

# Internet Marketing Report



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CREATIVE MARKETING

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## Forward

This document “Example Client’s Name – eMarketing Report” was compiled on ---Example Date---, and prepared by Evolve Creative Marketing.

The purpose of the document is to outline areas of the internet marketing employed by ---Example Client Name---, and to identify specific areas within the campaign which may be improved upon. The focus of this report is on Search Engine Optimization with a component of the report targeted at Social Media Optimization. During the data collection period of the report, we did not have access to certain information, such as website analytics and competitive intelligence/analysis. With access to that information, the report could become much more comprehensive.

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## Client Name

Client Contact Name  
Client Mailing Address  
Client Phone Number  
Client eMail Address  
Client Website URL

## Internet Marketing Campaign

This first paragraph is a summary of the client's current eMarketing campaign and provides some guidance on the value of Content Optimization. Optimizing content is an important step in internet marketing, you should try to enable your content to have the opportunity to bring traffic from the web and maximize your return.

### A. Home Page Metadata Analysis

This is an analysis of the current Home Page Metadata on the client's website. An Interior Page Analysis is located in section D of this report. A more expensive analysis can be completed on request of the client. The meta title and description tags are not seen by your website visitors. Instead, these tags purpose is to provide specific summary information to search engines. By including this information you can tell the search engines what your web page is about.

Home Page Title: --Example--  
Home Page Meta Description: --Example--

### B. Heading Summary

Websites can use special tags in their HTML to identify headings and sub-headings in their content. These HTML tags help your website visitors read the content, but they also help search engine spiders understand the content on a page and what is the most important key term or phrase. By clearly identifying key terms in heading tags you can further identify what the content is about, this way the search engines can easily index your content. Typically we analyse the Home Page of the website as a starting point, a more expensive analysis can be completed on request of the client.

Home Page Headings Found: 5

1. First-Level (H1): --Example--
2. Second-Level (H2): --Example--
3. Second-Level (H2): --Example--
4. Second-Level (H2): --Example--
5. Second-Level (H2): --Example--

### C. Image Summary

Graphically speaking, images are a great way to enhance a website and make it more visually appealing to a visitor. However, it's important to realize that search engine spiders cannot really "see" images or other graphical elements of a website. So, if you use images that contain textual content within the image itself, this content will not be seen by the spiders.

Using the HTML "alt" attribute with your images helps address this issue by providing a way to specify the textual content for a graphic element of a website. The HTML "alt" attribute allows website developers to assign specific text as the "alternative" content for images.

We analyze the image Images and Alt text (if present) on the clients website. Typically we analyze the Home Page of the website as a starting point, a more expensive analysis can be completed on request of the client. Once we have obtained this information, Alt text can be changed, or added if required based on the clients requirements.

Home Page Images Found: #

Home Page Images Containing Alt Text: #

- |              |                         |
|--------------|-------------------------|
| 1. Image url | Alt Text: ---Example--- |
| 2. Image url | Alt Text: ---Example--- |
| 3. Image url | Alt Text: ---Missing--- |
| 4. Image url | Alt Text: ---Missing--- |
| 5. Image url | Alt Text: ---Missing--- |
| 6. Image url | Alt Text: ---Missing--- |
| 7. Image url | Alt Text: ---Missing--- |

### D. Interior Page Analysis: 2 Pages Processed

We don't want to only look at the Home Page, we know that's important to get a glimpse of the larger web presence. So we also have a brief look at a few other pages on your website to see how well they are being optimized, revealing additional information. Analysing internal pages can reveal additional opportunities for you to target specific keywords and phrases, and help attract more visitors. With this information, you can create specific landing pages optimized towards converting those visitors into customers. Typically we will analyse two other webpages for this part of the report.

Interior Page Title: --Example--;  
Meta Description: --Example--

Interior Page Title: --Example--;  
Meta Description: --Example--

### E. On-Page Keywords

Although On-Page Keywords make up only around 15% of a Search Engine Strategy, they remain a major player in the entire SEO framework. We run an analysis and provide a list of the extracted terms along

with the HTML tags they were found in. The number of occurrences of the keywords are recorded in parenthesis. The percentage score, in the report, is an indication of how important a term is when compared to other terms. This section of the report, often yields a long list of keywords, sometimes over 100 words.

Term	Found in (HTML elements)	Importance (Relative to other terms)
1. ---example---	li (18x) meta description (4x) p (2x) img alt (1x) h2 (1x) h1 (1x) title tag (1x)	100%
2. ---example---	meta description (4x) p (2x) img alt (1x) title tag (1x) h1 (1x)	68%
3. ---example---	li (2x) [external link] anchor text (1x) h2 (1x)	32%
4. ---example---	h2 (1x) li (1x)	32%
5. ---example---	h1 (1x) li (1x)	31%
6. ---example---	[external link] anchor text (1x) h2 (1x) li (1x)	27%
7. ---example---	h1 (1x)	22%
8. ---example---	h2 (1x)	18%
9. ---example---	h2 (1x)	18%
10. ---example---	li (1x) p (1x)	18%
11. ---example---	p (1x) strong (1x)	16%
12. ---example---	li (15x)	14%
13. ---example---	li (24x)	14%
14. ---example---	li (65x)	14%
15. ---example---	li (9x)	14%
16. ---example---	li (18x)	14%
17. ---example---	li (15x)	14%
18. ---example---	li (12x)	14%

19. ---example---	li (9x)	14%
20. ---example---	li (9x)	14%
21. ---example---	li (8x)	14%
22. ---example---	li (9x)	14%
23. ---example---	li (9x)	14%
24. ---example---	li (9x)	14%
25. ---example---	li (8x)	14%
26. ---example---	li (9x)	14%
27. ---example---	li (9x)	14%
28. ---example---	li (9x)	14%
29. ---example---	li (9x)	14%

## F. Domain Info

The reliability of a host domain is also a factor in Search Engine Optimization. Experts agree that you should register your domain for a long time, because search engines factor domain "stability" when looking at your pages. Although only a small portion of the SEO framework, it is also inexpensive to maintain a domain name that is registered for more than one year at a time.

Domain Age (example) 11 years, 10 months, 2 weeks

Time To Expiration (example) 1 month, 2 weeks

**The domain for this website is set to expire in less than a year (Date @ Time AM (EDT)).**

## G. Promotion

We evaluate how your website is being promoted online and provide ideas for improvement. It's important that once you are producing great content and optimizing it (outlined in sections A to E of this report) for search engines, that you begin to promote it.

1. del.icio.us bookmarks: N/A (del.icio.us is a social bookmarking site. Users can save links they wish to keep for later reference on the site, and pages that have been saved many times are displayed in a special "hot" section which can drive thousands of visits)

2. Twitter: N/A (Twitter is a micro-blogging service, could not find a twitter account associated with your website. If you have one, link to your website in your profile)
3. Link Tweet Summary (TweetMeme is a service which aggregates all the popular links on Twitter to determine which links are popular. Tweets and retweets help drive traffic to the content that you have created. Could not find tweets referring to your site via TweetMeme)
4. Facebook: a facebook page was/was not found for ---Example Client---, which links to your website. Regular updates will help build your community and help drive traffic to your website.
5. Youtube: a few videos were found for ---Example Client---, by adding the URL link to your website in the first line of the description you will link your video to your website. Descriptions are an important part of Social Media, don't forget to add it.

## H. Geo-Targeted SEO

Google, Yahoo and Bing Local Listing ---Exist/Don't Exist---, your local listings will be evaluated in order to determine what improvements can be made.

Evaluate your website traffic source (search engines) to determine the relevance of organic search results compared to referring sites.

## I. Backlinks

“Backlinks” are links on other websites that refer visitors to your site, and make up between 20 to 25% of the SEO framework. We analyze how many backlinks are directed at your website.

Number of Backlinks: #

## J. Conversion

You're creating content, you understand the value of Content Marketing and Social Media. At the end of the day, however, we are in this for leads or sales. The goal is to convert your website visitors into quality sales leads and paying customers. There are a number of ways we can do this.

1. RSS Feed: ---Found/Not Found--- (RSS (Really Simple Syndication) is a method to easily broadcast your content to your audience.)
2. Conversion Form: ---Found/Not Found--- (Conversion forms are the main component of a website, which enables you to get sales leads from your website. Without online forms, you can't convert your website visitors into customers.)

You can measure the conversion rate of your website by calculating the number of leads or sales, divided by the number of visitors you receive.

## K. Suggested Actions

Once the report is completed, we will provide you with a list of suggested actions that you can take to improve your internet marketing. An example of the suggestions are described below.

1. Branding: The cost of professional branding is a question that is not easily answered, however a great deal of continuous effort must be put into re-enforcing a brand. Be sure to include your logo on all of your marketing materials, including your social marketing profiles (Facebook, Twitter, and Youtube)
2. Inbound Marketing is the process of data collection, you can use the information collected from your Google Analytics account to strengthen your marketing campaigns. Competitive Analysis can also broaden your position and give you valuable insight into the marketing efforts others in your industry are using.
3. Search Engine Optimization is 24% Trustworthiness of Host Domain, 22% Link Popularity, 20% Backlink Anchor Text. It's important to coordinate these components of your SEO campaign in order to get the maximum effect. 15% of SEO is On-Page, add Page Meta Descriptions, Image Alt Text, and evaluate the keywords that are being focused on.
4. Build your Social Community. Blogging, Facebook, Twitter and Youtube are ways to engage with your customers and manage your reputation. Build link popularity and inbound links to your website and reach a larger audience through some of these social sites.
5. Content Marketing: Compelling content spread over 100 pages will reach more people than a static 10 page website 90% of the time. This is where a corporate blog come in handy. By continuously delivering content that is vital and relevant to your target market, you begin to play an important role in their lives. Ensure your messages reflect your brand values. Active, passionate, and solutions oriented. Continue with the Off-site link building campaigns, evaluate the long-tail to determine where improvements can be made.
6. Email Marketing: By adding an email marketing sign up form to the website, and promoting the campaign socially and through in-house efforts, you can increase your websites conversion rate and begin to receive sales leads. A quarterly email campaign is non-intrusive, easy to manage, and can provide customers with the value-added service that can keep them coming back.
7. Strategy: In order to develop and coordinate a complete marketing strategy we would need to evaluate other data, including website analytics, competitive intelligence/analysis and in-house point of sale research. One area, that ---Example Client--- may consider is to provide solution-based content, in order to engage with their customers.

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