



SEO

Presented by Fulcrum Logic Inc.

Search Engine Optimization

A brief analysis

Introduction

This document analyses some key components that can provide StockToGo some insight on things that can be implemented to enhance useful traffic and ultimately end in sales. This document also analyses factors between StockToGo (Site A), Inest.co.uk (Site B) and bargainstock.co.uk (Site C).



Summary

The following summarizes some of the points that need to be considered for enhancing traffic to the site.

- a. Identifying good search terms: This is a fundamental requirement to implement any optimization strategy. A more detailed analysis of the factors/parameters that affect this appears in section 3.
- b. Related products: Cross linking to other products is not available. This is one feature which can give an edge over the competitors in terms of direct sales.
- c. Customer reviews: Customer reviews not available for any product. This not only ties in with keyword generation and helps with search engine crawling but also allows from cross linking between products and users influence the buying behaviour.
- d. Heading tag: Heading tags are used by search crawlers but are not well defined in StockToGo site or the other competitor sites (Sites B or C).
- e. Dashes vs. Underscore: This is a debate going on whether it's better to use underscore or dashes in URL and links. The overall conclusion is that search engines treat entities using underscores as one word and entities using dashes as separate words. So it is better to use dashes to increase the keyword potential of a word.
- f. Site B & C has very targeted keyword text and product information on the home page.
- g. Neither site is supported for international languages – multilingual.
- h. Site C also puts a lot of deals on the home page hence attracts more traffic as a

Identifying good search terms

This section highlights some key parameters with the importance each one has. The ranking is done as under starting from 1-5

1. Does Not Influence Ranking
2. Fractionally Weighted
3. Some Importance
4. Moderately Weighted
5. Strongly Weighted



Parameter	Importance	A	B	C
Keyword Use in Title Tag <i>Placing the targeted search term or phrase in the title tag of the web page's HTML header</i>	4.9	Yes	Yes	Yes
Keyword Use in Body Text <i>Using the targeted search term in the visible, HTML text of the page</i>	3.7	No (Low Usage of make and model in body text)	Yes	Yes
Relationship of Body Text Content to Keywords (Topic Analysis) <i>Topical relevance of text on the page compared to targeted keywords</i>	3.4			
Keyword Use in H1 Tag <i>Creating an H1 tag with the targeted search term/phrase</i>	3.3	No	No	No
Keyword Use in Domain Name <i>Including the targeted term/phrase in the registered domain name, i.e. keyword.com</i>	3	Yes	Yes	Yes
Keyword Use in Page URL <i>Including target terms in the webpage URL, i.e. seomoz.org/keyword-phrase</i>	2.8	Yes	Yes	Yes
Keyword Use in H2, H3, H(x) Tags <i>Placing targeted terms in the H2, H3 headline HTML tags</i>	2.8	No	No	No
Keyword Use in Alt Tags and Image Titles <i>Using target keywords inside alt HTML tags and img title tags</i>	2.6	Yes (Home page protected by copyright)	Yes	Yes
Keyword Use in Bold/Strong Tags <i>Positioning keyword in HTML text with strong/bold attributes</i>	2.3	Yes	Yes	Yes
Keyword Use in Meta Description Tag <i>Utilizing keywords in the meta description tag in a webpage's HTML header</i>	2	Yes	Yes	No
Keyword Use in Meta Keywords Tag <i>Utilizing keywords in the meta keywords tag in a webpage's HTML header</i>	1.2	Yes	Yes	Yes



Information/site architecture and page layout

The following are some parameters which also affect ranking, however more detailed analysis using tools is required to get the numbers.

Parameter	Importance
Link Popularity within the Site's Internal Link Structure <i>Refers to the number and importance of internal links pointing to the target page</i>	4.0
Quality/Relevance of Links to External Sites/Pages <i>Do links on the page point to high quality, topically-related pages?</i>	3.5
Age of Document <i>Older pages may be perceived as more authoritative while newer pages may be more temporally relevant</i>	3.4
Amount of Indexable Text Content <i>Refers to the literal quantity of visible HTML text on a page</i>	3.2
Quality of the Document Content (as measured algorithmically) <i>Assuming search engines can use text, visual or other analysis methods to determine the validity and value of content, this metric would provide some level of rating</i>	3
Organization/Hierarchy of Document Flow (i.e. broad > narrow) <i>The construction of document text flow - i.e. journalistic style generally dictates a detail-oriented introduction, a broad level overview of the issue and increasing specificity and detail as the article continues.</i>	2.8
Frequency of Updates to Page <i>The number and time frame of changes made to the document over time</i>	2.4
Number of Trailing Slashes (/) in URL	1.9
Accuracy of Spelling & Grammar <i>The literal correctness of spelling and grammar as related to the language of the document.</i>	1.8
HTML Validation of Document (to W3C Standards) <i>Validation of HTML page code as per the W3C consortium, an authoritative body on the standards of web-compatible code</i>	1.4



Link Development

The following are parameters which also affect ranking and traffic, however more detailed study of the site is needed to configure these parameters.

Parameter	Ranking
Global Link Popularity of Site <i>The overall link weight/authority as measured by links from any and all sites across the web (both link quality and quantity)</i>	4.4
Age of Site <i>Not the date of original registration of the domain, but rather the launch of indexable content seen by the search engines (note that this can change if a domain switches ownership)</i>	4.1
Topical Relevance of Inbound Links to Site <i>The subject-specific relationship between the sites/pages linking to the target page and the target keyword</i>	3.9
Link Popularity of Site in Topical Community <i>The link weight/authority of the target website amongst its topical peers in the online world</i>	3.9
Rate of New Inbound Links to Site <i>The frequency and timing of external sites linking in to the given domain</i>	3.5
Relevance of Site's Primary Subject Matter to Query <i>The topical relationships between the full content of a website and a user's given query</i>	3.1
Historical Performance of Site as Measured by Time Spent on Page, Click throughs from SERPs, Direct Visits, Bookmarks, etc. <i>Metric of click-through-rate, time spent on a page/site, direct navigation via bookmarks, etc. that Google may be measuring through use of their toolbar, free wifi, Google analytics, etc. (note that this is purely speculation as Google has never publicly admitted to monitoring or recording this data)</i>	2.8
Manual Authority/Weight Given to Site by Google <i>Google is occassionally suspected or accused of applying manual manipulation to a domain or page (note that this factor refers specifically to positive ranking manipulation)</i>	2.6
TLD Extension of Site (edu, gov, us, ca, com, etc) <i>The top-level domain extension of the site. Note that some domains, such as .edu, .gov, .mil and others have restrictions on who may purchase them</i>	2.6
Rate of New Pages Added to Site <i>The amount & frequency of new, spiderable documents added to the domain over time</i>	2.5
Number of Queries for Site/Domain over Time <i>The frequency of searches for the domain name or the company/organization's brand as measured through Google's search query logs</i>	2.0
Verification of Site with Google Webmaster Central	1.3



Systemic Issues

The following parameters are systemic in nature and help/prevent accessibility of site for search engines.

Parameter

Server is Often Inaccessible to Bots

Content Very Similar or Duplicate of Existing Content in the Index

External Links to Low Quality/Spam Sites

Duplicate Title/Meta Tags on Many Pages

Overuse of Targeted Keywords (Stuffing/Spamming)

Participation in Link Schemes or Actively Selling Links

Very Slow Server Response Times