

## **SITE ANALYSIS - SAMPLE**

We've examined your website structure and design elements to see what might be helping or hindering your performance in the SERPs. Here are some points we would like to bring up as a preface to our suggested SEO plan for your site.

### **LANDING PAGE:**

First off, your main landing page (index.html) is a Flash splash page, which is not particularly good for helping search-engine spiders crawl your site. They do not interpret Flash animations very well, even when certain elements of it are "optimized." It is our opinion that you should either scrap the Flash intro page altogether, or work with your design team to embed it in your site's main HTML landing page as a header or graphic.

### **SITE TITLE:**

Your site title is simply the name of your company, "**Joe Realtor, Helping Families Like Yours Find Homes since 2002.**" This is KILLING you! Spiders love site titles, so cram some more descriptive info in there. Throw in the cities and communities you focus on, mention you're a Buyer's Agent. Maybe something like this would be a huge improvement: "**Homes in Bloomington, MN, find property, MLS search, buyer's agent.**"

### **SITE MAP:**

Having a clear and concise sitemap helps the spiders crawl through your site's sub pages efficiently and effectively. Work with your IT team to develop an XML file that clearly outlines your site and all its sub pages. If you need help with this, have a member of your IT team get in contact with us.

### **LINK TITLES:**

All of your internal links lack titles describing what they link to. Spiders like link titles, so cram some keywords into each one. For your link to your property search, entitle it "Search MLS for Homes in Bloomington, Edina, Minneapolis, Minnesota" or something equally descriptive, and include the cities surrounding your general area of focus as well.