



SEO Website Analysis

All of our website SEO projects begin with a thorough website analysis based on industry best practices. The analysis includes extensive keyword research, as well as a competitive analysis.

To ensure the success of your website optimization the first and most important step is to conduct proper keyword research. Without knowing keyword popularity the wrong keywords could be targeted and the optimization efforts would be useless. We take the time to determine the best keywords based on keyword popularity, so we know which keywords people are likely to use to find you.

Frequently searched terms with little competition are the best keywords to target. Our keyword research includes a full keyword analysis that determines not only the popularity of the keyword, but how many other sites are competing for it.

Secondary to determining the highest volume, highest relevant keyword phrases, knowing your competition is critical. The value of competitive analysis becomes especially clear when it shows your competitors ranking higher than you for the same keywords and searches. Competitive analysis allows us to determine who your competitors are, identify their strategies and use the insight to gain leverage based on the areas where they are most vulnerable.

Finally, based on the targeted high volume, high relevance keywords, the analysis report makes specific recommendations to improve website search engine result positioning (SERP) based on the following: URL ranking factors, ON page ranking factors and OFF page ranking factors.

URL Ranking Factors

- Age of Domain
- Length of domain ownership
- Keyword phrases used in page titles
- Incorporation of the targeted keyword phrase (based on industry standards of 2-3% per optimized page)
- Header formatted to allow for keywords to be indexed quickly
- Use of unique title tags (8-10 words), Meta description (less than 200 characters), and Meta keywords on each page
- Submission of XHTML sitemap to search engines
- Use of robots.txt file

On Page Ranking Factors

Based on website analysis, keyword-rich content will be added to homepage and specific inner pages to improve rankings. Search Engine friendly, keyword rich content will also be introduced in line with designated Meta tags to achieve high traffic and rankings.

Headlines, content, and Meta tags are written for the site visitor, not the site bots, and therefore continue to drive site traffic 'marketing appeal' and readability.



Off Page Ranking Factors

According to Google, the focus on improving the rank of a website directly correlates to increasing the number of high-quality sites that link to site pages. This is accomplished via a link building campaign, which includes:

- Directory/Search Engine Submission
(Directory submission includes paid directories as well open directories, re: Dmoz.org, Yahoo directories, etc...
- Deep link building
- Article Creation and Submission
- Press Release Creation and Submission

Maintenance and Follow-up

We create a series of descriptions and titles based on the applicable keyword phrase list within a predetermined geo-specific location. After submission to search engines, we engage in a process of inclusion verification and follow-up submissions, where needed.

Performance Reports

We provide detailed reports on a monthly basis.