

# SEARCH ENGINE AUDIT REPORT

[www.onholdmagic.com.au](http://www.onholdmagic.com.au)



The screenshot shows the homepage of onholdmagic.com.au. At the top left is the company logo, a red speech bubble with a white 'M'. To its right are three checkmarks and the text: 'Increase Sales', 'Enhance info delivery', and 'Improve customer service'. A red 'Contact Us' button is in the top right. Below the logo is the text 'onhold magic' and an 'Instant Quote' form with a 'submit' button. A central navigation menu lists: Home, On Hold Messaging, Auto Attendant, After Hours Messages, Music On Hold, IVR'S, Voice Talent, Music Selection, Why Choose Us, Script Builder, and Equipment. A large image of a telephone is on the right with the text 'Call 1300 4 MAGIC' and '1300 4 62442'. Below this is a section titled 'Messages On Hold' with text explaining the service and its benefits. On the right side of this section are three small images: a control panel with the text 'Get your free, customised demo here', a woman on a headset with the text 'Choose your voices and music', and a cardboard box.

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## EXECUTIVE SUMMARY

**On Hold Magic** has asked Search Group to provide a comprehensive SEO (Search Engine Optimisation) and SEM (Search Engine Marketing) report for **On Hold Magic**.

The purpose of this document is to provide a series of recommendations on how to optimise the **On Hold Magic** website on all major search engines. This document applies to **On Hold Magic** and is to be used as a search engine optimisation guide. It also includes site-specific recommendations and information supporting such recommendations if applicable.



## SECTION 1 – COMPARATIVE WEBSITE DIAGNOSIS

This section outlines the performance of the **On Hold Magic** website against a number of optimisation benchmarks. The purpose of the diagnosis is to understand how the **On Hold Magic** website currently compares to others in the search engine results. This includes comparing Page Saturation, Link Popularity, Google PageRank as well as rank and placement for selected keywords.

This is a useful starting point in optimisation, as finding out what is wrong is the first step toward fixing the problem.

## SEARCH ENGINE SATURATION

Search engine saturation refers to the number of pages a search engine has in its index for a given domain. SEO is a numbers game with every page a potential landing page for search engine traffic. The volume of search traffic is directly proportionate to the number of pages a site has in the indexes of search engines.

Search engine saturation is an important benchmark for search engine optimisation campaigns and over time this figure should continue to rise as new pages are added to the site.

The current search engine saturation results for **On Hold Magic** are shown in the chart below:

**Table 1: Site Saturation Analysis**

URL List	Google	Yahoo!	Total
www.onholdmagic.com.au	273	40	373
onholdmagic.com.au	273	40	373
www.musiconhold.com.au	885	2,794	3,679
www.1800onhold.com.au	138	115	253
www.mediamessages.com.au	181	145	326

Currently the **On Hold Magic** website has a total of 273 pages indexed by the main search engines. As a rule-of-thumb, more pages in the search engine databases means a greater chance for the pages to show up in the search results.

## Recommendation

Ideally the number of pages indexed should be equal to the actual number of pages contained on the site. Currently a 233 page difference exists between the number of pages indexed by Google and Yahoo and this should be addressed.

More pages should be added to the **On Hold Magic** website on a regular basis to increase the number of target keywords available to search engines.

## CANONICAL URLs

The term Canonical URL refers to the standard, or generally accepted, representation of a URL. A generally accepted URL would be <http://www.onholdmagic.com.au>. However, when it comes to a web server the DNS will resolve both the www and the non-www versions, for example:

1. <http://www.onholdmagic.com.au>  
Google Site Saturation= 273
2. <http://onholdmagic.com.au>  
Google Site Saturation= 273

While it seems obvious that both the domains are one and the same, search engines can see them as two separate sites. Due to this the search engines may apply a duplicate content filter to one of the domains. One scenario is search engines may drop the pages of one of the domains as duplicate content. In addition the PageRank and, quite possibly, link popularity will be shared over the two sites when the ideal situation is to have all of it being attributed to the main domain.

## Recommendation

In order to alleviate this it is recommended that a Permanent 301 redirect be applied from <http://onholdmagic.com.au> to point to <http://www.onholdmagic.com.au>

## LINK POPULARITY

Link Popularity is a measure of the links pointing to your website. As the name suggests, the higher the number of links, the more popular a website is. This is one of the most important factors in determining how well a site will rank.

Search engines determine quality by how relevant the site is to yours as well as the type of links that are pointing back to your site. For example, text-links are ideal over image-links and websites with content similar to yours provides better "quality" links than sites, which are not related at all.

Table 2: Link Popularity Analysis

URL List	Google	Yahoo!	Total
<a href="http://www.onholdmagic.com.au">www.onholdmagic.com.au</a>	109	1605	1714
<a href="http://onholdmagic.com.au">onholdmagic.com.au</a>	250	0	250
<a href="http://www.musiconhold.com.au">www.musiconhold.com.au</a>	897	1752	2649
<a href="http://www.1800onhold.com.au">www.1800onhold.com.au</a>	1520	159	1679
<a href="http://www.mediamessages.com.au">www.mediamessages.com.au</a>	11,300	25475	36775

As illustrated in the above table, the **On Hold Magic** website has a link popularity of **1,714** under the correct www-version of your website.

## Recommendation

There is a good opportunity for **On Hold Magic** to improve its link popularity numbers through strategic link building from a variety of sources using a number of different techniques.

## GOOGLE PAGERANK

PageRank is Google's quality score out of 10 for websites in its index. It is used as a rating measure of a given website's popularity as Google PageRank and Link Popularity are somewhat related. PageRank also takes into account other factors such as the age of the domain, the quality of the links pointing to it and the types of websites linking to one another.

URL List	PageRank
www.onholdmagic.com.au	3
www.musiconhold.com.au	3
www.1800onhold.com.au	3
www.mediamessages.com.au	4

## Recommendation

PageRank only changes perhaps once or twice per year and is on a page by page basis. The homepage of **On Hold Magic** website is currently **3**.

Optimising the site and building quality links will ensure that Google views the **On Hold Magic** website in the best possible light which should ensure that PageRank will increase over time.

## **SOCIAL MEDIA**

When starting a Social Media campaign, the initial research phase is about determining a consistency for your brand awareness across the various channels. As you can see from the below list, we have used the singular name "ONHOLDMAGIC", which is available across multiple networks. Having the same name across multiple websites enables your business to create branding, and allows followers to find your business easier as your name is consistent.

There is a good opportunity to leverage social media for delivery, brand awareness and advertising via Facebook, Twitter, YouTube and LinkedIn. All of which will assist in building back links to the website and increasing link popularity.

The following outlines the currently available usernames for your business across the popular Social Media channels:

### **Twitter:**

The username "onholdmagic" is taken, and used by your company. Currently the On Hold Magic Twitter account has 772 followers.

### **Facebook:**

The Facebook link "<http://facebook.com/onholdmagic>" is available, which we recommend registering once you have enough fans on Facebook.

### **MySpace:**

<http://www.myspace.com/onholdmagic> is available – MySpace isn't as popular as it once was, however it's still good to register the name and have a little bit of information up there, it's just another backlink from a Social Media website!

### **Four Square:**

Four Square is a popular website where their users check into places, and others can see where they have been. I recommend registering your business to Four Square, and checking in yourself regularly.

### **LinkedIn:**

LinkedIn is a great social network for professionals, and I recommend asking employees to add On Hold Magic as their employment if they are using LinkedIn.

### **YouTube:**

Youtube is used by millions of users, and is integrated with Google search. I highly suggest registering an account under your business name, and perhaps uploading videos relating to your industry as many videos get hundreds/thousands of hits especially if using SEO names. This can then generate great backlinks to your site.

The Youtube username <http://www.youtube.com/user/onholdmagic> is available.

## SECTION 2 – WEBSITE ANALYSIS

An overall site analysis of **On Hold Magic** was done to assess what is needed to best optimise it for search engines and generate traffic to your site.

The site analysis examines all areas relating to your website optimisation including design, on-site, technical and conversion.

Design & on-site looks at how a user sees the website, technical looks at the code and metadata and conversion looks at the content and flow of the website.

**Table 3: Website Analysis – Design/On-site**

#	Item	Bad	Average	Good	N/A
1	Design is consistent with branding/identity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	The home page is a splash page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Text & graphics balanced effectively	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Flash only website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Navigationally Friendly	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Table 4: Website Analysis - Conversion**

#	Item	Bad	Average	Good	N/A
1	Strong call to action	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Gathers information	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Contact us page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Thank You page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Easy to navigate – 3 clicks to information	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Table 5: Website Analysis - Other**

#	Item	Bad	Average	Good	N/A
1	Outdated content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Spelling errors	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Errors (broken images/links)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	Loading speed	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Recommendations

Good to see consistent branding and existing SEO work across your website, with most pages having customised titles and descriptions. However, there are further optimizations that can be made to the website to further increase SEO.

It's also good to see that you have "clean URLs", with a good URL structure for subpages. For example, your Solutions page is at <http://www.scopebi.com.au/solutions/>, with all subpages being the page name at the end, with a .asp extension. Continue doing this, and your URL structure will be uniform throughout the site.

When creating new pages, I recommend using the following structure:  
PAGE\_NAME – PRIMARY\_KEYWORD – On Hold Magic


I recommend adding Google Maps to your Contact Us page, using your Google Places page as the point. I also recommend adding the geotag metatags to this page, as this allows Search Engines easily to identify where your business is located.

You already have Google Analytics tracking your website, which is great. Do you have access to this? Google Analytics is an invaluable tool, which allows you to see which keywords are bringing the most visitors to your site, and can be used to your advantage by using these keywords as a focus for new pages to increase Site Saturation and increase keyword ranking.

Is it possible to add links to these images on your Side Bar, and perhaps having alt tags?



## Google SERPS

[Messages On Hold | Music On Hold | On Hold Messages - OnHold Magic](#)  

[www.onholdmagic.com.au/ - Cached](#)

Professional quality Messages On Hold, Phone Voice Over Talent, Phone Onhold Music supplied from leading phone message solution provider **Onhold Magic**.

Good to see that you are using the full available text for your title, and using a good, compelling description snippet.

Below is the typical analysis of one of your pages:

## CONVERSION

### Messages On Hold

Statistics show that around 70% of callers are placed on hold – surprised?

**On Hold Messages** create a unique opportunity to make a lasting impression to a captive audience. Inform them about your product, promotions and Frequently Asked Questions about your business. Take advantage of this opportunity to create the ultimate first impression with On Hold Magic.

With over 20 years experience in on hold phone message solutions, our success has earned us the reputation of being one of Australia's on hold phone marketing specialists. You don't want to leave your company image in the hands of amateurs, right? We'll tailor an on hold phone message to suit your business that makes an impact without impacting you financially. If you're serious about your company image, then let On hold Magic lead the way.....

Take the time to browse through our website to see how an On hold Magic on hold phone message solution will work for you. We have made thousands of different phone messages for businesses over many years, and our clients love the quality and response they get from their on hold phone message systems. Whether it is a standard message, or seasonal advertising requirements we'll make your phone solution stand out and have your customers **asking you** for more business after listening to your **messages on hold!**



**What is onhold messaging**

User name

Password

**Login**

**Client login**

Good to see that your index page has a good amount of content, and has a good H1 tag (Messages on Hold), and has a good amount of content about on hold music/messages. It's also good to see that you have a page down the bottom saying "What is onhold messaging" – this is great as visitors are likely to click this, and Search Engines like these sort of pages.

## **ON PAGE OPTIMISATION**

### **Use of Keywords**

- **In Title**  
Good to see focus keywords in your title, with the keywords you are trying to target.
- **In Meta Tags**  
Good to see all pages have keywords and descriptions.
- **In URL**  
Good to see that the focus keywords are in the URL (for example the page "Why Choose Us?" is <http://www.onholdmagic.com.au/WhyChooseUs.aspx>)
- **In Page Content**  
The number of words on each page could be improved along with keyword density of each page. Aim to have around 300 words with a keyword density of 3% -4% for the two of the most popular target keywords.

## **HOSTING INFORMATION**

Your site is currently hosted in Perth. Search Group recommends hosting in Perth, as this is where your business is located, and Search Engines have started to rank local sites higher for local searches.

## **GOOGLE PLACES**

Google Places is free way for your business to be listed on Google Maps, and Google has started showing Google Places as top results for many popular keywords. They have also started focusing it for mobile users.

As your business is on Google Places, hopefully you will see good traffic through to your website from there.

## **GOOGLE ANALYTICS**

It's good to see that you have Google Analytics embedded, but do you have access to this? Using Google Analytics allows you to see how visitors are interacting with your website, and how they arrived – whether from a referral, PPC or from a Search Engine.

## **GOOGLE +1**

Google +1 is a feature launched during July 2011 by Google, which allows people to "upvote" your website by clicking on a +1 button, and shares your website with their friends using Google Plus. It also allows you to show how many +1's you have for your website similar to Facebook likes. You can sign up for Google +1 at <http://www.google.com/+1/button/>.

## WEBMASTER TOOLS

Many of the major Search Engines have tools where you can submit your site and see how well it is being crawled. Google has a tool called "Google Webmaster Tools", Yahoo has "Yahoo Site Explorer", and Bing has "Bing Webmaster Toolbox".

These all allow you to submit your sitemap.xml, and see when your site has been crawled and if there are any errors. Doing so can be invaluable for your website as this allows you to see if you need to fix any potential problems.

## CMS

It's good to see that you are using a CMS, and you are using Dot Net Nuke. You can usually work with your developer to make this site more Search Engine Friendly, and you can also do this yourself! By going through your site and adding descriptions and clean titles to your site, you can dramatically improve on-site SEO.

## TECHNICAL

### Loading Time

The page loads quickly with no delays experienced.

### When running a validation error check across your site:

#### HTML Errors

E604 - 21 instance(s): According to the HTML specification being validated against, the tag must have an end tag. Sometimes this error is caused by improperly nested tags where the end tag exists but cannot be matched with the corresponding start tag.

E609 - 1 instance(s): If this error is preceded by an E604 error (missing end tag) then correcting the earlier E604 error may correct this one. Otherwise note that there are strict rules as to what tags may be nested within others, as well as the order and number of tags allowed. Try removing the item marked with this error or nesting it within one of the tags listed. Note that in rare cases it is possible that a tag in the list provided also may not be allowed, but a simple test should quickly resolve this.

E626 - 6 instance(s): XML is case-sensitive and in XHTML all element names are defined as being in lower case. See <http://www.w3.org/TR/xhtml1/#h-4.2> (displayed in new window).

E627 - 1 instance(s): XML is case-sensitive and in XHTML all attribute names are defined as being in lower case. See <http://www.w3.org/TR/xhtml1/#h-4.2> (displayed in new window).

#### WCAG v2 A Errors

E871 - 2 instance(s): Describe the purpose of a link by providing descriptive text as the content of the <a> element. The description lets a user distinguish this link from other links in the Web page and helps the user determine whether to follow the link. The URI of the destination is generally not sufficiently descriptive. See <http://www.w3.org/TR/WCAG20-TECHS/H30.html> (displayed in new window)

E872 - 1 instance(s): You must provide a mechanism that allows users to explicitly request changes of context. The intended use of a submit button is to generate an HTTP request that submits data entered in a form, so it is an appropriate control to use for causing a change of context. See <http://www.w3.org/TR/WCAG20-TECHS/H32.html> (displayed in new window)

E883 - 2 instance(s): Heading elements must be ordered properly. For example, H2 elements should follow H1 elements, H3 elements should follow H2 elements, etc. Developers should not skip levels or use headings for presentation effects. See <http://www.w3.org/TR/WCAG20-TECHS/F43.html> (displayed in new window)

E885 - 3 instance(s): Associate labels properly with their controls. See <http://www.w3.org/TR/WCAG20-TECHS/F68.html> (displayed in new window)

E892 - 12 instance(s): Tags that are being used purely to create a visual presentation effect should not be used. You should use CSS to control layout and presentation so that users and their aids may control it. See <http://www.w3.org/TR/WCAG20-TECHS/G140.html> (displayed in new window)

E898 - 2 instance(s): If you have different links with the same link text it can be confusing to the user. So you should either change the link text or add a unique 'title' attribute to each link. See <http://www.w3.org/TR/UNDERSTANDING-WCAG20/navigation-mechanisms-refs.html> (displayed in new window)

### **WCAG v2 AA Errors**

E910 - 21 instance(s): Using relative units helps the page to be rendered correctly at different resolutions and allows people with sight difficulties to 'zoom in' to pages to read them. See <http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-scale.html> (displayed in new window)

### **Parsing Warnings**

W001 - 2 instance(s): There should not be any white space at the start or end of an attribute's value. This is a minor issue and can probably be ignored. See [here](#) (displayed in new window) for more info.

### **WCAG v2 A Warnings**

W860 - 2 instance(s): When using <img>, it is valid to have an empty 'alt' attribute for images that have no content; such as spacers and parts of larger images that have been broken up or used for other layout purposes. You may wish to check that in this case the alt text has not simply been forgotten. See <http://www.w3.org/TR/WCAG20-TECHS/F30.html> (displayed in new window)

W861 - 21 instance(s): The 'title' attribute is used to provide additional information to help clarify or further describe the purpose of a link, but in this case it has been found to be empty. You may wish to check that the title text has not simply been forgotten. See <http://www.w3.org/TR/WCAG20-TECHS/H33.html> (displayed in new window)

### **Broken links found throughout your website, ordered by link:**

No broken links were found.

### SECTION 3 – KEYWORD RESEARCH

Keywords determine relevance for search engine users. Just as an index in a book helps readers find pages within the book, so too with entering keywords into a search engine search box.

Keywords form the foundation of all optimisation campaigns because they determine the traffic that will be referred by the search engines to the website. It is therefore important to select keywords that are not only relevant to the website, but also have the potential to bring traffic and conversions.

The final keywords are not selected based on volume alone, but also onsite content and other keyword research methods. The keywords suggested by **On Hold Magic** also assisted in developing the target keyword list.

An overall Industry Analysis has been done to assess the number of people searching for the products and services relevant to your industry. In average across Australia these are the monthly search volumes in your category:

**Table 6: Keyword Research**

Keywords	Local Search Volume: September
after hours messages	36
answering machine messages	3600
automated attendant phone system	5
hold music	5400
hold music for phones	58
office phone message	73
on hold messages	4400
on hold music	5400
on hold recording	91
phone messages	9900
after hours messages	36

\*Google provides a broad range of results based upon your IP address and provides local results in their typical organic search results.

## SECTION 4 – KEYWORD RANK ANALYSIS

The following is a breakdown of the current No.1 ranking websites for each of your suggested key terms.

We have also identified the competitiveness of each suggested keywords, thus helping to recognise the keywords that will be most feasible to optimise the site.

Table 7: Keyword Research

Keywords	Competiveness	Current Rank	Current No1 Website
after hours messages	1.1/10	0	<a href="http://www.customtollfree.com/toll-free-blog/tag/after-hours-messages">http://www.customtollfree.com/toll-free-blog/tag/after-hours-messages</a>
answering machine messages	2.2/10	0	<a href="http://www.sillymessages.com/">http://www.sillymessages.com/</a>
automated attendant phone system	9.0/10	0	<a href="http://www.talkswitch.com/us/en/products/features/auto_attendants.aspx">http://www.talkswitch.com/us/en/products/features/auto_attendants.aspx</a>
hold music	3.4/10	20	<a href="http://www.royaltyfreemusic.com/">http://www.royaltyfreemusic.com/</a>
hold music for phones	7.1/10	0	<a href="http://www.royaltyfreemusic.com/music-on-hold.htm">http://www.royaltyfreemusic.com/music-on-hold.htm</a>
office phone message	3.7/10	0	<a href="http://www.voicenation.com/sample-greets.shtml">http://www.voicenation.com/sample-greets.shtml</a>
on hold messages	7.4/10	14	<a href="http://www.easonhold.com/">http://www.easonhold.com/</a>
on hold music	3.4/10	17	<a href="http://www.royaltyfreemusic.com/music-on-hold.htm">http://www.royaltyfreemusic.com/music-on-hold.htm</a>
on hold recording	3.7/10	7	<a href="http://www.leavemeonhold.com/">http://www.leavemeonhold.com/</a>
phone messages	2.1/10	17	<a href="http://www.voicenation.com/sample-greets.shtml">http://www.voicenation.com/sample-greets.shtml</a>



## SECTION 5 – PAY PER CLICK SEM ANALYSIS

Pay-per-click (PPC) advertising is one of the fastest methods of driving sales for your business. It is possible via PPC advertising with conversion tracking to achieve the maximum return on investment (ROI) from your advertising budget.

**On Hold Magic** operates in a competitive market however it is possible to reach the additional users searching under the more competitive search terms mentioned above.

We will do this via PPC advertising in the sponsored links section of the search engine results page for a period of 2 months. This will allow us to get far more breadth in the variations of search terms we're targeting and achieve a return on investment while the site is waiting for organic rankings to take hold.

**Additionally this approach allows us to test the effectiveness of other keyword combinations that may be used to optimise the site in the future.**

Table 8: Google Adwords Competitiveness

Keyword	Estimated Avg. CPC	Maximum Daily Clicks
after hours messages	N/A	N/A
answering machine messages	\$1.68	5.2857
automated attendant phone system	N/A	N/A
hold music	\$1.81	4.9061
hold music for phones	N/A	N/A
office phone message	N/A	N/A
on hold messages	\$2.06	4.3107
on hold music	\$2.02	4.396
on hold recording	\$1.79	4.9609
phone messages	\$1.91	4.6492

# SEO Best Practice Guidelines



## **CONTENT & CODE OPTIMISATION**

The Content and Code Optimisation Guidelines provides a reference for improving your website overall. It includes base guidelines for web developers, in the building phase of a website, to ensure it is built "search friendly" and provides insight into opportunities where your website could be improved.

Search Group offers a consulting service, to help web developers build a search friendly website from the bottom up.

## **CONTENT OPTIMISATION**

The main principle behind content optimisation is ensuring appropriate keywords are placed in the body content of the website. The purpose is to develop a theme for the page that search engines can read and help them determine how appropriate the page is to the targeted keywords.

## **KEYWORD DENSITY**

Aiming to have at least 300 words with a target keyword density of no more than 3-4% is a good rule of thumb when designing and creating content for a web page i.e. out of every 100 words include a target keyword from the same 'theme' at maximum 3-4 times. There is often a balance between readability and SEO friendliness that can sometimes be difficult to manage.

## **USING STANDARD HTML HEADING TAGS**

Search engines are designed to work with the standard set of HTML tags and give additional relevance to words in links, header tags such as <H1>, <H2>, <H3> and to a lesser extent <b> and <strong> tags. It is best to use straight text and, if the text is a heading, add header tags (from H1 to H6 appropriately). With clever use of CSS all such text can be made to look as desired.

This also has accessibility benefits for the visually impaired as a standard structure also aids software readers in distinguishing key elements on a page.

## **THE FOOTER**

There are some words that are useful to have on every page of a site. These are the site's primary keywords and its most important geographic location. By slightly modifying the footer, which is common to all pages, the number of terms for which a site can be found for can be improved. It will also guarantee that the primary keywords are on absolutely every page.

## **CALL TO ACTION (CTA)**

It is vitally important that every single page has a call to action. These actions can be anything from 'buy a product' to 'sign up' or even performing a site search. Such a call to action should be prominent, clear and obvious. It can take any form like a text hyperlink, a registration form or an email link.

## **FRESH CONTENT**

Search engines strive to return relevant content for user queries and so pages which are focussed on the relevant keywords obviously rank better in the search results.

New content adds an element of freshness to the site but creating legitimate and useful content can be time consuming. There are different ways in which fresh content on the site can be built without requiring too many resources. Some ways of building useful and fresh content on the website are:

- Press Releases
- FAQs
- RSS
- Articles
- Blogs
- Newsletters
- Sales and promotional material
- Glossary

## **FLASH**

Although most search engines are now capable of indexing text in Flash files, it is apparent that this text does not carry as much weight as text that appears on a web page. So even though the text from the Flash file gets indexed the web page does not rank very well for any of the keywords appearing in the Flash file.

Additionally, many users have older browsers or slow dial-up connections and shy away from Flash driven sites due to the time they take to load.

## **JAVASCRIPT**

Search engine spiders do not parse JavaScript code. This means that text within JavaScript code won't be indexed by search engines. It also means that links within JavaScript code won't be followed by search engines, nor will they pass link popularity or link reputation on to other pages. In addition to this, users who have JavaScript turned-off will be unable to proceed through the site.

The recommendations are to use HTML text links which can be used to allow search engine spiders and users to view the links to these pages. If this is not an option the text and links should be extracted from the JavaScript code and placed between <noscript> tags on the page. These tags will present the text and links to search engines and to users who do not have JavaScript enabled in their browsers.

## **METADATA STRATEGY**

There is a lot of confusion surrounding the use of metadata in search engine optimisation. Metadata has a role to play but it is not as great a factor as it once was. There is now a clear metadata hierarchy, with 'title' first, 'description' second, and 'keywords' a distant last. This should be kept in mind when implementing a metadata strategy.

## **TITLE TAG**

The title tag is by far the most important meta tag. It is the only meta tag that Google gives weight to although they do index the meta description. It is also the only part of the search results that a web site has control over.

Title tags should be unique to each page and start with primary keywords, followed by any secondary keywords and finally ending with the company brand.

<title>{PRIMARYKEYWORD} – {SECONDARYKEYWORD} – {BRAND}</title>

The reason for this is simply that users searching for a specific brand will not have difficulty in finding the brand. It is the searcher looking for a particular product or service that is the most important to capture. Beyond this, the branding benefit of having the company name first is outweighed by the benefit of generating additional visitors.

## **META DESCRIPTION**

It is important that every page has a unique description that accurately reflects what the page is about and includes the page's important keyword phrase. Descriptions should read well, sentences must be structured correctly and should give the user an indication of what can be expected of a page. They should be no more than 20 words.

## **META KEYWORDS**

Keywords should only be included in the keywords meta tag if they are present on the page itself. A maximum of 20 keywords is sufficient.

Whilst the effectiveness of meta keywords has been downplayed in recent search engine algorithm updates the majority of search engines still places a small weighting on the contents of the meta keywords tag. This presents an opportunity for pages with a well optimised meta keyword tags to rank within the search results.

## **Robots.txt FILE**

A robots.txt file provides folder and file restrictions to search engine robots that crawl the **On Hold Magic** website.

The **On Hold Magic** website does contain a robots.txt file and should be available when typing the following URL:

<http://www.onholdmagic.com.au/robots.txt>

User-agent: \*

Sitemap: <http://www.onholdmagic.com.au/sitemap.aspx>

## HTML SITEMAP

A sitemap is a page that lists links to all the pages on a site. Every site should have a sitemap, even if navigation is clearly marked. Sitemaps for sites with large volumes of pages can be split up so that the first page of the sitemap has links to the main pages and subsequent pages should list links to deeper pages.

Sitemaps allow search engines to effectively schedule pages for crawling sooner and Google, in particular, looks for sitemaps when visiting a site.

## XML SITEMAP

The sitemap file helps the search engines spiders find content on the site. The XML sitemap file containing a list of all URL's which you would like the search engines to index should be added to the root directory of the **On Hold Magic** website as this is currently missing.

The location of the sitemap file should be:

<http://www.onholdmagic.com.au/sitemap.xml>

## 404 ERROR HANDLING

A "404 page not found" error is displayed whenever a page does not exist or cannot be found on a website. However, a default 404 error looks unprofessional and can lead to users leaving the website.

### Server Error

#### **404 - File or directory not found.**

The resource you are looking for might have been removed, had its name changed, or is temporarily unavailable.

The optimal way for the **On Hold Magic** website to handle 404 errors is with a custom 404 error page (a modified sitemap) which explains to the user why the page in question was not found and offers alternative pages. Including a navigation menu to allow the user to browse the site from this page is highly recommended.

## IMAGE SEARCH OPTIMISATION

The continued improvement of image specific search utilities, such as Google Universal Search, means that there is potential for websites which effectively optimise images tags to deliver greater traffic results through image search.

Descriptive image file names should be used to name each image on the **On Hold Magic** website.

ALT text should be applied to each image to describe the content of the image.

## REDUCTION CODE SIZE

Search engine spiders like clean code. For this reason, it is recommended that any excessive amounts of JavaScript and CSS be removed to an external file. Reducing any superfluous code

such as excessive use of font, span, table and div tags as well as reducing white space is also highly recommended.

### **W3C VALIDATION**

One of the most effective ways to ensure search engines can crawl a website is through testing for HTML Validation. Although validation does not directly impact rank, it can highlight potential issues on the website; it is also a good step towards standardisation and usability.

The existing **On Hold Magic** website does not validate to W3C standards, overall with **19 errors** identified. The errors identified, while minor could slow down or prevent search engines spiders such as Google Bot from crawling the **On Hold Magic** website.

### **GENERAL CONTENT & CODE OPTIMISATION SUMMARY**

The content and code optimisation summary provides opportunities where the **On Hold Magic** website could be improved:

- Ensure heading tags (H1, H2) on all pages are relevant to that page – most pages are fine for this.
- The footer should be modified to add text links to top level pages
- Optimised metadata should be added to each page
- ALT text should be added to all images and each images file names should contain targeted keywords
- Create a custom 404 error page
- Validate HTML to prevent potential stumbling blocks for search engine crawlers
- Add XML sitemap upload it to the root directory of the server

## SECTION 7 – RECOMMENDATIONS

Based on the findings of the comprehensive Search Report we recommend the following strategies.

### **SEARCH MARKETING (SEO/PPC) RECOMMENDATION**

Based on the above findings we are recommending a strategy consisting of a **Gold Search Engine Optimisation (SEO) Package with 2 months Pay per Click (PPC) advertising, due to the amount of pages on your website.**

The cost for this 6 month package is **\$5,760 with 2 months PPC advertising.**

The SEO package involves implementing strategies to improve the search engine rankings of your site in the organic area of the search engine results page.

The PPC Package involves the purchasing of certain strings of 'search terms' and advertising in the 'sponsored links' section of search results for a period of 2 months with the option to continue PPC advertising after the 2 month trial period has ended.