

This is an example SEO Report for www.example.com

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You can edit this first page and upload your logo here if you want to.

You could also add your contact details here:

Name

Company Name

Address1

Address2

Address3

Town

Postcode

Tel:

Email:








WWW:

Twitter:

Full Site Report For www.example.com

Basic Site Audit

This daily SEO audit analyses your site in three distinct areas covering SEO Ranking Factors, Site Factors and Content Factors. It is useful to give you a quick overview of what SEO work might be needed for any website.

SEO Factors		
Domain name	www.example.com	
Keywords in domain	Y	
Domain age (years)	3	
Page Rank	3	
Alexa rank	6,942,010	
Inbound Links	441	
DMOZ	Y	
Yahoo Directory	N	
Total Score	5 out of 8	
Site Factors		
Robots.txt	Y	
HTML sitemap	Y	
XML sitemap	Y	
Friendly URLs	N	
Custom 404 page	Y	
Page load time (ms)	77	
Total Score	5 out of 6	
Content Factors		
Descriptive page titles	Y	
Descriptive H1 headlines	Y	
Duplicate page titles	Y	
Duplicate page descriptions	Y	
Alt tags in images	N	
Pages crawled by our spider	60	
Pages indexed in Google	94	
Total Score	4 out of 7	

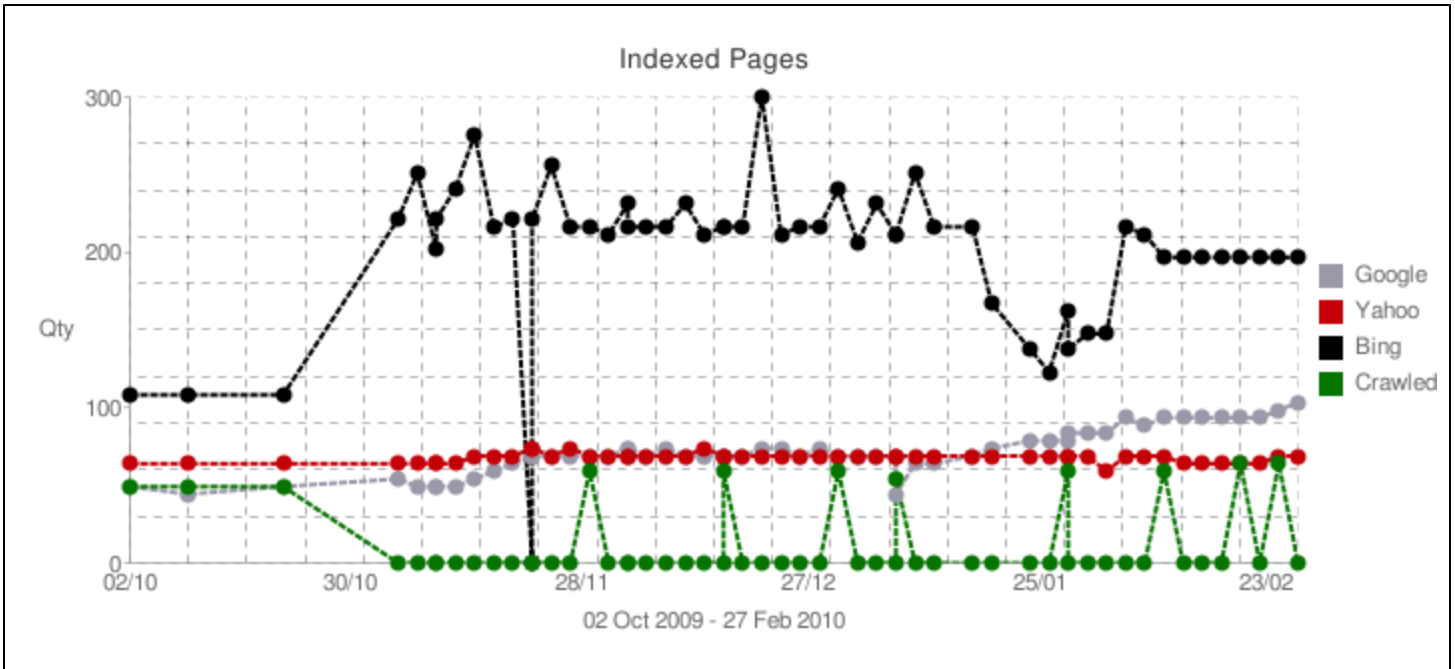
Competitor Site Audit

Your website has been benchmarked against your selected competitors for a range of important SEO factors to help you gauge your competitive position. The 'Change' column indicates how far each metric has changed since your campaign start.

Metric	example.com	competitor1	Change	
Page Rank	3	5	+3	↑
Inbound Links	441	1807	+441	↑
Pages indexed in Google	94	9	+49	↑
Pages indexed in Yahoo	62	281	+2	↑
Pages indexed in Bing	183	319	+83	↑
Pages crawled by our spider	60	75	0	
Page load time (ms)	77	639	N/A	
HTML sitemap	Y	N		
XML sitemap	Y	N		
Robots.txt	Y	N		
Custom 404 page	Y	N		
Alexa rank	6,942,010	408,725	N/A	
Domain age (years)	3	10		
Deep link ratio	31.7%	37.3%	N/A	
Overall Score	103	90	+16	↑
Your Rank	1	2	0	

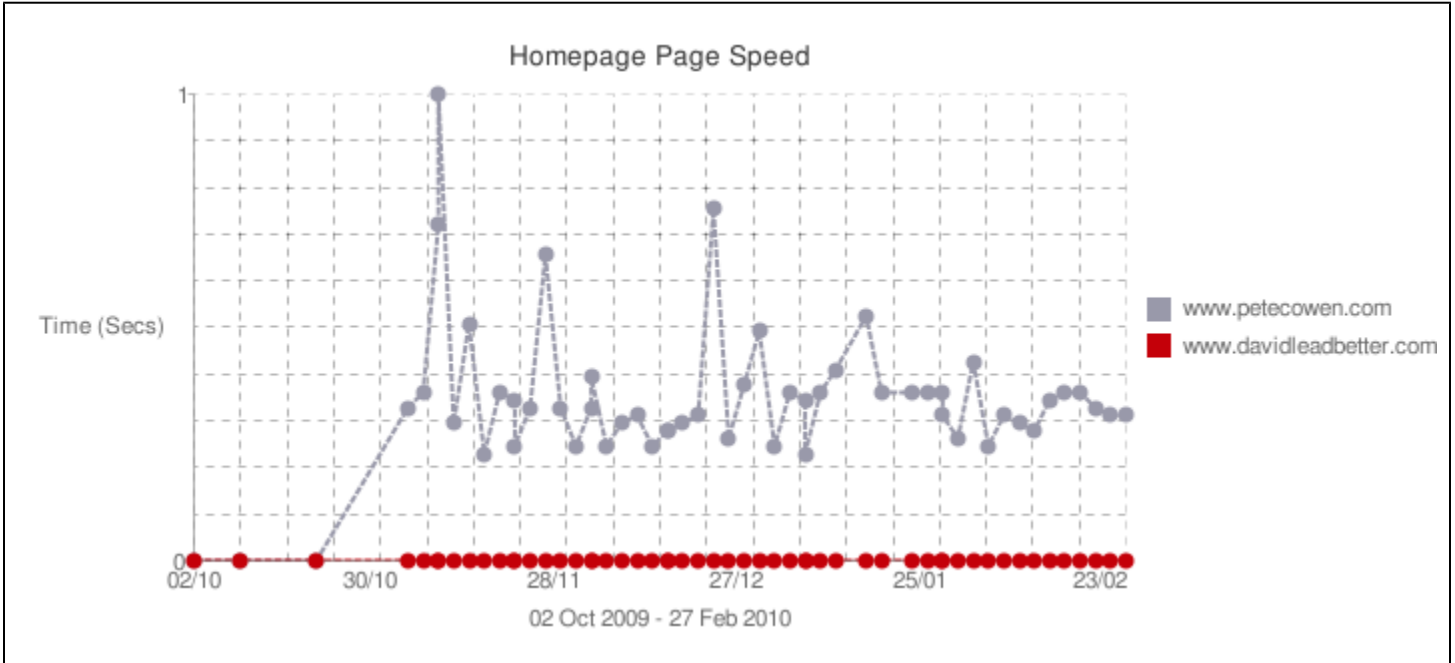
Indexed Pages

Track how many pages you have indexed in the search engines and compare this with how many pages you have on your site. You can delve into the 'Unindexed Pages' report further to identify whether all your important pages are being indexed.



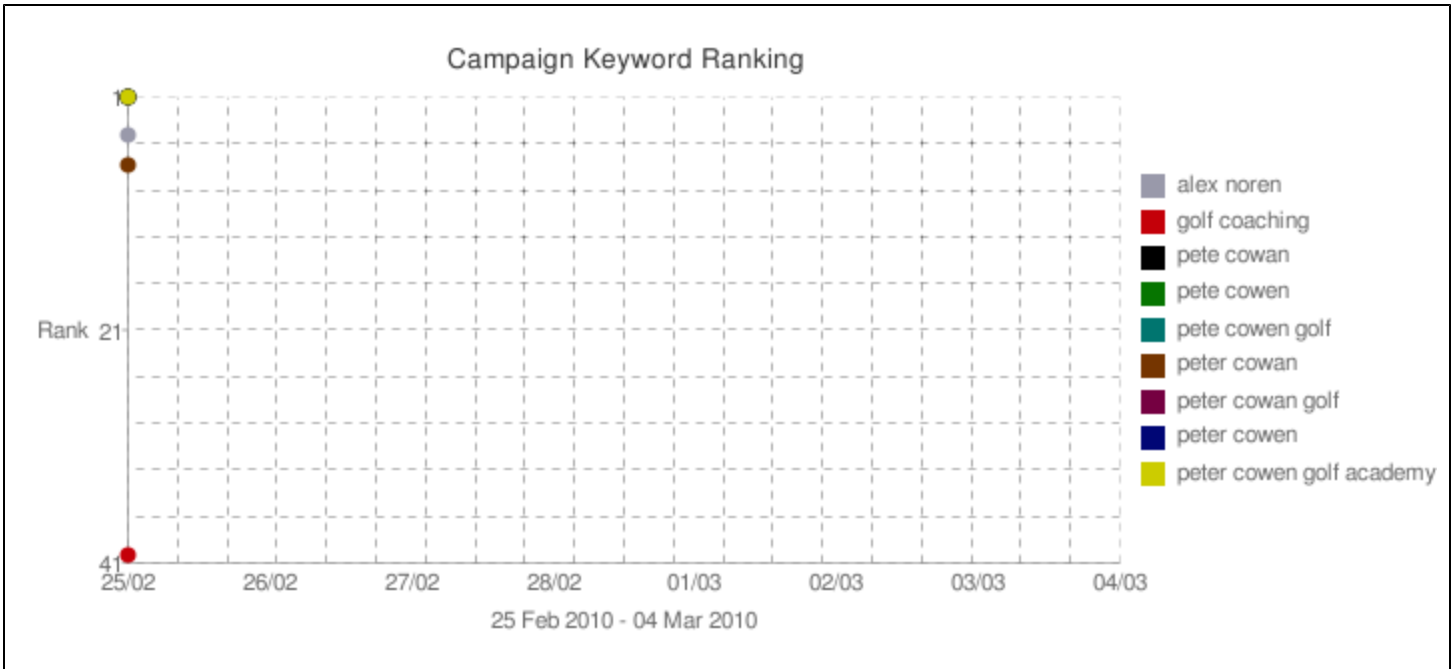
Homepage Page Speed

This chart compares the home page download speed of the site against its competitors on a daily basis. With speed becoming a ranking factor it is increasingly important to keep the site ahead of its competition.



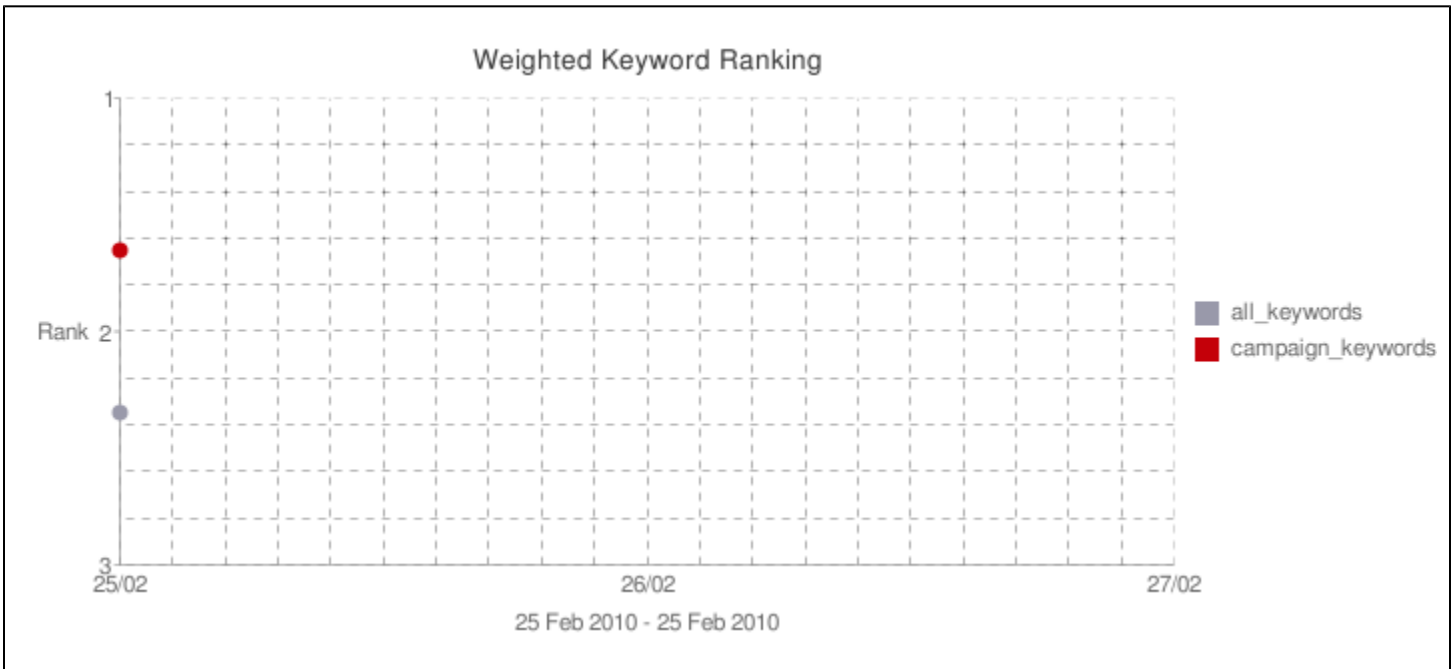
Campaign Keyword Ranking

This graph shows the ranking of your SEO Campaign keywords only over the period.



Weighted Keyword Ranking

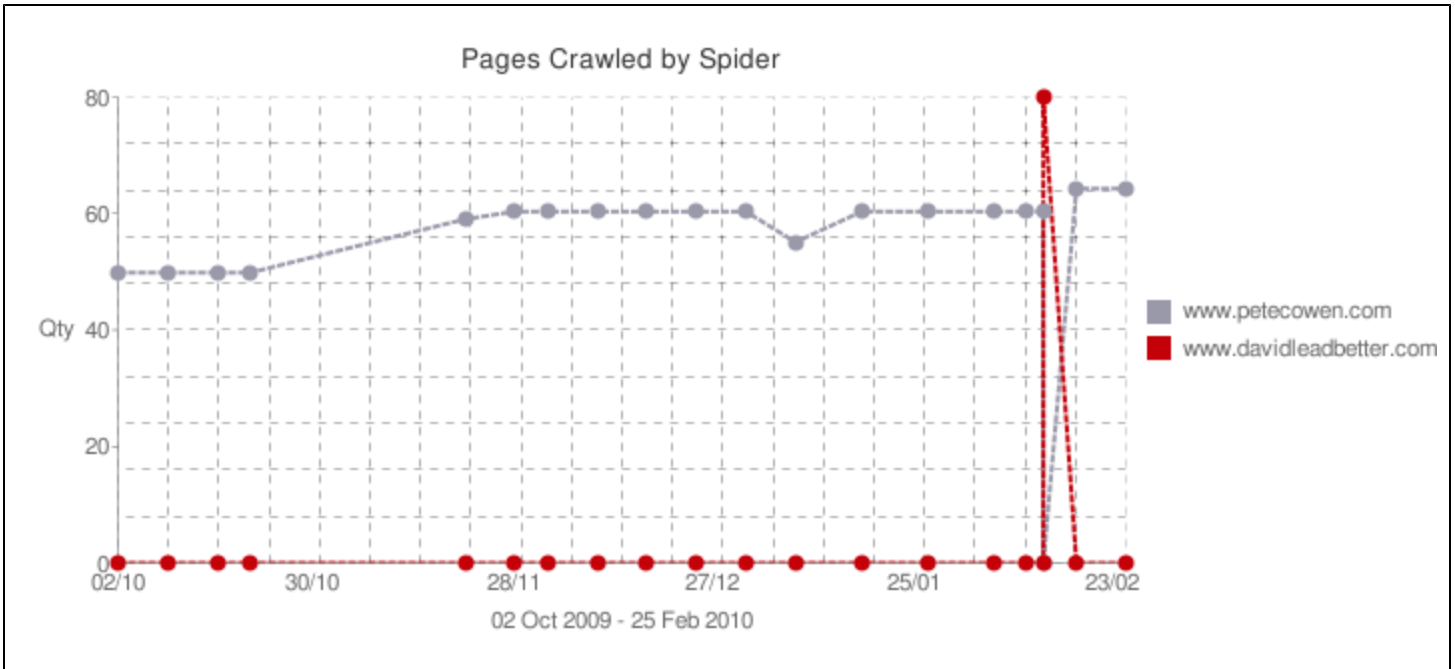
This chart shows how the overall rank of your campaign keywords and all the other keywords which are generating traffic to your site has changed over time.



Keyword Ranking

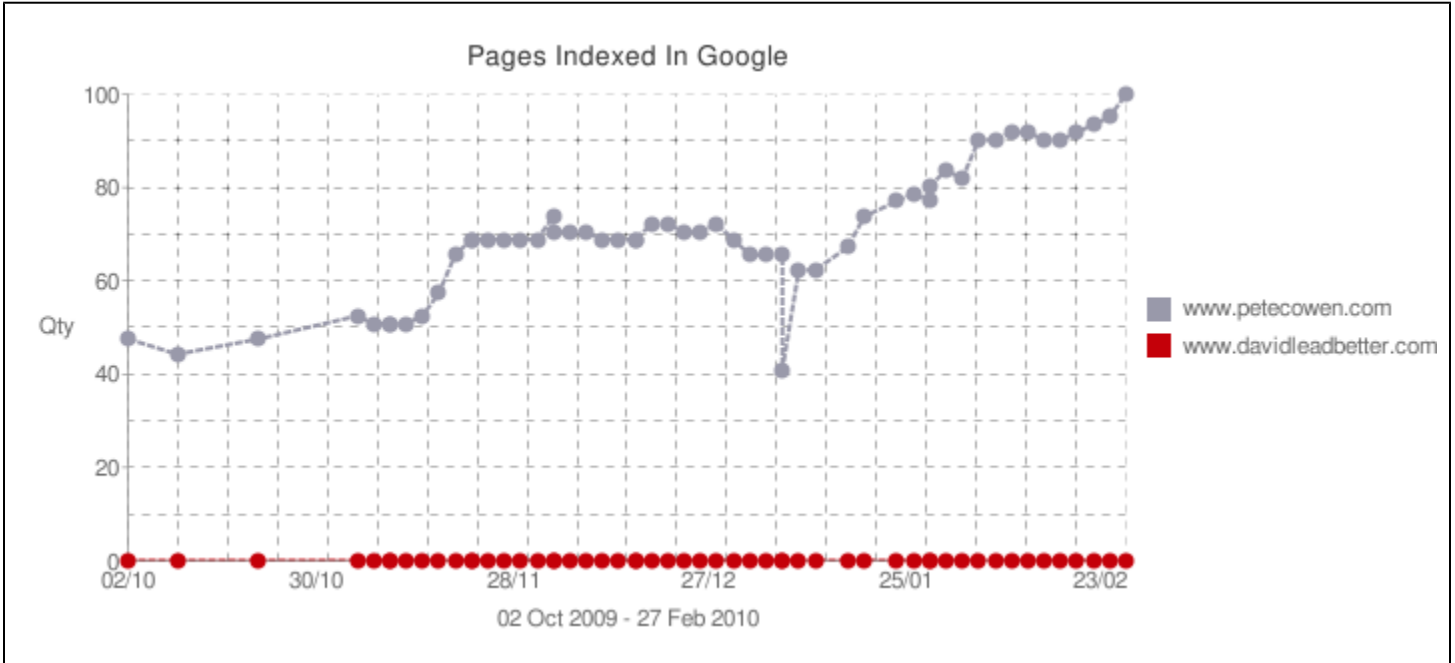
This monitors your site's rank in search engines for each keyword for which your site is already receiving visitors. This is really useful as it helps highlight high areas of traffic potential in areas where you may not yet rank on page 1.

Keyword	Current Visits	Last Month Visits	Best Ever Visits	Campaign Start Visits	Change
example keyword	268	268	274	268	0
example keyword	83	83	85	83	0
example keyword	68	68	68	68	0
example keyword	59	59	83	59	0
example keyword	51	51	51	51	0
example keyword	42	42	62	42	0
example keyword	29	29	32	29	0
example keyword	26	26	41	26	0
example keyword	22	22	51	22	0
example keyword	15	15	15	15	0
example keyword	14	14	21	14	0
example keyword	13	13	18	13	0
example keyword	10	10	12	10	0
example keyword	10	10	25	10	0
example keyword	10	10	39	10	0
example keyword	8	8	8	8	0
example keyword	7	7	16	7	0
example keyword	7	7	9	7	0
example keyword	6	6	6	6	0
example keyword	5	5	18	5	0
example keyword	5	5	5	5	0
example keyword	4	4	5	4	0
example keyword	4	4	4	4	0
example keyword	4	4	4	4	0
example keyword	4	4	8	4	0
example keyword	4	4	4	4	0
example keyword	3	3	3	3	0
example keyword	3	3	18	3	0
example keyword	3	3	17	3	0
example keyword	3	3	3	3	0
example keyword	2	2	4	2	0
example keyword	2	2	4	2	0
example keyword	2	2	9	2	0
example keyword	2	2	3	2	0
example keyword	2	2	11	2	0
example keyword	2	2	2	2	0
example keyword	2	2	2	2	0



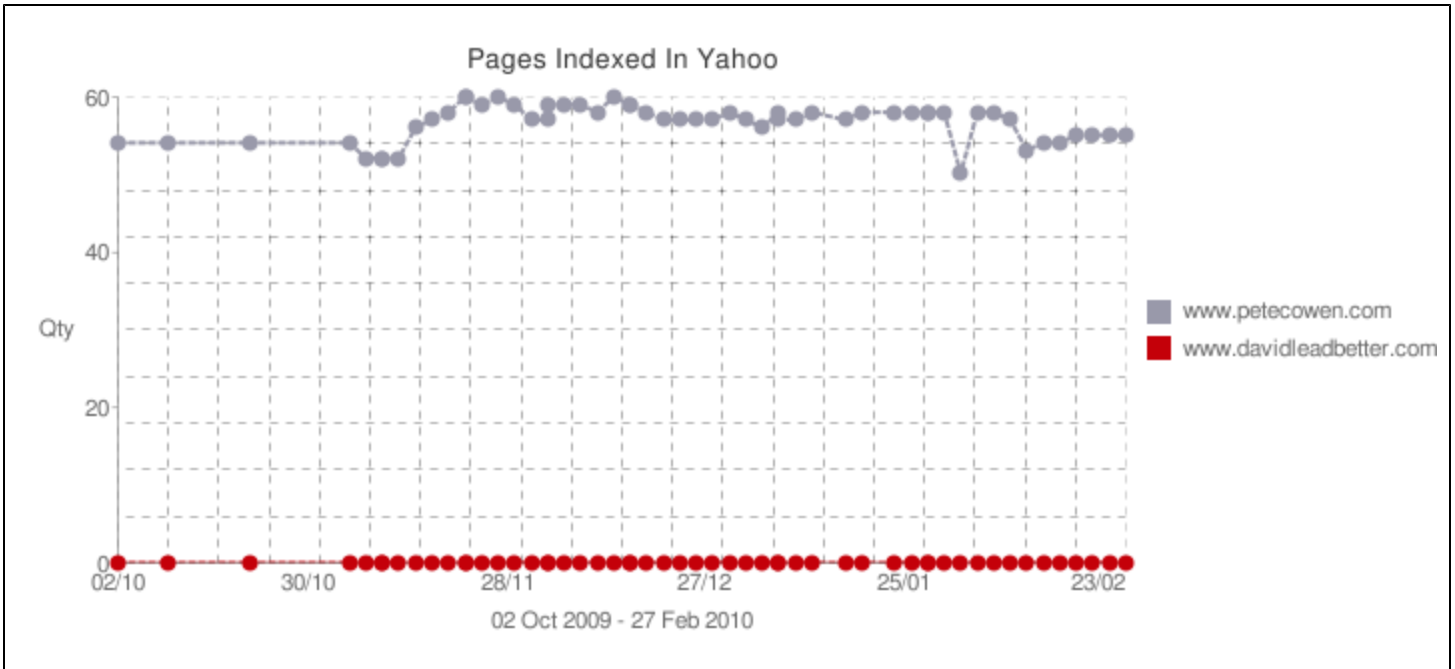
Pages Indexed In Google

Track how many pages you have indexed in Google and compare this with how many pages you have on your site. You can delve into the 'Unindexed Pages' report further to identify whether all your important pages are being indexed.



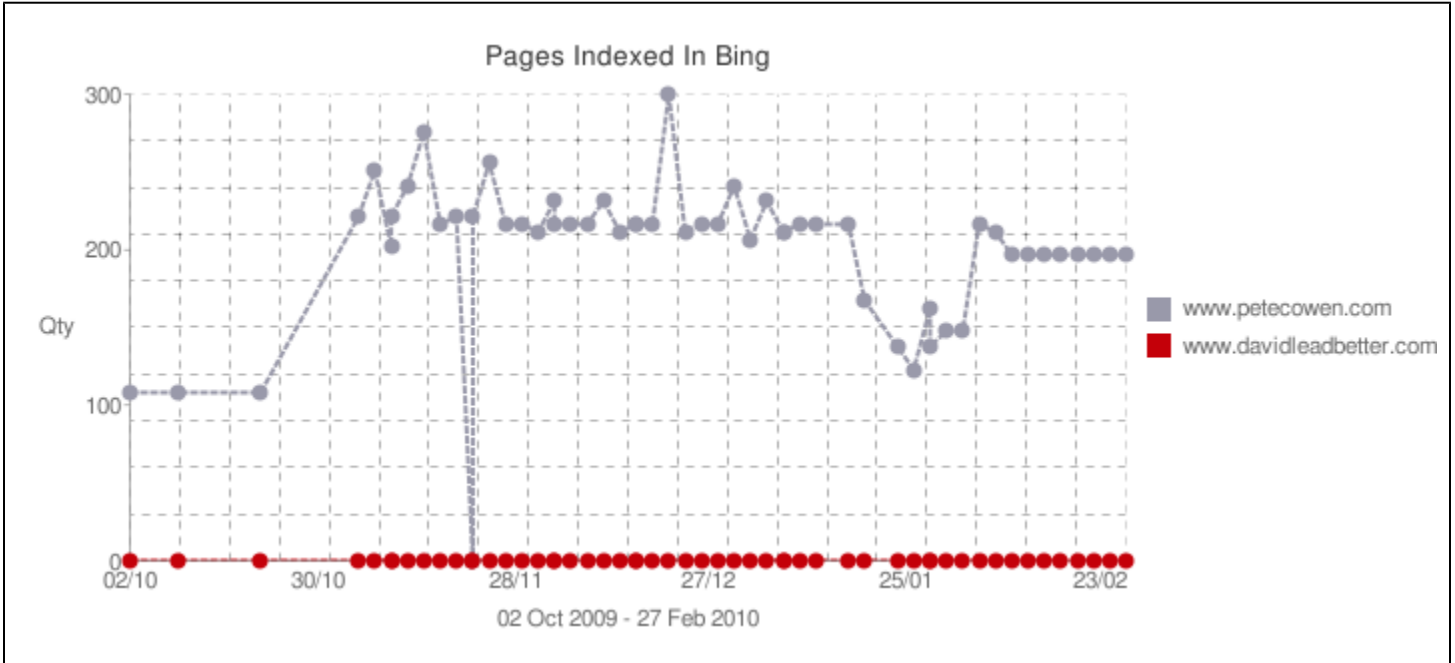
Pages Indexed In Yahoo

Track how many pages you have indexed in Yahoo and compare this with how many pages you have on your site. You can delve into the 'Unindexed Pages' report further to identify whether all your important pages are being indexed.



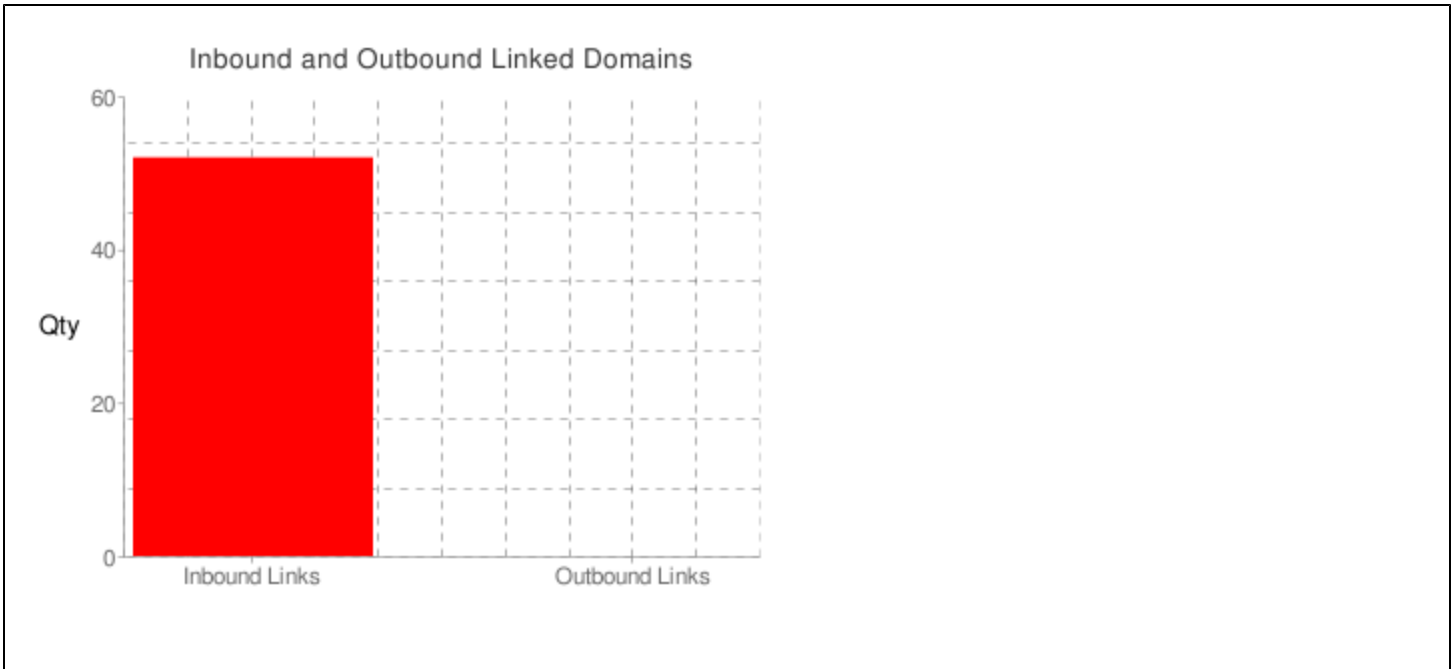
Pages Indexed In Bing

Track how many pages you have indexed in Bing and compare this with how many pages you have on your site. You can delve into the 'Unindexed Pages' report further to identify whether all your important pages are being indexed.



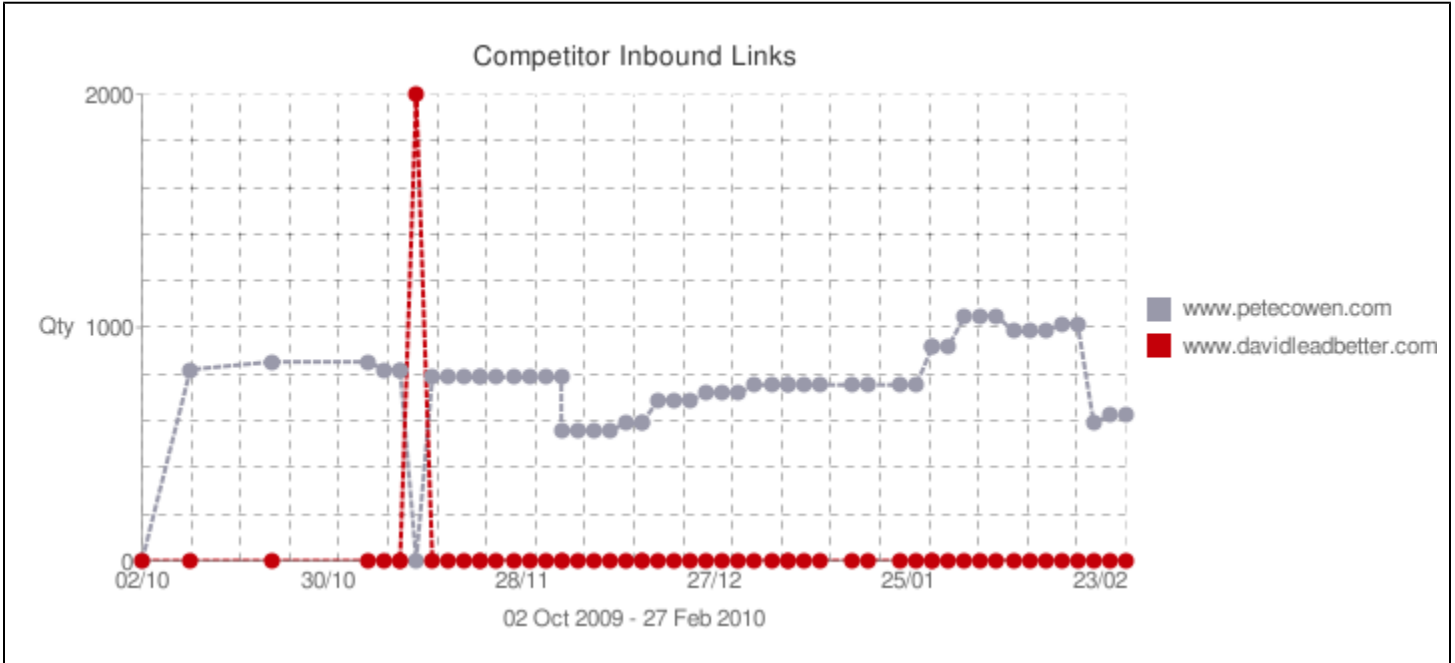
Inbound Links

Growing the number and quality of inbound links is an important activity in raising the online profile and visibility of any site in search engines. This graph tracks new inbound links that have been found in the search engines.



Competitor Inbound Links

Growing the number and quality of inbound links is an important activity in raising the online profile and visibility of any site in search engines. This graph tracks new inbound links that have been found in the search engines.



New Inbound Links

This table shows new links to your website and to your competitors' sites. It can be used to judge how quickly you are getting new links compared to your competitors.

Domain**New Links**

http://www.davidleadbetter.com/

1429

http://www.petecowen.com/

281

Top Linked Competitors

This shows the quantity of links your competitors have relative to your site. This helps to give you an idea of how close you are to them in terms of link numbers, and can be used to identify potential new link partners.

Domain**Inbound Links**

http://www.davidlead...

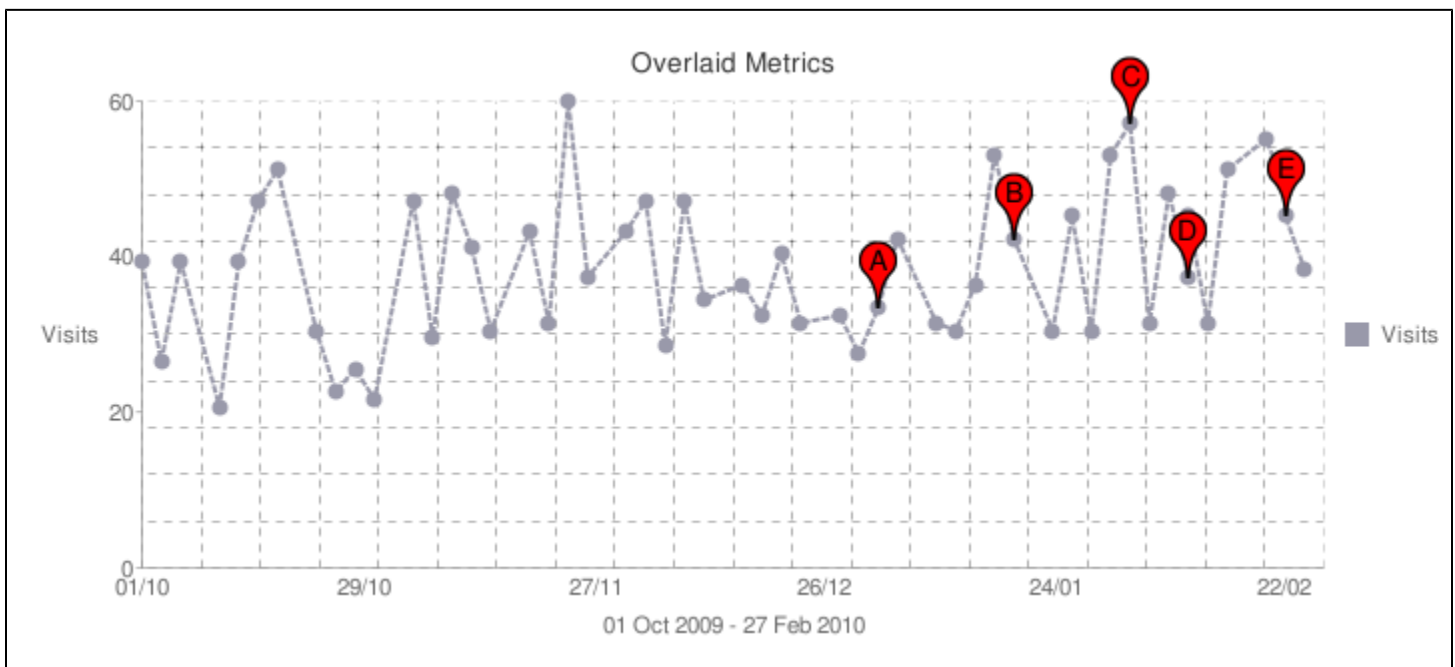
1807

http://www.petecowen.com/

441

Overlaid Metrics

This chart plots SEO activities and tasks alongside key SEO tasks and events to show the overall impact of SEO activities over time against organic search engine traffic.

**Icon****Info**

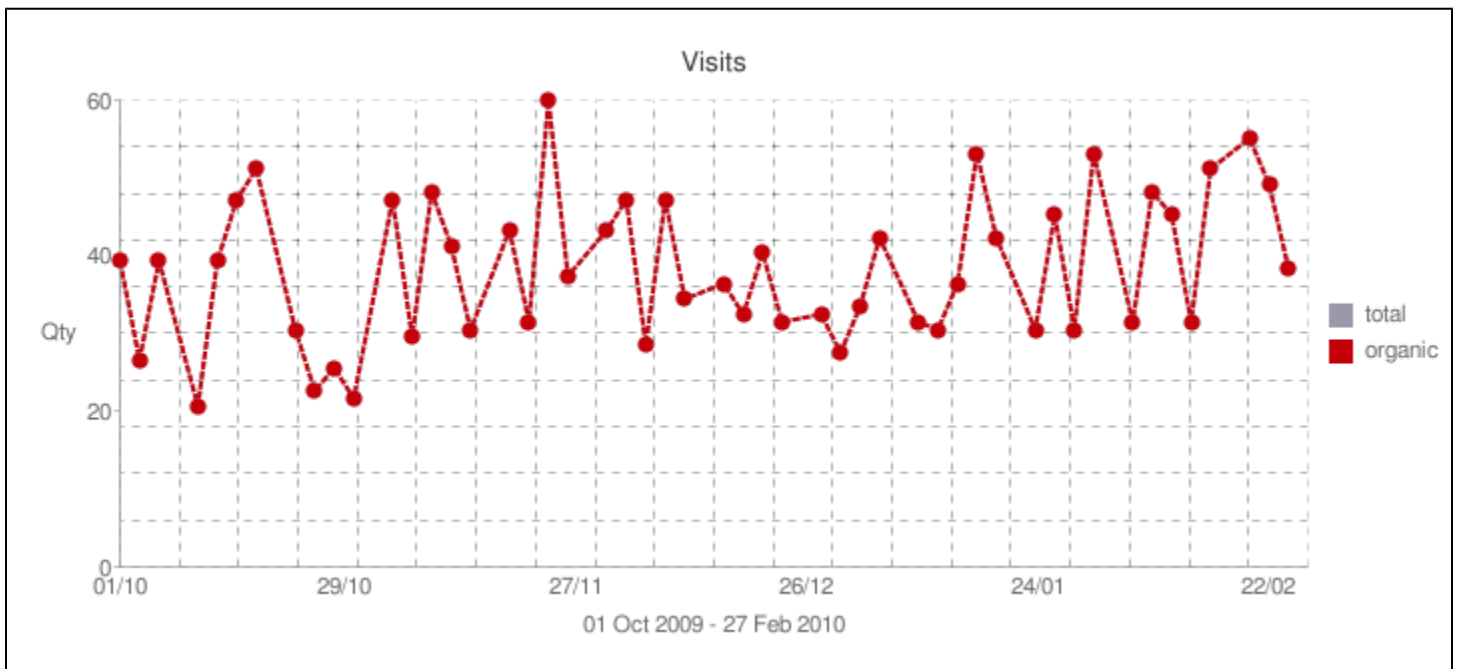
A 59 new inbound links found

B 20 new inbound links found

Icon	Info
C	710 new inbound links found 64 inbound links lost
D	672 new inbound links found
E	281 new inbound links found

Visits

This graph shows the number of 'Search visits' in the period from your Google Analytics feed. It totals organic search visits and PPC search visits to the site over the period.



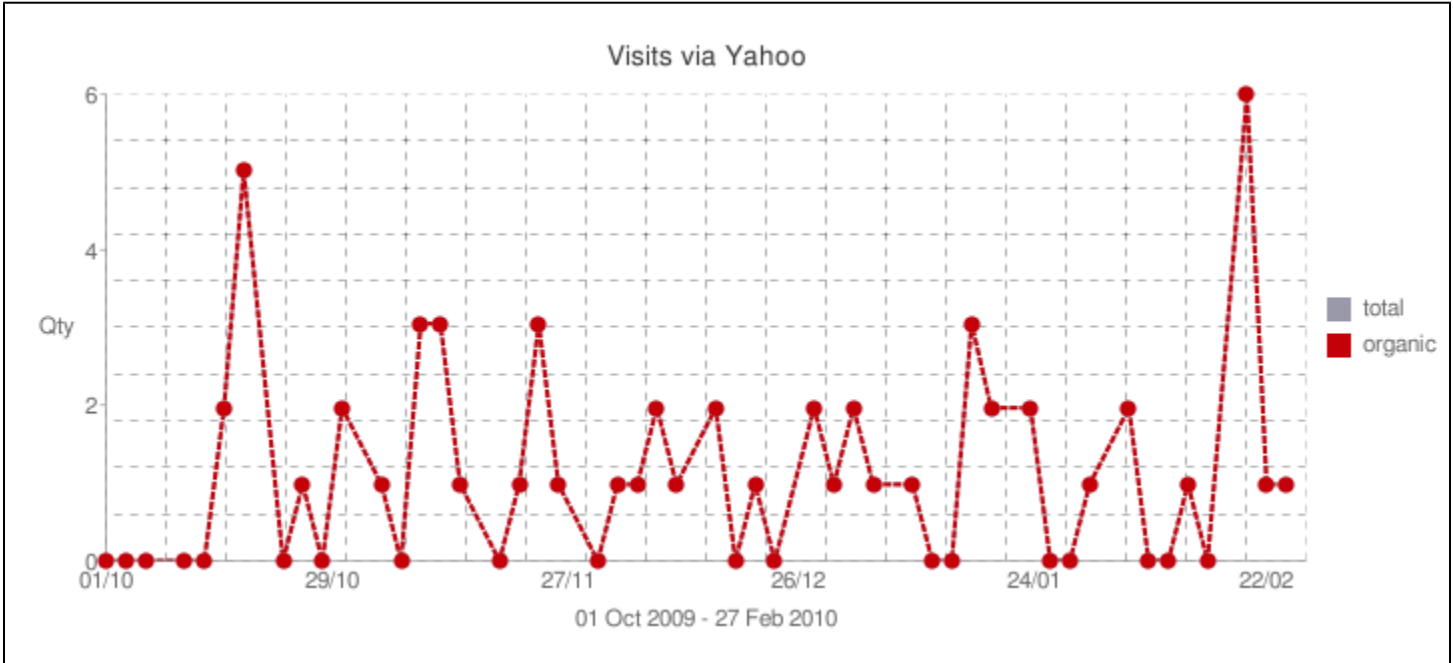
Visits via Google

This shows organic search engine result visits for the period from Google. N/B: You must ensure your PPC campaigns are tagged correctly in your PPC software so that PPC paid click-thrus are not reported as organic non-paid click-thrus.



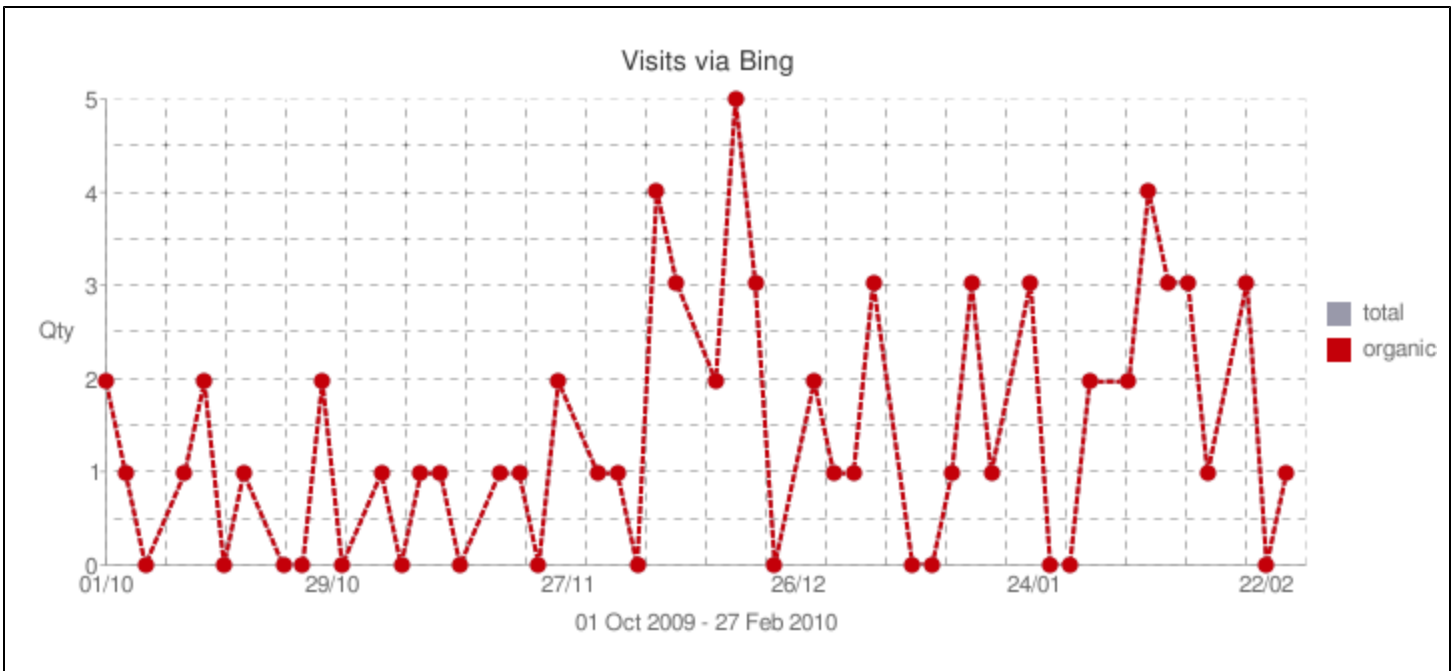
Visits via Yahoo

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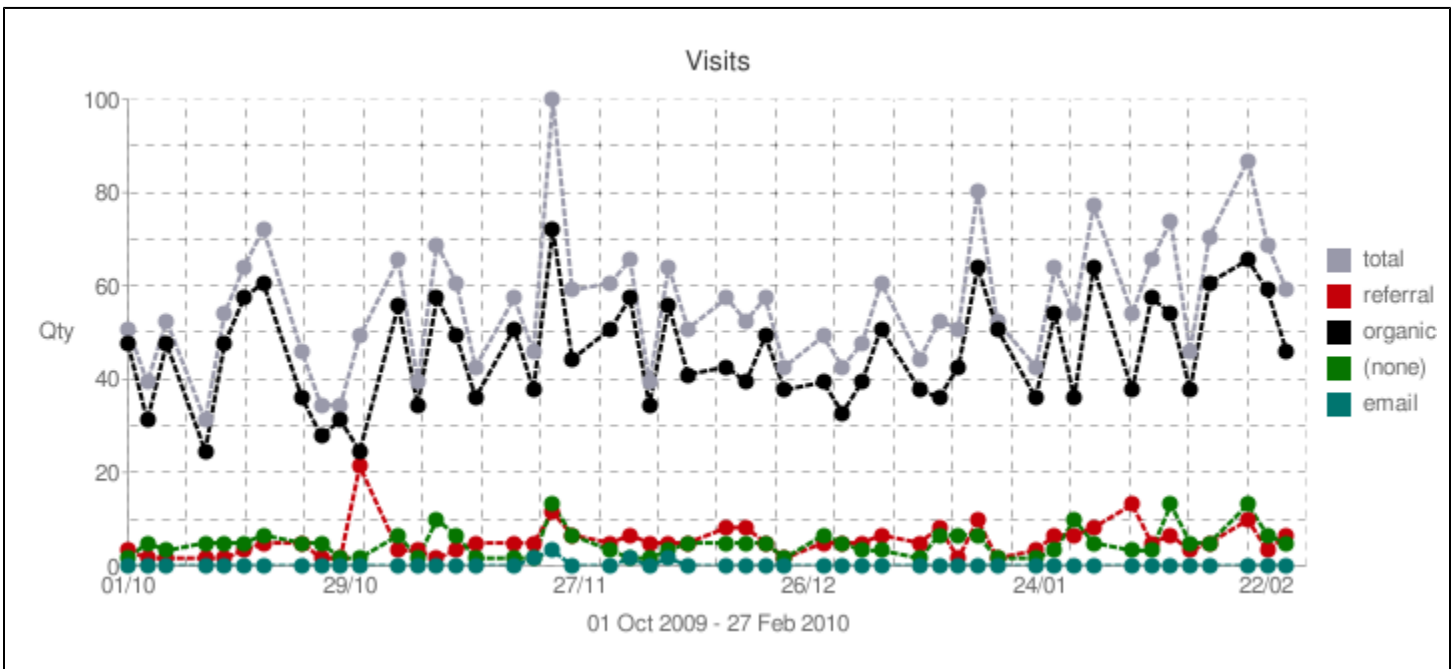
Visits via Bing

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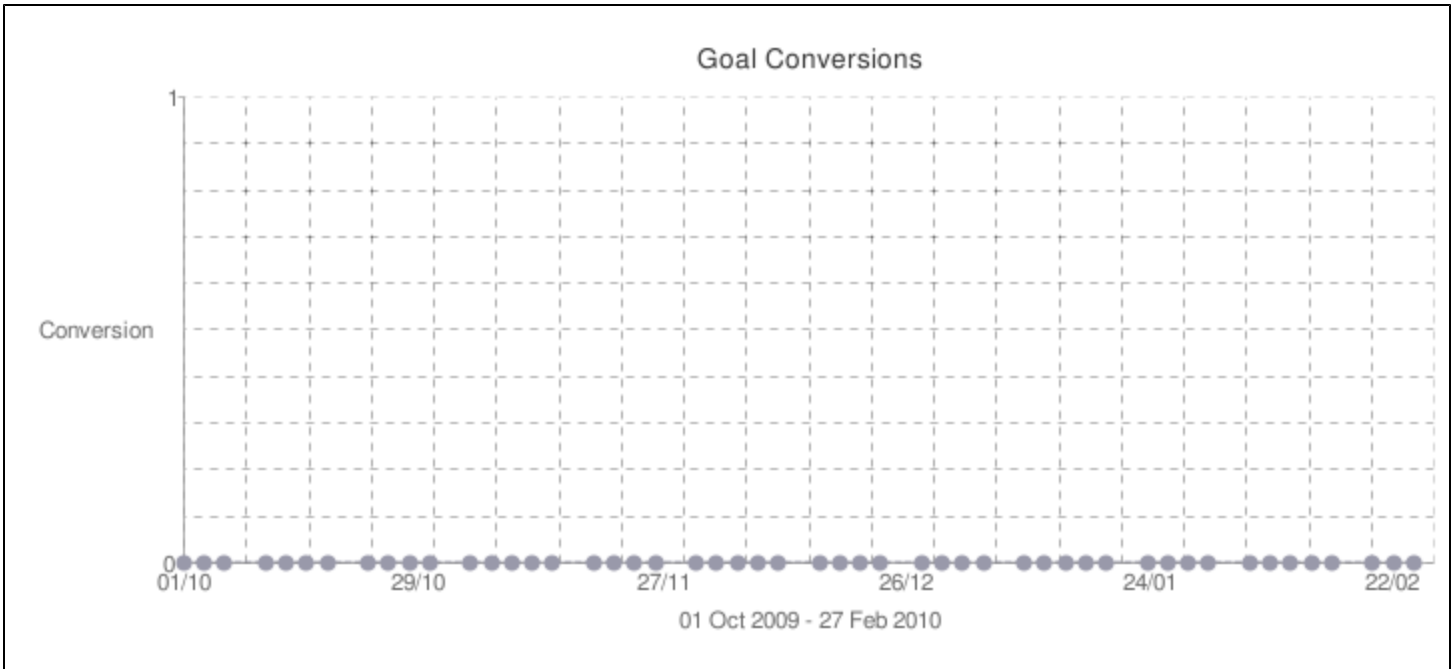
Visits

This is a quick snapshot of visits to your website for the period broken down by source.



Goal Conversions

This chart takes a feed from Google Analytics and shows the number of 'Conversions' during the period (requires Google Analytics).



Site Metrics

This table shows your key site metrics, and compares them against their values at the start of your campaign. This data is all taken directly from your Google Analytics data feed.

Metric (30 day average)	Campaign Start (01/10/2009)	Current
Pages Bringing Traffic (%)	65	67
Brand Engagement (%)	8	11
Visits per Month	10098	15552
Average Time on Site (s)	185	235
Page Views per Month	4698	7118
New Visits (%)	76	78
Revenue per Month	0	0
Conversions per Month	0	0
Bounce Rate (%)	29	30
Average Pageviews per Visit	4.3	4.2