



To The Owner of LeesLandscapes.com: This report is just a cookie cutter report <http://www.reliablelisting.com/> sends out to people. They obviously cold call everyone that lists in Yahoo Local, change a few things in the report for each company, and send it out. I looked over their "**negative**" remarks in red and responded:

Site Map: We can add a site map if you would like. The reason why we planned out a wire frame and researched keywords so we could implement the correct navigational structure. Your website is organized correctly. When a search engine visits your website they can reach every page within 3 clicks.

Technically there is no need for a site map because as long as the site is organized correctly. It would be like your company creating a walkway design and having to put up a big sign in front of it that says, "this is a walkway design, you should walk on these 153 stones to get to the other side." Just like a good walkway design will be EXTREMELY obvious on how to get from part A-B, a good designer & marketer builds a site so a search engine can read each page without a site map. WebBizIdeas.com doesn't have a site map and we do very well in the search engines.

W3C & HTML Errors: Your site is built correctly, you do not need some organization telling you how to build your site. So many people get caught up in this and don't really understand it...companies like **Reliable Listing** uses it as a fear tactic. But, next time my programmer is in your site I will have him take a look at the code. I had one of our internet marketers write up an article on it; <http://www.webbizideas.com/building/w3c.html>

Server: I have never had a problem access your site. Every time I tested your contact forms they worked. Do they work for you? You can always call up your hosting provider to make sure things are correct but I am pretty sure things are fine.

Google Analytics: Tracking software would help. If you sign up for Google Analytics I can drop the code in your site. I recommend (and use on my personal sites) <http://www.Opentracker.net>. It is not free like Google Analytics (only \$15 a month) but it is accurate & provides stats in real time. In fact you can log into open tracker and see the exact pages people are clicking on while they are online; it is pretty cool.

301 Re-Direct: Trying typing in <http://www.LeesLandscapes.com> and see if the URL changes to <http://LeesLandscapes.com>. If it does it means we have a proper 301 re-direct working. In fact you can see it in your site's .htaccess:

```
RewriteCond %{HTTP_HOST} ^leeslandscapes.net$ [OR]
RewriteCond %{HTTP_HOST} ^www.leeslandscapes.net$
RewriteRule ^/?$ "http://www.leeslandscapes.com" [R=301,L]
```

More Than 100 Links on a Page: They are correct, but this is your image portfolio page. You requested to have one page with all your landscaping portfolios listed. We have them broken down into sub-pages / sub-categories too for search engine purposes. The problem with the companies like **Reliable Listing** is they generates reports that waste your time. They are produced many times overseas in India by people that don't analyze your



Alexa Ranking: Any company that lists Alexa ranking as a determining factor in search engines should be avoided. Alexa does not have ANY effect on search engine rankings. It is a just a fancy number that is determined by **how many people who use the Alexa toolbar** visit a site & the internal pages. Alexa ranking can be influenced by having 10 people site on your website all day clicking on pages.