



David C. Dalton
 PO Box 19
 Mountainhome, PA 18342
 215.853.2914
 www.davidcdalton.com

Web Application & Database Development, Search Engine Optimization

Website Optimization Analysis & Report

Customer	Bob's Dog Barn
Web site URL	http://bobsdogbarn.com
Domain Age ⁱ	3 years (March 9, 2005)
Main page Google page rank (PR) ⁱⁱ	1
Inner page's Google page rank (PR)	none
Alexa Ranking ⁱⁱⁱ	26251279
Indexed pages, Google ^{iv}	24
Indexed pages, Yahoo!	19
Indexed pages, MSN	101
Inbound links to customer's site - Yahoo ^v	33
Inbound links to customer's site - Google	0
Inbound links to customer's site - MSN	0
Site has a web site map? ^{vi}	no
Site has a robots.txt file? ^{vii}	no
Approximate site page total	30

On page SEO attributes and code (+ positive, - negative, n - neutral)		
description	comments	+/-
HTML code base ^{viii}	4.01 transitional, table based	-
keyword rich meta description ^{ix}	description used, lacking key words	n
keyword meta tag ^x	yes, but lacking key terms	-
embedded styles ^{xi}	yes, 156 lines	-
embedded Javascript ^{xii}	yes, 49 lines	-
code base weight ^{xiii}	excessive, appears to be sliced from image template using DreamWeaver, average page is over 1550 lines of code.	-
average code to content ratio	1550 / 22 (1.5% content)	-
inner link title attributes used ^{xiv}	none found on any hyper link	-
SEO friendly, keyword rich URLs used ^{xv}	no, links are as such: index.php?page=	-
lines of code found before page content ^{xvi}	1474, many unneeded spacer images!	-

Header H1 tags used ^{xvii}	no, using bold and center tags	-
image alt attributes used ^{xviii}	no	-
descriptive, keyword rich page titles ^{xix}	no, club name is first then a word or two	-
proper linking of newsletters and files ^{xx}	no, PDF files are linked to another mail server	-
linked words keyword rich in site text ^{xxi}	most are	+
site content keyword rich	yes	+

Off Site SEO Factors (grading scale, A - F)		
description	comments	grade
total inbound links (3 engines combined)	33 total, and only with Yahoo	D
total indexed pages (3 engines combined)	144, MSN links are questionable	B
site #1 for company name	yes, also paying for sponsored link	A
Google ranking: 'pet supplies + Oklahoma'	not ranked in top 100 (27,000 results)	F
Google ranking: 'dog food + Oklahoma'	not ranked in top 100 (27,800 results)	F
Google ranking: 'dog care + Oklahoma'	39 of 102,000	B
Google ranking: 'dog food + Oklahoma'	55 of 80,900	D
Google ranking: 'dog care + Oklahoma City'	1 of 218,000	A
Google ranking: 'dog food + Oklahoma City'	1 of 6,060	A
listed in Yahoo! directory	no	C
listed in dmoz.org directory (used by G & AOL)	no	C

recommendations

1. A complete rewrite of the websites code and structure using a CSS tableless layout to remove unneeded code, effectively raising the site's code to content ratio to a minimum of 20% (see <http://davidcdalton.com/seo-articles/whats-organic-search-engine-optimization> for more information about this 'less code' process)
2. Rewriting of all page titles, headers, link attributes and image alt tags to include a rich keyword environment.
3. Revisiting the sites content to see if the keyword density can be improved
4. Move site to a Linux server that includes an Apache web server for rewriting URLs in an SEO friendly, key word rich manner
5. Resubmit site to all major search engines
6. Submit the site to the DMOZ database for consideration
7. Complete a directory submission of a minimum of 500 directories
8. Begin a back link campaign, best case scenario for this would be to create some original articles about exercise and health and distribute them via several article repositories
9. Create some interactive 'viral' content that will entice others to link to it. The best examples of these are 'essential' lists, quizzes or other entertaining content that makes other people want to put a link to it on their sites and / or blogs.
10. Add social bookmarking icons on sites articles and informative content to encourage readers to bookmark them for others to find.

- i Domain age adds weight to ranking factors with most search engines
- ii Google calculates page rank by weighing incoming links, domain age and popularity
- iii Alexa ranks site via popularity, the lower the Alexa number the more popular the site
- iv Indexed pages are pages listed for a given site within one search engine
- v Inbound links are links from other site to your site
- vi Site maps can be either plain HTML or XML, they allow an SE spider to navigate your site
- vii A robots.txt file is used by spiders when indexing a website
- viii HTML is the language used to present content on the Internet
- ix A meta description tag is used on each page to give a short explanation of the page's content
- x A meta keyword tags hold relevant keywords and phrases for the page
- xi Styles are code used to format content, they should be linked via an external page, not embedded.
- xii Javascript is code used to create dynamic pages and validate forms, it should always be in an external file
- xiii Code weight is the amount of code needed to present the content, the less code required helps immensely
- xiv Hyper link titles tell a search engine what a page is about before the engine goes to that page
- xv Using keyword rich URLs raises the keyword content for a spider, dynamic URLs offer no such advantage
- xvi Some spiders are only allocated so much time to read a page, having the content as close to the tops helps
- xvii H1 tags should always be used for page headings as they carry the most weight with search engines
- xviii When images can not be shown the alt text is shown, search engines also read this text
- xix The page's title (seen in the browsers title bar) is the 2nd most important tag on any page
- xx All files on a given site should be linked to that site without any domain (relative URLs)
- xxi The words used to link to another page within your site should be keyword rich and describe that page