



INTERNET MARKETING FOR  
**COMPANIES**

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# Website Marketing Audit Summary

January, 2010

Client:



## Sample Pages

By [Internet Marketing For Companies](http://www.internetmarketingforcompanies.com)  
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Your free Website Marketing Audit summarizes 5 key areas of marketing execution.

Site Design

SEO Page Code

Search Terms

Content Strategy

Inbound Links

This basic analysis of your site is put together with data compiled from a number of different sources. A full analysis would provide more depth and scope covering the entire website. If you are interested in more detail or in implementing any of the recommendations made in this audit, Email [jim@internetmarketingforcompanies.com](mailto:jim@internetmarketingforcompanies.com).

About [Internet Marketing For Companies \(IM4C\)](#)

The **IM4C** team consists of interactive marketing professionals who understand that increasing your website's ROI is more than just blindly implementing SEO, paid search, site design, site development, link building, online PR, and social media separately. Effective website marketing about knowing when to use the right tools in the most cost effective way. We're not toolmakers, we're solution builders.



## Site Design

In order to analyze the effectiveness of your home page design, a recent snapshot of the [www.LetSimonDecide.com](http://www.LetSimonDecide.com) front page was made. We then overlaid a visual heat map of your site. The simulated heat map highlights the visual elements and sections of your page that attracted the human eye. When a visitor sees your web page, this represents a map of where the eye travels. The algorithm involves both location and visual contrast.



In general, your site design moves the first-time visitor's eye around the page in order to understand what to do. Contrast to the front pages of Google, Yahoo, and Hunch where they have the search box entry field on the home page. Hunch, Ask and Yahoo also have topics that interest the visitor easily organized. Hunch even includes images on their home page. Now compare against Google and Hunch.



Entry Field on Front Page



SEO Page Code

Optimizing your website's source code is one of the key basics of SEO (Search Engine Optimization). The table below presents the number of pages the major search engines are indexing from your site

Indexed pages	
Pages indexed in Google	19
Pages indexed in Yahoo!	13
Pages indexed in Bing	25

Not all of your pages are fully indexed by every major search engine. Streamlining your source code, submitting a site map, and deep external anchor links would increase the number of pages indexed. Furthermore some of your website pages have duplicate title tags and meta descriptions; make sure each page has a unique title emphasizing the key search terms.

Other website elements impacting your search engine results are your site's Meta Tags, the internal JavaScript files, and how the site is HTML coded.

**Meta Tags.** Your key words should reinforce your brand and top phrases driving traffic. Consider organizing information into categories and reinforcing those categories in your meta tag key words. You have 30 words in your homepage meta tag description. Perhaps a few too many words in your description; the maximum number of keywords is about 25.

**Your current home page Meta Tag Keywords :**

- decision making
- college decisions
- major decisions
- career decisions
- job decisions

**Meta Description :**

Let Simon Decide is a decision making site that helps you select the right choice. The easy process and smart resources and tips will help you pick the best option today.

**JavaScript.** To optimize for search, JavaScript files should be externally called. External JavaScript files reduce the amount of code on your page and assist the search engine spiders in determining what text is relevant content on the page and what code should be ignored.



SEO Page Code

**HTML tags.** Place your keyword references in your site's on-page html code tags and search engines will know to give your key search terms more importance. The following table lists the terms on your features page found by search engine spiders ranked according to relative importance based on html tag counts, word density, and other factors. Ideally these should be highly searched key words.

Your home page should be optimized for your brand and your top key phrase.

We chose to analyze your second most important page—the features page. It is the one people will go to for a more detailed explanation of the site's services; <http://www.letsimondecide.com/decision-tools/features>.

<u>Term</u>	<u>Key word Importance based on key word density and coding</u>	<u>Positioning of key words in the important html code and tags for <a href="http://www.letsimondecide.com/decision-tools/features">http://www.letsimondecide.com/decision-tools/features</a></u>
1. decision	100%	img alt (4x) found in URL (1x) title tag (1x) form (1x)
2. features	53%	found in URL (1x)
3. tools	53%	found in URL (1x)
4. process	47%	title tag (1x)
5. parts	47%	title tag (1x)
6. make	47%	img alt (2x) title tag (1x)
7. easier.	47%	title tag (1x)
8. deciding	47%	title tag (1x)
9. send	41%	h2 (1x) h3 (1x)



**HTML code.** When checked against XHTML 1.0 Transitional standards, there were a number of HTML/CSS validation errors found in your website's homepage code. These validation errors can affect your site's spiderability by search engines, the way your site renders and the user experience of visitors. Here is a top-line summary of the errors

- 17 lines of code had non-permitted document type
- 12 lines had non-valid attributes
- 6 XML parsing errors
- 3 missing start-tags
- 2 references to external entity in attribute value
- 2 mis-defined html code words and no default entity
- 2 end tags omitted
- 2 references not terminated by REFC delimiter
- 2 end tags were not finished
- 2 entity references were found in the document, but had no reference by that name defined.
- 1 line had a document type not allowed; assume a missing start-tag

In addition some home page layout issues were noticed when font size was enlarged in Firefox.

Also be aware the site is constructed with several nested tables (a table inside a table inside another table). It would probably give you lighter and more spiderable code if you converted your layout to CSS. It may also help speed your website up as CSS layouts are quicker for the browsers to render than a layout controlled by several tables inside each other.

Here are some other html issues impacting search engine page ranking.

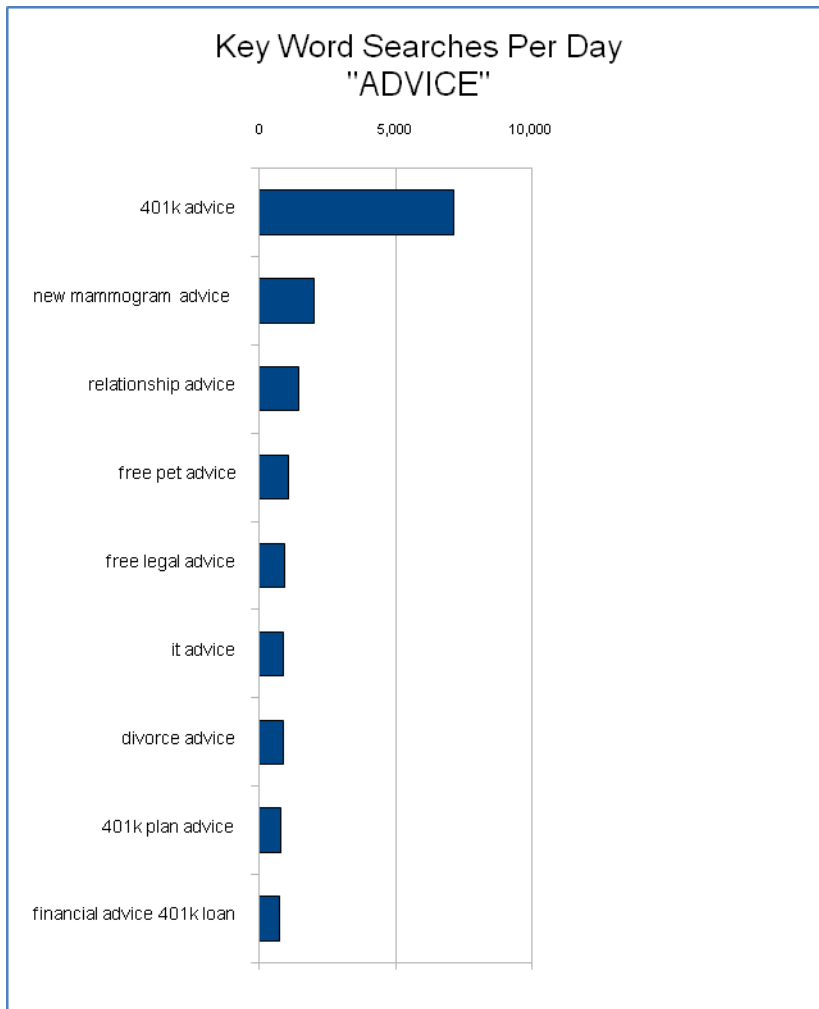
Number of internal links (across all pages)	1936	(Too high)
Number of outbound links (across all pages)	300	(Too high)
Pages with unique <title> tags	20	(Unique is good)
Pages with duplicate <title> tags	12	(Duplicate is bad)
Pages lacking <title> tags	1	(Missing is bad)
Pages with unique meta descriptions	13	(Good)
Pages with duplicate meta descriptions	20	(Bad)
Pages lacking meta descriptions	0	



**Search Terms**

The homepage is always a tricky page to search optimize. The content changes often, and it's difficult to A/B split test your home page. For your homepage it is usual to optimize your brand (site name) plus two or three primary search terms. Reinforce your brand and positioning statement with a higher key word density.

Reviewing search term frequency data can be a good place to start for organizing your site navigation. Create category sections for high traffic search areas such as "finance", "romance", "software and computers" and "law". The two tables below present estimated keyword searches for various key words and terms related to advice and decisions.



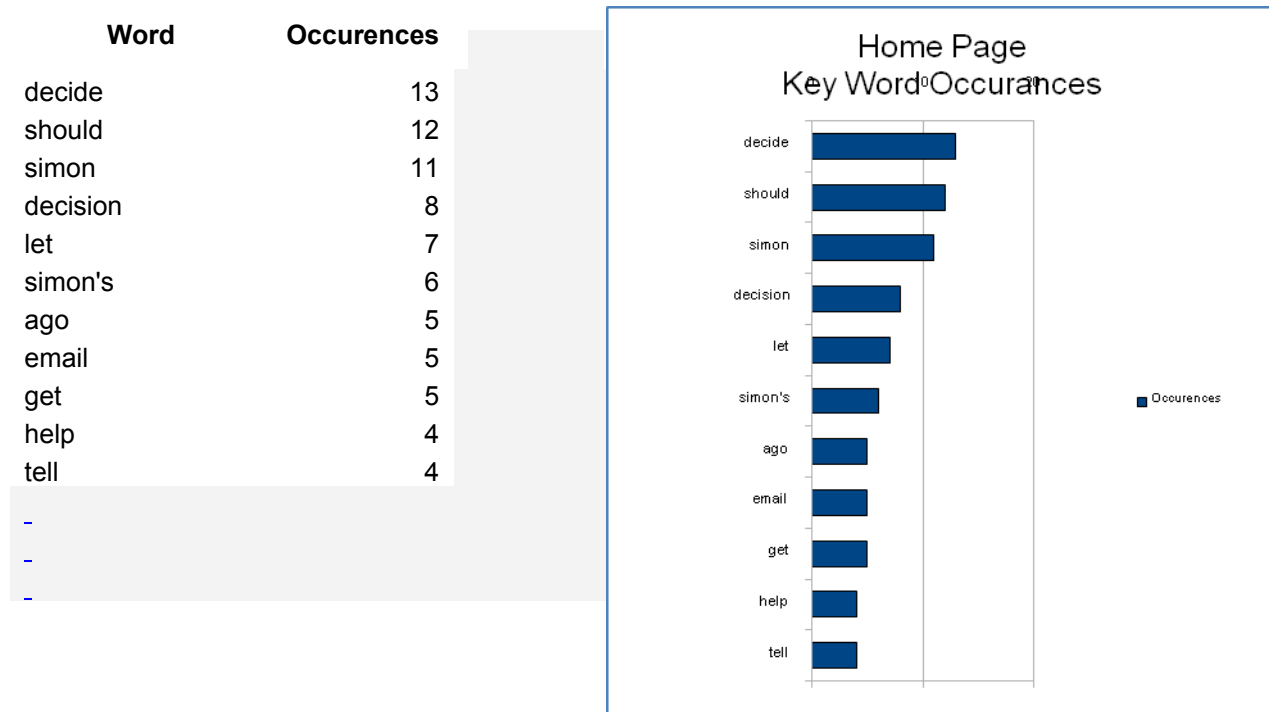


## Content Strategy

Content Strategy is what you decide to write about on your website, how you organize the data and site architecture, and how often you update your content. One of the most commonly analyzed elements is keyword density. Search engines look for certain keyword densities and on-page presentations to help it recognize the most important key words on your site. In general the greater the key word density per page the better, up to 5-7%. Listed below are SEO-favorable on-page key words found on your home page.

Optimize your secondary pages according to specific long tail searches. Each page of your site should highlight the key search terms being featured for that page using html layout code; these terms should be in bold text, used within a link text, included in header text, and in the document title. On-page navigation should also incorporate these highly searched keywords.

### Keyword Frequencies - Home Page



**Story Archive** Consider changing your permanent archive to more commonly searched and visited key phrase categories. Do this with the understanding that other website's backlinks pointing to your site will be affected. There are solutions to this issue.