

Stage 2

Priority Module Report

Date: 11th November 2007

Client:

URL: www.best-window-blinds.co.uk

Contact Name:

Xyone Contact: Avis Pennington



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1.0 Search Engine Optimisation

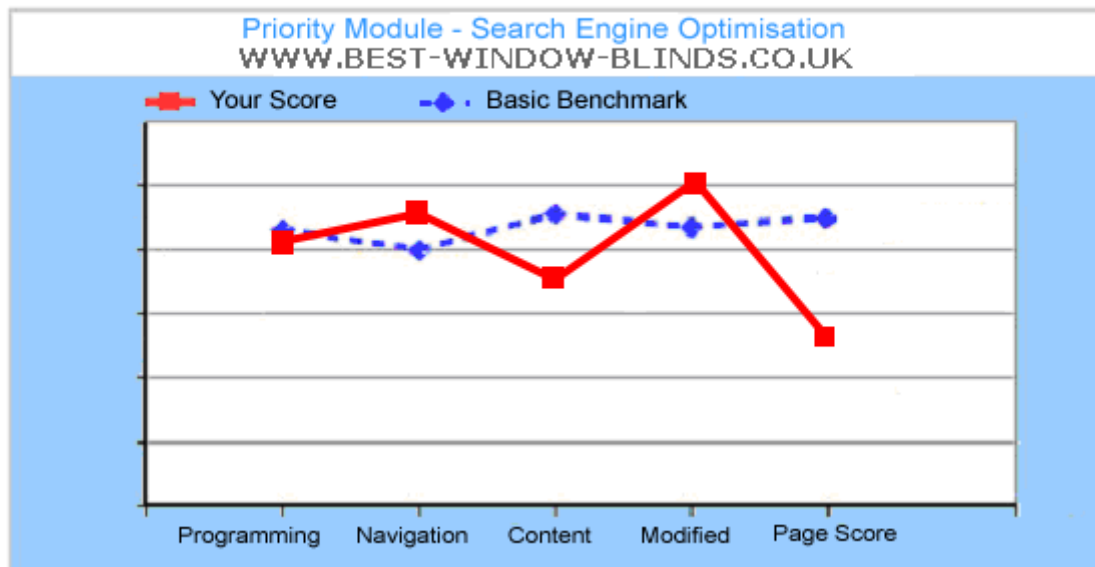
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Search Engine Optimisation

Many businesses mistakenly believe that once they have a website up and running enquiries will start to flow through the site on a regular basis. This, however, is very rare as the website is unlikely to be found by potential customers unless at the very least a basic level of search engine optimisation has been carried out. Search engine optimisation ensures a website is compatible with the search engines and provides it with the best possible chance of achieving a good ranking in the search results.

*** The results of this report are based on auditing only the Homepage/Index page, unless otherwise stipulated. All references should be made back to this page.**



1.1 SEO Programming

Although an end user will be unlikely to ever see the programming that goes into creating your website, they will see the results of the programming on the page in front of them. If the back end coding is not to a high/good standard pages can be slow to load or page elements such as navigation links may work incorrectly. Programming to best practice standards is therefore essential to ensure a website's longevity on the World Wide Web.

Your Page Meta Tags

Title tag : Best Blinds

Meta Keyword tag : Wooden Blinds Venetian Blinds Roller Blinds Loft Blinds Rollup Blinds Roman Blinds Vertical Blinds Loft Blinds Conservatory Blinds

Meta Description tag : We can offer you the best quality range and the newest most innovative window blinds Choose from Wooden Venetian Roller Roman and Vertical Blinds

SEO Programming Results

✓ CSS (cascading style sheets) are used to format pages which will improve site speed and editing.

✓ External style sheets enable you to change the appearance and layout of all the pages in your site, just by editing one single CSS document. Updating will be easier and a consistent look will be maintained across all pages that link the CSS. External CSS will make your pages much smaller and quicker to download, because all of the style information will have been removed to one file.

✗ No folders have been used in site structure.

ACTION PLAN - Consider re-formatting the site using a directory i.e. folder structure. Only do this if the current pages do not have sound page ranking.

✓ Site directory structure contains keywords that can be indexed by search engines which will result in a higher page rank.

✓ Meta title tags are used on all pages.

✓ Meta title tags are all specific to current pages.

✗ Meta keyword tags are not used on home page.

ACTION PLAN - Make sure titles, keywords and descriptions are specific to all pages as these carry a lot of weight in terms of search engine performance.

✓ When used, Meta description tags are specific to current page.

✓ Meta description tags are used on all pages.

✓ Meta description tags are all specific to current pages.

1.2 Navigation

Web site navigation is the science and skill which is applied to a web site to help visitors move from one page to another. Navigation on a web site is achieved by a collection of links (text/images/flash/java/applets) that form the Web Site Navigation menu or the Web Site Navigation Bar. This navigation menu or bar is usually placed vertically on the left or horizontally near the top of the web page.

Navigation links on websites are usually either text or imaged based, or a combination of the two. However, if the only form of navigation on a website is through images, some users may not be able to browse the site correctly if their web browser does not support the use of images. From a search engine optimisation point of view it is preferable to have text links for the main navigation of the site. If this is not possible then a text alternative to the main navigation should be provided.

The main navigation (item 1 on screen shot over page) is usually towards the top of the page. In this case each of the navigation links are arranged across the page from left to right. Main navigation is often incorporated into the overall design of the website and will sometimes consist of buttons or images. These buttons, if designed well, add to the overall visual effect of the site but can cause problems if a visitor likes to view sites with images turned off.

Sub navigation (2) is usually found to the left or the right of the main content pane and will usually give a more detailed selection of available pages for the visitor to browse through. Again these can be image based to suit the design of the site.

Text navigation (3) is often placed at the bottom of web pages in the 'footer' section. It is important to have at least one form of text navigation to ensure all visitors can access your pages. Text navigation is also more easily indexed by search engines and as such navigation links should contain relevant keywords where possible.

The screen shot shown below is taken from www.best-window-blinds.co.uk

The screenshot shows the homepage of the website. At the top left, the URL **WWW.BEST-WINDOW-BLINDS.CO.UK** is displayed. To the right, there is a 'DO YOU NEED ANY HELP?' banner with a 'LIVE SHOP ASSISTANT' icon and a 'Live chat by LivePerson' link. Below the URL is a navigation menu with links: Home, Affiliate Program, About Us, Delivery, Ethical, and Our Guarantee. A search bar is located on the left side. The main content area features a large banner for 'Blinds.com' with two penguin icons. Below this is a 'Browse By Colour' section with a color palette, a 'Quick' section with text about Readymade Quality Blinds, and a 'Custom' section with text about tailored blinds. A central image of a window with blinds is labeled 'NAVIGATION'. To the left of this image is a 'Shopping Basket' section showing 0 items and a total of £0.00. Below the shopping basket is a 'Blinds' category list with sub-items: Wooden Blinds, Venetian Blinds, Roller Blinds, Loft Blinds, Rollup Blinds, Roman Blinds, and Vertical Blinds. A 'Secure Shopping' section with a VeriSign logo is also present. At the bottom, there are four 'Sale' banners with prices 'From £21.11' and 'From £24.19', each with a 'View Now' button. The footer contains payment logos (Delta, MasterCard, eSOL, Maestro, VISA, VISA Electron), a 'Customer Service' icon, and a list of links: Site Map, Contact Us, Terms & Conditions, Privacy Policy, Resources, and Add Your URL.

1 points to the navigation menu.

2 points to the Blinds category list.

3 points to the Customer Service icon.



SEO Navigation Results

- ✓ Navigation is text based and will be highly visible to search engines.
- ✓ Alternative text navigation is available and will carry a lot of weight in search engines but to a lesser degree than if it was the main navigation.
- ✓ Site map is available which will enable more thorough crawling by spiders.
- ✓ Site map is linked throughout the site and will be found easily by spiders.
- ✓ No broken links found hence your site has more chance of being fully indexed.

X Some, but not all images have descriptive alt tags.

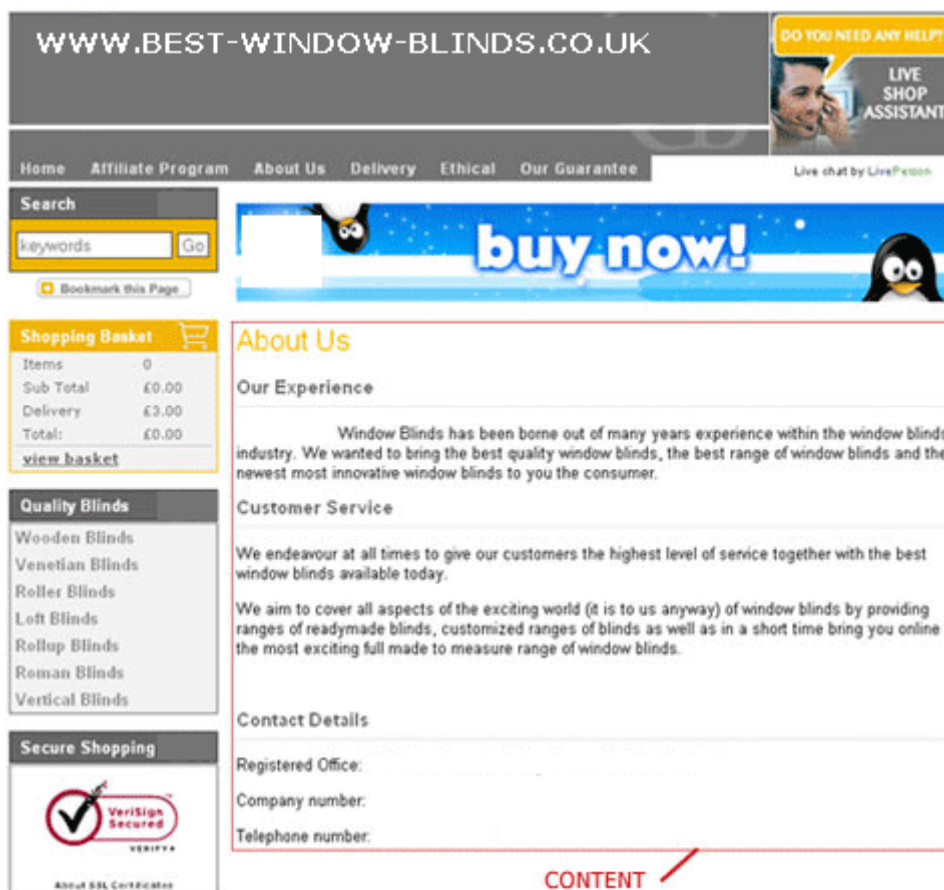
ACTION PLAN - Ensure all images have alt tags.



1.3 Content

A good site should contain a suitable amount of content that is **relevant** to your product or service offering and of interest to the target audience. The amount of content required is dependant on the type of site and the information being provided. Generally, though there are exceptions, it is important to be economical with the amount of text and to aim for approximately 300 words per page. Too few words will mean that your text will not contain enough keywords, which are important when considering search engine performance.

Good SEO content will have a good level of keyword density – i.e. The words that you are hoping to be found for will be included in the main body of the content enough times. The ideal for this is in the range of 5% to 11%. Please see keyword density below.



WWW.BEST-WINDOW-BLINDS.CO.UK

DO YOU NEED ANY HELP? LIVE SHOP ASSISTANT

Home Affiliate Program About Us Delivery Ethical Our Guarantee

Search keywords Go

Bookmark this Page

Shopping Basket

Items	0
Sub Total	£0.00
Delivery	£3.00
Total	£0.00

view basket

Quality Blinds

- Wooden Blinds
- Venetian Blinds
- Roller Blinds
- Loft Blinds
- Rollup Blinds
- Roman Blinds
- Vertical Blinds

Secure Shopping

VeriSign Secured

About Us

Our Experience

Window Blinds has been borne out of many years experience within the window blinds industry. We wanted to bring the best quality window blinds, the best range of window blinds and the newest most innovative window blinds to you the consumer.

Customer Service

We endeavour at all times to give our customers the highest level of service together with the best window blinds available today.

We aim to cover all aspects of the exciting world (it is to us anyway) of window blinds by providing ranges of readymade blinds, customized ranges of blinds as well as in a short time bring you online the most exciting full made to measure range of window blinds.

Contact Details

Registered Office: _____

Company number: _____

Telephone number: _____

CONTENT



Your Page Content Summary

The information shown below is taken from www.best-window-blinds.co.uk

0 Words found in 0 Heading(s):

83 Words found in 21 Alt tag(s): quality window blinds up to 55 off window blinds quality window blinds white blinds cream blinds yellow and gold blinds pink blinds purple blinds terracotta blinds green blinds red blinds blue blinds brown blinds silver and grey blinds black blinds how to measure window blinds fsc wooden blinds teak 25mm slats from £50 16 aluminium venetian value silver from £21 11 plain value roller blinds terracotta from £19 80 value wooden venetian blind natural 25mm from £24 19 click here to bookmark this page

68 Words found in 32 Linktext(s): Home Affiliate Program About Us Delivery Ethical Our Guarantee How to measure Click here for info Sale View Now From £21 11 View Now Sale View Now From £24 19 View Now Shopping Basket view basket Wooden Blinds Venetian Blinds Roller Blinds Loft Blinds Rollup Blinds Roman Blinds Vertical Blinds Secure Shopping About SSL Certificates Site Map Contact Us Terms & Conditions Privacy Policy Resources Add Your URL

3 Words found in 1 Bold text: How to measure

0 Words found in 0 Italic text:

SEO Content Results

These are one word terms inside ideal keyword density range: -
[blinds](#), [window](#), [quality](#)

These are two word terms inside ideal keyword density range: -
[window blinds](#), [quality blinds](#), [blinds loft](#), [loft blinds](#), [roller blinds](#), [vertical blinds](#),
[wooden blinds](#)

These are three word terms inside ideal keyword density range: -
[blinds loft blinds](#), [blinds roller blinds](#), [blinds rollup blinds](#), [blinds roman blinds](#),
[blinds venetian blinds](#), [blinds vertical blinds](#), [blinds wooden blinds](#), [loft blinds rollup](#),
[quality window blinds](#), [roller blinds loft](#), [rollup blinds roman](#), [roman blinds vertical](#),
[venetian blinds roller](#), [wooden blinds venetian](#)

✓ Header tags have been used and will be picked up by search engines.

✓ Header tags contain key words.

✓ Bold text has been used and will be picked up by search engines.

✗ Italic text has not been used.

ACTION PLAN - Italic text carries some weight in relation to search performance and should be used on all your pages where possible.

✗ Comments not used in code.

ACTION PLAN – Place comments within the HTML code that contains keywords.

✗ Content is too short.

ACTION PLAN – Increase the amount of content. Increased content will generally contain more keywords and make sure that you incorporate a good amount of relative keywords. It is recommended that pages contain 300 words.

✗ Internal links not used.

ACTION PLAN – Internal links compliment the main navigation and should link pages of similar content using keyword phrases if possible.

The tables shown below are based on data obtained from www.best-window-blinds.co.uk

Keyword Densities

T= Title tag, D= Description tag, K= Keyword tag, H= Header tags, B= Bold text, A= Alt tags, L= Link text, I= Italic Text

1 Word Phrase	Repeats	Density	Prominence
blinds	41 T,D,K,L,A,URL	14.75%	60.97
window	7 D,A,URL	2.52%	67.78
from	8 D,L,A	2.88%	41.46
quality	7 T,D,A,URL	2.52%	73.07

2 Word Phrase	Repeats	Density	Prominence
window blinds	5 D,A	3.60%	73.31
quality blinds	4 T	2.88%	64.39
view now	4 L	2.88%	28.51
blinds loft	3 K,L	2.16%	61.51

3 Word Phrase	Repeats	Density	Prominence
blinds loft blinds	3 K,L	3.24%	61.51
blinds roller blinds	2 K,L	2.16%	50.18
blinds rollup blinds	2 K,L	2.16%	48.74
blinds roman blinds	2 K,L	2.16%	48.02

4 Word Phrase	Repeats	Density	Prominence
blinds loft blinds rollup	2 K,L	2.88%	49.46
blinds roller blinds loft	2 K,L	2.88%	50.18
blinds rollup blinds roman	2 K,L	2.88%	48.74
blinds roman blinds vertical	2 K,L	2.88%	48.02

*The information provided below is taken from just one page on your website, this page being your home page.



1.4 Last Modified Tag

Recent research has determined that a site that is hosted on a server which generates a 'Last Modified' tag stands a better chance of being listed higher in the search engines. This tag is updated whenever the file is uploaded to the server.

When web crawling to gather HTML documents for indexing, Verity Spider looks for the date the document was last modified, in the form of a field named Last-Modified. The value of Last-Modified is used to determine if documents should be indexed again.

How Last-Modified is Used

For HTML documents which have been indexed, and for which a value exists in the last_modified_date field in the persistent store, Verity Spider compares the retrieved document's Last-Modified value with last_modified_date. What happens to the document depends on the outcome of the comparison.

- If no value exists in the persistent store, or it is older than the current value, then the document is indexed into the collection and the last_modified_date field is updated in the persistent store.
- If a value exists in the persistent store and it is the same or newer than the current value provided by the retrieved document, then the document is not indexed.
- If a Last-Modified value is not provided with a retrieved document, then Verity Spider treats the document as new and always indexes it.

Last-Modified: Wed, 14 Nov 2007 15:38:18 GMT

The last modified tag shows when this page was last updated with new content.



SEO Last Modified Results

- ✓ Modified tag is present.
- ✓ Page was updated recently.

ACTION PLAN - Make sure that your site is updated with new content on a regular basis, ideally once a week or at least once a month.

1.5 Page Scoring

The search engine Google assesses each page it indexes and gives it a score based on the relevancy of content, quality of links, number of visits and number and quality of reciprocal links, and a lot more besides. As a site owner it gives you a guide as to the quality of your pages from a search engine viewpoint.



When you are on your website page, this icon is on the tool bar at the top of the page. If you have downloaded the tool to your browser then you hover over this icon it will show you the ranking the page is currently ranked at.

Page Rank Explained

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

To view the page ranking on the internet you must have access to Google Toolbar from where you can view the icon.

Go to: http://toolbar.google.com/T4/intl/en-GB/index_pack.html

SEO Page Rank Results

✓ Page rank of this site's homepage is 2

ACTION PLAN - By updating the site regularly with good quality relevant content, the Google page rank will increase. Good, relevant, informative sites can reasonably expect to eventually achieve a rank of between 5 and 6. Anything above this is notoriously difficult to achieve.

1.6 Links

Link Development is considered crucial by the major search engines, especially Google. In some instances more emphasis is now placed on the links surrounding your site than the actual words on the page. Search engines work under the assumption that most sites will link to other related sites on a similar subject. The search engines will view these links to your site as an endorsement, especially if they are related by topic.

For sites that are trying to rank high with extremely competitive keywords, it may be helpful to actively search out links from other relevant Web sites. This should be done by looking for relative sites that have a links page, not by creating new domains and linking from these as this would have a derogatory effect. It simply means you should look for sites that use the same keywords that your site uses, and see if they have a links page that they'd be willing place your link on. Industry specific portals/directories are also a great place to look for links.

In a general sense, link popularity is determined by the number and quality of websites that have linked to your website (often referred to as "backlinks"). The effects of link popularity are threefold: (1) links to your site give Web users ways to find your site while visiting other sites; (2) links to your site give search engine spiders (robots) trails to follow to find and index or re-index your site; (3) links to your site are essentially votes for your site in search engine ranking algorithms, but not all votes are counted equally.

An increase, not only in the quantity, but in particular the quality of the links will enhance your listings within the major search engines. Xyone can work closely with you to generate a link development strategy that will boost your website's rankings in the search engines.

A link development system will create a neat, 'search engine friendly' directory that will display all of your link partners by category. By using a link development script will also make sure your link partners are linking back to you and will allow you to easily find, modify and remove any of the reciprocal links within your directory.



APPENDIX 1

Search Engine Optimisation - Client URL – www.best-window-blinds.co.uk

Page Elements –

Header Information

The information below is generated by the site server. The important elements are highlighted in bold and are explained below.

Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0

Connection: close

Date: Wed, 14 Nov 2007 15:39:18 GMT

Pragma: no-cache

Server: Apache/2.0.52 (Red Hat)

Content-Type: text/html

Content-Type: text/html; charset=utf-8

Expires: Thu, 19 Nov 1981 08:52:00 GMT

Last-Modified: Wed, 14 Nov 2007 15:38:18 GMT

Client-Date: Wed, 14 Nov 2007 15:42:46 GMT

Client-Peer: 83.138.153.227:80

Client-Response-Num: 1

Client-Transfer-Encoding: chunked

Link: <<http://www.best-window-blinds.co.uk/css/css.css>>; /="/";

rel="stylesheet"; type="text/css"

Link: <<http://www.best-window-blinds.co.uk/js/udm-style.php>>; /="/";

media="screen, projection"; rel="stylesheet"; type="text/css"

Set-Cookie: PHPSESSID=e4470505504637c498742431575839c3; path=/

Title: Quality Blinds

X-Meta-Description: BB can offer you the best quality, range and the newest most innovative window blinds. Choose from Wooden, Venetian, Roller, Roman and Vertical Blinds.

X-Meta-Keywords: Wooden Blinds, Venetian Blinds, Roller Blinds, Loft Blinds, Rollup Blinds, Roman Blinds, Vertical Blinds, Loft Blinds, Conservatory Blinds

X-Meta-MSSmartTagsPreventParsing: TRUE

X-Meta-Verify-V1: Q1BUAC7CoQ9CBIDuq1WGuitc7xExfyTPta0FXvnZQeY=

X-Meta-Y-Key: 8e1f533749e4ca74

X-Powered-By: PHP/4.3.9



Glossary Of Terms

ALT Tags

ALT Tags, or alternative text tags, are used to provide alternative text content for images used in a website. Users who can not see images in a website will make use of ALT tags to help them understand what an image represents. ALT tags are very important for images that convey important information such as phone numbers or contact details. ALT tags can also be used for search engine optimisation by placing keywords within the tags in order to increase the relevancy of the content on the website.

Browser

A browser is a piece of software used to view a website and surf the internet. Various browsers are available for free, such as Internet Explorer, Mozilla and Opera. Some users may also make use of text browsers or screen readers to view websites which have been designed specifically for users with visual impairments.

CSS (Cascading Style Sheets)

CSS are used by web designers to control how documents are displayed in web browsers. CSS is really a basic programming language which allows a developer to alter how aspects of a webpage are displayed to a user. Elements such as fonts, colours, layout and links can all be controlled by CSS.

Dead Link/Dead End

Dead links on websites refer to when a user clicks a navigation link in a page which either takes them to a page which does not exist, which then results in an error page being presented, or does not perform any operation at all. A dead end in a website occurs when a user follows a link to a page, which when loaded, provides no way back to the previous page or to any other pages on the website, hence the user has reached a 'dead end'.

Doctype

Doctype stands for Document Type Declaration and defines what document type definition a web page complies to. In simple terms the Doctype specifies what version of HTML has been used to construct a particular web page. The code in this webpage should therefore meet the standards defined by this Doctype and contain no attributes or programming elements from other versions of HTML.

Flash

Flash is a design technique, developed by Macromedia, which is commonly used in the implementation of websites. It is a highly graphical technique and often makes use of animation to display objects on a screen. Websites designed entirely in flash can look very attractive but present compatibility issues with the search engine spiders, which find it difficult to examine the text content contained in a flash page.

Frames

Use of frames was, and still is, a common technique used in the design and layout of websites. Instead of a single page being displayed in a browser window multiple pages can be on display at once. When frames are used there are usually three separate pages, one for the page banner, one for the navigation and also a central frame which displays the main content.

JavaScript

JavaScript is a programming language which is used frequently in web design to generate more complex effects which can not be achieved using HTML. JavaScript can be used for a variety of applications, but one of the most common uses is in the creation of navigation buttons which change colour or appearance when the user moves the cursor over the button.

Meta Tags

Meta tags are part of the HTML code which are used to provide useful information to both search engine spiders and also web developers. The tags are located within the first few lines of code but do not display on the webpage, as they are of no relevance to an ordinary user. The information they contain varies from a description of what is contained in a page to who created that page originally.

Applets

A JAVA applet is a nifty way of producing special effects on a web page. It consists of 2 parts, the instruction code and the program itself. The code is integrated into the HTML source of the web page, while the Applet program is downloaded onto a user's computer. The program is then run using the parameter specified by the code. Applets cannot be used to alter or destroy a user's computer in any way.

Footer

One of the main functions of using DTML on the side is that it enables you to split content from presentations. This done by using header and footer files. These files contain the HTML code that goes at the start and end of each document and provide the page structure including the sidebar. This means that if you want to change the navigation bars that are in the header and footer you need only do this in one file instead of every single file where the header and footer are used. This prevents the maintenance overhead of having style hard coded into documents and means that each DTML document on the site only contains the content necessary for that page. It also means that web maintainers don't have to worry about complicated templates and 'breaking' the header. The header and footer are called within tags by the following tags. These tags should always be used to start and finish a document.

Spiders

Spiders are a program that visits web sites and reads its pages and other information. Also called "bots", "robots" or "crawlers" and primarily used by search engines. The spider visits a web page and follows each link until all pages have been read. It then knows what information that site has, so when someone searches on a keyword if it is mentioned on the site then the relevant page will appear in the search listings.



Keyword Density

Keyword density refers to the ratio (percentage) of keywords contained within the total number of index able words within a web page. The preferred keyword density ratio varies from search engine to search engine. In general, it is recommended that your site have a keyword density ratio in the range of 2-8%.

In other words, keyword density is the ratio of a word that is being searched for (the keyword) against the total number of words appearing on your web page. If your keyword occurs only once in a page of 300 words, it has a lower keyword density than a keyword that occurs (say) four times in a page of similar length.

If a particular keyword has a higher keyword density on your web page, then the likelihood of your page obtaining a better search engine ranking increases.

Header Tags

HTML codes can be used for multiple purposes. HTML header tags (<H1>, <H2>, <H3>, etc.) are more than a quick way to format text. Use them to define your page's organizational structure and simplify page navigation. Well-written header text informs visitors and helps them navigate through your page, maybe keeping them at your site longer. Effective header tags will even increase your site ranking on some search engines.

Outline Your Document

Don't confuse header tags with the HEAD section of your Web page. Header tags belong in the BODY section of your document. Use the HEAD section for your TITLE and META tags.

Think of header tags like the main section headers in a term paper outline. The major points go in larger text while subheadings appear underneath in smaller text.

The most important header tag is the <H1> tag: its content should approximate the content in your document TITLE. Use the subheadings under the <H1> tag to indicate different document sections.

Use header tags as a navigational aid on long pages to help visitors quickly scan page content. They can easily determine where new topics are introduced and find what they're interested in.

Robots

Web Robots (also known as Web Wanderers, Crawlers, or Spiders), are programs that traverse the Web automatically. Search engines such as [Google](#) use them to index the web content, spammer use them to scan for email addresses, and they have many other uses.

