



Audit for Your Company Name:

<http://www.yourcompany.co.uk/>.

Contents

- 1.1 Website Summary
This gives a brief outline of the websites current status at its most basic level.
- 1.2 Overview of Pages
This provides an overview of the pages and the structure/template they follow.
- 1.3 Website Title Tags
This examines the title tags in a general approach, identifying key areas of the website and the factors that affect their compliance within SEO.
- 1.4 Header Tags
This examines the use of header tags and how they could be better utilized.
- 1.5 Keyword Selection
This looks at the current keyword profile for the website and makes recommendations on changes.
- 1.6 Internal Link Profile
This looks at the internal website linking structure and how it conveys relevancy.
- 1.7 Anchor Text Usage
This looks at the link text used from the linking profile.
- 1.8 Use of Content
A complete breakdown of website content, use of English and grammar and how the content could be further enhanced.
- 1.9 Keyword Emphasis
This looks at how the main keywords selected for the page are emphasized.
- 1.10 Domain Establishment
Examines the factors affecting the domains establishment including domain age, use of keywords in the URL and more.
- 1.11 URL Mapping
This looks at the URLs and Website Directory structure.
- 1.12 Known Issues in Google
Identifies any potential issues the website maybe having within Google.
- 1.13 Known Issues in Yahoo
Identifies any potential issues the website maybe having within Yahoo.
- 1.14 Required Work
An overview of the work required in order for Your Company Name to rank well for its target keywords.
- 1.15 Overview
An overview of the project and work required.

Website Summary

The Your Company Name website is built on dynamic .net technology. The website has a clean and presentable structure that allows for easy crawling and indexing of the website.

Content is served on a dynamic per page system that uses a query id to return data for a page template. This system is SEO friendly.

The website is indexed in Google with 65 pages, 15 of which are suspected to be supplemental. You can see this at

http://www.google.co.uk/search?hl=en&rlz=1T4ADBF_enGB303GB304&q=site:http://www.yourcompany.co.uk/&start=40&sa=N

The website is indexed in Google with 63 pages, none of which are treated as supplemental. You can see this at

<http://siteexplorer.search.yahoo.com/uk/search?p=http%3A%2F%2Fwww.yourcompany.co.uk%2F&bwms=p&bwms=p&fr=yfp-t-501&fr2=seo-rd-se>

The website currently has a page rank of 3 out of 10 which indicates a low popularity level. This page rank has not been spread through the website. This is generally due to a poor internal link structure, poor anchor text usage and poor inbound link quality.

The dynamics of the website does not facilitate enough static links to internal pages, which is one of the major contributing factors to as why the website is not spreading page rank throughout itself.

Even increasing the page rank of the website would have minimal effects. With a page rank of 3, internal pages should still be capable of inheriting a PR of 1. At the minute a lot of the pages have no popularity or index priority in Google due to their "Non ranked status"

Pages that are dynamic and change frequently are the most likely to suffer this, only pages with a high link popularity are unaffected.

The website does not have optimal title tags, keyword assignment or any semantic mapping. There is no content emphasis or any keyword highlighting. In the Google index, the website titles are duplicated which will also heavily affect the websites ability to rank in Google.

The domain is still quite young with only 1 year and 11 months under its belt (as of January 2009). This would mean the domain is still being treated as a young domain by Google, and will gradually over time inherit further trust from Google dependant on the websites behavior and compliance with the webmaster guidelines.

Overview of Pages

The Your Company Name website is built on .net. There are a series of pages that deliver content based on a product ID. Typically important pages within the website are all served by the template content.aspx. The URL structure is good and SEO compliant, however, if possible, URL Rewriting should be enabled.

The core pages include

Content.aspx

Testimonials.aspx

News.aspx

Casestudies.aspx

There are other pages in the website, but these are dictated as being the core pages due to the nature of their link profile within the websites navigation.

The website templates are not using SEO techniques nor has any emphasis been added in on the content to keyword relevancy.

There are no issues of STRONG tags, HEADER Tags, EM tags, BOLD tabs etc. The lack of these means that the keywords associated with the content have not been emphasized or even utilized at all. In order for Your Company Name to achieve results from the content, there needs to be a connecting relevancy between the title tags, content written and emphasis of keywords. These 3 elements are the most important on-site elements as they connect and convey relevancy.

Search engines base very little on on-site SEO in today's online world because of the high manipulation rate of tags, instead the evaluation is based on how well the on-site SEO has emphasized the content and made it more ideal towards the end user.

The build of the pages is clean, tidy and error free. The separation of styling from content is also beneficial. The view state information is typically ignored by Google, however, it would be better to place this code at the bottom of the website.

The internal linking structure for the website is poor, as a result, Google has failed to fully credit the other pages. In order to change this, the website would need to enhance links internally to build more relevancy bridges between subjects.

Website Title Tags

Website title tags are vital for the performance of the domain in major search engines. When conveying relevancy between pages, the title tags SHOULD be directly relevant to the content, using structured keyword placement.

The nature of Your Company Name means that rather than using a brand related keyword and slogan in the title tag, the title tags should use keywords directly related to the product and or service that also carries user searches.

An example of a poor title tag is on the homepage:

Your Company Name – Support for your Business

The products/services on the homepage should mean that the title tags are:

Network Support UK | Office Technology and Network Support, IT Support Services from Your Company Name








Other websites in Google use similar title tags which could cause duplication problems, especially with ranking the internal pages for related keywords,

Here is a snapshot of the other title tags for some of the websites pages:

[iGoogle](#)  

iGoogle is your personalized Google page. Add news, photos, weather, and stuff the web to your page.

<https://www.google.co.uk/ig> - 180k - [Cached](#) - [Similar pages](#) - 







SeoQuake:  PR:  I: [104,000](#) |  L: [3](#) |  LD: [6,597,578](#) |  I: [32200](#) |  Rank: [23](#) |  Ag

#1 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.icio.us: ? | del.icio.us Page Boo
Alexa: ? | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | [Cached](#): ? | [dmoz](#): ? | [Blogli](#)

[Google Finance](#)  

Google Finance offers a broad range of information about stocks, mutual funds, private companies. In addition, Google Finance offers interactive ...


www.google.co.uk/finance - 49k - 5 hours ago - [Cached](#) - [Similar pages](#) - 

SeoQuake:  PR: [6](#) |  I: [104,000](#) |  L: [198,897](#) |  LD: [6,598,694](#) |  I: [32200](#) |  Rank: [23](#)

#2 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.icio.us: ? | del.icio.us Page Boo
Alexa: ? | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | [Cached](#): ? | [dmoz](#): ? | [Blogli](#)

[Google Maps](#)  

Find local businesses, view maps and get driving directions in Google Maps.

www.google.co.uk/maps - [Similar pages](#) - 

The brand name is mentioned on every page, this is unneeded since if the brand was searched for, the domain itself would compensate enough for the site to be returned at number 1.

The title tags should utilize keywords relevant to the page only rather than sitewide usage.

Header Tags

The Your Company Name website is NOT using header tags, the site structure does not facilitate title tags which is negative towards SEO. Although header tags do not directly affect SEO, the impact is due to the emphasis not being conveyed between the title tags and content.

Header tags help convey relevancy, the content within them is emphasized and as such, helps the page convey relevancy.

Google also evaluates the page based on the use of keywords within header tags, the use should be structured and should read clearly for the end user.

Structured use of header tags on the Your Company Name website would contribute towards rankings in Google , Yahoo and MSN.

The usage of header tags should be hierarchy based, using a H1 to promote the pages core theme, then followed by H2 tags to give an overview of the proceeding content, then a H3 to describe a paragraph of content.

The Your Company Name does not do any of these things which is another reason why the website may struggle to rank.



Here there are multiple areas on the website where these tags could be integrated. Since the website is on a template it would be easy to integrate header tags into the design.

Keyword Selection

Keyword selection is important as the keyword group should be spread across the whole website. Using a keyword group, you can break down all the keywords related to the website and then assign them to individual pages.

For the Your Company Name website, a keyword group would be derived from XX services including

XX Keyword 1 XX

XX Keyword 2 XX

XX Keyword 3 XX

These keyword groups could then have independent keyword research that would lead to the generation of keywords suitable for assigning to internal website pages.

In order to assign these keywords effectively, the content for each page would need to be reviewed to find keywords for the best fit.

As a result of this, the keywords would then require implementation and emphasis on each page using title tags, header tags, strong tags, image tags and backlink anchor text.

This would convey relevancy throughout the website leading to enhanced and new search rankings.

Keywords would also be independently reviewed using trend data to find out how seasonal the searches are.

Emphasis on these keywords would require additional implementation and possibly further content generation throughout the website.

Internal Link Profile

The internal link profile on the website is poor and requires updating. The internal link profile for the website does not use keyword rich anchor text. Although there is not a large index for the website, the anchor text that links pages together could be improved for better relevancy conveyance.

With structured use of title tags, header tags, strong tags and content, the use of anchor text on internal site links is incredibly important, as major search engines such as Google use internal link text to evaluate how relevant the text representing the clickable links is.

For example, on a car website, if the anchor text used keywords such as “Click here”, “More information” then Google would not have a clear way to identify what the proceeding page is about. The anchor text should clearly represent in a short set of words what the proceeding page is.

Anchor text is optimal between 1 and 4 words. Excessively long anchor text is problematic for search engine optimisation, and example of this can be seen on the homepage with

LATEST NEWS...

Your Company Name sponsor Graduate Fashion Week in 2009
January 16, 2009

Your Company Name – the perfect partner for your business
July 04, 2008

IT Sponsor ensures Graduate Fashion Week runs smoothly
March 04, 2008

More news ▶

The anchor text should be brief and directly related using keywords.

The menu navigation for the website should also facilitate keywords, i.e. Services is not very descriptive.

After the keyword group selection, anchor text on the website could be changed to better link internal pages to convey further relevancy.

There should be more links internally using content, content links are a great way to enhance the relevancy of content further as Google and other search engines can see that the website is trying to provide as much information and resource as possible.

Anchor Text

Anchor text on internal links and external links should use keywords relative to the URL, building backlinks is one of the most important stages for SEO, and therefore should be done using keywords on unique urls.

Building internal and external links using anchor text relevant to the destination page would help considerably with the websites performance.

[SCREENSHOT HERE]

The highlighted area in fuchsia shows that there are not a great deal of internal anchor text used, the website size is a contributor, however, adding more content and pages to the website would help enhance the keyword volume that can be assigned.

A look at the backlinks shows that over 75% of Your Company Name's backlinks are using the anchor texts:

Your Company Name

www.yourcompany.co.uk

Your Company Name Services

XX XX Solutions

This needs to be changed to facilitate keywords relevant to the website, using backlinks to page urls on not only the homepage but other internal pages also, would help internal pages to rank well.

All internal and external backlinks should utilize the same anchor text per page. For example, the internal services page should have services related keywords used in anchor text pointing internally and externally on the website.

Use of Content

The website critically requires more content to go into further detail about the website/companies products and services. Although the pages that currently exist have content, there needs to be more in depth content covering specific services such as Support, Networking etc.

Since the I.T. Support market is very competitive, there needs to be more content around these sectors within the website.

There are only 14 pages with dedicated content, the other pages have content but it is not enough to rank independently.

There is only 1 page dedicated to services, this is not enough and will require a great deal of content added to the website. The sectors needed to be further enhanced, content should focus on the services offered, expanding on IT Support, Advice and Procurement & New System Implementations would be the best way to begin enhancing the websites ability to rank in Google.

Looking at some of the competitors in Google, they have far more content within their websites, including littlefish IT Support.

Looking at www.littlefishsupport.com the website has more content than Your Company Name which is why little fish is one of the leading online IT support companies which ranks well in Google, Yahoo and Ask.

Your Company Name should concentrate on not only adding content, but also adding articles and advice on a daily basis to help increase the size of the website.

The content does not need to be keyword rich, however it should focus on specific sectors, for example, IT Support can be broken down into many different sections including,

- PC Support
- PC Repairs
- Networking Support
- Remote IT Support

Each of these could have content produced for them in order to help the website grow while expanding on possible keywords that the website could rank for.

Keyword Emphasis

The Your Company Name website does not use Keyword Emphasis. The best practices for keyword emphasis include

- Search engines prefer pages with at least 2000 text characters of which some keywords and related words are featured in BOLD/STRONG tags.
- Use the keywords a user will use to find your website or web pages, not the keywords you want your content to be found on. Use words on your page that resonate with your target audience and are descriptive of your site. For example, consider using the search term "car sales" rather than "vehicle auctions." Get inside the mind of the user.
- Map keywords and phrases to their implicit intent . How are the keywords related to how the visitor is trying to solve their problem? How do the keywords and phrases relate to what stage visitors are in their seeking process? What would the visitor consider a success based upon the keyword? Use these keywords to plan internal hyperlinks that provide the most relevant and persuasive content. Using this, the keywords should be mapped and then assigned emphasis, the emphasis implementation is a quick and easy task, for example, on Your Company Name, bold or strong tags should be used WITHIN the content.
- On your home page, select phrases that describe the general theme of the site, but don't try to cover everything on your home page.
- For the Lifelines IT's site's internal pages, identify the most important subject of that page and pick words that are specific to that subject.
- Looking for a key phrase you want to target? Search for it in Google, MSN, and Yahoo! and see what results come up. If the results aren't relevant to your product or service, it's not a key phrase you want to target—no matter how many hits it gets!

For keyword emphasis, select the following tags

<BOLD>, ,

Highlighting is also ideal using LINKS (A HREF) and another colour. Selecting another colour will also highlight the word or sentence.

Emphasis as an example on Your Company Name would include highlighting keywords or phrases that mention, IT Support, Networking, New System Setups and Implementation etc.

Domain Establishment

The Your Company Name domain is still very young, at 1 year and 11 months old the domain has not had a long time to fully establish itself in major search engines.

Ideally domains that exceed the 5 year age become more authoritative providing that the website on the domain has been compliant and updated.

The Your Company Name website does not have a large record of website changes, nor is there a lot of history behind the domain because of its age.

Domain establishment breaks down by

- Domain Age
- Website Update Frequency
- Backlinks Accumulated within the Domains Existence
- Records in Archive.org
- The Domains Backlink Profile
- Domain features in Authoritative Websites

The Your Company Name website will need to undergo a backlink development programme and a content development programme over the next 12-24 months.

This will make a significant difference to the website and domains establishment as the domain will be 4 years old by this stage, with a larger record of updates and website backlinks.

It is important for the domain to remain on the same Class C Ip address, which will help create a firm base for the website within search engines. Changing web hosting or domain providers will have a negative effect on the website at this stage.

URL Mapping

The URL map for the website is listed below,
The URL Map reveals the following:

Website Size:

The website size is very small, at best 40 pages that can be fully indexed, the website would need to grow considerably in order to become more authoritative within natural search on competitive keywords and phrases.

File Structure and URL structure:

The URL structure does not present any crawling issues. The .NET template system uses dynamic page ID's to deliver content into the template, this is also compliant providing the pages have enough unique content.

Session ID's:

There are no session ID's present which is good.

Cross Links:

There is no cross linking between other domains which is also good.

Keyword Rich Urls:

Urls are not keyword rich, although not essential, it is beneficial to have keyword rich url's, these could be included on a directory basis, i.e. www.yourcompany.co.uk/it-support/content.aspx

Site URLs:

- <http://www.yourcompany.co.uk/>
- <http://www.yourcompany.co.uk/Default.aspx>
- <http://www.yourcompany.co.uk/Content.aspx?secid=2>
- <http://www.yourcompany.co.uk/News.aspx?secid=4>
- <http://www.yourcompany.co.uk/Content.aspx?secid=5>
- <http://www.yourcompany.co.uk/Content.aspx?secid=6>
- <http://www.yourcompany.co.uk/Content.aspx?subsecid=6>
- <http://www.yourcompany.co.uk/Content.aspx?subsecid=14>
- <http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=6>
- <http://www.yourcompany.co.uk/Content.aspx?subsecid=17>
- <http://www.yourcompany.co.uk/CaseStudies.aspx?mst=cs&secid=10&csid=1>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=1>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=6>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=7>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=8>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=9>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=10>
- <http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=12>

Website Search Engine Optimisation Audit

<http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=13>
<http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=17>
<http://www.yourcompany.co.uk/Testimonials.aspx?mst=tm&secid=9&tmid=19>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=16>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=15>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=11>
<http://www.yourcompany.co.uk/Content.aspx?secid=11>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=9>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=8>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=6>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=5>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=1>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=2>
<http://www.yourcompany.co.uk/News.aspx?secid=4&nid=3>
<http://www.yourcompany.co.uk/MapDirections.pdf>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=7>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=8>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=9>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=22>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=21>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=35>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=10>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=11>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=30>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=34>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=17>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=18>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=31>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=23>
<http://www.yourcompany.co.uk/MeetTeam.aspx?mst=mt&secid=8&mtid=33>
<http://www.yourcompany.co.uk/CaseStudies.aspx?mst=cs&secid=10&csid=2>
<http://www.yourcompany.co.uk/CaseStudies.aspx?mst=cs&secid=10&csid=3>
<http://www.yourcompany.co.uk/CaseStudies.aspx?mst=cs&secid=10&csid=7>
<http://www.yourcompany.co.uk/CaseStudies.aspx?mst=cs&secid=10&csid=8>

Known Issues in Google

Reviewing the websites status in Google reveals the following problems:

- Website does not have structured keyword assignment to home page or internal pages
- Website does not use basic on site SEO or content and emphasis tags
- Website does not have enough content
- Website does not break down services in enough details
- Website has a low backlink level which needs increasing
- Anchor text In use is not optimal
- Domain still young and needs more time to mature in age
- Website does not have major directory listings or backlinks from credible resources
- Website URL structure not optimal, although compliant, it could be improved to facilitate keyword useage
- Title tags too similar between pages
- No anchor text within the page content
- No semantic mapping as pages not highlighting keywords
- Missing XML Sitemap Index

If these issues are resolved, the website will make significant progression in Google for keywords relative to IT Support, Networking, Dedicated I.T. Support, New System Implementations and many other relative and longer tail keywords.

Known Issues in Yahoo

Reviewing the websites status in Yahoo reveals the following problems:

- Website does not have structured keyword assignment to home page or internal pages
- Website does not use basic on site SEO or content and emphasis tags
- Website does not have enough content
- Website does not break down services in enough details
- Website has a low backlink level which needs increasing
- Domain still young and needs more time to mature in age
- Website does not have major directory listings or backlinks from credible resources
- Website URL structure not optimal, although compliant, it could be improved to facilitate keyword useage
- Title tags too similar between pages
- No semantic mapping as pages not highlighting keywords
- No URL List or Mapping File
- No HTML based sitemap
- Low alexa Ranking
- Homepage does not offer themed overview of website
- Domain has low record of updates in Archive.org

If these issues are resolved, the website will make significant progression in Yahoo for keywords relative to IT Support, Networking, Dedicated I.T. Support, New System Implementations and many other relative and longer tail keywords.

It will be more difficult to rank in Yahoo as the required backlink levels for such a competitive market will take up to 3-4 years to generate.

Required Work & Overview
