



Benchmarking Analysis

on world-famous museum websites' home page

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Selection Criteria

- ◆ World famous museums
- ◆ Large collection
- ◆ Large in physical size
- ◆ National museums
- ◆ Profound in educational and inspirational offerings
- ◆ Most importantly:

Home Page Design

British Museum

- London, United Kingdom
- 277,000 sq ft
- 1753

The British
Museum

[Shop](#) [Search](#) [Donate](#)

[Visit](#) [Exhibitions and events](#) [Collection](#) [Learn](#) [Membership](#) [Support us](#)

Welcome to the British Museum

Experience cultures across the globe, from the dawn of human history to the present.

[Plan your visit](#)



Discover two million years of human
history and culture

 Free entry – [book online](#)

 Open today: 10.00–17.00



The State
Hermitage
Museum

MENU

HOTEL

TICKETS

SHOP

Login

Ru



SEARCH



Purchase of Online Tickets

From 4 March 2022, visitors to the museum no longer need to present a QR code.

VISIT US

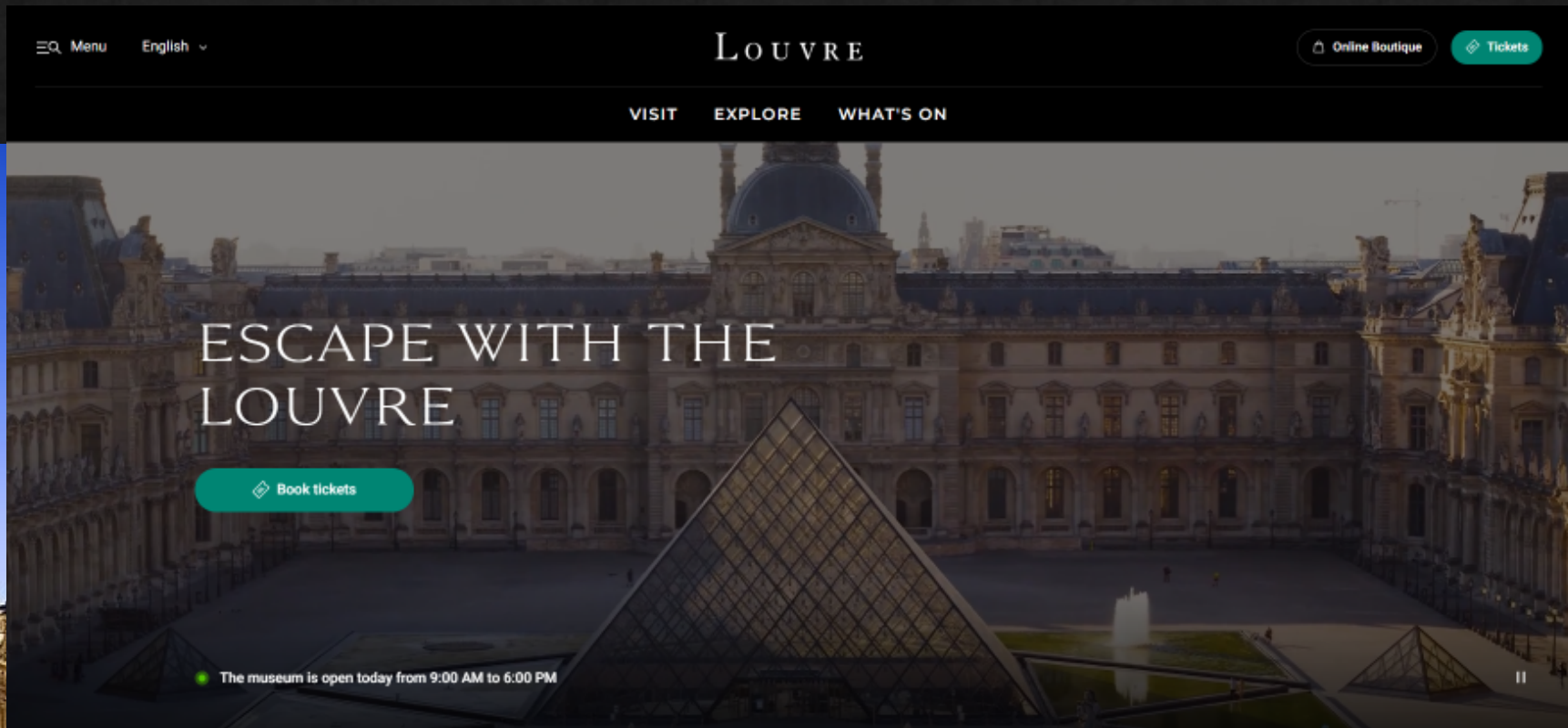
FROM 4 MARCH 2022, VISITORS TO THE MUSEUM NO LONGER NEED TO PRESENT A QR CODE.

WHAT'S ON

EXHIBITIONS, EVENTS AND NEWS

State Hermitage Museum

- St. Petersburg, Russia
- 1,100,000 sq ft
- 1764



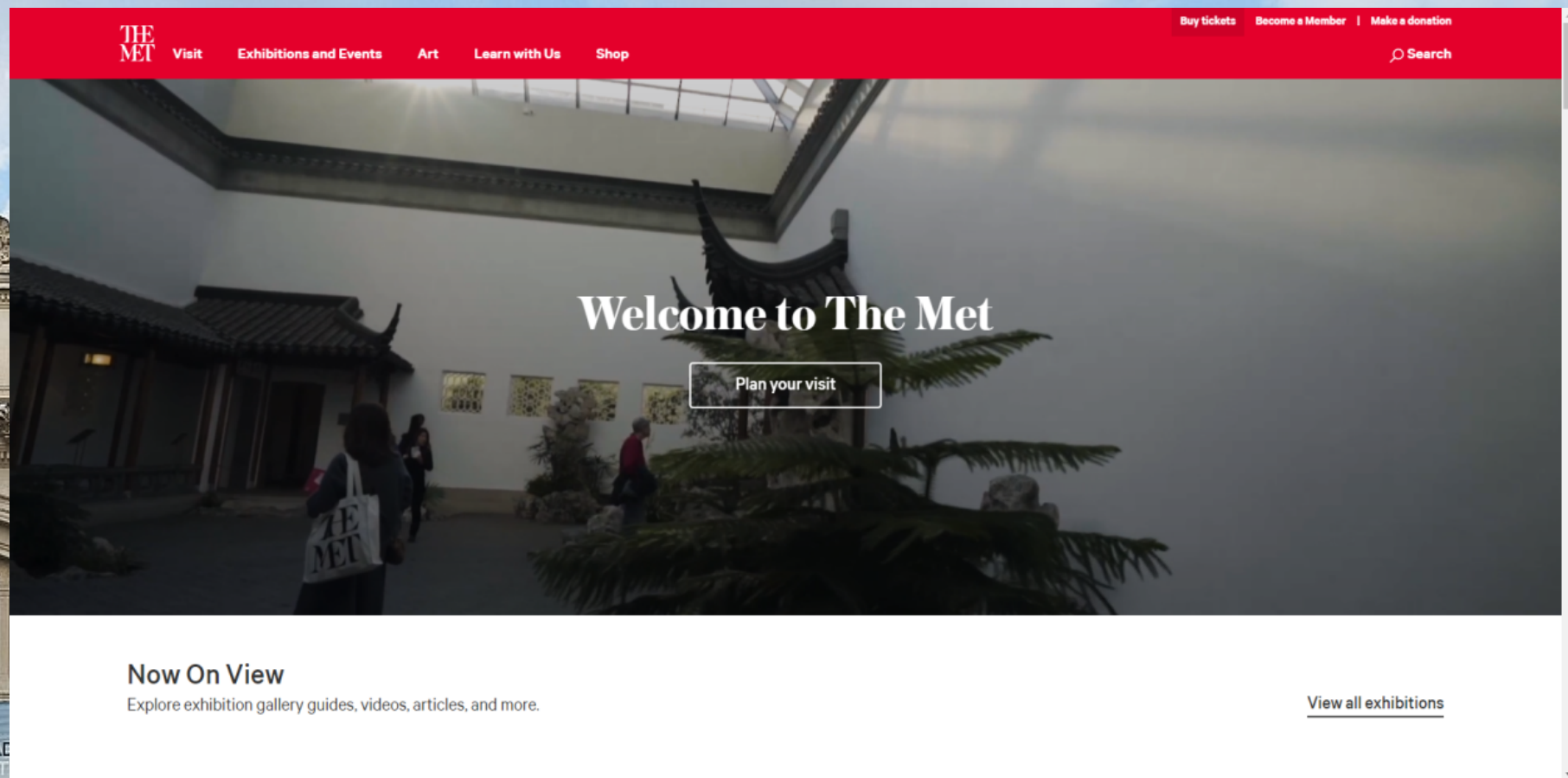
The Louvre (Musée du Louvre)

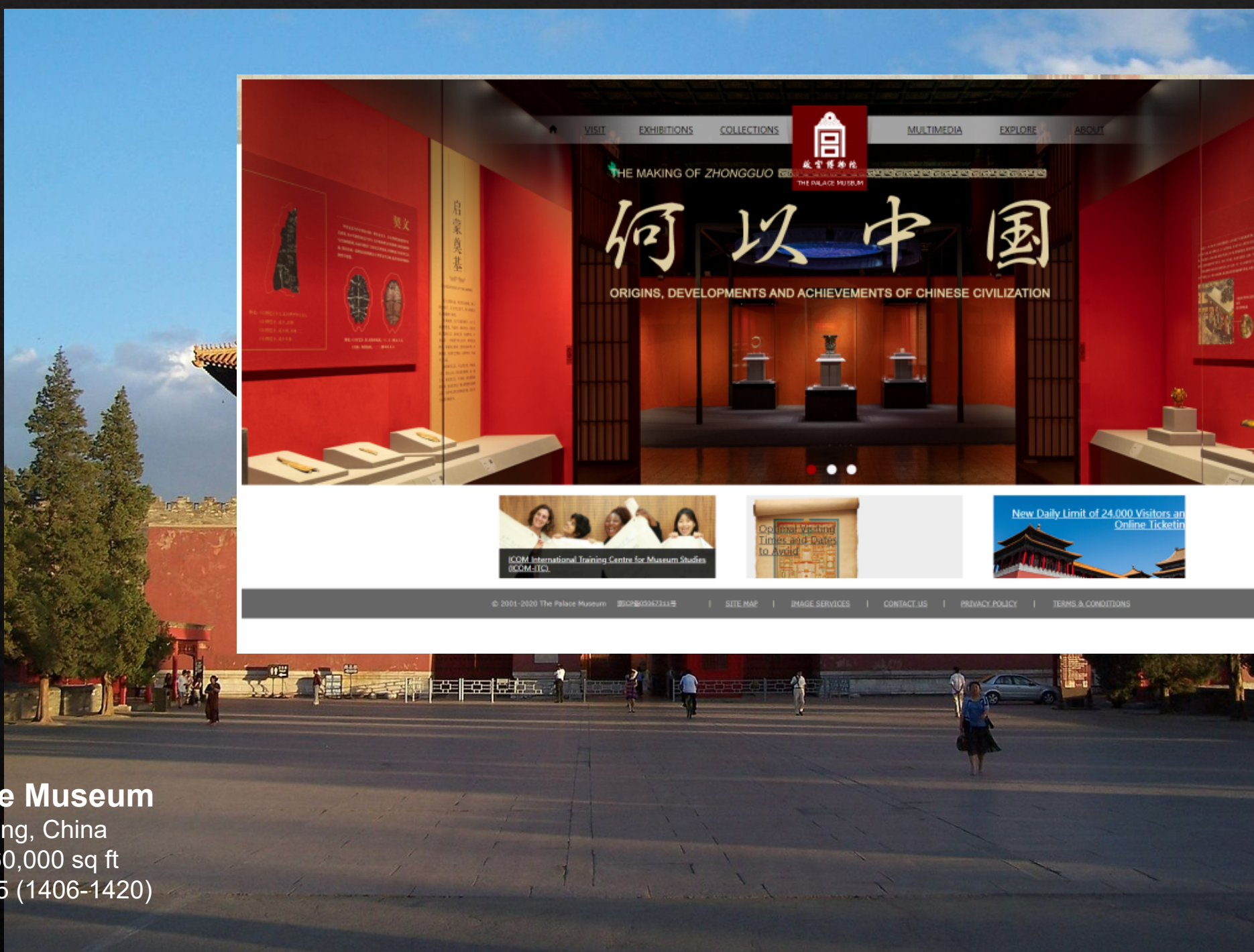
- Paris, France
- 782,910 sq ft
- 1792



Metropolitan Museum of Art

- New York, United States
- 633,100 sq ft
- 1870





Palace Museum

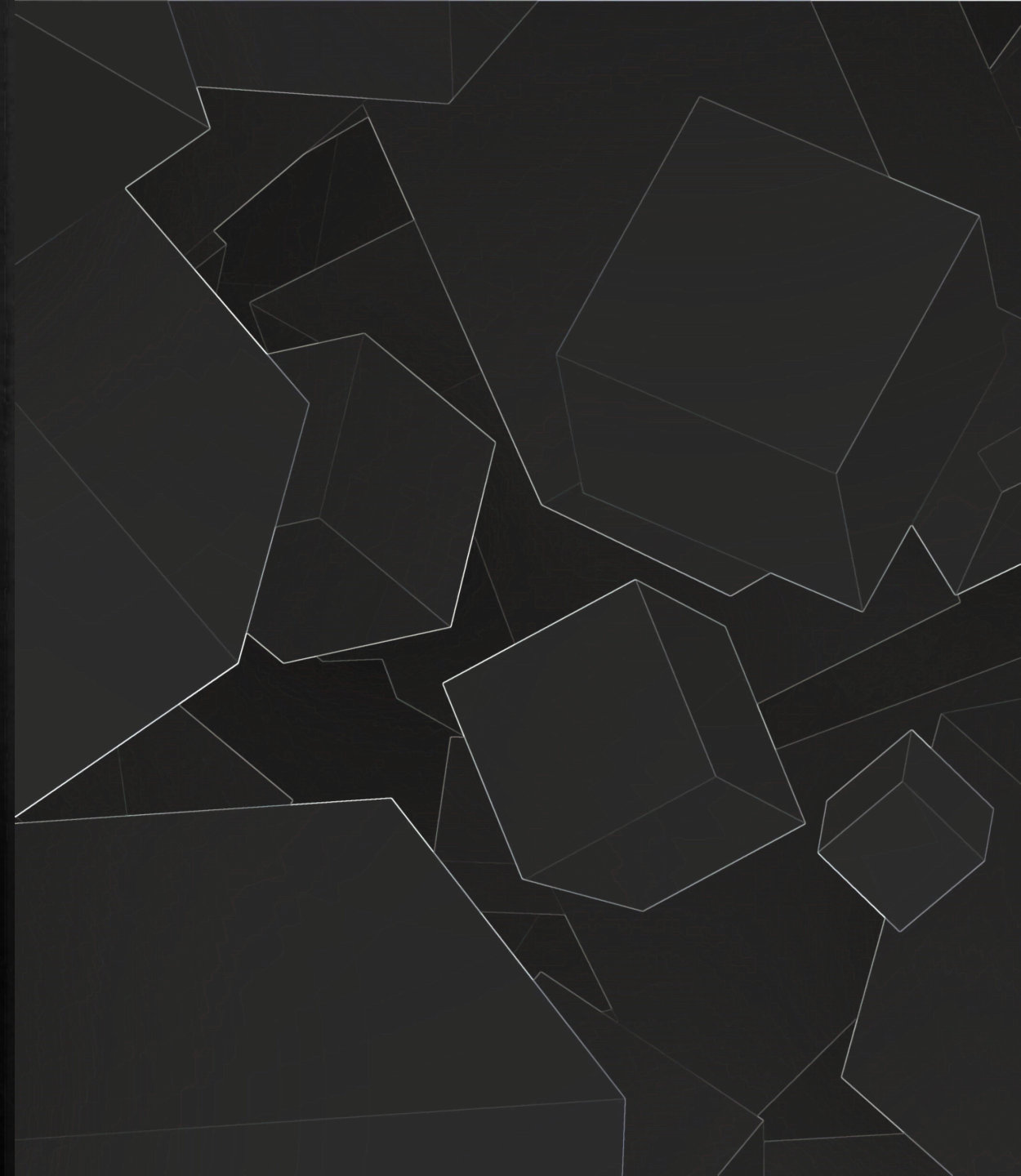
- Beijing, China
- 1,860,000 sq ft
- 1925 (1406-1420)

Methodology

SEO analysis :

- ◊ Moz pro
- ◊ Screaming frog
- ◊ WooRank
- ◊ Visualsitemapper

MS Excel: data analysis &
visualization



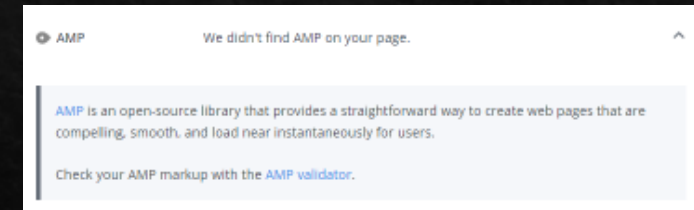
SEO analysis

Category	Item	British Museum	State Hermitage Museum	the Louvre	the MET	Palace Museum
on-page	Page Title	1	1	1	1	1
	Unique page titles	1	1	1	1	1
	Meta description	1	0	1	0	0
	URLs descriptive	1	0	1	1	0
	Headings	1	0	1	1	0
	Image "alt" text	1	1	1	1	0
	Content optimization	1	0	1	1	1
	Content freshness	1	1	1	1	1
	Visuals and video content	1	0	1	1	0
technical	Site structure	1	0	0	0	1
	Review the total pages indexed	1	0	1	1	1
	Site speed	1	1	1	1	1
	Mobile-friendly	1	1	1	1	1
	AMP test	0	0	0	0	0
	Secure site	1	1	1	1	1
	XML sitemap	1	0	1	1	0
	Robots file	1	1	1	1	1
	Page Not Found	1	0	0	0	0
	Schema.org	1	0	0	1	0
keywords	Keywords usage	1	1	1	1	1
	Keyword strategy	1	0	1	1	0
off-page	Backlinks	1	0	1	1	0
	Social media sharing options	1	1	1	1	0
	Active channels	1	1	1	1	0
	Brand appearance in search results	1	0	1	1	0
	Knowledge panel	1	0	0	1	0
	Page authority/Domain authority	1	0	1	1	0

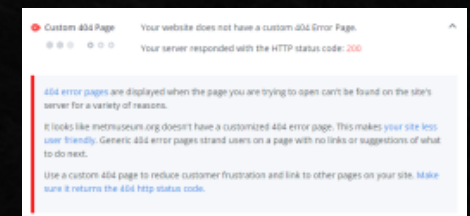
Overall score in SEO

- British Museum: 96.3
- The MET: 85.2
- The Louvre: 81.5
- Palace Museum: 40.7
- State Hermitage Museum: 40.7

AMP markups



Custom 404 page



Home page Analysis

Information missing

- Location
- Publication (if published)
- Newsletter (if applicable)

Culture Matters

Target Audience Matters

Item	British Museum	State Hermitage Museum	the Louvre	the MET	Palace Museum
navigation bar	1	1	1	1	1
plan your visit	1	1	1	1	1
current exhibition	1	1	1	1	1
open time	1	0	1	1	0
location	0	0	0	1	0
publication link	0	1	0	1	0
shop	1	1	1	1	0
virtual gallery tour	1	1	1	0	0
support/donation page	1	1	0	1	0
member page	1	0	1	1	0
events & activities	1	0	1	1	1
community building	1	0	0	1	0
explore page/bar	1	1	1	1	1
newsletter signup	1	0	0	1	0
knowledge board	1	0	1	1	0
social media link	1	1	1	1	0
copyright	1	1	1	1	1

Case-by-case Analysis

The British Museum

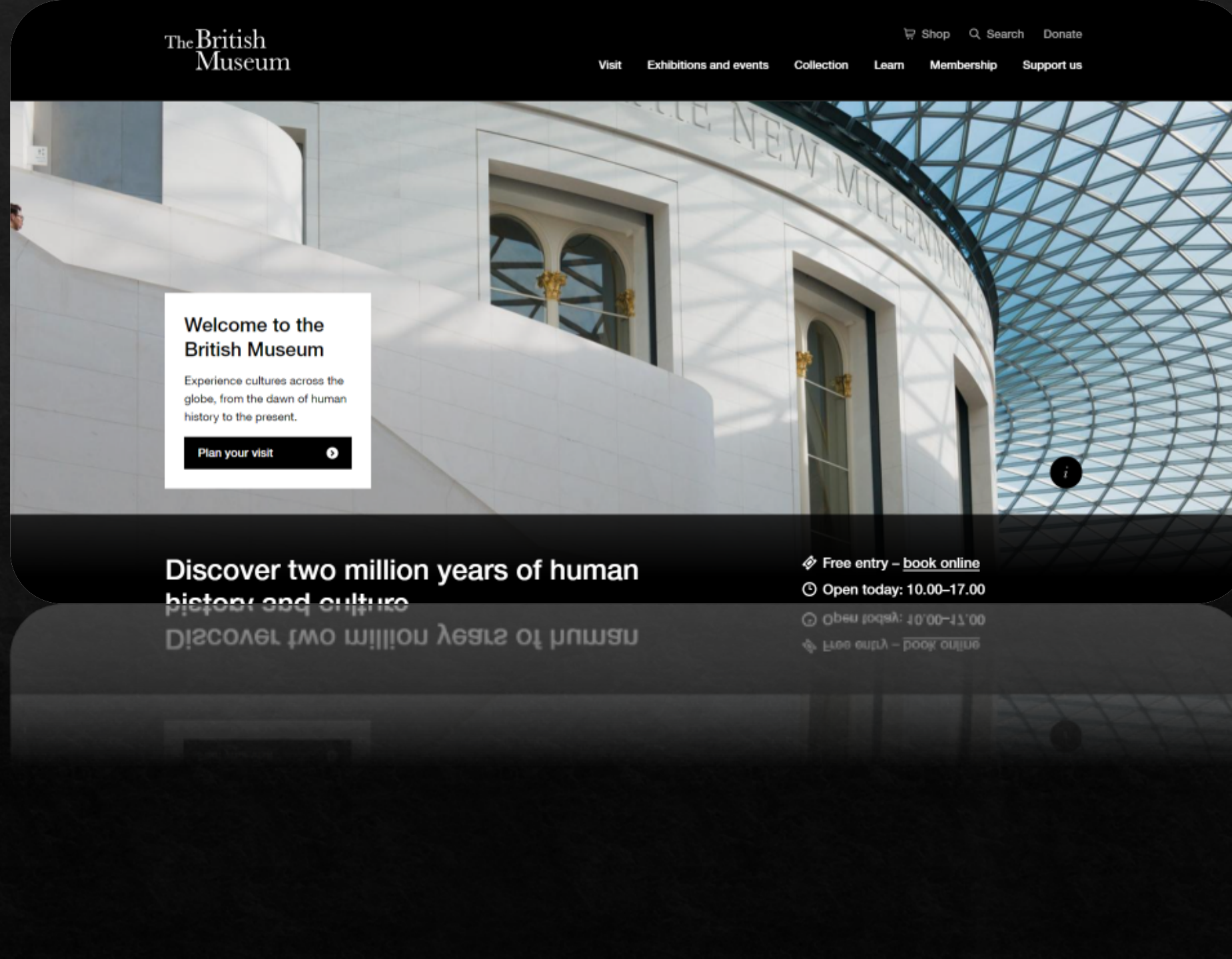
- SEO score: 96.3 (AMP site)

First Glance

- Well designed & stretch friendly
- Straightforward **Discover page**
- Dark page design with one decoration color

Home page

- No location description & publication
- User friendly, clean and explanatory
- Word descriptions are not long-winded
- No moving image or GIF picture



The MET

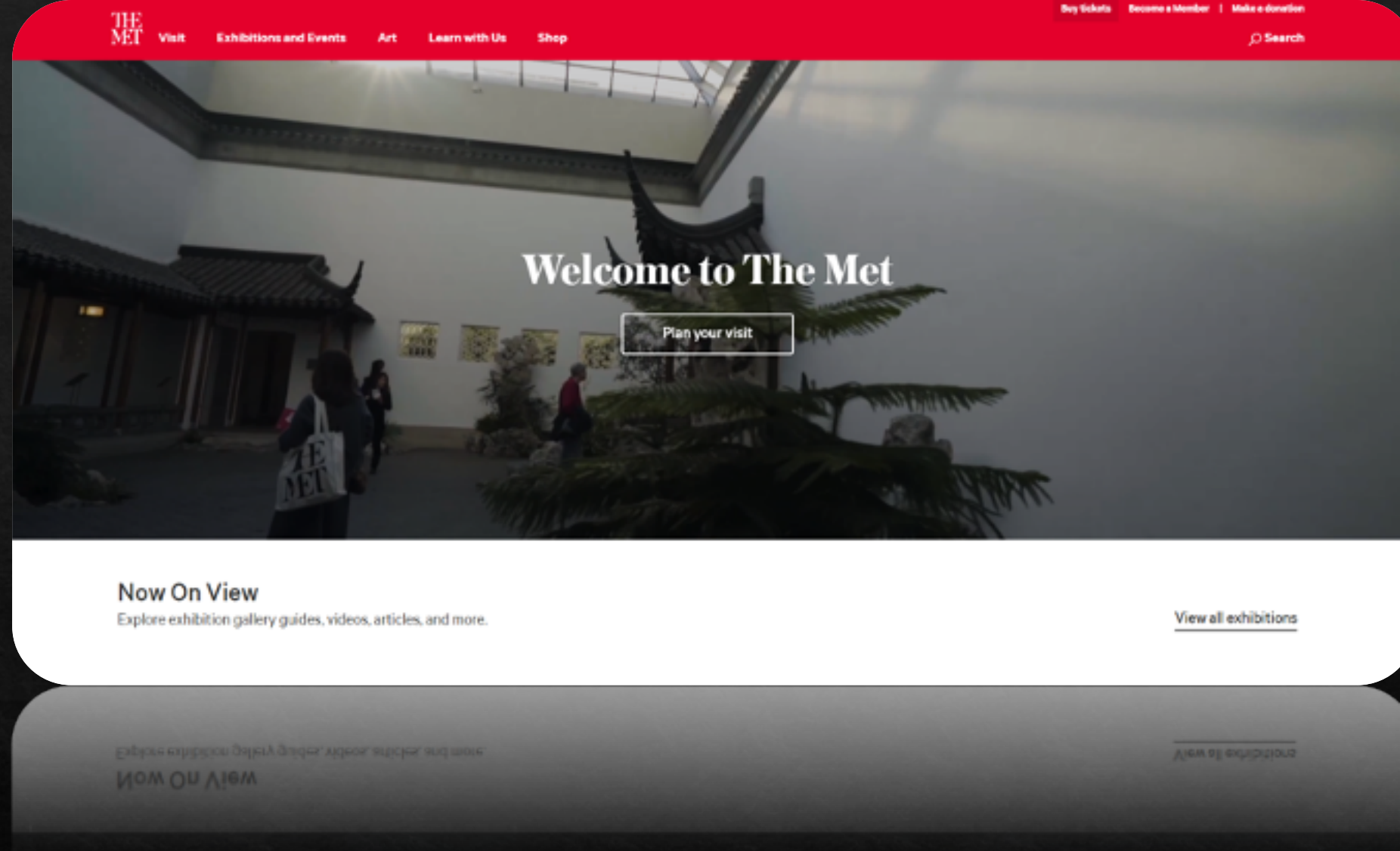
- SEO score: 85.2 (meta description, crawling issue & sitemap, AMP site, designated 404 page)

First Glance

- Well designed & stretch friendly
- Long banner of GIF rotating about the museum inner look
- Focusing on visitor engagements and interaction with exhibits
- Light design, 2 decorative colors
- Straightforward on-view exhibition

Home Page

- No virtual tour
- Short descriptions on each block
- Clean and tidy layout, pictures in each text



The Louvre

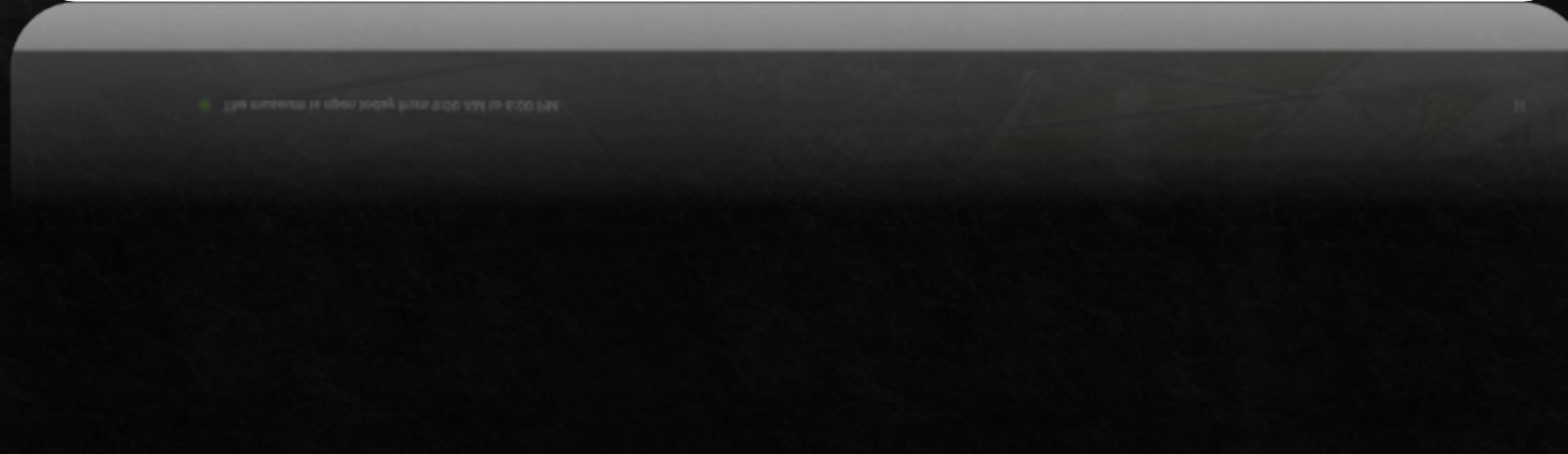
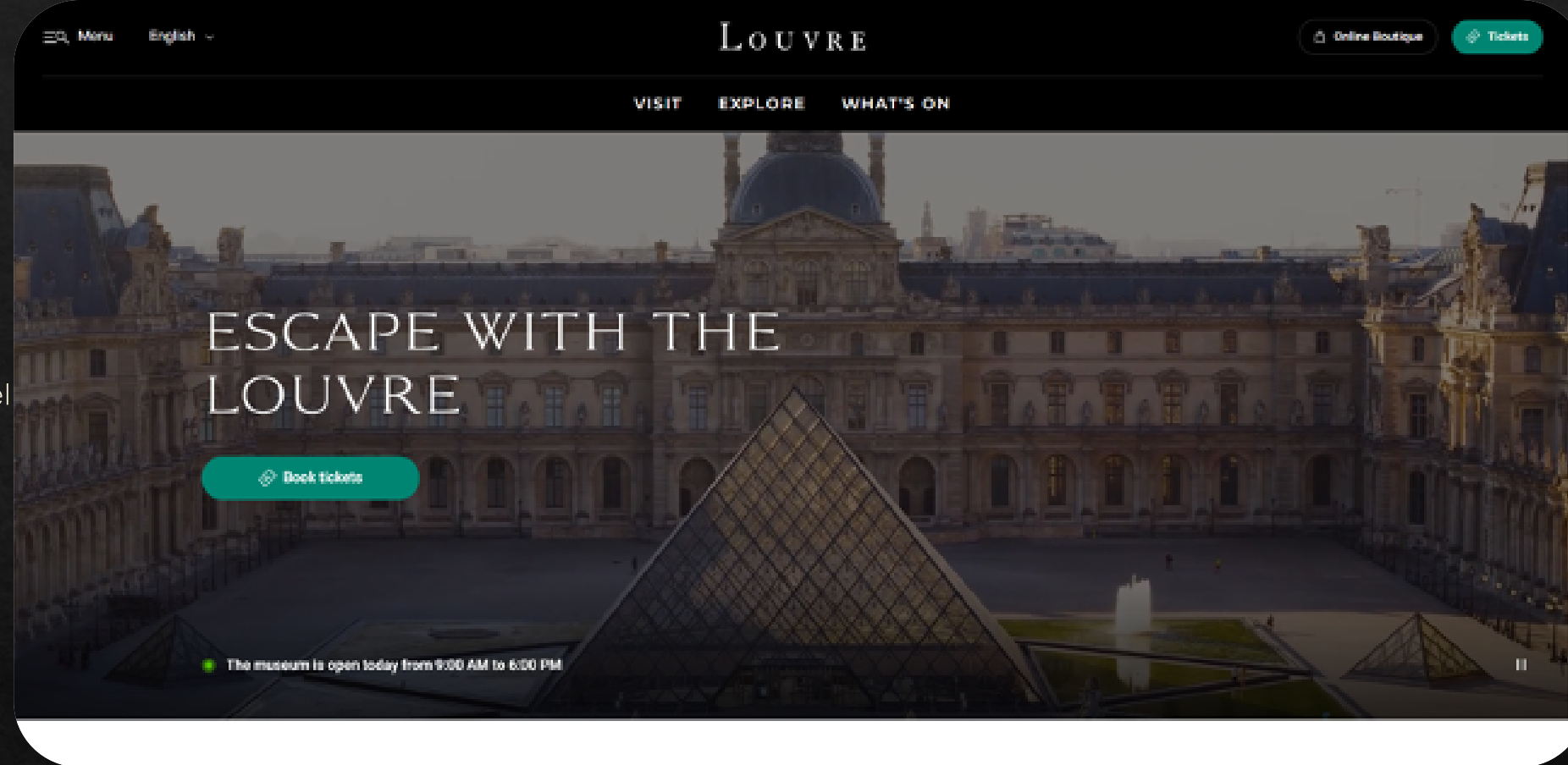
- SEO score: 81.5 (crawling issue & sitemap, AMP site, designated 404 page, schema.org, knowledge panel)

First Glance

- Dark design, 2-color coordination
- long stretchable banner with GIF
- No direct exhibition preview

Home page

- No location, no knowledge panel
- No publication link, no donation button, no newsletter signup
- Preview of Instagram page
- Neither any content that is unauthorized nor audience engagement

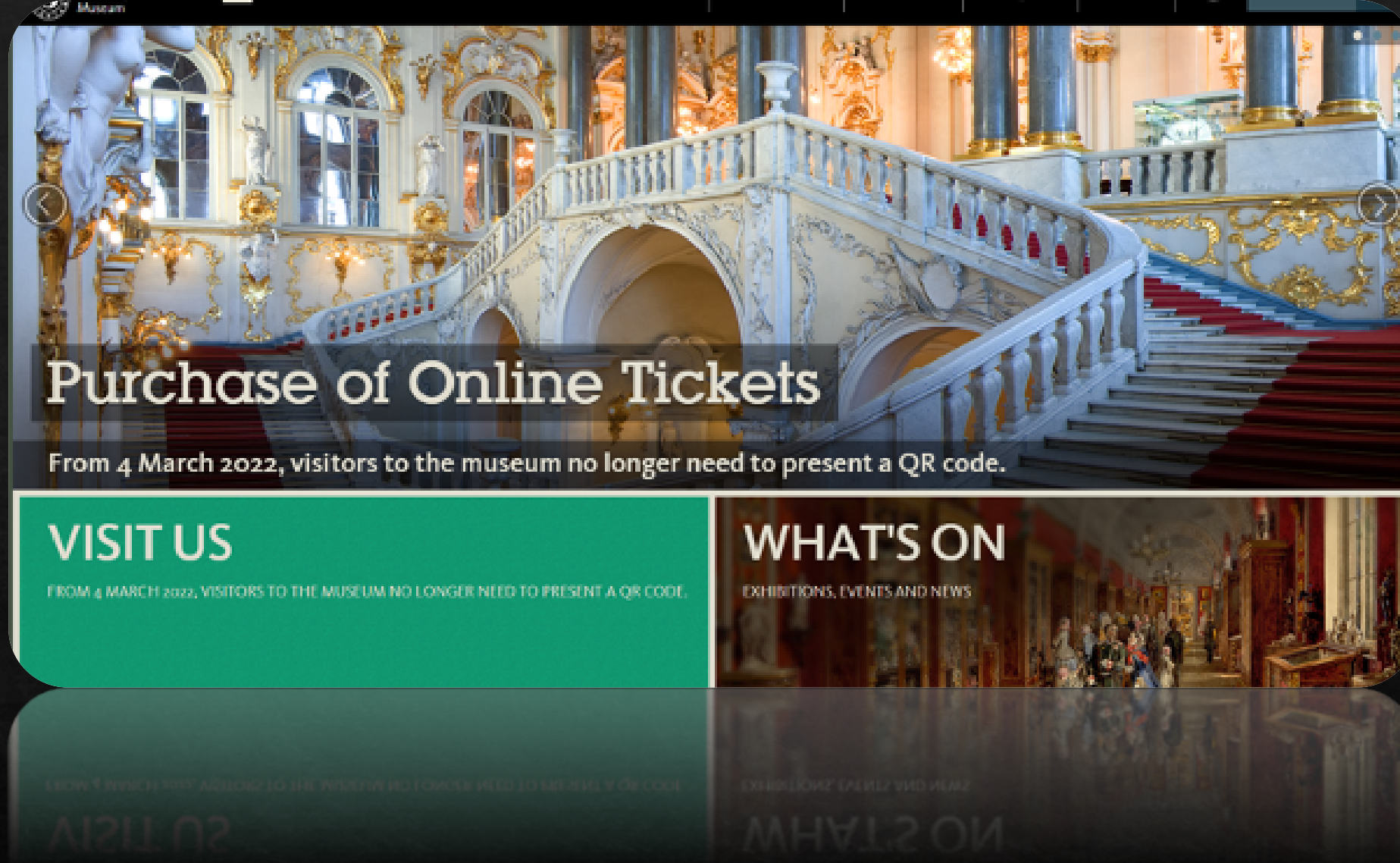


State Hermitage Museum

- SEO score: 40.7 (meta description, URL description, headings, content optimization, crawling issue & sitemap, AMP & XML sites, keyword strategy, backlinks, designated 404 page, knowledge panel, page authority)

Home page

- Too colorful and easy to lose
- No open time, no location
- No member's page, no aim on community building
- No introduction to events and activities
- Page is not well-developed
- Color coordination



The Palace Museum

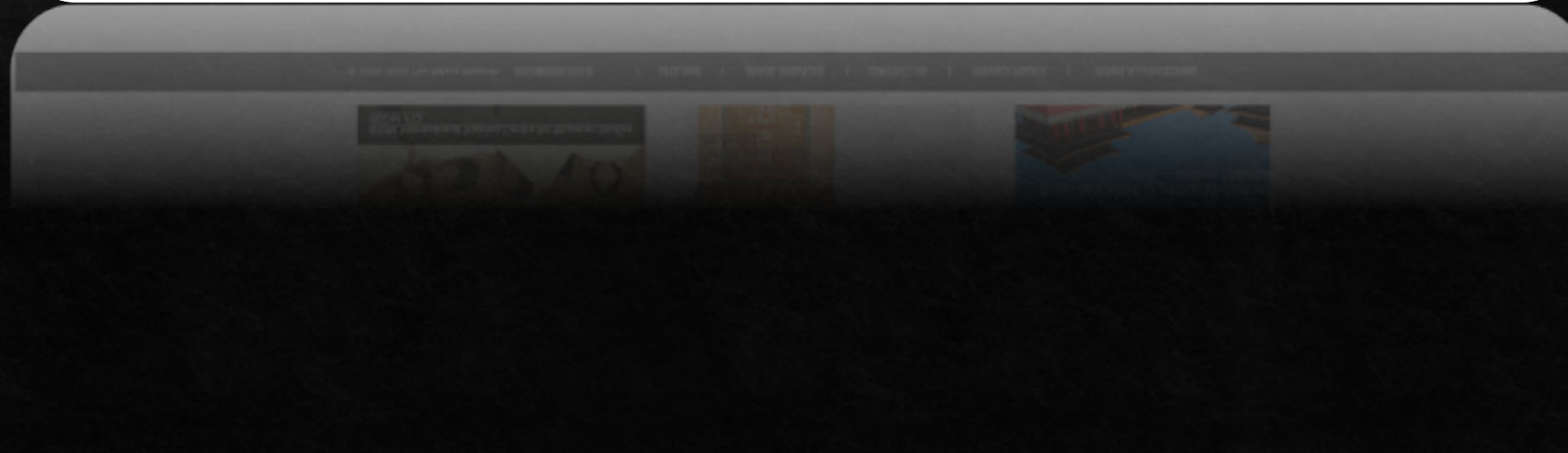
- SEO score: 40.7 (meta description, URL description, headings, alt text, content optimization, AMP & XML sites, keyword strategy, backlinks, designated 404 page, knowledge panel, page authority, social media platforms, active channels)

First Glance

- First glance is the full experience
- One dominant color
- Characters and language mismatching

Home page

- No open time, no location
- No member's page, no aim on community building
- No introduction to events and activities
- No publication, no shop provided
- Auto-rotating back strips
- Too less content appeared on main page, not fully developed



Thank you

Questions?