

Expanding Your Web Presence

To: xxxxxx
Subject: Organic Optimization Monthly Report for July, 2010
For: <http://www.domain.com/>

Table of Contents (Click on text to jump to individual sections of report)

<u>Subject</u>	<u>Page</u>
Report Overview	1
Key Observations	2
Tactical Modifications and Adjustments	2
Performance Summary	3
Keyword Summary	3
60 day Search Engine Rankings graphs ...	4-6
Duplicate Content (embedded pdf file)	7
Backlink Management	8

Report Overview

Your Organic Optimization Monthly Report contains two types of information:

- **Situational Awareness**
- **Tactical Modifications and Adjustments**

Situational Awareness encompasses data gathering and comparison to previous periods. Based on the findings of the Situational Awareness activities, campaign modifications and adjustments may be required.

Our **Situational Awareness** efforts include:

- Ranking Movement Visibility
- Backlink Tracking & Verification
- Critical Observations
- Competitive Landscape
- Research

Tactical Modifications and Adjustments include:

- On-page keyword optimization adjustments
- Backlink Maintenance
- Search Engine Account management
- Consulting

For a more complete explanation of each of these activities, click [here](#).

Regular Website Public Relations

Attaining and sustaining strong rankings in Google, Bing and Yahoo, not only requires strong SEO implementation and maintenance, but also an on-going public relations effort. A public relations effort, as it relates to the Internet, is an integral part of success.

Although Position Research does and continues to engage in link building efforts for our full service SEO campaigns, it is no substitute for Internet public relations activities. In the same way a company would produce press releases, white papers, special promotions, announcements, and articles to serve their traditional print marketing efforts, so to should these efforts be tailored to the internet market space. Such efforts maintain a general market buzz, which has a positive affect on backlinks. And as we all know, backlinks are an important part Google's ranking algorithm.



Every month, Position Research actively manages our backlink efforts for each full service SEO campaign. We monitor the backlinks we have attained and replace those that have fallen out. As important as this effort is, it does not replace the need for an Internet focused public relations campaign.

If you are managing your own public relations efforts, call us and we will help your team understand how to expand it to the Internet. If you don't have a public relations effort, Position Research can fill the gap. Read more [here](#).

Key Observations

Considerable time may be spent gathering data relevant to the health of an Organic Optimization campaign. These organic SEO services activities include:

- Ranking Movement Visibility
- Backlink Tracking & Verification
- Critical Observations
- Competitive Landscape
- Research

A summary of observations follows

Key Observations
<ul style="list-style-type: none"> • Decrease in overall Keyword search volume (Source: Word Tracker) • Increase in Google Webmaster Account Backlink Count • Slight decrease in Yahoo backlink count • Neither Google nor Bing has ranked any of the interior optimized pages. • Strong and stable rankings on Google • Slight drop in rankings on Yahoo. We are more concerned with Bing as Yahoo will be merging with Bing in the near future. • Some Duplicate Content detected – not a threat to rankings.

Tactical Modifications and Recommendations

The Situational Awareness activities provide the guidance necessary to make critical modifications and adjustments to each campaign's organic SEO services.

Considerations include:

- On-page keyword optimization adjustments
- Backlink Maintenance
- Search Engine Account management
- Consulting

As necessary, Position Research will make Title, Meta tag and body enhancements to improve rankings. As the number of one-way backlinks falls below managed levels, Position Research will replace them. If threats that may have a negative impact on rankings are observed, Position Research will conduct further study and consult with our clients. And if the competitive landscape warrants, specific recommendations will be made to counter adverse conditions.

Tactical Activities Conducted/Recommendations This Month																																												
<ul style="list-style-type: none"> • Reviewed Google Webmaster Account: Google lists crawl errors but they are remnants from the old site. Some 301 redirects to current pages may pass some PR value. • Reviewed Bing Webmaster Account: 20 crawl errors reported, manually verified they are from old version of the website. Removed missing pages from future Bing webmaster crawls and cache. • Verified 301 redirects for http://www.europeanawnings.com , http://www.retractibleawning.com and http://www.retractibleawnings.com . They are in place and redirecting users to the main site. • Check search engine indexing of optimized pages – all pages indexed by all three search engines. • Check to see which pages have received initial rankings – only Yahoo has started to rank the optimized pages. • Updated footer dropdown list to a more search engine friendly version. 																																												
<p>A detailed competitive analysis was conducted for domains .com the following table covers the strength of domain.com's on-page optimization relative to top competitors in the same keyword space.</p> <table border="1"> <thead> <tr> <th>Keyword</th> <th>Body</th> <th>Title</th> <th>Combined Strength</th> </tr> </thead> <tbody> <tr><td>awning</td><td>Fair</td><td>Poor</td><td>Fair</td></tr> <tr><td>awnings</td><td>Good</td><td>Strong</td><td>Good</td></tr> <tr><td>canvas awnings</td><td>Strong</td><td>Superior</td><td>Strong</td></tr> <tr><td>commercial awnings</td><td>Strong</td><td>Superior</td><td>Strong</td></tr> <tr><td>door awnings</td><td>Strong</td><td>Superior</td><td>Strong</td></tr> <tr><td>patio awnings</td><td>Good</td><td>Superior</td><td>Strong</td></tr> <tr><td>patio covers</td><td>Poor</td><td>Strong</td><td>Fair</td></tr> <tr><td>porch awnings</td><td>Strong</td><td>Superior</td><td>Good</td></tr> <tr><td>retractable awning</td><td>Fair</td><td>Good</td><td>Fair</td></tr> <tr><td>retractable awnings</td><td>Strong</td><td>Strong</td><td>Good</td></tr> </tbody> </table> <p>Key: superior = better than all others in top 20 strong = equal to or better than most others in top 20 good = better than average in top 20</p>	Keyword	Body	Title	Combined Strength	awning	Fair	Poor	Fair	awnings	Good	Strong	Good	canvas awnings	Strong	Superior	Strong	commercial awnings	Strong	Superior	Strong	door awnings	Strong	Superior	Strong	patio awnings	Good	Superior	Strong	patio covers	Poor	Strong	Fair	porch awnings	Strong	Superior	Good	retractable awning	Fair	Good	Fair	retractable awnings	Strong	Strong	Good
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retractable awning	Fair	Good	Fair																																									
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Organic Optimization Monthly Report (continued)

fair = below average in top 20
poor = most others are better in top 20

Recommendations:

- Search engine activity seems to be normal for this timeframe.

Performance Summary

This list reports the number of page-1 and number-1 keyword rankings for your campaign. It is a quick way to see how your campaign is progressing.

Search Engine	Page 1	# 1 Ranking
Google	7	1
MSN	5	3
Yahoo	4	2
Total	16	6

Keyword Summary

The keyword phrases in this list receive focused attention. They are considered the primary keywords. Other keyword phrases may also receive strong rankings as secondary keywords.

The values shown in the middle column are the approximate number of searches reported by Wordtracker.com and represent their estimate of 90% of all searches conducted from the United States.

Keywords	Searches/Mo.	Priority
awnings	9888	Secondary
patio covers	8776	Primary
retractable awnings	8368	Primary
patio awnings	6328	Primary
awning	2712	Secondary
canvas awnings	2408	Primary
porch awnings	3969	Primary
retractable awning	1256	Primary
door awnings	2805	Primary
commercial awnings	104	Primary

60 day Search Engine Rankings graphs

Tracking daily rankings across the major search engines for all keywords is a significant task. Daily rankings reveal important trends. These trends are important indicators that cannot be seen with monthly or even weekly reports. Better insight to search engine activity is achieved when ranking movements are compared relative to rankings for other websites.

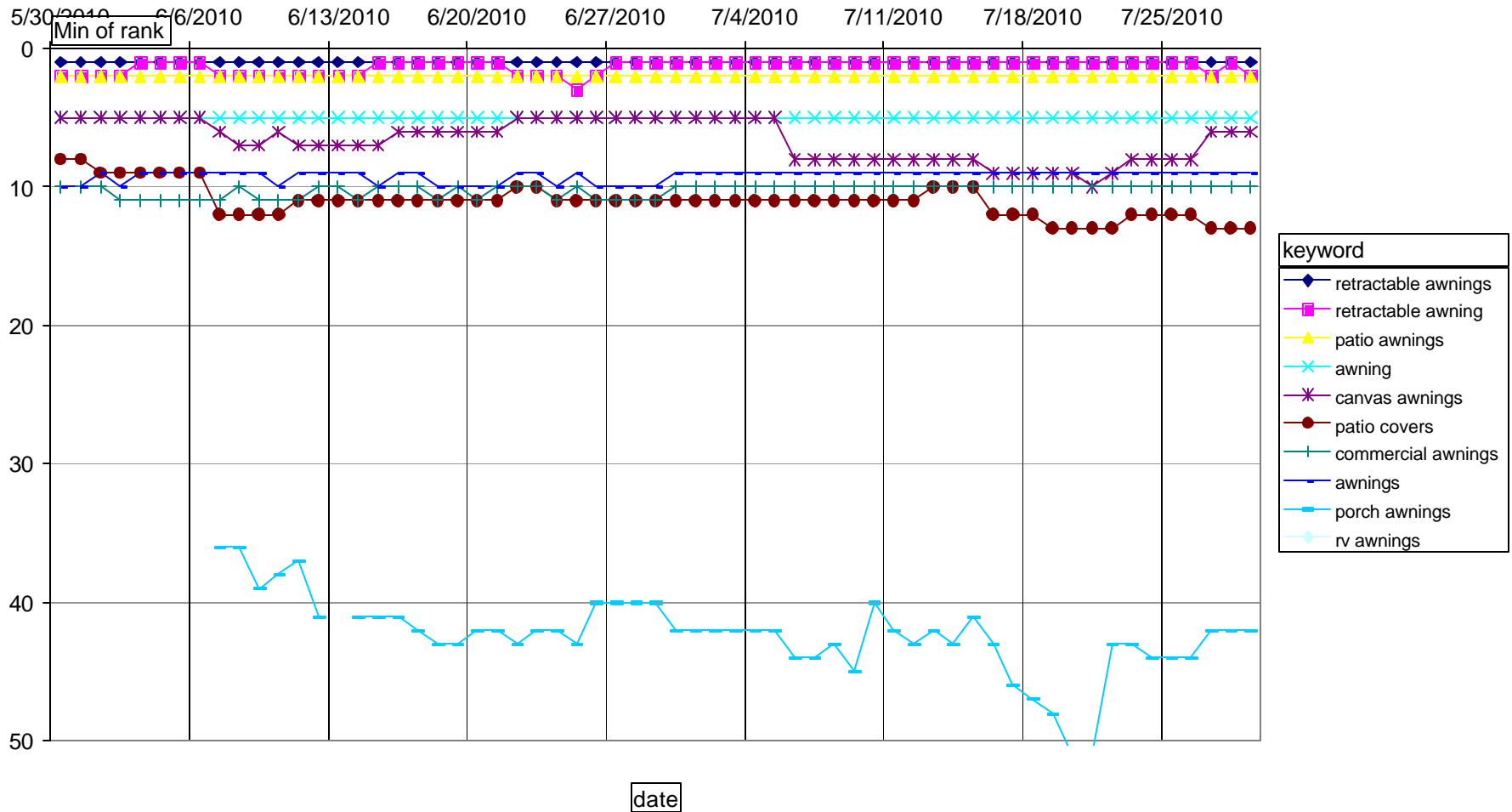
Position Research maintains custom-built search engine ranking modules, which are used for monthly organic SEO services. These modules operate daily across several servers to gather ranking conditions for all keywords and the major search engines. Historic ranking positions from 1-150, which is included as part of our organic SEO services, are available online for our clients, 24/7.

Three graphs consisting of the 60-day historic rankings for each of the major search engines follow.

60 day Search Engine Rankings graphs - Google

SE Google

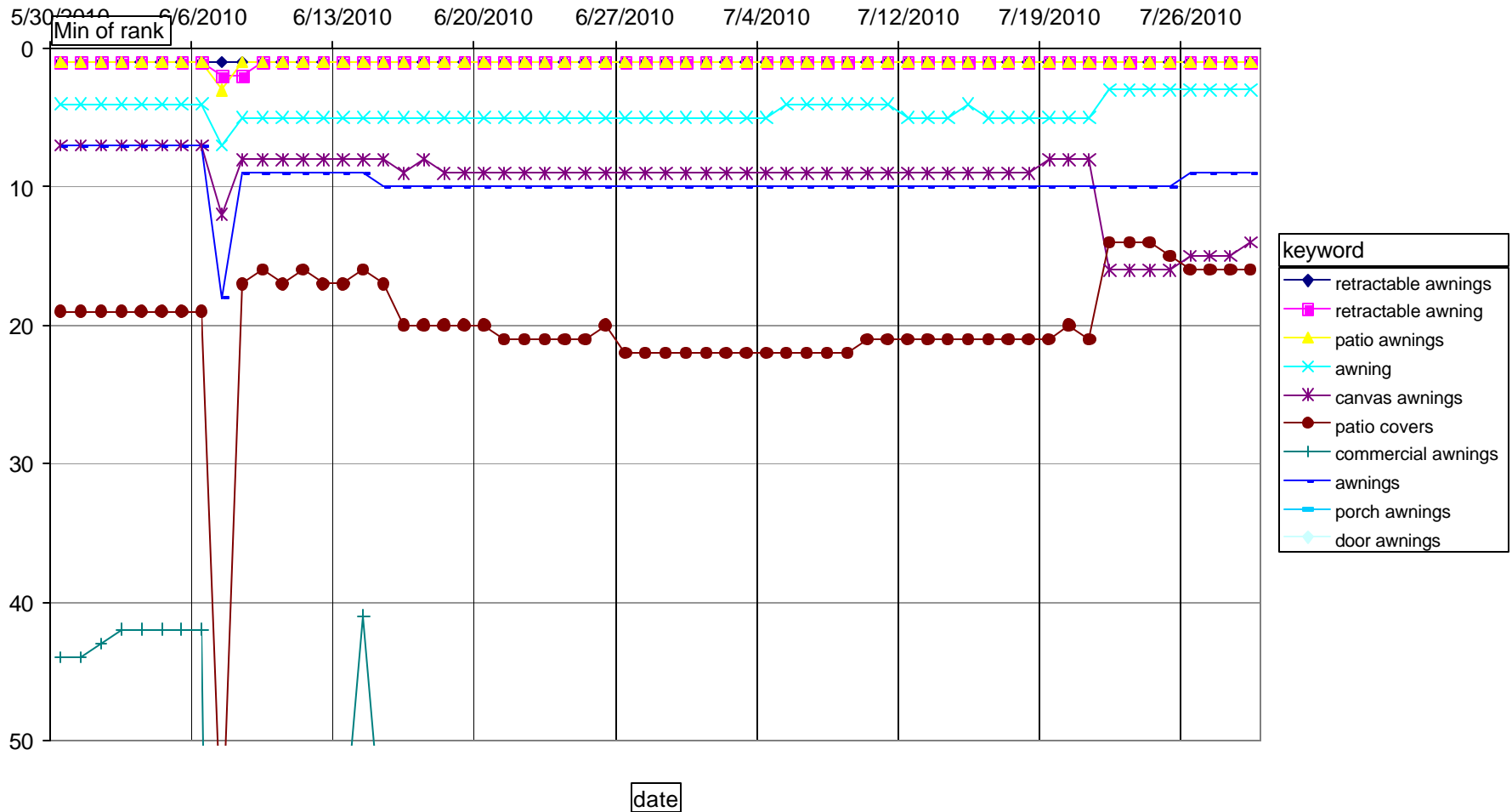
60 Day Historic Ranking by Search Engine Group



60 day Search Engine Rankings graphs - MSN

SE|MSN

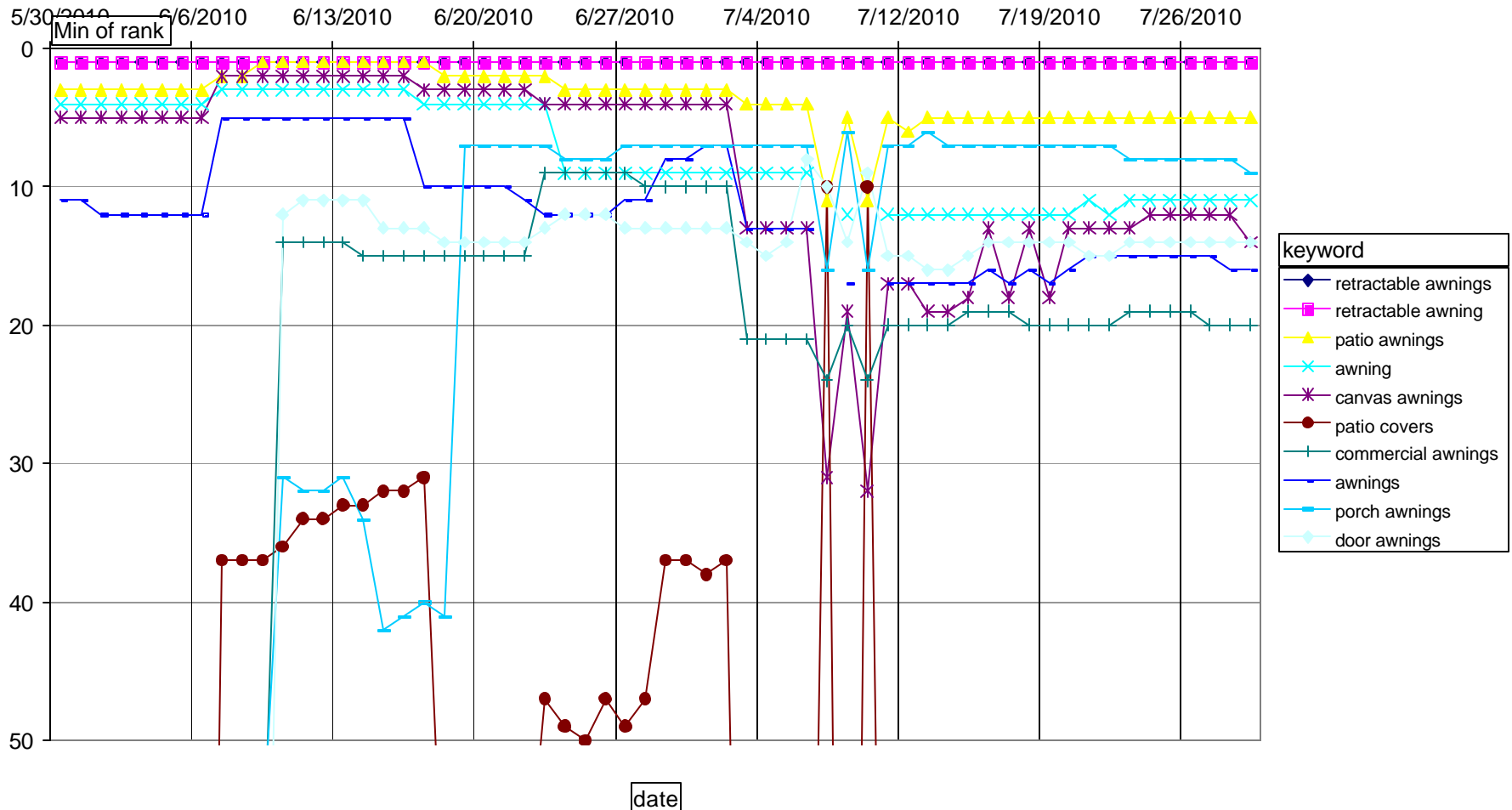
60 Day Historic Ranking by Search Engine Group



60 day Search Engine Rankings graphs - Yahoo

SE|Yahoo

60 Day Historic Ranking by Search Engine Group



Duplicate Content (embedded pdf file)

Google has developed special technology to counter duplicate and near-duplicate content. According to Google's patent, pages found "to be in the same cluster" (pages sharing a portion of the same content) will not appear on the same SERP (Search Engine Results Page). Therefore, a website page worthy of ranking on page one may be forced to page two if there is another website page of slightly greater strength that shares some duplicate content. From this point of view, the page forced to page two is penalized. If a website is found to have substantial near-duplicate content, the entire site may be penalized.

After several hundred man-hours of development, Position Research has launched a new Duplicate Content tool, more accurate and effective than any other tool of its kind in the market. The tool is run once per month on pages that Position Research has optimized in order to avert conditions, which may adversely affect your Organic Optimization rankings.

The attached PDF file contains a "Duplicate and Near Duplicate Content Report". The report:

- Identifies website URLs that contain small fragments of text found on your website page.
- Isolates which text fragments were found on each offending URL.
- Word count on each page
- Google PageRank of each page
- A determination of threat including Google PageRank and word count.

Those URLs that are found to contain more text fragments on a single page (Frequency) are considered to be higher threats. A copy of your report is covered in the following PDF file.



Duplicate Content
Report - July 2010

If duplicate content is found on another website page AND the threat is considered "High", consider implementing one of these THREE (3) options.

1. Paraphrase the content on your site.
2. If you are confident that your content is original, you may attempt to contact the offending site and ask them to remove the duplicate content.
3. For pages that are not optimized or have little SEO value, place a metatag on your page(s) that have duplicate content that prevents the search engines from indexing your page(s): **<meta name="robots" content="noindex,nofollow">**.

If you choose to paraphrase your content, we can help. Position Research does offer original and paraphrasing services. If you choose to paraphrase the content yourself, be sure to contact us so we can re-optimize your page and run a special, on-demand, duplicate content job to test your site again.

Backlink Management

Organic SEO services for most optimization campaigns include link-building efforts to boost link reputation. One-Way links secured on behalf of a client's website die over time. To maintain link reputation integrity, new links must be added to replace those that have died.

Position Research operates a link verification system that surveys the quality of one-way backlinks. Organic SEO services, such as this, are performed monthly to detect backlinks that have either died or fallen below quality standards.

In order to save space, your detailed link report is available on-line. Please login at <http://www.positionresearch.com/about/client-login.html>.

In addition to managing Position Research attained backlinks, we monitor search engine reported backlinks and Google PageRank as an indicator of the general health of the website. The table that follows covers the current and historic backlinks as reported by different search engines.

Google: Google Webmaster Account

Yahoo: link:<http://www.domain.com>

Bing: U: xxxxx.com
P: xxxxx

	Google PR	Google	Yahoo	Bing
<i>July 2009</i>	3	618	902	
<i>Aug 2009</i>	3	535	920	
<i>Sept 2009</i>	3	440	917	
<i>Oct 2009</i>	3	442	979	
<i>Nov 2009</i>	3	358	868	
<i>Dec 2009</i>	3	350	918	
<i>Jan 2010</i>	3	350	879	
<i>Feb 2010</i>	3	354	908	
<i>Mar 2010</i>	3	342	846	
<i>Apr 2010</i>	3	388	916	
<i>May 2010</i>	3	385	933	
<i>June 2010</i>	3	757	929	
<i>July 2010</i>	3	12893*	811	N/A**

* Taken from Google Webmaster account.

** Taken from Bing Webmaster account.

Bing backlink count not available due to recent Bing Webmaster software upgrade.