

DAVISON CONSULTANCY

SEO & Website Report

For

[CUSTOMER]

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INTRODUCTION

Background

What is your current position in terms of your website?

Requirements

- Make a bullet point list of your requirements

Objectives

- Make a bullet point list of your objectives, state timeframe for each.

Management Summary

Summarise what are the main findings, your conclusions and your recommendations.

Give a star rating to each of the following:

NEWAIDA Rating:

Navigation
Ease
Wording
Attention
Interest
Desire
Action

Website Rating:

Impression
Marketing
Performance
Management

Overall

Note, these ratings are what we believe to be an objective assessment in comparison and should be revisited in 6 months or so to see what improvements have been made.

Summary of Options

Website Optimisation

Checklist:

- URL name
- Keywords
- Titles
- Headings
- Keyword Density
- Anchors
- Flash
- Javascript
- Errors
- Broken links
- Browser types

Website (Re)design

It is better to achieve the best ranking and SERP rating with a Search Engine friendly site with good inbound links, this reduces the amount needed for paid marketing. This can be done by constructing the pages according to NEWAIDA principles and ensure only one product/service per page. The existing content can be dismantled into the principle product sets and then supplemented with explanatory pages should the user need to drill down.

The primary aim of the site is to acquire a qualified lead, therefore it must be obvious to the user what the call to action is, once their problem is addressed by your solution. Also, the personal service and independence must be stressed as this is a key differentiator.

Checklist:

- Content Managed
- Navigation standards
- Intuitive
- Consistency
- Clarity
- 8 second test
- Blogs
- Inbound links
- Directory entries
- Submission schedule

Business Site Promotion

Promoting the website covers three areas, namely:

1. Technical HTML, Meta-Tags, Keywords, Content Density and structure
2. Awareness Directory listings, Inbound and Outbound links
3. Marketing Pay-Pay-Click, Banner Adverts etc

Davison consultancy realise that all three elements are required on a sustained basis in order to raise qualified traffic to your site. Consequently, a scheme was devised to ensure the above elements are constantly tuned to increase the lead traffic, not just web traffic.

Periodic contact is required to discuss the lead capture performance and keep up to date with the product and services offered. This will ensure that keywords and content are optimised as topical content, new/amended products, testimonials etc are added. It is strongly recommended that Google Analytics (or similar) be installed so that website behaviour and analysis can be undertaken (see Marketing Analysis section).

This approach ensures Davison Consultancy is fully committed to bringing in Leads every day!

Checklist:

- Set up current baseline
 - Traffic
 - Sources
 - Clicks to conversions
 - Ranking (select which ones are to be used)
 - Current online budget and breakdown
 - Consider promotional, time-based events
- Formulate Plan
 - Agree objectives
 - Agree budget and timeframe
 - Define any constraints
 - Execute plan
 - Periodic reviews and tuning

Website Information and Worksheets

Business Goals

Primary Goal	
Additional Goal	
Additional Goal	
Additional Goal	
Additional Goal	
Additional Goal	

Issue Log

Define any issues that are, or could, affect the goals being achieved.

Issue 1	
Issue 2	
Issue 3	
Issue 4	
Issue 5	

Conversions Table

Goals	Target Audience	Conversion	Conversion Page	Entry Page

Website Features

Item	Rating 1-5 (1=Best)	Included Now?	Future Item?	Comments
Executive biographies		<input type="checkbox"/>	<input type="checkbox"/>	
Corporate history, news, and press releases		<input type="checkbox"/>	<input type="checkbox"/>	
Support for existing customers/clients		<input type="checkbox"/>	<input type="checkbox"/>	
News and current events, white papers		<input type="checkbox"/>	<input type="checkbox"/>	
Online request for information (RFI) forms		<input type="checkbox"/>	<input type="checkbox"/>	
Login for restricted information		<input type="checkbox"/>	<input type="checkbox"/>	
Instructions for making contact offline or via email		<input type="checkbox"/>	<input type="checkbox"/>	
Directions, locations, hours, etc.		<input type="checkbox"/>	<input type="checkbox"/>	
Links to other resources, educational materials		<input type="checkbox"/>	<input type="checkbox"/>	
A strong brand identity		<input type="checkbox"/>	<input type="checkbox"/>	
Information specifically for geographically local visitors		<input type="checkbox"/>	<input type="checkbox"/>	
Software or documents available for download		<input type="checkbox"/>	<input type="checkbox"/>	
Site map		<input type="checkbox"/>	<input type="checkbox"/>	
Site search function		<input type="checkbox"/>	<input type="checkbox"/>	
Live help/live contact function		<input type="checkbox"/>	<input type="checkbox"/>	

Link Tracking Requests

URL of Linking Page	Requested Landing Page	Contact Email or URL	Date Requested	Link Received?	Comments
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	

PPC Keywords and Adverts

Keyword	1 Bid Price 2 Estimated Clicks 3 Estimated Cost (1x2) 4 Conversion Value	Landing URL	Ad Title (max 25 chars)	Ad Description (max 2 x 35 chars)
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			

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	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			
	1: 2: 3: 4:			

Other Keywords

Keywords	Search Popularity: Wordtracker	Search Popularity: YSM	Relevance	Competition	Landing Page URL

2nd Competitor Name: _____ Alexa Rank: _____

	URL Examined	Keywords	Optimised?	Inbound Links	Google Rank
Home Page					
Internal Page 1					
Internal Page 2					
Internal Page 3					

Comments (Impression, Easy of Use etc):

3rd Competitor Name: _____ Alexa Rank: _____

	URL Examined	Keywords	Optimised?	Inbound Links	Google Rank
Home Page					
Internal Page 1					
Internal Page 2					
Internal Page 3					

Comments (Impression, Easy of Use etc):

Website Changes

Home Page URL : _____

Item	Comments	Completed
HTML Page Title		
Meta Description		
Meta Keywords		
Inbound Links		
Compelling Content		
Call to Action		
General Content Changes		

URL to Change : _____

Item	Comments	Completed
HTML Page Title		
Meta Description		
Meta Keywords		
Inbound Links		
Compelling Content		
Call to Action		
General Content Changes		

URL to Change: _____

Item	Comments	Completed
HTML Page Title		
Meta Description		
Meta Keywords		
Inbound Links		
Compelling Content		
Call to Action		
General Content Changes		

URL to Change: _____

Item	Comments	Completed
HTML Page Title		
Meta Description		
Meta Keywords		
Inbound Links		
Compelling Content		
Call to Action		
General Content Changes		

To Do List

Description	Priority	Allocated To	Required By	Completed	Notes

