



**Master Web Creations**  
P.O. Box 277  
West Bend, WI 53095

*E-mail:* ladyj@masterwebcreations.com

## **SEO ANALYSIS**

*Wisconsin SEO at Master Web Creations*  
*Basic Search Engine Optimization Analysis for*  
*A Milwaukee Bookkeeping Service*

## Executive Summary

This is the initial SEO Analysis for Milwaukee Bookkeeping Service, designed to summarize the current search engine rankings at the target search engines and for the desired keyword phrases. Following the recommendations at the end of this report will enhance the rankings found in this summary in preparation for the next quarterly report.

Milwaukee Bookkeeping Service's website provides more in-depth information about the company and services beyond a typical print brochure. Users access QuickBooks tips, tax tips and download common small business tax forms.

The search engine discussion includes an overview of two of the targeted search results for this organic SEO analysis. Current rankings at Google are satisfactory for primary key words including 'Milwaukee bookkeeping', however Milwaukee Bookkeeping Service's website is excluded from results at MSN's Live Search. This report includes a summary of some SEO myths and SEO-related definitions. We review some general web content writing guidelines and perform necessary keyword research to guide the SEO campaign. Milwaukee Bookkeeping Service participated in the selection of keywords to research and Google AdWords Keyword suggestion tool provides a snapshot of current search volume and competition for some related keywords. The keyword density check provides an overview of current content, which suggests that some enhancements to content are necessary. Specific suggestions are in the recommendations at the end of the report.

We review some of the technical considerations of search engine algorithms, or behaviors, and provide a short content analysis. The website content is well structured, but some content falls short of filling the screen. W3C validated the HTML code; however, there are some corrections necessary to obtain CSS validation. Establishing a linking campaign will aid in Live Search results inclusion and some suggestions include developing mutual linking relationships with clients, vendors and other complementary and local websites. The current search engine ranking for some target keywords necessitates additional content to include those keywords. Using some keywords as internal (within the website) link text is also essential. We reviewed the keyword density and general content of a competitor's website and concluded that their website falls short on usability because some content targets only the search engines using a broad range of keyword phrases. Finally, we provide specific recommendations for content development and modifications and discuss the method for using Google Analytics to establish and monitor conversion goals.

## Introduction

### Search Engines Discussion: **Google & Microsoft's Live Search.**

All crawler-based search engines are programs that spider (crawl) the web and index web pages (and documents), and stores a copy of your website (cache) for more efficient search processing. Most search engines will find your site if there is at least one other site that links to it, and they also make available a submission form so you may request that they spider your site.

Google: The original premise of the internet as a resource for scholarly research; Google emerged just in time to save the internet from commercialization. Other pre-existing search engines produced 'junk results' that were not closely related to the search topic and

more relevant results were difficult to come by because they were considered profitable. One important feature of Google is that it calculates the search results using the HTML structure that the pages are built on, including the page titles and other Meta tags content. The second and most inventive feature of Google is its Page Rank feature that is based on the amount and relevance of links to documents, much like a scholarly text increases in value as other researchers increasingly reference it in their citations. Google also meets the needs of the ever-increasing users that were not experienced in internet research techniques. Google's design is usable.

Google has indexed all pages of your website. If there are pages you wish to exclude from search, you should create a robots.txt file that directs the spiders to index specific pages or to ignore specific directories.

Live Search: Microsoft developed this search engine to compete with the two top search engines, Google and Yahoo. Recent changes to the search engine algorithms (the programming logic that determines your search results) include "query intent" and "query refinement", which both attempt to predict what you really want to search for as well as change what you actually searched for, to "deliver the best results". A published email from a representative admits that some of these changes have resulted in a loss of high-quality websites from their search results and that they are working diligently to remedy the situation to this day yet cannot change any site's current rank.

Live Search has indexed your home page. However, your site was not in the first 100 results for any major keywords, including your company name. The primary goal of this SEO Analysis for this report's final recommendations is to resolve this issue.

## SEO Keywords, Myths & Definitions

### Myths:

*Sitemaps are integral to search engine ranking.* A well-structured website does not need a sitemap, nor is it an indexing requirement of any major search engine. Sitemaps assist your users in searching your site for something in particular, as well as assist with additional webmaster tools offered by search engines.

*You have to submit your site to search engines to be crawled.* As mentioned in the Search Engine Discussion, if there is any one site that has been indexed that links to yours, your site will also be indexed. Even if you have no internal links, search engine spiders scour DNS records for newly registered domains.

### Keywords:

**Density:** Keyword density is the percentage of the total word count of a web page, measuring the amount of times a keyword appears. Search engines may reject web pages with very high keyword density as spam. The target density for any keyword or phrase should be no greater than 6% or be repeated no more than 2 or three times, according to some of Live Search's experienced analysts.

**Prominence:** Keywords have more importance the closer they are to the top of the page. The intent is to have page or section headings that are descriptive of the content, thereby giving that keyword or phrase more weight.

**Conversion Rate:** To convert a user from a casual browser into an active user is one of the goals of SEO. Tracking website visits through a series of pages to get to a target page, whether it be making a purchase, signing up for an account or filling out a form provides a measurable conversion rate.

**ROI:** The cost model for organic search engine optimization varies from that of paid search marketing campaign; organic SEO is a flat-fee service while paid SEM costs per click. Once you launch an organic SEO campaign, and the website owner follows the techniques learned, the return on investment never ends. Furthermore, since it is a flat rate service, compared to the varying and usually increasing costs of keywords (ideally, through increased clicks) and SEM fees, the ROI increases. ROI is measurable through the increased visits, sales or leads that generate revenue.

## Copywriting Review

### General Copywriting Guidelines

**The Value of Content:** The best copywriting guideline is to write what you know, while maintaining focus and structure, using proper grammar and punctuation to deliver the message clearly to the targeted audience. You should aim for approximately 150-250 words per page, depending on the topic and the audience. Your content should be broken up into small paragraphs and use headlines for sections and bullets for lists. As with most marketing writing, you can incorporate persuasion techniques and provide a call to action to aid in your conversion goals or ROI. Your content is the primary reason for having a website – the design only compliments and highlights your content. It is your website's most important aspect. Breaking up larger sections of content and providing them in alternative formats is OK, too. Google indexes most other documents that you allow it to spider, so they are susceptible to SEO Analysis, too. It is a common misconception that more content is better. It is better to have an adequate amount of relevant content.

**Keyword Research:** Keyword research helps to determine some of the keywords you should be optimizing your website for – not necessarily industry-related terms unless your target audience is already involved in the industry in which you work. It starts with brainstorming potential keyword phrases your target audience might type in to find your website from specific multiple word search queries to vague or general keywords. The next step is to choose some keywords that have high search volumes and varying levels of advertiser competition. Some of your keyword phrases should include the geographic location of your target audience, where applicable. Do not include keywords or phrases that you cannot support with valuable content.

**Brainstorm: Milwaukee bookkeeper, payroll tax service, small business bookkeeping basics, small business tax deductions**

## Keyword Search Volume and Advertiser Competition suggested by Google Ad Words Keyword Tool:

Keywords	Advertiser Competition <sup>?</sup>	Search Volume: March <sup>?</sup>	▼ Avg Search Volume <sup>?</sup>
payroll tax service			
small business tax deductions			
payroll tax services			
small business tax deduction			
tax deductions for small business			
milwaukee bookkeeping			
payroll and tax services		No data	
tax deduction for small business		No data	
tax deductions for small businesses			
internal revenue service payroll tax		No data	
payroll and tax service		No data	
tax deductions for small business owners			
small business bookkeeping basics		No data	
tax deductions for a small business		No data	
milwaukee wisconsin business tax preparation		No data	

Keywords	Advertiser Competition <sup>?</sup>	Search Volume: March <sup>?</sup>	▼ Avg Search Volume <sup>?</sup>
"payroll tax service"			
"payroll tax services"			
"small business tax deductions"			
"small business tax deduction"			
"tax deduction for small business"		No data	
"tax deductions for small business"			
"tax deductions for small businesses"			
"payroll and tax services"		No data	
"tax deductions for small business owners"			
"internal revenue service payroll tax"			
"payroll and tax service"		No data	
"tax deductions for a small business"		No data	
"milwaukee bookkeeping"		No data	
"milwaukee wisconsin business tax preparation"		No data	
"small business bookkeeping basics"		No data	

->Balance High search volume with low competition.

## Keyword Density

Check your current keyword density to determine any necessary content or structure modifications as well as to incorporate any new target keyword phrases. Below are some results from a keyword density analyzer, indicating the keyword density to be too high for some primary keywords, which may have resulted in exclusion from Live Search's search results.

**Home page: 38 keywords (596 characters) with density between 3.0% & 7.0%**

business, tax, management, services, diversified, xxxShort Company Namexxx, management services, tax tips, services diversified, about us, accounting business, and development, bookkeeping accounting, business management, business planning, help diversified, is a, our new, services inc, tax help, xxxcompany namexxx, bookkeeping accounting business, help xxxShort Company Namexxx, management services inc, services xxxShort Company Namexxx, xxxcompany namexxx inc, help xxxcompany namexxx, services xxxcompany namexxx

### Phrase repeats

Total 2 word phrases : 10 - Total Repeats : 36				Total 3 word phrases : 3 - Total Repeats : 13			
phrase	repeats	density	Prominence	phrase	repeats	density	Prominence
<a href="#">xxxShort Company Namexxx</a>	9 I,D,K,H,A	<b>7.73</b> %	<a href="#">65.62</a>	<a href="#">xxxcompany namexxx</a>	9 I,D,K,H,A	<b>11.59</b> %	<a href="#">65.62</a>
<a href="#">management services</a>	9 I,D,K,H,A	<b>7.73</b> %	<a href="#">65.22</a>	<a href="#">bookkeeping accounting business</a>	2 <small>K</small>	<b>2.58</b> %	<a href="#">69.39</a>
<a href="#">tax tips</a>	4 I,K,L	<b>3.43</b> %	<a href="#">66.22</a>	<a href="#">help xxxShort Company Namexxx</a>	2 <small>K</small>	<b>2.58</b> %	<a href="#">84.49</a>
<a href="#">about us</a>	2 <small>L</small>	<b>1.72</b> %	<a href="#">50.20</a>	<b>Total 4 word phrases : 3 - Total Repeats : 6</b>			
<a href="#">accounting business</a>	2 <small>K</small>	<b>1.72</b> %	<a href="#">68.98</a>	phrase	repeats	density	Prominence
<a href="#">bookkeeping accounting</a>	2 <small>K</small>	<b>1.72</b> %	<a href="#">69.39</a>	<a href="#">xxxcompany namexxx inc</a>	2	<b>3.43</b> %	<a href="#">35.10</a>
<a href="#">business management</a>	2 <small>D,K</small>	<b>1.72</b> %	<a href="#">85.71</a>	<a href="#">help xxxcompany namexxx</a>	2 <small>K</small>	<b>3.43</b> %	<a href="#">84.49</a>
<a href="#">business planning</a>	2 <small>L</small>	<b>1.72</b> %	<a href="#">61.22</a>	<a href="#">services xxxcompany namexxx</a>	2	<b>3.43</b> %	<a href="#">62.04</a>
<a href="#">help diversified</a>	2 <small>K</small>	<b>1.72</b> %	<a href="#">84.49</a>				
<a href="#">tax help</a>	2 <small>K</small>	<b>1.72</b> %	<a href="#">74.90</a>				

Below are more results from specific web pages within your site. As you can see from the results, the Density of the keywords varies according to the total page content. Many nonsensical phrases are also in the tables, but they don't necessarily cause any harm. A few things can remedy these results:

- adding more relevant content to increase the total size of the content on the page
- focusing on increasing the keyword phrase count for those phrases that are more important
- reducing the count and/or density of the keyword phrases that are important, to appease the stricter requirements of Live Search

Index.html			Rent.html		
Term	Count	Density	Term	Count	Density
xxxcompany namexxx	10	4.52%	home office deduction	7	1.62%
management services inc	2	0.90%	xxxcompany namexxx	6	1.39%
bookkeeping accounting business	2	0.90%	your home office	4	0.93%
size 85 color	2	0.90%	the home office	4	0.93%
help xxxShort Company Namexxx	2	0.90%	place of business	4	0.93%
services xxxShort Company Namexxx	2	0.90%	the principal place	3	0.69%
payroll tax tips	2	0.90%	tax tips rent	2	0.46%
tax tips QuickBooks	2	0.90%	the total square	2	0.46%
			home office will	2	0.46%
			total square footage	2	0.46%
			a home office	2	0.46%
			administrative or management	2	0.46%
			rent or mortgage	2	0.46%
			Milwaukee WI bookkeeping	2	0.46%
			management services Milwaukee	2	0.46%
			mortgage xxxShort Company Namexxx	2	0.46%
			rent and mortgage	2	0.46%
			services Milwaukee WI	2	0.46%

Taxtips.html			Interest.html		
Term	Count	Density	Term	Count	Density
xxxcompany namexxx	6	2.00%	xxxcompany namexxx	6	4.38%
instructions form instructions	3	1.00%	interest and taxes	5	3.65%
services tax tips	3	1.00%	services Milwaukee WI	2	1.46%
what you keep	2	0.67%	Milwaukee WI bookkeeping	2	1.46%
form instructions form	2	0.67%	tax tips interest	2	1.46%
tax tips section	2	0.67%	management services Milwaukee	2	1.46%
Milwaukee WI bookkeeping	2	0.67%	taxes xxxShort Company Namexxx	2	1.46%
tax tips Milwaukee	2	0.67%			
tips Milwaukee WI	2	0.67%			
management services tax	2	0.67%			
Cars.html			Obooktip.html		
Term	Count	Density	Term	Count	Density
xxxcompany namexxx	6	2.08%	xxxcompany namexxx	6	1.99%
the standard mileage	3	1.04%	drop down menu	3	1.00%
number of miles	2	0.69%	move the cursor	2	0.66%
first year you	2	0.69%	the cursor back	2	0.66%
the first year	2	0.69%	the tab key	2	0.66%
business if you	2	0.69%	QuickBooks help quick	2	0.66%
tax tips car	2	0.69%	the menu bar	2	0.66%
standard mileage allowance	2	0.69%	bar at the	2	0.66%
the actual expense	2	0.69%	want to be	2	0.66%
actual expense method	2	0.69%	how can I	2	0.66%
tips car expenses	2	0.69%	tips from diversified	2	0.66%
expenses xxxShort Company Namexxx	2	0.69%	help quick tips	2	0.66%
management services Milwaukee	2	0.69%	payment is due	2	0.66%
services Milwaukee WI	2	0.69%	management services Milwaukee	2	0.66%
Milwaukee WI bookkeeping	2	0.69%	Milwaukee WI bookkeeping	2	0.66%
			services Milwaukee WI	2	0.66%

## Search Essentials

**Stop Words & Delimiters:** Most search engines exclude "the," "and," or "of," because they don't convey information compared to other words in the search. Search engines also treat underscores and dashes as spaces.

**Alternate words & Misspellings:** Search engines generally include expanded abbreviations, compound or separate, singular and plural keywords in results, so it is not necessary to optimize for both (WI or Wisconsin, quick books or quickbook, and service or services). Some search marketers choose to optimize for common misspellings, but search engines offer suggestions when terms might be misspelled, even when they are not.

**Domains, directories and file naming conventions:** Naming the website, directories and files appropriately not only presents a professional and easy to read hierarchy, but search queries also consider them relevant to the search when the names match the keywords.

**Meta tags:** Ideally, the Title Tag should contain fewer than 100 characters while the Keyword and Description tags should contain fewer than 256 characters each.

## Page elements

<b>11 Words found in Title tag (90 characters ):</b> XxxCompany Namexxx Milwaukee WI Bookkeeping Payroll Tax Tips QuickBooks® help
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<b>31 Words found in Meta Keyword tag (252 characters ):</b> xxxCompany Namexxx bookkeeping accounting business management business development Milwaukee Tax Tips tax help Business expenses small business tax help XxxCompany Namexxx "MBC" payroll services XxxAbbreviated Co. Namexxxs Wisconsin WI
--

<b>35 Words found in Meta Description tag (248 characters ):</b> XxxCompany Namexxx is a bookkeeping and business management and development service of the Greater Milwaukee area specializing in QuickBooks training and services We provide helpful links to quick tax forms and other business resources
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<b>5 Words found in 2 Heading(s) (43 characters ):</b> XxxCompany Namexxx Recent News
---

<b>4 Words found in 2 Alt tag(s):</b> XxxCompany Namexxx Logo
---

<b>47 Words found in 23 Link text(s) (318 characters ):</b> Tax Tips Quick Tips Contact Form Business Planning About Us Services About Us Tax Tips Medical Insurance Travel & Entertainment Rent or Mortgage Interest & Taxes Advertising & Promotion Car Expenses Self Employment Taxes Depreciation Utilities & Telephone home sitemap site feedback privacy Intuit Master Web Creations
--

<b>0 Words found in 0 Bold text :</b>
---------------------------------------

<b>0 Words found in 0 Italic text :</b>
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## Navigation

**Breadcrumb Navigation:** The navigation should always be clear about where in the hierarchy of the site you are.

## Content Analysis

Content that is relevant to the audience, well written, structured, and has consistent format facilitates ease of use and visitor retention, based on usability studies. Furthermore, current and accessible content aids in developing loyalty, in turn, increasing profitability. If your website content is outdated or rarely updated, regular visitors will not visit as frequently.

## Code Analysis & Validation

HTML Validation:

### Congratulations

The document was checked and found to be valid HTML 4.01 Transitional. This means that the resource in question identified itself as "HTML 4.01 Transitional" and that we successfully performed a formal validation

CSS Validation:

### Sorry! We found the following errors (3)

100	body	Property scrollbar-arrow-color doesn't exist : #ffffff
101	body	Property scrollbar-track-color doesn't exist : #66ccff
102	body	Property scrollbar-base-color doesn't exist : #0099ff

Cookies: It might be necessary to describe to the users what a cookie is in the event that they might not know why it is of any concern to them. A cookie is a small text file placed on your computer that can only be retrieved by the server that put the cookie there to identify you as a returning visitor.

## Technical

Technical / Server Analysis

**404-Error Page:** Including a properly structured 404-error page that conforms to the design of the rest of the site, as opposed to redirecting users to the home page, aids in the site's usability by preventing any confusion over being lost. Good 404 pages provide notification of the non-existent page, a link to the site map and a link to the home page, at minimum. 404 pages can also be humorous or entertaining.

**Robots.txt (need one):** Robots.txt files control spiders' access to your site pages while preserving bandwidth. They contain simple instructions to the spiders.

## Links & Linking

PageRank® PageRank is a technology patented by Stanford University (where Google was born). It is a ballot system in which each link to your website counts as a vote. The more votes you have, the higher your page rank is. The higher your page rank is, the higher your site will appear above others with lower page ranks for the same keywords.

PageRank 2/10 (yourwebsite.com)

17,303,869 Alexa Rank

No Listed in DMOZ

0 Back links from Google

0 Back links from Yahoo

0 Back links from MSN

4 Results from AltaVista

4 Results from All the Web

**Anchor Text:** The Anchor text of a link is the text portion that the user clicks on. Anchor text that contains relevant keywords to the main subject of the page it resides on and the page that it links to increases your page rank. A prime example of Page Rank is searching Google for "click here". It's even more fun to use the 'I feel Lucky' button (this returns the first result of the search).

**Reciprocal Links:** Reciprocal links are mutual links between two websites that promote similar or shared traffic. It is good linking practice to develop relationships with complimentary sites. You can contact other quality sites via email, snail mail and telephone to request a link to your site, once you have placed a link to their site on your resource or links page.

# Search Engine Spider Simulation & Ranking

*Current Ranking: Milwaukee bookkeeping @ Google #1*

**Milwaukee Bookkeeper @ Google #30**

**Payroll tax service @ Google not in top 100 (add Milwaukee, #7)**

**Small business bookkeeping basics @ Google not in top 100**

**Small business tax deductions @ Google not in top 100 (add Milwaukee, #23)**

## Indexed Pages

*Google: Index.html & taxtips.doc\**

*\*This may seem like very few pages for your primary domain name, however, Google has indexed 25 pages of your alias domain.*

## Website Traffic Report for April

*Unique visitors: 132*

Visits duration		
Number of visits: 199 - Average: 197 s	Number of visits	Percent
0s-30s	156	78.3 %
30s-2mn	12	6 %
2mn-5mn	8	4 %
5mn-15mn	3	1.5 %
15mn-30mn	3	1.5 %
30mn-1h	6	3 %
1h+	3	1.5 %
Unknown	8	4 %

## Pages-URL (Top 10)

28 different pages-url	Viewed	Entry	Exit
/	190	124	66
/company.html	61	5	8
/qbooktip.html	52	9	11
/services.html	51	3	6
/taxtips.html	50	2	4
/cars.html	47	16	10
/request.html	47	8	5
/sitemap.html	46	5	5

## **Competition & Recommendations**

One of your competitors, DWT Tax & Accounting, while they provide more services as Certified Public Accountants, has 136 target 3-word keyword phrases, 119 4-word keyword phrases, and as many as 77 repeats for one keyword (Milwaukee). They have 782 keyword phrases, where you have 38 - so much content on your competitor's site results in lower keyword density. They are targeting a broader range of potential visitors, while your site conveys a narrow, more specific focus. If you view the bottom of their content area (content area usually ends at the copyright notice) and read the fine print there, and continue to scroll, you will see that content repeated and inflated. While it appears as content designed for the search engine spiders and not for the users, it is confusing. It also appears that Live Search has penalized them because their site is not included in the first 50 results for their apparent target keyword phrase "certified public accounting firm Milwaukee". As with your results at Live Search, neither are they included in the first 30 results for their business name. Doing a search engine ranking report on one of their keyword phrases at the bottom of the page reveals that they are in the first 100 results for that keyword phrase at Yahoo. In fact, they rank #1. Listing keywords at the bottom of your pages does not convey a professional image. The website should naturally attract your target audience through relevant and engaging content.

Consider adding a robots.txt (text) file to instruct the spiders and preserve bandwidth. Live Search suggests following all technical implementation standards to ensure indexing of your site. Adjust keyword density to a maximum of 6% by reducing the number of repeats and adding more content, with a minimum goal of 150 words per page. The site's primary page elements meet general recommendations, but some important key words and phrases should also be in bold or italics to provide emphasis. Adding more content may establish the need to restructure the site using additional directories and breadcrumb navigation. Consider adding a 404 page using the guidelines contained herein. Begin a linking campaign with your vendors, clients or other complementary and local businesses to improve your PR score (PageRank).

## **Google Analytics Conversion Goals**

Implement a conversion strategy to track active visitors, for example, decide on a goal you would like users to accomplish and what 2 or 3 precise steps should they take before they get to the target page. The next quarterly report will include the results of the conversion goals that Milwaukee Bookkeeping Service decided on. The primary action a user can take at the website is to submit a request for more information by filling out the contact form. We established three conversion goals to get to the contact form through the Services page, the QuickBooks tips page and the About Us page.