



Search Engine Optimisation

Analysis Report

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COMPETITOR ANALYSIS

The following statistical results represent a snap-shot of your current market position, compared to sites offering similar services/products. Understanding and realising your market position is critical in determining your aims and objectives of any SEO campaign.

	Traffic Rank	1 Month	3 Month	Page Rank	Back Links
<i>www.*****.com</i>	5,656,043	Down 8%	Up 50%	2	10

	Traffic Rank	1 Month	3 Month	Page Rank	Back Links
<i>www.*****.com</i>	9,460,086	-	Down 40%	4	16
<i>www.*****.co.uk</i>	10,328,923	Down 50%	-	1	1
<i>www.*****co.uk</i>	9,932,762	-	Up 300%	3	26
<i>www.*****co.uk</i>	98,670	Down 3%	Up 15%	5	217

Results provided by Alex.com and Google Page Rank

PAGE DESIGN

A correctly constructed page design is a vital aspect of Search Engine Optimisation. Initially, the key areas to focus on are those targeted by search engine spiders, namely:

- **Page Title** – Page Titles are the displayed at the top of the user’s browser or browser tab. Page Titles must be unique per page and represent a title summary of the page.
- **META Description** – Hidden with the HTML code, it is essential to have a META Descriptions. These appear at the top of the HTML code and provide a brief summary of the site for search engine ‘Spiders’ to crawl and gather information. Typically, META Descriptions should be limited to approx 25-30 (155 characters). Why? Because search engine page results pages (SERPs) will only display a limited amount of characters. So to prevent the dreaded ‘...’ often found in SERPs, META Descriptions should limited.

[SEO London :: Sponsors for Educational Opportunity \(SEO\) London - Home](#) ☆
Sponsors for Educational Opportunity (SEO) London is a not-for-profit organisation that every year provides hundreds of outstanding undergraduate students ...
[www.seo-london.com/](#) - Cached - Similar

- **META Keywords** – Once seen as an essential part of SEO, META Keywords are a series of words to indicate to ‘Spiders’ the content of the site. Due to previous ‘black-hat’ SEO techniques involving keywords stuffing, META Keywords do not offer as much weight as they previously. It’s still good practice to include keywords.
- **H1-H6 Tags** – The H1-H6 Tags are a list of key titles and sub-titles which represent the content of the page. Within the hierarchy, the H1 tag is the most important. Every page must have a H1 tag. Subsequent Tags H2-H6 should follow in order from the H1.
- **Content** – Your keywords should always be featured in the content of your page. Repeating keywords strengthens your SEO campaign by demonstrating to search engines that your site/page is focused on the terms the user is searching for.
- **Images** – Include your keywords within the image alternative description element. Search Engines use this information to gather an understanding of the sites content.

Tips

Include your keywords in the Page Title
META Description should feature your keywords
Include a list of META Keywords which appear in your content
It is good practice for your tags to include the keywords
For added weight, accentuate your keywords in bold or italic
Search engines are like humans, so content should flow and make sense

KEYWORD ANALYSIS

Keyword analysis for home page using the following examples.

	Accommodation	Bed and Breakfast	Guest House	Gatwick	Horsham	West Sussex
Page Title	0	0	0	1	1	1
META Description	0	0	0	0	0	0
META Keywords	3	1	0	1	1	0
H1 Tags	0	0	0	0	0	0
H2-H6	0	0	0	0	0	0
Body Content	6	2	1	9	11	5
Keywords Bold	0	0	0	0	0	0
Keywords Italic	0	0	0	0	0	0
Image Name	0	0	0	0	0	0
Image Description	0	0	0	0	0	0
Total Number	9	3	1	11	14	6

RECOMMENDATIONS

Following an initial analysis of the home page of www.*****.com, the source code indicates that there is a lack of page structure and keyword targeting throughout the page. Both of which are key features of website optimisation in accordance with standard design principles.

Areas for immediate rectification include:

1. Implementation of META description tag
2. Implementation of page structure, i.e. H1-H6 tags.
3. Keyword optimisation for graphics, i.e. image Alt Tags
4. Unique page titles (both home page and description page share the same values)
5. Accentuate keywords with bold and/or italics

SITE ARCHITECTURE

Search Engine Optimisation is much more than just adding a few keywords to your site in the correct places. For example, a recent update called 'Caffeine' was applied to Google's search engine algorithm. The update focused on page load speed, with the idea that the quicker a page loads, the better designed the site and more likely a user will respond well to the page.

Getting the architecture right is important to improve rankings. To support this, the following key features are tried and tested techniques to improve page load times:

- **Styling** – Styling a page (fonts, backgrounds etc) can be completed in a variety of ways, i.e. included in the top of the html document, using an external CSS file or inline styling. Standards indicate that styling using an external style sheet (CSS) is the most effective method. Taking it step further, designers may use multiple CSS files to style a website. Combining multiple files into a single CSS file will make it easier for the server to read and render the site. In addition to this, reducing the amount of empty space in a CSS file will also make the site quicker to read and load.
- **Javascript** – As per above, any associated javascript files should be stored in a separate external file, with script content compressed.
- **HTML** – Its recommend to compress HTML code to improve page load speed.
- **Architecture** – Designing the site and storing all pages in separately named folders. Helps in two ways. One, the folders name (which can be a keyword) can be referenced by Spiders and pulled into search results. Two, it makes the URL displayed to user look neater. Storing files in a separate folders removes the need to display file extensions, i.e. '.html'.
- **Robots and Sitemaps** – Tell Spiders what they can and can't see in your site with Robots, and show them the sites page hierarchy using a sitemap. Sitemaps can be uploaded to many search engines (bing, yahoo, google) to enable them to crawl your site more effectively.
- **Printable CSS** – Add a printable style sheet which can be used when printing pages of your site. The idea behind this is to remove content not required for print, thus saving paper, ink and the environment.
- **Images** – There are two things to note with images, first is that they should be named in accordance with the image or keyword you're trying to promote. For next NOT 'imagine1.jpg'. Second, they should be compressed as much as possible without losing quality to improve page load speed. As a tip, make sure you set within your HTML the image size, width and height as well.
- **Tables** – Today's standard recommend not using tables within your site. Instead use CSS.

ARCHITECTURE ANALYSIS

	Recommendation
CSS	<ol style="list-style-type: none"> 1) The HTML code contains in-line styles, i.e. <code></code>. These should be removed from the HTML document. All styling should be applied via CSS. 2) Compressing the 'Style.css' file could reduce the file size by approximately 17% 3) Compressing the 'SpryMenuBarHorizontal.css' file could reduce the file size by approximately 62%
JavaScript	<ol style="list-style-type: none"> 1) Javascript contained within the HTML document can be compressed 2) Compressing the SpryMenuBar javascript file could reduce the file size by approximately 31%
HTML	<ol style="list-style-type: none"> 1) Compressing the HTML code could reduce the file size by approximately 4% 2) On testing the homepage for compliance, 7 errors and 8 warnings were found
Architecture	<ol style="list-style-type: none"> 1) All site files are contained within a size directory. Each page should reside within its own directory to support site structure hierarchy. Directories should be named in accordance with your keywords, i.e. 'Accommodation-Prices' <p>Using directories means you do not need to show the file extension (.html), as by default browsers will look for an index.html file to load automatically.</p>
Robots & Sitemaps	<ol style="list-style-type: none"> 1) No robot.txt file found 2) No sitemap.xml file found 3) The website also does not include a customer sitemap. Whilst not essential for a site of this size, it's still good practice to include a site map for visitors. It tells search engines that you care for your visitors.
Printable CSS	<ol style="list-style-type: none"> 1) No printable CSS file found
Images	<ol style="list-style-type: none"> 1) Images should be renamed to include keywords where applicable. 2) All images should be optimised for download
Tables	<ol style="list-style-type: none"> 1) Pages include table tags. These should be replace with CSS styling.

MARKETING/PROMOTION

Search Engine Optimisation is an on-going process. Whilst the technical aspects of a sites design can be improved to help optimisation, there are additional factors which can contribute towards ranking. These factors are something **you** should consider and continue working on to improve/maintain your ranking position.

- **Back Links** (*hyperlinks*) – Arguably one of the **most important** aspects of SEO. Creating links from other websites to yours will certainly help your ranking.

Focus on partnering and exchanging links with websites that already rank well. Getting links from high ranking websites offers greater weight to your ranking. This is because high ranking sites are seen by search engines as important sites, as people will naturally link to them because they are important.

- **Social Media** – Social media is becoming an important factor in search engine results. Leading search engines are beginning to incorporate and interact with social media sites, to deliver real-time results to users. It is highly recommended that you promote any social media opportunities (facebook, twitter, linked-in etc) via your website and introduce social media as part of a future/on-going marketing strategy. This is mainly for two reasons:
 - 1) It enables visitors to interact with your site, product or service
 - 2) It helps spread the word about your site, creating natural recommendations/back links
- **Blogs and RSS Feeds** – Having a blog within your site, or providing RSS feeds are a great method of communicating new and interesting information and interacting with visitors.