



Post Analysis Report

Document History

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Abstract:

Post Analysis Report will help us to understand the progress of our website after optimizing it for search engines. It will basically include Pre optimization and post optimization comparison of the website.

Objective:

- To know the progress in the website after it's optimization.
- To understand how to proceed further with the internet marketing strategies to make our website more popular.

Pre optimization & Post optimization Comparison

HTML Error:

HTML errors include all the coding errors in the website. It is checked through W3C validation.

	Status
Pre Optimization	100 errors; 2 warnings
Post Optimization	0

Backlinks:

Backlinks are incoming links to a website or web page. The number of backlinks is one of the indication of the popularity or importance of that website or page. Search engines often use the number of backlinks that a website has as one of the most important factors for determining that website's search engine ranking.

	Status
Pre Optimization	53
Post Optimization	657

Page Rank:

PageRank is a link analysis algorithm used by the Google that assigns a numerical weighting to each element ranged between 0-10, with the purpose of "measuring" its relative importance within the set.

	Status
Pre Optimization	0
Post Optimization	3

Google rank with respect to different keywords:

It indicates the Google rank of the website with respect to different keywords.

Keywords	Week 1	Week 2	Week 3	Week 4	Week 5
Keyword 1	Page 1; Rank 10	Page 1; Rank 7	Page 1; Rank 7	Page 1; Rank 7	Page 1; Rank 7
Keyword 2	Page 3	Page 3	Page 2	Page 3	Page 1
Keyword 3	Page 1	Page 1	Page 1	Page 1	Page 1
Keyword 4	not till page 20	not till page 20	Page 15	Page 5	page 5
Keyword 5	not till page 20	not till page 20	not till page 20	Page 10	Page 8
Keyword 6	not till page 20	not till page 20	not till page 20	Page 12	Page 7

Google Analytics Report

	Pre Optimization Status	Post Optimization Status
No. of visits	76	231
Page Views	230	567
Page views/visit	3.04	4.42

Link Popularity:

Link Popularity provides a detailed report on the number of sites that link to your web pages from various search engines such as Google, MSN, HotBot, etc. Many search engines use Link Popularity as a factor for determining page rank.

	Google	HotBot	AllTheWeb	AltaVista	Lycos	MSN	AOL
Link Popularity	24,100	0	98	101	0	0	24,100

Post Analysis output

On the basis of our analysis we can plan our second stage of internet marketing strategies. It will include few recommendations from our side to increase the popularity of the website.

Objective:

- To maintain the Google ranking for provided keywords.
- To increase the traffic on the website.
- To increase the Page rank of the website from 3.

Recommendation

Forum Posting: We will continue with forum posting for all the keywords and will try to increase Google ranking of other keywords as well.

Article Submission: We should post articles on various article submissions sites with quality backlinks. We recommend you to please provide atleast three articles per week for submission. If require, we can write articles on our own.

Press Release Submission: We should post press releases on various PR submissions sites with quality backlinks. We recommend you to provide us press releases for submission.

Social Media Optimization: We will optimize various social networking sites to increase the online presence of your website. It will include largely:

- Twitter: We will create your twitter account (if not existed) and optimize it by adding followers, twitting your articles, etc.
- Facebook: We will create your Facebook account (if not existed) and optimize it by adding groups in the followers, adding links of the approved articles on the home page of your profile, etc
- LinkedIn: We will create your LinkedIn account (if not existed) and optimize it by becoming members of related groups, adding networks, participating in forum and discussion etc.

