

**SEO Analysis Report for**

# **Your Company Name**

[www.yourcompanyname.com](http://www.yourcompanyname.com)




January 24th, 2011




**Dots & Coms**



*We will DotCom your company*





## On Site Factors

SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	WEBSITE RATING	RECOMMENDATION (If Any)
Pages Indexed by Google 	The higher the number of pages indexed by Google, better the ranking in Search Engines.	85	Very Good	Good Work.
Pages Indexed by Yahoo 	The higher the number of pages indexed by Yahoo, better the ranking in Search Engines.	45	Good	Need to add website to Yahoo Site Explorer.
Pages Indexed by Bing (MSN) 	The higher the number of pages indexed by Bing, better the ranking in Search Engines.	42	Good	Need to update sitemap.xml & reupload to root folder.
Domain Age	The longer the domain existence, the better will be the ranking in Search Engines	6 years 2 months 22 days	Good	Register your website with maximum possible years.
Search Engine Visibility	Your website presence in major Search Engine boosts website traffic	Found in major Search Engine	Good	Need to do SEO on your website for more Search Engine Visibility

## On Page Factors



SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	SITE RATING	RECOMMENDATION (If Any)
Page Rank 	Higher the PR, more the trust of visitors	5	Good	Need external relevant links pointing to your website. Link building and regular content update can help.

<b>Cache</b>	Google Crawl date is the last time the Google robots visited your pages.	<i>Cached on 23<sup>rd</sup> Jan 2011</i>	<b>Very Good</b>	Page is crawled on latest date.
<b>Title</b>	Title tags are the single most important factor which determines a site's ranking on the search engines. Needs to be unique for all pages of website.	<b>90%</b>	<b>Very Good</b>	Title relevancy to page content is excellent.
<b>Description</b>	Meta Description is informative as well as it contains the targeted keywords to rank website.	<b>79%</b>	<b>Good</b>	Description relevancy to page content is excellent.
<b>Keywords</b>	Needs to target keywords according to page content i.e. page wise.	<b>61%</b>	<b>Good</b>	Need to add more keywords relevant to page content.
<b>Image Alt Tags</b>	ALT tags are the text which is associated with respective images.	<i>Alt Tag Missing</i>	<b>Not Good</b>	Use alt-tags against all Images.
<b>Google Analytics</b> 	Google Analytics is a free web analytics tool offering detailed visitor statistics.	<b>Found</b>	<b>Very Good</b>	Google Analytics Setup done for your website.
<b>Favicon Installation</b>	A favicon is a small little graphic displayed to the left of the URL in the browser's URL bar.	<b>Found</b>	<b>Very Good</b>	Favicon found for your website.
<b>Broken Links</b> 	A broken link refers to pages that are not found available when requested by visitors.	<b>0</b>	<b>Good</b>	Broken links are indicative of poor website usability. No broken links found.

<b>CMS / Navigation Structure</b>	Properly designed CMS makes a site user friendly and SEO friendly.	<i>Properly Navigated</i>	<b>Very Good</b>	Great Work.
<b>Contact Form</b>	Visitors and put their queries and get their answers.	<i>Present</i>	<b>Very Good</b>	Contact Form working.
<b>Browser Compatibility</b> 	Different Visitors Use Different Browsers.	<i>I.E, Mozilla, Chrome</i>	<b>Very Good</b>	Your webpage is compatible to major browsers.
<b>Keyword Popularity</b>	Increases traffic if site gets listed among good positions for major keywords in Search Engines.	<i>Few keywords are getting some ranking</i>	<b>Good</b>	Optimize site for all necessary keywords to get more traffic.
<b>HTML Sitemap</b> 	Sitemap contains links to every page of your site, which helps Search Engine & Visitors for easy navigation.	<i>Found</i>	<b>Very Good</b>	HTML sitemap found.
<b>XML Sitemap</b> 	A search engine sitemap is a way to submit your entire website's URLs to the search engine's index.	<i>Not Found</i>	<b>Not Good</b>	Need to create XML Sitemap and submit to major Search Engines.
<b>Duplicate Content</b>	The search engine doesn't like duplicate content.	<i>No Duplicate Content</i>	<b>Very Good</b>	Always make the page content unique.
<b>Alexa Ranking</b> 	Alexa tracks a site based on the traffic it gets from all sources.	<i>1,720,959</i>	<b>Good</b>	Try to minimize the ranking by doing SEO and increasing the traffic to your domain.
<b>Hidden Text &amp; Links</b>	Hidden links are links that are intended to be crawled by search engine spiders, but are unreadable to visitors.	<i>Not Found</i>	<b>Good</b>	No Hidden text or links found.
<b>Redirected Generic Domain</b>	Generic domains helps to drive traffic and increase profits.	<i>Not Needed</i>	<b>Good</b>	Good SEO friendly domain name.

## Off Page Factors

SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	SITE RATING	RECOMMENDATION (If Any)
<b>Link Popularity / Backlinks</b>	Backlinks are links that point to your website from other websites. Links boost your site's ranking.	<i>Google - 9 Yahoo -741 MSN - 0</i>	<b>Good</b>	Need to improve link popularity in Google, Yahoo and MSN. Link building will help.
<b>DMOZ Listing</b> 	DMOZ is the comprehensive human-edited Web directory. This in turn can increase your Google PageRank as well as traffic.	<i>Not Found</i>	<b>Not Good</b>	We need to get your website listed on www.dmoz.org. We will submit your website in the best suitable geographical area & business category.
<b>Yahoo Directory Listing</b> 	Yahoo listing brings traffic, page rank and authority to the domain.	<i>Not Found</i>	<b>Not Good</b>	Get a listing with Yahoo Directory
<b>Google Places</b> 	List your business on Google to get appear with maps and other business contact when looking for local information	<i>Found</i>	<b>Very Good</b>	Google Place found.
<b>Yahoo Local Business</b> 	Local Business directory for cities complete with ratings and reviews, maps, and events for your Business.	<i>Not Found</i>	<b>Not Good</b>	List your business with Yahoo Local.
<b>Bing Local Listing</b> 	Bing Local helps users find businesses near them i.e. locally.	<i>Not Found</i>	<b>Not Good</b>	Register your business with Bing Local Listing.
<b>Facebook Listing</b> 	Get direct traffic with adding your business on Facebook.	<i>Found</i>	<b>Very Good</b>	Facebook Listing found.
<b>Twitter Listing</b> 	Twitter helps your company and your brand to build up more prominent links	<i>Found</i>	<b>Very Good</b>	Twitter Listing found.

	on major Search Engines.			
<b>Linked Listing</b> 	Get targeted traffic with Linked In listing	<b><i>Found</i></b>	<b>Very Good</b>	Linkedin Listing found.
<b>About Us Listing</b> 	Provides good authority and builds traffic to your domain.	<b><i>Found</i></b>	<b>Very Good</b>	About us listing found.