



SEO Site Review

YOUR LOGO

YOUR URL

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What is Organic SEO?

SEO stands for Search Engine Optimisation. This is a process which results in websites being listed very high or low in search engine results, due to a number of on-site and off-site factors. The organic means that the website has been listed in a natural position by the search engine due to its relevance to a user searching for a particular set of words i.e. keywords, as opposed to the site owner paying to be listed on page one.

Why is it important?

Organic SEO is important because it dictates how your website is accessed, categorised and stored by search engines which in turn impacts on your site ranking. With a carefully targeted SEO campaign your website can appear at the top of the results, for your business area. Over 80% of people click on Organic Listings first, before clicking on Paid Search Advertisements.



ORGANIC SEO SPECIALISTS



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Site Review

As a guide, the overall Site Ranking for *your website* is 67/100. This is based on a number of factors but in general it means that 33% of other related sites in your sector score higher than *your website* in terms of their Organic search engine marketing effectiveness.

Competing Websites

Site	Website Grade	Moz Rank*	Google Indexed Pages	Traffic Rank**	Inbound Links
A Website	88	5	345	5,063,176	61
A Website	67	5	12	12,538,816	6
A Website	62	4.5	37	Not Ranked	29

* Moz rank is similar to Google's page rank but by an independent SEO company (SEO Moz).

**Alexa traffic rank – the lower the number the higher the rank.

There are a number of reasons why your website is not performing to its optimal capacity online. These reasons will be outlined in this following SEO report.



The topics you need to address in order to raise this grade include:

1. Keyword Research & Top Search Terms
2. Website Health Check
3. Site Attributes

Keyword Research

Keyword ranking is based on the overall use of the specific keyword throughout the site with an emphasis on URLs, Titles and usage throughout the content.

Keywords	Keyword Ranking
Keyword 1	Keyword shown 39 times, 3.10% density
Keyword 2	Keyword shown 29 times, 11.52% density
Keyword 3	Keyword shown 8 times, 3.49% density
Keyword 4	Keyword shown 15 times, 1.79% density

Keyword research is required to discover a full range of Keywords in your business area. These Keywords will go on to inform Meta Data and text throughout your website. By having the correct Keywords in the right places on your website you will help your website's positioning in Google, Yahoo and Bing.

Top 10 Search Keywords in Your Industry (according to Google)

Keyword	Local (in Ireland) Monthly Search Volume
Keyword 1	135,000
Keyword 2	90,500
Keyword 3	90,500
Keyword 4	9,900
Keyword 5	2,400
Keyword 6	2,400
Keyword 7	1,900
Keyword 8	1,900
Keyword 9	1,900
Keyword 10	1,600



Our quick Keyword research shows this is a very active sector online. Further Keyword research is required around product types to discover the more niche Keywords in your industry.

Keyword research forms the basis for developing a well-co-ordinated SEO marketing plan.

Website Health Check

A brief overview of how Google and other search engines view your site. For example how many pages the search engine has indexed, why, the number of sites linking to yours (backlinks), the site descriptions you are providing to search engines (meta tags) and whether you have a sitemap and analytics registered with the main search engines.

Attribute	Status
Website Analytics	Available
Google Page Rank	0
Google Backlinks	6
Google Pages Indexed	12
Title (meta tag)	Needs Optimisation
Description (meta tag)	Needs Optimisation
Keywords (meta tag)	Needs Optimisation
Sitemap Registered	Available



On Page Attributes

This looks at your website and how well the text and images are setup to be attractive and easy to read for search engines.

Attribute	Status
Call to Action	Available
Image Attributes	Need Optimisation
URL Usage	Very Poor
Body text	Needs Optimisation
Use of Headings	Need Optimisation
Internal linking	Need Optimisation
Text content – length	Good
Text content – keyword distribution	Good



Initial Recommendations and Next Steps:

Unlike a PPC campaign, SEO is a process. The starting point of this process is the need to obtain a complete picture of the issues that require attention to improve search rankings. SEO requires regular monitoring, to continue to improve and maintain your position but the deliverables from this monitoring are greatly increased quality traffic to your website from search engines.

Our initial review provides us with an insight into how we can help **Your website** in this process, to use SEO to improve the volume and quality of visits to your website.

The key issues that **Your website** needs to address are listed below. All these issues can be improved by us and I feel that we could be of real assistance in this respect.

- Keyword research is required to discover a whole range of Keywords relating to your business.
- Title Tags need to be created and optimised.
- Meta Descriptions need to be optimised.
- Titles need to be created throughout the website.
- Internal links needs to be created throughout the website.
- SEO friendly URLs to be established.
- Off site improvements including Social Media and Blog identities need to be created, optimised and integrated into the website
- A sitemaps need to be registered.
- Images need ALT Text (descriptions of images).
- Text in images needs to be optimised.
- Text needs to be optimised.
- Social media sharing needs to be enabled.
- Remove Flash on website.