Search Engine Strategies

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Day 1 – We Covered

- How Search Results are Displayed
- Understanding your Keyword Market
- Content, content, content

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Day 2 – We Covered

- Writing Proper Titles and Meta Tags
- Free SEM Tools and Resources
- Why Social Media?

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Day 3 – Tonight's Agenda

- Ways to ensure your SEM efforts suck
- Pay-for-Placement
- Site Clinic
- Questions and Answers

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Tell your friends

- Feb 21st – Mar 6th
  - Search Engine Strategies
  - Tuesdays from 6:30pm – 9pm
  - Max class size is 20

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Lessons in Failure

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Lessons in Failure - Invisible Text

All search engine crawlers have been trained to look for this obvious technique. The search engines will likely penalize or remove your pages from their index for trying to sneak this by them. You're kidding yourself if you think no one is going to notice.

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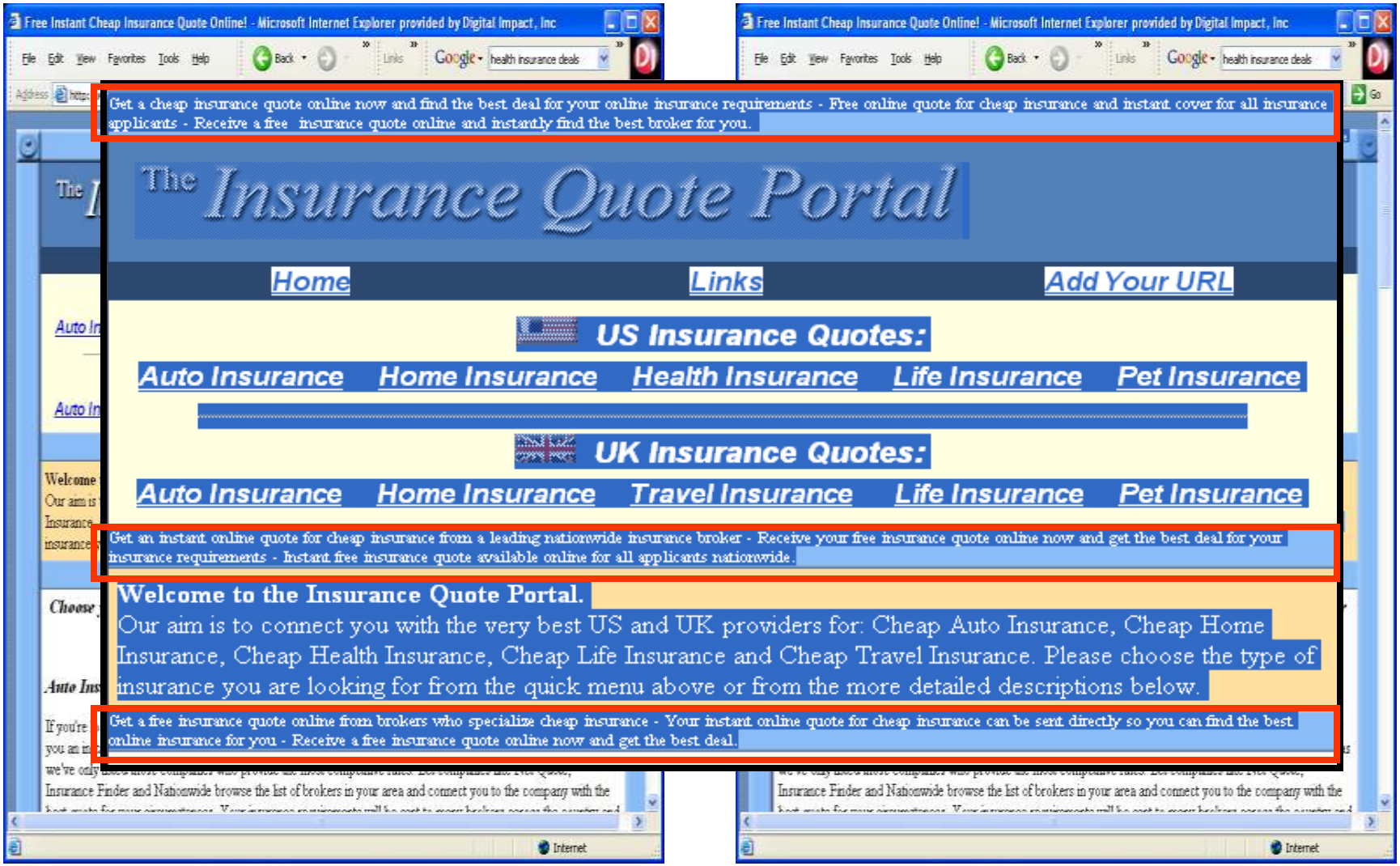
Example of Hidden Text



Home

DOGS • CATS • BIRDS FISH

Petchex

Pet & Home Sitting Service

Home | About Us | Services & Benefits | Rates | Policies | Gallery | Links | Contact

|home| |about us| |services & benefits| |rates| |policies| |gallery| |links| |contact|

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bend oregon pet sitter sitters, central oregon pet care service, central oregon dog walking service bend oregon pet sitter sitters, central oregon pet care service, central oregon dog walking service bend oregon pet sitter sitters, central oregon pet care service, central oregon dog walking service bend oregon pet sitter sitters, central oregon pet care service, central oregon dog walking service

Lessons in Failure - Frames

- Many times Search Engines have a difficult time reading the content inside of frame sets

- If you must use frames, utilize the No Frames tag

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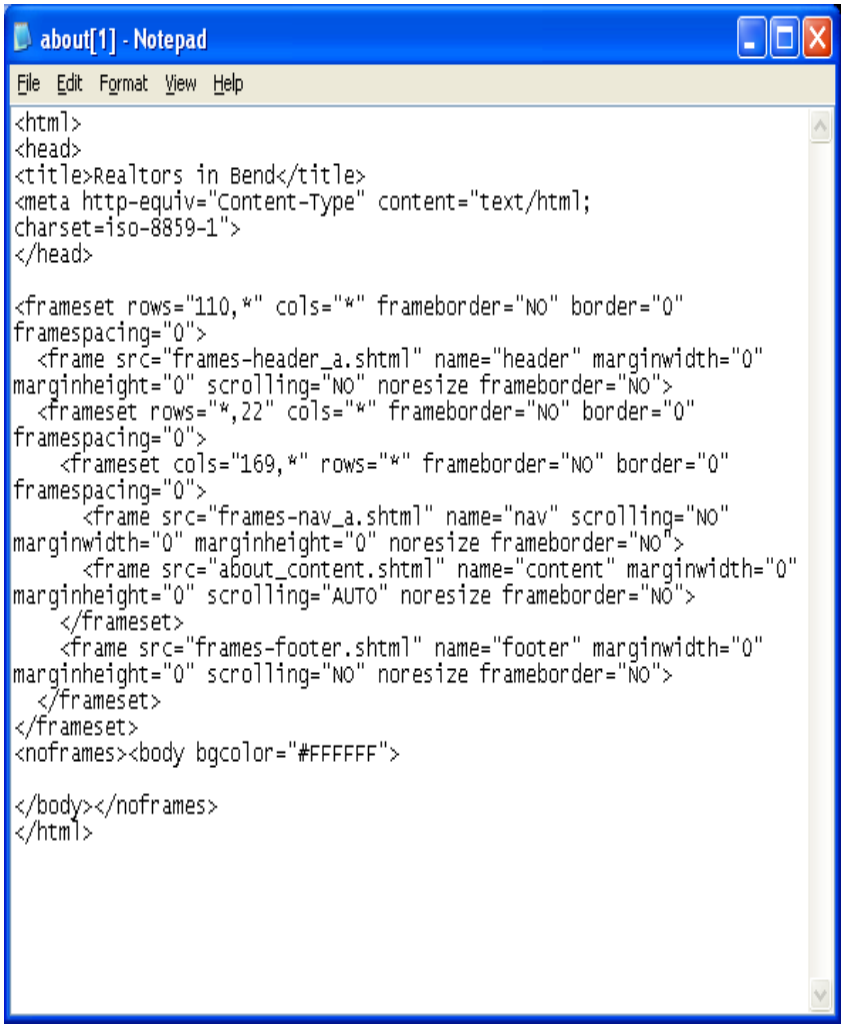
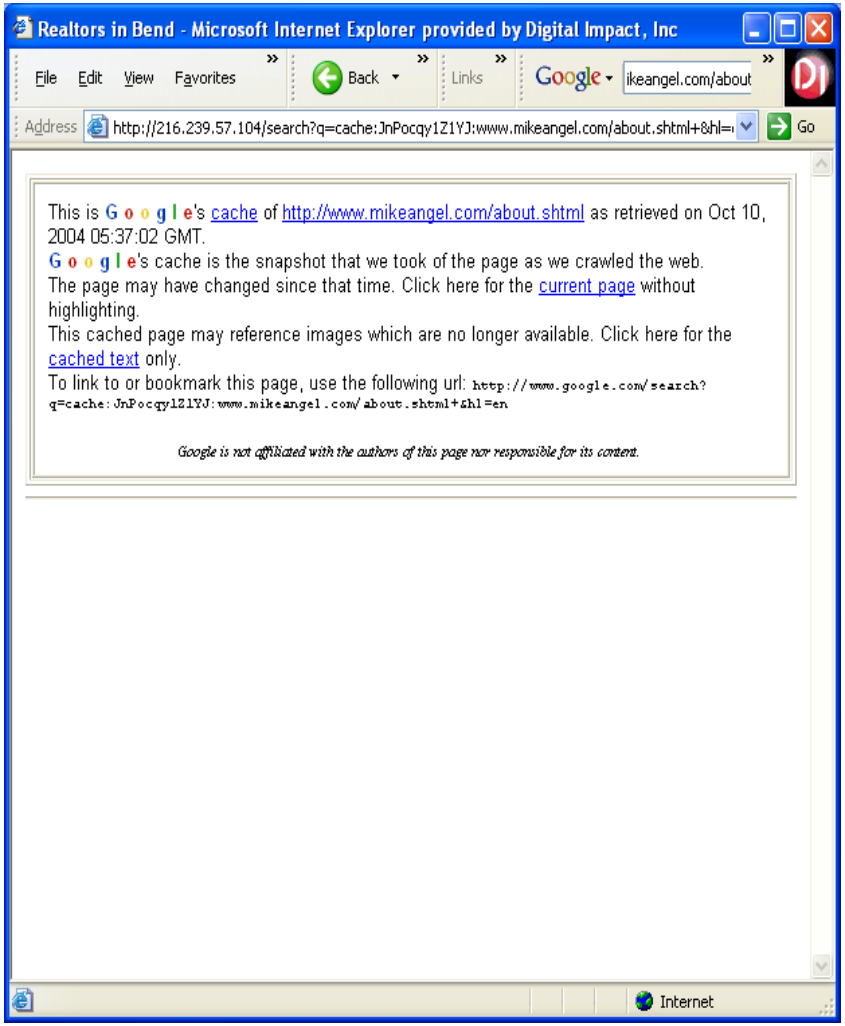
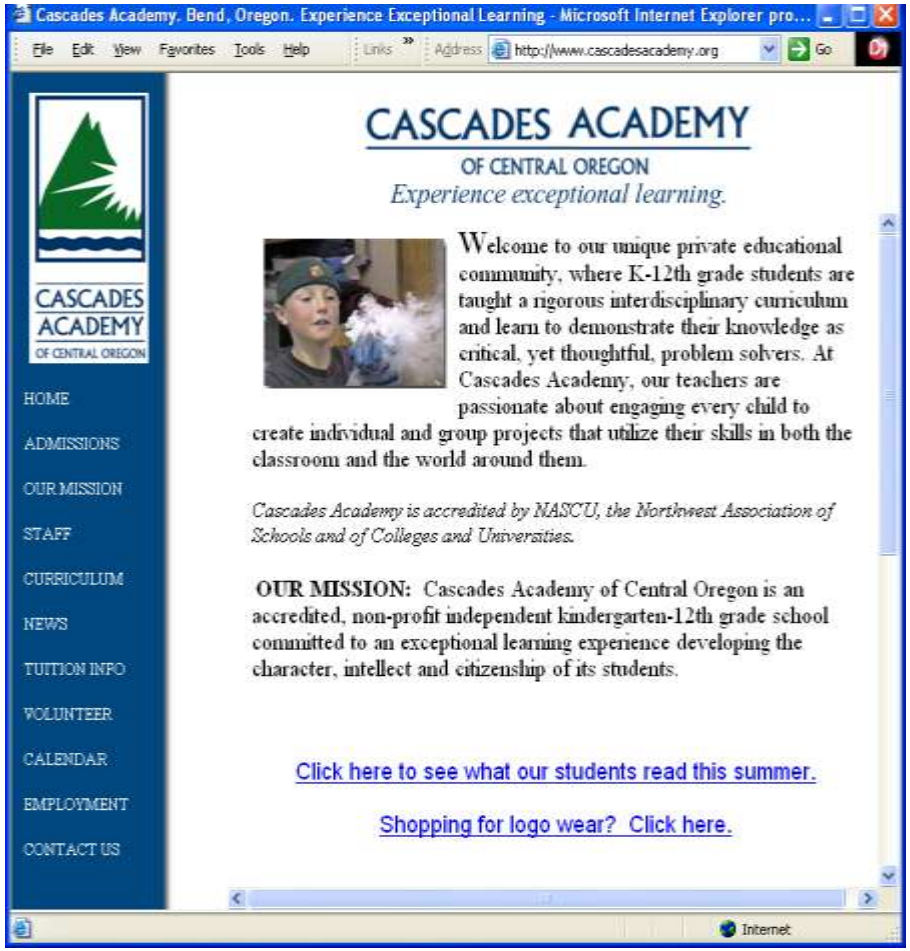
Example of a Framed URL



What Google Sees



Example of a Framed Site



www.cascadesacademy.com

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What Google Sees

Lessons in Failure - Duplicate Content

- If you set up an affiliate site with the exact same content as other sites, significant directories such as DMOZ won't accept you.

- In either case, the search engines may detect your use of duplicate content and penalize you.

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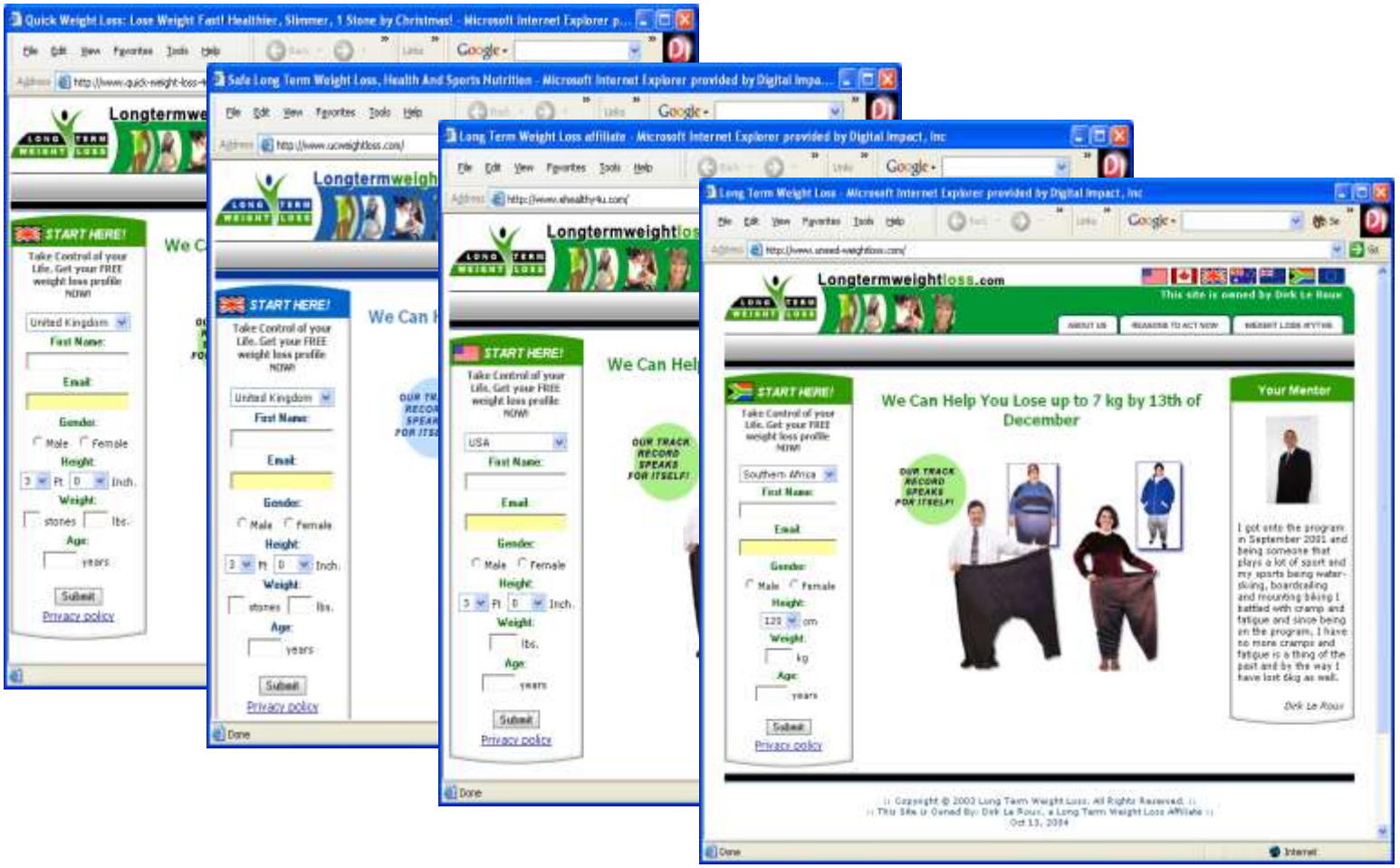
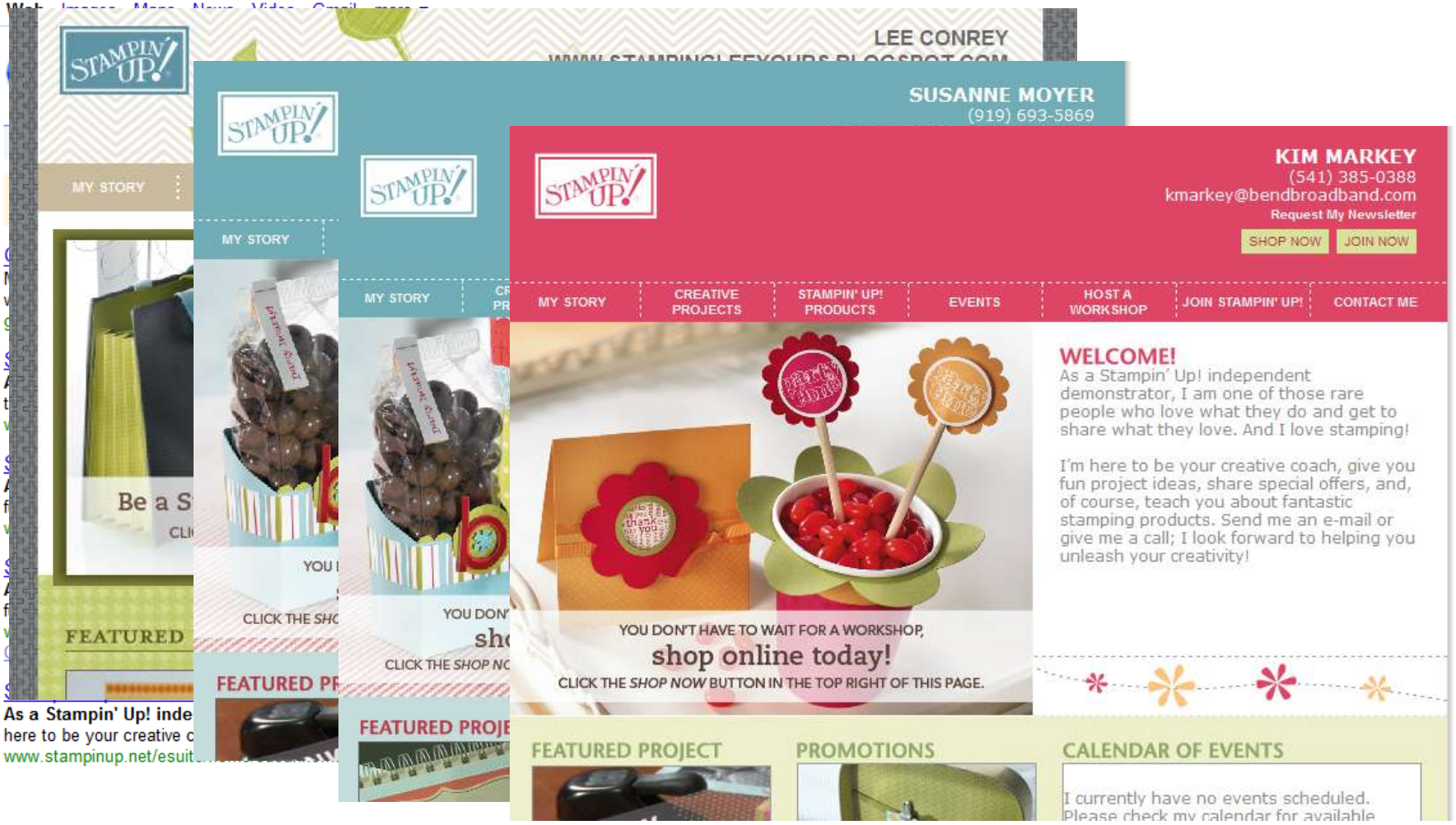
Weight Loss


Quick Weight Loss: Lose Weight Fast! Healthier, Slimmer, 1 Stone by Christmas! - Microsoft Internet Explorer p...
Safe Long Term Weight Loss, Health And Sports Nutrition - Microsoft Internet Explorer provided by Digital Impa...
Long Term Weight Loss affiliate - Microsoft Internet Explorer provided by Digital Impact, Inc
Long Term Weight Loss - Microsoft Internet Explorer provided by Digital Impact, Inc
START HERE!
Take Control of your Life. Get your FREE weight loss profile NOW!
First Name:
Email:
Gender:
Height:
Weight:
Age:
Submit
Privacy policy
Longtermweightloss.com
This site is owned by Dirk Le Roux
We Can Help You Lose up to 7 kg by 13th of December
OUR TRACK RECORD SPEAKS FOR ITSELF!
Your Mentor
Done

Stampin Up!


LEE CONREY
SUSANNE MOYER
(919) 693-5869
KIM MARKEY
(541) 385-0388
kmarkey@bendbroadband.com
Request My Newsletter
SHOP NOW
JOIN NOW
MY STORY
CREATIVE PROJECTS
STAMPIN' UP! PRODUCTS
EVENTS
HOST A WORKSHOP
JOIN STAMPIN' UP!
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WELCOME!
As a Stampin' Up! independent demonstrator, I am one of those rare people who love what they do and get to share what they love. And I love stamping!
I'm here to be your creative coach, give you fun project ideas, share special offers, and, of course, teach you about fantastic stamping products. Send me an e-mail or give me a call; I look forward to helping you unleash your creativity!
YOU DON'T HAVE TO WAIT FOR A WORKSHOP,
shop online today!
CLICK THE SHOP NOW BUTTON IN THE TOP RIGHT OF THIS PAGE.
FEATURED PROJECT
PROMOTIONS
CALENDAR OF EVENTS
I currently have no events scheduled.
FEATURED
As a Stampin' Up! inde
here to be your creative c
www.stampinup.net/esuit

Lessons in Failure – Large Pages

- Sites with lots of graphics, Flash, music, and animation are going to have all kinds of disruptive dilemmas with search engines.

- Not only will it confuse users, who are looking for information, the search engines won't feel you're very relevant

- Sites that have too much information on one page can maximize their efforts by splitting the page into multiple smaller pages

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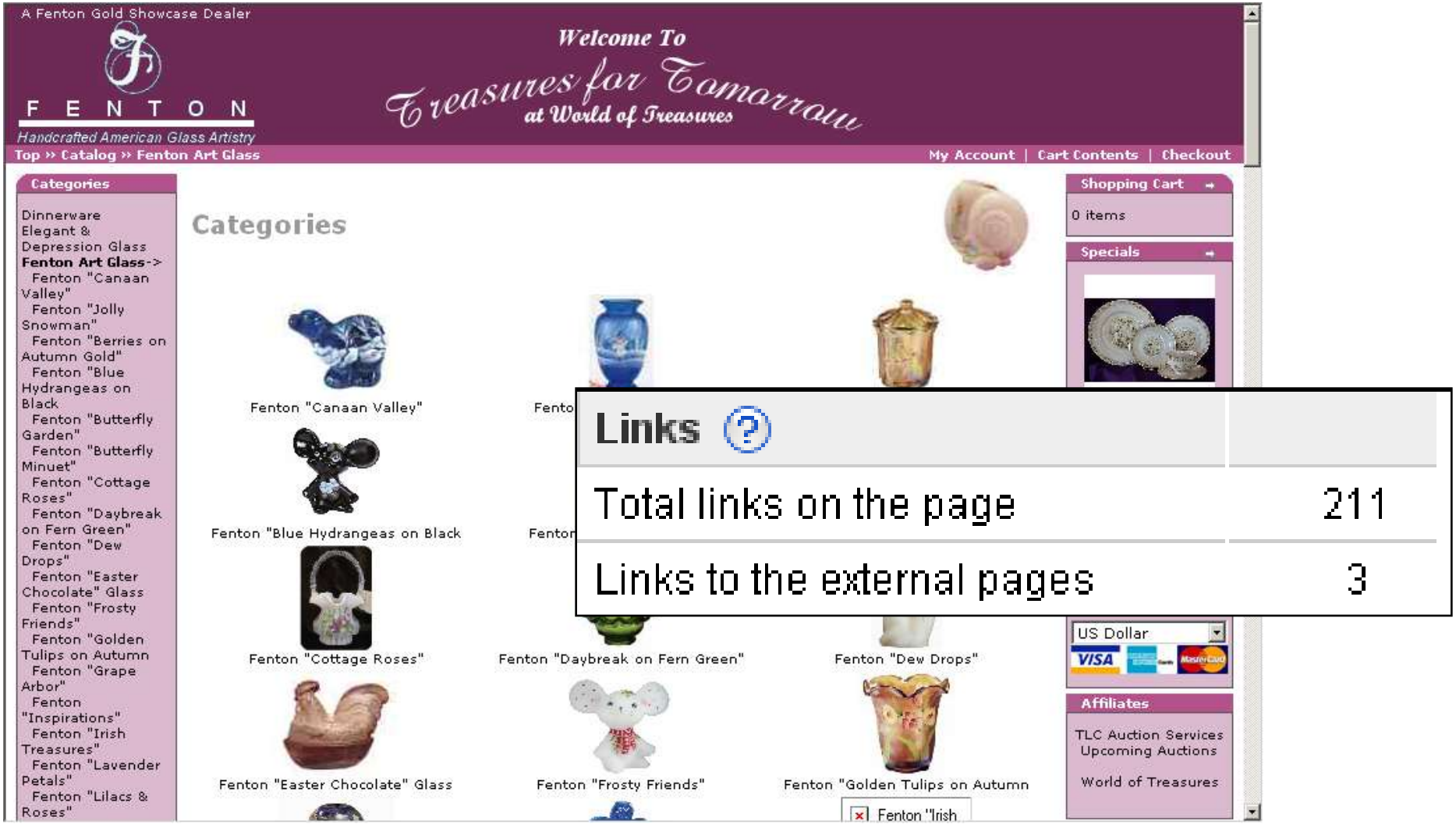
Lessons in Failure #7 cont.



Lessons in Failure - Redirects

- You might be using redirects in your website to track clicks for advertising and to collect information about your site visitors.
- Your website may be indexed but you probably won't rank very well.
- The engines won't be able to see the relationships that exist between your web pages because the redirect code blocks their way. It's time to redirect your efforts elsewhere.

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Google Search: HotRedirect - Microsoft Internet Explorer provided by Digital Impa...
File Edit View Favorites
Back
Google
HotRedirect
Address
http://www.google.com/search?sourceid=navclient&ie=UTF-8&q=HotRedirect
Go
Google
Web Images Groups News Froogle more »
HotRedirect
Search
Advanced Search
Preferences
Web
Results 1 - 10 of about 1,280 for HotRedirect. (0.55 seconds)
HotRedirect - Free URL Redirection
Free URL redirection and email forwarding - HotRedirect URL Redirection Services.
Free URL redirection services, ... Get a change today! WHAT IS HOTREDIRECT ? ...
www.hotredirect.com/ - 25k - Oct 11, 2004 - Cached - Similar pages
HotRedirect - Free URL Redirection
Free URL redirection and email forwarding - HotRedirect URL Redirection Services.
Free URL redirection services, ... General Questions. WHAT IS HOTREDIRECT ? ...
www.hotredirect.com/faqgen.htm - 15k - Cached - Similar pages
[More results from www.hotredirect.com]
HotRedirect - Free URL Redirection
Free URL redirection and email forwarding - HotRedirect URL Redirection
Services. ... Get a change today! WHAT IS HOTREDIRECT ? Most ...
websoup.org/resources/links. php?action=rated&link_id=1220 - 24k - Cached - Similar pages
FindApps: Web-based HotRedirect.com Providers
... HotRedirect.com, Lowest Price: Free with Ads, ... Now with HotRedirect you can have
your own cool, easy-to-remember subdomain for free, yes, FREE! ...
www.findapps.com/func/sources?tree=findapps/ website/networkt/domain&id=1675410 - 16k -
Cached - Similar pages
FindApps: Web-based HotRedirect.com Providers
Internet

HotRedirect - Free URL Redirection - Microsoft Internet Explorer provided by Digital I...
File Edit View Favorites Tools
Back
Google
HotRedirect
Address
http://www.hotredirect.com/
Go
HotRedirect
Free Home-Based Business
Be your own boss. Work from the comfort of you home and build life-long residual income! No BS examples or strategies.
Increase Your Sales by 300%
You will hardly succeed in online business without investing in this secret tool - used by top marketing gurus to earn millions a year!
Ads by BumperNet
HotRedirect.com
Sign Up
Member's Area
Help
Resource Center
Tell A Friend
Contact
Click here to report Abuse
SPAM
What People Say
"It is a very good service!"
-Jeames C.
"Your support, courtesy, and personal interaction with clients is remarkable and truly appreciated in this age of lackadaisical and auto-responses. You have truly set an example for others to follow."
-Tony S.
HotRedirect
CHECK FOR SUBDOMAIN NAME AVAILABILITY
http://
.hothere.com
GO!
1. Type in a word, phrase, or name in the box
2. Select a domain name from the menu
3. Click on the "GO!" button
Sign Up Now to Win
MEGA Site Promotion Package
-$500 Value!
Tired of those long, hard-to-remember URLs? Get a change today!
WHAT IS HOTREDIRECT ?
Most webmasters have their webpages hosted on free webhosts. These are great but they usually give you a long and hard-to-remember URL such as http://www.yourhost.com/user/~yourdir/yourdir.htm
Now with HotRedirect you can have your own cool, easy-to-remember
Done
Internet

Lessons in Failure - SessionIDs

- Dynamic shopping and e-commerce sites that use parameters and session ID's tend to create these quite nicely.

- If your website has URL's riddled with percent signs, question marks, Session ID's, and at least 3 Parameters, you're clogging up your hopes for search engine success.

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Lessons in Failure - SessionIDs

http://www.freelancesem.com/report/default.htm?Parameter1=CoolURL&parameter2=go away&meter3=leavemysitealone&parameter 4=i_hate_search_engines&andre_is_so_cool &and_smart

Lessons in Failure – Robots.txt

Looking for a method to keep all pesky search engines out? Do you have a robots.txt file residing on the root of your website? Does the file contain:
User-agent: * disallow /

Or does your website have a Meta-tag:
<meta name="robots" content ="noindex, nofollow">

Be nice to your webmaster. They might leave your company some day and leave this little treat behind for you to find at the end of a needlessly expensive investigation into why the search engines aren't including your website.

robots.txt

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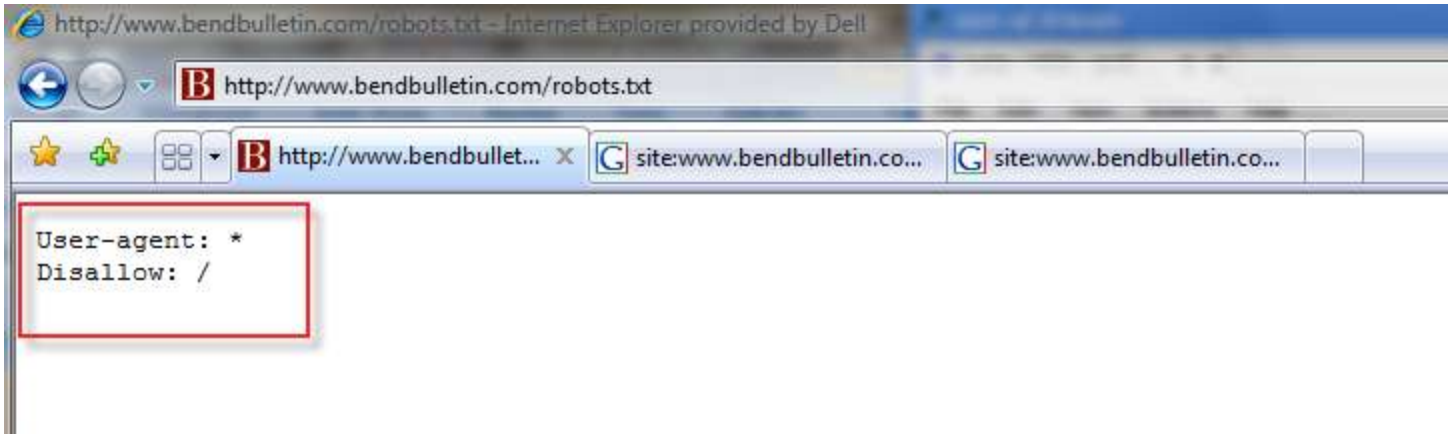
www.bendbulletin.com/robots.txt



This robots.txt file is telling all search engines, bots, crawlers, etc. to NOT index any URL from the site.

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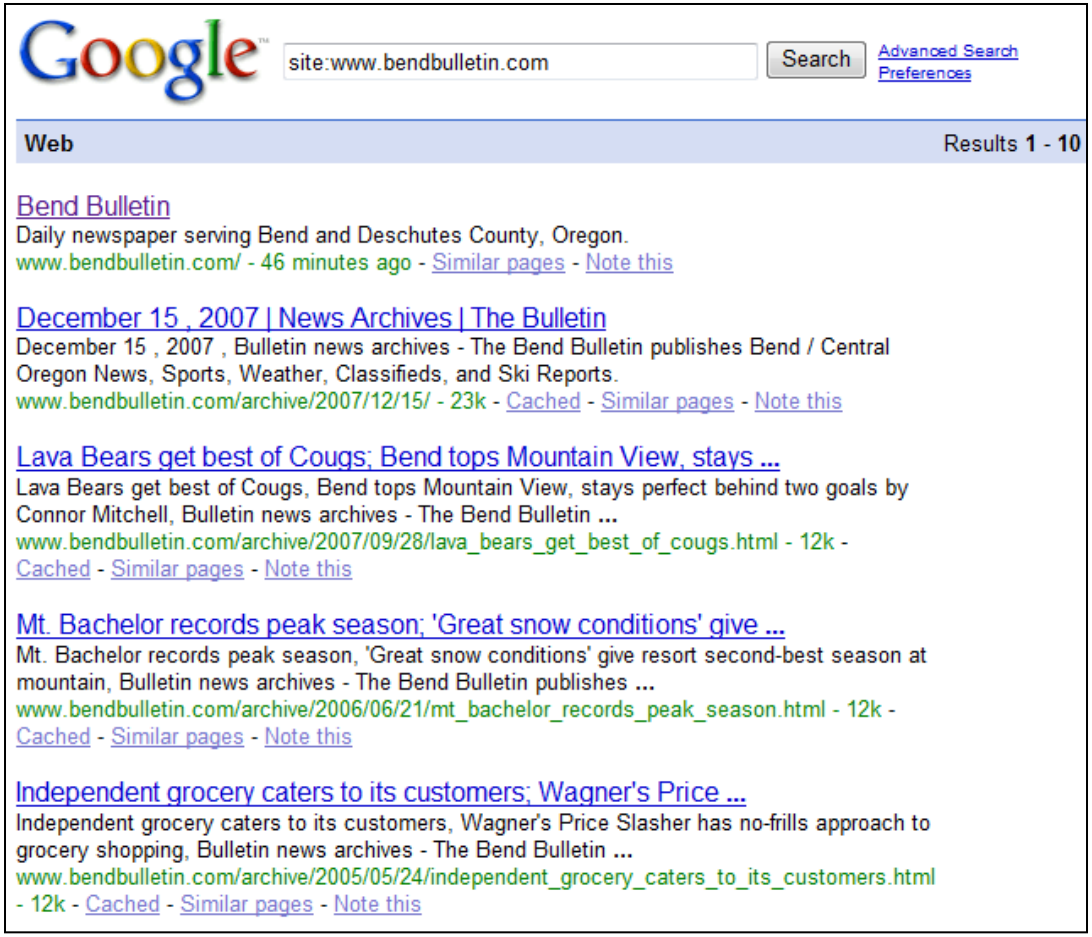
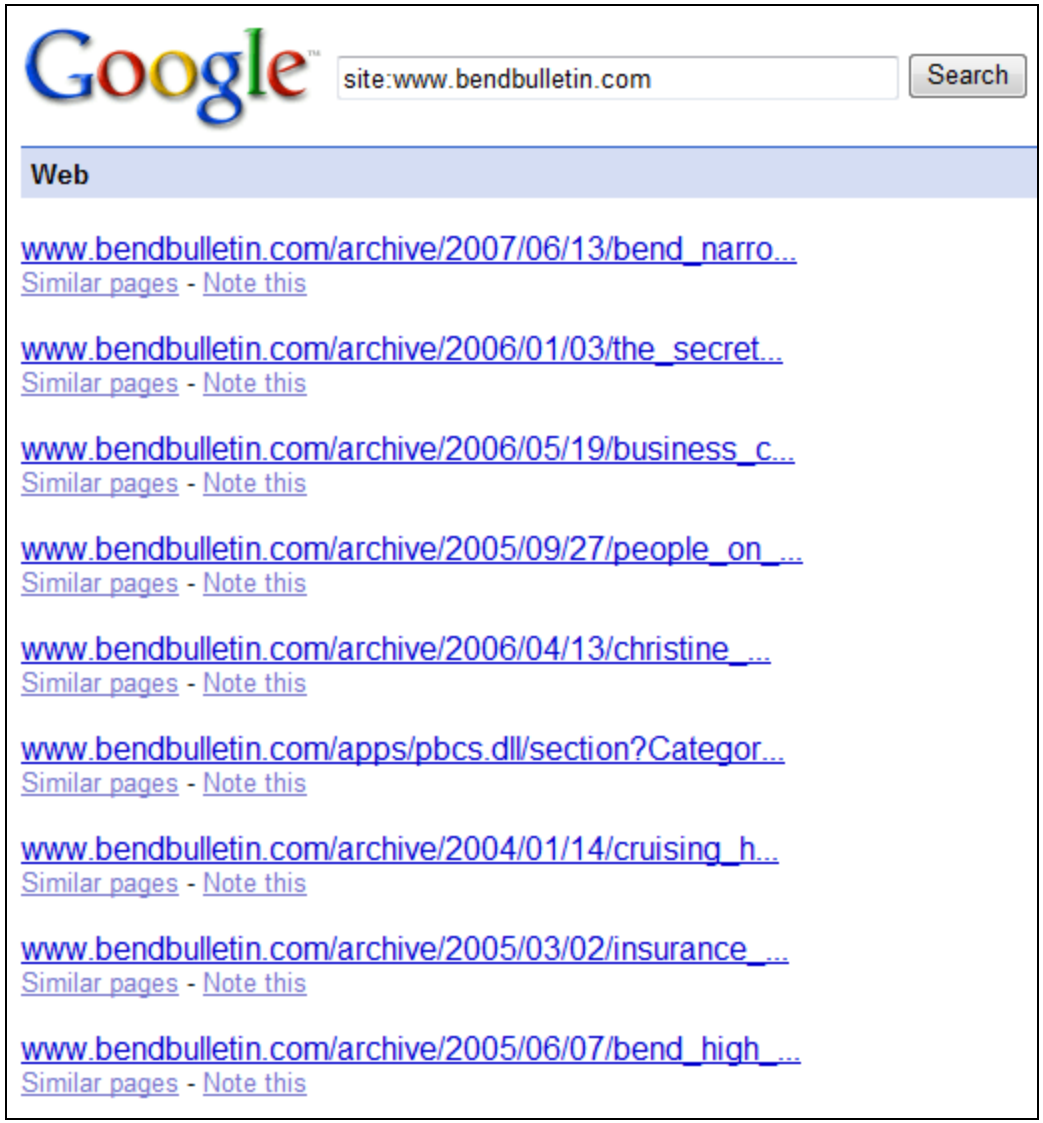
Normal search results page

Clickable, descriptive titles and a snippet of text describing the article or page content.



Soon to be the results for all 51K URLs



Partially indexed URLs. Search Engines know the URLs exist, but do not crawl the content on them. No titles, descriptions, cached versions. These URLs will not show up in normal search results.

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Last time Cached was in April

This is Google's cache of http://www.bendbulletin.com/archive/2007/12/15/ as retrieved on Apr 30, 2008 19:23:17 GMT.
Google's cache is the snapshot that we took of the page as we crawled the web.
The page may have changed since that time. Click here for the current page without highlighting.
This cached page may reference images which are no longer available. Click here for the cached text only.
To link to or bookmark this page, use the following url: http://www.google.com/search?
q=cache:8zzUpa4DylQJ:www.bendbulletin.com/archive/2007/12/15/+site:www.bendbulletin.com&hl=en&ct=clnk&cd=2&gl=us

Google is neither affiliated with the authors of this page nor responsible for its content.

At the time of this discovery, Monday, May 12th 2008, I could not find any URLs that were cached by Google in May.

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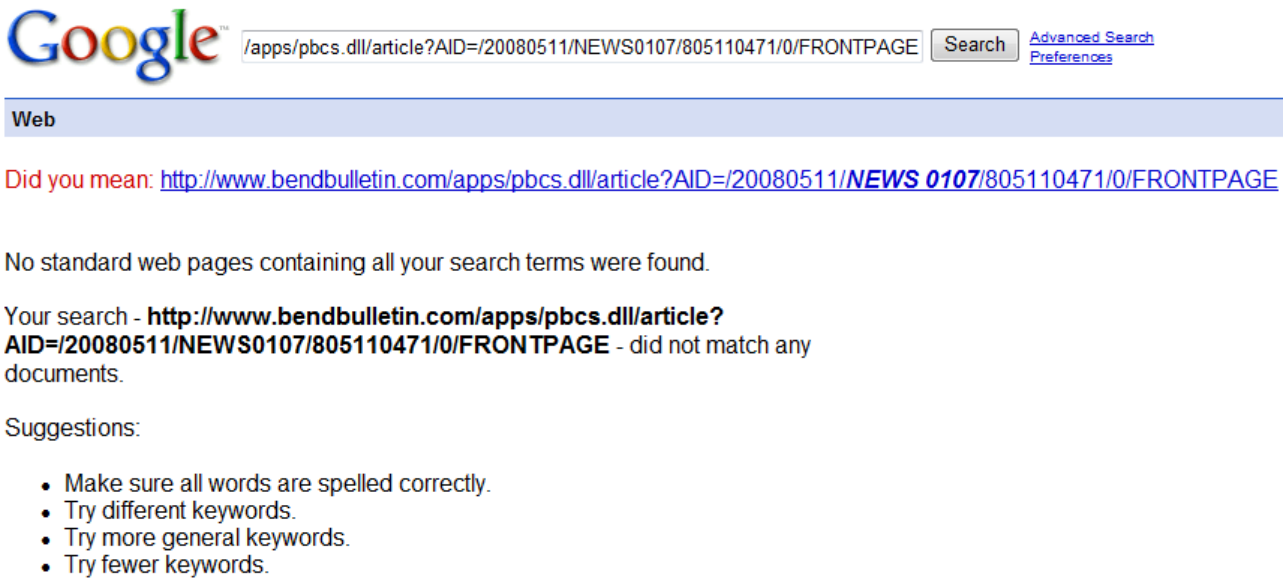
New Articles not indexed



This article about Obama visiting Bend went live on Sunday, May 11th 2008. Normally this URL would have been indexed by Google the same day.

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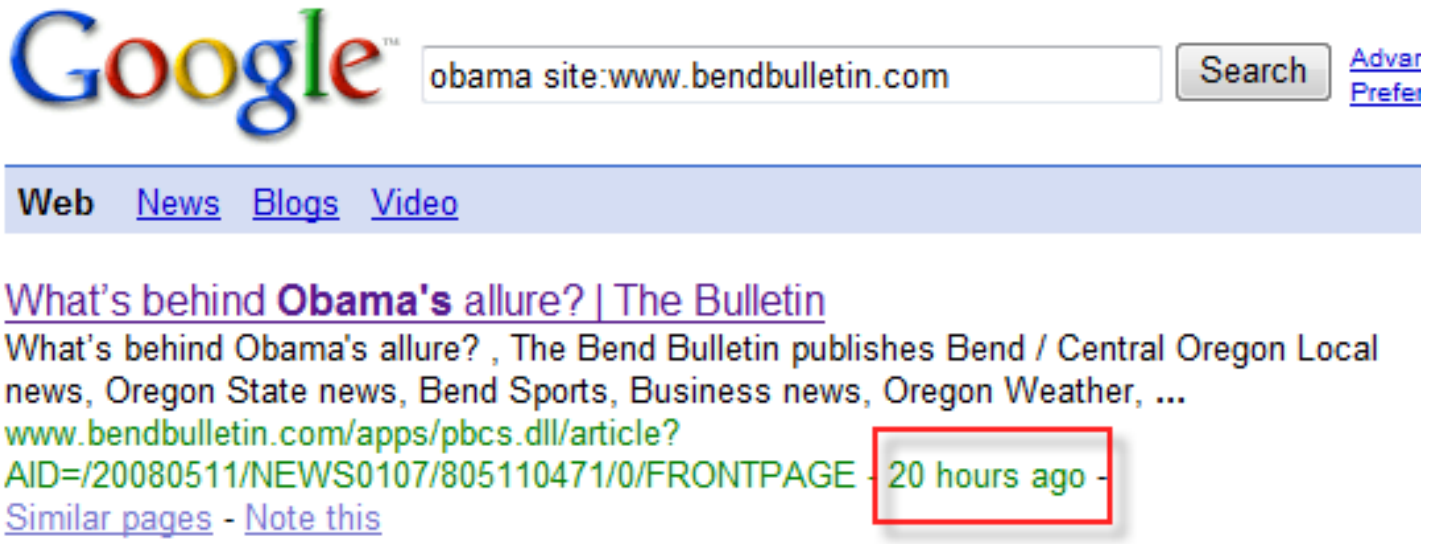
- Within 7 hours after updating the robots.txt file, the URLs were being indexed again.



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Lessons in Failure – Identical Title Tags

- If you use the same tags on every page, the search engines may think that all of your content is exactly the same
- You'll likely see fewer of your pages indexed and less traffic than you might otherwise

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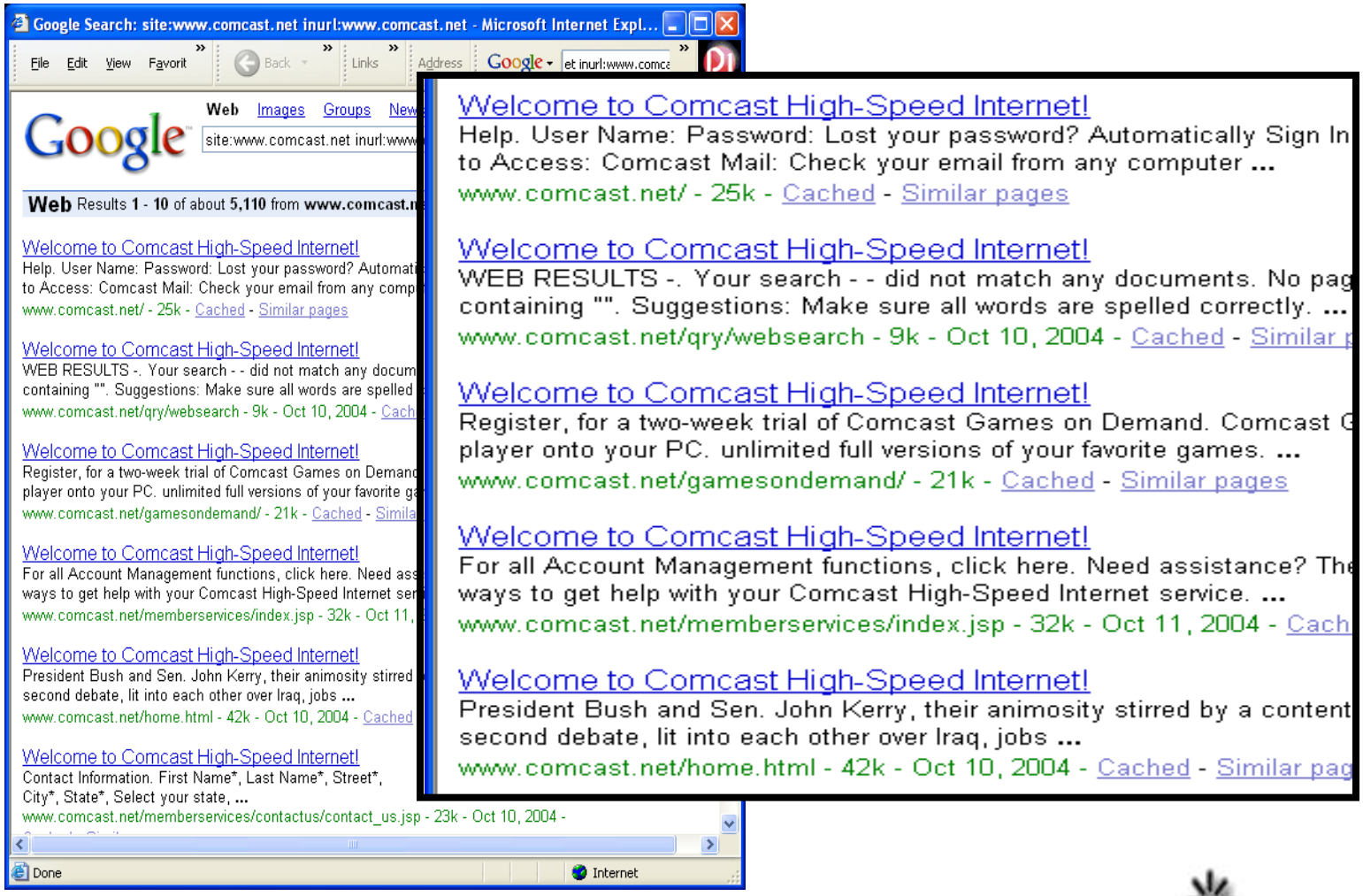
Lessons in Failure



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Lessons in Failure – Link Spam

- Did you find a service that's offering to link thousand's of other websites to you today?
- Participating in these programs clearly indicates to the search engines you really don't want their traffic.
- You've just joined a network of sites hawking whatever road kill signed up this month.

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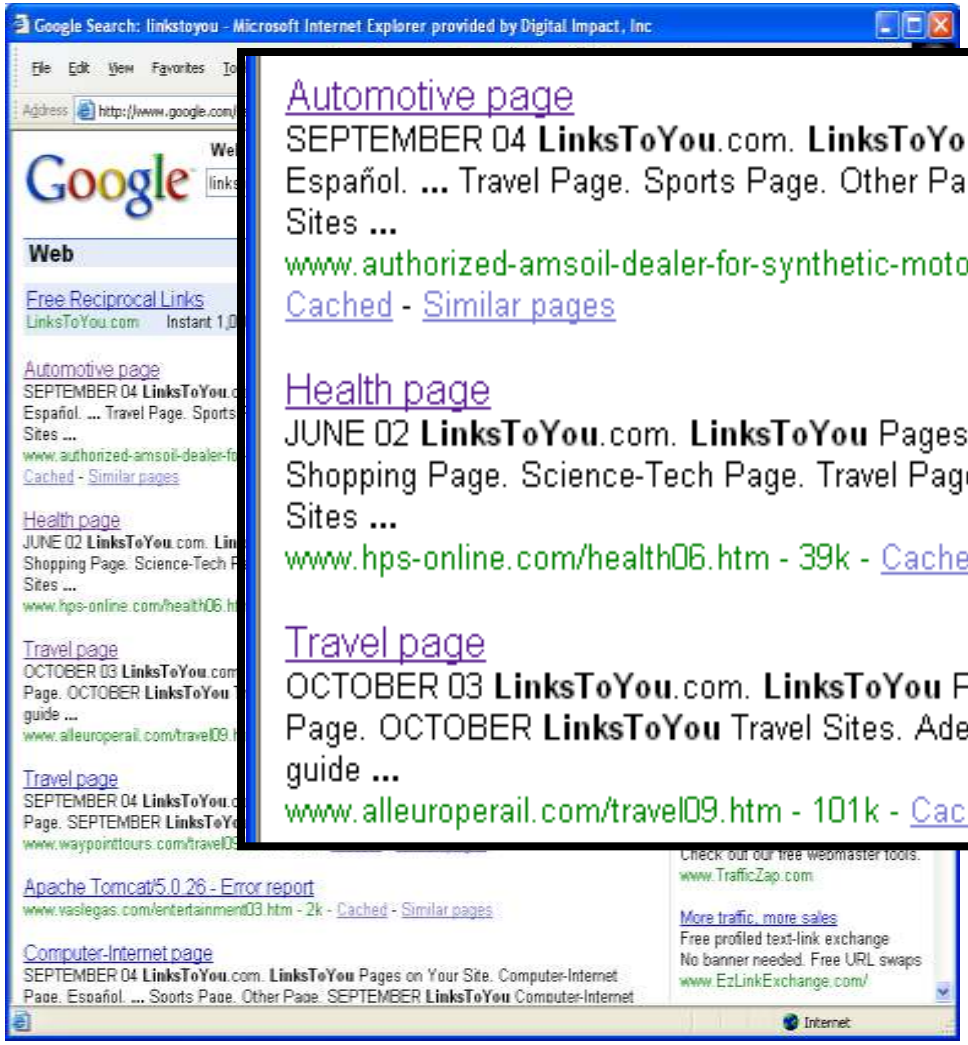
LinksToYou.com



Automotive page

SEPTEMBER 04 **LinksToYou**.com. **LinksToYou** Pages on Your Site. Automotive Page. Español. **...** Travel Page. Sports Page. Other Page. SEPTEMBER **LinksToYou** Automotive Sites **...**

www.authorized-amsoil-dealer-for-synthetic-motor-oil.com/ automotive09.htm - 26k - Cached - Similar pages

Health page

JUNE 02 **LinksToYou**.com. **LinksToYou** Pages on Your Site. Health Page. Español. **...** Shopping Page. Science-Tech Page. Travel Page. Other Page. JUNE **LinksToYou** Health Sites **...**

www.hps-online.com/health06.htm - 39k - Cached - Similar pages

Travel page

OCTOBER 03 **LinksToYou**.com. **LinksToYou** Pages on Your Site. Travel Page. **...** Other Page. OCTOBER **LinksToYou** Travel Sites. Adelaide City Guide, Online Adelaide city guide **...**

www.alleuroperail.com/travel09.htm - 101k - Cached - Similar pages

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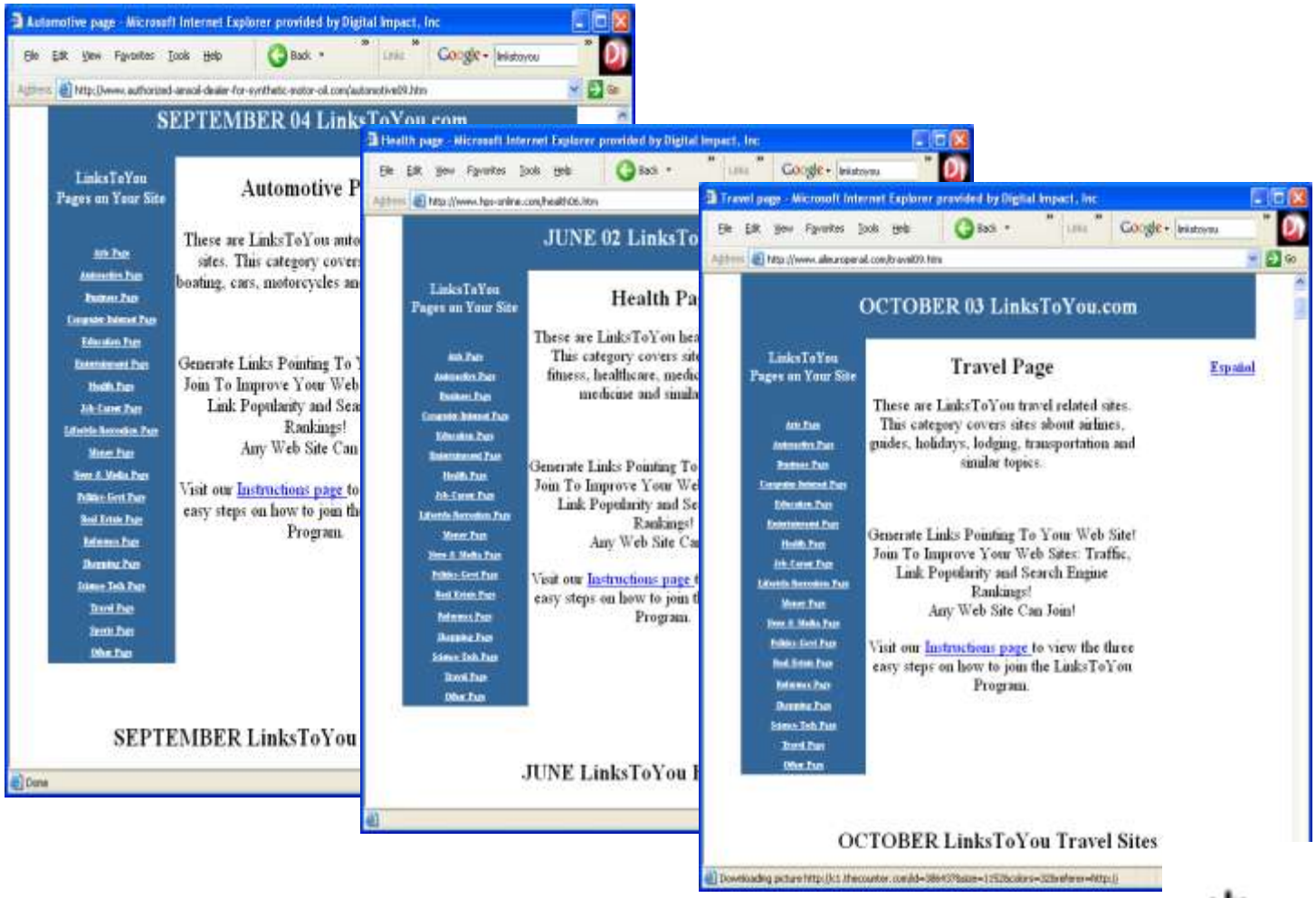
LinksToYou.com



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Pay for Placement (P4P)

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Pay For Placement

- Google AdWords – http://adwords.google.com/

  https://www.google.com/intl/en_us/adwords/select/library/index.html

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Pay for Placement

The scoring algorithm for sponsored listings is roughly your Click Through Rate (CTR) times your Bid Price in terms of Cost Per Click (CPC).

CTR x CPC

The Bidders on the Keyword Widgets	Their CTR	Their MAX BID	The Algorithm Calculation [CTR * MAX BID]=Rank Score	Their Rank Score	Their Rank
Bidder A	0.04	$0.09	0.04 * 0.09	.0036	#2
Bidder B	0.05	$0.09	0.05 * 0.09	.0045	#1
Bidder C	0.02	$0.11	0.02 * 0.11	.0022	#3

Basically, the more clicks you get for your ad, the less you have to pay. So create GOOD ads that generate clicks. Use the keyword phrase in your Title.

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Site Assessments

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Factors to Consider

- For Search Engine Optimization, are many factors to keep in mind for a friendly site design including:

- ON-PAGE:
  - INFRASTRUCTURE
  - DESIGN AND CODING
  - NAVIGATION
  - CONTENT

- OFF-PAGE:
  - LINK ANALYSIS
  - DIRECTORY LISTINGS

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On-Page Factors to Consider

- Infrastructure:
  - Sitemaps (HTML and XML)
  - Redirects
  - Website Requirements
  - Robots Exclusions

- Navigation:
  - Links to and from the Home Page
  - Global Site Navigation
  - Footer Link Navigation
  - Form Elements
  - Image Maps
  - URL Structure
  - Unnecessary Parameters
  - Directory Structure
  - Naming Conventions

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On-Page Factors to Consider – cont.

- Design and Coding:
  - HTML File Size
  - HTML Source Code Cleanliness
  - Frames
  - JavaScript and Ajax
  - Flash
  - Custom 404 Page

- Content:
  - Title Tags
  - Meta Tags
  - Canonical Link Attribute
  - Heading Tags
  - Link Text
  - Title Links
  - Alt Attribute
  - Visible Text

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Off-Page Factors to Consider

- Link Analysis:
  - Link Popularity
  - Link Authority
- Directory Listings:
  - Open Directory Project (dmoz.org)
  - Yahoo! Directory
  - Best of the Web (botw.org)

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Site Clinic

- http://www.davelukeadvisory.com
- http://www.myeaglewealth.com
- http://www.stellarjewels.com/
- http://www.bendoregonrealestateplus.com/
- http://www.juniperfiberworks.com/
- http://collinscustomwoodworks.com/
- http://www.oxfordsuitesboise.com/
- http://www.artbyknight.com/
- http://www.madsenguitars.com/
- http://www.northwestcrossing.com/
- http://www.hitechbayarea.com/
- http://www.themuse.info/
- http://www.danasigns.com/
- http://www.soulbursts.com/
- http://www.deschutesironforge.com/

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http://www.davelukeadvisory.com

- Include main keyword in ALL content attributes
- Continue Reading Link Text instead of keyword rich text links on home page
- Meta Descriptions missing
- Footer links missing
- Keyword in the H1 tag not found
- Welcome to – I do not like it
- Thanks for visiting –
  also don't like

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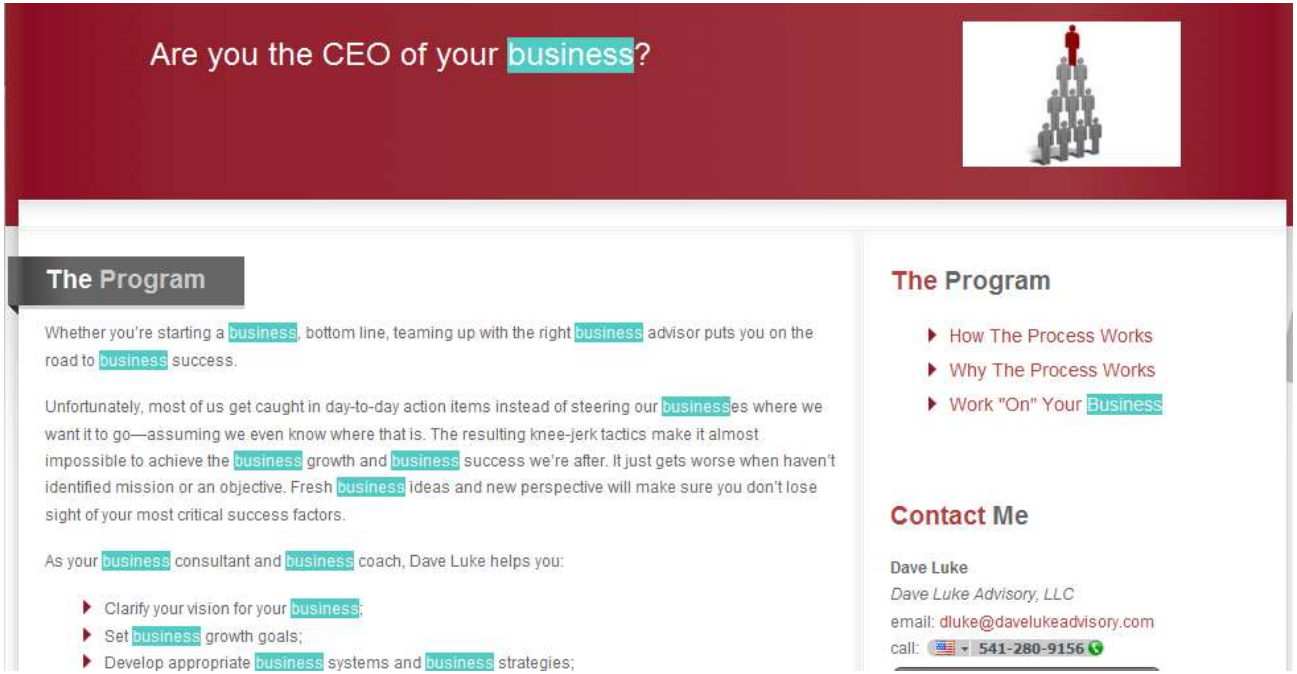
http://www.davelukeadvisory.com

- Five top business mistakes would make a GREAT page on its own and should be optimized for this keyword
- Same with a “Small Business Keys to Success” page. Great content that people could link to or share via social media
- Business Coaching is the Title of the Program page but Coaching is not found.



http://www.myeaglewealth.com/

- Root domain 302 Temporary Redirects to http://www.myeaglewealth.com/home.php
- Title Tags need to be optimized
- H1 tags are missing
- Footer is missing
- Use targeted keywords in all content areas including body copy
- Build out individual content pages for individual services
- Make legal copy at the bottom of each page an image of txt.

http://www.stellarjewels.com/

- Title Tags need to be optimized – many are identical
- H1 tags are missing
- Footer is missing
- HTML sitemap is missing
- None of the Jewelry pages have any content
- All of the jewelry images have the same alt tag
- Image file names are simply gemstone1.jpg, gemstone2.jpg
- Home link points back to http://stellarjewels.com/index.html

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http://www.bendoregonrealestateplus.com/

- Duplicate content issues – three versions of the home page

- Weird links to blizzjd.com ???
- Email address is greent@hasson.com instead of teri@bendoregonrealestateplus.com

- http://www.ask4teri.com/ - Duplicate / Mirrored Domain

- Basically the website is “over-optimized” and can be viewed as spammy.

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http://www.juniperfiberworks.com/

- There is an H1 around the logo, see if theGarage can remove it from the logo as Search Engines want to see only one H1 per page and the logo H1 is the first one they'll see. It doesn't help.
- http://www.juniperfiberworks.com and http://juniperfiberworks.com are both live. One should 301 redirect to the other. Talk to whoever it is that hosts your website to see if they will 301 redirect one to the other.
- HTML Sitemap and Good Footer Links are missing.
- Google Merchant Center feed? Webmaster Tools account?

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http://collinscustomwoodworks.com/

- Root domain 302 Temporary Redirects to http://collinscustomwoodworks.com/default.aspx
- Hotmail email address - collinscustomwoodworks@hotmail.com
- HTML Cleanup, font colors and sizes on home page
- JavaScript required to see images on home page
- Use main keyword in all content attributes.

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http://www.oxfordsuitesboise.com/

- Non www version of the Root domain 302 Temporary Redirects to the www.oxfordsuitesboise.com – There are links pointing to the non-www version that you can leverage by making that a 301 redirect.
- Company wide link development plan - http://www.oxfordsuites.com/locations.php
- 178 past events indexed – no value
- Over optimized Title Tags :
  <title>Boise Hotels | Oxford Suites Boise Idaho Hotel | Hotel near Boise Idaho Airport</title>
- Near identical content amongst all properties

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http://www.artbyknight.com/

- http://www.artbyknight.com and http://artbyknight.com are both live. One should 301 redirect to the other. Talk to whoever it is that hosts your website to see if they will 301 redirect one to the other.
- Home link points to /index.html instead of the root domain.
- No custom 404 error page
- HTML Sitemap and Good Footer Links are missing
- How do I buy?
- iFrame blog on site provides zero content for the search engines
- Leverage blogs to link back to the site

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http://www.artbyknight.com/

- http://www.artbyknight.com and http://artbyknight.com are both live. One should 301 redirect to the other. Talk to whoever it is that hosts your website to see if they will 301 redirect one to the other.
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- How do I buy?
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- Leverage blogs to link back to the site

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http://www.madsenguitars.com/

- Nice redirect with the non www version!
- Remove Welcome wasted text and replace with good quality keywords
- Remove “powered by wordpress” and woothemes from footer and replace with good quality keyword rich footer links.
- Add an HTML sitemap
- Disclaimer text on product pages dilutes your keyword density, you can make it an image of text or use it to boost your keyword density

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http://www.northwestcrossing.com/

- 210 ERROR pages indexed at Google – obvious 404 error page is not returning a 404 response.
- Very very little content on the home page
- Text links are not SEO friendly using keywords. “Eateries” instead of “Bend Oregon Restaurants”
- Build out individual pages for each restaurant
- Header on restaurant page is H2, see if it can be changed to an H1 tag
- www and non www versions are both live

FreelanceSEM

http://www.hitechbayarea.com/

- www and non www versions are both live
- Home link points to /home.php
- Break each service page out into its own page and add more information.
- HTML Footer, H1 tags, HTML sitemap are missing
- Optimize title tags
- Get off of GoDaddy

FreelanceSEM

http://www.themuse.info/

- http://www.themuse.info/robots.txt - Ooops!!
- Break each service page out into its own page and add more information
- Multiple H1 tags found
- Title of home page is Video Services but the first H1 is Juicy Head Video Marketing – keep the Titles in sync with the other content areas on each page
- HTML Footer, HTML sitemap are missing (remove wordpress footer)
- @gmail.com email? – booo
- What's with the free juice?

FreelanceSEM

http://www.danasigns.com/

- All Title tags have - Dana Signs in Central Oregon - Metal Signs, Aircraft, Decals, Logos, Resort signs. Not necessary for every page. Arch Signs shouldn't have Aircraft in the Title.
- Every section should have a unique title, H1 tag, and the keyword in the unique body content.
- Other than Aircraft, none of the pages seem to have any body content.
- Home page link points to /index.html

FreelanceSEM

http://www.soulbursts.com/

- Home page link points to /index.html
- Two of the footer links point to the same page, and the page they point to is not optimized for either keyword phrase used in the footer.
- Titles don't seem to match page content
- Keywords are not present in Header tags, body content, on product pages: http://www.soulbursts.com/sbcremationaseggform.html
- Main navigation doesn't have to disappear on product pages
- When on a product page, how do I buy?

FreelanceSEM

http://www.deschutesironforge.com/

- Home page link points to /Home_Page.php
- Title for the home page is “Home Page”
- Titles in general need to be reworked. Instead of “Handrail” the Title could be “Hand Forged Handrail” or “Iron Forged Handrail” depending on what keyword research tells you.
- While looking at the handrail page in google, turns out it’s a dead page - http://www.deschutesironforge.com/Handrail.php
- Images are not search friendly – upload images to Flickr

- Footer and HTML sitemap are missing
- Get off GoDaddy

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THANK YOU!!!

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