

## Expanding Your Web Presence

### Overview

To attain strong search engine rankings, websites must be "search engine friendly" (SEF) and well optimized for specific keywords. SEF is a technical condition where as the level of optimization required is driven by market conditions.

As a term, "search engine friendly" extends beyond making sure the website has a strong architecture and readable URLs. It includes a host of other performance related conditions that can equally affect how search engines rank

a website. The only way to really understand what technical issues may be hindering search engine ranking is to conduct a detailed technical review.

Position Research offers a Comprehensive Technical Website Review that identifies technical issues that can affect rankings. The process is very labor intensive and incorporates the use of many customized Internet tools. The service is typically completed with 10 business days and includes a written report with a 45-minute phone consultation (\$750.00). Contact Position Research for more information.

## Comprehensive Technical Website Review Outline

<b>Redirecting Domains</b>	Website Owners may possess several domain names, mirror sites, etc. for various purposes. Search engines must resolve these appearances of exact duplicate content so that only one instance is displayed in their rankings. There are 2 valid redirect methods: 301 redirects (host level) and DNS redirect (registrar level). All other redirection methods (including 302 redirects, meta refresh code, and JavaScript code, html base) are consider inappropriate, and can cause site banning or ranking demotion.
<b>Internal Link Structure</b>	
"Home" links	Some sites use internal page URLs to link internal pages to the "Home" page rather than using the domain name. Use of different URLs for the "Home" page can confuse search engines that are attempting to determine the real home page URL that will be shown in their Search Engine Results Page (SERP).
URL Structure	URLs can pass many variables, even session IDs. In the most extreme conditions, Search Engines will ignore pages that may contribute to 'spider traps'.
PageRank Optimization	Website navigation may be crafted in such a way that it maximizes PageRank on specific pages. This technical check tests for the possibility of these conditions.
<b>Duplicate or 'near-duplicate' content</b>	Duplicate and 'near-duplicate' content is identified by Google as un-natural and can cause site-wide ranking penalties. This check will test for the likelihood of this condition on up to 25 top-level pages.
<b>Host log file review (if available)</b>	Hosting files include referrer analytics These analytics are commonly used to track website visitation traffic. One of the most common metrics is search engine referral. This value shows the number of unique visitations (typically delineated by unique IP address over a period of 30 minutes) per search engine per time per keyword. If available, this check can reveal subtle conditions symptomatic of larger issues.
<b>Parent site HTTP Header</b>	Header information gives us added insight to any special conditions, such as local re-directs and cookie setting.
<b>HTML Validation</b>	This check includes up to 25 top-level pages and tests each page to ensure that HTML conforms to standards.
<b>SPAM HTML Code Check</b>	Up to 25 top-level site pages are checked using GRSEO to detect many SPAM coding techniques.
<b>Parent Site Spidering</b>	A local spider is launched to check for various conditions. If the site is constructed as a spider trap, this function cannot be run.
Broken Links	
Site Map	
Outbound links	
<b>Hijacking potential</b>	A Hijack check tests to see if other website domains are using in appropriate redirects to your site home page.
<b>Deep External Backlink Analysis</b>	A detailed review of parent site backlinks can reveal subtle conditions symptomatic of larger issues.
<b>Directory Listings</b>	13 public directories are checked to see if the parent domain is listed.
<b>Keyword Rankings</b>	A single run ranking report for each of the 3 major engines is run for all keywords conducted in the initial SE ANALYST report.