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## **INTRODUCTION**

**This SEO Analysis report has been produced for the site [www.TheAsianGuild.org](http://www.TheAsianGuild.org). The main aim of this report is determine the current position of the web site on the major search engines and help identify issues that are hindering the site from indexing on search engines.**

**The report also aims to help the reader develop a short term and long term SEO strategy for the website.**

**As search engines constantly revise their indexing policies some or all of the SEO techniques/advice mentioned in this report might not help improve the web sites listing.**

**This report is only a guideline and Good IT Limited and the author will not be liable for any losses, claims, demands or damages that might result by using the advice given in this report.**

**The ever changing nature of Search Engine indexing makes it impossible to stick to any one method of SEO. There are no shortcuts; there is no magic to SEO. You have to spend time and money on a consistent basis and you will see gradual and consistent improvement of your on-line business.**

**SITE CONTENT ANALYSIS**

Landing Page 1	www.theasianguild.org/index.htm
<b>Results</b>	<b>Your page has too few words! We recommend that it have 113 to 1320 words instead of 15 words, which you have now. Make your page more informative by adding some content to the visible area of your page which is also known as the &lt;body&gt;</b>
	<b>Your page either has no &lt;H1&gt; headings, or has no text in the first heading on the page! It is crucial that your keyword appears in one of these headings. We also recommend that you put an &lt;H1&gt; heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential.</b>
	<b>Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all)! If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.</b>
	<b>Your keyword is too far away from the beginning of this page! If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.</b>
	<b>Your Title tag has stop words! Words such as "and, on, a, the, for, to, about, are, that, were, by, of" and other auxiliary words are too common and search engines don't take them into consideration.</b>
	<b>Your keyword weight in the META Keywords is too low! When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 8.3%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.</b>

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### SEARCH ENGINE RANKING

The ranking of the domain "www.theasianguild.org" will be checked on Google, Yahoo! and MSN. This will be based on the key phrase "Asian Guild, Asian Contribution UK" provided by the client.

Search Engine/Key word/Phrase	Competition	Web Page	Position
<b>GOOGLE (UK)</b>			
- Asian Guild	<b>111,000</b>	<b>TheAsianGuild.org</b>	<b>1</b>
- Asian Contribution UK	<b>964,000</b>		<b>Nil</b>
<b>Yahoo! (UK)</b>			
- Asian Guild	<b>93,800</b>	<b>TheAsianGuild.org</b>	<b>2</b>
- Asian Contribution UK	<b>416,000</b>		<b>Nil</b>
<b>MSN (UK)</b>			
- Asian Guild	<b>16,590</b>	<b>/guild_structure.htm</b>	<b>1</b>
- Asian Contribution UK	<b>74,267</b>		<b>Nil</b>

- Column 1** Lists the search engine and the key words being searched.
- Column 2** Informs us of the number of sites that show up when these keywords are used.
- Column 3** Shows which page is listed on the search engine in relation to the key word.
- Column 4** Gives the position of the page on the search engine for the specific keyword.

From the above table it is clear that the site does not show up on any of the major search engines for the key phrase "Asian Contribution UK"

### SEARCH ENGINE SATURATION

Domain	Google	Yahoo!	MSN
<b>www.TheAsianGuild.org</b>	<b>1</b>	<b>12</b>	<b>23</b>

The above table shows the number of pages indexed by the search engines.

It is important to increase the number of pages indexed by Google as can be seen from the results above.

**YOUR FULL REPORT WILL ANALYSIE UPTO 5 KEYWORD OR KEYPHRASES THAT YOU PROVIDE FOR £15/= ONLY ORDER FROM [WWW.GOODIT.CO.UK/SEO](http://WWW.GOODIT.CO.UK/SEO)**

**KEYWORD ANALYSIS**

Your keyword "Asian Guild, Asian Contribution UK" isn't present in the URL! Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list.

By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites.

Most major search engines favour websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web\_site.html), but do not write them as one word. Otherwise, search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

Keywords	Daily World Searches	KEI
Asian Guild	<10	<0.001
Asian Contribution UK	<10	<0.001

**Daily World Searches** - This figure represents a predicted number of how many times people search for the given keyword/ key phrase daily all over the Internet.

**KEI - The Keyword Effectiveness Index (KEI)** compares the keyword's Daily World Searches value to the number of WebPages competing for the given keyword. This helps you pinpoint the keywords that are good enough to optimize your website for. Keywords with the highest KEI combine higher popularity and less competition. That means you will have more chances to attain high rankings in case you use these keywords for optimization.

The above key words selected have very low KEI and are ideal if you would like to promote the organisations name. To improve your ranking on search engines you will need to select more specific keywords that have a higher KEI

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### **SEO STRATEGIES TO IMPLEMENT**

- 1. The home page has very little content and a flash intro page. Increase the content on the home page.**
- 2. Rename the flash (swf) file with a more relevant name or your keywords**
- 3. Change the URL of the files to represent the keywords like [www.theasianguild.org/asian\\_guild.htm](http://www.theasianguild.org/asian_guild.htm)**
- 4. Create a sitemap and submit it to Google so that all your pages get indexed**

**YOUR FULL REPORT WILL LIST MORE **SEO STRATEGIES** FOR  
BETTER SEARCH ENGINE RANKING FOR **£15/=**  
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**We can also implement the above SEO strategies for you for a small fee. As mentioned earlier SEO is not a magic wand but if implemented effectively it will definitely improve your SEO ranking.**

**---End of report---**