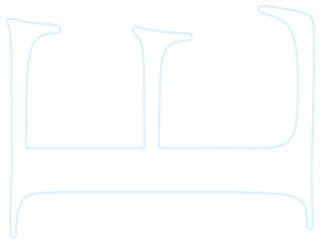


SEO Report For:

Your Company

Web Address:

www.YourWebAddress.com



Contact:

Richard Getz

Report Date:

August 18th, 2010




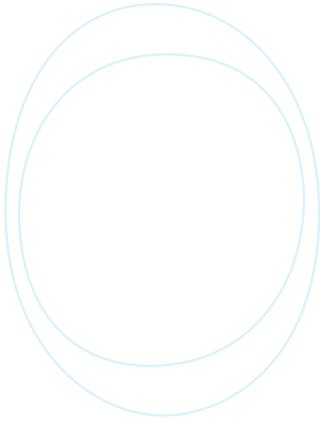
Site Structure

When adhering to best practices, Search Engine Optimization transforms your website into highly focused indexable pages that search engines will deliver to users.

Your site's structure and code implementation has to be readable by search engines or they will not index them properly. Search engines use bots, or programs to crawl your pages, and if they can not quickly or completely, they will leave without thoroughly indexing your website.

Site structure and code implementation is like a book's grammar and word usage. If you don't understand it, you won't read it. Neither will bots want to crawl your site.

I start with a W3C validation service that will show all on page markup errors. Some of these errors can prevent search engines from indexing your site.

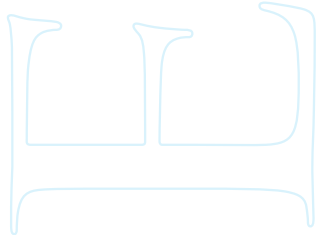


Markup Validation Service
Check the markup (HTML, XHTML, ...) of Web documents

Jump To: Validation Output

Errors found while checking this document as XHTML 1.0 Transitional!

Result:	80 Errors, 49 warning(s)
Address:	<input type="text" value="http://www.YourWebSite.com"/>
Encoding:	utf-8 <input type="button" value="(detect automatically)"/>
Doctype:	XHTML 1.0 Transitional <input type="button" value="(detect automatically)"/>
Root Element:	html
Root Namespace:	http://www.w3.org/1999/xhtml



You will see a comprehensive visual crawl diagnostic displaying the errors and warnings on your website.

Crawl Diagnostics

Pages Crawled: 7 | Limit: 10,000

Errors	Change
9	<input type="button" value=""/>
Warnings	Change
0	<input type="button" value=""/>
Notices	Change
0	<input type="button" value=""/>

Most Common Errors & Warnings

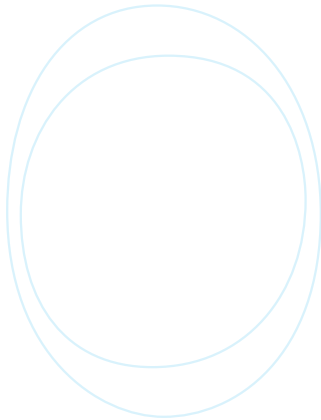
From crawl on August 23, 2010 15:59

	0	1	2	3	4	5	6	7	8
Duplicate Page Title	[Bar chart showing frequency]								
Duplicate Page Content	[Bar chart showing frequency]								

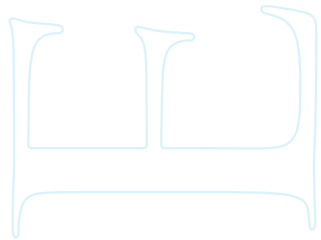


Keyword Research

In order for your site to rank well, we need to know how well your keywords are performing, and additional keywords that we might need to use. I provide in-depth analysis on each keyword. The competition of that keyword, how many monthly searches are performed using that keyword, and how many websites already have that keyword in their title. I make suggestions on best places to use those keywords within your site, taking all the guesswork out.



Keyword	Competition	Monthly Searches U.S.	All in Title	Keyword Placement	Notes
define business to business marketing	LOW	480	0	(B)	
business to business marketing pdf	LOW	320	35	(PDF)	2
branding definition	LOW	1,600	143	(B)	
marketing strategy examples	LOW	1,900	272	(B) (BC)	
product messaging	LOW	210	290	(B)	
what is marketing strategy	LOW	2,400	340	(B)	
what is business to business marketing	LOW	1,900	374	(B)	
marketing strategy for small business	HIGH	2,400	733		
small business marketing consultants	HIGH	1,600	885	(T-S) (H2) (BC)	7
b2b marketing strategies	HIGH	720	925		
business to business marketing examples	LOW	1,000	1,180	(B)	
positioning strategy	LOW	3,600	1,400	(B)	
funnel management	MEDIUM	260	1,890	(H3) (BC)	
b2b marketing agencies	MEDIUM	2,900	2,040	(Page)	6
brand development strategy	MEDIUM	480	2,080	(H3) (BC)	
business to business marketing agency	MEDIUM	3,600	2,100		
b2b marketing agency	MEDIUM	1,900	2,950	(T-S)	
b2b marketers	MEDIUM	18,100	3,070		
what is b2b	LOW	2,400	3,620	(Page)	
small business marketing strategy	HIGH	2,400	3,720		
small business marketing plans	HIGH	1,600	3,930	(Page) (PDF)	
b2b internet marketing	HIGH	880	4,610		
business to business marketing agencies	MEDIUM	3,600	5,150		
business to business marketing list	HIGH	880	6,610	(PDF)	
business to business marketing companies	MEDIUM	2,400	6,720	(T-S)	6
strategic marketing plan	MEDIUM	2,900	6,830	(T) (H1)	
small business marketing ideas	HIGH	2,400	8,720	(Page)	
brand positioning	LOW	6,600	8,720	(T) (BC) (H1)	
business to business marketing plan	MEDIUM	6,600	9,290		
go to market strategy	LOW	1,900	9,690	(T-S) (H2)	
brand awareness	LOW	5,400	12,100	(T-S) (BC) (H2)	
brand strategies	LOW	1,300	13,700	(T-S) (H2) (BC)	
brand image	LOW	8,100	15,300	(B)	
business development consultant	MEDIUM	2,400	19,600	(T-S)	7



Easy to understand Link Analysis. How do you measure up against your top three competitors? This gives you a visual understanding of how your site stands against competitor sites.



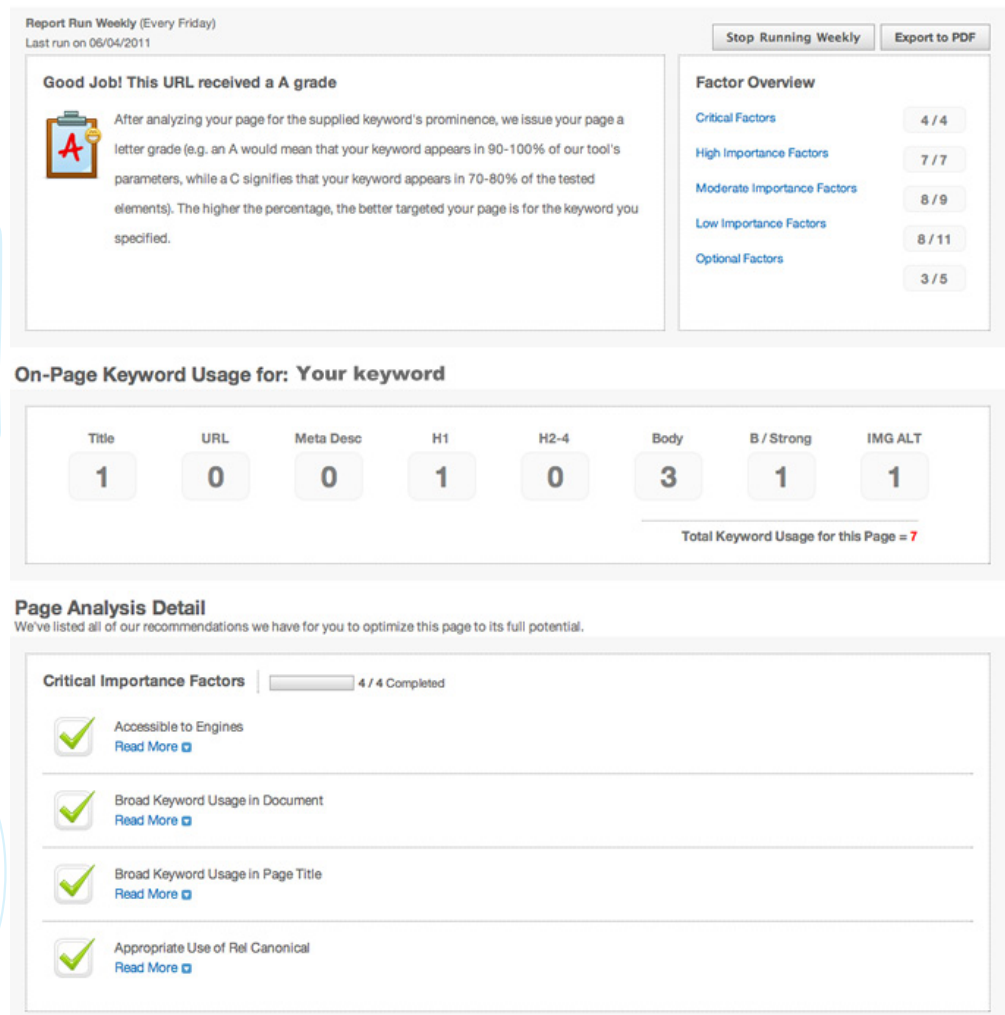
On-Page

The on-page report card shows you just how well your keyword phrases are performing. With the page analysis detail, you know exactly what to change to improve your grade.

This report is computer generated so there is no guesswork. As you improve each page, I will run the report again to show progress.

The true power of this report is when you give it to the person generating your page copy so as they are writing new copy, all these grade elements are taken into account. Saves hours of re-writes and frustration.

Using this same report, you can now grade your press releases and landing pages.



Report Run Weekly (Every Friday)
Last run on 06/04/2011

Stop Running Weekly Export to PDF

Good Job! This URL received a A grade

After analyzing your page for the supplied keyword's prominence, we issue your page a letter grade (e.g. an A would mean that your keyword appears in 90-100% of our tool's parameters, while a C signifies that your keyword appears in 70-80% of the tested elements). The higher the percentage, the better targeted your page is for the keyword you specified.

Factor Overview

Critical Factors	4 / 4
High Importance Factors	7 / 7
Moderate Importance Factors	8 / 9
Low Importance Factors	8 / 11
Optional Factors	3 / 5

On-Page Keyword Usage for: Your keyword

Title	URL	Meta Desc	H1	H2-4	Body	B / Strong	IMG ALT
1	0	0	1	0	3	1	1

Total Keyword Usage for this Page = 7

Page Analysis Detail
We've listed all of our recommendations we have for you to optimize this page to its full potential.

Critical Importance Factors | 4 / 4 Completed

- Accessible to Engines [Read More](#)
- Broad Keyword Usage in Document [Read More](#)
- Broad Keyword Usage in Page Title [Read More](#)
- Appropriate Use of Rel Canonical [Read More](#)

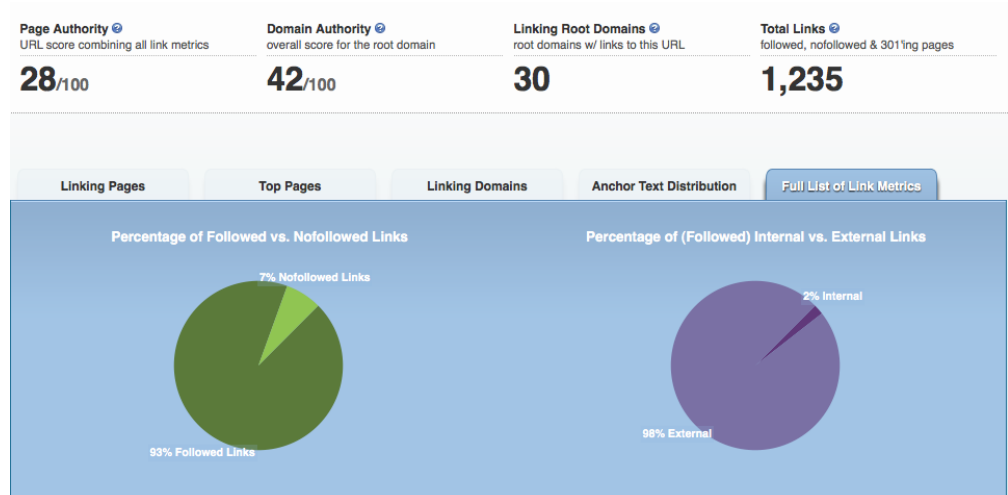
Page Analysis Detail is shown here with only the first factor of critical importance. Your report will have critical, high, and moderate.

Link Building

With my link building section you will have an exhaustive breakdown of all links coming into your site. You will see where each link comes from, what the anchor text or image alt text is for that link, and the strength of each link.

We will discuss page authority, followed vs. no-followed links and why both are important. I will explain what makes a link important, how to get quality links, and explain how to get links deeper into your site and not just to the home page.

Link building is the most critical off page factor there is in SEO, therefore, having a comprehensive ongoing link building strategy is the only way to get top rankings and stay there.



SEO is never a fix it and forget it, but an ongoing maintenance of your site. Small to medium sites should spend 10 hours per month working their SEO campaign, while larger sites have dedicated teams working everyday to stay on top. To take the guess work out, I will give recommendations as to how many hours you should spend, and more importantly, why and in which areas.

Rankings Updated Weekly (Every Friday)
Change calculated from previous week

Export to CSV | Add/Manage Keywords

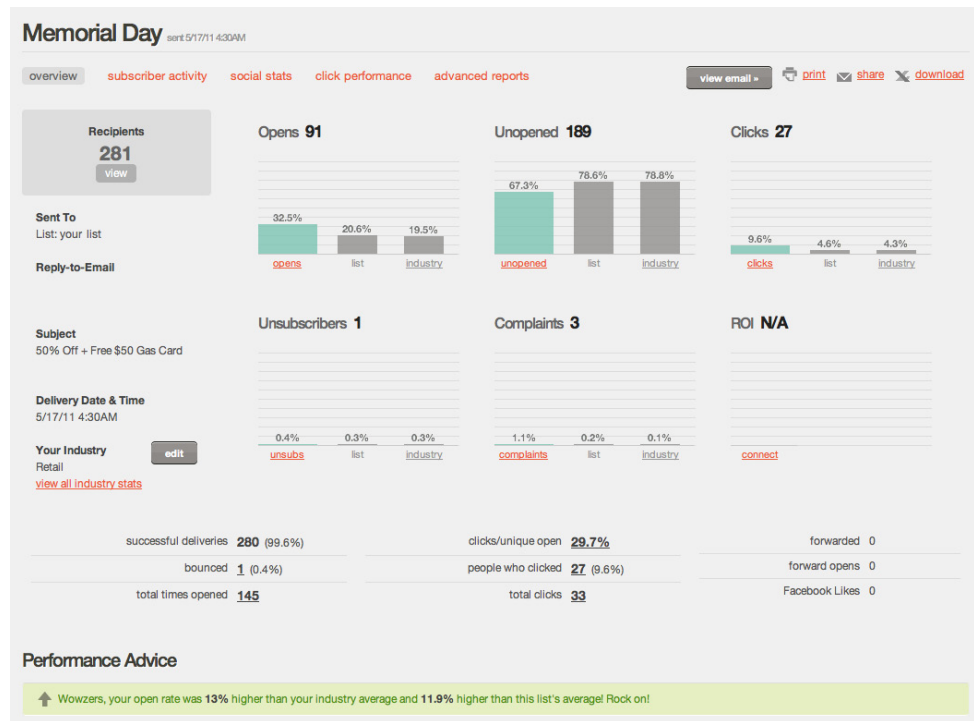
Keyword	Google US		Bing en-US	
	Rank	Change	Rank	Change
☐ Your Keyword Phrase	39	↑ 4	Not in top 50	
☐ Your Keyword Phrase	1		6	---
☐ Your Keyword Phrase	10	---	5	---
☐ Your Keyword Phrase	34	↓ 4	Not in top 50	
☐ Your Keyword Phrase	Not in top 50		Not in top 50	

Email Campaigns

Emails will never go away and are by far the most used communication on the internet. No guess work here either. Most email campaigns software allows full reporting of each effort, such as the report shown here from MailChimp.

I will show you what works so you can be above the industry average, and keep people interacting with your company.

Emails are the most cost effective way to communicate, and with software like MailChimp, you can create templates that allow you to easily and quickly get email out to your list.

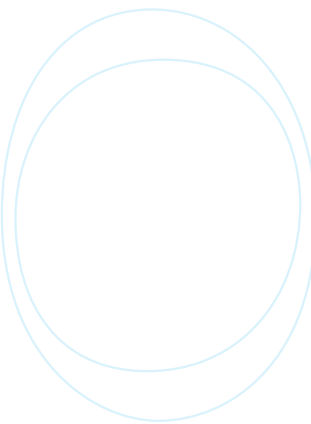


PPC

Pay Per Click campaigns is the act of advertising on search engines or websites. The great aspects of PPC is that it allows visibility for keywords you might not be able to rank for currently. The down side is it is a pay as you go effort which means that if you want to stay in front of people, you continually have to buy the advertising.

I will show you how to leverage PPC and when to leverage it. We will maximize your landing pages for increased ROI, and show you the path to good SEO so you can spend less on PPC in the future.

Social Networking

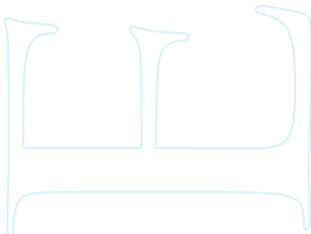


No one needs to explain why social networking is important, we all know that already. But how do you get the most out of Facebook, Twitter, YouTube, LinkedIn.

I will cover how to maximize growth on these networks and how to get traffic from them. I will share inside tips on how to leverage these networks for your link building strategy also.

The most important with any community is the dos and don'ts of social networking so you don't turn people away from your message. Always remember that social networking is not advertising, but reaching out to people and connecting to people.

Blogging



Blogging is not just a way to communicate to your site visitors, but a way to put more content (keywords) in front of search engines. Not only that, but blogs are a great way to attract natural links back to your site.

I will show you how to place blogs on your site, and how to maximize people reading, sharing, and linking to your blog post.

Reputation Management

Search engines take into account what people are saying about you. So making sure sites like Google Places, Judi's Page, Yelp, and others have good things to say about you.



Closing...

With so many factors, your SEO strategy needs to rely on exhaustive research and comprehensive analysis. This full report is not a cursory look at your website, but in-depth and revealing. Knowing what to do, how to do it, and when to do it is what this report is all about.

You already know that being on top is not easy, but well worth the climb.