

SEO Review

tbm-ltd.co.uk

SEO (Search Engine Optimisation) describes the techniques used to improve the volume and quality of traffic being driven to a website from the search engines, via the natural or organic (unpaid) search results.

The degree of work required for any given SEO campaign can vary greatly, as every project is influenced by many variables. These include the competitiveness of an industry, the design, structure and technical aspects of your e-commerce platform and the current status of on-page and off-page factors.

On page and off page factors are crucial to your SEO strategy. On-page factors ensure a search engine can access, read and interpret a site whilst off-page factors mostly involve the building of backlinks to your website - something constantly rewarded by the search engines.

We have now assessed the variables influencing your natural rankings and, using a traffic-light system, identified what you are already doing well and **what we believe we can do to improve the volume and quality of traffic being driven to your website from the natural search results.**

- Resource needs further attention.
- Resource is functional but needs further attention.
- Resource needs no further attention

Optimisation Analysis

Keyword Targeting

Based on the natural position of your current keywords our research would suggest you are missing out on a significant level of traffic (customers) to your website.

Taking into account the potential search volume for each category, we initially recommend targeting the following keywords and categories.

Keyword	URL to Target	Current Position google.co.uk	Potential volume Page 1*
Rent Collection	http://tbm-ltd.co.uk/	Beyond Position 1000	
Service Charge Budgeting	http://tbm-ltd.co.uk/	Beyond Position 1000	
Tenant Lease Compliance	http://tbm-ltd.co.uk/	Beyond Position 1000	
Property Management Services	http://tbm-ltd.co.uk/	Beyond Position 1000	
Commercial Property Management	http://tbm-ltd.co.uk/	Beyond Position 1000	
Asset Management	http://tbm-ltd.co.uk/	Beyond Position 1000	
Insurance administration	http://tbm-ltd.co.uk/	Beyond Position 1000	
Financial Reporting	http://tbm-ltd.co.uk/	Beyond Position 1000	

- Search volume based upon data supplied by Google Traffic Estimator. The blue bar shows a general low to high quantity guideline. The range for search volume in this case is 1 to 5, with five bars indicating higher traffic volumes

Off-page SEO Factors Influencing Your Ranking

■ Link Popularity

Your link popularity is significantly less than your competitors. We recommend undertaking a link building campaign that targets your homepage and the most popular categories on your website that are outlined in your keyword strategy.

Backlinks are incoming links to a web page. Search engines use the quality and quantity of backlinks that a website has as one of the primary factors for determining a website's search engine ranking.

The search engines place a great amount of weighting on this factor when assessing a sites' authority. Without the adequate presence of in-bound links search engines will fail to rank a site appropriately.

■ Anchor Text of Back-Links (Text in Links)

tbm-ltd.co.uk has only one backlink, it incorporates text in the anchor text. We recommend undertaking a strategic link building campaign that is tied to your website's structure. By establishing which pages, or levels, of your website you intend to optimise for particular keyword groups, it is possible to attract focused traffic to the most appropriate landing pages.

Anchor text is the visible text of a [link](#).

The anchor text of inbound links is one of the most important factors for SEO. Search engines give significant weighting to this factor when ranking pages because the anchor text of a link is almost always used to indicate the subject matter of the page that it links to.

On-Page SEO Factors Influencing Your Ranking

■ <TITLE> Tag

Your title tag is identical on every page of your website. We recommend giving every page a unique title tag that targets appropriate keywords, relevant to the page and category they are attached to. We would also recommend incorporating target key phrases to the left of the title tag as greater weighting is given to keywords positioned here. We would also recommend improvements to the title tag on your homepage. This title tag should incorporate generic keywords that describe the products that you sell, such as

The title tag is the HTML code snippet that creates the words that appear in the top bar of a web browser. All search engines use title tags to gather information about a web site. Significant algorithmic weight is given to the title tag, compared to other HTML elements, and therefore the keywords that appear within the title tag can play an important factor in which search queries a website can rank highly for.

■ Headings <H1> - <H6>

Your website utilises some heading tags and effectively incorporates targeted keywords within them. We do not recommend undertaking any further optimisation work on this element

The primary purpose of the heading element is to define a document's organizational structure. It is important for target keywords to be present in the very first heading tag on a page regardless of its type (H1 to H6). If the keyword is also used as a first word, it can effectively raise its prominence.

■ Anchor Text (a href)

The pages on your website effectively utilise keyword-rich anchor text (text in links). We do not recommend undertaking any further optimisation work on this element.

Anchor text is weighted highly in search engine algorithms, because they can heavily rely on the fact that anchor text is relevant to, and descriptive of, the landing page. The objective of search engines is to provide highly relevant search results; this is where anchor text helps, because search engines can use this element to examine the topic of the linked-to document. The more information a search engine has about a document the better that document will rank for associated search queries.

■ URLs

Your website utilises SEO friendly URLs. We do not recommend undertaking any further optimisation work on this element.

With clean SEO friendly URLs, the search engines can distinguish a website's file and folder names. They can gather information about the context of a page via the keywords in the URL, and it's often the case that static URLs are indexed faster than dynamic ones.

SEO friendly URLs are also easier for the end-user to view and understand what a page is about. If a user sees a URL in a search engine query that matches the title and description, they are more likely to click on that URL than one that doesn't make sense to them.

■ META Description

Your website does not use the META Description tag. We recommend giving every page on your website a unique META description tag that incorporates targeted keywords, relevant to each page. META description tags should also combine a powerful call-to-action to encourage click-through's from the SERPs.

The META Description tag is used to insert information into the <HEAD> section of a web page. Several engines use the META Description tag to display the text below the clickable blue title in the SERPs; therefore it can influence the number of users clicking through from the search engines.

■ META NOODP Tag

At the moment Google is using the descriptions from the [Open Directory Project](#) as the title and snippet for a web result. We would recommend adding the following tag to your website: <meta name="robots" content="noodp">.

This allows you to stop the search engines from displaying this information in their web results. Instead the search engines will begin using your title tag and META description in their web results, which can be carefully crafted to encourage click-through's from the results page.

■ Internal Linking & Your Domain Prefix

We cannot identify any issues with your internal linking structure. We do not recommend undertaking any further optimisation work on this element.

General Page Properties

■ Robots.txt

Your website uses a Robots.txt file, which is effectively stopping the search engines from indexing confidential pages on your website whilst allowing the search engines to index important pages of your website.

A robots.txt is a permissions file that can be used to control which web pages of a website a search engine indexes.

■ Page Rank

The page rank of your website is 2. We recommend undertaking an on-page and off-page SEO campaign with an aim of improving the relative importance and strength of your website.

PageRank is used by Google to measure the relevance of a web page to the keywords entered by a user. Page rank analyses both the quantity and quality of backlinks to generate a relative measurement where 0 = low-relevance and 10 = high-relevance.

■ No. Pages Indexed

The number of pages you have indexed in Google is 11. We don't believe the search engines are having any problems indexing the pages on your website.

■ Duplicate Sites

Your website is not duplicated on a separate domain.

Duplicate content refers to blocks of content within or across domains which either completely match other content or are appreciably similar. If the search engines realize an instance of duplicate content, the search engines are likely to rank only the website with the most authority. Essentially, duplicated sites result in suppressed rankings because a website's authority is spread across two separate domains.

■ Page Speed

Your website's index page loaded in 0.71 seconds. Before a user abandons a site, research shows the average 'attention threshold' to be 5 seconds. Therefore we do not recommend undertaking any further optimisation work on this element.

The speed of a website has a direct impact on the number of website visitors that convert. Since search engines aim to return the most favourable results to users, page speed is likely to be a factor in determining a website's natural position. Website optimisation (WSO) is the process of optimising websites for maximum speed using various techniques including the optimisation of CSS file size, HTML code size, image size and so on.

Domain Age

Your domain was registered on August 2008. This element cannot be changed, however it is helpful for us to know this when measuring the SEO potential of your website against the strength of your competitors.

The age of a domain is considered an important factor when search engines spider and rank pages. When assessing a website, the search engines use this factor as a measure of trust.

Summary and Quotation

Having completed our review of your website we are very confident that we can increase your search engine positions for the keywords listed below. Our objective would be to achieve a top 10 position in google.co.uk for each of these key words/phrases:

Property Management Services
Commercial Property Management
Asset Management
Rent Collection
Service Charge Budgeting
Insurance administration
Financial Reporting
Tenant Lease Compliance

We will achieve this by the implementation of SEO techniques involving both on-page and off page factors as outlined in the report. We will work closely with you in an attempt to ensure your website is SEO friendly, fully indexed and well ranked for the selected key terms.

In particular we will address the following areas:

Increase Inbound Links to your Website. We will begin a link building programme to increase the number of inbound links to your website. We will achieve this by writing relevant articles and distributing them across the Internet with a view to achieving exposure and links back to your website.

Web Site Structure. We will ensure that the structure of the website allows the search engine spiders to fully access all pages.

Relevance. We will ensure that the pages allow the search engine indexing algorithms to classify your website as relevant for the targeted keywords

You will be allocated a dedicated Account Manager who will keep you fully informed of our progress and be available to answer any questions you might have. You will have full control of the process and we will not make any changes to your website without your prior agreement.

Regular reports will show you visitors to your website (subject to suitable tracking being installed) and Search Engine positions for your chosen keywords so you can monitor the effectiveness of our efforts.

Quotation

The cost of our ongoing SEO services to achieve the above is £750.00 per month + VAT.

We appreciate that this represents a major commitment on your part and with this in mind we would like to offer you a trial of our services for a reduced fee of £500.00 + VAT per month for three months. This will give you the opportunity to fully evaluate our efforts. Following this trial period there is no commitment for you to continue.

Payment monthly in advance by Credit Card or Direct Debit. Following the trial period if you continue with our service cancellation is subject to a three month notice period.
This quotation is valid for 14 days. All prices exclude VAT.