

Search Engine Optimization Report Questionnaire

1. What is your site about? _____

2. Describe the target market: _____

3. Domain: _____

4. URL of page (excluding domain): _____

5. Theme (subject-matter) of page: _____

A) Does content (body text) reflect this theme? **YES** | **NO**

On the back of this sheet of paper, brainstorm as many keywords as possible that relate to the theme of the page. Circle the most important/relevant ones, especially those that relate to the point-of-difference for the content on this. Then consider the following questions.

B) List your important theme-related keywords that ARE in the copy:

C) List your important theme-related keywords that ARE NOT in the copy:

6. Title of page (TITLE tag): _____

A) Is the title specific to the theme of this particular page on your site (i.e. different)?

YES | **NO**

B) Does the title contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____

C) Does the title contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____

7. Body text

A) Is the body text unique to the website (i.e. different to all other pages on the site)?

YES | **NO**

B) Does the body text contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____

C) Does the body text contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____

8. Main heading (maybe a H1 tag): _____

A) Is the main heading unique to this web page (i.e. different to the main headings on all other pages on the site)? **YES** | **NO** Comments: _____

B) Does the main heading contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____

C) Does the main heading contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____

9. Domain (for entire website):

A) Does the domain contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____

B) Does the domain contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____

10. URL for this particular page (excluding the domain):

A) Is the URL unique to this web page (i.e. different to the URLs for all other pages on the site)? **YES** | **NO** Comments: _____

B) Does the URL contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____

C) Does the URL contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____

11. Other headings (maybe H2, H3 tags or , larger etc.): _____

A) Are the headings unique to this web page (i.e. different to the headings on all other pages on the site)? **YES** | **NO**

B) Do the headings contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO**

C) Do the headings contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO**

12. Image titles and alt tags: _____

- A) Are the tags unique to each image? **YES** | **NO**
- B) Do the tags contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO** Comments: _____
- C) Do the tags contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO** Comments: _____
- D) Are the alt and title tags the same? **YES** | **NO** Comments: _____
- E) Do you expect some people to find this image via a search engine's image searching software (bypassing your main article)? **YES** | **NO** If yes, do you think these people are different to your main target for the content of the webpage? **YES** | **NO** | **n/a**
 Comments: _____

13. Text in paragraphs that is formatted to stand out (bold/strong tags):

- D) Is the stand-out text unique to this web page (i.e. different to the stand-out text for most other pages on the site)? **YES** | **NO**
- E) Does the stand-out text contain keywords that visitors who can get something out of the page are likely to be searching for? **YES** | **NO**
- F) Does the stand-out text contain keywords that anchor text for inbound links are using (or are likely to use)? **YES** | **NO**

14. Write a couple of stories about some new visitors to your page (be as idealistic as you like). Who are they, what are they doing (eg. are they doing several things at once), where are they, why are they searching the Internet and landing on your page and when are they looking for whatever they're looking for?

If your stories included search terms, highlight them and consider whether your page is designed to capture those (based on questions 6–13). **YES** | **NO**

15. Meta-tags

A) Have you got a unique, relevant meta tag description for this page? **YES** | **NO**

Comments: _____

B) Have you ensured it is not identical to the page title? **YES** | **NO** If no, think of some synonyms you could use and list them here: _____

16. Pages on your site that link to this page (internal link structure):

A) If you don't have many, list them. Or if there are many, hazard a guess as to how many:

B) What text (anchor text or image alt) is used for these internal inbound links?

Have you ensured these are related, but not too well-aligned with external anchor-text, page title and headings etc.? **YES** | **NO**

C) How often do you think people click these internal links?

- Very rarely
- Rarely
- Moderately
- Often
- Very often

D) How old are the links?

- 1–2 months old
- 3–4 months old
- 5–6 months old
- 6 months +
- 1 year +

17. How is the entire website, that the page is a part of, structured? _____

A) Have you got a site map and/or hierarchy tree that is labelled with keywords?

B) Further, are those keywords useful to random web searchers?

C) Further, are those keywords useful to people on your web site?

D) Are you sure that these keywords, or synonyms, or related words, are in the page title, headings and body text of all or most of the pages on the website?

18. Links on your page to external sites

A) What kind of website are you running?

- Corporate, brand-building website with very few or no external links
- Casual/personal/social website with myriad content and links offsite
- Large content-driven website with lots of external links
- Your own blog
- Large news website
- Other: _____

B) Now, taking into consideration what is common for your kind of website, should you have links on your website to external sites? **YES** | **NO** If No skip to question 19. If Yes, answer the following:

C) Are the links topically/thematically related to your page? **YES** | **NO** If Yes, list some keywords that are on your page and the external pages, circling those that are on both:

(1) Your Page	(2) The related external pages

D) Next, look at what anchor text is used on the external links on your webpage. Is it descriptive for each link, including some of the above circled keywords? **YES** | **NO**

E) Is the external site likely to have links to other external sites using similar or related anchor text? **YES** | **NO**

19. How up-to-date your site/page is

A) What temporal style are visitors (and search engines) likely to expect of your page?

- Authoritative, long-standing information (static)
- Authoritative, but subject-to-change (updated from time-to-time)
- Topical, temporally-related content (news, events, etc.)
- Casual, temporary content
- Other: _____

B) Now, taking into consideration what is common for your kind of website, how often should you update the information on the page? _____. And how often do you update it? _____. Is it the same? **YES** | **NO**

C) How often are new pages added to the website as a whole? _____. Is this fair or common for your kind of website? **YES** | **NO**

(Some types of documents are frequently updated while others are rarely updated. Make sure your page matches your site's profile)

20. How much indexable text content is there on the page? Copy/paste to Microsoft® Word™ to get a word count, if you want to be exact: _____ .

A) What indexable content is in the body text (i.e. excluding menus)? _____

B) How relevant is this content to the pages linked to/from it (both within your site and on external websites) _____

21. How well-written is the content on the page?

A) Does the page contain text with a broad through to narrow focus (news-style of writing)? (Eg. newspaper articles start with a broad introduction, giving key, overall concepts, then taper into more detail and less and less important information, closing with a conclusion that sums up the article—not changing topic or giving new information in the conclusion). **YES | NO**

Comments: _____

B) Is your content mostly free of typos, spelling-errors and grammar problems? **YES | NO** (Nb. this makes the page more credible, which helps to get a higher click-through-rate. It is good practice for communications; poor spelling may reduce the quality of a document’s reading level, giving it a lower trust score in search engines. Having said this, there is an argument for using the language/spelling your target searchers will use.)

22. Global link popularity of site

A) Is your page (1) the kind of page that people would reasonably expect other sites to link to or is it (2) totally unique, isolated and/or unrelated to other websites? **1 | 2**

B) Do other websites link to yours? **YES | NO**

C) What anchor text are the links to your page using and what surrounding text is on those pages? Find some examples of each, then write some of your own that would be ideal. Think about the thematic relationship of the external page and website to your page (and keywords) as you do so:

Existing anchor text	Ideal anchor text
Existing surrounding text	Ideal surrounding text

- D) Does the surrounding text and theme of the external web pages linking to yours have some topical similarity search-engines might detect? **YES | NO**
- How many did you look at that did? _____
 - How many that didn't? _____
 - Can you guess roughly how many do? (you may need to do some searching and surfing to find out before you circle an answer below)
 - Less than 10
 - 11–30
 - 31–50
 - More than 50
 - More than 100
 - Thousands
- E) Popularity of the websites linking to yours. Think about the following questions:
- How old are the links?
 - Do they have matching/similar inbound links within your own website?
 - What is the topical relationship of the external linking page?
 - What is the global link popularity of the external linking website?

Finding some of the above information may be difficult, but if you just have a think about it, you should be able to list some of your most effective/popular linking sites below and do a couple of case studies answering the above questions on the back of this sheet of paper. Eg. a link from a big, popular news website or a university would probably be far more valuable than a link from somebody's personal website that has nothing to do with the topic of your page.

Some of the most effective/popular websites that link to your page:

23. How old is your site?

A) When was the indexable content launched? _____

B) How far back do you have external sites linking to the page? _____

24. At what rate are websites adding new links to your page (if you order your report from me, I will give you some hints of how to keep track of this efficiently). Please circle one:

- Daily
- Weekly
- Monthly
- Once every few months
- Once a year if I'm lucky
- Very rarely or never

25. Analyse your site statistics. Google most likely is or soon will factor in time spent on page, click-through-rate from search engine results pages, direct visits and bookmarking of your web page and all those that link to/from it to determine a trust-factor for your page. If you

have access to some website statistics, please print and attach them to this page. Go back as far as you like (preferably 2–4 months). In particular, I want to know:

A) How many unique visitors have you had to the web page? _____
Since what date? _____

B) How many unique visitors have you had to the entire website? _____
Since what date? _____

C) What is the average visit length? _____

(Nb. if you don't know this information, I may make some suggestions for free or cheap ways of obtaining it)

26. Is your server inaccessible to bots very often? (eg. does your webpage ever go down?)

27. Does a page on your site have a repeat of text on your index (home) page? More than one? Three or more? Describe: _____

28. Do you have external links to low quality spam websites? **YES** | **NO** If Yes, list them:

29. Do you have duplicate title/meta tags on many pages? **YES** | **NO** If Yes, describe:

30. Have you overused targeted keywords (stuffing/spamming)? Describe your thoughts/questions: _____

31. Do you buy links or participate in link schemes? **YES** | **NO** If so, list them:

32. Do you have very slow server response times? **YES** | **NO** | **UNKNOWN**

33. Do you have low (eg. less than 10,000 per annum) visits?

YES | **NO** | **UNKNOWN**

The next step—your report

“ Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.” —Chinese Proverb

Now that you have thought about and written down all this information about one page on your website, you can take steps to improve your search engine optimization. Most of these questions are open-ended, and in some cases, a ‘NO’ answer will not be detrimental nor will it even be missed in your SEO strategy. SEO is very fluid and gray—often there are no black and white answers. The search engines use hundreds of different signals in the mathematical formulas that analyse web pages. As time goes on, their tactics change and are becoming more personalised as the search engines acquire data about their users. SEO firms charge hundreds to set-up your account, plus \$100 or more per month to continually advise you how to maintain and improve your website’s standing in the search engine results pages. Prices may be more or less depending on competition for your keywords and your desired reach (local suburbs, state, national or international target market). By using this questionnaire, you will have a better idea of what to do so you can do it yourself and avoid the monthly expense.

My service is for people who run a web page or website that cannot afford SEO and wish to do it themselves. It is not recommended for anything larger than thirty pages, though if you are really strapped for cash, using my service would certainly be better than nothing.

For your report and a list of advice for changes you should make to the webpage, send a copy of this form (completed) to Amanda Greenslade at PO Box 3038, Browns Plains QLD 4118 including a cheque or money order made out to her for \$60.00. Please note that Amanda will not respond to your questions by email or phone until after the full payment has been received, and even then, this is on a favour basis and is not part of the advisory service you are paying for.

Note: You do not have to answer every question, however those questions you do answer are more likely to be analysed by Amanda (and instructions for changes given if necessary). Answering a question does not automatically mean Amanda will comment on it in her report.

After you have completed this questionnaire, received your report from Amanda Greenslade, improved the page on your website and seen some improvement (after a few months) in the search engines, you will be better equipped to continue doing your own search-engine optimization. If you wish to submit a second (or more) report questionnaire about this or another page of your website, please feel free. As Amanda will have already looked at your website, the charges for future page reports decreases as follows:

Report on second page on same website: \$40.00
Report on third page on same website: \$35.00
Report on fourth page on same website: \$30.00
Report on fifth page on same website: \$25.00
Report on sixth page on same website: \$20.00
Report on seventh page on same website: \$15.00
Report on eighth page on same website: \$10.00
Report on ninth page on same website: \$5.00
Report on tenth page on same website: FREE

(Reports on more than tenth page = price to be negotiated on a case by case basis.)



Affordable search engine optimisation analysis by Greenslade Creations ABN 50 134 480 116

www.greensladecreations.com

PO Box 3038, Browns Plains QLD 4118 | Email: Amanda@greensladecreations.com

Pass it on: feel free to copy this report for others, including this page