The ineedhits.com Search Readiness Report provides you with a detailed assessment of your web page's search engine suitability. This report includes information and recommendations about areas of your Web site that may need to be modified in order to increase your visibility and ranking in the Web's major search engines.

If you have any questions about the recommendations we have made, please feel free to contact us at query@ineedhits.com.

Search Engine Readiness Report
TITLE TAG

The <TITLE> tag is a very important factor in positioning your web site within the search engine result pages (SERPs). Why? Because one of the first things search engines look for when you submit your page are the keywords used in your title. Therefore:

The title is a very important aspect of web page optimization in respect to achieving good ranking within the search results.

We are pleased to inform you that your title tag has a sufficient level of search readiness. You have used relevant keywords in your title tag and your title is also appealing to visitors. Our analysis was based on keywords that you have used in your title tag such as "SEO Book", "Search Engine Optimization Tips, "SEO eBook" and "Search Engine Marketing News".

Search Engine Readiness Report
KEYWORD TAG

Your Meta Keyword Tag is well constructed, based on keywords that you have used and relevancy of those keywords to your Body Text and Web site content.

Meta tags are bits of text placed within the HTML code, but are not displayed on the web site. Some search engines use these tags for the sole purpose of indexing and cataloging your web site.

The Meta Keyword tag was designed to help search engines understand the relevance between a web site and the search terms people use in order to find it. However, due to relevancy being better determined by what is actually shown on the web site, some search engines place minimal emphasis on the Meta Keyword Tag while others ignore it completely. Still, **it is highly recommended** that the keyword Meta tag be used since the engines that do utilize this tag may rank you higher for the keywords used within.

Search Engine Readiness Report
DESCRIPTION TAG

Your Meta Description Tag has been analyzed for content and length and it has a sufficient level of search readiness.

Some search engines (not all) display the content of the description tag below your title in the list of results. Therefore it can also be seen as a sales presentation designed to entice your potential customers to visit your site.

The number of characters allowed for the description differs for each search engine. As a result of our extensive research, **we strongly recommend** that the description be no more than 200 characters. This allows for enough space to write a sufficient description without the worry of having it truncated.

Search Engine Readiness **Report**

BODY TEXT / PAGE CONTENT

The HTML text that is displayed on the web page is known as body text, or copy, and is one of the major factors that search engines consider when ranking a web page. If a search engine is to sufficiently index and catalog your web site, it will need to know what your site is about.

The page title and body text are two critical aspects of search engine optimization.

Our analysis shows that the body text on you Web site has a sufficient level of search readiness. Our analysis was based on looking for the keyword-rich content that focuses on the 'theme' for that particular page as well as making sure that it is written in a 'natural' way that reads well to the user. We also looked at the percentage of the keywords in relation to all the text, also known as keyword density.

We are pleased to say that the body text on your web site is sufficient for the search engines to understand what your web site is about and which search terms are relevant. You have also used the keywords within the links throughout your web site which furthers allows for the search engines to understand your web site.

Due to the nature of your web site, which is known as a web-blog, the search engines will also see new and updated content within your web site, which is another factor that helps your level of optimization since the search engines wish to provide the latest, up-to-date information for their users. This will also cause the search engines to crawl your web site more frequently since they want to be able to index the latest content.

Search Engine Readiness **Report**

IMAGE INFORMATION

Search engines cannot "read" images or text that is in an image/graphic format.

For example, your company logo may have text in it stating your company's name and a brief slogan, but since it is in an image format (e.g. a JPEG file), the information will not be recognized by the search engines. Therefore the message conveyed by your images will not help to improve your ranking.

For example, even though the image below has information useful to the viewer, the search engines are unable to decipher that the image is talking about a Florida boat servicing company.

However, when you do use images on your page you can always make them a useful part of your optimization strategy by including a keyword phrase that relates to the image using the image's ALT attribute.

In other words, in order to display an image on your Web page, there must be a line of code that calls up the image. Within this line of code we are able to add information that the search engines can "read" and use this to index and catalog your Web page.

For example, if you are the owner of an online store selling electronics, jewelry, gifts, etc and have an image that is displaying information about the discounted digital cameras that you are selling, your code may look like this:

<IMG SRC=" picture.jpg" width="100" height="100">

The above code is displaying a picture for which the image source (img src) is the picture file called "picture.jpg". It also specifies the width and height of the image that is being displayed.

Now the search engines do not know what the image is about, and can get no information from the code either. What we can do though is to add in what is known as an ALT attribute, which the search engines can read and use to understand your Web page.

Below is an example using the ALT attribute:

<IMG SRC=" picture.jpg " width="100" height="100" ALT=" We are Florida's premier boat servicing company with a comprehensive parts catalog" >

When the search engines index the Web page with this code, they now know that the image is related to Florida boat servicing, thus **increasing the relevancy of your Web page to that keyword**. When prospective consumers enter "Florida boat servicing" into a search engine, the search engines will place the Web page at a higher ranking because it understands that it is relevant to the search term.

Also, when you place the cursor over the image, the ALT text is displayed (or read out by the computer for visually impaired users).

One thing to be careful of is **not simply stuff the ALT attribute full of keywords**, a technique known as Keyword Spamming and is frowned upon by the search engines.

Below is an example of what NOT to do:

<IMG SRC=" picture.jpg " width="100" height="100" ALT=" SEO Book, SEO Book , SEO Book , SEO Book , SEO Book , SEO Book , SEO Book , SEO Book , SEO Book , SEO Book " >

The reason why this is frowned upon by the search engines is that the main function of the ALT attribute is so that disabled people who cannot see the images can hear the description read to them by the computer (Blind people have browsers which can read the Web page to them). Therefore the search engines prefer that the information be tangible to those who need it.

Search Engine Readiness **Report**

LINK POPULARITY

One of the most critical factors in any optimization strategy is the concept known as Link Popularity.

When search engines determine how they will rank a Web site, they place a lot of emphasis on the "authority" of that Web site, which is determined by the amount and quality of the inbound links. Inbound links exist when someone else's Web site has links that point to your own Web site.

For example, if Web site A had a link pointing to Web site B, then Web site B has an inbound link. The more inbound links a Web site has, the more authority the search engines place upon it, and thus the relevance it has in regards to the search terms being used.

It is not only the number of inbound links that the search engines use to determine the authority of a Web site. The **relevancy of those inbound links** also needs to be considered, meaning that the links should come from Web sites that deal with topics related to your own. In other words, the 'theme' of those Web sites should be similar to your own.

For example, a vacation planning Web site could have several inbound links from hotel Web sites, airline booking Web sites, travel Web sites and vacation accommodation Web sites. It would not make sense to have an inbound link from a software development Web site, since the themes of the two are completely different. As a result, the search engines will place more emphasis on the relevant links.

Note: That is not to say that off-topic inbound links will not help to improve the authority of your Web site, the search engines simply place more emphasis on those with related themes.

Another factor that plays an important part of the optimization strategy is the way the links are organized. See example below:

For more information on our services Click Here

For a web site such as yours that had this inbound link on another Web site, we can make the link work even better for us by using keywords within the link itself. **A much better link would look like this:**

Here are some more search engine optimization strategies.

Using the keywords within the link helps the search engines understand that we are an authoritative Web site and that we are especially relevant to the search term "search engine optimization".

Some useful guidelines for establishing good link popularity and relevancy are as follows:

1. Obtain some links from partners, i.e. distributors, key suppliers, sales agents etc.
2. Obtain links from complimentary sites, i.e. other sites that your target audience may also look at (Web sites with a related theme).
3. Contact webmasters with individual link requests.

Building link popularity should be an ongoing process. The slow but constant improvement of a Web site's inbound links will help to increase its ranking potential. Not only do these links help with search engine optimization, but they also provide another avenue from which consumers can find your Web site.

Search Engine Readiness **Report**
JAVASCRIPT

We have found that you are not using a large amount of JavaScript. This is beneficial for the rankings of your Web page because, when a search engine reads the Web site code in order to glean the necessary information, it places a lot of emphasis upon the proximity of the keywords.

What this means is that when a web site has the text and information with keywords located near the top of the code, then the search engine sees that the keywords have a high level of proximity, and will therefore obtain a higher ranking than a Web site with low keyword relevancy.

If you decide to use JavaScript to graphically enhance your Web site, **we strongly recommend that you place the JavaScript content into a remote file** to avoid impacting your search engine ranking. A remote file is simply another file that contains only the required JavaScript code, and is separate from the HTML file that is read by the search engines. All of the JavaScript code that affects the ranking potential of a Web site is removed, and placed in a separate file, allowing the Web site to have a higher level of keyword proximity.

Search Engine Readiness **Report**
FLASH PAGES / CONTENT

After analyzing your Web site we have found that the none of your content has been written using Flash, which means that search engines will easily be able to read your content and you are more likely to enjoy a higher ranking.

Search engines have long been unable to read and index Flash (a.k.a. Shockwave) content because they were originally designed to only read HTML code. This was a major problem for Web sites/pages that only had Flash content since they could not be efficiently indexed.

However, the search engines have improved their technology and our research has shown that they can now glean some of the necessary information from Flash content. Although they are now able to read Flash content, the search engine rankings are still dominated by web sites that use HTML.

Search Engine Readiness **Report**
IMAGE MAPS

Your web site doesn't use image maps and therefore you shouldn't have ranking problems in regards to this area.

> An image map exists when a graphic has two or more links assigned to it. Imagine an image of a world map whereby each country has a link that takes the user to a page dedicated to that country. On one hand, this picture can be cut up into smaller, separate images that have one link each, but on the other, it can be one large picture that has many links coded into it. It is the large map with multiple links coded into it that can cause problem for the search engines.

Due to the large amount of complex code that makes up an image map, search engines often get confused by them and are unable to access the rest of your Web site. This means that image maps may prevent some of your Web pages from getting listed in search engines, or once listed, your ranking will be lower than if you had cut the image up and assigned single links to the smaller, separate images.
Another point for consideration is that search engines cannot index images or text on an image since they are designed to look for HTML text, not graphics.

Search Engine Readiness Report
DYNAMIC PAGES

When analyzing Web sites we check if your web site is database driven, i.e. consists of dynamic pages. The reason is that it makes it difficult for search engines to follow the links throughout your Web site, therefore making it difficult to index and catalog your entire site. We are pleased to inform you that the structure of your web site is search engine friendly and you don't have to make any changes.

Search Engine Readiness Report
REDIRECTED PAGES

Your Web site does not have redirected pages and therefore the search engines will not reject the pages you submit.

The reason that search engines will simply not accept a submitted page that contains a redirect is because so many people have used them in the past to manipulate the engine's ranking systems.

Note: Search engines will allow the use of what is known as a "301 redirect". For more information, simply go to Google and look for articles explaining how to use this technique.

Search Engine Readiness Report
WEB PAGE FRAMES

The use of frames on your web site can significantly decrease your chances of obtaining a high ranking because there is no real content for the search engines to use to determine how they index and rank your web site.

As your web site does not use frames you do not need to change anything in this area.

Search Engine Readiness **Report**
KEYWORD SPAMMING

Keyword Spamming is perhaps the oldest and once most common trick in the book used to increase search engine ranking, but the search engines will penalize you for it. The strategy consists of repeating keyword(s) over and over in text - usually at the top of the page and/or at the bottom of the page in order to influence how the search engines perceive the Web page.

Does this technique work? The answer is a resounding NO! You have used your keywords correctly and therefore your web site will not be penalized for spamming.

Search Engine Readiness **Report**
INVISIBLE TEXT

Your web site does not contain invisible text.

Invisible text has been used by web site designers in the past to increase the ranking of their pages. The theory behind this practice is that text is placed on the page but in the same color as the background. This means that search engines can use this text to determine page rankings, while human users of the site see only what they are meant to see.

It should be noted, however, that invisible text has been used to trick the search engines for a while now and, for this reason, most, if not all, **search engines consider invisible text unacceptable, in any shape or form.**

Out of 14 most important areas we have assessed, your Web site is performing well in **12** areas. This indicates that your Web site is **86% search engine ready**, and the industry standard is around 90%.

Ineedhits.com highly advises that you take action on recommendations we have provided you with, to improve your ranking and start enjoying the benefits of good ranking. Once again, if you have any questions about the report, feel free to contact us at query@ineedhits.com.