



Introduction

The following observations are based on an analysis of the domain [xxxxxxx.xxx](#) as it is to date in relation to its ability to appear high in the search engine result pages (serps) of leading search engines like Google and Yahoo. The findings are not a reflection on the skills of the staff that handles website development, copywriting and other (online) marketing activities. If that were so, one would not need seo specialists.

*** Scores are on a scale of 1 to 10.**

Technique - score: 6*

The website source code should be as "light" as possible. Less code means more relevant text for the search engines aiding them to determine the subject and key search term per web page. Several techniques like javascript and flash are not (easily) read and may obstruct indexation by the search engines. Black hat techniques like cloaking and poor techniques that create duplicate content should be avoided.

Observations:

- ✓ Descriptive URLs.
- ✓ Personalized 404 error pages.
- ✓ Robots.txt file is employed.
- ! Www-less version is not redirected to www domain (duplicate content issue!) nor vice-versa.
- ! Invalid XHTML.
- ! Invalid CSS.

Content - score: 6*

To enhance high positions in the serps, a web page should display focus on key search terms within a clear and consistent content block containing about 500 words of unique text. Furthermore, HTML emphasis should be employed to enhance focus on such terms through title tags, meta tags, etc. Observe however that spamming techniques like keyword stuffing may lead to penalties or even a ban of the entire domain by the search engines.

Observations:

- ✓ Attractive design.
- ✓ A sufficient amount of text.
- ! Poor use of HTML emphasis.
- ! Insufficient focus on keyword search terms.



Links - score: 5*

Web pages need “link juice” in order to generate traffic. The amount and relevance of inbound links from other domains, the authority of those domains and the internal linking structure of the destination domain (xxxxxxx.xxx) are all important factors of the search engine algorithms to determine your position in the serps.

Observations:

- ✓ Good internal linking structure.
- ✓ Some relevant links.
- ! Not enough links.
- ! Hardly any deep links.

Conversion - score: 7*

The ultimate goal of your website is, of course, the conversion of your call-to-action (cta) like placing an order. Your visitors should be guided to this call-to-action from the moment they arrive on your website. Their path must not be obstructed through issues like hard to find order forms or company contact data.

Observations:

- ✓ Consistent layout and navigation.
- ✓ Call-to-action “contact” is always present.
- ! Visitors are not optimally guided towards “contact”.

Conclusion

The main obstacles for high(er) positions in the search engine results pages are the lack of

- 1) deeplinks - ongoing quality link generation is necessary
- 2) keyword integration in HTML emphasis
- 3) focus on keywords

Ask your webmaster to take care of the technical issues, while mentioning that 301 redirection is paramount.

If you wish to tackle (some of) the other problems in house, Wasseo can offer a custom workshop to show you and your team how to do that.

Alternatively, you may contract Wasseo to implement improvements.

Contact Wasseo in order to discuss a proposal.