

# SEO Analysis

## www.directtoindia.com



The screenshot shows the website's header with the logo 'dti Direct to India' and a 'FREE Quote' button. The navigation menu includes 'Home', 'Company', 'Services', 'Portfolio', 'SEO Tools', and 'Contact'. The main content area features a 'Web Designing' section with a description: 'Fused with creative expertise and technical know-how, we excel at designing websites that seamlessly integrate features, functions along with relevant user information...' and a 'know more..' link. A sidebar menu lists services: 'Web Development', 'Web Designing', 'Website Maintenance', 'Search Engine Optimization', 'Internet Marketing', and 'Branding & Identity'.

**Presented**

**By**

**dti Direct to India**

Published: March 3, 2009  
Prepared by: Direct to India

The purpose of preparing this report is to determine whether <http://www.directtoindia.com> could achieve higher rankings in natural search results and to determine how to drive maximum amount of targeted traffic to the website.

This report is prepared exclusively for <http://www.directtoindia.com> based on technical analysis of the website. This report contains data that was created on March 3, 2009 and contains three major parts as seen below.

### **Part 1: SEO Analysis**

1. Search engine presence
  - a. Index pages
  - b. Backlinks
2. Google PageRank
3. Last Google Crawl date
4. Domain age, creation and expiration
5. Title tags
6. Meta description tag
7. Textual sitemap
8. Search engine sitemap
9. DMOZ listing
10. Robots.txt
11. Keywords research
  - a. Popular searched keywords
  - b. Current ranking in search engines

### **Part 2: HTML & Web Design Analysis**

1. Page size and downloading time
2. Header tags (H1 to H6)
3. ALT tags
4. Images
5. Anchor texts
6. Hidden text or links
7. SEO friendly page names (URLs)
8. Use of Java Scripts
9. CSS and HTML code validations
  - a. CSS errors
  - b. HTML errors
10. Frame structure
11. 404 custom page (page not found)
12. Broken links

### **Part 3: General Checkpoints & Recommendations**

## General Checkpoint & Recommendations

<b>Priority</b> Poor refers to immediate action Average refers to intermediate action Good refers to last action			
Sr.No.	High ranking factors	Recommendations	Ratings
<b>Part 1: SEO Analysis</b>			
1	Search engine presence a. Index pages b. Backlinks	No No	Good
2	Google Page Rank	No	Good
3	Domain age, creation and expiration	No	Good
4	Last Google Crawl date	No	Good
5	Title tags	No	Good
6	Meta description tag	No	Good
7	Textual sitemap	No	Good
8	Search engine sitemap	No	Good
9	DMOZ listing	Yes	Poor
10	Robots.txt	No	Good
11	Keywords research a. Few of popular searched keywords b. Current ranking in search engines	No Yes	Good Good
<b>Part 2: HTML &amp; Web Design Analysis</b>			
1	Page size and downloading time	No	Good
2	Header tags (H1 to H6)	No	Good
3	ALT tags	No	Good
4	Images	No	Good
5	Anchor texts	No	Good
6	Hidden text or links	No	Good
7	SEO friendly page names (URLs)	No	Good
8	Use of Java Scripts	Yes	Poor
9	CSS and HTML code validations CSS errors HTML errors	Yes Yes	Average Average
10	Frame structure	No	Good
11	404 custom page	Yes	Poor
12	Broken links	No	Good

## Part 1: SEO Analysis

### 1. Search Engine Presence

Search engine presence focuses on how many pages of the website are indexed by major Search engines and how many other websites link to your website.

A website that is performing well will be indexed in all three major search engines and it will have sufficient Backlinks from reliable sources.

	Google.com	Yahoo.com	Live.com
Index pages	149	95	120
Backlinks	260	9,714	N.A.

a. Index pages: This is the number of pages on a given website that Google has successfully "cached" or downloaded to their database. Generally, the more pages a website has within the Google cache, the better.

b. Backlinks / Inbound links: Backlinks are links that point to your website from other websites. This is an important part of SEO as the search engines use these methods to judge how important your website is. Many websites pointing to your website show the search engines that your website is important and relevant.

**Observation:** Website has been properly indexed in all three major search engines as well as high amount of relevant and quality inbound Backlinks pointing to the website.

**Rating:** Good

**Comment & recommendation:** None

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### 2. Google PageRank

PageRank relies on how many external relevant links point to your website. It is a vast link structure that is an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B.

**Observation:** Google has assigned **Page Rank 4** to the home page of a website

**Rating:** Good

**Comment & recommendation:** None

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### 3. Last Google cache date

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The way Google indexes web pages is by sending automated "robots" that go through your site and evaluate its contents. The Last Google Crawl date is the last time the Google "robots" visited your pages.

**Observation:** Home page of website was last cached by Google Robots on 25 Feb 2009 13:01:12 GMT

**Rating:** Good  
Page is being crawled on latest date.

**Comment & recommendation:** None

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### 4. Domain name age, creation and expiration

A domain name's creation and expiration dates are important to search engines. The longer a website has been in existence (and by the expiration date, intends to be in existence), the more trustworthy it appears.

**Observation:**

Domain name	Domain age	Time To Expiration:
<a href="http://www.directtoindia.com">www.directtoindia.com</a>	11 Months, 26 Days	1 Year, 5 Days

**Rating:** Good

**Comment & recommendation:** None

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### 5. Title tags

The Title Tag is a part of HTML code that shows the words that appear in the Title bar at the top of your web browser. Title tags are the single most important factor which determines a site's ranking on the search engines. When calculating your web page's relevance to a search, most search engines consider the content of the title tag as one of the parameters and display that content in the search engine resulted pages (SERPs). Proper and relevant title tags increase your website's position in the SERP and encourage a visitor to click on your link.

**Observation:** Title Tag has been optimized properly to rank website for the targeted keywords

**Rating:** Good

**Comment & recommendation:** None

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## 6. Meta description tag

The Meta Description Tag is a part of HTML code that provides a short and concise summary of your web page content. The words placed in this Meta Tag, are often used in the search engines result pages (SERPs), just below the Title Tag as a brief description of your page. In the Search Engine Results Pages (SERPs), after reading the Title, a visitor usually studies the description of the page and decides whether they want to visit your site or not.

Also, Good Meta Description Tag might help a page to rank higher for your targeted search terms.

**Observation:** Meta Description is informative as well as it contains the targeted keywords to rank website.

**Rating:** Good

**Comment & recommendation:** None

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## 7. Textual sitemap

A textual sitemap contains links to every page of your site, which helps search engines in crawling every page of the site easily. It also helps users in easily navigating to all the pages of your site.

**Observation:** Website has a textual sitemap.

**Rating:** Good

**Comment & recommendation:** None

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## 8. Search engine sitemap (sitemap.xml)

A search engine sitemap is an easy way to submit your entire website's URLs to the search engine's index and get detailed reports about the visibility of your pages on the search engines. Also, it offers the opportunity to inform search engines immediately about any changes on your site.

**Observation:** Website has search engine XML sitemap.

**Rating:** Good

**Comment & recommendation:** None

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## 9. DMOZ listing

DMOZ is the largest and most comprehensive human-edited Web directory. By having an entry in the DMOZ directory, this can significantly increase the importance that the search engines place on your site. This in turn can increase your Google PageRank as well as traffic.

**Observation:** Website is not listed in dmoz.org.

**Rating:** Poor

**Comment & recommendation:** We need to get your website listed on www.dmoz.org. We will submit your website in the best suitable geographical area and business category to get listed in Dmoz.org

## 10. Robots.txt

A text file present in the root directory of a site which is used to control which pages are indexed by a robot. The Robots.txt file is used to define to the search engines what web pages you want them to index and what pages you don't. As a search engine spider begins a crawl of your site, the Robots.txt file is the first place they look for. This is a fast and easy way of finding the web pages they need to crawl. Having a Robots.txt implemented in your site also speeds up the process in which your website is crawled by the search engines.

**Observations:** Website has robots.txt.

**Rating:** Good

**Comment & recommendation:** None

## 11. Keywords research

Why do some sites have a lot of traffic and some have less? Keyword research and the careful selection of keywords for your website is an important factor for your online success. Keyword research tells you how your customers search your business. Wise selection of keywords will provide a significant amount of traffic to your website and boost sales dramatically.

### a. Popular searched keywords

Below is the partial list of popular searched keywords for your website.

M.S.V. refers to Monthly Searched Volume

Sr.No.	Keywords	WordTracker (D.S.V.)	Google AdWords Sandbox (M.S.V.)
1	Web Designing	59	49,500
2	Web Development India	5	1,900
3	Website Development India	-	880

4	Website Designing	2	33,100
5	Paid Marketing	4	12,100
6	Web Development Software	51	74,000
7	Website Development Software	18	4,400
8	Internet Marketing India	-	1,300
9	Outsource Web Development	-	390

**b. Current ranking in search engines (popular searched keywords from above table)**

Sr.No.	Keywords	Google.com	Yahoo.com	Live.com
1	Web Designing	7	9	12
2	Web Development India	16	4	52
3	Website Development India	7	87	Not in 100
4	Website Designing	20	Not in 100	Not in 100
5	Paid Marketing	7	16	Not in 100
6	Web Development Software	13	Not in 100	Not in 100
7	Website Development Software	16	Not in 100	45
8	Internet Marketing India	12	11	28
9	Outsource Web Development	7	75	85

**Observation:** Above report shows that website is ranking well with popular searched keywords. Thus, it indicates that targeted consumers easily reach to the website.

**Rating:** Good

**Comment & recommendation:** Website performing very well in Google and Yahoo, but it needs to rank well in LIVE too. We will consider the guidelines to rank well website LIVE.Com too.

End of SEO Analysis

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## Part 2: HTML & Web Design Analysis

### 1. Page size

"Page size" is defined as the sum of the file sizes for all the elements that make up a page, including the defining HTML file as well as all embedded objects (e.g., image files with GIF and JPG pictures). In a higher page size, you can lose nearly half your visitors if they have to wait longer than 15 seconds for a page to load. Only 5% of visitors will wait longer than 30 seconds. Recommended page size should be less than 50K.

**Observation:** Page size of home page is 30 KB.

**Rating:** Good

**Comment & recommendation:** None

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### 2. Header tags (H1 to H6)

Similar to how newspapers and magazines use headings and sub-headings to help readers, websites can use special tags in their HTML. These tags not only help human readers read the content, they also help search engine spiders better understand the content on a page and what is most important. It is generally a good idea to use heading tags to help signal to the search engines, what the web page is about.

**Observation:** H1 and H2 Tags are properly used in website homepage content.

**Rating:** Good

**Comment & recommendation:** None

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### 3. ALT tags

Using ALT tags on images is an important aspect of web design for accessibility reasons. ALT tags are the text which is associated with respective images. It is the way to describe images when images are unable to be seen by visitors. It also gives an advantage when visitors search images in search engines.

**Observation:** Website has ALT tags and relevant ALT text has been placed.

**Rating:** Good

**Comment & recommendation:** None

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#### 4. Images

Images need to be placed conscious to the visitors and summarizing the message trying to be portrayed.

From a search engines point of view, if images contain 'keyword rich text or links', spiders can not read the content or links from those images.

**Observation:** An image plays an important role to attract a visitor and give a short message about your content from its quality.

**Rating:** Good

**Comment & recommendation:** None

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#### 5. Anchor texts

An anchor text is the visible text of a hyperlink. Proper use of anchor text helps in showing the relevancy of your web pages to search engines and help in ranking for desired keywords. It also helps to easily guide visitors navigating your website.

**Observations:** Navigation is fantastic through out the website and visitor can easily reach to the desired page and Internal links has been placed on targeted keywords to rank website in search engines as well as it makes easy website surfing experience to the human visitors.

**Rating:** Good

**Comment & recommendation:** None

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#### 6. Hidden text or links

Hiding text or links in your content can cause your site to be perceived as untrustworthy since it presents information to search engines differently than to visitors. Hidden links are links that are intended to be crawled by search engine spiders, but are unreadable to visitors.

**Observation:** Website does not have any hidden text or links.

**Rating:** Good

**Comment & recommendation:** None

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## 7. SEO friendly page names (URLs)

The URL is a very important part of a website. If searched keywords are in your URLs, it helps your website to boost up in rankings in the natural search engine results.

**Observation:** Website has clean URLs structure.

**Rating:** Good

**Comment & recommendation:** None

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## 8. Use of Java Scripts

Normally Java Scripts are defined by in-line and externally. If the content of your page links navigation and content in Java Script, your website has zero importance of such links and content since search engine spiders can not read Java Scripts.

**Observation:** Website uses Java Script.

**Rating:** Poor

**Comment & recommendation:** Need to ignore the usage of Java Script.

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## 9. CSS and HTML code validations

HTML code should be written with the W3C Markup as a guideline. This is because browsers use these specifications in reading the content. Invalid HTML code may cause critical display errors in some browsers, and you won't know without testing every single browser, which is a huge undertaking.

Also, HTML errors open possibilities that search engine crawlers might find it difficult to read. Thus, the affects will be seen in the search engine rankings.

**Observation:**

- a. CSS errors: Website has 5 errors in CSS validations.
- b. HTML errors: Website has 3 errors in XHTML validations.

**Rating:** Average

**Comment & recommendation:** We need to fix the minor XHTML and CSS errors.

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## 10. Frame structure

If the content of your page links navigation and content in frame, your website has zero importance of such links and content since search engine spiders cannot read frames.

**Observation:** Website has no frame structure.

**Rating:** Good

**Comment & recommendation:** None

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#### 11.404 custom page (page not found)

Optimizing 404 error page is one of the most overlooked SEO techniques. A 404 error message is a response delivered via HTML document, indicating that the request was unable to communicate with the server. Usually this is caused by a request not being able to locate a file or a link is broken on a site. It can cause a novice user to get frustrated and abandon your site.

**Observation:** Website dose not have 404 Implemented Page.

**Rating:** Poor

**Comment & recommendation:** We need to create a custom 404 error page.

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#### 12. Broken links

A broken link refers to pages that are not found available when requested by visitors. Broken links are indicative of poor website usability.

From a search engines point of view, when spiders crawl links and find that the links are not available, they de-value the ranking on that page.

**Observation:** Website does not contain broken links.

**Rating:** Good

**Comment & recommendation:** None

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End of HTML & Web Design Analysis

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### **General Comment & recommendation**

#### **Keywords research:**

Study and industry research says searched keywords containing 3 to 4 words have maximum conversion rates in any online business. Below are the major benefits with long term keywords:

1. Easier rankings – as keywords become longer, there is less competition
2. Higher sales conversions – customer searches for exact products
3. More pages indexed in Google – more pages are created for each product

End of SEO & Web Design Report

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## How can we help you?

We can fix all of the problems that are presently seen in your website.

We provide a range of search marketing services like SEO consultation, keywords research, on-page optimization, link popularity, copy writing, SEO friendly web design, website audit & analysis, Pay per Click, banners design and many more.

#### **With us, major benefits you'll receive are:**

- Reach potential customers
- Increase online visibility & branding
- Increase leads or sales
- Increase returns on investments (ROIs) ratio.

#### **The following is a list of our methods which will help you to achieve the above major benefits:**

- Keywords research & analysis
  - On-page optimization
  - Header tags
  - ALT tags
  - Anchor text
- Unique Title & Meta tags creation
- Search engine sitemap creation
- Google analytics integration
- Goals & funnel setting
- Submission in 300 web directories
- Fix HTML errors
- Other strategic recommendations

Effects of SEO practice takes approximately 3 to 6 months to see the results.

#### **We guarantee more targeted traffic to your website.**

For more information on your Website SEO and Internet Marketing Requirements Please contact us at **727-388-1333** or write us [info@directtoindia.com](mailto:info@directtoindia.com)