

## FREE WEBSITE ANALYSIS FOR



### Objective

The purpose of this document is to summarize the positive and negative points of the <http://www.homemortgage.com> website that are affecting the rankings on major search engines like Google, Yahoo, and Bing.

### Executive Summary and Analysis

An analysis was carried out by our SEO experts to analyze the current optimization level of <http://www.homemortgage.com> and to see how the site ranks on Google and the major search engines. *See Page 2 for the results.*

Further competitive analysis as well as a detailed report on the current site will be furnished once the project is initiated.

### The positive and negative points are provided below:



After doing numerous tests with the help of automated software as well as human review, **several positive** factors are found:

- ✓ Your domain is 11 years old
- ✓ have good content on each page of website and lots of pages
- ✓ Your pages are built well from an SEO perspective
- ✓ Site is search spider friendly to find all content
- ✓ You have fresh news content added to the site regularly



Several important things have been found that are restricting <http://www.homemortgage.com> from obtaining top rankings for the desired keywords:

- ✗ No rankings for State specific searches
- ✗ Not enough quality links pointing to your site from other related websites
- ✗ No integrated Social Media strategy and inbound link sharing (Facebook, Twitter, YouTube)
- ✗ No use of video on site or YouTube
- ✗ Local Search visibility is low
- ✗ Keyword density is a bit low on most pages
- ✗ All of the News article pages have Title tags that don't match the URL or anchor link pointing to that page

## 1- Your Website Ranking for Top Keywords

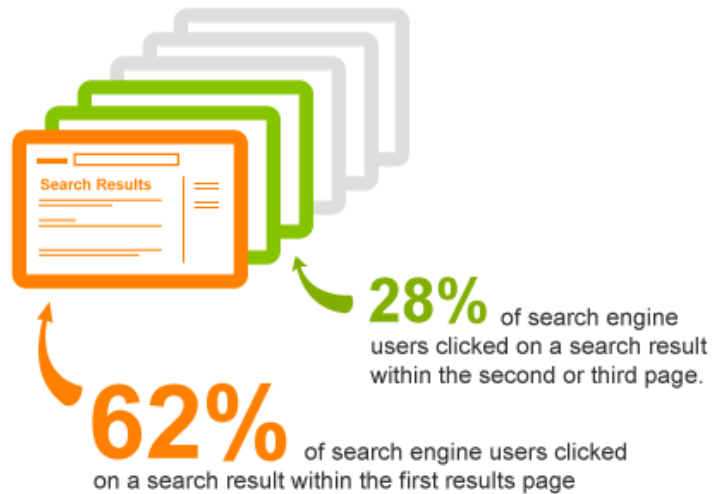
These keywords have been taken off your website to check how they rank on the search engines.

Keyword	Google	Yahoo	Bing
home mortgage	7	2	1
mortgage Rate Quotes	6	14	11
Mortgage Refinance Rates	36	21	132
mortgage refinance	34	-	153
compare mortgage refinance rates	17	7	9
best mortgage rates	-	-	-
best home mortgage rates	13	47	8
compare best home mortgage rates	14	13	11
home mortgage calculators	24	130	15
equity home mortgage	4	2	2
compare home equity rates	17	3	8
california home equity loan	-	-	-
california home equity loan rates	-	-	-
california mortgage	-	-	-
california mortgage loan	-	-	-
california mortgage rates	-	-	123
california mortgage lenders	-	-	-
florida home equity loan	-	-	21
florida home equity loan rates	76	-	-
florida mortgage	-	-	-
florida mortgage loan	-	-	-
florida mortgage rates	-	-	-
florida mortgage lenders	-	-	-

**\*\* "-" means not found in top 200 results**

How Important is Being on the 1<sup>st</sup> Page of Results? See Below!

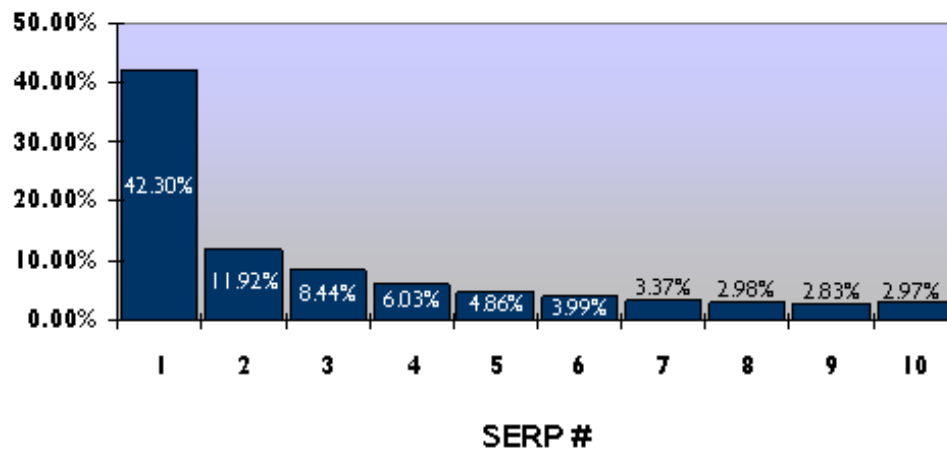
## Search Engine Click-Thru Behavior



Source: 2006 iProspect Search Engine User Behavior Study  
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## How Important is Being on the 1<sup>st</sup> Page of Results?

### % Share of Clickthroughs (Top 10 SERPs)



- ✓ Basically, if you're ranked #1, you get 42% of the clicks.
- ✓ #1 gets 4 times more clicks than #2 !!

**On-Page Variables** - These are the technical factors that affect your ratings.

Item	Great	Good	Average	Fair	Poor	Description
Page Content		√				Your pages do have good content on them that match the primary keywords, But your density is low (<2%). This is especially true for each state. That is why you're not ranking well for the state specific pages.
Website Structure	√					Good website structure with no canonical issues. Also have robots and sitemap files.
Depth of site		√				All pages are at most 2 Directory levels down from root.
Depth of Google Index	√					Google has indexed 1470 pages of your site.
Frequency of Updates		√				Content is updated in news section and pulled to home page of site. This is good.
Website Age	√					Domain is 11 Years old
URL Keywords	√					URLs are friendly, and have full keyword phrases in URL.
Keywords in Headers		√				Most pages are using <h1> tags except for home page. Inner pages have both H1 and H2 tags.
Internal keyword links			√			There are a few deep links within the content but more can be done.
Page Titles			√			All main pages are good. But news pages are not. They don't match the title of the article or URL
Meta Description		√				Good descriptions. Could be a little more keyword dense.
ALT Image Tags		√				Most have them. Could use more keywords though.
Text Footer Links				√		Should have more text footer links to link to top priority inner pages.

**Off-Page Variables** - These are the items that help bring traffic to your website and increase your PageRank value.

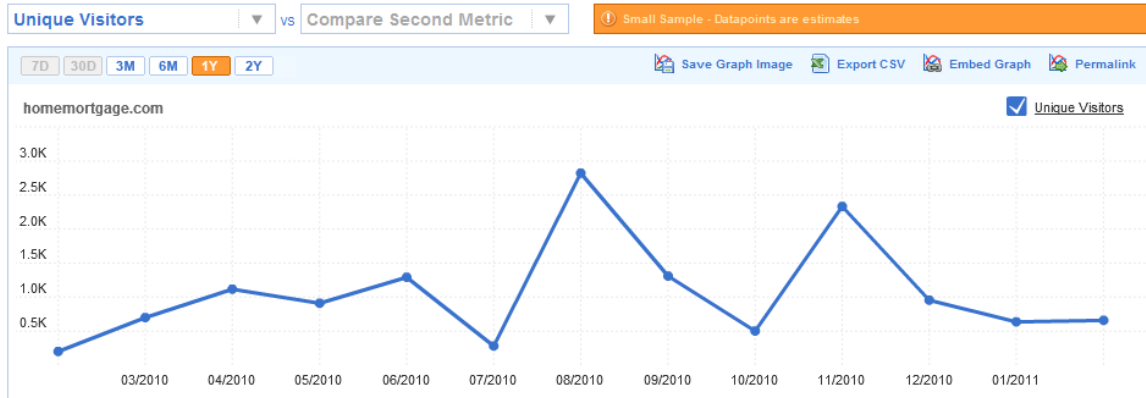
Item	Great	Good	Average	Fair	Poor	Description
Inbound Links			√			Yahoo Site Explorer showing only 850 unique links This is very low for an 11 year old website. This is prohibiting the ranking of the inner pages for the states.
PageRank			√			<b>Home Page has a 4/10 Pagerank</b> which is average for a website that is 11 years old. This is due to the lack of volume of quality inbound links to your website ☹
Referring Websites			?			Can be seen only through analytics.
Quality of Links		√				Quality of links is good. Some good real estate and mortgage blogs and directories are linking to your site. Could use more .org or .edu links from industry associations and press release and articles.  <b>But the anchor text does not target your state specific keywords. Only the general mortgage keywords.</b>
Blog					√	Blog is good to keep content fresh for spiders and keep users active on site. You don't have one now.
News		√				News page is updated regularly. Bringing them to the home page is good, <b>but the title tags of the news pages does not match the anchor text or URL.</b>
Videos					√	Video is a huge opportunity being missed. You should have client testimonials and educational topics as youtube videos. Google may use youtube videos on general search results page. <b>This is the future of search results pages!</b>
Facebook/Twitter					√	A Facebook Fan page has been established but is not being actively used or integrated into the website.

## Local Search Visibility

Your website is not listed in the local directories for each state. You must have a physical presence in each state.

## Website Traffic in the Past 12 Months

According to public data, your website traffic has been decreasing rapidly since March 2010.



## Backlink History

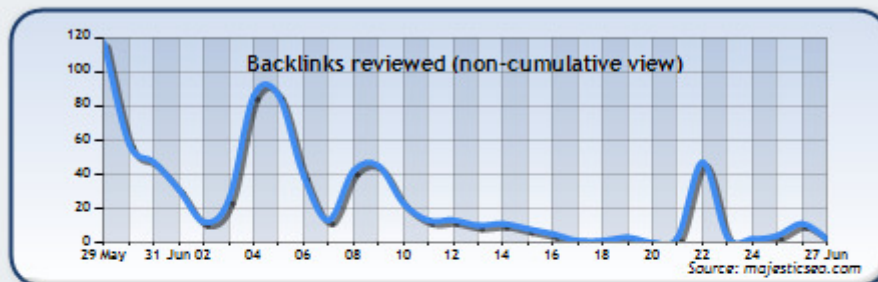


Chart shows the **External Backlinks** reviewed over the last 30 days.

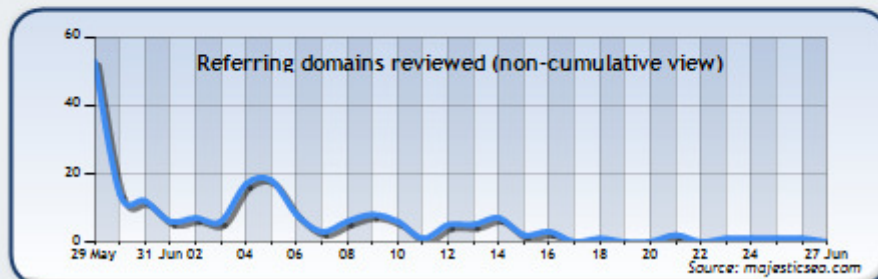


Chart shows the **Referring Domains** reviewed over the last 30 days.