



Best Website Design

March 2010



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1 Summary

This is a demo report designed to show some of the typical content a report would contain. All reports we make vary based on the specific needs of a client.

This is based on a fictitious website company that started using the [Small Business Package](#) in April 2009. This monthly report and the activities performed are all part of that package.

They have a website controlled by a Content Management System (CMS) so it is easy for anyone to make changes to the content of the website.

A separate website development company manages the website and any changes to its architecture or design.

It contains a single contact page with a form. Having a visitor submit that form is the designated goal of the website.

All the information and data is made up!

This section will normally summarise the month's proceedings like this...

The new copywriting article has already generated a conversion (contact email). Following on from that I am proposing we write an article on Search Engine Optimisation (SEO).

There's a broken link from another website that needs chasing up.

I'd like the website developers to implement some speed improvements after Google's announcement that speed is a ranking factor.

This month I will be looking into ways to improve your conversion rates.



2 Activities

Each month I perform some promotional activities, or work that improves the website

2.1 Off Site (Promotion)

This month I manually added custom entries into 3 local directories:

- <http://www.startlocal.com.au/>
- <http://www.localbusinessguide.com.au/>
- <http://www.searchsa.com.au/>

You should see those entries appear in the next few weeks.

I also created social bookmarks to the new Copywriting article and referenced to it from your Facebook Page.

2.2 On Site (Search Engine Optimisation)

I performed some tidying up of the new Copywriting article:

- Fixed some spelling and grammar mistakes
- Improved the pages title and description. (More Info: [Titles](#), [Descriptions](#))
- For accessibility, I added text descriptions to the images.
- Cleaned up the underlying code (html) so that it complies with W3 standards.

I also removed a broken link from the references page.



3 Analysis

This section contains conclusions from examining the month's data and testing the website. It may contain suggestions for improvements or flag issues that need resolving.

3.1 SEO Page

Searches for SEO related phrases are on the increase. **seo adelaide** was searched for an estimated **1,600** times last month. The top website would receive an estimated **672 visitors per month**, just for that one phrase.

I would suggest we create a page dedicated to **SEO**. Refer to your [Keyword Analysis Report](#) to get more ideas on phrases to use on the page.

This will help you get a share of all the organic searches related to SEO including the 1,600 specific to Adelaide.

3.2 Speed Improvements

With Google's recent announcement that [Site Speed will affect your Ranking](#), I would recommend we make a few adjustments to speed up the website.

The website is rated by Google as faster than 45% of all websites; however it will not harm to improve on that. Faster websites provide a better experience to the visitors, who will then be more likely to stay and buy.

Please contact your website developer to make the following changes:

GZip Responses

The use of compression (gzip) will reduce response sizes and increase speed.

Upgrade Analytics

Moving to Google's new asynchronous analytics tracking code will reduce the delay currently caused by their tracking code.

<http://code.google.com/apis/analytics/docs/tracking/asyncTracking.html>



3.3 Broken Links

Broken links have a negative effect on visitors as well as Google.

Your reference to www.wibblets.com on your Links page is no longer valid. It has been removed.

The external page www.affiliate.com/Links/ currently references a broken page on your website. You should request them to correct this. In the meantime, get your website developer to setup a 301 redirect from the broken page to a valid page. This will give visitors and search engines a better experience.

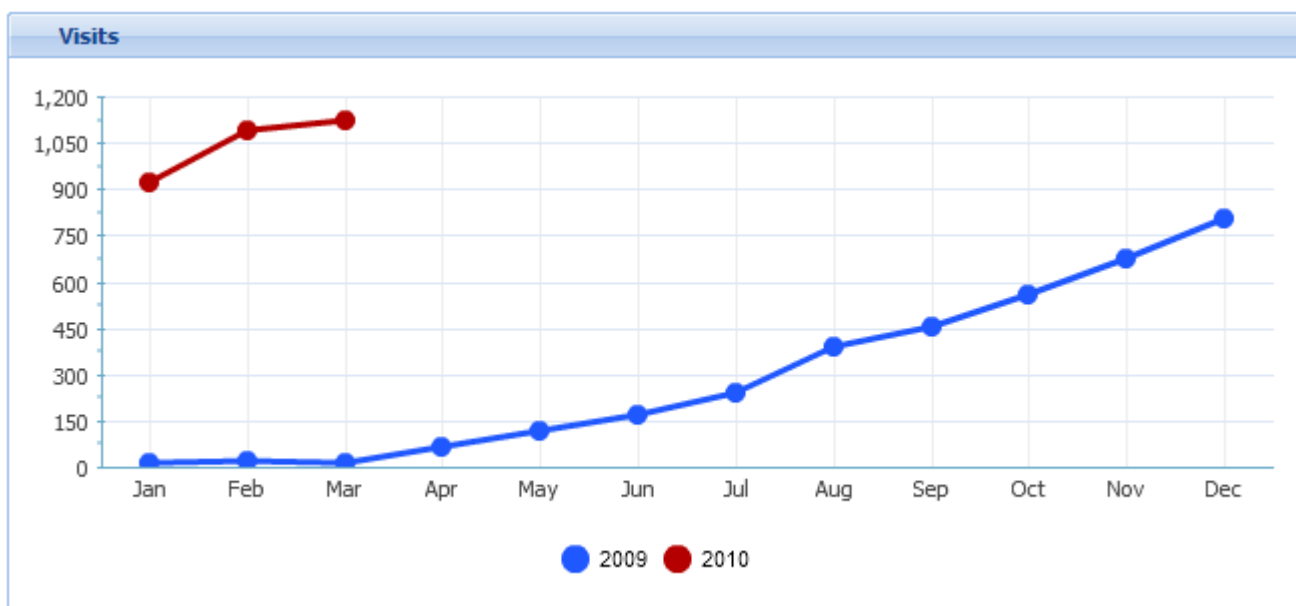


4 Statistics

This section shows some of the historical data that has been gathered. It can show trends and improvements as the website is enhanced.

4.1 Visits

This shows how the continuous website promotional work tends to have an accumulative effect on traffic.



Promotional Work Started in April 2009

Another way to get visitors is through [Paid Advertising](#). This can generate instant results, however it is more expensive and does not accumulate over time.

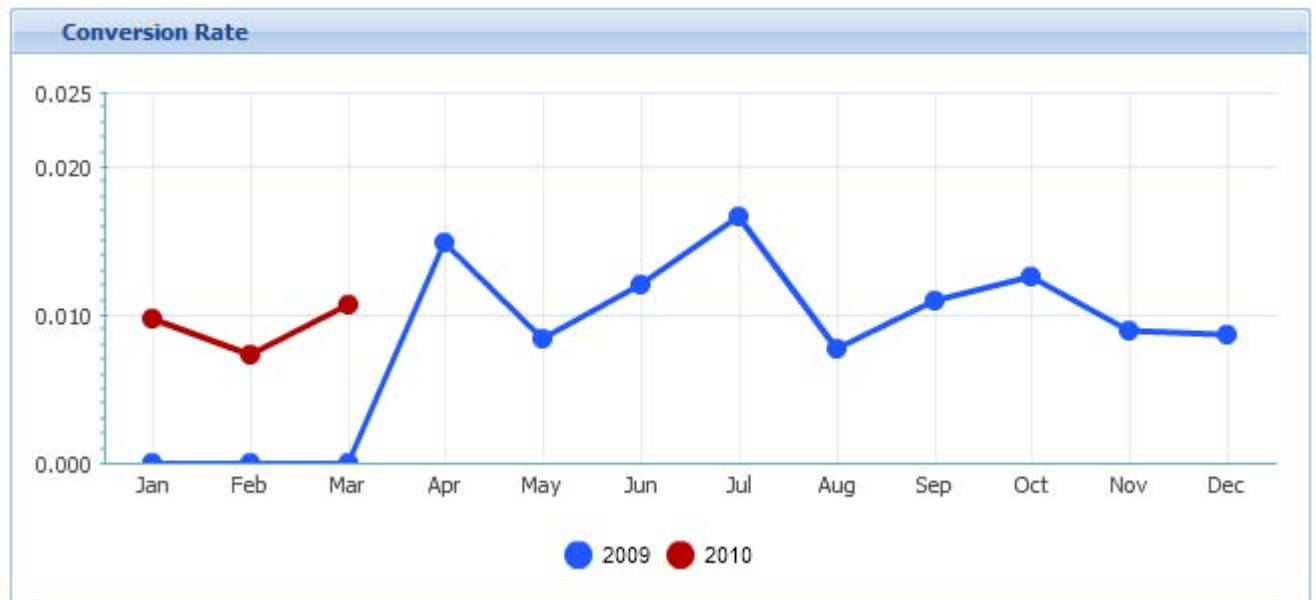


4.2 Conversions

A conversion is when one of the goals of the website is achieved. E.g. A form is filled in or a shopping cart is submitted. Conversions are often the main purpose of a website and therefore an important metrics to measure and improve on.



Conversion rate is the ratio between visitors and conversions. I.e. the percentage of visitors that reach your goal. It is a good way to measure how well the website is working with the visitors. A typical conversion rate is 1% (0.01).



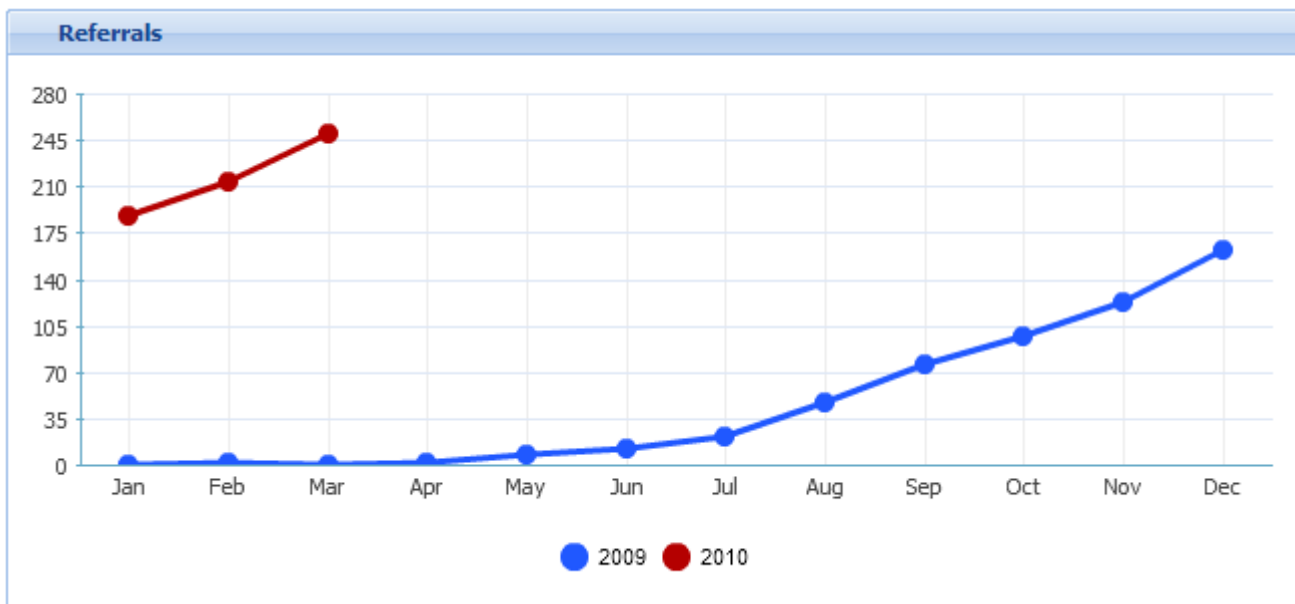
Modifying the design and flow of a website, adding "call to actions" and providing good content are some ways that a conversion rate can be improved.



4.3 Referring Websites

As we promote your website you will get more websites referring to you. That is, link to your website. This generates traffic as well as boosts your reputation and ranking with the search engines.

4.3.1 Referrals



250 visits came from 23 Referring sites. Here are the top ones:

Referrer	Visits	Notes
friendly-website.com	78	
friendly-website2.com	56	Due to a paid advert \$1 per click
friendly-website3.com	34	
friendly-website4.com	23	
friendly-website5.com	16	
friendly-website6.com	15	Paid inclusion. \$100/year
friendly-website7.com	15	
friendly-website8.com	9	
friendly-website9.com	7	
friendly-website10.com	7	

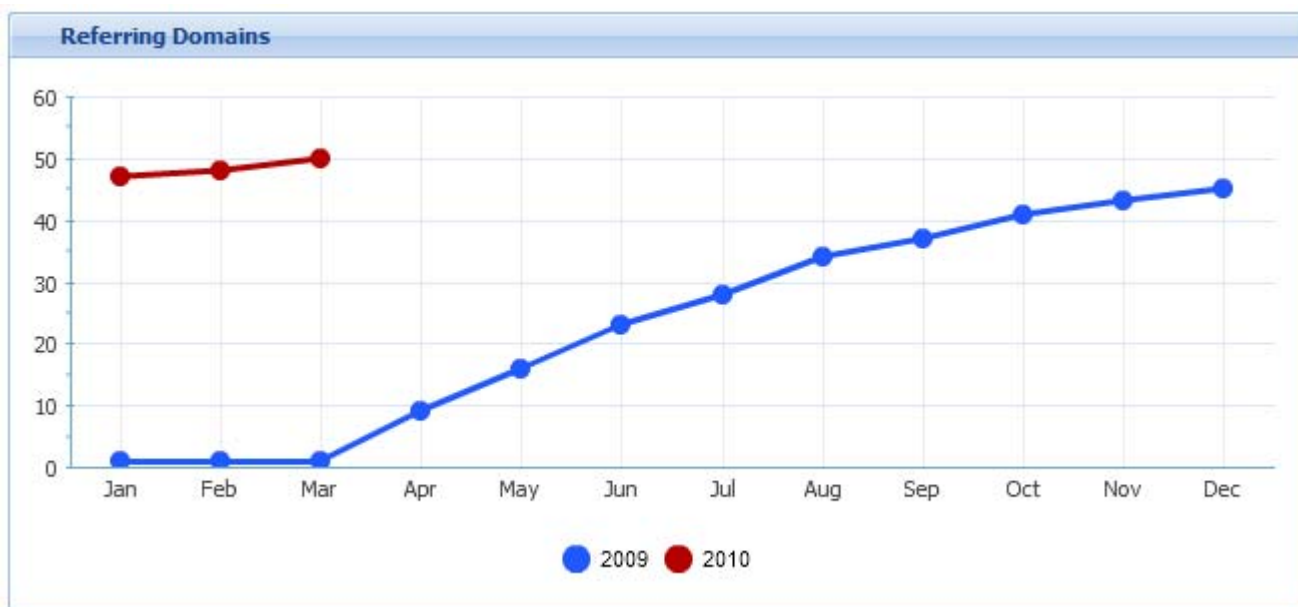


4.3.2 Total Referring Domains

The number of quality links from other domains has is a major factor in the way search engines rate a website.

Getting more websites to refer to you increases the chances of your website getting high positions in search results.

Please refer to the [Link Building Check List](#) for information on how to acquire more incoming links.



Over time it gets harder to find quality websites to get referrals from.



4.3.3 Referring Domain List (50)

friendly-website.com
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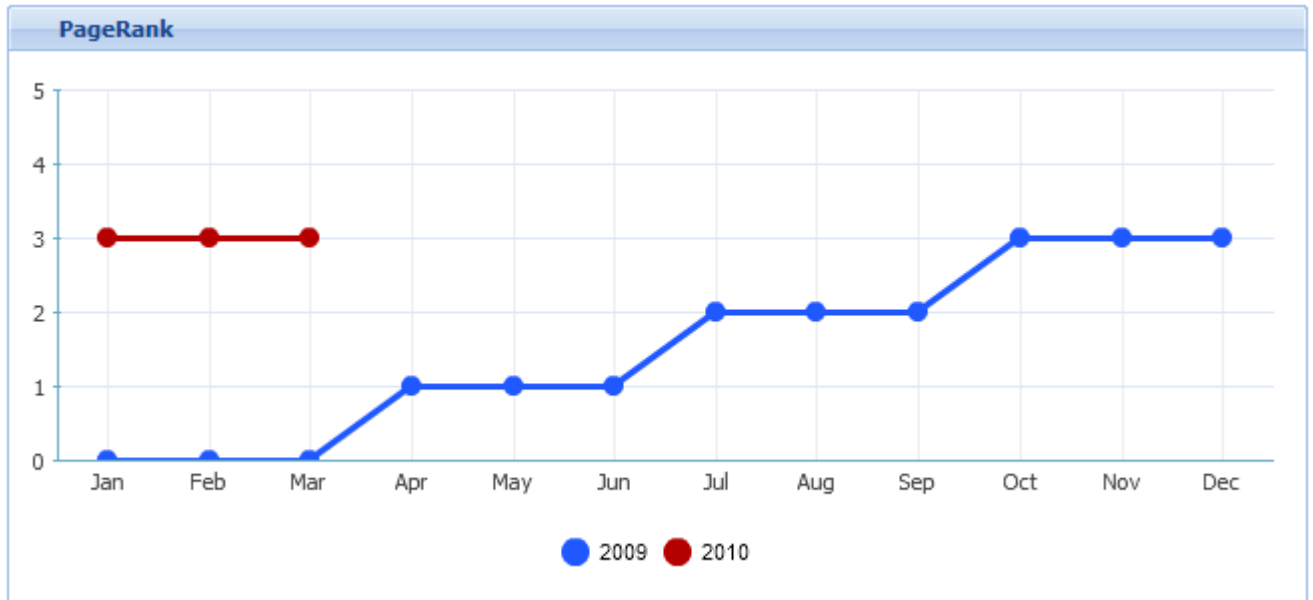
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4.4 Google PageRank

Google's page rank is a rough way to estimate how competitive a website is. PageRank is a logarithmic score out of 10. 10 is the top score, and is very hard to achieve. Updates to PageRank are periodic and generally lags by a few months. Quality incoming links is a major factor in the calculation of page rank.





4.5 Competitive Market Ranking

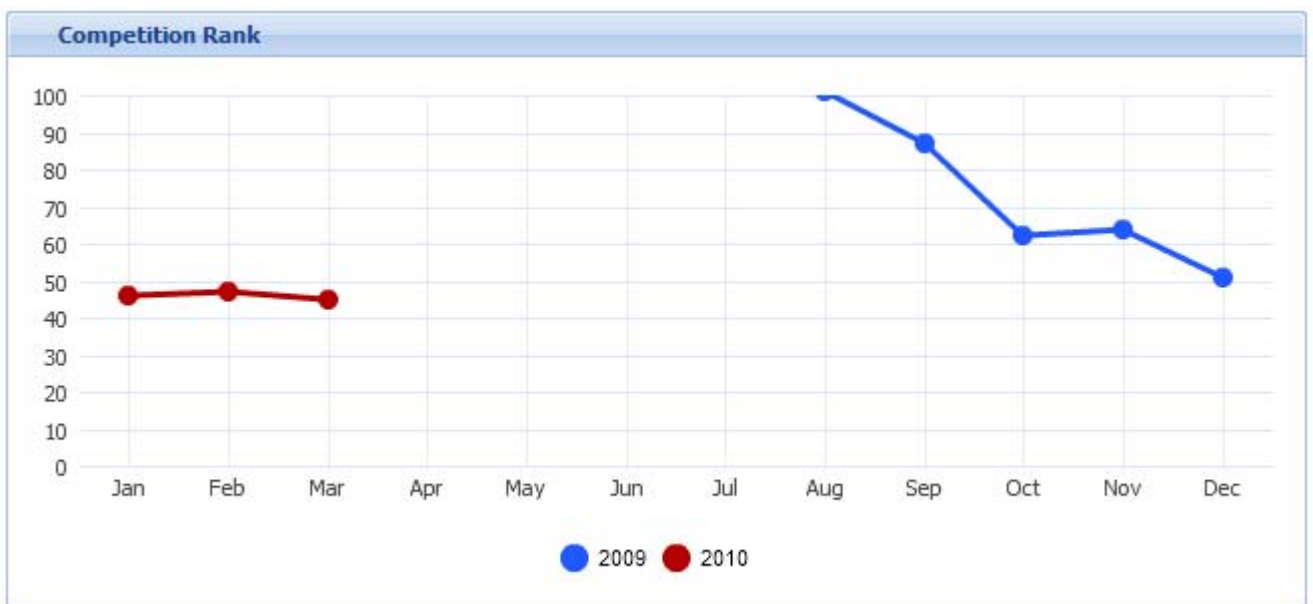
We analyse and process **786** search phrases related to your market. For each of those phrases we perform a search on Google and gather the top 100 results returned. All the websites that show up in these results are processed and given a search score. This is calculated based on the estimated number of visitors that each website will receive from each search phrase they show up in.

The websites are then sorted in the order of their score, and this becomes their competitive market rank. i.e. The website with rank 1 will most likely get more visitors than any other website in your market.

Your rank is **45**. That is, there are **44** websites that are performing better in search results related to your market.



Zoom...



It gets harder to increase your rank as you get among the most competitive websites.



4.5.1 The Competition top 100

The competition list can be a good source of information. Check why some websites do well (competitor analysis), find websites to get links from or even website to advertise on.

- | | |
|-----------------------------|------------------------|
| 1. great-website.com | 51. great-website.com |
| 2. great-website.com | 52. great-website.com |
| 3. great-website.com | 53. great-website.com |
| 4. great-website.com | 54. great-website.com |
| 5. great-website.com | 55. great-website.com |
| 6. great-website.com | 56. great-website.com |
| 7. great-website.com | 57. great-website.com |
| 8. great-website.com | 58. great-website.com |
| 9. great-website.com | 59. great-website.com |
| 10. great-website.com | 60. great-website.com |
| 11. great-website.com | 61. great-website.com |
| 12. great-website.com | 62. great-website.com |
| 13. great-website.com | 63. great-website.com |
| 14. great-website.com | 64. great-website.com |
| 15. great-website.com | 65. great-website.com |
| 16. great-website.com | 66. great-website.com |
| 17. great-website.com | 67. great-website.com |
| 18. great-website.com | 68. great-website.com |
| 19. great-website.com | 69. great-website.com |
| 20. great-website.com | 70. great-website.com |
| 21. great-website.com | 71. great-website.com |
| 22. great-website.com | 72. great-website.com |
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| 26. great-website.com | 76. great-website.com |
| 27. great-website.com | 77. great-website.com |
| 28. great-website.com | 78. great-website.com |
| 29. great-website.com | 79. great-website.com |
| 30. great-website.com | 80. great-website.com |
| 31. great-website.com | 81. great-website.com |
| 32. great-website.com | 82. great-website.com |
| 33. great-website.com | 83. great-website.com |
| 34. great-website.com | 84. great-website.com |
| 35. great-website.com | 85. great-website.com |
| 36. great-website.com | 86. great-website.com |
| 37. great-website.com | 87. great-website.com |
| 38. great-website.com | 88. great-website.com |
| 39. great-website.com | 89. great-website.com |
| 40. great-website.com | 90. great-website.com |
| 41. great-website.com | 91. great-website.com |
| 42. great-website.com | 92. great-website.com |
| 43. great-website.com | 93. great-website.com |
| 44. great-website.com | 94. great-website.com |
| 45. best-website.com | 95. great-website.com |
| 46. great-website.com | 96. great-website.com |
| 47. great-website.com | 97. great-website.com |
| 48. great-website.com | 98. great-website.com |
| 49. great-website.com | 99. great-website.com |
| 50. great-website.com | 100. great-website.com |



4.6 Successful Search Phrases

The following lists all non-domain specific searches (i.e. do not contain the company name) which caused conversions this month (e.g. Contact, Cart Submission):

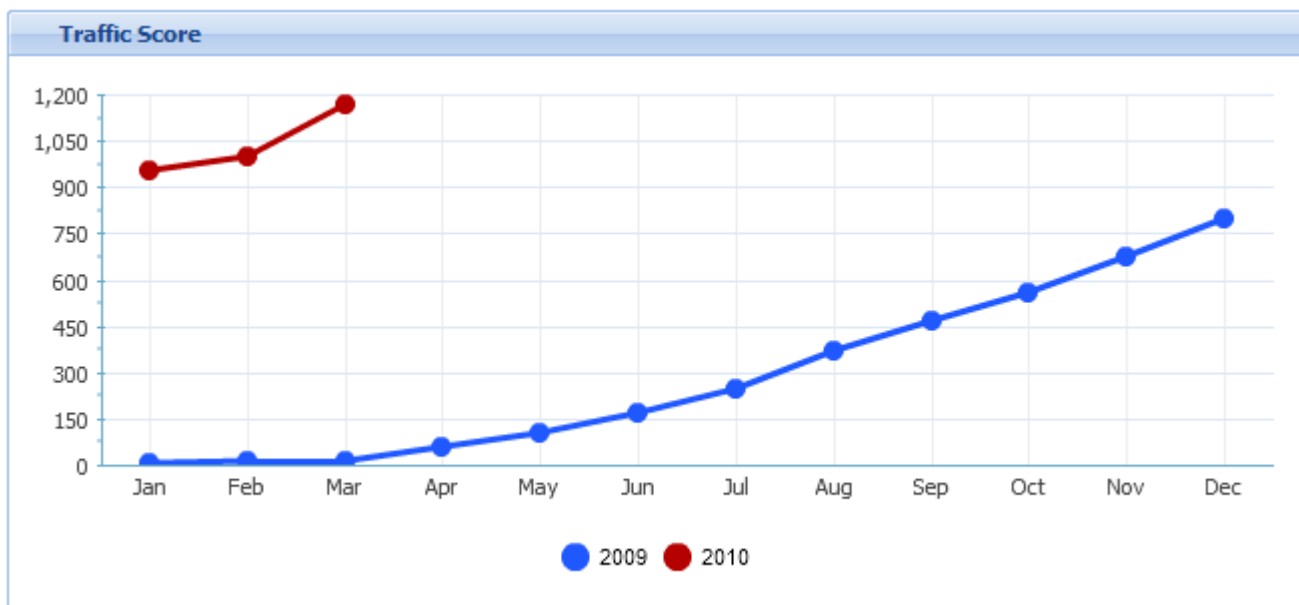
Phrase	Visits
web design adelaide	3
graphic design adelaide	2
website design adelaide	1
copywriting adelaide	1
web design australia	1

Data is excluding searches generated by AdWords



4.7 Traffic Level Analysis

For the search phrases identified in your market, we estimate the amount of traffic they may generate for you based on your positions in search results, search volume estimates and their relevance. The chart shows the total estimated traffic for your website. It is a rough estimate; however this system and the data behind it mean we focus on relevant market phrases that cause traffic.



Traffic estimates rise as the website performs better in search results. This is due to a combination of boosting the rank of the website (promotion) and targeting valuable and accessible keywords (SEO).

Potential new target phrases will be highlighted in the analysis section of the report. In this example “copywriter” and “SEO” are recently highlighted phrases to target.

Full details of the phrases analysed, search volumes, search results and much more is available form an accompanying spreadsheet.