



# SEO Report

**www.water2garden.org**

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# www.water2garden.org

Our website performance evaluations begin with a review of key indicators. The key indicators offer a snapshot of the website's overall performance and a high-level view of areas that need improvement.

## Key Indicators

Google PageRank	Alexa Traffic Rank	DMOZ Listing	.EDU Links	.GOV Links	Domain Created	Domain Expires
4/10	491,493	Yes	0	0	Aug 2005	Aug 2007

### Google PageRank

#### PageRank: 4 out of 10

PageRank results from a "ballot" among all the other pages on the World Wide Web about how important a page is. A hyperlink to a page counts as a vote of support. The PageRank of a page is defined recursively and depends on the number and PageRank metric of all pages that link to it ("incoming links"). A page that is linked by many pages with high PageRank receives a high rank itself. If there are no links to a web page there is no support for that page. (Source: Wikipedia)

www.water2garden.org has a PageRank of 4 out of 10. This is an ideal PageRank. Google often treats a website with a PageRank score of 4 or higher as a trusted and authoritative source. High PageRank can also improve search engine results page (SERP) performance. As more high-ranked websites link to this domain, PageRank should increase.

### Alexa Traffic Rank

#### Traffic Rank: 491,493

Alexa's traffic rankings are based on the usage patterns of Alexa Toolbar users over a rolling 3 month period. A site's ranking is based on a combined measure of reach and pageviews. Reach is determined by the number of unique Alexa users who visit a site on a given day. Pageviews are the total number of Alexa user URL requests for a site. The site with the highest combination of users and pageviews is ranked #1. (Source: Alexa)

www.water2garden.org has an Alexa Traffic Rank, but the overall traffic is not very high. This website could benefit from a strong search engine marketing campaign.

## DMOZ - Open Directory Project Listing

**Listed: Yes**

**Category:** Top/Home/Gardening/Gardens/Water/Personal\_Pages/

The Open Directory Project (aka DMOZ) is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors (Source: DMOZ). A listing in DMOZ is often an indicator of a quality website, because all websites are subject to review by an approved editor. This is in high contrast to many other web directories that add websites automatically (with no human intervention) or add any website that's willing to pay them. Since a listing in DMOZ cannot be purchased, and all requests must be reviewed by a volunteer editor, search engines view a listing in DMOZ as a trusted vote for that website.

Excellent news, [www.water2garden.org](http://www.water2garden.org) is listed in DMOZ. DMOZ is one of the few directories trusted by Google. A DMOZ listing can increase exposure and potentially improve search engine results pages (SERPs) and PageRank.

## .EDU and .GOV Backlinks

**Links from .EDU: 0**

**Links from .GOV: 0**

College and government websites are ranked highly by search engines because they are sources of educational and non-commercial content. Search engines identify these sites by their .EDU or .GOV top level domains, which indicate that the website is operated by an accredited educational or governmental entity. Websites with these top level domains are automatically trusted by search engines. Backlinks to your website from .EDU or .GOV sites are valuable because they are almost always weighted higher than backlinks from commercial websites.

[www.water2garden.org](http://www.water2garden.org) doesn't appear to have any backlinks from college or government websites. We encourage webmasters to pursue backlinks from college and government websites because they are relatively rare and can be beneficial in improving SERPs.

There are several ways to get backlinks from college and government sites. One of the best ways is to write and publish high quality educational content. After you've published it, try to find college and government websites that are closely related to your content. Contact the professors, students and administrators associated with those websites and inform them of your content. In general, it's best to write a friendly message to them that compliments their work, informs them of your resources and asks them how you might incorporate their work into your resources. Most professors, students and government administrators are interested in bringing publicity to their research and programs, and will not only assist you in further developing your content, but will also link to it.

## Domain Name Creation and Expiration

**Created: Aug 2005**

**Expires: Aug 2007**

A domain name's creation and expiration dates are important to search engines. The longer a website has been in existence (and by the expiration date, intends to be in existence), the more trustworthy it appears. Web spammers deliberately create Web pages which will be indexed by search engines in order to increase the chance of a website being placed high in the SERPs. They have a tendency to register numerous "throw away" domain names for a single year. Web spammers don't expect to use these websites more than a year because the website is likely to be blacklisted because of "black hat SEO" techniques. Black hat SEO refers to practices that are dishonest and attempt to mislead search and indexing programs to give a page a ranking it does not deserve. This practice has led search engines to pay close attention to whois information. In particular, they look at a domain's creation and expiration dates. Domains that have been registered for less than a year or will expire in less than a year raise red flags for search engines.

www.water2garden.org's domain name creation date indicates that the website is less than one year old. You can't do anything to change this (other than wait). The good news: the domain name has more than a year before its expiration date. That's good, because it will tell search engines that you plan on keeping and using the domain for a long time.

## Search Engine Presence

	Google	Yahoo	MSN
<b>Index</b>	24 Pages	28 Pages	23 Pages
<b>Backlinks</b>	7 Links	131 Links	32 Links

Search Engine Presence focuses on how many of pages in the website are indexed by search engines and how many other websites link to www.water2garden.org. A website that is performing well will meet the following criteria: it will be indexed in all three major search engines; the number of indexed pages will closely match the number of pages on the website; it will have several hundred backlinks.

### Google

**Links in Index: 24**

**Backlinks: 7**

Google is the most popular search engine worldwide. A strong presence in its index is crucial for getting visitor traffic to www.water2garden.org. Of the three major search engines, Google's index is the most difficult to be get into and maintain presence in. Google uses the most stringent spam fighting algorithms. This search engine is quick to penalize or remove websites from the index if deceitful search engine optimization practices are suspected.

www.water2garden.org is listed in Google's index, and other websites are linking to it. These are both positive signs. It indicates that Google has developed some trust in the website, and that Google recognizes that other websites are linking to it. The long term goal is to increase both numbers. There is a direct correlation between the number of pages in the index/high quality backlinks, and higher SERPs.

### Yahoo

**Links in Index: 28**

**Backlinks: 131**

Yahoo! is the second most used search engine in the world, so having a good presence in their index is also important for driving traffic to www.water2garden.org. Yahoo! is much more commercially oriented than Google. Whereas Google focuses more on delivering educationally oriented information, Yahoo! seems to cater more to commercial interests.

www.water2garden.org is listed in Yahoo!'s index and also has websites that are linking to it. These are both positive signs, because it means that Yahoo! has some trust level of your website and that it recognized quality websites that are linking to it. The long term goal is to increase both of these numbers. There's a direct correlation between more pages and quality backlinks and higher SERPs.

## MSN

**Links in Index: 23**

**Backlinks: 32**

MSN is the third most used search engine in the world. MSN is the easiest search engine (of the big three) to get a website listed in. It's also the easiest to obtain high SERPs in. For that reason, many SEO specialists will often try out new techniques on throw away domains to see how quickly they can get a website into MSN while not setting off any red flags with Google or Yahoo!. MSN should be considered the lowest common denominator regarding the big three search engines. That means if you're website isn't performing well in MSN and hasn't shown up in Yahoo! or Google, then you're probably doing something wrong.

www.water2garden.org is listed in MSN's index and also has websites that are linking to it. These are both positive signs, because it means that MSN has some trust level of your website and that it recognized quality websites that are linking to it. The long term goal is to increase both of these numbers. There's a direct correlation between more pages and quality backlinks and higher SERPs.

## Search Engine Results Pages (SERPs)

Keywords	Google	Yahoo	MSN
Water Garden	16	Not in Top 20	Not in Top 20
Water Gardening	Not in Top 20	Not in Top 20	Not in Top 20

Search Engine Results Pages, which are commonly referred to as SERPs, are the main focus of search engine optimization. All of the changes and strategies that are used in SEO are for improving SERPs. After all, having good SERPs practically guarantees traffic to your website.

### Google SERPs

1 keyword was found in the top 20

1 keyword was not found in the top 20

Some or all of the keywords you entered for www.water2garden.org were found in the top 20 search engine results (first and second page). This means that www.water2garden.org is performing well for the keywords you entered, but still has a lot of room for improvement. The main goal is to get all desired keywords in the top 5 results on the first page.

### Yahoo! SERPs

2 keywords were not found in the top 20

None of the keywords you entered for www.water2garden.org were found in the top 10 and 20 search engine results (first and second page). This means that www.water2garden.org is performing poorly for the keywords you entered and has a lot of room for improvement. The main goal is to get all desired keywords in the top 5 results on the first page.

### MSN SERPs

2 keywords were not found in the top 20

None of the keywords you entered for www.water2garden.org were found in the top 10 and 20 search engine results (first and second page). This means that www.water2garden.org is performing poorly for the keywords you entered and has a lot of room for improvement. The main goal is to get all desired keywords in the top 5 results on the first page.

## Code Analysis

The type of code that's used to create websites is extremely important. For example, not using certain HTML elements and information, and using out-of-date web design techniques, can adversely affect a website's SERPs. Our SEO Analyzer takes an intimate look at the HTML code running your website and determines areas that need improvement in order to perform better in search engines.

### Semantic Structure

**Status: Passed**

www.water2garden.org appears to use headers elements properly. Search engines use header elements to determine the context and purpose of your web page. Headers provide semantic structure and meaning to web pages, and search engines, like Google, give preferential treatment to web design that use headers properly.

### Improper Use of Tables

**Status: Passed**

www.water2garden.org appears to be using tables correctly. Nested tables are often used to improperly control the layout of a web page, and are no longer used in modern web design. All layouts should be controlled by CSS. Furthermore, nested tables can break up the semantic order of a web page, and also unnecessarily increase the page size.

### Page Content

**Status: Passed**

www.water2garden.org appears to contain about 300 or more words. Having at least 300 words of original content per page enables search engines to better understand your page, and increases the chances of someone finding your page.

## Page Size

### Status: Passed

The size of your HTML is: 6.96KB

The size of your web page is perfect for search engine optimization! Search engines, like Google, reward web designs that make an effort to reduce the size of their HTML content. Also, condensed content helps search engines better target your web page for specific keywords.

It's always important to pay attention to your total page size. If your other files (like images and scripts) are large, it may make your website load slowly for users who do not have broadband connections. In general, it's good practice to try to keep your web pages as small as possible.

## Top Keywords

Below are the top keywords that we found on your home page. If these aren't the words that you want search engines to find you by, then we encourage you to include the words you want more often. They should be added in a natural way and should be included in the TITLE element of your HTML.

- gallons
- filters
- aquaculture
- bead
- pond

## SEO Best Practices

There are several key components that are required for good search engine optimization. They are called best practices and are essential for performing well in search engines.

**Smart Information Architecture** - Information Architecture represents how a website's information is structured and presented. It includes how the navigation works, how visitors interact with information and how search engines find and read Web pages.

**Semantically Structured Code** - Search engines need assistance in figuring out what a Web page is about. That's why they rely on the semantic structure of Web pages. Ordering content correctly and providing weighted cues, such as using header elements, enables search engines to better understand what each page means.

**Search Engine Friendly URLs** - There's a lot of different programming tools and languages being used to create dynamic websites. More often than not, web developers create internal links that are difficult for search engines to read and follow. It's important to utilize search engine friendly URLs in order to help search engines find internal Web pages and to increase SERPs.

**Unique META Descriptions** - Although most META data isn't used by search engines anymore, the description is still seen as important. The description is shown most often in Google's search engine results. People using Google use the description to determine if they want to visit the website or not. If the description is confusing or unrelated, the user may choose to not click on your link.

**Smart Page Titles** - Web Page Titles are used by search engines to determine the content and context of web pages. In general, the Page Title should be short and contain keywords related to the page content. Changing a Page Title can dramatically affect the SERPs of that page.

**Keyword Rich Content** - It is important to determine the keywords that you would like users to find your site with. After determining those words, they should be included in the content of the page. They shouldn't be unnaturally stuffed on the page, but they should occur frequently inside the first 2-3 paragraphs of the page.

**High Quality Original Content** - Search engines love original content. The more high quality original content your website can provide, the more coverage the site will get in search engines. That content will also encourage visitors to the website to link to it and write blog entries about it, thus improving your SERPs.

**Links From Highly Ranked Websites** - One of the very best ways to get better SERPs is to have lots of backlinks from highly ranked websites. Highly ranked websites are sites with a high Google PageRank and significant daily traffic. Having links from these websites tells search engines that your website has good content, and also markets your website to their visitors.