



John's Brickwork

SEO Analysis Report

15 December 2009
Prepared by James Brabyn



Dear John

In response to your request we have now performed an initial website assessment to highlight what is affecting your site www.johns-brickwork.co.uk from achieving top positions for prime key phrases and restricting revenue potential.

Factors that will influence your online revenue potential:

- 181 indexed pages (Google)
- META Title is not optimised to include your most profitable keywords.
- META Description is not optimised to include your most profitable keywords.
- META Keywords is not optimised to include your most profitable keywords.
- H1 Tags are not optimised for your most profitable keywords
- H2 Tags are not optimised for your most profitable keywords
- JavaScript/CSS is present and should be linked externally.
- Google reports you have NO back links. (Yahoo 167)
- Canonical URL's

Keywords (META):

Although a start has been made here, more work should be done to make them page specific and profitable which at the moment we believe is not the case.

- The META Title should be what people are searching for.
- The META description needs to compel users, and should be a good description of what they will get when they visit your site

Targeting the correct keywords will provide you with highly converting traffic and will greatly increase your conversion rates. Targeting individual keywords will limit your online visibility; it is by far more effective to target keyword phrases increasing your chances of gaining the number 1 position in the search engines. In our experience targeting specific, niche keywords will provide an abundance of highly converting traffic rather than targeting a broad audience who may not specifically require your services. Keyword selection is the most important part of search engine optimisation and if implemented correctly can dramatically improve your conversion rate and profits.

H1 & H2 Tags:

H1 & H2 Tags are not optimised for your most profitable keywords

The H1 tag is arguably the most important tag to have after the title tag and should be individual for each page since it's the headline for the page. H1 tags will add weight to your SEO as search engines recognise header tags <H1> as the title of the page and use them to identify what the page is about. Every page on the site should have a title which is relevant, to the individual products.

H1 is the Headline you're using to tell people what the page is about H2 should be specific to what you want the page ranked for

Currently ALT Tag of the logo John's **Brickwork** is being used as the H1 Tag!



JavaScript / CSS:

Your page seems to be using inline JavaScript in your code. Having too in a page makes it load more slowly. Instead of placing code in-line, move it to an external file that you can then call as an include to speed it up.

Canonicalization:

Canonicalization is multiple variations of your main URL.

- www.johns-brickwork.co.uk
- www.johns-brickwork.co.uk/index.html

To protect your site and prevent links being generated to the wrong URL, we recommend that all variations are redirected (301 redirect) to your main URL.

Links:

You have NO back links according to Google. (Yahoo 167)

In today's market the search engines, (Google in particular) apply a lot of weighting to linking meaning the more quality and relevant links you have from other sites, the higher they will place you. Gaining more links will also enable you to increase the keywords you can include on your pages by using them as the anchor text. 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.

Links are crucial when competing in competitive markets and without them your chances of top spots are nonexistent.

To protect their algorithm, Google will only display a sample of sites that link to you which they deem to be relevant and of quality. We know in reality that you have more and Yahoo will give a better indication.



Report for www.johns-brickwork.co.uk		Total Score: 9 / 100
Domain Birthdate:	Lookup Failed! Try again...	
Total Incoming Links ↗ :	178	★☆☆☆☆
Total Incoming Links to Home Page ↗ :	171	★☆☆☆☆
Total Incoming Links to Specified URL ↗ :	171	★☆☆☆☆
Deep link ratio:	3%	☆☆☆☆☆
.EDU Links ↗ :	0	☆☆☆☆☆
.GOV Links ↗ :	0	☆☆☆☆☆
DMOZ Links ↗ :	0	☆☆☆☆☆
Yahoo Directory Links ↗ :	0	☆☆☆☆☆
Google PageRank:	1	☆☆☆☆☆
Google Cache Date ↗ :	2010-06-06 3:36:11	★★☆☆☆
Links from Unique Domains ↗ :	1	☆☆☆☆☆



Proposed Optimisation of website:

For the optimisation of your website we can correct the above problems featured in the general website analysis and then optimise the whole site so that it set up to generate highly relative traffic from your target market via the top search engines which will increase conversions and profit.

Keywords:

In order to optimise your keywords effectively we would undertake advanced keyword analysis to determine the keywords needed to generate the largest amount of targeted traffic possible. We would also investigate the untapped keywords that we could utilise to tap in on overlooked areas.

Competition Analysis:

Once we have identified the keywords we are going to target we would then identify and analyse the competition to ensure that we will secure the top positions in the search engines. We will be able to provide an extensive report summarising exactly what keywords your competition are targeting and provide you with an action plan of how we intend to top them in the search engines.

Links:

At present you have NO incoming links recognised by Google so therefore we would advise a link building campaign to hit the top positions for the highly competitive keywords and generate more targeted traffic.

To start your link building campaign we would advise a directory linking program which would submit your link to directories utilising optimised keywords to help your website achieve high placements in a faster time. On a monthly basis we would continue the inward link building campaign as this is essential to hit the top spots for competitive keywords; and maintain these positions over your competitors.

Variety is important; so as well as continuing the directory linking process we also look at monthly article submissions and online press releases to build quality one way links into your website utilising the relevant anchor text which will also increase the deep link ratio.

Expected Results:

Once your site has been fully reviewed by one of our Search Specialists, they will work with you to understand your goals and identify the most appropriate keywords that will give a higher conversion and greater profit for your business.

We will carry out an analysis of your competitors and will develop a strategy to help you beat them and gain an increase in targeted, relevant visitors to your site.



Although this is a competitive industry, we would expect to see:

- Your site in prominent positions across the main search engines (Google, Yahoo and Bing (previously called MSN) within 3 months in the natural listings
- Ranking for specific phrases which will bring in some good traffic within the first 30 days.

Our service is fully documented with a report provided at the end of the initial phase of work and you will continue to receive our input on an ongoing basis with our monthly review, where we will make changes as necessary, develop further links into your site and provide you with a report detailing progress and recommendations.

Costs

Initial:

To implement the changes required through our analysis of your site, to include the above services of competition analysis and with an initial submission to some directories, our charge for the initial optimisation for up 30 pages of your site working from the 'Home' page and the main navigation, is; £950

Retainer:

To re-optimize your site to keep up to date with the ever changing search algorithms, keep traffic increasing month on month, to hit the top positions for the really competitive keywords and to continue quality link building with on-going submissions to different directories every month, we would charge a monthly retainer of £250 per month.

Monthly retainers have no tie in period, are a 30 day rolling contract which you are free to stop at any time.

Final Notes:

You have a good website which is easy to navigate and is indicative of what you do. With the individual pages that you have, you have a good foundation on which to build.

It is important that your site is ranked highly for primary and secondary keyword phrases (2-3 for each page) that will achieve a high conversion rate. Wording and page layout is crucial. As well as looking at how people interact with your site we also have to be mindful of how easy it is for search spiders to find the coding that is relevant to what people are searching for, and what is profitable for you. Search Engines will reward relevancy to what is being searched. By using Google Analytics we can monitor how people find you, how they interact with your site and whether they go on to contact you. In order to aim for top ranking positions we can, subject to access, make ongoing changes or we can supply your developer with text file recommendations.



Through implementing the changes we recommend and with ongoing optimisation we can dramatically increase your online visibility in your prime markets and thus increase your conversion and profits.

We specialise in helping companies of every size and in every industry increase their online positions across the top search engines (Google, Yahoo, and Bing) as they account for approximately 90% of all searches on the internet.

I will call you in a few days to discuss the report in more detail, however in the meantime if you would like us to elaborate on any of the details we have covered in this report please do not hesitate to contact us using the numbers below.

Kind Regards,

James Brabyn
Delicious Webdesign

