



Company Example – SEO Analysis

Summary: Computing Technology Solutions (CTS) performed a thorough analysis of Company's website – www.Company.com. The purpose of this analysis was to determine the website's effectiveness from a Search Engine Optimization (SEO) perspective, compare it competitor's website's SEO rankings, and to develop a list action items to improve COMPANY's Google and other search engine's organic rankings.

Results: Below is a list of items that were analyzed, their related finding, and recommendations:

1. Metadata

- a. Meta Description – The website is missing a meta description. It's important to add a meta description for every page on your site, the meta description is what frequently shows up under your page title in search results and convinces people to click-through to your site. We strongly recommend developing this content and adding it throughout the website.
- b. Meta keywords - There were no keywords detected in the metadata of the website. Search engines place high relevance on meta keywords to determine the content of a website. We strongly recommend developing this content and adding it throughout the website.

- ### 2. Image Summary - Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images. So, if you have lots of images that contain textual content within the image itself, this content will not be seen by the crawlers.

HTML helps address this issue by providing a way to specify the textual content for an image using the "alt" attribute. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers. We strongly recommend adding ALT text to as many images as possible.

3. Domain Info

- a. Domain Registration - Google and other search engines like to see domains that have been registered for extended periods of time as this shows a commitment to the domain name. It also is an indicator that this website is not a temporary spam site. We found that Company has been registered with Network Solutions for several years and its expiration time is over three years.



- b. Permanent Redirect - Search engines may think www.Company.com and Company.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 sites.

For example, www.Company.com seems to have 850 inbound links whereas [Company](http://Company.com) has 974 inbound links. By correctly configuring a permanent 301 redirect, the search rankings might improve as all inbound links are correctly counted for the website.

4. Google Index and Crawl – The total number of webpages from www.Company.com that are indexed by Google is 1,150. This number is the approximate number of pages on www.Company.com that have been stored in the Google index. The Google web crawler will visit the website periodically and look for new content for its index. Generally, the more pages your site has within the Google cache, the better. The last date that Google crawled www.Company.com was May 30, 2009 at 3:02 PM (GMT). Google will periodically crawl websites looking for new and updated content. In general, you want Google to crawl your site as often as possible, so your new content shows up in Google search results immediately.
5. Inbound Links – One of the most important measures for a website is how many other sites link to it. The more links the better. Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content. We found a total of 848 inbound links to www.Company.com
6. Traffic Rank - Alexa (www.alexa.com) is an online service that measures traffic for millions of sites on the Internet in a similar way to Nielsen television show ratings. www.Company.com has an Alexa rank of 1,464,901 which is in the top 5.23 % of all websites.
7. Competitive Analysis – We reviewed several websites and performed the same analysis above to develop a comparison between COMPANY's website and its competitors' websites. Below is a Google comparison chart and the COMPANY website ranks 3 of 11 against its competitor websites. The reasons why COMPANY falls slightly behind www.111.com and www.222.com is due their inbound links.



Website	Website Grade	Google Page Rank	Google Indexed Pages	Traffic Rank	Inbound Links
www.111.com	93	6	31,500	390,787	11,197
www.222.com	80	4	323	2,033,851	2,247
www.COMPANY.com	79	4	1,150	1,464,901	848
www.333.com	73	4	397	3,847,438	480
www.444.com	69	4	425	3,214,874	1,096
www.555.com	67	3	145	1,926,853	212
www.666.com	64	4	350	1,156,278	580
www.777.com	52	4	219	4,176,826	285
www.888.com	50	3	232	7,471,358	200
www.999.com	49	2	265	15,458,615	98
www.000.com	44	3	18	29,937,091	282

Action Items: CTS recommends that COMPANY completes the following items to help improve their SEO rankings and organic search results:

1. Embed the follow meta description throughout www.Company.com: Company, Inc is dedicated to precision manufacturing of taps, end mills, drills, and thread-making tools.
2. Embed the follow meta keywords throughout www.Company.com: COMPANY, Company, cutting, tool, drill, HSS, reamer, countersink, tap, forming, thread mill, carbide, end mill, disc cutter, shrink fit, round, die, burr, thread-making, quality, precision, accurate
3. Add ALT text to images within www.Company.com.
4. Configure a permanent 301 redirect between Company.com and www.Company.com.
5. After items 1-4 are completed, there should be a submission to Google and all other major search engines to crawl and index www.Company.com.
6. Create additional inbound links for www.Company.com. This can be accomplished and improved by requesting additional distributors to place links back to the COMPANY website. Also, by creating profiles with links back to www.Company.com on business directories and social media sites will help increase the inbound links. Examples of those sites are Digg.com, del.icio.us, ZoomInfo, and Yahoo! Directory.