

A report by Microsoft® SEO Services for Partners

SEO REPORT CONTENT

VALIDATION REPORT

By having a valid web site in terms being compliant to web standards, you can rest assured that your site will be more accessible, will look very similar across different browsers and operating systems, and ultimately be easier for web spiders to crawl.

Link Validation

A full report of which dead links were found and where to find them is included.

Custom 404 Page

Custom 404 Pages are a must to maintain visitors on your site. We provide a method to create a custom 404 page if the customer does not have it in place.

Nofollow Candidates

In order to have granular control on what gets indexed and what does not, it is usually recommended to use the nofollow attribute. We explain the procedure used to specify the web crawlers how to index or skip indexing on desired pages.

CSS Validation

We identify potential CSS problems. Invalid CSS may break the design of a web site. A detailed table is provided, it displays the errors, the file where it can be found as well as the line on the code.

HTML Validation

Certain types of validation violations can affect a web site's SEO rankings. We carefully examine your site and determine any HTML validation error it may have. A detailed table with the errors, as well as a description of the errors and where in the code is located.

PAGE ANALYSIS REPORT

Checks what goes on 'under the hood' in order to identify what is wrong and how to fix it

Meta Description Tag Analysis

Undefined Description tags will not lure customers into the website. We identify these issues and recommend on best practices to follow.

Page Title Tag Analysis

The naming of documents from a website using the title tag is one of the most important aspects for ranking higher than others in the results. We identify the correct use and make suggestions that will benefit visibility.

<H1> Tags

H1 tags should contain content that concisely summarizes the requested document and should also contain relevant keywords. We look for <H1> tags on your code and make suggestions of the content that should be used. We also report if we cannot find any <H1> tags.

Anchor Text

Descriptive text needs to be used when linking within the pages of a web site. A small report shows all of text used in anchors in all elements, as well as suggested methods to take full advantage of this feature.

Image Alt Text

Optimizing images for search engine increases your chances of ranking in Google Image Search and generates an alternate source of traffic to your website. We analyze most of the images in order to determine the proper use of the Alt Text property.

URL Analysis

Web site hierarchy is examined, and if necessary, recommendations are given for best practices. This includes number of subdirectories as well as complexity of URLs using dynamic parameters.

SEARCH ENGINE REPORT

We examine different issues that can affect how various search engines view your domain. It can be affected by factors such as the quality of incoming links or the ways in which you setup redirects in your domain.

Canonical Redirects

In order to avoid page rank leakage, we make sure your site redirects based upon canonical redirection principle. If this critical procedure is violated, we inform you and advice you on how it needs to be resolved.

Site Scan

Makes sure Google analytics code is installed properly on all web pages on the site. This is very important to be able to monitor visiting your site in the regular basis. A table validating Google Analytics is provided.

Search Engine Indexing

Verifies that all pages are being properly indexed. We revise all major search engines results, and determine if they are properly indexed, if not, we provide solutions and best practices.

Incoming Links

We provide quantity (and source) of incoming links with suggestions for improvement. A table details those incoming links as well as the PageRank for those pages and the number of links to your site.

KEYWORD REPORT

One of the most common problems that are faced with websites is the fact that they usually try to target very generic keywords that have a high competition value. On this part of the report we provide you with:

General Keyword Advice

In order to avoid what is commonly known as 'keyword cannibalization', it is imperative to have the pages of your web site compete for a different set of keywords. We explain this concept and provide you with information on how is your website standing on this matter.

Your Strongest Web Pages

Based on the Keyword and Ranking analysis, we provide the customer with the strongest pages of their website. A table will show your 4 strongest pages on descending order.

Recommended Keywords

An extensive analysis for additional recommended keyword is conducted on this section, the same study is conducted for the keywords provided by the customer. Each of the concepts listed below will be detailed.

- KEYWORD PHRASE
- AVERAGE MONTHLY SEARCHES
- AVERAGE PAGE RANK FOR THIS TERM
- COMPETITION INDEX

Keyword Ranking

This ranking report of targeted phrases identifies keywords that can help drive traffic to your site. We provide a table for each major Search Engine determining the ranking of the keyword, we let you know if it ranks within the top 100. This is done for whatever country the customer chooses to compete in.

FINAL WORDS

To escalate your website's sales, the only 100% working way is steady and smart search engine optimization, we offer recommendations on several aspects such as:

- [Checking Your Page Several Times](#)
- [Selecting Winning Keywords For Your Optimization Campaign](#)
- [Controlling Your Rankings To Get Solid Results](#)
- [Learning Efficient Link-Building](#)
- [Using Only The Best-Working Means To Beat Your Competition](#)
- [Doing Optimization On A Regular Basis](#)