



SEO Assessment for SAMPLE CLIENT

URL: www.SAMPLE CLIENT.org

SEO Overview

Search Engine Optimization (SEO) is the art of making a web presence look relevant to search engine crawlers for targeted key search terms. SEO is relevant only to free, or organic, search placement. For organic search to work for a company, the website must be ranked within the top 10 listings (on the first page of results). The algorithms used by search engines to rank websites are highly guarded secrets and constantly change, but there are a few core areas that will always help with placement.

Executive Summary

Since SAMPLE CLIENT plans to re-program their storefront, this assessment will focus on what's currently done right about the current design so that SAMPLE CLIENT doesn't inadvertently penalize itself and on what additional features should be included in the new site. Since SAMPLE CLIENT is interested in an older audience (ages 52+) some notes will be made on visual accessibility.

SAMPLE CLIENT has done a good job in the following areas:

- Visual accessibility, though a higher contrast between text and background would be preferred.
- The shopping experience is solid.
- SAMPLE CLIENT's navigation is consistent, search-engine friendly, and has no dead-ends.
- Incoming links are strong, but a company should always seek new ones.
- SAMPLE CLIENT is an established presence, having been around since 1998.
- Relevant content and navigation are in plain text.
- Image alt tags are filled out relevantly.

SAMPLE CLIENT could improve its SEO by focusing on the following:

- Re-examine which key terms they want to dominate.
- Incoming links from Italy and Poland indicate the possibility of an untapped overseas market. Offering Google translations of the site might yield good results.
- SAMPLE CLIENT.org is light on text content. Add more text along with re-programming the way the current "more information" is coded.
- Use relevant image names.
- Generate fresh and changing content with current exhibit or artist news items unobtrusively included on each page. Can be pulled from SAMPLE CLIENT.org's blog RSS.

Thunderpaw's 7-point assessment looks at these points in detail as they relate to your existing web presence as well as to your competitors, goals, and web best practices.

The Executive Summary provides a condensed list of action points both in what has been done well and in what needs improvement.



- Insist on a new shopping cart service that allows for fine control over directory, item, page, and image names.
- Make sure all meta description fields are filled with click-enticing, keyword-laden text.



Web Traffic Analysis

Knowing how a site performs in the real world is key to determining where and how to make SEO improvements.

		Perc.	Search Term
Summary			
Hourly	6 Visits	8.57%	cakery supplies
Popular Pages	4 Visits	5.71%	magic line cake pans
Entry Pages	3 Visits	4.29%	cake baking supplies
Exit Pages	3 Visits	4.29%	Magic Line
Came From	3 Visits	4.29%	styrofoam cake dummies
Keyword Analysis			
Recent Keyword Activity	2 Visits	2.86%	bakeware shop
Recent Came From	2 Visits	2.86%	Cake Pans Wholesale
Search Engine Wars	2 Visits	2.86%	Clearance Cake Decorating Supplies
Exit Links	2 Visits	2.86%	disney cars cake supplies
Exit Link Activity	2 Visits	2.86%	hannah montana cake decorating supplies
Downloads	2 Visits	2.86%	wilton clearance items
Download Activity	2 Visits	2.86%	wilton clearance items
Visitor Paths	1 Visit	1.43%	baby abc blocks centerpiece
Visit Length	1 Visit	1.43%	bake ware shop
Returning Visits	1 Visit	1.43%	baking supplies
Recent Pageload Activity	1 Visit	1.43%	black candy melts
Recent Visitor Activity	1 Visit	1.43%	cake decorating dvd
Recent Visitor Map	1 Visit	1.43%	cake decorating dvd
Country/State/City/ISP	1 Visit	1.43%	cake decorating dvd
Browsers	1 Visit	1.43%	cake dummies wholesale
System Stats	1 Visit	1.43%	cake dummies wholesale
Lookup IP Address	1 Visit	1.43%	cake sprinkles
Download Logs	1 Visit	1.43%	cake supplies affiliate

What's done right:

SAMPLE CLIENT has a low “bounce rate” meaning that its visitors remain on the site once they arrive.

What could be improved:

We recommend....

Thunderpaw takes existing site traffic information and analyzes it to assess performance from an SEO perspective.

When the client provides data on leads /sales generated from their sites we can assess the value of the current traffic, and therefore the current key term optimization.

When a client has not been running traffic reporting software, Thunderpaw provides code to run on the site so that data can be collected.



Google Assessment

Google indicates that SAMPLE CLIENT’s primary key term strength is in “dummy term” and the current site falls into the following categories:

- SAMPLE > Dummy term
- Dummy term – Dummy term
- Dummy term – Dummy term – Dummy term
- Bogus term – Dummy term
- Bogus term – Completely ridiculous term

The top 10 most relevant terms are:

- SAMPLE CLIENT
- SAMPLE CLIENT store
- Bogus term
- ...

A spot-check of these terms revealed:

- SAMPLE CLIENT - #1 Organic ranking - #1 (and only) Adwords placement (5,400 global monthly searches)
- SAMPLE CLIENT store - #1 & 2 organic ranking - #1 (and only) Adwords placement (40,500 global monthly searches)
- Bogus term – not within the top 40 organic listings – Did not see an Adwords placement, though COMPETITOR 1 has strong paid search placement (2,740,000 global monthly searches)
- ...

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
demo site		90,500	14,800
sharepoint demo site		1,300	480
flash demo site		1,300	140
website builder		673,000	301,000
sharepoint 2010 demo site		590	260
free website builder		201,000	90,500
website templates		1,500,000	550,000
website creator		246,000	74,000
how to build a website		1,830,000	1,000,000
free website templates		550,000	165,000
how to make a website		2,740,000	1,220,000
website maker		550,000	201,000
website ranking		135,000	49,500
free website maker		165,000	74,000
joomla demo sites		1,000	170
best website design		165,000	60,500
flash website		673,000	201,000
drupal demo site		720	140
website management		201,000	74,000
creating a website		1,220,000	550,000

The Google Assessment uses Google tools to determine how the client’s site looks to Google at the time of the report and compares that to the client’s top competitors.

The Google segment will take into account the client’s stated keywording focus as well as those terms Google recommends as valid, assessing traffic and the current dominant sites on those terms.

It also cross-references this information with the web traffic statistics to see which key terms are already generating traffic and to distill a list of key terms to target.

Selected screen-shots illustrate key points.



SAMPLE CLIENT's primary perceived competitors Google spot-check:

COMPETITOR 1

Term	Organic Placement	AdWords?	Global Monthly Searches
Dummy Term 1	Not in top 40	Y	368,000
Dummy Term 2	8 th	Y	823,000
Dummy Term 3	2 nd	Y	1,900
Dummy Term 4	38 th	N	2,900

COMPETITOR 2

Term	Organic Placement	AdWords?	Global Monthly Searches
Dummy Term 3	Not in top 40	N	1,830,000
Dummy Term 4	Not in top 40	N	3,350,000
Dummy Term 5	Not in top 40	N	135,000
Dummy Term 6	Not in top 40	N	1,220,000

COMPETITOR 3

Term	Organic Placement	AdWords?	Global Monthly Searches
Dummy Term 8	1 st	Y	18,100
Dummy Term 9	1 st	N	9,900
Dummy Term 10	3 rd	N	14,800
Dummy Term 11	Not in top 40	N	3,350,000

Note: Google's keyword analysis reflects only the blind, organic appearance of the sites to Google. This data does not necessarily reflect the priorities of the companies.

What could be improved:

We recommend...



Navigation

The first thing we do is get an idea of how search engine crawlers will navigate the site. Navigation from an SEO perspective is impotent because any page on the web not linked to another one is an orphan, and site navigation creates the first level of relevant links to a website.

What's done Right:

The navigation is well done, consistent, and the site is completely accessible to search engine crawlers, with no navigation "dead-ends."

What could be improved:

We recommend...

Thunderpaw runs diagnostic tools as well as a visual assessment of a site's navigation and reports back suggested changes.



Links

Links into and throughout the site are second only to content for SEO.

What's done right:

SAMPLE CLIENT.org has consistent navigation and links to all its pages. SAMPLE CLIENT.org has a number of incoming links from external sources, including a number of blogs suggesting specific products to complete a “look.” Some of these are recent. An interesting note is that incoming links include some from Italy and Poland. This indicates the possibility of an untapped overseas market.

What could be improved:

We recommend....

Thunderpaw runs diagnostic tools to determine incoming links and weights their value.

For clients with multiple domains, Thunderpaw looks at how these domains are or are not working together, then makes recommendations on how to improve.



Content

Our primary criteria for content includes text verses images and volume. Because of the way search engine crawlers view a site, it's impotent that as much of the content be presented in text as possible. Search engine crawlers cannot look at images. They rely on the names of the images and the alt tags to know what's being depicted. Flash movies until March of 2010 were equally unreadable. Text presented in Flash movies created in the latest version can be seen now.

Since SAMPLE CLIENT Store is a shopping site and includes a good number of images by necessity, it's important to make sure these images are named using key terms and that all image alt tags are utilized. (Image Alt tags are covered in detail under Meta tagging.)

What's done right:

SAMPLE CLIENT.org has all of its relevant content in search-engine-friendly text. Each product has a detailed description and all images we spot-checked have relevant alt tags. We like the related items suggestions.

What could be improved:

While SAMPLE CLIENT.org has the advantage of having been on the web since 1998, SEO requires both content volume and *fresh* content to achieve and maintain top rankings. SAMPLE CLIENT's target key terms do not present an optimal percentage of the page's content.

We recommend....

Thunderpaw gives a visual look at all pages on a site, assessing text and coding and how well those are working to improve SEO.

We give solid recommendations on how and where to make improvements as well as what to leave in place.



Social Networking

Social Networking is a good way to establish a dialog with people and keep your Brand in front of them in a non-commercial way.

What's done right:

SAMPLE CLIENT PARENT has made extensive use of Social Networking and has a Facebook page with 421,651 Fans and 225,818 Twitter followers. They make use of Flickr (1,370 members) and YouTube (11,206 subscribers) and have an active blog that offers RSS.

What could be improved:

While SAMPLE CLIENT PARENT is using social networking correctly, SAMPLE CLIENT has very little representation in these outlets.

We recommend...

Social Networking is not a magic pill for generating either leads or sales, but it is an integral element of any online Brand campaign.

Thunderpaw looks at the client's existing efforts as well as where potential customers frequent and makes recommendations for improvements.



Meta Keywording and Site Structure

"Meta data" consists of the title of the page and the description of the page included behind the coding in the page's header. It also includes the "alt tags" on images and links.

Search engine crawlers also use the site's domain name, directory structure, and page names to help weight their rankings.

What's done right:

SAMPLE CLIENT.org has made an effort to include descriptive "alt" tags on all of its images. It also uses the meta title tag.

[demo sites](#) 🔍

[demo.civcrm.org/](#) - Cached

CiviCRM demo installations: Drupal 6.x · Joomla 1.5.x · Drupal 7.x · Joomla 1.6.x.

What could be improved:

SAMPLE CLIENT does not include a description tag on any of its pages. This means that the search results on Google do not provide helpful information to viewers enticing them to click on the link. It is also a missed opportunity for inserting relevant key term information.


The image names consist mostly of numbers (ex. m_83384.jpg).

Examples and recommendations..

Address	Type
http://www.google.com/intl/en_ALL/images/logos/images_logo_sm.gif	Image
http://www.agentwebhelp.com/images/Demo-Site.JPG	Image
http://www.google.com/images/experiments/nav_logo78.png	Background
http://www.agentwebhelp.com/images/hothomesgradientbkgnd1.png	Background
http://www.agentwebhelp.com/images_common/trans.gif	Image

Location: <http://www.agentwebhelp.com/images/Demo-Site.JPG>
 Type: JPEG Image
 Size: 201.48 KB (206,315 bytes)
 Dimensions: 3,183px × 1,134px (scaled to 752px × 267px)

Block Images from www.agentwebhelp.com

Media Preview: 

Thunderpaw looks at the coding behind your sites and makes recommendations for improvements on meta page tags, image names, image tags, page names, and directory structures.

Thunderpaw will also look at the client's website traffic data to assess site usability and identify any places for improvement.



Site Performance

Google penalizes sites that are slow to load or that contain errors or broken links. Usability from an human perspective is also important in terms of conversions and in getting recommendations passed along to friends.

What's done right:

SAMPLE CLIENT has a high conversion rate and a low bounce rate, so the user experience is effective.

What Could Be Improved:

SAMPLE CLIENT is not seeing traffic in a key promotional area. Links into this area are....

Thunderpaw assesses your site's performance, identifies errors, dead-ends, and page load issues and recommends ways to fix any problems found.

URL	Status	Domain	Size	Timeline
GET index.php?section=3	200 OK	demosite.com	14 KB	4.76s
1 request			14 KB	

SAMPLE CLIENT's home page is slow to load and generated 10 errors. We recommend....

! reference to undefined property fbs.breakpoints[url] return fbs.breakpoints[url]; firebu...vice.js (line 3236) <System>
! reference to undefined property fbs.breakpoints[url] <script language="javascript">AC_FL_RunContent = 0;</script> StoreC..._10451_ (line 148)
! reference to undefined property fbs.breakpoints[url] return fbs.breakpoints[url]; firebu...vice.js (line 3236) <System>
! assignment to undeclared variable AC_FL_RunContent <script language="javascript">AC_FL_RunContent = 0;</script> StoreC..._10451_ (line 148)
! function DetectFlashVer does not always return a value } AC_Run...tent.js (line 153)
! reference to undefined property fbs.breakpoints[url] return fbs.breakpoints[url]; firebu...vice.js (line 3236) <System>
! reference to undefined property fbs.breakpoints[url] return fbs.breakpoints[url]; firebu...vice.js (line 3236) <System>
! reference to undefined property fbs.breakpoints[url] return fbs.breakpoints[url]; firebu...vice.js (line 3236) <System>
content.atomz.com : server does not support RFC 5746, see CVE-2009-3555
content.atomz.com : server does not support RFC 5746, see CVE-2009-3555
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