharmachoice.com>

[PharmaChoice Pharmacies - Prescriptions, Health Products & ...](#)

PharmaChoice has hundreds of pharmacies located throughout Canada. Patients and customers alike can fill prescriptions, ...

pharmachoice.com

Missing

lukesdrugmart.com

## Desktop Version

www.shoppersdrugmart.ca › en › home

**Health, Beauty, Pharmacy, and Convenience | Shoppers Drug Mart®**

Shoppers Drug Mart is the leader in Canada's retail drug store marketplace and is the number one provider of pharmacy products & services. Visit us today!

## Mobile Version



https://www.shoppersdrugmart.ca › en › home

**Health, Beauty, Pharmacy, and  
Convenience | Shoppers Drug ...**

Shoppers Drug Mart is the leader in Canada's  
retail drug store marketplace and is the number  
one provider of pharmacy ...

shoppersdrugmart.ca

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

## ✓ Headings



<H1>	<H2>	<H3>	<H4>	<H5>
1	0	0	0	0

<H1> Corner Drugstore Offers a Local Pharmacy in Calgary

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're [using HTML5](#). Instead, use multiple <H2> - <H6> tags.

## Content Analysis

prescription delivery services 2 flu shots 2 Corner Drugstore 9  
prescription delivery 3 Home visits 2 pharmacy 5 HOME 5  
offer 6 Calgary 9 SERVICES 8 Prescriptions 2 Visit 2  
community 5 year 2 available 2 provide 3 store 2  
aims 1 PROMOTIONS 3 PRODUCTS 6

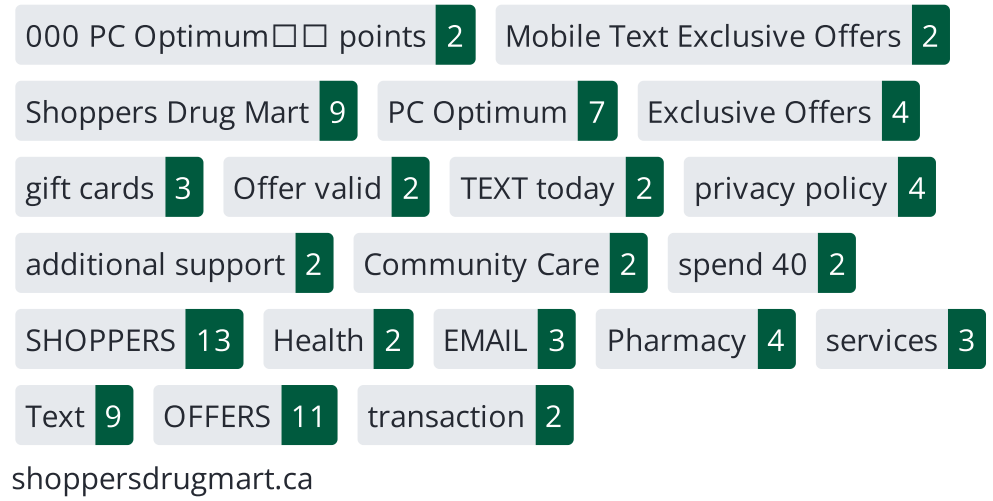
cornerdrugstore.ca

100 VISA GIFT CARDS 2 Home Care Solutions 5  
Frequently Asked Questions 4 Online Prescription Refills 3  
Natural Health Products 7 COVID-19 Vaccine Appointment 2  
local PharmaChoice pharmacy 4 new deals available 2  
prescription online 2 COVID-19 Vaccine 7 local PharmaChoice 5  
Health Products 8 VIEW DETAILS 2 Life Blog 6  
Pharmacy Locator 6 COVID-19 Update 4 Online Doctors 4  
VIEW PRODUCTS 6 New Deals 3 Rx2GO App 4

pharmachoice.com

Open Menu Close Menu 2 COVID-19 VACCINES 3  
PHARMACY Monday 2 STORE Monday 2 REFILL PRESCRIPTION 4  
9pm Saturday 3 original location 2 Closed 1 Saturday 5  
Sunday 5 Locations 3 BRIDGELAND 5 KILLARNEY 4

lukesdrugmart.com




This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using [WooRank's Keyword Tool](#).

If these keywords aren't relevant to your page, consider updating your content to [optimize it for your target keywords](#).

 **Alt Attribute** We found **15** images on this web page.

 No ALT attributes are missing.

[Alternative text](#) allows you to add a description to an image. Since search engine crawlers cannot see images, [they rely on alternative text attributes to determine relevance to a search query](#).

Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

## ✓ In-Page Links

We found a total of 19 link(s) including 0 link(s) to files



- Internal Links (47%)
- External Links: Follow (53%)
- External Links: NoFollow (0%)

Anchor	Type	Follow
<a href="#">PharmaChoice</a>	External Links	Follow
<a href="#">Alberta Pharmacist's ...</a>	External Links	Follow
<a href="#">Alberta College of Pha...</a>	External Links	Follow
<a href="#">Alberta Blue Cross</a>	External Links	Follow
<a href="#">Alberta Health Services</a>	External Links	Follow

and 14 more.

Links [pass value from one page to another](#). This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the [Nofollow](#) attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Check your site's internal linking using [Site Crawl](#).

## ✓ Language

Declared: *English*



Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the [language detected by Google](#).

Tips for multilingual websites:

- [Define the language](#) of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use [hreflang tags](#) to specify language and country for Google, and the "[content-language](#)" [meta tag](#) to specify the language and country for Bing.

## 👁 Web Feeds

We didn't find any web feed URLs on this web page.

A [Web feed](#) essentially enables visitors to receive information from your site without having to manually visit your website themselves. This allows you to consistently engage with your users, even when they are elsewhere.

Web Feeds can be used across a network of websites for product alerts, news, blog updates and more. Users can choose to subscribe to your content and receive notifications. Most multimedia content available on the web can be easily and efficiently distributed to your users using feeds.

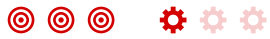
The content would be delivered to the user in either [RSS](#), [ATOM](#), or [JSON format](#). The aggregation of a web feed is the act of making a collection of web feeds available on one page.

Adding a web feed depends on the CMS you're using. Check with your CMS for specific instructions. You can also check this tutorial on [creating RSS feeds for your website](#). Once it's added, [start advertising it](#) on your pages.



# Indexing

## ✓ URL Resolve



Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

URL	Resolved URL
<a href="http://cornerdrugstore.ca/">http://cornerdrugstore.ca/</a>	<a href="https://www.cornerdrugstore.ca/">https://www.cornerdrugstore.ca/</a>
<a href="http://www.cornerdrugstore.ca/">http://www.cornerdrugstore.ca/</a>	<a href="https://www.cornerdrugstore.ca/">https://www.cornerdrugstore.ca/</a>
<a href="https://cornerdrugstore.ca/">https://cornerdrugstore.ca/</a>	<a href="https://www.cornerdrugstore.ca/">https://www.cornerdrugstore.ca/</a>
<a href="https://www.cornerdrugstore.ca/">https://www.cornerdrugstore.ca/</a>	<a href="https://www.cornerdrugstore.ca/">https://www.cornerdrugstore.ca/</a>

Search engines see [www.cornerdrugstore.ca](http://www.cornerdrugstore.ca/) and [cornerdrugstore.ca](http://cornerdrugstore.ca/) as different websites. This means they could see a large amount of [duplicate content](#), which they don't like.

Fortunately your website redirects [www.cornerdrugstore.ca](http://www.cornerdrugstore.ca/) and [cornerdrugstore.ca](http://cornerdrugstore.ca/) to the same site.

## ✓ Robots.txt



✓ We found your robots.txt here:

<https://www.cornerdrugstore.ca/robots.txt>

✓ The reviewed page is allowed, so search engines are able to find it.

A [robots.txt file](#) allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

See the pages you've disallowed with your robots.txt file with [Site Crawl](#).



## ✓ XML Sitemap

<https://www.cornerdrugstore.ca/sitemap.xml>



[XML sitemaps](#) contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file [to point search engine crawlers to the location of your sitemap](#).

## ✓ Sitemaps Validity We found 1 sitemap(s) listing 1 URL(s).



- ✓ All sitemaps are within the file size limit
- ✓ All sitemaps are within the URL count limit
- ✓ All sitemaps have a valid structure
- ✓ All sitemaps are accessible
- ✓ The sitemaps in your robots.txt file use a valid URL format
- ✓ No sitemap provided is empty.

Great! Your sitemaps seem to be valid

To learn more about what a valid sitemap should look like check out our guide about [XML Sitemaps](#) or submit it through [Google Search Console](#).

## 🕒 URL Parameters Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a [duplicate content](#) problem. Sometimes, it's able to [recognize these URLs](#) and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the [URL Parameters Tool](#) in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with [multiple parameters](#).

Check the On-Page section of [Site Crawl](#) to identify any duplicate content issues.

## ✅ Canonical Tags We found a canonical URL on your page

🎯 🎯 🎯 ⚙️ ⚙️ ⚙️ <https://www.cornerdrugstore.ca/> - defined in the HTML source

A canonical tag, also called "rel canonical" is an HTML tag that tells search engines that the enclosed URL is the original, definitive version of the page. Practically speaking, it tells Google which page you want to appear in search results. Search engines see different URLs as different pages, even if they are serving the same purpose. Having multiple versions of a page might cause you to suffer issues with [duplicate content](#).

Implementing a canonical tag can be done through the <link> tag in the <head> or through HTTP headers.

To learn more about best practices and how to implement your canonicals correctly, check out our [complete canonical tag guide](#). Also, head to [WooRank's Site Crawl](#) to discover any duplicate content issues on your site.

✓ Robots Tags We did not find any robots meta tags in your website.



The robots meta tag gives you control over the content search engines are able to index and display to users. Discover all of the ways you can [use robots meta tags here](#).

Although not necessary to have on each page, it is highly recommended to include robots tags so you can control how your content is delivered.

You can implement your robots tag either as an HTML tag in the head element of your page, or by using an [X-Robots-Tag in the HTTP Header response](#).

You can use both approaches to specify instructions to one particular search engine, or any other search engine visiting and crawling your site.

👁 Hreflang Tags

No hreflang tags were found on this page  
cornerdrugstore.ca

No hreflang tags were found on this page  
pharmachoice.com

No hreflang tags were found on this page  
lukesdrugmart.com

No hreflang tags were found on this page  
shoppersdrugmart.ca

The [hreflang tag](#) is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in [ISO 639-1](#) format) and optionally a region in [ISO 3166-1 Alpha 2](#) format of an alternate URL.

Use [WooRank's Site Crawl](#) to perform a thorough check on hreflang validity across a website.

## Broken links

No broken links were found on this web page



**Broken links** send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

See the HTTP status for potentially thousands of links using [Site Crawl](#).

## Underscores in the URLs

Great, you are not using underscores (these\_are\_underscores) in your URLs.



Great, you aren't using **underscores** (these\_are\_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees `www.example.com/green_dress` as `www.example.com/greendress`. The bots will have a hard time determining this URL's relevance to a keyword.

Discovered Pages 18



We've discovered 18 pages on cornerdrugstore.ca.

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poor internal linking. Or you've unknowingly prevented bots and search engines from crawling and indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's [XML sitemap](#) is present and that you've submitted it to the major search engines. [Building backlinks](#) to your website's internal pages will also help bots to discover, [crawl and index](#) them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in [Google Search Console](#) to track the status of your crawled/indexed pages.

If the number shown here doesn't sound right, we recommend to use [WooRank's Site Crawl](#) analysis to find out why.

If you use parameters in your URL like session IDs or sorting and filtering, use the [rel="canonical" tag](#) to tell search engines which version of those pages is the original.



# Mobile

✓ Mobile Friendliness

🎯 🎯 🎯 ⚙️ ⚙️ ⚙️

Good

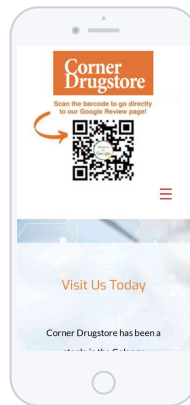


This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

👁️ Mobile Rendering



This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

## ✖ Tap Targets



In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

Tap Target	Size	Overlapping Target
<code>&lt;a data-auto-recognition="true" href="tel:403-264-4618"&gt;</code>	90x16	<code>&lt;a href="mailto:RX@cornerdrugstore.ca" target="_self"&gt;</code>
<code>&lt;a data-auto-recognition="true" href="tel:403-264-4618"&gt;</code>	90x16	<code>&lt;a href="tel:403-263-4620"&gt;</code>

Your page's link and buttons are not optimized. Either they are too small and/or too close together to be easily clicked, or you haven't set your mobile viewport meta tag.

The average fingertip area is 48 pixels in width and height, so your **Tap targets** should be spaced enough for the average user to click something on your site without accidentally clicking a nearby link. The minimum required space between tap targets is 8 pixels on each side.

Use [Google's Lighthouse tool](#) to get a detailed look at all of your tap targets that are too small and too close together.

If sizing isn't an issue, check that you have set your mobile viewport meta tag, which defines where your content appears. If it's not set, your tap targets could overlap each other and become difficult and frustrating to use for your mobile users. Check out our [Mobile Viewport Meta Tag guide](#) for help.

## ✔ Plugins

Perfect, no plugin content detected.











Great, your website does not embed any special types of web content, such as [Flash](#), [Silverlight](#) or [Java](#), so your content can be accessed on all devices.

## ✔ Font Size Legibility

Perfect, this web page's text is legible on mobile devices.




At least 60% of your page's font size is 12 pixels or greater.

- ! Mobile Viewport  Great, a configured viewport is present.
-        The content does not fit within the specified viewport size.

The viewport is an element of a page's responsive design. It's the area of a webpage visible to the user and varies between devices.

It looks like your page could be missing a [meta viewport](#).

Use the meta viewport tag in the <head> to set the viewport to the device's screen size. It should look like this: <meta name="viewport" content="width=device-width, initial-scale=1.0">.

-  Mobile Frameworks No mobile frameworks have been detected.

Mobile or [responsive frameworks](#) are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

-  AMP We didn't find AMP on your page.

[AMP](#) is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Check your AMP markup with the [AMP validator](#).





# Structured Data

 Schema.org We didn't detect any schema.org items on your webpage



[Get started](#) using Schema.org vocabulary and marking up your webpage.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google). Schema.org vocabularies include attributes for entities, relationships between entities and actions.

Learn more in [Google's intro to structured data](#). Structuring data on your pages can help [increase website traffic](#) and [improve audience engagement](#). Schema.org vocabulary can be added to a page using many different formats, including RDFa, Microdata and JSON-LD. [Schema.org](#) is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich user experiences.

## Open Graph Protocol



✘ Property 'og:image' is returning a content type other than an image

✘	CORNERDRUGSTORE.CA Pharmacy Calgary   Home   Corner Drugstore Come to Corner Drugstore, the family-owned...
---	---

### Tag

og:type	website
og:image	https://www.cornerdrugstore.ca
og:url	https://www.cornerdrugstore.ca
og:title	Pharmacy Calgary   Home   Corner Drugstore
og:descripti...	Come to Corner Drugstore, the family-owned pharmacy near Calgary town hall. We offer prescription delivery services, plus a range of helpful products.

and 1 more.

We detected open graph tags on your webpage, but there are some errors that should be fixed.

Facebook developed the [Open Graph protocol](#) to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

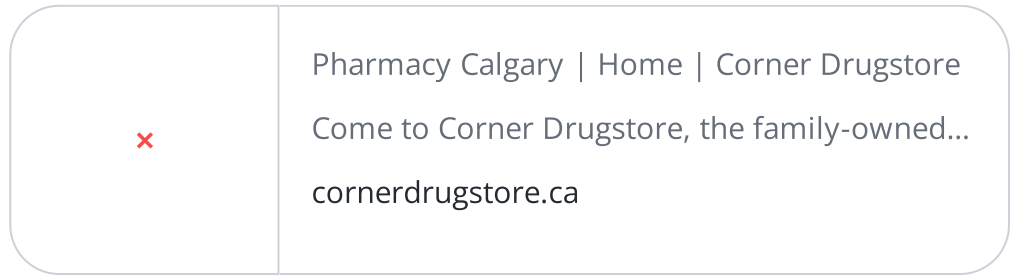
Check out Facebook's [Guide to Sharing for Webmasters](#) to learn how to add Open Graph tags.

Use the [Sharing Debugger](#) to check what information appears when shared on Facebook and the [Twitter Cards Validator](#) to do the same for Twitter.

## Twitter Card



- ✗ Missing 'twitter:site'
- ✗ Property 'twitter:image' is returning a content type other than an image



### Tag

twitter:card	summary_large_image
twitter:title	Pharmacy Calgary   Home   Corner Drugstore
twitter:desc...	Come to Corner Drugstore, the family-owned pharmacy near Calgary town hall. We offer prescription delivery services, plus a range of helpful products.
twitter:image	https://www.cornerdrugstore.ca

We detected Twitter Card tags on your webpage, but there are some errors that should be fixed.

[Twitter Cards](#) are designed to give users a rich media experience whenever a tweet contains links to a site's content. Twitter has various card types that can show content previews, play videos and increase traffic to your website.

Check out [Twitter's Guide](#) to learn how to add Twitter Cards.

Use the [validator](#) to check what information will appear when something is shared on Twitter.


## Microformats

We didn't detect any microformat items on your webpage

Designed for humans first and machines second, [microformats](#) use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.



# Security

 **Email Privacy**      Warning! At least one email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

 **DMARC**      The DMARC record for cornerdrugstore.ca is missing.



[Domain-based Message Authentication, Reporting, and Conformance](#) (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business at risk.

DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).

Once you [setup your DMARC record](#), use [DMARC lookup tool](#) to check it for errors.

## ✓ SSL Secure

Great, your website is SSL secured (HTTPS).



- ✓ Your website's URLs redirect to HTTPS pages.
- ✓ Your website is configured with [HSTS](#).
- ✗ Renew your SSL certificate now, it expires in 2 months.
- ✓ The certificate issuer is Sectigo Limited.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use [HTTP Strict Transport Security](#) (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, [Google™](#) announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When [moving](#) to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS version of the website in Google & Bing Search Console/Webmaster Tools

 **Mixed Content** We didn't find any mixed content on this web page.



Great, your website is secure and does not contain [mixed content types](#).

Mixed content occurs when a URL is loaded over a secure HTTPS protocol, but other resources on the page (such as images, videos, stylesheets, scripts, etc.) are loaded over an insecure HTTP connection.

Modern browsers may block this content, or may display warnings to the user that this page contains insecure resources which causes them not to view your page.

Check out these [techniques to prevent mixed content](#) on your site.



# Performance

✔ Asset Minification Perfect, all your assets are minified.



Great! We didn't find unminified assets on your web page.

To learn more on how to minification helps a website, read our [guide to minification](#).

✔ Asset Compression Perfect, all your assets are compressed.



Great! We didn't find uncompressed assets on your web page.

[Compressing assets](#) reduces the amount of time it takes a user's browser to download files from your server. Enabling compression is an important part of reducing the amount of time it takes your website to load.

✔ Asset Cacheability Perfect, all your assets are cached.



Great! We didn't find uncached assets on your web page.

[Enabling caching](#) for your website makes your site load faster for repeat visitors.

To learn more on how to make your website faster, check out these [tips to decrease page load time](#).

## Image Optimization



This page has not passed all 5 checks

- ✓ All images are efficiently encoded
- ✓ All images are properly sized
- ✓ All offscreen images have been deferred
- ✓ All images have explicit 'width' and 'height' dimensions
- ✗ Some images are not using next-gen formatting

This page appears to have some work to do for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like [images without dimensions](#). By not specifying an image's width and height, you could be causing a [layout shift](#) on your page.

Website visitors will benefit from [properly sized images](#) and [efficiently encoded images](#). If there are any images that load offscreen or are hidden in the page, it would be better to [defer those images](#) to speed up your load time.

Finally, it's important to serve [next-gen image formats](#), which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

## Layout Shift Elements

We didn't find any DOM elements that contribute to the CLS of your page.

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.




CLS is measured any time an element that's visible in the [viewport](#) changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our [Cumulative Layout Shift guide](#).



## LCP Element

This is the Largest Contentful Paint element within the viewport:

```
div#comp-l89dsskd > div.j7pOnl > wix-image#img_comp-l89dsskd > img  
<span style="font-family:wfont_8aaa1f_e3aba46e5dc3456c95e679d24a30663f, wf_e3aba46..."> | 2.81:1<br>(3:1 expected) |  |
| Our Services<br><span style="text-decoration-line:none;">                                               | 2.81:1<br>(3:1 expected) |  |
| Our Products<br><span style="text-decoration-line:none;">                                               | 2.81:1<br>(3:1 expected) |  |

and 3 more.

Some of the text elements on your page do not have sufficient color contrast against the background, which can make it hard for your website visitors to read your content.

If a page has a low contrast ratio (when a text element's brightness is too close to the background brightness, like light gray text on a white background) it will slow down reading speed and reduce reading comprehension.

Your ideal color contrast should be at least 4.5:1 for small text, or 3:1 for large text (18 pt, or 14 pt and bolded).

Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Use [the color contrast checker](#) to determine the contrast ratio of two colors.

## Navigation



Great! This page passed all 5 checks

- ✓ "id" attributes on active, focusable elements are unique
- ✓ No element has a "tabindex" value greater than 0
- ✓ Heading elements appear in a sequentially-descending order
- ✓ The page contains a heading, skip link, or landmark region

The following checks are not relevant for this page

- "accesskey" values are unique

Navigation and accessibility are key aspects of user experience. Your users should be able to interact with and navigate your page's content no matter their web browser or disability they may have.

To make sure your website is as easily navigable as possible, we check for five accessibility metrics. Not every check will be relevant for every web page. To learn more about what it is we check for and why these elements help your visitors have the best experience, [check our Navigation Guide](#).



# Technologies

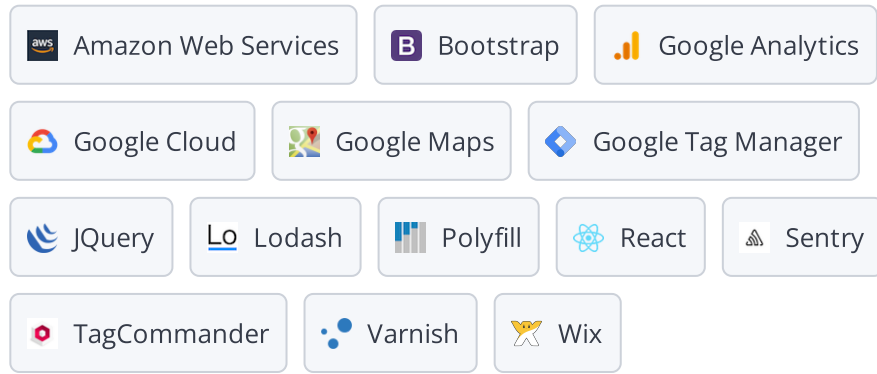
Server IP 34.117.168.233

Server location:  Kansas City

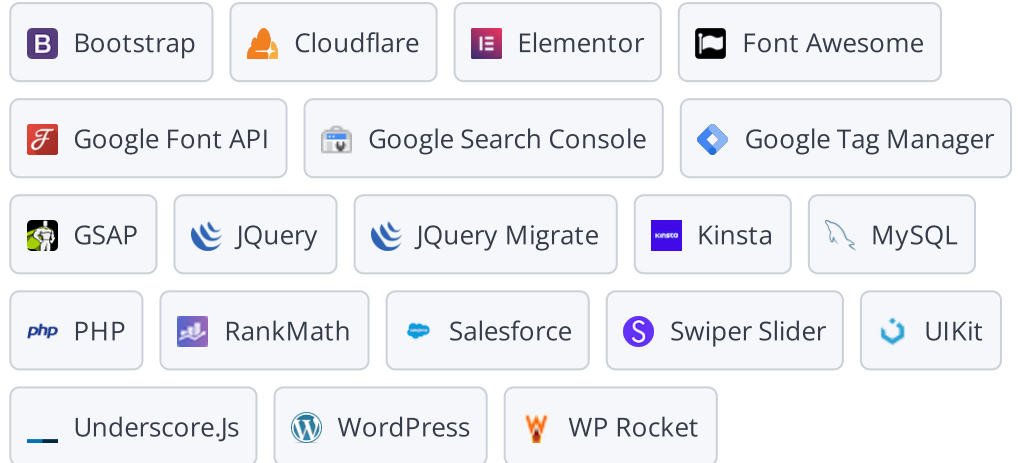
Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use [DNSstuff](#) for comprehensive reports on your server.

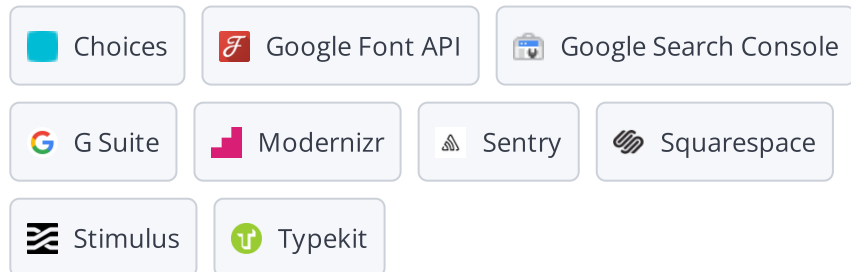
## Technologies



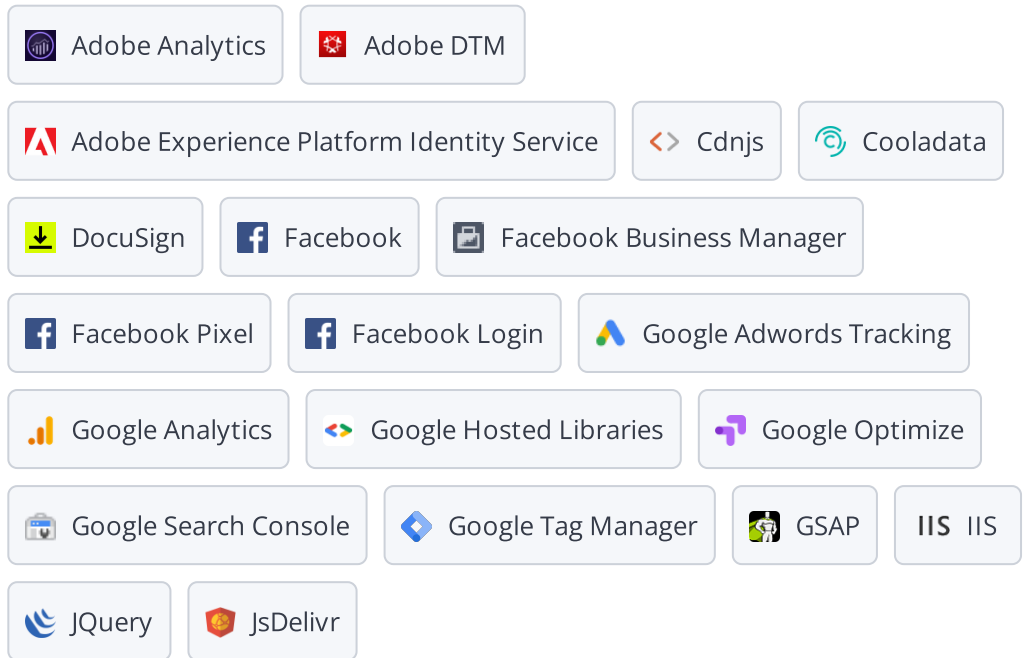
cornerdrugstore.ca



pharmachoice.com



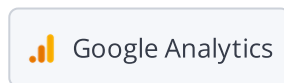
lukesdrugmart.com



and **10** more.  
shoppersdrugmart.ca

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## ✓ Analytics



Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: [Google Analytics](#), [Quantcast™](#), [AdobeAnalytics™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

## 👁 Doctype

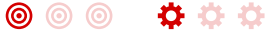
HTML5

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.

Declaring a [doctype](#) helps web browsers to render content correctly.

✓ Encoding

Great, language/character encoding is specified: utf8



Specifying [language/character encoding](#) can prevent problems with the rendering of [special characters](#).



# Branding

## URL

cornerdrugstore.ca

**Length:** 15 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

## Favicon

Great, your website has a favicon.

[Favicons](#) are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is [consistent with your brand](#) to help improve visibility.

Custom 404 Page Great, your website has a custom 404 error page.



Your server responded with the HTTP status code: 404

[Custom 404 error pages](#) are an opportunity for you to reduce customer frustration and link to other pages on your site.





# Domain

## Domain Availability

| Domains              | Status                                      |   |
|----------------------|---------------------------------------------|---|
| cornerdrugstore.com  | Expires in 2 months                         | 🔒 |
| cornerdrugstore.net  | Available. <a href="#">Register it now!</a> | ✓ |
| cornerdrugstore.org  | Expires in 5 hours                          | 🔒 |
| cornerdrugstore.info | Available. <a href="#">Register it now!</a> | ✓ |
| cornerdrugstore.biz  | Available. <a href="#">Register it now!</a> | ✓ |

and 1 more.

[Register](#) the various extensions of your domain to protect your brand from [cybersquatters](#).

## Typo Availability

| Domains            | Status                                      |   |
|--------------------|---------------------------------------------|---|
| cornerdruhstore.ca | Available. <a href="#">Register it now!</a> | ✓ |
| cornerdrugstore.ca | Available. <a href="#">Register it now!</a> | ✓ |
| cornerdrugstoe.ca  | Available. <a href="#">Register it now!</a> | ✓ |
| cprnerdrugstore.ca | Available. <a href="#">Register it now!</a> | ✓ |
| cornerdrugst0re.ca | Available. <a href="#">Register it now!</a> | ✓ |

and 2 more.

[Register](#) the various typos of your domain to protect your brand from [cybersquatters](#).

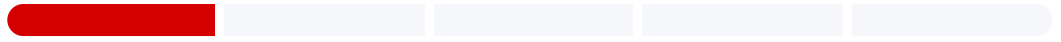


# Backlinks

## Backlinks Score



Poor



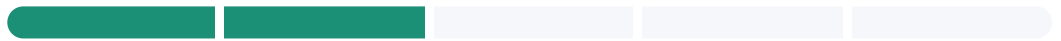
cornerdrugstore.ca

Good



pharmachoice.com

Fair



lukesdrugmart.com

Very good



shoppersdrugmart.ca

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Use these WooRank guides to [audit your links](#), [evaluate their quality](#), [build new links](#) and [reclaim old links](#).

## Backlinks Counter



14

cornerdrugstore.ca

32.4k

pharmachoice.com

578

lukesdrugmart.com

461k

shoppersdrugmart.ca

We've detected 14 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Check out our guide on [how to build links for SEO](#). If your backlink counter is high, keep an eye on the [quality of the links](#) coming your way.

## Referring Domains

10

cornerdrugstore.ca

1.03k

pharmachoice.com

165

lukesdrugmart.com

6.4k

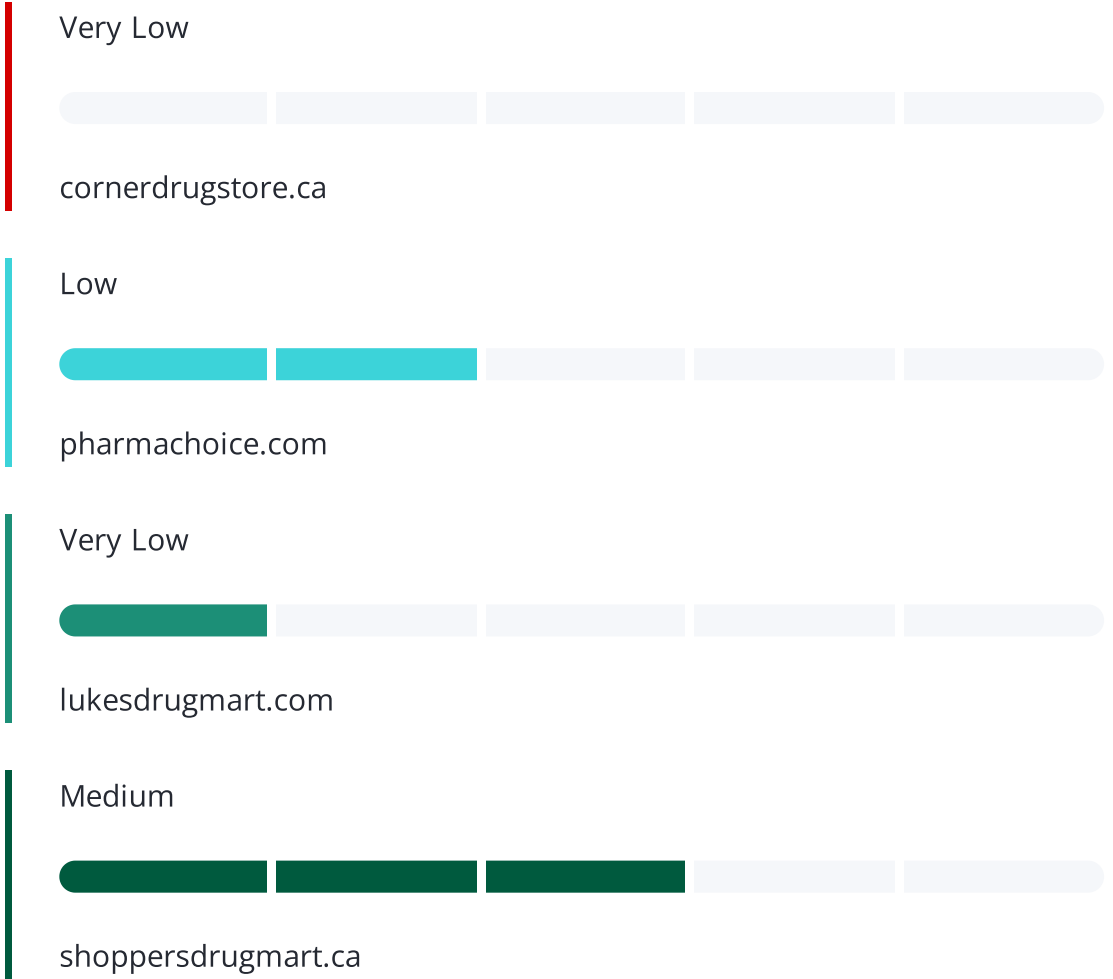
shoppersdrugmart.ca

This number tells you the number of domains linking back to your site. If you have lots of backlinks but a low backlink score, having a lot of links from low-quality social media or blogging platforms could be the cause.



# Traffic

## × Traffic Estimations



This shows your estimated traffic for cornerdrugstore.ca. We use [Majestic Million](#) and [Open Page Rank](#) for this information.

## Traffic Rank

Global rank too low to be calculated

TLD rank too low to be calculated  
cornerdrugstore.ca

🌐 193,757th most visited website in **the World**

146,844th rank for the **.com** TLD  
pharmachoice.com

🌐 2,440,820th most visited website in **the World**

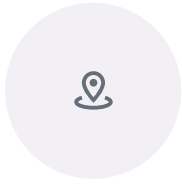
TLD rank too low to be calculated  
lukesdrugmart.com

🌐 23,110th most visited website in **the World**

184th rank for the **.ca** TLD  
shoppersdrugmart.ca


This shows the global traffic rank and the [Top Level Domain](#) (TLD) rank for this website; the lower your rank, the more visitors this website gets.

We use [Majestic Million](#) and [Open Page Rank](#) for this information.



# Local

Local Directories  Missing profile on Google My Business

 Missing profile on Yelp

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your [Google My Business page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#) and [Canada](#).) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by [online reviews](#) so take the time to make a good impression and [gather positive feedback](#). Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.



# Social Profiles

## ✖ Social Media Engagement



Your homepage has not been widely shared on social networks.

|           | <span>●</span> | <span>●</span> | <span>●</span> | <span>●</span> |
|-----------|----------------|----------------|----------------|----------------|
| Facebo... | 12             | 10.6k          | 63             | 672            |
| Facebo... | 0              | 407            | 0              | 1              |
| Facebo... | 0              | 759            | 18             | 32             |

● cornerdrugstore.ca   ● pharmachoice.com   ● lukesdrugmart.com  
● shoppersdrugmart.ca

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like cornerdrugstore.ca has not been widely shared on social media.

Create social media profiles associated with cornerdrugstore.ca on [Facebook](#), [Pinterest](#), [LinkedIn](#), and other sites that are of interest to your customers.

Learn how to [engage](#) your social media audiences and create a consistent fan base. You can also [use your website](#) to increase your popularity on social platforms.

[Check these helpful tools](#) for managing your social media campaign.

Note: This data is based on [engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook](#). It does not include people who like or share your branded social media pages.

## ✖ Facebook Page *Not found*





We couldn't find a Facebook page for cornerdrugstore.ca defined in your structured data.

Facebook is a vital channel for any business' digital marketing. [Almost every Millennial](#) expects you to have a presence on Facebook.

Use [Facebook Insights](#) to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with cornerdrugstore.ca and [add a CTA](#) to really maximize your social media marketing efforts.

## Twitter Account *Not found*



We couldn't find a Twitter account for cornerdrugstore.ca defined in your structured data. Twitter, simply put, is huge: [67 million monthly American users](#) and 310 million people worldwide. Even better, there's a positive correlation between social media use and [education and household income](#). By not having a Twitter account, you're potentially missing out on a huge audience.

Create a Twitter account for your brand and link it with your website to prevent [brandjacking](#) and help make your social media marketing more effective. Here are [a few tips](#) to help create a Twitter promotion plan. Use [Twitter Dashboard and Analytics](#) to track and optimize your Twitter feed for the engagements that are most valuable to your marketing plan.

## Instagram Account *Not found*



We couldn't find an Instagram account for cornerdrugstore.ca defined in your structured data.

There are over 800 million Instagram accounts active every month, and 500 million of those are active every single day. This means that when it comes to content, you've got about 800 million potential sets of eyes ready to enjoy your content.

If you do have an Instagram account for cornerdrugstore.ca, check our article on [how to link your social medias](#).

 LinkedIn Account *Not found*



We couldn't find a LinkedIn Account for [cornerdrugstore.ca](https://cornerdrugstore.ca) defined in your structured data.

With [562 million users](#), LinkedIn is all about building [networks and connections](#). It's not only about who you know, but about who your connections know.

That's the real power of LinkedIn for business: the ability to tap into existing connections and grow your brand through word-of-mouth.

Having a LinkedIn Company Page helps people learn about your business and your brand.