



**Pre SEO Site Analysis Report for  
petrolinkusa.com by Your SEO Consultant  
25 Jan 10**

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# On Site Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>Pages Indexed by Google</b>	The higher the number of pages indexed by Google, better the ranking in Search Engines.	<b>15</b>	NOT GOOD	Please add more quality pages on a regular basis and SE submission for index
<b>Domain Time Expiration</b>	The older the domain, the better will be the ranking in SE's.	<b>2 years 7 months</b>	GOOD	Please extend your site registration for maximum possible years which would enhance the reliability of your site for its visitors.
<b>Reverse IP</b>	Search Engines like clean and static IPs.	<b>Dedicated IP found</b>	VERY GOOD	Great work!
<b>Canonicalization</b>	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	<b>Found</b>	NOT GOOD	Pick the url that you want and use that url consistently across your entire site.
<b>Search Engine Visibility</b>	Your website's presence in major Search Engines makes it available to their network, hence boosts traffic.	<b>Found in all major search engines</b>	GOOD	Please develop your site seo friendly and do seo for more SE visibility.



# On Page Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>Page Rank (PR)</b>	Higher the PR, more the trust of visitors.	<b>2</b>	NOT GOOD	Need more in-bound links to make the site an attractive link prospect. Link Building will help.
<b>Cache</b>	It supports deep crawling of your site.	<b>Cached on 21 jan 2010</b>	VERY GOOD	Update your site regularly by adding static pages on it.
<b>Title Relevancy</b>	Brief and relevant title is highly considered by Search Engines and visitors alike.	<b>40%</b>	NOT GOOD	The title you have incorporated needs to be more descriptive regarding your products, services and with some targeted keywords.
<b>Description Relevancy</b>	Brief and relevant description is highly considered by Search Engines and visitors alike.	<b>40%</b>	NOT GOOD	Your description needs to be more descriptive with some targeted keywords and the services that you provide.
<b>Keyword</b>	Need to target one or two keywords per page. So page needs rearrangement of keywords.	<b>Found</b>	GOOD	It is better to use different text than the title and some targeted keywords as headings.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>Headings</b>	Brief and relevant headings are highly considered by Search Engines.	<b>Not found</b>	NOT GOOD	It is better to use different text than the title and some targeted keywords as headings.
<b>Image Alt-tag</b>	Alt tags help Search Engines track the theme of the images on your pages.	<b>5 images missing Alt-Tags</b>	NOT GOOD	Try to use alt-tags against all Images and Links.
<b>Quality of Page Content</b>	Google likes semantic and thematically relevant web content and ranks it high.	<b>High</b>	OK	Enrich your content with natural language along with proper density of keywords.
<b>Broken Links</b>	Visitors don't like websites containing broken links.	<b>Not found</b>	GOOD	Great work!
<b>Availability of Search Facility</b>	Visitors can easily find the information that they are looking for.	<b>Not found</b>	NOT GOOD	Implement some user friendly attributes on your site.

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<b>Live Support</b>	Visitors can instantly put forth their queries and get their answers	<b>Not found</b>	NOT GOOD	Install a live support software in your site.
<b>Relevant Stock-photos</b>	Theme related photos attract visitors and provide a professional look to your site.	<b>Found</b>	VERY GOOD	Add some more relevant and theme based photos to make your site more professional.
<b>CMS/ Navigation Structure</b>	Properly designed CMS makes a site user friendly and crawler friendly.	<b>Found</b>	VERY GOOD	Great work!
<b>HTML Validation</b>	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	<b>23 errors,13 warning</b>	NOT GOOD	Try to fix all these errors to maintain the quality of the web site.

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<b>Browser Compatibility</b>	Different browsers are used by different visitors.	<ol style="list-style-type: none"> <li>1. IE 6.0</li> <li>2. Mozilla</li> </ol>	VERY GOOD	The webpage should be compatible in major browsers.
<b>Keyword Popularity</b>	Increases potential traffic if site gets listed among top 10 positions for major keywords in Search Engines.	<b>Most of keywords not found position in Google search engine.</b>	NOT GOOD	Please optimize your site for all keywords to increase your ranking in major Search Engines. Link building can help
<b>Black hat Technique</b>	Search Engines may penalize your site if you adopt any kind of black hat techniques.	<b>Not found</b>	VERY GOOD	Great work!
<b>XML Site Map</b>	Provides the search engines an interface for site architecture.	<b>Not found</b>	NOT GOOD	Please create a xml site map in your site.

<b>FACTORS</b>	<b>IMPORTANCE (Why?)</b>	<b>VALUE (If any)</b>	<b>HOW DOES YOUR SITE SCORE</b>	<b>ACTION (if any)</b>
<b>Robots.txt</b>	Add robot file to the site to avoid unwanted search engine crawls.	<b>Not found</b>	NOT GOOD	Please add robot file to the site to avoid unwanted search engine crawls.
<b>Breadcrumb</b>	Purposes to give users a way to keep track of their location within the site.	<b>Not found</b>	OK	Design the breadcrumb to increase the site usability and increase the user comfort level.
<b>Page size and load time</b>	Less page download time makes the user comfortable with the site.	<b>13K 2 seconds</b>	NOT GOOD	Try to optimize the code for minimizing the page load time.
<b>Duplicate content</b>	The search engine don't like duplicate content.	<b>Copyscape not passing</b>	NOT GOOD	Always make the page content unique to stay away from the search engine penalty.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>Customized 404 error</b>	A specifically designed webpage displayed if your original page has been moved. Retains the user.	<b>Not found</b>	NOT GOOD	Prepare a customize 404 error page.
<b>Alexa ranking</b>	Alexa tracks a site based on the traffic it gets from all sources.	<b>22,097,713</b>	NOT GOOD	Try to minimize the ranking by doing professional SEO and increasing the traffic to your domain.
<b>Bounce rate</b>	The percentage of initial visitors to a site who bounce away.	<b>Not checked</b>	OK	Improve the site to minimize the bounce rate and increase the customer retention.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>SEO Score</b>	Determine how the search bots access your page.	<b>Not found</b>	NOT GOOD	Increase the SEO Score to get good ranking in major search engines.
<b>Search engine saturation</b>	Determines the authority level that search engines are providing to your site.	<b>Not found</b>	NOT GOOD	Add more number of pages to increase the search engine saturation.



# Off Page Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>Back Links</b>	Greater number of quality back links boost your site's ranking.	<b>Google – 0</b>	NOT GOOD	Need to improve link popularity in Google, Yahoo and MSN. Link building will help.
<b>Ensuring quality of back links</b>	Major search engine accord high value to links rich in content.	<b>Not found</b>	NOT GOOD	Go for articles, blogs and forum links.
<b>Dmoz listing</b>	DMOZ is by far the most authoritative site.	<b>Not found</b>	NOT GOOD	DMOZ, The Open Directory Project, get a listing with dmoz directory.
<b>Yahoo directory listing</b>	Yahoo listing brings traffic, page rank and authority to the domain.	<b>Not found</b>	NOT GOOD	Get a listing with Yahoo directory.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
<b>About us listing</b>	Provides good authority and builds traffic to your domain.	<b>Not checked</b>	OK	Instigate Wikipedia promotion.
<b>Top social bookmark listing</b>	Good for getting direct traffic.	<b>Not found</b>	NOT GOOD	Start the social book-marking promotion.
<b>Crawlable Links</b>	More number of crawlable links is good for domain.	<b>Not found</b>	NOT GOOD	Get more number of crawlable links for your domain.



**Where to go from Here?**



## How I can help with Natural Search Engine Rankings

There are 3 stages to the process:

1. Agree the list of keywords
2. Make some changes to the existing website
3. Start an inbound link building campaign



## **Start an inbound linkbuilding campaign**

**I contact thousands of suitable sites and arrange for them to send suitable links into your site. I use a variety of methods including linkbuilding, blogs, and other cutting edge techniques.**



**I hope you have appreciated this report.**

For more information about this report and to  
discuss further, please contact me

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