

SEO Blueprint

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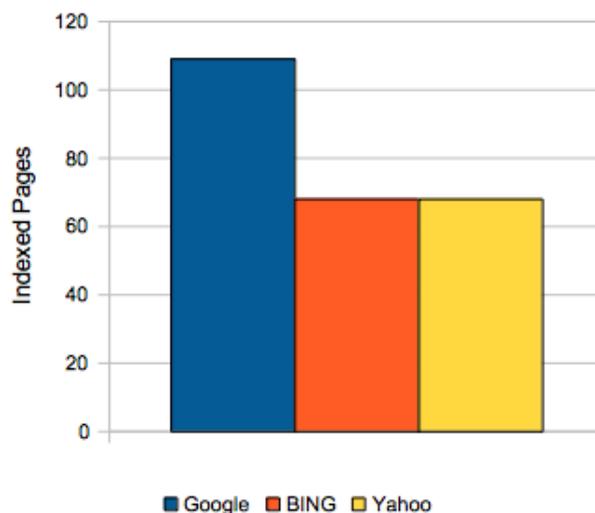
1. Technical Analysis

1.1. Spidering & Search Engine Saturation

To appear in a search engine the search engine must first *spider* your website. This *spidering* is done by the search engine sending out code that crawls each of your website pages for information; it gathers this information and saves it as a cached copy of the page. This cached page is then stored on the search engine database which is also known as a data centre. It is worth knowing that most search engines have more than one data centre and each data centre may hold their own collection of cached copies of your website pages. This information is merged and together with a collection of other data and will determine where your page will appear on the search engine for the phrases that people search for.

We can see which pages the different search engines have cached by using a simple **Site:** command. If you type **site:www.yousite.com** into a search engine you can view which pages the search engine has cached.

It is important that your website is included not only on Google but the other top search engines as well. Studies show that Google is the main search engine in the UK but Yahoo and BING are also used by a large number of people.



Your website is included in the data centres of the 3 main search engines. Google has indexed 109 of your pages. Yahoo has indexed 68 page and BING has indexed 68 page. Once the SEO changes are in place we recommend amending the XML sitemap (the current sitemap is quite good) On this sitemap we recommend setting the priority of optimised pages to 1.0 and pages that are not important to search engines such as the contact page to 0.2 if possible.

Medium Priority

1.2. Robots.txt

Web Robots (also known as Spiders), are programs that traverse the Web automatically. Search engines use them to index the web content; spammers use them to scan for email addresses and they have many other uses.

A robots.txt file can be added to your website to control how these spiders traverse your website. This can be an extremely useful file and can stop spiders from accessing pages that you do not want them to visit/cache. We use this in SEO to stop spiders from visiting pages that will not be useful in search engine listings. A good example of a page that we would not want to include in search engines is a login page. We have looked on your website and you do have a robots.txt and it looks like it's set up well.

No action needed

1.3. Server Location

The server location of your website is where your website is actually hosted (stored) in the world. If you want to focus on one country it is ideal (but not essential) to host your website in that country. You will have a slight speed advantage if you do this.

However the main signal for the search engines is your top level domain – if this is country specific (e.g. .co.uk, .de, .fr etc) then the hosting location is less important. If it's not country specific (e.g. .com, .biz etc) then the

hosting location will skew the rankings to the country it's hosted in unless it is overridden in webmaster tools.

You have a .com domain and are hosted in the UK so your traffic will automatically be set to the UK.

In Google Webmaster Tools your location is set to UK. If you want worldwide traffic this should be changes to **Unlisted**

1.4. Server Side Issues

If there is a server side issue with your website then this can cause a lot of problems in search engines. There are a wide range of possible server side issues. The most common is the 404 error – this error happens when a page no longer exists. There are a wide range of these errors to let Webmasters know why a page isn't working properly. The code to let you know that a page is running properly is 200.

Your homepage is showing a 200 code which is good.

No action needed

1.5. Crawl Errors

Crawl errors are errors that spiders and people visiting your website may experience when visiting your website. Normally these are 404 errors caused by incorrect links to your website. Some of these links may be internal links (links on your own website to other pages on your website) and others may be incoming links (links from other websites).

If there are crawl errors from other websites to your website all we can do is contact that webmaster and ask them if they can either amend or remove the links.

If these are internal links then this is something that is normally easy to fix because we can amend or remove these links ourselves.

There are a number of ways to find these errors but the best way is to use the Google Webmaster Tools.

At the moment the Google Webmaster Tools Account is active. We have looked and you only appear to have 0 crawl errors. Which is very impressive:

Here is how to view these:

Google Webmaster Tools → Selecting the Website you want to change → Crawl → Crawl Errors

No action needed but this should be monitored

1.6. W3C Compliance

W3C is the World Wide Web Consortium which is an international community where Member organizations, a full-time staff, and the public work together to develop Web standards. W3C is here to develop protocols and guidelines that ensure long-term growth for the Web.

Although making your website W3C compliant is not an SEO priority we recommend making your website W3C compliant if possible.

<http://validator.w3.org/check?uri=www.YOURSITE.com>

At the moment your website have 15 errors: You can visit to fix this errors. However it might not be possible to fix them all with your WordPress.

Low Priority

1.7. Page Speed

Page Speed is the amount of time that it takes your website pages to load in browsers. In the past this used to be measured in seconds but now thanks to Google there is a tool that not only states whether a page takes too long to load but also tells us why. This tool gives each page a score out of 100. We recommend that each page on your website has a score of at least 80 out of 100.

At the moment your **homepage score of 53** which is low. We always recommend having this above 80. There are a few ways to improve this – the best way is to add a plugin to Wordpress.

Action Required: W3 Total Cache is a good plugin with a variety of options to improve your website speed.

We recommend adding this then we can discuss setting this up

1.8. Text To Code Ratio

Search engine spiders mainly focus on the text of a website page so it is important for each page on your website to include a reasonable amount of on page text with as little code as possible. Although there have been advances in search engines and they can read certain parts of Flash files and JavaScript it is better to not have excessive amounts of code on your website and where possible this code should be stored in an external file.

At the moment your website has far too much Style script (css) which is diluting the good content and even moving the Title tag to far down the page. This can be fixed via the design template.

Pages including the homepage and category pages should have approximately 500 words of text.

Later we will recommend some phrases that we should use for the different pages of your website, how much text should be on each page and how we think this text should be written.

High Priority – Please speak with your developers or contact us to see how we can externalise CSS script

1.9. Domain Names & Affiliates

If you own any other domains that redirect or point to this domain we recommend ensuring that 301 server side redirects are set up. However you may want to consult with us before you do this (or give us the details and we can do this for you). Also if you have any affiliate websites that sell/promote your services please ensure that they do not use the same content. Other domain names, affiliates and basically any link on any other website can cause duplicate content issues. We also recommend not duplicating content on other websites when link building.

The reason for this is that we could possibly divert some of the domain authority of these sites towards the Cabuchon site which will have the effect of improving rankings – it will also reduce admin if you reduce the number of sites. There may be good reasons why this cannot be done but we should discuss.

Medium Priority

1.10. Website Design

Website design is very important, not only to improve on bounce rates but to convert visits into enquiries. At the moment you have a nice clean design however for the luxury/high end market you are targeting we would recommend a more graphical design (of course this should still have text for SEO though).

Websites that address high end /luxury markets normally have a horizontal navigation across the top with drop-down items or preferably a mega menu. This allows for more room for larger landscape images – The main reason for this is because the images are a main selling factor in such sectors.

Scrolling images would also be beneficial to your website. This will allow you to both showcase your categories and products. It will also allow you to promote different categories and products with call to action included on clickable images.

Action: We should discuss this

1.10.1. Call To Action

Call To Action is a term given to different ways help a visitor navigate your website to where you want them to go. This could be to a contact page, enquiry form, case study etc. depending on what you want from your website. This is obviously extremely important to convert visits into enquiries. At the moment most of the Call To Action is hidden away on your website at the bottom of pages – the majority of people that visit your website won't scroll though all of the text to see the Call To Action.

We see this as a major reason why you are not getting the enquiries you should be. To improve on this we recommend the following:

Helpline: Your phone number should be included on all page at the top – mainly in the header. This can be done in a number of ways but this is best complimented with some text.

Buttons: There should be multiple buttons on the page for Call To Action: Enquire Now, Buy Now, Call Us, Request A Callback, More Info (Under Product and Category Images) etc.

In the text: Similar to what you have at the bottom of the page but this could be just one liners of text asking visitors

if they need help to call your friendly team.

Action required

1.10.2. Selling Points – Unique Selling Points

There should be reasons in text, banners etc. why people should contact and shop with you. Some of these will be standard such as *Free Delivery, All Cards Accepted* etc but there should also be Unique Selling Points included as well to set you apart from your competitors.

1.10.3. Phone Number

Not many people know that phone numbers can be 10 or 11 digits. This may cause problems with visitors as the phone number may look incomplete. This may be a small problem or it may be costing you potential enquiries. It is our understanding that you can add a digit to this number to make it look complete and the call will still come through to you. However this is obviously worth testing first.

2. Keyphrase Analysis

This analysis can be used to identify the specific phrases we should use to capture on the site's indexed pages. The keyphrase volumes in the attached spreadsheet have been arrived at by using Google.

This spreadsheet contains the phrases that we recommend for the different pages after extensive analysis of your market and phrases that you already have listings for. We will include these phrases in the On-page recommendations later on in this report.

For the homepage we recommend the following phrases:

Luxury Spas

Luxury Spa Design

When deciding on which phrases to capture we need to consider the relevance of the phrase to the site and the services you wish to promote. The other major factor is the search volume – generally the higher the search volume the better (although this isn't always the case).

For your Information only

3. On-Page SEO Instructions

When optimising pages for search engines it is important that the keyphrases are included in the correct places in both the code and in the on page content to let search engines know what the page is about and which keyphrases are important to it. This together with a good design, clean content and a quick load time will improve a websites position on search engines.

3.1. URL

The URL for a page includes the file name of a page and if possible this should include one of the keyphrases (where possible this should include the main keyphrase for the page). When a website is being built this is a very easy process but when a website has been live for a long time the process is not so easy.

It's great to see that you have search engine friendly URLs

No Action Required

3.2. Title Tag

The Title Tag of a page is the main title for that page so this is very important to the page. The Title Tag should include all of the phrases that a page is optimised for and if possible should include the most important phrase at the start.

When writing a Title Tag it is important to remember that this will be included in the search engine results as the main link to your website.

Remember when writing a Title Tag:

- ✦ Google will display 66 characters of the Title Tag but we can have up to 100 characters here;

- ⚠ Try not to repeat words more than three times because this will make the Title Tag look repetitive;
- ⚠ Use a capital letter at the start of each word so that the Title Tag stands out more than competitors;
- ⚠ Use symbols rather than text to save space. For example use an **&** rather than **and**.

For your Information only

3.3. Meta Data

The Meta Data is a set of tags that you can include in the head code (<head>) of each website page that gives browsers and search engines more information about the page. There are a large number of tags that can be used including **Meta Description**, **Meta Keywords**, **Meta Refresh** and many more.

Most of the Meta Data is not important to search engines so we recommend only including the Meta Description and Meta Keywords. Unless you need other Meta Data it shouldn't be used because they are reducing the text to code ratio. At the moment you have a lot of meta data that should be removed.

For your Information only

3.3.1. Meta Description

This is an overall description about the contents of the page. This is a summary of the page. It is important to the page and should be used in the optimisation process.

The Meta Description needs to include the keyphrases that the page is optimised for.

A well written Meta Description will be included in the search engine results below the Title Tag so it is important that a lot of thought goes into writing this text.

Remember when writing a Meta Description:

- ⚠ Google will display between 150-160 characters so it is important to try and stay to this length;
- ⚠ Include *Call To Action*; this is text to prompt people to click on you link instead of other people links. This is normally a *selling point*;
- ⚠ As with the Title Tag try not to repeat any phrases more than three times.

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3.3.2. Meta Keywords

The Meta Keywords used to be an extremely important part of the optimisation process. In the past this was the main attribute search engines used to place websites in their results. Nowadays this is not the case but it is important to include the keyphrases that are included in the code and on page text. This will let the search engines know which phrases you are optimising the pages for.

Remember when writing Meta Keywords:

- ⚠ Only use phrases that are in the Title Tag, Meta Description and On Page Content;
- ⚠ Include the main keyphrase at the start of this tag;
- ⚠ Separate each keyphrase with a comma and a space;
- ⚠ Use phrases instead of individual words where possible;
- ⚠ Don't use too many phrases – Try to keep this between 2 and 8 phrases.

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3.4. Heading Tags

Heading Tags are used in websites in a similar way to documents. Each document should only have one main heading and can have multiple sub headings. This is the same with websites. Each page should have one main heading; known as a H1 Tag and can have multiple sub headings (H2, H3, H4 etc...).

Search engines place extra attention to words in HTML Header Tags, they show that the words included are important to the page. This is also the case for text that is bold or in highlighted colours. With this in mind, its quite important that we take advantage of the extra weighting factors of these tags.

Remember when writing Heading Tags:

- ⚠ There should only be one H1 Tag per page;
- ⚠ The H1 Tag should include as many of the keyphrases as possible;
- ⚠ All Heading Tags will be visible to visitors to your website;
- ⚠ The keyphrases should be included in the Heading Tags where possible;
- ⚠ Do not hide Heading Tags.

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3.5. On Page Content

Since search engines place increasingly more emphasis on content, and in particular text, it is very important that website pages contain a lot of text. We recommend an absolute minimum 300 words of content (although the more the better) with the chosen keyphrases placed throughout this text within this text. This text should be written as naturally as possible and checked afterwards to see if the keyphrases are included enough. Around 2% is ideal, that is, two repetitions per 100 words).

The competition should be taken into account when writing text for pages. The more competitive the phrases are the more text should be written on the page. For very competitive phrases, since Google's latest Panda update, around 1500 words is ideal

It is important that this is well written, unique content. This content is not only important to improve search engine ranking but will also help drive sales or enquiries.

Ideally this text should be broken up into short paragraphs which will help capture and maintain the visitors attention. Writing the text in this way will also allow the inclusion of keyphrases in the sub headings.

Ideally this text should be as near to the top of the page as possible and the first paragraph should contain the keyphrases as soon as possible.

The text should also be used to prompt visitors to contact you, it is a good idea to have this type of prompt in the first paragraph and last paragraph on the page. This is text such as 'call us now on:', 'contact us for more information' (contact us is linked to your contact page) etc...

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3.6. Anchor Text & Links

It's important that search engines are able to reach individual Web pages that have services that are important to the website: internal link building can help improve this.

The inclusion of important keywords in the anchor text can make a big difference in the final ranking of Web pages. All search engines that matter, give significant weight to the anchor text on Web pages. It is also important to add anchor based text on the inner pages linking to both the homepage and other inner pages using the relevant keyphrases.

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