



SEO Report

Technical factors

1. Pages indexed in Google

The higher the number of pages indexed by Google, the better search engine ranking will be achieved.

Results

To gauge this, type the following into google:

site:your-website-url

The number of results that are returned are the number of pages indexed by Google.

Actions to improve this:

- Generate more valid, indexable content (more pages of topics that people are likely to search for).
- Generate a sitemap and submit it to Google Webmaster Tools (slightly fast tracks indexing).

2. Domain age

The older the domain, the better the search engine ranking.

Results

Enter your domain name into <http://who.is/> and run a search. The "Registered on" date will give you an indication of the domain's age.

3. Reverse IP

Static IP address check.

Results

Go to <http://reverseip.domaintools.com/> and check your domain. The more domains that are hosted on the same server as your website, the slower your website might be.

Actions to improve this:

- It comes down to investing in good quality website hosting. The cheaper the hosting, the more likely you are to be sharing your server with hundreds of other domains.

4. Canonicalisation

The process of picking the best URL when there are several choices (e.g., www or non-www version).

Results

Go to <http://seositecheckup.com/tools/url-canonicalization-test> and enter your site. Once it's finished scanning it'll advise whether canonicalisation exists on your site or not.

Action suggested:

If the test fails, add the canonical link meta tag to the head tag of the website.

On-page factors

1. HTML validation

Validating a web document is important to ensure the quality of your site

Results

You can check any page you want for free at validator.w3.org. A summary of each validation failure is listed with suggested fixes.

Action suggested:

Correct as many (ideally: all) HTML validation issues site-wide.

2. Page Rank (PR)

The higher a domain's page rank, the more trust of its visitors.

Results

Go to <http://checkpagerank.net/> and enter your domain. The result will be a number between 0 and 7; the higher the better.

Action suggested:

Need more in-bound links. This means, get as many other high-PR sites you can find to link to your website, as it increases your site's authority. You can use <https://moz.com/researchtools/ose/> to assist with this.

3. Cache

Supports deep crawling of your site.

Results

To check when Google last crawled your website, visit <http://smallseotools.com/google-cache-checker/> and enter your domain. In the results it will list the Last Modified date; the more recent, the better.

Action suggested:

If it has been a while since Google crawled your site, update your website frequently with new pages of content. This can be facilitated with a blog, that you write a new article for at least twice a week (articles can be a few paragraphs, and can also be things like image galleries, interviews, "5-step" type posts, etc). The more frequent the Googlebot notices new content on your website, the higher the Google result.

4. Keywords

One or two keywords targeted per page will increase rankings.

Results

Go through each page on your website that you want to rank higher in Google (usually, the homepage is enough). Which specific keywords are being targeted? What would you want users to type to reach the page/s? If you can't figure it out from your existing content, you need new content.

Action suggested:

Go through each page of the website and determine what you want people to Google search to land on this page. These one or two search terms are your page's keywords. Legitimately add these keywords to the page (e.g., in proper, logical sentences - if you just spam the keyword, Google penalises you instead of rewarding you) as many times as you can, particularly in Title tags, Headings, and links.

Additionally, combining items 3 and 4, have other people link to pages on your website using these keywords (instead of linking to a banner, as text-links from other websites to yours will carry far more weight).

5. Headings

A brief, relevant, properly marked-up heading on each page is important for search rankings.

Results

Headings need to exist on your page - not just larger text, but specifically coded h-tags.

Action suggested:

Update your code base to include H-tags when headings are used. Update the text of Headings to include that page's targeted keywords (if relevant). Each page should contain at least on H1 tag, one or two H2 and H3 tags, and as many H4-H6 as relevant.

5. Meta tags

There are several HTML tags that can be put in a website's head section that will help it's google ranking.

Results

Check your website's source code, and note down which meta tags are in use.

Action suggested:

Description must exist; if it doesn't, you're losing out. Keywords might exist, though meta keywords aren't used by Google any more (due to spammers). You can add a few location-based meta tags (language, city, country, geo-region / place name / position) and some caching meta tags (googlebot, robots, revisit-after) to further assist this item.

7. Page Speed

A clean, fast, mobile-optimised website is considered better / ranked higher by Google.

Results

Visit <https://developers.google.com/speed/pagespeed/insights/> and enter your domain. The results will speak for themselves. The closer you can get to 100 the better, though obviously depending on the design of your site, there might be items that the utility suggests fixing that simply can't be in order to retain the website's functionality.

Action suggested:

Actions suggested are summarised by running the test on <https://developers.google.com/speed/pagespeed/insights/>. They include optimising images, and moving javascript to the footer of the site, and minifying css and javascript.

As an aside, the best way to ensure your mobile/handheld version of your site is as fast and efficient as possible is to implement a mobile-first code base when coding a responsive website.

Off-page factors

1. Back links

The more quality back links to your site boost your rankings (e.g., when someone else's website links to yours).

Results

Go to Google and type:

link:[your-domain.com](#)

The number of results = the number of backlinks.

Action suggested:

Need to improve link popularity in Google. Link building will help. Ensure that when people link to your website, where possible use a text-based link, where the linked text are your keywords for the page you are linking to.

2. DMOZ listing

An extremely authoritative site to list your website on.

Results

Go to <https://www.dmoz.org/> and search for your domain.

Action suggested:

Submit the domain to DMOZ if it's not found in the results.

3. Social bookmark listing

Helps get direct traffic to your website.

Results

Go to <https://www.sharedcount.com/> and enter your domain. The results will indicate how many times your website has been shared on a variety of social media platforms.

Action suggested:

Get people to share your website on social media. This can be encouraged through competitions/promotions, where users are required to share, like, tweet, pin (etc) your website to enter. Add social sharing buttons to website to facilitate user sharing of pages. Create pages for your website on Google Plus, Facebook, create a Twitter account, etc - there are tons out there.

Conclusion

There are a number of steps that can be undertaken straight away to begin to improve the search engine rankings for any website. Items such as improving the quality of copy by updating text to include keywords where relevant; submitting your website's sitemap to webmaster tools; creating and promoting a social media presence; and adding relevant, properly-marked up heading tags to the website are a great start and can be completed by website editors without any HTML knowledge required.

Remember that search engine optimisation, particularly for a new website, can take a while before you start seeing results. To track your results, it's recommended that Google Analytics be installed on the website.

Additionally, if you would like to push your website to the top of search results until your organic search engine optimisation pushes your site higher in the search results, consider using Google Adwords.

Finally, remember that search engine optimisation these days is all about building the best website possible for your users. If you build a fast, efficient website with clean code, optimised images, direct and informative copy and structure your headings always with your users in mind, Google will reward you.