



Best Website Design

Design	Market	Sell	Total
76%	6%	47%	43%

Design

How your website is designed can have a big impact on what search engines think of it. Poor designs are hard to access while good designs keep the search engines well informed. The activity of designing for a search engine is called On Site Search Engine Optimisation (SEO).

The Design score rates your website on how well it is performing on a code set of SEO guidelines and best practices.

Market

Just having a website is only part of the story. You then need to promote that website in your chosen online markets.

Your market score is based on the market size and an estimate on how much of the market you have.

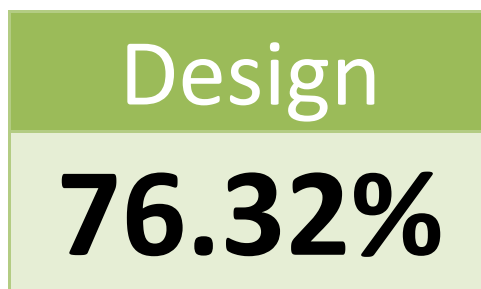
Sell

Once you are attracting visitors to your website, you want to have as many of them as possible turn into leads or customers.

The Sell score estimates how well your website sells itself.

Total

Each test effects how well your website will be performing. **Design** for the Search Engines, Promote your Website in the correct **Market** and make sure you **Sell** it to your visitors.



Your website was examined and scored on the following factors:

- ✓ **Black Hat Techniques**
- ✓ **Content/Copy**
- ✓ **Home Page**
- ✓ **Link Visibility**
- ✓ **Broken Links**
- ✓ **Lost Pages**
- ✓ **Page Titles**
- ✓ **Headers**
- ✓ **Link Text**
- ✓ **Meta Data**
- ✓ **Accessibility**
- ✓ **Style Sheets**
- ✓ **JavaScript**
- ✓ **Speed**
- ✓ **Missing Pages**
- ✓ **Duplicate Pages**
- ✓ **Code (Html)**
- ✓ **Standards Compliance**
- ✓ **URLs**
- ✓ **Sitemap**

There are many changes that can be done to improve how your website and search engine interact. In many cases, without the need to change its appearance.

Our [Website Analysis Report](#) fully analyses over 20 factors that can affect your performance. It explains why there are issues and how to resolve them.

All the services mentioned here are included in our [Small Business Support Package](#).



The market score is based on the estimated number of visitors your website will receive from the targeted market as well as the size of the market. A 100% score means that you have completely taken over the market. Larger markets get higher scores as they attract more visitors.

Keyword Analysis

1136 search phrases that relate to your market were discovered and analysed. These search phrases generate an estimated potential of **31,816,078** visits to a website from Google searches, each month. **18,790** searches are made for related businesses in Adelaide alone.

The website showed up **547** times in the top 100 of the search results. **124** times in the top 20, and **23** times as number one.

To start receiving traffic, your website needs to appear in the top 20 for the identified search phrases.

Our [Keyword Analysis Report](#) includes a full analysis of this data and provides recommendations on the words and phrasing you should use on your website, to get you in the top pages of search results and generating traffic.

Competition Analysis

To appear at the top of search results, you need to be competitive. At the moment, our system gives you a Market Rank of **27**. That is we found **26** websites that performed better in your market.

Our [Keyword Analysis Report](#) will detail your competitors and provide advice on how you can increase your ranking above them. The higher your ranking, the closer you get to the top of search results.

One of our activities is [Website Promotion](#). Part of that is working to get relevant websites linking to your website. This generates traffic as well as boosts your ranking and reputation. At the moment, we have detected that you have **89** reputation building websites linking to yours. One of your biggest competitors (**better-website-design.com**) has **532**!



Without extensive tracking data and it is hard to accurately measure how well a website entertains visitors and entices them into being customers. This score is based on the judgement of marketing experts combined with any statistical data made available.

This may include data such as bounce and conversion rates.