

CRESCONNECT

Website Report for <http://www.cresconnect.co.uk> by Cresconnect UK, London

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# Chapter 1 - Introduction

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## About us

Firstly something you should know about us: We like to think we're a little different from the crowd!

Second: We're passionate about SEO and web design. (Perhaps to a somewhat obsessive degree, but hey, none of our clients are complaining!)

Cresconnect has been in the industry for years. We've emerged, from fairly humble beginnings, to become one of the best regarded International Internet companies in operation today.

From creating a dynamic, user-friendly website, to marketing and making sure it gets seen by all the right people, we've got experts in all areas, ready to help you. Our team take pride in not only knowing about all things marketing and web related, but also on having a great knowledge of the world of business. In short, we're well positioned to assist you, because we understand your requirements and tailor our services to suit them.

Of course, our services aren't just limited to London. Our company is not only national, but international and we welcome any business, regardless of location, size or budget. We like to think we've got something to offer everyone, and our flexible, ethical approach is appreciated by all who work with us.

## Our services

- **Professional SEO Services** - We've been in working with SEO for years. As a result, we know what works and what doesn't, and we know how to get your website noticed online. It's important to be visible, and that's where we come in. The Cresconnect team only operate with integrity and honesty, helping your business to not only climb the Google rankings, but to stay there.
- **PPC Management** - We're nationally ranked Digital Marketing and PPC Management experts, and our team are qualified Google AdWords and Bing Ads professionals. If you want to ensure that your Ad Campaign generates meaningful clickthroughs and genuinely engaged visitors, then you've come to the right place! ROI is our focus, and we are dedicated to helping you make a great profit on your investment.
- **WEB Design & Maintenance** - We won't settle for clumsy, unreceptive websites, and neither should you! Our expert web designers will create a site for your business that not only looks great, but operates smoothly on all devices. Whether desktop, smartphone or tablet, we'll make sure you reach your customers and make the right impression.


## Chapter 2 - On-site SEO report

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Further to our communications, I have had the opportunity to look through your website at <http://www.cresconnect.co.uk> and have carried out a preliminary analysis. We have put together some thoughts as to how we can move forward with your SEO optimisation. Before we begin our optimisation of the website I thought that it would be useful to share some key indicators that we look at in understanding where the site is currently positioned.


### Basic checks




- 

**XML Sitemap**      Great your site has an XML Sitemap

*A sitemap lists URLs that are available for crawling and can include additional information such as your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.*

*It is also good practice to specify your sitemap's location in your robots.txt file.*
- 

**Robots.txt**      Great, your site has a robot.txt file

*A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.*
- 

**WWW resolve**      Site correctly redirects from <http://cresconnect.co.uk> to <http://www.cresconnect.co.uk/>

*Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.*

## Page ranks




URI	Value
<a href="#">/contact/</a>	0.0703
<a href="#">/services/ppc/</a>	0.0703
<a href="#">/</a>	0.0703
<a href="#">/services/seo/</a>	0.0703
<a href="#">/website-maintenance-plans/</a>	0.0703
<a href="#">/services/web-design/</a>	0.0703
<a href="#">/blog/</a>	0.0703
<a href="#">/about-us/</a>	0.0703
<a href="#">/blog/your-seo-resolutions/</a>	0.0255
<a href="#">/blog/how-is-your-website-performing-find-out-with-our-complimentary-report/</a>	0.0255

## Chapter 3 - On-page SEO report

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When we carry out our on-page optimisation work, we identify the correct pages of your website and then optimise a certain number of keywords per relevant page. This is a fundamental process that we undertake and also takes the user (the person searching for the keyword) to the most relevant page of your site thus increasing the conversion rate (whether this is the completion of a form, contacting you by phone or purchasing a product). The proposal below is not a technical proposal (we will save the technicalities for when we carry out the on page reports and recommendations at the start of the campaign. Below is some of the initial analysis processes that we undertake when looking at a website:

### META Tags

- 
- |   |             |   |
|---|-------------|---|
|    | Title       | SEO Services, Web Design, Internet Marketing - It's what we do<br><b>Length:</b> 62 characters  |
| <i>Google sees up to 64 characters and displays up to 70, so we always recommend that the title tag is between 64 to 70 characters long. Google gives the most attention to the words at the front, so you need to mention your strongest keywords here. You can mention your company name last if you really want to.</i>  |             |   |
| <hr/>   |             |   |
|    | Description | We are nationally ranked for SEO Services, Web Design and Internet Marketing services. We are dedicated to helping you make your website noticed online.<br><b>Length:</b> 152 characters |
| <i>The Meta description should not be filled with keywords as it is written for the users and not for the search engines. Your Meta description is really important, because if you have an informative description which really explains your website, Google will then use this as their snippet in the main Google search results. This means that if you have a really informative Meta description it can really help the SEO process and get your site ranked a lot faster and resulting in more conversions.</i> |             |   |
| <hr/>   |             |   |
|    | Robots      | Meta robots not found<br><br><i>You can use a special HTML tag to tell robots not to index the content of a page, and/or not scan it for links to follow.</i>                             |
-

# Content analysis

Some of the index page content as detected by search engines. This excludes the text in your site template.

Be searched, be seen, be found..After all this is how YOU got here!  
Don't be invisible. Be SEEN, with a company that knows the benefit of building visible and meaningful relationships  
What we do best  
We've been in working with SEO for years. As a result, we know what works and what doesn't, and we know how to get your website noticed online. It's important to be visible, and that's where we come in. Our team at Cresconnect only operate with integrity and honesty, helping your business to not only climb the Google rankings, but to stay there.  
We're nationally ranked Digital Marketing and PPC Management experts, and our team are qualified Google AdWords and Bing Ads professionals. If you want to ensure that your Ad Campaign generates meaningful clickthroughs and genuinely engaged visitors, then you've come to the right place! ROI is our focus, and we are dedicated to helping you make a great profit on your investment.  
We won't settle for clumsy, unreceptive websites, and neither should you! Our expert web designers will create a site for your business that not only looks great, but operates smoothly on all devices. Whether desktop, smartphone or tablet, we'll make sure you reach your customers and make the right impression.  
Natural Search Engine Optimisation for your site.  
Google PPC campaign management  
... or design. We love to turn your ideas into beautiful responsive things.



Content

**Length:** 114 words

*We recommend more than 50 words (not counting stop words)*



Headers

H1	H2	H3	H4	H5	H6
1	1	1	1	-	-

H1 - Be searched, be seen, be found.. After all this is how YOU got here!

H2 - Don't be invisible. Be SEEN, with a company that knows the benefit of building visible and meaningful relationships

H3 - Professional SEO Services

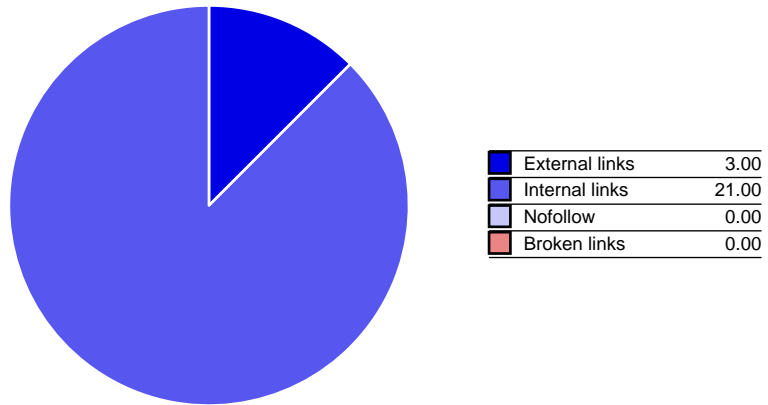
H4 -Thank you !

*The six heading elements, H1 through H6, denote section headings. Although the order and occurrence of headings is not constrained by the HTML DTD, documents should not skip levels (for example, from H1 to H3), as converting such documents to other representations is often problematic.*

# Links

The skeleton of every SEO campaign

✓ Links



We found 21 internal links and 3 external links on page

All links are dofollow and passing juice

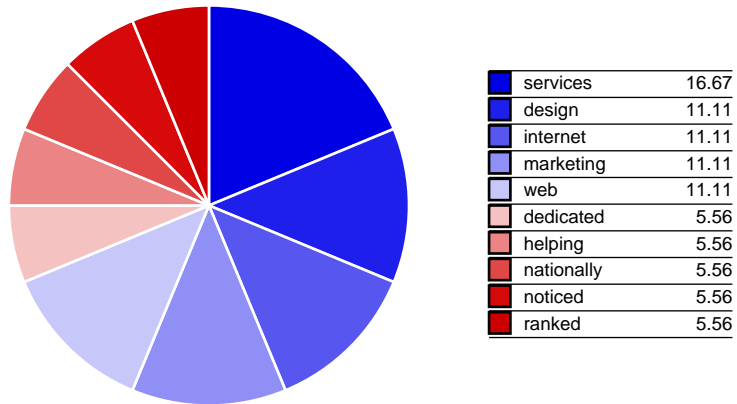
*Links are very important part of a SEO campaign. Keep the number of links less than 100*

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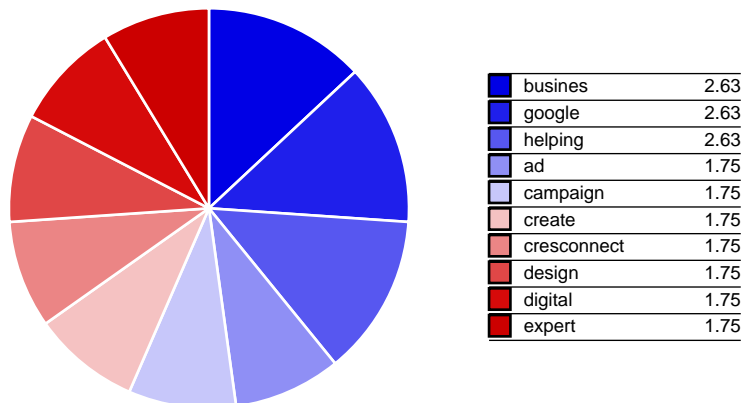
## Keywords

### ✔ Meta keywords



*The meta keywords are most relevant words used in your title and description*

### ○ Content keywords



*Keywords are the important topics in your content and can be used to index data, generate tag clouds or for searching.*

### ○ Keywords

website, web, dedicated, marketing, nationally, noticed, helping, ranked, design, online, seo

*This is the list of keywords your page is optimised for*

### ○ Linked as

**Web Services**  
**Home**  
**Cresconnect**  
**professional services**  
**Home**  
keywords:home, service, cresconnect, professional, web

*This is how your page is linked internally*

# Chapter 4 - How we do it

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## Initial website optimisation

### *Keyword Research*

- Determine optimal keywords and optimal number of keywords to promote for your campaign.
- Develop optimal keyword strategy necessary to achieve same goal within same time period.
- Optimal keywords developed from proprietary internal tools and several commercially available tools.

### *Competitor Analysis*

- Determine strength of links and link sources that can be replicated and improved upon as the competitive strategy of the site is developed.
- Approach competitor links sources for link acquisition opportunities.
- Determine competitor vulnerabilities, and capitalize upon those weaknesses.

### *Site structure*

- Evaluate site structure to determine impediments to optimal search engine visibility.
- Evaluate internal site linking structure and basic site design, identify and provide recommendations for necessary changes to perfect said structure.
- Analyze website “calls to action”, “flow” and “purchasing paths”.

### *Website optimisation plan reviewed and approved by client*

- Develop Baseline ranking report and analytics, explain and email them to customer.
- Install Google analytics, if not currently employed.
- Develop client metrics dashboard, explain functions and instruct client in reading and usage.
- Provide client with document outlining the changes needed to be implemented to complete website updates.
- Modify content to include keywords developed from keyword research.
- Ensure the keyword density is optimal for search bots.

## Link Building, Social Signals

- Develop link building & social sharing plan
- Research and determine link opportunities in social media, blogs, directories, suppliers, business partners, link bait, and other potential link opportunities
- Link building plan reviewed with client for approval
- Ongoing monthly Link plan implemented

## Ongoing Execution and Management

- Review analytics to insure website keyword traffic is increasing on Google, Yahoo, and Bing.
- Execute actionable site changes based on the hard data from analytics.

- Review keywords to ensure most relevant words are being optimised, and make changes as necessary.
- Review keyword performance and strategy with customer.
- Upon reaching desired goals for keywords apply similar SEO techniques to new keywords and begin SEO process again for new keywords.
- Hold pre-scheduled bi-monthly performance reviews with client.
- Monitor analytics and accounts to maximize results.
- Build powerful links from unique social media sites.
- Acquire links from article submissions if relevant.
- Gather directory links and link to internal pages if relevant.
- Share monthly report with client in regularly scheduled meetings.

## Monthly reporting

When it comes to our monthly reporting we give you a complete breakdown of all of the work that we have put into the campaign. We share with you all of the relevant and specific link submissions we have carried out throughout the month, show you the exact movement and trends of all the keywords that we are optimising within the campaign and a full analytics breakdown to see how the traffic, unique visitors, bounce rates, keywords searched for are in the current month compared to the previous month. The team working on the campaign are so particular about the efforts being invested into the campaign that they internally monitor the movement of the campaign at all times.