



SEO Report for <http://www.leeslandscapes.com/>

## OVERVIEW

Below is a list of obstacles we found that may be preventing your website from achieving higher rankings in the search engine results pages. In addition to the findings below, we also recommend insuring that your site has clear call-to-actions and engaging content to lengthen the visit by each viewer (video, photos, widgets, etc).

The homepage of your website need not include your brand name, but for the benefit of potentially higher search results, we recommend up to 100 characters with your "core search terms" included. The example below targets "widgets in Los Angeles", "widgets", "widget packages" and "custom widgets".

Example of a Good Homepage Title

The following audit checks for a variety of search engine optimization (SEO) factors that are important to successful organic placement in the major search engines. The information is designed to give you a solid foundational picture of your current SEO "condition".

Each section will give you either a positive result (**green text**) or a negative result (**red text**).

Reliable Listing does not look at content of pages or any tags on a keyword level. While any positive result may indicate a good "foundation" it is recommended that you look at ALL results (both positive and negative) in greater detail. Many facets of SEO require more than just meeting a "minimum standard" especially when competing with many other sites for organic search engine results.

Other areas of SEO that you should be considering in addition to those contained in the Reliable Listing report are inbound link quality, site usability, calls to action, detailed analytics, conversion tracking, organic search ROI (return on investment) analysis, organic search CPA (cost per acquisition) analysis and more.

Run Reliable Listing on a regular basis to monitor your site's SEO foundation. Be sure to check back for improvements and updates in our reports.

The following results are for <http://www.leeslandscapes.com/>

## HOME PAGE CONTENT CHECK

Flash is a web design element that gives you the ability to add animation to your website. However, the content contained in these files is either completely invisible to the search engine or the visibility to the content is severely limited. Either way it may hurt your standing with the search engines. Not being visible to an engine's spider means that your content is not properly represented in an engines index thus hurting your ability to be seen as a good result for a keyword or key phrase search. An excessive amount of images can also hinder the crawlers' ability to properly index your site.



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In addition, how much plain copy (copy NOT inside an image) appears in HTML and is readable by the engines' crawlers is a critical component for SEO success. Reliable Listing looks for a minimum amount of copy that appears in this fashion.

The use of flash and images is necessary to provide your website's "look and feel". The use of plain text content is also extremely critical. Having too much of one or the other is not an SEO best practice. If you need to error it would be best to have more copy for the engines to see than images to please the visitor. However, it is critical to balance these factors from both a design and search engine functionality perspective in order to achieve optimal search engine optimization and user experience results.

We encourage site owners to look at this balance across EVERY page of your site, not just the home page.

Reliable Listing has detected at least 350 characters of plain text that will be visible to the search engines. It is recommended to make sure that the copy for the site is themed properly around appropriate keywords and phrases for increased authority with the engines.

#### SITEMAP (SITE MAP) CHECK

A text link sitemap (or site map) is a separate page within your site that has HTML links to each one of your website's pages. The sitemap ensures that the search engines can easily find each page contained in your site. Its presence prevents the occurrence of "island pages" or "orphaned pages" which are pages that appear to have no connection with the rest of your site. A good sitemap is an important aspect for both your visitors and the search engines alike.

Note: If you submit an XML site map directly to the search engines, we do not detect that practice.

Reliable Listing has NOT detected a text link sitemap within your website.

#### DYNAMIC URL CHECK

Dynamic URL's are used by some website programs to render the location of pages on your website. If your website's URL's are not structured properly the search engines have difficulty determining the content relevance of the URL. In other words, if you have a lot of symbols and technical jargon rather than keywords and plain language page descriptions in your URL's you are hurting your site's search engine visibility. The harder it is for the search engine to read your URL strings it is less likely that you will be indexed properly in their database which can severely impact your success in the search engines.

Your URL structure falls within acceptable parameters relating to the readability and ease of organization for the search engines.

#### HOME PAGE LINK CHECK



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Search engines and website visitors can get to your home page in two different ways. One way is to go directly to your site address, <http://www.leeslandscapes.com/>. The other is to follow the common "Home" link from within the interior pages of your website. If these two links do not point to the same place, it can dilute the strength of links to your home page in the eyes of the search engines.

Reliable Listing DID identify redirects from your site's interior pages to your home page.

### HTML ERROR CHECK

HTML is the code that is preferred by the search engines for website construction. However, if errors exist in the HTML coding, it may cause the search engines to have difficulty understanding your site's content thus hurting your standing with engines. HTML errors may also cause your visitors to have difficulty in viewing your site properly.

The W3C (World Wide Web Consortium) has set guidelines and standards for HTML code. We use these standards for this audit to determine your site's code compliance and the specific issues relating to the HTML for your site.

Reliable Listing's examination of your HTML code has identified the following issues.

These issues include but may not be limited to:

Line 39, Column 32: document type does not allow element "div" here; missing one of "object", "applet", "map", "iframe", "button", "ins", "del" start-tag

Line 88, Column > 80: XML Parsing Error: xmlParseEntityRef: no name

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### SUBDIRECTORY CHECK

Subdirectories for your website operate in the same manner as they do for your home computer. You can organize your files by creating descriptive directories but if you place a file more than 3 directories deep on your website the search engines may not find it. It is optimal from a search engine perspective to keep all of your files LESS than 3 directories deep within your file structure.

Reliable Listing did not find website pages that are deeper than 3 directories.

### SERVER STATUS CHECK

If your server occasionally reports an error or takes too long to load the search engines will see this as a red flag. Either of these situations may cause the search engines to remove your site from



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their index.

A "200 OK" message was NOT received from your server within an acceptable amount of time.

#### GOOGLE ANALYTICS CHECK

Analytics are one of the most critical components of your web site. If you are getting an incredible amount of traffic but no conversions you need to know why. A strong analytics package and a complete understanding of the data will be critical to your online success.

Reliable Listing sees if Google Analytics is installed on your site. You may be using another analytics package like Omniture, Coremetrics, and Clicktracks etc. which is fine. Reliable Listing does not look into any custom configurations of the analytics package, it simply checks if it has been set up on the site.

What is not acceptable is that there is no analytics package set up and configured properly so you can track your visitors and conversions in a way to make adjustments for success moving forward.

Reliable Listing has NOT detected the use of Google Analytics on your site.

#### UNIQUE PAGE TITLES (TITLE TAGS) CHECK

Each page of your web site's pages should have a unique title tag or page title. Failure to do this may cause your site to be less authoritative in the view of the search engines. Unique page titles are one of the few on-page factors that help the search engines properly identify and classify your site's pages as they relate to specific keywords and key phrases. Reliable Listing looks to see that your site has unique title tags (or page titles) on at least 50% of your site's pages for a positive result and less than 50% for a negative result.

It is important to note that your page title is a critical part of your marketing message since it is the first line of copy that is viewed when your page appears in the SERP's (search engine results pages).

There are other factors that are important in the development of this facet of your site including keyword usage and number of characters used in the title etc which are not specifically addressed in this audit.

Your site appears to have unique title tags or page titles for at least 50% of the site's pages.

#### UNIQUE META DESCRIPTIONS CHECK

Similar to the page title concept, each one of your website pages should have a unique meta description tag. Failure to do this may hurt your standing with the search engines. Unique meta descriptions are an element that helps the engines to properly classify your site's individual pages.



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Unique meta descriptions also have a marketing function as they are the text that appears below your page title in the SERP's (search engine results pages). If you have not written a unique meta description tag for a page the engines will \"assign\" one for you by pulling data from your site's code. This can result in a message that hurts your ability to have a search engine user click on your result due to the lack of a strong marketing message that you want to convey.

There appears to be unique meta description tags for the majority of your pages.

#### NON WWW REDIRECT CHECK

When receiving direct type in traffic to your site the visitor can either get to your site by typing [www.yourdomain.com](http://www.yourdomain.com) or just [yourdomain.com](http://yourdomain.com).

To ensure that your SEO value is not being split between these two options (please note that the search engines may see these as two different entities and it may cause harm to your SEO efforts) it is a best practice to incorporate proper 301 redirect. This is a permanent redirect from the [yourdomain.com](http://yourdomain.com) URL to the [www.yourdomain.com](http://www.yourdomain.com) version.

By doing this, you optimize the value of your external links to only one \"version\" of your site and avoid any potential duplicate content concerns with the search engines.

Reliable Listing has NOT found a properly implemented 301 redirect.

#### ROBOTS.TXT CHECK

A Robots.txt file gives \"permission\" to the search engines regarding the areas of your site they may crawl (or spider) and whether they can index certain areas of your site or not. This file is used to keep private / sensitive information out of the SERP's (search engine results pages).

You must be careful that you allow the search engines to see your primary public information so your site's authority regarding a keyword or key phrase can be recognized.

Reliable Listing has detected a robots.txt file on your site.

#### CUSTOM 404 PAGE CHECK

A 404 page is where a visitor is directed when they try to access a page that does not exist on your site. When this occurs it is critical to have a properly constructed 404 page that allows the user to quickly and efficiently return to a page that will make the user experience positive. One option commonly used is including a link to your home page.

By clicking on this URL <http://www.leeslandscapes.com//aaabbbccc123-Thisisabadpage.404.html> you can view your 404 error page. Please note how you are currently pointing your visitor in the



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right direction on your site.

For an example of an appropriate 404 error page please visit Reliable Listing's 404 page at: [http://www.Reliable Listing.com/404example009.html](http://www.ReliableListing.com/404example009.html)

Reliable Listing detected a 404 error page and a link to your home page.

#### MAXIMUM AMOUNT OF LINKS CHECK

To index your web site in its entirety search engines crawl / spider your site like any browser would by following the links found on each page. If you have too many links on a page the search engines may not get to all the pages on your site. This means that your entire site may not be properly indexed.

Generally, more than 100 links on a page is a "red flag" with the search engines. It is also not very appealing for your visitors so your usability may suffer as well.

Reliable Listing has detected pages with over 100 links including the following: <http://www.leeslandscapes.com/portfolio-categories/view/1>

#### EXTERNAL JAVASCRIPT / CSS CHECK

JavaScript and CSS are scripting languages that are used to provide extra functionality and easier formatting on a website. The search engines do not look at this type of code for ranking purposes unless there is something located in these files they deem as "suspect" or an attempt to trick the engines.

It's an accepted "best practice" to move these scripts into separate files and reference them at the top of your HTML document. This will decrease load times and make your HTML easier to read by the search engines.

Reliable Listing has NOT detected JavaScript or CSS hard coded into your HTML.

#### FRAMES CHECK

The use of frames is a technique employed by designers / programmers / developers to put content on a website. This technique was widely used in the past but it is being used much less frequently because the search engines are not able to properly read and index content that uses frames.

Reliable Listing has NOT detected the use of frames on your site.

#### ALT TAG CHECK



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ALT tags provide alternate text that will be shown to browsers and programs that do not support images. Search engines use the text contained in ALT tags as extra content to target your pages. Adding ALT tag information for your images is an excellent way to add more content to your pages for the search engines without hurting the user experience.

Reliable Listing has found ALT tags on your site that DO NOT contain content.

#### GOOGLE PAGERANK 1

PageRank is a score that Google assigns to each URL on your site. The scale of 0-10 (with 10 being the highest) is an indication of the strength of the URL in the eyes of Google. While important, this number should not be the primary barometer of SEO success for your pages.

Please note that this score is usually about 3 months old which means that there may be a lot of positives or negatives in a page that are not reflected in that score. This score has been given an unmerited level of importance by search marketers in the past so please use caution around this metric.

#### LINKS POINTING TO FULL URL (HOMEPAGE ONLY) 25

This is the raw number of links pointing to your exact URL only (your home page). This number is an indication of the link strength and popularity to this specific URL.

Here is a word of caution, however. If the majority of your overall links are only pointing to your home page, this can be a red flag for the search engines.

It is always encouraged to build links to all of your site's pages and not just the homepage. Pointing links to interior pages helps to address the critical "long tail" of search terms that may have less traffic but convert at a much higher rate.

#### LINKS POINTING TO DOMAIN (ENTIRE SITE) 129

This is the total number of links pointing to your entire domain.

While a large number of links may look impressive it is absolutely critical to stress quality of links over quantity of links. While there are many components of a web site that can be manipulated to "game" a search engine (which is NOT recommended if you are a legitimate company with a long term web strategy), one way inbound links are difficult to fake. Remember, we said difficult not impossible.

One way inbound links are possibly the most important element that is considered by the search engines when determining site authority for a keyword or key phrase. Be sure to attract one way inbound linking partners that are content related and are structured to help the search engines understand the level of quality.



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#### AGE OF DOMAIN ()

This is the date that your domain was registered. Google does place some greater value on older domains and their associated sites. While this factor can work in your favor if you have an older domain it does not mean that younger domain names are at a severe disadvantage. Other factors such as one way inbound links, authoritative content, frequent site updates etc can overcome the impact of a competitor with an older domain name.

#### NUMBER OF .EDU LINKS 0

This identifies the number of links that point to your site from other web sites with the extension of .edu. A link from a .edu site generally indicates a link from an academic institution or entity. Google places a greater value and level of authority with .edu links over .com, .net, .org, .biz, .info domain extensions due to the perceived authoritative nature of the link source. Also, links with these extensions can be more difficult to obtain which causes the engines to give them more weight than others.

#### NUMBER OF .GOV LINKS 0

Much like links that come from sites with a .edu extension, .gov links are coveted. A link from a .gov site generally indicates a link from a government office or entity. Google places a greater value and level of authority with .gov links over .com, .net, .org, .biz, .info domain extensions due to the perceived authoritative nature of the link source. Also, links with these extensions can be more difficult to obtain which causes the engines to give them more weight than others.

#### ALEXA RANK 1,727,188

Alexa is a well known site that assigns a ranking number to your web site. You want the lowest number possible with Alexa. Do not be alarmed, however, if your Alexa rank is extremely high. It is not a critical factor or measure of your site's standing in the search engines.

#### DOMAIN NAME VISIBILITY 3,020

This value indicates the number of results returned by Google where your site has been mentioned on other sites. The higher the number, the more your site is being recognized throughout the internet.

This number could run in the millions depending on the site. This number is particularly significant in relation to the number of one way inbound links you have. If a lot of sites are mentioning you but not linking to you it presents an opportunity to build strong inbound link partners from those that are already aware of you.