



www.xyz.com

Search Engine Compatibility Assessment Report



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Sample report



Company xyz Search Engine Compatibility Assessment Report

High Level Findings

<u>Keyword Analysis:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>HTML Design:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>URL's and Page Extensions:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Link Popularity:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Dead Link Check:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Page Load Time:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Title & Meta Tags:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Browser Compatibility:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Body Text:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>ALT IMG Attributes:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Spell Check:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:
<u>Spam Check:</u>	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor
	Comments:

Subject Area Definitions

Keyword Analysis:	Full keyword analysis executed on your industry/products/services to analyse what 'keyword phrases' are used when people are using search engines. Analysis is done using data from Google, Yahoo, MSN, Ask Jeeves, DMOZ, and Yahoo Directory.
HTML Design:	Your site will be examined in formats like HTML and XHTML for conformance to W3C recommendations and other standards. The CSS file and Feeds (RSS + Atom) will also be checked against W3C standards.
URL's and Page Extensions:	Checks for static versus dynamic pages and file extensions created from dynamic content and recommends what file extensions are more accessible to the search engines.
Link Popularity:	Checks your sites link status on MSN, Google and Yahoo. Discusses options for professional Link Building Campaign.
Dead Link Check:	Analyses your site for dead links and recommends fixes.
Page Load Time:	Compares how fast your site downloads over the following speeds: - 56.6 Kbps – Broadband 512Kbs, 1Mbps, 2Mbps (ADSL, Cable, Wireless)
Title & Meta Tags:	Looks at the content of your tags and provides recommendations on best to optimise these tags.
Browser Compatibility:	Compares how your site is displayed in the major web browsers, i.e. Internet Explorer, FireFox
Body Text:	Looks at the content in your site and your attention to detail in how the content is displayed in terms of : <ul style="list-style-type: none"> • Keyword Density • Keyword Placement • Keyword Prominence
ALT IMG Attributes:	Analysis of all images on your site to see if they are using the alt tag appropriately. These tags can be indexed by the search engines and also used by the visually impaired.
Spell Check:	A comprehensive spell check of your site
Spam Check:	Analysis of your site to see if there are any techniques been used that go against webmaster guidelines from the major search engines.

Detailed Analysis Assessment

1. Keyword Analysis Assessment

2. HTML Design Assessment

3. URL's and Page Extensions Assessment

4. Link Popularity Assessment

5. Dead Link Check Assessment

6. Page Load Time Assessment

7. Title & Meta Tags Assessment

8. Browser Compatibility Assessment

9. Body Text Assessment

10. Alt Image Attributes Assessment

11. Spell Check Assessment

12. Spam Check Assessment
