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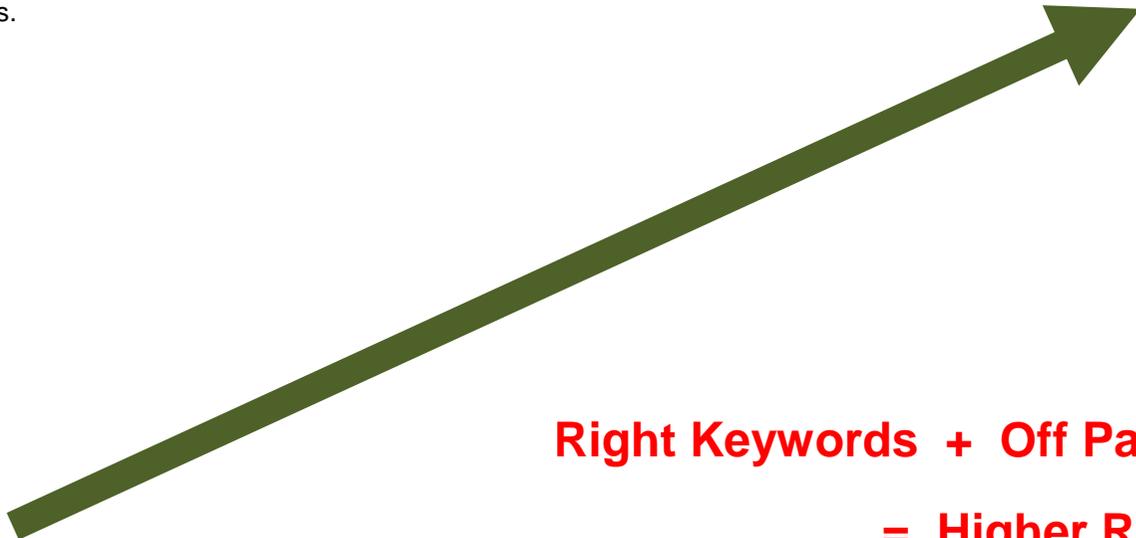## CreatorSEO Analysis Guide

Updated: July 2010

Introduction

This guide has been developed by CreatorSEO to help our clients manage their SEO campaigns.
This guide will be updated regularly as the Search Engines amend the criteria for organic
search rankings/change their algorithms.

A22
CRAWLING

Help the search engines find your site!

A1
YOUR ELEVATOR PITCH

Define your marketing messages: can you describe your business in 2 sentences

Right Keywords + Off Page optimization

= Higher Rankings

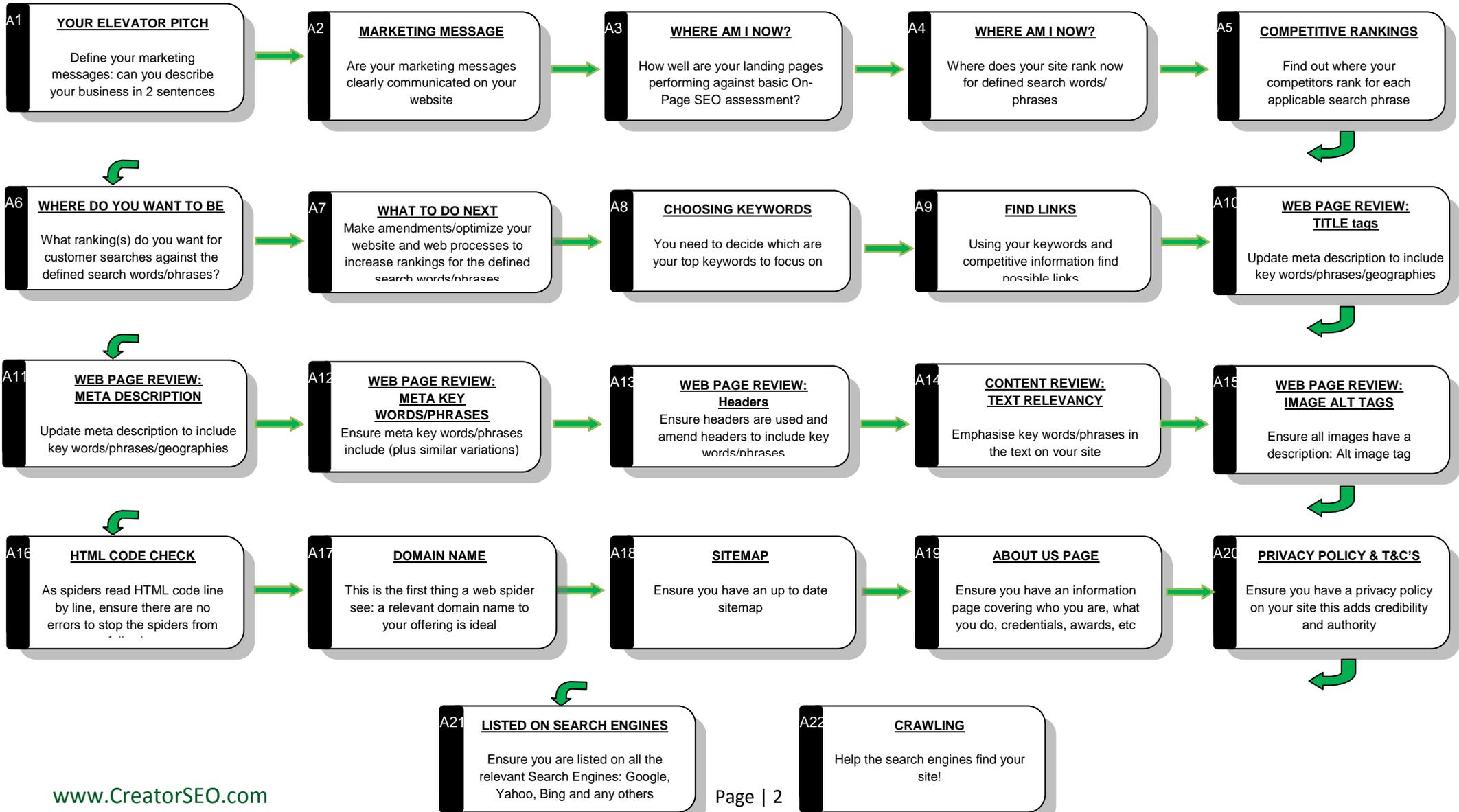**= More Traffic**

= More Sales

SEO Analysis Guide

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The SEO Analysis Guide

A1 — YOUR ELEVATOR PITCH
Define your marketing messages: can you describe your business in 2 sentences

A2 — MARKETING MESSAGE
Are your marketing messages clearly communicated on your website

A3 — WHERE AM I NOW?
How well are your landing pages performing against basic On-Page SEO assessment?

A4 — WHERE AM I NOW?
Where does your site rank now for defined search words/ phrases

A5 — COMPETITIVE RANKINGS
Find out where your competitors rank for each applicable search phrase

A6 — WHERE DO YOU WANT TO BE
What ranking(s) do you want for customer searches against the defined search words/phrases?

A7 — WHAT TO DO NEXT
Make amendments/optimize your website and web processes to increase rankings for the defined search words/phrases

A8 — CHOOSING KEYWORDS
You need to decide which are your top keywords to focus on

A9 — FIND LINKS
Using your keywords and competitive information find possible links

A10 — WEB PAGE REVIEW: TITLE tags
Update meta description to include key words/phrases/geographies

A11 — WEB PAGE REVIEW: META DESCRIPTION
Update meta description to include key words/phrases/geographies

A12 — WEB PAGE REVIEW: META KEY WORDS/PHRASES
Ensure meta key words/phrases include (plus similar variations)

A13 — WEB PAGE REVIEW: Headers
Ensure headers are used and amend headers to include key words/phrases

A14 — CONTENT REVIEW: TEXT RELEVANCY
Emphasise key words/phrases in the text on your site

A15 — WEB PAGE REVIEW: IMAGE ALT TAGS
Ensure all images have a description: Alt image tag

A16 — HTML CODE CHECK
As spiders read HTML code line by line, ensure there are no errors to stop the spiders from following

A17 — DOMAIN NAME
This is the first thing a web spider see: a relevant domain name to your offering is ideal

A18 — SITEMAP
Ensure you have an up to date sitemap

A19 — ABOUT US PAGE
Ensure you have an information page covering who you are, what you do, credentials, awards, etc

A20 — PRIVACY POLICY & T&C'S
Ensure you have a privacy policy on your site this adds credibility and authority

A21 — LISTED ON SEARCH ENGINES
Ensure you are listed on all the relevant Search Engines: Google, Yahoo, Bing and any others

A22 — CRAWLING
Help the search engines find your site!

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Definitions

Inbound Link
Key for internet marketing / search engine optimization (SEO). Also known as backlink, backward link or backlinks. Inbound links are all of the links on other websites that direct traffic to your site. Inbound links can improve your site's search rankings, particularly if they contain anchor text keywords relevant to your site.

Keywords
Also known as search terms or query terms. Keywords are the word(s) and/or phrase(s) a user searches while using the internet: these words make sure that you can be found! Keywords are the terms your customer or potential visitor uses when they type in a search box (Google, Bing, Yahoo, etc.)

A Search Engine Results Page (SERP) ranks indexed sites against the relevant terms.

Often large organisations make the mistake of using their own unique keyword terms or acronyms: then they wonder why their site traffic is low.

Keyword Phrases
Keywords phases typically contain between 2 to 5 keywords. These are the phrases that visitors would typically use in search queries to find your website.

Keyword Length
A longer search phrase is directly associated with better targeting and increased traffic. Most good keyword phrases are generally 2 to 5 words. As you add more content/pages to your site; you need to know and analyse your keywords especially for the landing pages. Make sure you have the right keywords/phrases on the right pages.

Keyword Marketing
Very important for internet marketing / search engine optimization (SEO). Keyword marketing is the promotion of keyword optimized pages (words and links).

Keyword Submission
Very important for internet marketing / search engine optimization (SEO). Usually used in relation to pay-per-click. Keyword submission incorporates the selection, bid cost assessment and budgeting that users carry out when reviewing advertising networks.

Landing Page
Very important for internet marketing / search engine optimization (SEO). The landing page is the page that a visitor "lands" on after selecting a search engine listing, link, banner ad and so on. The landing page may or not be the site's homepage. Well designed landing pages will improve conversion rates.

Link
Very important for internet marketing / search engine optimization (SEO). Also known as a HTML link. A hyperlink is an image or portion of text that when clicked transfers you to another location either within/outside of the site.

Page Rank
Internet marketing / search engine optimization (SEO) metric. Page Rank is an analysis algorithm developed by Google that rates a page based on its importance and content.

The process of site analysis and recommendations

Before you begin any SEO / Internet marketing campaign you must know what you would like to achieve. Sounds simple, so what do you need to do?

Remember getting high rankings on the search engines is all about knowing what your competitors are doing and then for you to do better!

	Process step	Explanation
**SEO	Elevator Pitch** **SEO	Marketing Message**	**A1** **YOUR ELEVATOR PITCH** Define your marketing messages: can you describe your business in 2 sentences **A2** **MARKETING MESSAGE** Are your marketing messages clearly communicated on your website	**A1** In 2 sentences, describe/sell the service/product that you are offering to potential customers. An elevator pitch is often a single and key part of your marketing program. It should be both succinct and compelling. An effective elevator pitch could include: • A description of your offering and why it is needed (benefits) • An explanation to why you are the right supplier (key differentiators and skills) • And a hook to generate interest **A2** Your potential customers need to clearly get your marketing message(s) from your website. Your site (meta title, meta description, keywords and phrases, content, and so on) need to be consistent and support your elevator pitch.

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SEO | Current page analysis	**A3** WHERE AM I NOW? How well are your landing pages performing against basic On-Page SEO assessment? **Creator SEO Tool** **Page Assessment**	**A3** You need to assess your landing pages and ensure that they meet the criteria for On-Page Search Engine Optimization (SEO). The key areas to assess are: • Domain Name • Document Title • Document Description • Document Keywords • External CSS References • Header Tags • Body Text • Images • Links and • Document Type Definition | HTML Code Check A good SEO Tools package will give you an analysis summary for the appropriate landing pages and highlight the areas that need to be reviewed.
SEO | Current rankings	**A4** WHERE AM I NOW? Where does your site rank now for defined search words/ phrases **Creator SEO Tool** **Page Ranking**	**A4** Where does your site rank now for your defined search words/ phrases? Place all your keywords/ phrases into an appropriate set of SEO Tools. Get a ranking against each keyword/ phrase and store these for future comparisons. Good Search Engine Optimization (SEO) Tools will have a tracking facility that will manage this for you.

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**SEO |
Competitive
Rankings**

A5   **COMPETITIVE RANKINGS**

Find out where your competitors rank for each applicable search phrase

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Competitor Assessment

A5 Now that you have identified the real competition; you need to get a base line. Run a ranking check for each search engine for all of your applicable search terms: your SEO keywords and phrases for competitive research.

You would typically check the rankings for the competition in Google, Bing and Yahoo, and maybe some engines which are used specifically in your country or industry.

URL/ Web page address	Competitor Name		Google	Bing	Yahoo
Search Phrase 1					
www. seo . au	Your site		3	1	1
www. seo tools .fl	Competitor 1		2	4	3
www. seo . nw	Competitor 2		1	2	5
Search Phrase 2					
www. seo . au	Your site		2	3	2
www. seo tools .eu	Competitor 4		1	1	2
www. seo . ey	Competitor 5		3	6	1
Search Phrase 3					
www. seo . au	Your site		1	2	2
www. seo tools .eu	Competitor 1		2	1	1
www. seo . ey	Competitor 5		3	3	2

Refer to the CreatorSEO Competitor SEO Process guide for a full overview on how to manage your SEO and beat your competition.

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**SEO	Decide what you want**	**A6** **WHERE DO YOU WANT TO BE** What ranking(s) do you want for customer searches against the defined search words/phrases?	**A6** You need to be realistic and decide what ranking(s) do you want for customer searches against your defined search words/phrases? It is worthwhile developing a timed target chart per search phase to track progress. This will help you manage your SEO progress and the amount of time/effort you need to put in. - You should refer to the CreatorSEO Keywords and Links process guides.
**SEO	How do you get there**	**A7** **WHAT TO DO NEXT** Make amendments/optimize your website and web processes to increase rankings for the defined search words/phrases	**A7** Make amendments/optimize your website and web processes to increase the rankings for your defined search words/phrases: - You should refer to the CreatorSEO Keywords process guide Increase the number of links coming to your site: - You should refer to the CreatorSEO Links process guide This guide also highlights most of the On-Page Optimization techniques that you need to be aware of.

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A8 **CHOOSING KEYWORDS**

You need to decide which are your top keywords to focus on

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Keyword Difficulty

SEO |Choosing Keywords

A8 You cannot optimize 100's of keywords per landing page. The ultimate goal at this stage is to end up with very tightly focused groups of keywords that will be optimized most effectively on your website.

Single-word search queries generally produce the highest volume of results but have the lowest amount of conversions/targeted traffic. Many users of the internet start a search with single-word keywords which usually yield poor results. They then keep refining (adding more words, modifiers and so on) their search till they find the right word combination(s) to give them the results they are looking for.

Your job is to predict the right word (keywords) combinations and rank highly for these.

Two and three word search queries are used by users of the internet in far greater numbers than single keywords: targeting. Therefore you should put your optimization efforts into multiple-word phrases. Optimizing these phrases will result in higher traffic volumes to your site and a higher conversion rate.

Keyword Stemmed endings and Targeting modifiers: Remember you can add these to your core terms to make more keywords. Stemmed variations of the core terms/keywords are often what are used by your customers when they are searching. The combination of keywords and stemmed variations may also yield significant results.

Localization: Broad non-localized phrases will increase traffic but these may not bring the right customers. By localizing your keywords, this is effectively targeting a specific market that usually has a greater return on investment.

You need to review all the keywords and decide which ones are of higher importance to your customers and generate more conversions for you. You need to identify the keywords that provide the best opportunities and will have a more immediate impact on your traffic and conversions.

Refer to the CreatorSEO Keywords process guide.

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SEO | Find Links

A9

FIND LINKS

Using your keywords and competitive information find possible links

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Link Popularity

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Link Finder

A9 You can find possible links from many different sources, these include:

- Find high ranked sites using similar keywords to you
- Find high ranked sites from your competitors
- Find directories used by your competitors
- Find directories using similar keywords
- Find high ranked sites that publish articles in your area of expertise
- Find social networking/bookmarking sites to link to your website
- Find the blogs and forums that are applicable to your area of expertise

Each of these is a separate process for identifying possible sites to link to. Each one of these steps will be discussed below.

Refer to the CreatorSEO Links process guide.

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SEO | Title tags	A10 **WEB PAGE REVIEW: TITLE tags** Update meta description to include key words/phrases/geographies	A10 The title tag helps searchers find your site. The Title tag is within the header of an XHTML document that defines the title of the webpage that will appear in the browser toolbar. A title tag is required in all HTML/XHTML documents/webpages. If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Title tag. You will see near the top for example <meta name="title" content="Creator SEO Search Engine Optimization Tools improve your rankings" />. In certain content management systems you will be able to update this, if not you will need to get your local IT/web development support to update this for you. Use **keywords** and/or your brand at the beginning or end of your title tag. When choosing the keywords to include in a title tag: use as many as possible, i.e. those that are completely relevant to the particular page. Above all keep in mind the search terms that your audience use to reach your site. Limit your title tag to a maximum of 65 characters (including spaces). If you want to get more than one message across in a title tag you can split these using a divider i.e. '|' or an arrow '>' or hyphen '-'. At CreatorSEO, we have found it useful to use the same title tag as Header (H1) on a page: focuses the keywords and shows consistency.
	Creator SEO Tool **Page Assessment**	

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SEO | Meta Description	**A11** **WEB PAGE REVIEW:** **META DESCRIPTION** Update meta description to include key words/phrases/geographies **Creator SEO Tool** **Page Assessment**	**A14** The Meta Description is very important for good SEO. Meta description tags are hidden from the user and are not visible on the page. The meta description tag allows some search engines to display a description of your site in their search results. If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Meta Description tag. You will see near the top for example <meta name="description" content="CreatorSEO develops and provides SEO -Search Engine Optimization tools, training and advice to improve your ranking on the major search engines such as Google, BING, Yahoo, Ask and so. CreatorSEO also offers SEO consultancy and training services" />. In certain content management systems you will be able to update this, if not you will need to get your local IT/web development support to update this for you. Use **keywords** and/or your brand in the meta description tag. Try to include as many of the keywords as possible in the meta description for the particular page. Above all keep in mind that your audience may read this; it can be critical for click through rates. Limit your title tag to the following: Google up to 160 characters, Yahoo up to 165 characters and Bing up to 200 characters. Any descriptions over these limits will be cut-off by the search engines. Remember you are accurately trying to describe your page content. Make sure that each meta description is unique and accurately reflects the page content. The search engines analyze each page of your site, so optimize each page according to its content.

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SEO | Meta Keywords	A12 **WEB PAGE REVIEW: META KEY WORDS/PHRASES** Ensure meta key words/phrases include (plus similar variations) of your key words/phrases **Creator SEO Tool** **Page Assessment**	A12 The Meta Keywords are very important for good SEO. Meta keywords are hidden from the user and not visible on the page. The meta keywords tag is an HTML tag which can be used to explicitly tell a search engine what the page's keywords are. If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. You will see near the top for example `<meta name="keywords" content="Free SEO tools, SEO consultant, SEO Training, Search Engine Optimization tools ............................... monitor competitors and competition trends, CreatorSEO" />`. Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Meta Keywords / Phrases. In certain content management systems you will be able to update this yourself, if not you will need to get your local IT/web development support to update this for you. Try to include all of the keywords in the meta keywords and geographical locations (if applicable) for the particular page. Limit your keywords tag to 740 characters. Use keywords that are relevant to the page, with or without commas. Remember you are accurately trying to describe the keywords applicable to your page content. The search engines analyze each page of your site, so optimize each page according to its content.

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SEO | Headers	A13 **WEB PAGE REVIEW: Headers** Ensure headers are used and amend headers to include key words/phrases **Creator SEO Tool** **Page Assessment**	A13 Ensure that headers are used on all landing pages. Headers range from H1 to H6, with H1 being the most important and H6 the least important. The heading briefly describes the subject of a section. In the HTML code these would be shown as <H1>, <H2>, etc. You can also emphasise header key words/phrases through bolding, underlying, etc. which help relevance. The <H1> header tag should be as close to the top of the page as possible. Ensure the H1 header contains your most important key word/phrase. Usually it's best to place your main key words/phrases in your H1 header and your secondary key words/phrases into the H2 headers and so on. If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. You will see near the top for example SEO - Search Engine Optimization . Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Header tags. In certain content management systems you will be able to update this yourself, if not you will need to get your local IT/web development support to update this for you.

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SEO | Page Content & Alt Tags

A14

CONTENT REVIEW: TEXT RELEVANCY

Emphasise key words/phrases in the text on your site

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Page Assessment

A14 When writing the content for your site, try to evenly intersperse your main key word/phrases throughout appropriate articles. But remember not to overdo it.

Make sure all your keywords /phrases get included in a natural way into your content. A good rule of thumb is to include at least one of the key words/phrases per paragraph.

Try to mention your main keyword /phrase at the very top left and the very bottom right hand side of the relevant webpage For example on the bottom right hand side you could use:
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Search Engines also take account of word/phrase emphases, for example using bold, underline, or italics. Again do not overdo this, which could negatively affect your rankings and make your page difficult to read. You should emphasise 1 key word/phrase per page.

A15

WEB PAGE REVIEW: IMAGE ALT TAGS

Ensure all images have a description: Alt image tag

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Page Assessment

A15 Ensure that all images have a description: Alt tag.

An Alt image tag describes the image and if possible should contain some/all of your key words/phrases. This also includes the banner (if you have one) on your site.

As you use your key words/phrases in your Alt tags, it is recommended that you also include an extra word like "image" or "graphic". This ensures that the Search Engines do not see your images as spam. For example, you could use "Creator SEO Tools graphic".

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| SEO \| HTML check | **A16** **HTML CODE CHECK**

As spiders read HTML code line by line, ensure there are no errors to stop the spiders from following

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Page Assessment | **A16** The Search Engines give creditability weightings to pages/sites that are using compliant HTML/XHTML code: Document Type Definition (DTD).

Document Type Definition (DTD) is compliant according to the W3C HTML/XHTML standard. Meeting this standard means that your site delivers a consistent and predictable user experience.

Run the CreatorSEO validation tool and get a report of the number of errors on your page/site that need to be addressed.

If you competitors are all W3C compliant and you are not: this is a point of differentiation that you need to address. |
| | | |

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SEO | Domain name	**A17** **DOMAIN NAME**
	
	This is the first thing a web spider see: a relevant domain name to your offering is ideal
		A17 It is believed that Google gives extra weightings when you have keywords in your domain name.
		
		When choosing a domain name for SEO purposes, there are some basic rules to follow:
		
		- Do not use a name with a hyphen in it (miss spellings, poor branding and so on).
		
		- Try to include your main keyword in your domain (this on its own is probably unavailable). Include the chosen keyword with another word, ensuring that the domain can easily be remembered. For example CreatorSEO.
		
		  These types of domains score high on SEO, awarded rankings and easy for people to recognize for linking.
		
		- Ideally get the .com version of your chosen domain name. Different geographies place different emphasis on others domain types such as .org, .net and so on.
		
		  If you are only trading in a local geographical area maybe the local variation is applicable. For example using .co.uk in the UK market may be preferable to using .com.

SEO | Sitemaps	**A18** **SITEMAP** Ensure you have an up to date sitemap	**A18** A sitemap is just a map of your site, i.e. you show the structure of your site on one single page; the sections, links and so on. Sitemaps make navigating your site easier for both the users of your site and for search engines. A lot of good sites now have two sitemaps per site: one for users and another for search engines. The requirements for the search engines can be slightly different. For example Google requires the sitemap to be in XML format while Yahoo accepts a HTML format.

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SEO | Credibility	A19 **ABOUT US PAGE** Ensure you have an information page covering who you are, what you do, credentials, awards, etc	A19 The About Us page is one of the most visited pages in a typical website. Visitors want to know who is running your website. Take some time to get this page right. Visitors want to learn about your company, what you do and are looking for signs that you are trustworthy and credible. It is believed that Google looks for this page and that it has a small impact on its algorithm.
	A20 **PRIVACY POLICY & T&C'S** Ensure you have a privacy policy on your site this adds credibility and authority	A20 Having a privacy policy and Terms and Conditions on-line gives your visitors and possible customers a comfort feeling that you are a trustworthy professional company. It is believed that Google looks for these pages and that they have a small impact on its algorithm and overall rankings.

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SEO | Listed on Search Engines	**A21 LISTED ON SEARCH ENGINES** Ensure you are listed on all the relevant Search Engines: Google, Yahoo, Bing and any others	**A21** All the Search Engines have submission pages/forms. You can complete and send these for the appropriate Search Engines (note they are different for each Search Engine). It can take up to 6 weeks before a Search Engine indexes your new site through this method. This can be shortened though the use of links (see crawling below).
	A22 CRAWLING Help the search engines find your site!	**A22** The way that Search Engines typically find new websites is through links (crawling) from existing sites they have already been indexed. They visit a site that is already indexed, they then follow all of the links on that site and so on. Then they'll visit that website and visit all of the links on that site and so on. To get a fast listing for a new site, simply get a link from an indexed site to your new site. Then resubmit the existing site to the search engines and your new site should be crawled/listed within 48 hours.