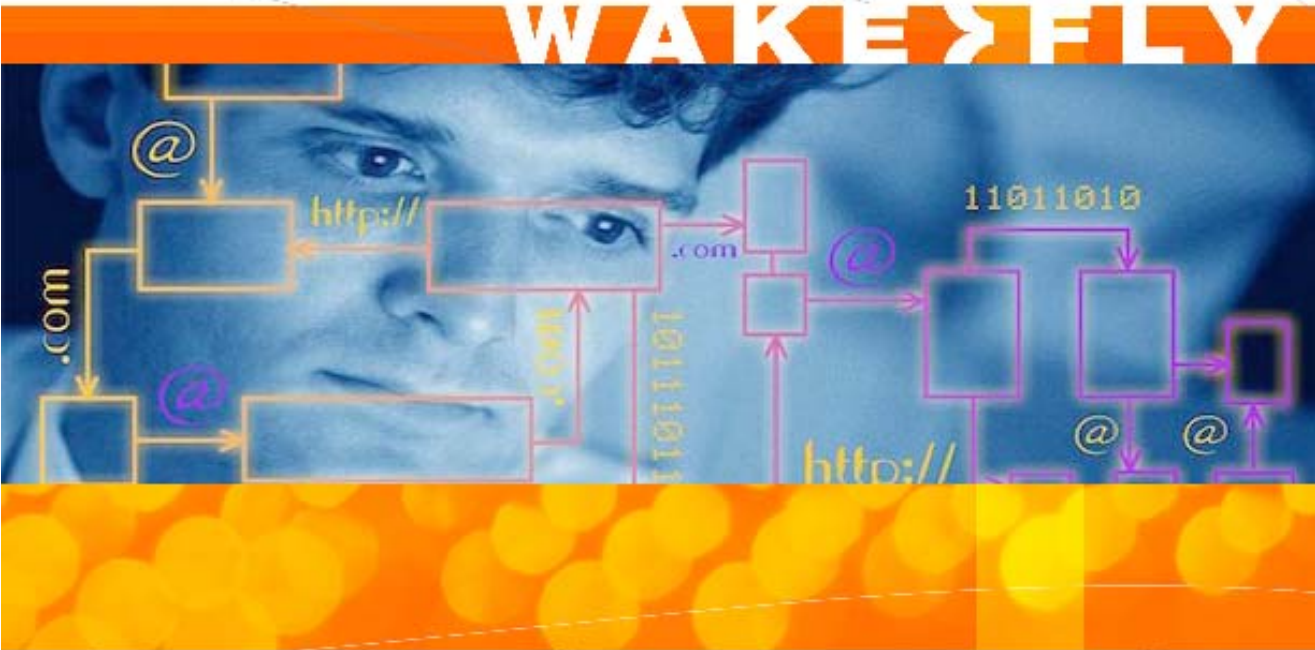


SEO Sample Report



Executive Summary

Your title tags do not appear to be properly optimized. They will need to be systematically optimized around your chosen keyword phrases. Title tags are consistently rated as the top on-page factor contributing to SEO success and high search engine rankings by industry professionals.

The site needs to feature main keyword phrases in greater frequency within the body text, as bold text and as H1-H3 tags. The <h1> to <h3> tags are used to define HTML headings and should feature major keyword phrases.

Your meta data and alt-tags require immediate attention. Meta data and image alt-tags are important points that should be optimized. These elements are not visible to the user; instead they reside in the underlying code base.

Your site's traffic, Google PageRank and global link popularity appear to be low. Links are the "fuel" that drive search engine rankings. More high quality links will drive your website higher in the rankings, which in turn will drive more traffic and increase your Google PageRank.

Optimization Advice

A. General page properties

Page URL

1. **Your keyword isn't present in the URL!** Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list. By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites. Most major search engines favor websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but do not write them as one word. Otherwise, search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

B. Main on-the-page factors influencing your ranking

<TITLE> tag

1. **Your Title tag is not the first tag in the <HEAD> area of your page!** Your Title tag should be placed before all other tags, otherwise search engines may overlook it which will significantly damage your rankings.

2. **Your Title tag has too few words.** We recommend that your Title have 3 to 28 words instead of 2 word(s), which it has now. Please add a few relevant words to your Title.

META Keywords

1. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 15.4%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is not present at the end of your page!** Your page will be more relevant if your keyword appears at the end of the visible text. To achieve this, put your keyword in the last 50 words of your copy.

ALT image attributes

1. **Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all!)** If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more

attention to them.

2. **Your keyword frequency in ALT image attributes is too low!** Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust this number with your favorite HTML editor.

C. Main off-the-page factors influencing your ranking

Link popularity

1. **Constantly improve the link popularity of your page!** This function shows how many other Web pages are linking to yours. Link popularity is crucial for your search engines rankings. Remember that having few high-quality sites linking to you is far better than many irrelevant links. The only way to achieve Top-10 positions is to have very competitive keywords and good link popularity. **IMPORTANT:** ask other webmasters to include your keywords when they link to this page. Also, make it your everyday task to acquire new links, and follow the overall development of your thematic niche. Try to interest the sites that are ranked high for your keywords so that they link to you.

Open Directory Project listing (dmoz.org)

1. **Your site is not presented in DMOZ listing!** Submission to this leading Internet directory is an important step in website maintenance. As it is human-powered directory, all decisions are made by editors, not spiders. The presence of the site in the directory is the sign of high quality and informative value. Moreover, the leading search engines such as Google start indexing new web pages from DMOZ. Please, go to "Suggest URL" page and submit your site. To make the procedure easy and correctly, use "Web CEO Submission", "Manual Submission" tab.

Yahoo! Directory listing

1. **Your site is not presented in Yahoo! Directory listing!** Yahoo! has its own directory powered by human editors. Your site's presence in this directory can help you improve your rankings among search engines, including Yahoo!. Free submission (Standard submission in terms of Yahoo!) is possible only for non-commercial categories. Choose the category and then click "Suggest a Site" in the top right-hand corner of the page. Fill out the submission form and wait for a link. Paid submission gives you some advantages. The first and the most valuable is that you just fill out the form and the editor will later find the best category for your site.

Rank details

1. **Your Google PageRank is 2!** Google Page Rank is one of the most important evaluating factors influencing your ranking. It is practically impossible to manipulate Google PageRank. Due to its workability, relevant and impartial results it gained great popularity. This algorithm defines your link popularity among other thematic resources. Every web page gets its own PageRank, it can vary in 0-10 scale on the Google Toolbar. Though well optimized, your pages will never get in the top results for very competitive keywords without high PageRank. The only way out is to increase constantly your link popularity. Get as many links as you can from authority relevant sites with high PageRank.

2. **Your Alexa Traffic Rank is 5420044!** Alexa is an organization that analyzes world's web traffic. There is a community of people that use Alexa Toolbar, a small utility that gathers information about what websites they visit, how many pages they view. The information then transmitted to Alexa and analyzed. The quantity of Alexa toolbar users and the number of pages viewed by them are adjusted to approximate number of internet users. Then the popularity of different sites is approximately measured. In terms of the Alexa Traffic Rank, the closer a site gets to the number 1 position, the more traffic a site receives. For example, if to take Google, its main page has Alexa TR 3. That means that www.google.com is the third most visited page in the web. There are two main methods to heighten the traffic rank: 1) Work at the content of your site. Rouse interest of your visitors in your site. Interesting and informative content will certainly make them visit your site again and again and make them spread

links to you among their friends; 2) Work at you rankings on the search engines. The better the rankings, the more frequently your site is found on the result pages of SEs, the more surfers will click on your site's link.