

Sample SEO Analysis for Tower Moving Company New York, NY

Introduction

This report is designed to analyze all content web pages on the website and make specific recommendations for improvement, additions or removal of certain items that are important to the Search Engine Optimization process.

WE DO NOT WRITE ACTUAL FULL COPY AND CONTENT

We will include overall website summary, and page by page specific elements of your website.

We will look to:

- 1 - Correct misuse of titles, linking and content style
- 2 - Overuse or underuse of keywords
- 3 - Navigation and how it can be improved for SEO
- 4- Any Other area that can be improved to increase search engine viability

Detailed key areas of focus:

SEARCHENGINE OPTIMIZATION KEY COMPONENTS

Website Browser Titles - These are the titles that are in the html script of the website and are visible in search results on Google and other search engines. This is a vital part to proper search engine marketing. If set up incorrectly, a web page may never rank well regardless of content.

Each content based page will have their html titles examined and will have suggestions put in for possible re-titling.

Header Title - All web pages should have a properly formatted bolded header title. We will examine all content pages of the site and make suggestions to proper header titles.

Content Recommendations - Although **we do not write out actual word by word content**, we will look at each page of your site and make content improvement suggestions, such as considering other words, recommending removing an overused word, breaking paragraphs or other issues that would help the page become more search engine friendly

Links Titles and Navigation - Titles of links can be very important. We will look at the links and suggest better titles, if needed. We will also note any potential negatives with the navigation of the site.

Meta Tags - We will examine the Meta tags on the site and see if they are structured properly. We do not write out actual meta tags.

SEARCH ENGINE MARKETING SUGGESTIONS

We will present to the top 5 free websites where your site can be promoted for free.

We will also suggest the 2 best blog set ups and sites that Nick also uses himself.

Conclusion Disclosure

This full analysis and fix of the site should be implemented by the website owner, webmaster or other IT contact of the company. Nick Hunter and www.nicksseoworld.com does not make actual changes to live sites or upload changes to your web server.

Analysis and Fix begins on next page....

Tower Moving Company

PART 1

Home Page

www.towermoving.com/index

HTML (Browser Title)

A website that does not have proper formatted html titles or does not have them set up strategically and page specific will simply under perform on search engines. Many website owners and webmasters tend to focus more on meta tags and simply put a non thought out or “throw away” html title. It is truly one of the most misunderstood and underused areas of proper search engine optimization.

What are Html Titles

The html browser title is the title or words you see when you are searching on Google or other search engines. The results that appear will have a summary title that is a link. It's usually in blue and it is what you would click when you want to visit that site from the search results page. It is also the phrase or groups of words you see at the top of your windows browser when you are actually on the site itself.

YOUR SITE

The current title of “Towermovers.com” is not a targeted title for the home page. While it is fine to have the home page in the page title, it is best if it is not all in one word and not a url style (towermovers.com). If someone types in towermovers.com, the site will come up anyway. The title should be words and short phrases that are general desirable terms for the home page.

You want to have keyword phrases in the title tag of the page, along with the name of the company. Now in this case, the name “Mover” is in the title already so we should use that anyway. Moving, Moving Company, Moving Services are others.

Choosing keywords

Whether you are researching for an html title, header or just keywords to write copy, using a keyword research tool is helpful. You should start by using the terms you already know for your business and using tools and sites to affirm what you think your keywords are. That is really the best way to do it. You'll be surprised many times how many phrases are searched in your business - both less and more.

There are also many words that you can use in titles that are higher searched than what

you are using. Meaning, I see “residential services” on many sites, when “home” or “house” is searched much more. That’s just an example industry terms or vernacular going against what is searched more.

Sites and Tools

I like the Google Adwords keyword tool system for searching terms. I used to like the old Overture Pay Per Click for this but since Yahoo bought them, I have found the interface difficult and frustrating.

With Adwords (you’ll need to create a Pay Per Click Account), you can use the tools section and type in words and phrases. Keep the synonyms option open.

Just get a group of words that you can work with. Then use your best instincts and use the words with the geography or other specific you are targeting and you can check the volume and popularity of those terms. You’ll get good suggestions and ideas from it and maybe even expand your site.

Home Page Html Title Suggestion

“Tower Movers – New York City Moving Company, NY Home Moving”

There are several other combinations that could work there with a little switching around. The key goal is to get some keywords in (not all as it is only one page). You also want it in the proper format without wasted or overdone words. With a proper header title, good content, interlinking and good navigation structure and this page should perform well.

Sometimes I don’t use the company name in the title at all. I just create keyword rich terms and phrases - even on the home page. But if you want the name of your company in the search results bar, you should put it in there somewhere. Not everyone will look at the actual url of the search results to know who you are. I still have sites where I don’t care about the name of my company or name of the site if I can get a better ranking without it.

Home Page HTML Title 2

If we leave out the company name, we could try another title.

“New York City Moving Company, NYC Mover - Manhattan NY Moving Service”

That browser title works well here. It does not repeat a keyword more than 2 times or any other word more than 2 times. Now that is not a hard 100% rule. I see results for some types of sites unaffected by being a little more aggressive with a keyword or phrase in an html title.

End of Sample

To get your Website SEO Virtual Optimization Analysis - Please visit:

www.nicksseoworld.com