



Search Engine Optimisation

April 2010



Search Engine Optimisation – Recommendations Report

Search Engine Optimisation (SEO) is the art and science of improving your website's ranking in search engine results by altering the code and structure of your website.

What we do

- We act as consultants to advise your web team on current best practice for SEO, by examining your website and producing a report on areas that could be altered to improve your ranking on major search engines.

- We look at these specific areas:

- **Structure** - Navigation, sitemap, URLs, any framesets or Flash
- **Code** - code bloat, javascript, tables, CSS, menus
- **Meta tags** - page title, page head tags, alt tags
- **Content** - copy, themes, keywords, links, headings

Plus robots.txt file, Google sitemap, W3 validation and anything else that warrants attention.

- Our goal is to give you a practical, technical Recommendation Report that outlines the changes that can be made to your website, and why we are recommending these changes.

- By following the report recommendations your website will have the current best practice in place, and the search engines will respond by indexing the site correctly and giving the site a high "quality score". This translates to good natural search result placement.

What we do not do

- We make no guarantees about results and would be wary of anyone who promises a specific position as a result of any on-page changes. We offer demonstrably sound advice, but no guarantees.

- We do not cover off-page SEO such as existing backlinks. This area is very important but we have found it is difficult to quantify, so we only note the quality and number of links, we can make no recommendations.

- We never recommend "Black Hat" techniques. Methods like gateway domains, link farms, invisible page copy or keyword spamming are now either ignored by the major search engines, or worse the site is penalised for using bad practice.

- We do not actually change your website. The implementation of the report is not covered by this proposal – we leave it to you and your web team to implement any changes.



Search Engine Optimisation Recommendations Report

Produce an SEO recommendations report

We analyse your website and report on key areas:

- Structure
- Code
- Meta tags
- Content

The report also includes observations and recommendations on general areas or items that need attention.

Cost: NZ\$700 (+gst where applicable)

Terms

An SEO Recommendations Report is invoiced on delivery, due strictly seven days.

You are licenced to follow the report recommendations on the domain/s stated within the report. You may not re-sell or distribute report content to any other person or company outside your company or your company's immediate sub-contractors, without our express permission.

To improve your website's search ranking, simply contact me as below and we can get started.

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