jackiechan.com

Analysis Report For:
Jackie Chang
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111-111-1111

Site Title: The Official Jackie Chan Website

Comment: Your title should be keyword rich and target keywords you could really rank for, not just generic terms or company name that will not help you improve your ranking in the SERPs (search engine results pages). You can have as much as 70 characters in your title; so, utilize it without keyword stuffing.You are currently using exactly 32 characters.

Meta Description: N/A

Comment: This is one of the most important elements for your site. If you don't have a description, you're only hurting yourself. For most sites, it is best not to include the domain name unless it is a keyword term. Google displays up to 163 characters, but most experts go for 150 or 160 to be safe.

Meta Keywords: N/A

Comment:
Google engineer, Matt Cutts, revealed that Google doesn't care to look at the meta keyword tag, but this debate still continues even today. Thing is, although Google is the top dog and perhaps they really don't care for the keyword meta tag, but it is still good practice AND other search engines still care for it, so it doesn't hurt too much to go ahead and utilize the keyword meta tag.

Try to stay within 10 keywords per page. Aside from the recommended numbers, it's best to go for keywords you can actually rank for, not just generic keywords that has more than 100,000,000 results.

Image Alt Tags: 11 images do not have alt tag.

Comment: Search engines give a considerable amount of value on images that have an alt tag. This is because images cannot be viewed or seen by search engine crawlers, but when it is given an alt tag, it is giving a searchable 'value'.

Permanent Redirect: Not Found

Comment: Search engines may think jackiechan.com and www.jackiechan.com are two different sites. You should set up a permanent redirect (technically called a 301 redirect) between these sites. Once you do that, you will get full search engine credit for your work on these websites. As of right now, your website without the 'www' has 84 indexed pages while your site WITH the 'www' has 84 indexed pages. In the same respective, your backlinks are google.com: 73 links (with \"www\") and google.com: 73 links (without \"www\") .

Domain Age: 15 years 11 months 12 days (8 years 0 months 28 days until expiration)

Comment: Age is an important factor in search engine marketing. Sometimes, a site will outrank another simply because of the age of a domain. Although this is not in your favor, there are still many

ways of increasing traffic and improving your ranking positions. We've had experience in ranking on page one for HIGHLY competitive keywords of well over several million results.

Google PR: 5

Comment: PR is an important value, but it is not to be placed onto a pedestal like a goddess. There are sites with very low PR value, but still outrank other sites with higher PR values. This is because of the power of back linking (off-page optimization) from other high PR valued sites and proper on-page optimization.

Google Indexed Pages: 84

Comment: You have to understand that the more content you have the better chances of ranking you will have for multiple keywords. It's almost like playing the lottery, except your chances for ranking for keywords to bring you traffic has a higher ratio.

Last Google Crawl Date: Aug 26, 2014 01:57:55

Comment: The more often Google comes back to crawl your pages the more possibilities and chances that your website pages will rank for certain keywords. You said your site has been completed for 2 months, but not a single page has been indexed. This is serious trouble.

Alexa.com Traffic Rank: 508383

Comment: Alexa.com is an online traffic ranking service (like compete.com) that monitors over 20,000,000 websites. The closer you are to #1, the better. Alexa also estimates how much traffic a website receives based on country. The honest truth is, Alexa is not an accurate service that tells people exactly where they rank or how much traffic a site really gets. However, it should really be taken with a grain of salt, meaning there is a bit of truth in it. Those who think that it's important will perceive a site to be more valuable and authoritative, but those who don't care simply won't matter.

Inbound Links: google.com: 73 links (with "www") and google.com: 73 links (without "www")

Comment: The more sites linking back to you, the better your site will rank for particular keywords. You need high PR sites linking back to your website. This can be accomplished through the use of social media sites, forums, blogs, link directories and more.

Blog: Yes

Comment: A lot of companies do not know that this is a secret weapon that not too many people know how to utilize. The reason for its power is due to the fact that a blog can generate new and unique content, which Google loves to come back and dig into. A stagnant website is incapable of growing without new content. If your blog is adding new pages, you are increasing your search engine marketing power by 110%. By utilizing a blog, you are allowing visitors and customers to comment on your entries. This will in turn bring search engine crawlers back for more and more often.

Bookmarks: Delicious.com - 0, Digg.com - 0

Comment: The reason this is important is because social bookmarking sites allow millions of people to share the bookmarks openly. This will also allow search engines to crawl and give 'link juice' to the target link. This in turn will help you with your rankings.

Google Analytics: Uh oh. No tracking code found.

Comment: No, your website does NOT have a visitor tracking tool. You are losing VALUABLE information that allows you to understand where your traffic is coming from, through what means (if search engines, what keywords; if another site, what site), what they are doing on your website, amount of time spent on your website and much more depending on the service you use. We recommend Google Analytics.

Mobile Optimized: Mobile website NOT found.

Comment: No, your website is NOT optimized for Mobile Phones. There's nearly 100 million mobile internet users in the United States alone. It's a DAMN good idea to have a mobile compatible and optimized website so that your visitors/customers can easily navigate your website while on their mobile phone.

Design Comments:

For the most part, your website looks great. However, I do notice that you don't have any kind of newsletter where you can capture leads and automatically follow-up with this. You may want to consider how beneficial it is for your company to offer a free product or newsletter of some kind that will help them, but also give you permission to send follow-up messages about your products and services.

And when you have new things come up, you could also notify them right away.

Website Grade: 32.73

Comment: The closer you are to 100, the better. This is an evaluation score based on our point system, which is actually a lot harsher than most programs. We are looking at the most basic structure of your website and determining if you've met the minimum or not. Missing out on the basics of SEO can mean catastrophic results for your ranking and traffic. Just like in school, if you have at least a 70, you've got the basics down. If you are not at least above 70, perhaps we can help you get there.

Potential keywords to rank for:

Complete keyword research and analysis will be performed for clients only.

Conclusion:

It ultimately comes down to making people interact with your website and getting them to engage in a conversation with you (without you being there). This is important for a website to convert more visitors into leads and more leads into sales.

Off-page optimization (basically a lot of backlinking) is going to be imperative to your growth and dominating your market, but we will not and cannot do any kind of marketing for your website unless we can first optimize your web pages and prepare it for the search engines.

Quite simply explained, a highly optimized website with just a few backlinks can outrank a poorly optimized website with a hundred backlinks, given all else is equal.

So for your competitors to keep up with your fully optimized website, they'd need hundreds and thousands of upon thousands of backlinks just to KEEP UP with you.

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