

Report on Analysis of www.xyz.com

General Site Comments:

Bob has 204 pages on this site. He has 470 keywords in his MKL.

It is organized and fairly easy to navigate top to bottom. But his Tier 3 and 4 pages are a dead-end. There is no easy way to go back to the parent page. This is also lacking in the Analyze It report for every page, as well. This site goes down to 4 levels, so it's easy to get lost. This may account for the page count decrease. (See Traffic).

Graphics would make the site more interesting and give it better stick-to-itiveness.

There are Adsense Ads on every page. I wonder what his revenue stream is from those ads. This may also explain the decrease in page count.

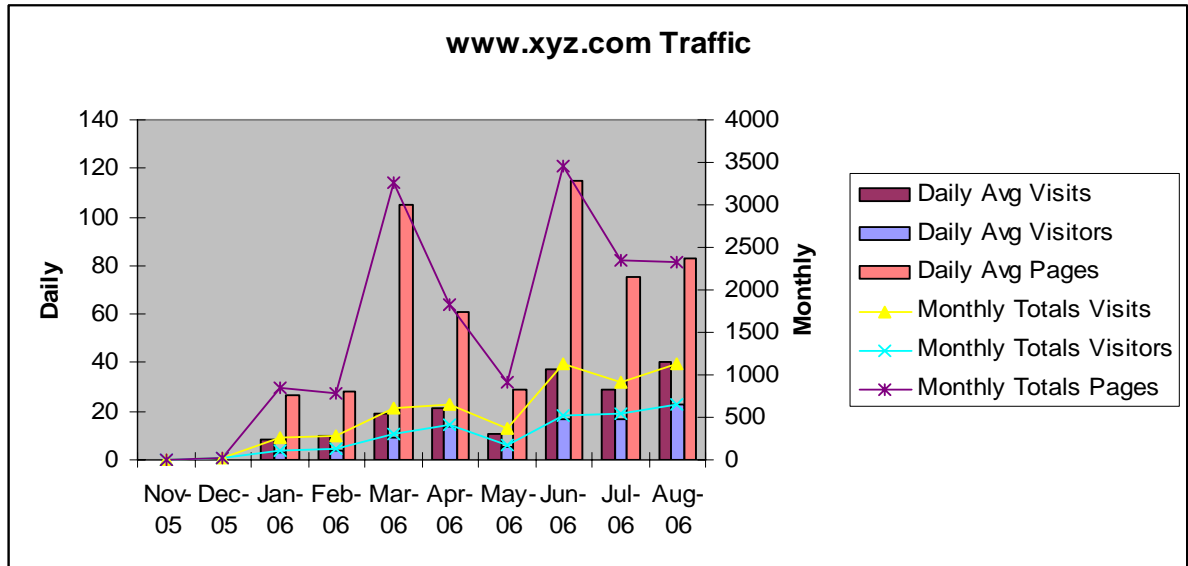
The last text navigation entry on the home page is the Google Authentication page.

- ***I recommend that he add Text Links to all tier 2, 3 &4 pages going to the parent page. He also needs to use his keywords in the text, for example:
[Go to Parent Page Title from Current Page Title.](#)***
- ***I recommend the he remove the Google Authentication page from his home page text navigation.***
- ***I recommend that he add graphics/clipart at least to his home page and Tier 2 pages.***

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Traffic:

Traffic is growing. The only concern is that as the visits/visitor count goes up the pages count is going down.



Summary by Month						
Month	Daily Avg			Monthly Totals		
	Visits	Visitors	Pages	Visits	Visitors	Pages
Aug 2006	40	23	83	1129	650	2327
Jul 2006	29	17	75	923	545	2346
Jun 2006	37	17	115	1131	511	3457
May 2006	11	5	29	359	174	904
Apr 2006	21	14	61	657	420	1835
Mar 2006	19	9	105	611	308	3260
Feb 2006	10	4	28	288	121	792
Jan 2006	8	3	27	256	99	843
Dec 2005	0	0	0	18	11	21
Nov 2005	0	0	0	5	4	5

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Search Engines:

It appears that Google SiteMaps have been executed for this site. I found the Google authentication page. Not sure about Yahoo.

There are a lot of pages that have not been indexed:

- 9 out of 204 indexed for Google
- 64 out of 204 indexed for Yahoo!
- 98 out of 204 indexed for MSM

"**Analyze It**" points out that his keywords are not separated by commas. He is using very long keywords phrases (2-8 words). This may be confusing the search engines.

I can't determine whether or not he has submitted to directories for listings.

- ***I recommend that he terminates all keyword phrase entrees with a comma.***
- ***I recommend that he submits to DMOS and other niche directories, if he hasn't done so.***

Links:

Google reports 27 inbound links. All of these inks are from free article sites where Bob has submitted articles. Once these articles are picked up that should be a good source of inbound links.

He has not signed up for Value Exchange.

Bob has signed up for the 5 Pillars Club, but has not implemented the SBI footer, yet.

- ***I recommend that he sign up for Value Exchange.***
- ***I Recommend that he post a links page(s) called "Our Resources".***
- ***I recommend that he link out to expert references like .gov sites as Subject Matter Expert references.***

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Content:

I don't think Bob needs to add more content until he analyses "**Monetize It**" for holes in content. But if he does, one potential area is more casual courses for retired people. These pages should be aimed at the Baby Boomer wave.

Affiliates:

Every Tier 3 or 4 page on this site has mention of a company or institute that offers products of that page's subject matter. All of these are potential Affiliate links that could monetize this site.

- *I recommend that that Bob explore all of these sources for Affiliate possibilities. He may even want to change his non affiliate references to ones that offer Affiliate programs.*
- *I recommend that Bob put the 5 pillars footer on his site.*

Monetize It:

Bob needs to go through the whole Monetize It process starting with getting data into Monetize It. Once that is done, he needs to look at "Content Building" and "Ad-Selling" to maximize his revenue building potential.

- *I recommend that that Bob reads "Day 10 Monetize & Monetize It"*
- *I recommend that Bob immediately start executing "Monetize It" with "Getting Data into Monetize It" to tighten up his MKL.*
<http://help.sitesell.com/help-and-strategies/monetize-it/getting-data-into-mi.html>

Other:

- *Bob may want to start capturing visitors' email addresses by offering a free white paper for sign up to an e-zine. His articles would make a good start for is e-zine and/or the white paper.*
- *Bob needs to analyze his traffic statistics to determine why his viewed page count is not increasing.*
- *Bob should implement "Track It" as he signs up affiliates to understand which ones are working.*
- *See attached Site Layout to improve organization and navigation.*

SBI Web Site Layout

