



ROCK^{THE}
STATUS
QUO[™]

EXCERPT ONLY

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The 5-Minute Website Evaluation

"Even if you pay an SEO specialist, you should know enough about the basics to validate whether or not it was done correctly."

carrie morgan marketing, pr and online expertise

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When it comes to websites, the competition is staggering. The sheer volume of information online is overwhelming and if you have a hope of getting YOUR information seen, search optimization has never been more critical.

Wordpress sites, HTML, Flash - there are many types of site languages and SEO tactics are highly controversial, but one truth is universal. Just because you are paying for SEO, or had your site optimized in the past, doesn't necessarily mean you got what you think you paid for.

This eBook is intended to help you understand those basics , so you can validate whether or not your on-site SEO was done correctly, or even hire the right expert.

:: CORE TRUTHS OF SEO ::

Companies hire SEO firms or freelancers (called "SEOs" moving forward) every day, and pay out vast sums of money, relying on the expertise of their hired



guns to make them rank well. Yet over 90% of the websites that I see every day are NOT done correctly.

While sometimes it can be tied to the skill level (or lack thereof) of the SEO work, that isn't always the case.

Here are a few things to be aware of:

Most SEOs are either strong in on-site work (*content, page descriptions, keyword density*) **or off-site work** (backlinks). Understanding the difference and understanding how that difference impacts your results is important.

On-site or off, keywords are critical. **Be sure you understand how they chose the keywords or phrases that they are optimizing within your site.** If it is for the wrong ones, then the work will not deliver the strongest results possible. If they let you choose the keywords, then they are not a competent partner.

Beware of promises. Do they promise first page ranking? Red flag. Sure, you can be on the first page with a solid AdWords campaign backed by a healthy budget, but the algorithms for search change



constantly, and there is no way to guarantee landing on the first page, even when a website is perfectly optimized. There are simply too many variables that impact the results and shift them continually.

4. Proof is in their work. If you ask for samples of recent work, looking at those sites and reports of the before/after ranking tells you everything you need to know.

This whitepaper will tell you what to look for - and it doesn't matter if you are evaluating sample work of a potential SEO vendor, or doing an analysis of your own online assets.

:: EVALUATING YOUR WEBSITE ::

Everyone that pays money for SEO should know the basics - otherwise, how can you tell if your money is being spent wisely, or if the work was done correctly?

If you have five minutes, here is what you need to know.



ON-SITE SEO

:: THREE MINUTES ::

Look at the copy on your website.

From an SEO perspective, the single most influential factor is content. Well-done content is keyword-rich yet highly readable...*END OF EXCERPT.*

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