

## Website Analysis

**www.examplecompany.com**

### Summary Info

This is the position of your site within the search engines based on the various searches. See table at the end of this report.

Search Engine Positions				
	Positions			
Date	Top 50	Top 20	Top 10	Number 1
Sep-08	9	6	6	1

### Google Pagerank = 3/10

This is the ranking that Google has given your site.

### Website Grade = 14/100

A website grade of 14/100 means that we have analysed your site with this score in relation to the other sites on the web taking into consideration various variables including search engine data, website structure, approximate traffic, site performance, and others. This is far too low for the site to be considered fully optimised.

### Conclusion

Tweaking the site, how it is built and the basic of optimisation for the search engines will greatly improve the site and ensure that the site is being found by people searching on Google and thus fulfil its full potential.

### Recommendations

Kehorne recommends that the site is

- a. Fully optimise with Meta data inserted
- b. Has keywords fully researched
- c. All images have alternative text attached
- d. Web site code is corrected to full compliance standards

Please contact us to discuss your individual requirements in relation to the above recommendations.

Kehorne Limited

## Visual Analysis

This is a visual analysis of the site, covering design look, basic layout, menu, navigation around site (2-3 pages only to be covered). Does it fit the company look i.e. design/marketing = flashy, standard business = clean and clear and simple.

Criteria	Comments
design look	Graphics should be of a higher quality.
basic layout	Clean and clear
menu, navigation	All in correct position and covers site correctly
Does it fit the company look?	A business site like this should have a simple and clean design, which this does.

## Standards Compliance

Is the site built with all the necessary standards in place.

<b>Result:</b>	112 Errors
<b>Address:</b>	www.examplecompany.com

These errors are easily fixable and would increase the sites' exposure to the search engines as well as opening faster in the browsers.

## Search Engine Optimisation Standards Compliance *Or* How the Search Engines (Google) see your page

### A. Metadata

Metadata tags allow you to tell the search engines what your web page is about and should be included in every page, although this is often missed out or done incorrectly.

<b>Page Title:</b>	Good
<b>Meta Description:</b>	Missing
<b>Meta Keywords:</b>	Missing

### B. Heading Summary

Similar to how newspapers and magazines use headings and sub-headings to help readers, websites can use special tags in their HTML. These tags not only help human readers read the content, they also help search engine spiders better understand the content on a page and what is most important. It is generally a good idea to use heading tags to help signal to the search engines, what the web page is about.

**Total headings found: 0.**

Heading Type	Text
Second-Level (H2)	Missing

### C. Image Summary

Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images. So, if you have lots of images that contain textual content within the image itself, this content will not be seen by the crawlers.

HTML helps address this issue by providing a way to specify the textual content for an image using the "alt" attribute. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers. This is now an integral part of making your site legally open to all disability groups.

**Total images found: 4. 2 images don't have ALT text.**

## Search Engine Results

Keyword Summary Report						
	Google	Google (UK)	MSN	MSN (UK)	Yahoo Web Results	Yahoo Web Results (UK)
<b>bookkeeping services surrey</b>	-	-	-	-	-	-
<b>chartered accountants sussex</b>	-	2	-	2	-	-
<b>business continuity planning strategy</b>	-	-	-	-	-	2
<b>chartered accountants london</b>	-	-	-	-	-	-
<b>licensed trade accountants</b>	-	-	-	-	41	-
<b>pub accountant</b>	-	-	-	-	40	-
<b>pub book keeping</b>	-	-	-	-	-1	-
<b>YourCompanyWebSite</b>	43	-	1	8	2	-
	44	-	1	8	2	-
	+1	-	-	-	-	-

The above table shows where the current site sits in searches on these Search Engines for the relevant phrases.

Keywords are taken from the existing site.

Kehorne would recommend research into keywords to ensure that the site is targeting the correct market.