



## WEBSITE REPORT FOR www.ilumalite.com

Report created 7/5/2004

*This Report was compiled by Reg Velasco, an Alpha Web Smarts Website Analyst who has a real interest in helping your organisation improve the positioning of your website once a search has been made on a search engine.*

*AWS emphasises this fact as the company does not use any automated process or electronic "crawl-across" applications to analyse and capture input about your website for this report.*

### Overall Website Analysis

To achieve high rankings it is necessary to create well indexed pages with many keywords, as well as keyword phrases and links to many other pages that contain your keywords. This needs to be done in a sophisticated way such that search engines do not penalise your website in their evaluation process.

An important part of website success is the ability to create appealing titles and descriptions so that site visitors will choose your site from the search engine list. At the same time, it is necessary to ensure that your keywords are working effectively for you during the search process.

Once a website has been optimised, it needs to be submitted manually to the most important search engines, and broadly to as many others as possible.

After a website has achieved high rankings, it then requires maintenance to sustain that position by using best practices, incorporate updated content, refine search objectives and enhance internal content.

- This website has good basic content
- This website can be enhanced for search engine success
- Home page has frames that adversely affect search engines
- A substantial website investment is being let down by lack of search engine optimisation
- Not realising its full potential

Overall Score: 26 / 60

## Search Engine Detailed Analysis

### Meta Overall: 1 - Very Poor

'Meta tags' and other information belong in the source code at the beginning of each page of your website. This invisible 'html' is what browser software and most importantly, search engines read.

There are at least 20 meta tags overall that are crucial in getting websites well indexed in order to be displayed properly on Search Engines.

Copyright information may be included here that is recommended for protecting your information and investments.

Of vital importance are the quality of the Titles, Descriptions and Keywords. Also important are the metas about the structure and instructions for search engines to include and to be re-indexed regularly.

- More keywords should be included in titles and descriptions
- There are several more important meta tags which should be specified
- Better meta tagging will make site visitors more likely to select your website from others on lists of search results

### Meta Keywords: 2 - Poor

Keywords are the foundations for website 'findability', and consist of individual words, plurals and combinations thereof. They need to appear in multiple combinations and it is a good idea to include common mis-spellings.

For each keyword combination there should be a page commencing with that keyword combinations, so that search engines can establish a definite high result for a part of your website.

Pages should have individual sets and ordering of keywords so as to avoid being perceived by search engines as spamming.

- Has been basically done, can be improved to stimulate better search engine results
- Keyword phrases are not entered in their optimal order of importance
- Will benefit from having important products and services incorporated into the keyword phrases
- Many more combinations of keyword phrases should be added
- Will benefit from varying the order of the keyword phrases across pages
- Needs updating

## Search Engine Detailed Analysis (continued...)

### Meta Titles: 2 - Poor

Once a person searches for a website with their desired targets, the results are likely to be displayed in lists together with the title. Often only the first 5-10 words appear.

At the same time as titles need to be smart and appealing there is a need to incorporate your many keyword phrases.

- The titles have little appeal / information / findability and need re-thinking
- Keyword phrases should be built into the titles
- In order to raise search engine potential across many queries, website titles should vary across pages

### Meta Descriptions: 0 - Nil

Descriptions often appear under the title in search engine results. The paragraphs with your descriptions needs to be the best in its class so that people choose your website when it is displayed on the search engine results.

At the same time as making descriptions smart and appealing, there is a need to incorporate your many keyword phrases.

- The descriptions have not been done. This is vital for getting visitors to choose this website as opposed to others
- The first 20 words of the description should include your keyword phrases

### Body Keywords: 4 - Good

For good rankings, the body of your pages need to be consistent with the keyword phrases in the meta tags. It is vital that your keywords appear in the body of your web pages many times over, whilst not obviously repeated.

- The body keyword content is good for indexing
- No pages were readily found that are dedicated to promoting desired keyword targets
- More keywords are required for the body of the website to build up its indexing potential
- More pages with keywords in the body will improve search engine results
- The quantity of keyword phrases in the body can be substantially increased

## Search Engine Detailed Analysis (continued....)

### Body Links: 2 - Poor

It is important that pages in your website link to other pages that feature keyword combinations that you wish to target. By doing so, it will build a lot of keywords in the website and help in achieving better positions above competing websites.

- The internal links are moderate and could be improved
- The external links to pages with target keywords are poor and should be improved
- More internal links can be added
- More external links can be added
- Search Engines may consider this website to have low popularity

### Body Headings: 0 - Nil

Search engines often consider keywords on paragraphs marked with the HTML tags <H1>... with extra importance.

- Lacks quantity and quality of headings with keywords
- This website could incorporate more pages which use the keyword phrases in headings
- Including keyword phrases in headings will raise the ranking potential

### Body Alt Tags: 0 - Nil

Alt tags are descriptions attached to pictures and links that provide descriptions of images that are loading and assist site visitors with impaired vision. Search engines often rate alt tags highly because they are part of well developed websites. Alt tags should include a thorough variety of the site's keyword phrases to help improve search engine positioning.

- Very few or no alt tags seem to have been set, this weakness should be corrected
- More alt tags will raise the potential for this website

**Search Engine Score: 11 / 40**

## Website Design Detailed Analysis

### Design Navigation: 4 - Good

Ease of navigation is consistently required by most users and especially senior executives as a vital component of a useful website.

- There are good navigational features in your website
- There are clashing/ineffective styles and colours

### Design Speed: 5 - Excellent

Quick loading and presentation of information are consistently nominated as vital components of a useful website.

- This website is quick and wonderful to load

### Design Visuals: 3 - Moderate

A website's high quality visuals convey a re-assurance to conduct business.

- The visuals are good whilst there could be areas of improvement
- The general quality of the graphics could be improved
- Some graphics have poor colour quality / focus

### Design Spelling & Grammar: 3 - Moderate

Simple spelling mistakes tarnish a site's credibility. Few people are really skilled copy writers as well as code programmers and / or graphic artists.

- Your website could benefit both nationally and internationally by having domains with XXX.com.au & XXX.com
- Appears to be well written
- Better copy writing will improve this site

**Design Score: 15 / 20**