

Note: This is an actual \$149.00 Internet Tune-up Site Analysis; I just changed the name to Example Company (my apologies if there really is an Example Co.!)

Example Site Analysis:

<http://www.example.com/>

Overview:

- The more important pages of the site show **evidence of careful attention to SEO**; on-page factors are generally positive for the existing site. Site has **good use of headings, relevant page names**, etc. **Good keyword density** was observed on the site's important pages. **There's a limited amount of improvement to be gained by changing on-page factors** – they are good already.
- **Existing code has very few errors** (*see the last page for easy fixes for these*) when checked by W3C Validator; **quality code!**
- The recent **drop in Google Search Results** may be due to the overall **quality of incoming links**. Many of the incoming links are from **"link farms"** or free directories which link to thousands of unrelated pages. The method and level of penalty for this type of **"black hat"** or **"grey hat"** SEO strategy imposed by Google is a subject of some debate within the search community, but it's probably not a good idea to have inbound links dominated by link farms. Some inbound links of questionable quality are:
 - <http://www.linkfarm1.com/> (Features paid "do-follow" listings; violation of Google's webmaster guidelines)
 - <http://www.linkfarm2.com/>
 - <http://www.linkfarm3.com/>
 - www.linkfarm4.com/
 - <http://www.linkfarm5.com/>
 - <http://www.linkfarm6.info/>

- A related problem could be outbound links of questionable character. See:

<http://www.example.com/blog/?p=xyz>

Blog comments appear to have been submitted as spam, and don't seem to be connected to the topic. They may link to a "bad neighborhood," which won't help search results. **This could be a real problem combined with when combined with a questionable inbound link pattern – the overall pattern of links in and out is of questionable character.**

"...Google trusts sites less when they link to spammy sites or bad neighborhoods..."

-Matt Cutts, Director of Google's Webspam team

Can **outbound links from blog posts be prohibited by settings in the blogging software?** This might be a solution to the outbound link problem.

The use of technology (Ex: **CAPTCHA** - Completely Automated Public Turing Test To Tell Computers and Humans Apart) to prevent automated blog posts might help as well.

Recommendations:

General:

- **Remove, if possible, inbound links from questionable sites.** If that's not possible don't create more new inbound links of this type.
- **Create a few outbound links to highly reputable sites.** Search engines tend to prefer a pattern of inbound and outbound links to reputable sites. Does Example belong to any trade groups, chambers, etc? These would make good outbound links. Any potential outbound link to a .edu or .gov domain can be helpful also. Some outbound links to your clients might be helpful as well.
- The page <http://www.example.com/badlist.html> has multiple outbound links to pages that might be viewed as "link farms" by Google.

Some specific examples:

<http://www.linkfarm-spam-city.info/>
<http://www.bad-linkfarm.info/>
<http://www.violation-google-terms-of-service.com/>

These links should be removed. It's possible the page could simply be eliminated – are any of the outbound links on the page essential?

- **Link Building!** The best way to off-set the problem of dubious inbound links (which every site has – link farms link too many sites automatically) is to increase the number of real inbound links. Can you get clients to link to you?
- More frequent **Facebook updates** may increase the power of the Facebook link to example.com.
- Include a **link from your personal Twitter account** (which seems to be professionally focused) to example.com. Or create a Twitter account for the business?
- Create **YouTube videos and a channel** for the Business. YouTube (owned by Google!) benefitted substantially from recent Google search algorithm revisions.
- Create a **Google Plus account** relating to Example or some of the principals and key employees.
- **Multiple Domains** (.com, .net, etc.) are generally considered **suboptimal SEO practice**. The general consensus among the SEO community is that it's best to concentrate all inbound link power at a single domain. There may be other specific considerations (Online Reputation Management) that override this, however.

For example:

<http://www.example-stuff.com/>

<http://www.example.net/>
www.example-employment.com/

- **Links from your home page to Example Social media sites** (Facebook, Twitter, LinkedIn, YouTube, Twitter, Flickr, Vimeo, Google+ – and the personal social media sites of ownership and key employees) will boost the prominence of those sites in the results and assist with Online Reputation Management. Current Google Results for the “Example Company” search term have positive results for the first eight listings, with the negative reference we’d discussed in 9th place. A couple more positive listings on the first page (Facebook, YouTube, Flickr) would push the negative listing onto the seldom-viewed second page. Time, and the continued creation of positive pages, will push the negative reference further back in the results.

Social Media pages about a business will tend to perform well in Search Engine Results Pages because of the enormous strength of the underlying root domains (facebook.com, etc.) and specific search engine algorithm modifications to reflect their current importance.

Specific Code Changes for multiple pages:

- Add canonical tags to help prevent duplicate content issues.
- Delete “The Official Blog of” from “The Official Blog of Example Company...”

URL Length:

<http://www.example.com/blog/?tag=this-is-a-really-really-really-long-url-stuff-with-keywords-keywords-and-too-many-keywords>

Excessively long URL; refocus to:

<http://www.example.com/blog/?tag=keyword>

Specific Page Changes:

Home Page:

Title Tag Change:

Wordy Keyword 1, Wordy Keyword 2, Wordy Keyword 3

To:

Keyword 1 | Keyword 2 | Keyword 3 | Keyword 4

Description Change:

Long, conversational type of description tag that would be a great script for a 60-second radio commercial but greatly exceeds the length of a recommended description tag and puts important keywords late in the description where they are more likely to be ignored by bots and people in a 350 character description tag.

To:

Keyword Starting, Keyword Rich, concise text that gets the job done in about 160 characters including spaces. Keyword leading sentences get Keywords first.

Flash Alternate Code (or similar code – I'd want to experiment with your player to insure it works), or HTML5 with Flash Fallback:

```
<div>
    <object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" width="728"
height="90" id="myFlashContent">
    <param name="movie" value="banner.swf" />
    <!--[if !IE]>-->
    <object type="application/x-shockwave-flash" data="banner.swf"
width="728" height="90">
    <!--<![endif]>-->
    
    <!--[if !IE]>-->
    </object>
    <!--<![endif]>-->
    </object>
</div>
```

Heading and Text Changes:

Change:

```
<h2 class="someclass">Less Searched Keyword</h2>
```

To:

```
<h2 class=" someclass">More Searched Keyword Not Used On Page</h2>
```

Rationale:

Limited use of “More Searched Keyword,” a logical element in many relevant search terms.

Change:

complexities of less-searched-keyword best approaches required for some of the most challenging stuff.

To:

complexities of more-searched-keyword and other-keyword using the best approaches required for very challenging stuff.

Rationale:

Limited use of “More Searched Keyword” a logical element in many relevant search terms.

Errors Corrected:

The errors detected on the home page by the W3C Validator are multiple occurrences of the same very minor problems:

Line 180:

Change

```
<span align="center" style="font-size:11px;
```

To:

```
<span style="text-align: center; font-size:11px;
```

Line 259:

Change:

```



```

To:

```



```

Not perfect code, but it will validate. "absmiddle" is a deprecated proprietary attribute.

Or use this CSS instead:

```
IMG.abs-middle-replacement-class {
vertical-align: middle;
margin-bottom: .25em;
}
```

Lines 291, 292, 303, 304, 315, 315, 316, 327, 328:

Just missing quotes on the attributes about 20 times; for example (Line 291), change:

```
<div id=class3 class=class_style>
```

To:

```
<div id="class3" class="class_style">
```

Simple changes to be perfect and perfectly cross-browser compatible! It's way, way above average as is!