



Sample Report

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Prepared for www.awesome-seo.com



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Report Summary

This is the summary page you can create for your report. You can insert multiple summary pages so that you can provide context behind the results of the data you are reporting on (rankings, analytics, etc.).



50 out of 100

You can select from any quality analyzer you have run. They are all added to a database. You can include as many as you want.

Indexed Pages in Google

137 pages in Google's index The website is in Google's index. This is a good sign and it shows that Google trusts the domain.

Indexed Pages in Yahoo!

8 pages in Yahoo!'s index The website is in Yahoo!'s index. This is a good sign and it shows that Yahoo! trusts the domain.

Links to Website in Google

47 pages link to this website This website has a low number of trusted websites linking to it. We recommend a minimum of 150 or more trusted inbound links.

Links to Website in Yahoo!

551 pages link to this website This website has several trusted links to it. This is a good sign that Yahoo! views this website as trustworthy and authoritative.

.EDU Links (in Yahoo!)

0 .edu websites link to this website This website does not have any links from educational websites. Links from .edu websites (websites with the .edu top level domain) can represent a level of trust to Yahoo!, because of the assumption that the website's content is educationally oriented.

.GOV Links (in Yahoo!)

0 .gov websites link to this website This website does not have any links from government websites. Links from .gov websites are ranked highly by Yahoo! and represent a level of trust to Yahoo!, because of the assumption that the website's content is of use to the general public and has passed bureaucratic approval.

Domain Age

Less Than A Year This website's domain has been registered for less than a year. Google prefers domains that have been registered for at least one or more years.



Quality Analyzer Report: awesome-seo.com

(continued)

Domain Expiration

More Than A Year This website is set to expire in more than one year. This should help improve search engine visibility, because Google prefers domains registered for longer than one year.

PageRank

PageRank of 3 out of 10 This website has a low PageRank. To improve your PageRank, we recommend getting inbound links from websites that have a PageRank of 4 or higher.

Alexa Traffic Rank

Alexa Traffic Rank of 817,487 This website has acceptable traffic, but may not give your website the exposure you're seeking. However, if other attributes are high, like PageRank and inbound links, then this may be a good site to obtain a backlink from.

DMOZ Listing

No - Not listed in DMOZ This website is not listed in the Open Directory Project (DMOZ.org). Google looks highly on this peer-reviewed directory, and obtaining a listing should help your search engine presence.

75 out of 100

Same deal goes here.

Semantic Structure

Your Web design appears to use headers elements properly. Search engines use header elements to determine the context and purpose of your Web page. Headers provide semantic structure and meaning to Web pages, and search engines, like Google, give preferential treatment to Web design that use headers properly.

Page Content

Your page appears to contain 300 or more words. Having at least 300 words of original content per page enables search engines to better understand your page, and increases the chances of someone finding your page.

Obsolete & Deprecated HTML

We found 2 instances where your Web page uses obsolete or deprecated HTML. The use of these HTML elements usually makes Web pages larger (increasing download time), and they are no longer used in modern Web design. For optimal Web design and search engine results, we recommend using a combination of validated XHTML and CSS - where all styles have been stripped from the XHTML and placed in the CSS.

Below is a list of obsolete or deprecated HTML. If an element is listed without an attribute, the element is considered obsolete or deprecated. If an element and attribute are shown together, the attribute is considered obsolete or deprecated.

- a target
 - center
-

Inline Styles

Your Web page appears to be using inline styles (which may include header styles). To reduce your page size, and to adhere to modern Web design standards, all styles should be separated from the Web page. Styles should be defined in a CSS document that reference the elements, IDs, and classes in the XHTML document.



(continued)

Download Size/Time

The size of your HTML is 33.75KB The size of your Web page is perfect for search engine optimization. Search engines, like Google, reward Web designs that make an effort to reduce the size of their HTML content. Also, condensed content helps search engines better target your Web page for specific keywords.

- HTML: 33.75KB
- Images: 22.49KB
- Total: 56.24KB

Outgoing Links

Your Web page appears to be using the rel="nofollow" anchor attribute. It's important to use this attribute for outgoing links that you cannot verify, are not related to the content of your Web page, and/or link to Web pages with low PageRank. Otherwise, search engines may penalize your Web page for links they deem to be untrustworthy.

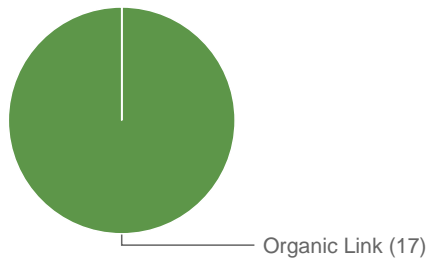
Link Summary Report

23 Links Requested, 17 Active

04/08/2009 - 08/09/2009

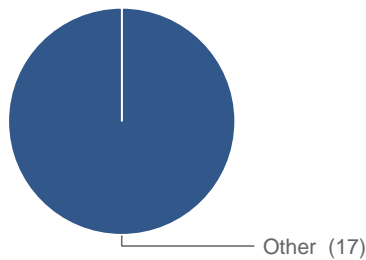
This is a summary of links that I've added to the link manager. You can select a date range to include the most recent links you've added.

Link Type



Link Type	Requested	Active
User Submitted	1	0
Blog Comment	2	0
Organic Link	19	17
Indirect / Other	1	0

Website Type



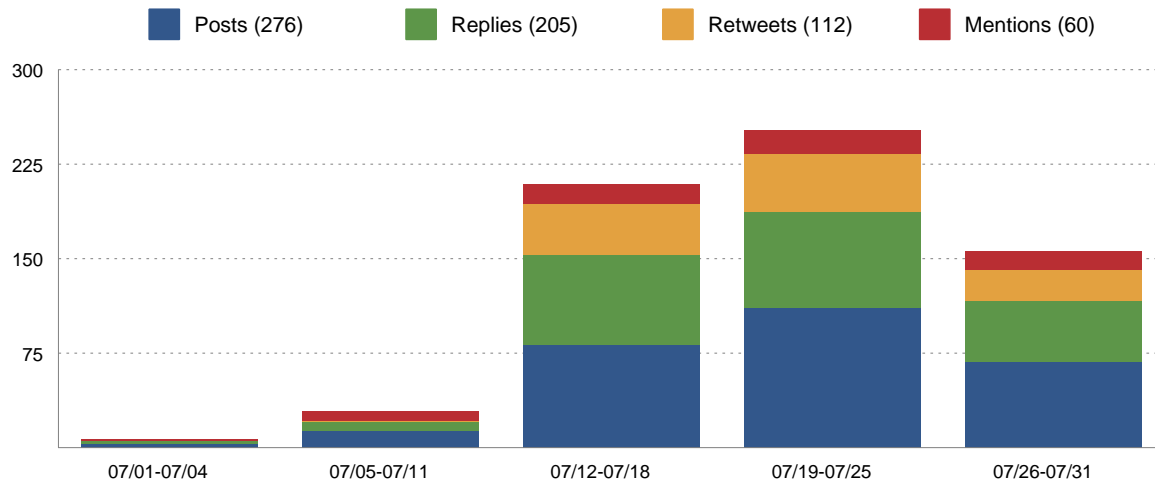
Website Type	Requested	Active
Social Media	1	0
Personal Blog	1	0
Other	21	17

Twitter Management Report

pratt

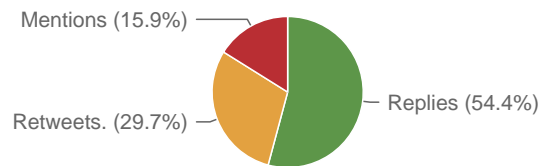
07/01/2009 - 07/31/2009

If you're tracking a Twitter account, you can include it here.



276 Posts
205 Replies
112 Retweets

1081 Followers
403 Friends
2.68 Follower/Friend Ratio



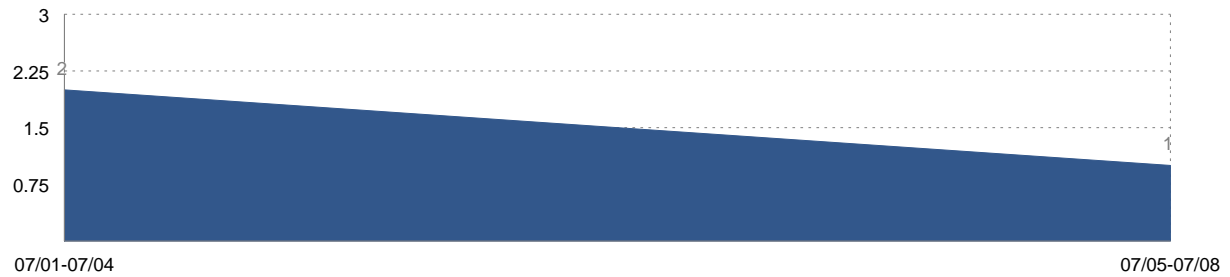
KPI	Amount	Change from 05/31/2009-06/30/2009
Posts	276	-41% ▼
Replies	205	-37% ▼
Replies Reach	339,303	-18% ▼
Retweets	112	-37% ▼
Retweets Reach	158,943	-34% ▼
Mentions	60	-63% ▼
Friends	403	5% ▲
Followers	1,081	5% ▲

Social Mention Report

"Taylor Pratt"

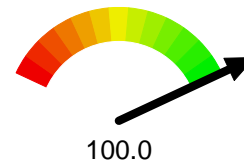
Source Type: all

This is a summary from one of the weeks in July of mentions of my name (Taylor Pratt).



3 Total Mentions
1.50 Mentions / Week
100.0 Average Sentiment

0 Positive
0 Neutral
0 Negative



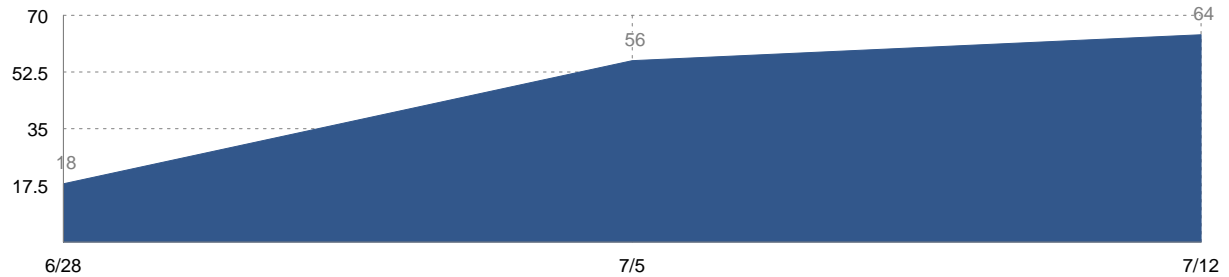
Google Analytics Summary Report

Google Analytics

07/01/2009 - 07/15/2009

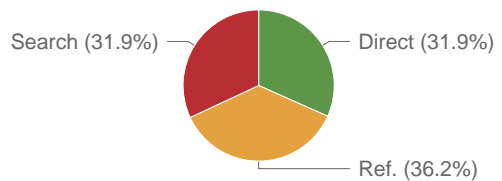
Excluding paid search

This is a two week report of my Google Analytics data for Awesome SEO. See what happens when you blog once every 8 months?



138 Visits
197 Page Views

81.9% Bounce Rate
1.43 Pages/Visit
0:56 Time on Site



50 Total Referrers

TOP REFERRERS	%	VISITS
notebooks-brasil.blogspot.com	24.0%	12
twitter.com	16.0%	8
images.google.com	6.0%	3
austinsem.org	4.0%	2
brianchappell.com	4.0%	2

44 Total Keywords

TOP KEYWORDS	%	VISITS
taylor pratt	6.8%	3
performance based bonus	4.5%	2
performance based salary	4.5%	2
seo tools review	4.5%	2
seomoz pro	4.5%	2

TOP SEARCH ENGINES	%	VISITS
google	97.7%	43
yahoo	2.3%	1



Google Analytics Top Keywords Report

Search Engine Traffic

07/01/2009 - 07/31/2009

Organic search

This is an example of the top keywords report. You can also compare this to the information Raven Analytics has created. I find it is valuable to look at multiple sources when it comes to analytics since GA isn't always reliable.



105 Visits

75.2% Bounce Rate

172 Page Views

1:38 Average Time on Site

1.64 Pages/Visit

72 Top Keywords

Search Keyword	%	Visits
taylor pratt	17.1%	18
performance based salary	6.7%	7
seomoz pro	6.7%	7
performance based bonus	2.9%	3
seomoz review	2.9%	3
seo tools review	1.9%	2
seomoz reviews	1.9%	2
successful user testing	1.9%	2
"taylor pratt"	1.0%	1
awesome seo secret handling impatient clients	1.0%	1
client profiling	1.0%	1
client report writing sample	1.0%	1
compare seomoz pro membership	1.0%	1
creating hypothesis for client	1.0%	1
dealing with impatient clients	1.0%	1

Google Analytics Top Keywords Report

(continued)

Search Keyword	%	Visits
don't compete with your employees	1.0%	1
download sheerse	1.0%	1
google keywords liquor	1.0%	1
handeling of impatient customers	1.0%	1
handling an impatient customer	1.0%	1
handling impatient clients	1.0%	1
handling impatient customers	1.0%	1
how to compile adwords report for client	1.0%	1
how to deal with impatient clients	1.0%	1
how to loose clients	1.0%	1
how to speaking by hypothesizing	1.0%	1
how to wright client follow up e-mail	1.0%	1
how to write a contact report for client	1.0%	1
how to write a structural geology report for a client	1.0%	1
http://www.gonzo-seo.com/	1.0%	1
impatient clients	1.0%	1
is seomozpro helpful	1.0%	1
losing employees to the competition	1.0%	1
marketing consultant	1.0%	1
new job p s a	1.0%	1
performance based approach salary	1.0%	1
performance based salary programs	1.0%	1
performance bonus based on salary	1.0%	1
pratt and taylor	1.0%	1
pratt keyword	1.0%	1
reporting seo to your client	1.0%	1
review seomoz	1.0%	1
reviews of seomoz	1.0%	1
salary and performance based pay	1.0%	1
salary based on performance	1.0%	1
salary program	1.0%	1
secret when dealing with clients "web design"	1.0%	1
seomoz forum review	1.0%	1
seomoz pro account	1.0%	1
seomoz pro is it good	1.0%	1
seomoz pro member inurl:seomoz	1.0%	1
seomoz pro membership	1.0%	1
seomoz pro membership reviews	1.0%	1

Google Analytics Top Keywords Report

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Search Keyword	%	Visits
seomoz pro tool discount	1.0%	1
seomoz seo tools review	1.0%	1
seomoz slow	1.0%	1
seomoz tool review	1.0%	1
sheerseo review	1.0%	1
should seomoz pro	1.0%	1
steps in writing a repot to a client	1.0%	1
taylor prattt	1.0%	1
those who asked me "i don't blog anymore" wasting my time here	1.0%	1
vote gonzo	1.0%	1
what is a performance based salary?	1.0%	1
what is performance base salary	1.0%	1
what is performance based salary	1.0%	1
what to include in analytics report for client	1.0%	1
where to put ga.js	1.0%	1
writing client reporting	1.0%	1
awesome seo	0.0%	0
if your customer is impatient what do you do	0.0%	0
web analytics reports for your manager	0.0%	0