



SOHO Prospecting

SEO Website Assessment

Assessment Items

- **Paid Advertising vs. Organic**
- **Google Exposure**
- **Server Issues**
- **Website Architecture**
- **Meta Tags & Other Tags**
- **Search Engine Priorities**

Paid Search vs. Organic Search

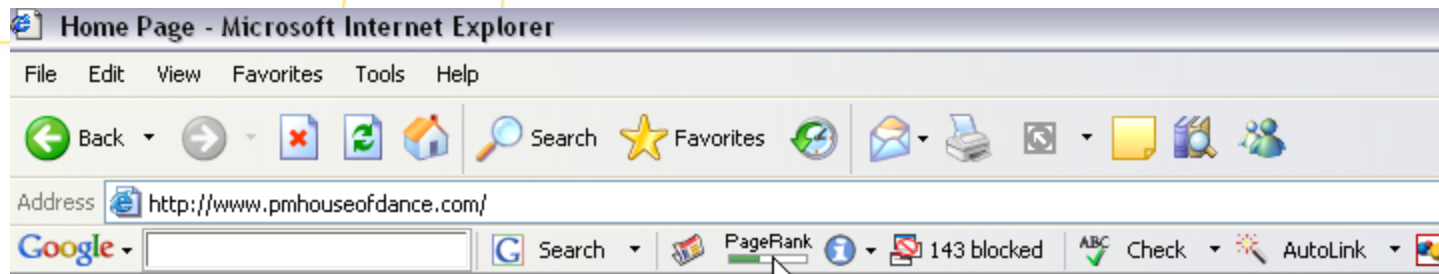
The screenshot shows a Google search results page for the query "search engine optimization". The browser's address bar shows the search term. The page features a navigation bar with links for "Web", "Images", "Groups", "News", "Froogle", "Local", and "more". The search results are categorized under "Web" and show "Results 1 - 10 of about 125,000,000 for search engine optimization. (0.24 seconds)".

The results are divided into two columns:

- Left Column (Organic Search Results):**
 - Search Engine Optimizing** (Sponsored Link): www.Seop.com Top Search Engine ROI, Top Position w/Integrity Warranty 866-595-5305
 - Submit Express - Search Engine Placement, Optimization, SEO Marketing**: Search engine optimization services with guaranteed Top 10 results. Submit your website URL to 40 major search engines for FREE! www.submitexpress.com/ - 44k - [Cached](#) - [Similar pages](#)
 - AddMe, Free Search Engine Submission Site Promotion and Website ...**: Search Engine Optimization Search engines are a very important source of traffic. Learn how search engine optimization can improve your ranking in the ... www.addme.com/ - 46k - [Cached](#) - [Similar pages](#)
 - bruceclay.com - Search Engine Optimization - SEO Training, Tools ...**: Search Engine Optimization, ranking, placement, and submission tutorial. Free step-by-step SEO tools and advice. SEO training and services offered. www.bruceclay.com/web_rank.htm - 75k - [Cached](#) - [Similar pages](#)
 - Search Engine Optimization Tips**: The web's most popular search engine marketing service. Submit It's software checks the optimization of your site prior to submission to ensure your ... www.submit-it.com/subopt.htm - 14k - [Cached](#) - [Similar pages](#)
 - High Rankings® Search Engine Optimization Information and Search ...**: Offers search engine optimization and directory submission services. www.highrankings.com/ - 18k - [Cached](#) - [Similar pages](#)
- Right Column (Sponsored Links):**
 - Best Practices SEO / SEM**: Trackable, actionable, meaningful results & dedicated acct. managers. www.OneUpWeb.com
 - Search Optimization**: Achieve Premier Search Positions for Your Most Important KeyWords www.MoreVisibility.com
 - Guaranteed Optimization**: Natural Top 10 and Top 5 Rankings Ethical Search Engine Optimization www.vipsem.com
 - Search Engine Placement**: Pro search engine optimization and complete online marketing. Call now www.adviatech.com
 - SF Bay Area SEM/SEO**: Proven and Affordable SEM and SEO locally within the SJ & SF Bay Area www.iSynergyWebdesign.com

Website Presence in Google

- Google Page Rank of 4/10



Google
Toolbar



3007 Eunsen Ave. Suite E. Ventura, CA 93003 (805)650-2719 [Email](#) [Map](#)

Click to fill out [DANCE QUESTIONNAIRE](#)

Click to see [New Hours](#) starting March 2006

[Boutique](#) [Class Schedule](#) [Parties](#) [Students Say](#) [News Letter](#) [Business Buddies](#) [Pictures](#) [Dance floor](#) [Pricing](#)

SEO Ranking: 4/10

Importance Ranking: 6/10

Website Presence in Google II

■ Backward Links

INDUSTRY BENCHMARK REPORT
TREND/HISTORY REPORT **NEW!**

Limited Presence - 0 to 1,000 references

Contender - 20,001 to 100,000

Average Presence - 1,001 to 5,000

Player - 100,001 to 500,000

Above Avg. Presence - 5,001 to 20,000

900 lb Gorilla - 500,001 and up

Current Benchmark: **General Category**

→ GENERATE NEW REPORT

NEW! [Click here for your trend/history report.](#)

URL List	Total	Google/ AOL	HotBot	MSN	Yahoo! FAST/ AltaVista
www.Travelleap.com	2	0	0	2	0
www.pmhouseofdance.com ★	53	<u>3</u>	<u>2</u>	<u>13</u>	<u>35</u>
www.popcornpalace.com	585	11	7	305	262
www.spinnakersailing.com	944	15	15	682	232

SEO Ranking: 1/10

Importance Ranking: 7/10



Website Presence in Google III

■ # of indexed Pages

[Sign in](#)

Google™ [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

site:www.pmhouseofdance.com pmhouseofdan [Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 37 from [www.pmhouseofdance.com](#) for [pmhouseofdance](#). (0.35 seconds)

[Home Page](#)
3007 Bunsen Ave. Suite E. Ventura, CA 93003 (805)650-2719 E-mail Map Click to fill out DANCE QUESTIONNAIRE Click to see New Hours starting March 2006 ...
[www.pmhouseofdance.com/](#) - 7k - [Cached](#) - [Similar pages](#)

[Over 3](#)
Pan across the Holiday decorated 3000 square feet of floating dance floor - use your scroll buttons to see the entire dance floor.....> keep going. ...
[www.pmhouseofdance.com/dancefloor.htm](#) - 5k - [Cached](#) - [Similar pages](#)

[go to](#)
NEW YEAR'S RESOLUTION. By Paloma. Once we start to dance, as we get more experience, we find that it becomes more and more fun. So, let's resolve that 2006 ...
[www.pmhouseofdance.com/newsletterjan06.htm](#) - 9k - [Cached](#) - [Similar pages](#)

[3007 Bunsen Ave](#)
3007 Bunsen Ave. Suite E. Ventura, CA 93003 (805)650-2719 e-mail. Map can be printed by clicking on page and selecting the print function on your computer ...
[www.pmhouseofdance.com/mapcloseup.htm](#) - 3k - [Cached](#) - [Similar pages](#)

[3007 Bunsen Ave](#)
3007 Bunsen Ave. Suite E. Ventura, CA 93003 (805)650-2719 E-mail Map go to: Home Boutique Class Schedule Dance floor Parties News Letter. Dance Parties ...
[www.pmhouseofdance.com/parties.htm](#) - 6k - [Cached](#) - [Similar pages](#)

SEO Ranking: 2/10
Importance Ranking: 7/10

Possible Server Issues?

- Is the server set up correctly?

Check Server Page Tool

URL: <http://www.pmhouseofdance.com/>

[Help Files](#)

Original URL	http://www.pmhouseofdance.com/
Domain	pmhouseofdance.com
File	/
DNS IP	66.218.79.171
PING	Successful
No robots.txt file	
Check IP BlockList	

Reverse DNS
configured
correctly

Clean IP?

200
Site Status Header (from your server)
200 OK

Connection: close
Date: Wed, 01 Feb 2006 22:38:38 GMT
Accept-Ranges: bytes
ETag: "888f9d-1528-43d27c20"
Content-Length: 5879
Content-Type: text/html

SEO Ranking: 10/10

Importance Ranking: 10/10

Possible Server Issues II

- Do you have a clean IP address?

DNSStuff.com

Testing 66.218.79.175

Generated by www.DNSstuff.com

Status: Got back 259 of 263 requests.
Failed: JAMMDNSBL

New lookup:

Test Name	Result	Details	TTL	Time
PTR	[n/a: misc]Pass	PTR= p1w7.geo.scd.yahoo.com.	1200 seconds	n/a0 ms
ABL	[n/a: dead]			n/a
AHBL	Not listed	Primary NS = ns1.ahbl.org.	3600 seconds	0 ms
AHBL-RHSBL	[n/a: RHSBL]			n/a
AOL	[n/a: private database]			n/a
BADWHOIS	[n/a: RHSBL]			n/a
BADWHOISIPS	[n/a: dead]			n/a
BGISOCBL	[n/a: RHSBL]			n/a
BGISOCWL	[n/a: RHSBL]			n/a

SEO Ranking: 10/10

Importance Ranking: 8/10

Website Architecture

- Good Navigation?
- Image links or Text links?
- Good content and links to w/in interior pages?



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Learn to Dance Today!



SEO Ranking: 3/10



Importance Ranking: 10/10

Meta Tags & Other Tags II

- **Correct Meta Structure:**

```
<title></title>  
<meta name="Description" content="">  
<meta name="Keywords" content="">  
<meta name="robots" content="all,index,follow">
```

Header Tag:

```
<h1>Main Keyword</h1>
```

Alternate Image Tag:

```

```

SEO Ranking: 10/10

Importance Ranking: 10/10

Search Engine Priority List

- **1. Body Content**
- **2. Title Tag**
- **3. Header Tag**
- **4. Meta Description Tag**
- **5. Alternate Image Tags**
- **6. Meta Keyword Tag**

Website Assessment Summary

- Google Exposure --> **Overall SEO Ranking 2/10**
 - good saturation, needs more backward links
- Server Issues --> **SEO Ranking 10/10**
 - Clean Server & Set Up Correctly
- Website Architecture --> **SEO Ranking 2/10**
 - Text navigation, needs sitemap
- Meta Tags & Other Tags --> **SEO Ranking 1/10**
 - Need to add description and keyword tags, unique meta's with targeted keywords on each optimize page

Thank You For Your Time

- **Questions???**

