



## SEO ANALYSIS AND RECOMMENDATIONS FOR TOPPERJEWELERS.COM

JULY 25th, 2007

## OVERVIEW

The intent of this document is to provide advice on efficient, cost-effective marketing actions you can take and site changes you can make to increase TopperJewelers.com's visibility and relevance to the top tier search engines, in addition to the paid advertising campaigns you already have in place.

Our recommendations are based upon a review of your current site structure and content; how they influence the key indicators which the major search engines measure when figuring where your site appears in their SERPs; as well as the current state of your site as rated by those key indicators and other important SEO stats.

This document begins directly with our CONCLUSIONS AND RECOMMENDATIONS. The remainder of the document provides summary documentation of the data we used to determine our advice, which should be of most direct use to your webmaster and/or site development team in understanding what metrics to watch when implementing our suggestions.

Your primary Element project contact should be able to guide you through the findings in this document. But, as always, feel free to contact me directly with any questions you have, about this document or your project in general. We appreciate your business and look forward to working with you in the future!

Sincerely,

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## 1. CONCLUSIONS AND RECOMMENDATIONS

### Type & Quality of Site Content

Search engines love original content. The more high quality original content your website can provide, the more coverage the site will get in search engines. That content will also encourage visitors to the website to link to it and write blog entries and industry reviews about it, thus improving your ranking in SERPs.

In addition to PPC campaigns presenting ads for your site within relevant/decided SERPs based on target keywords, content on your pages should also aim for increased saturation of those same keywords. More natural content containing the keywords you're already targeting with paid ads is the best "free" advertising there is!

Two excellent ways to produce the type of original content required to naturally achieve this type of saturation would be to:

a) **Provide richer product descriptions** by enlisting in-house copywriters to add editorial commentary to augment the straight technical descriptions of your products. There are also numerous industry-specific copywriting services which can either rewrite your current product descriptions or provide content-rich product info for your site on an ongoing basis. Element would be able to provide recommendations of such services in the context of an organized content-building strategy as an additional project.

b) **Start an articles & resources area of your site to create original content.**

Examples would be: starting a blog detailing the in and outs of the fine watches & jewelry business; creating an regularly updated area of Frequently Asked Questions about buying fine watches & jewelry; offering a section of online Buying Guides on how to evaluate and pick the best diamonds, watches, etc.

### Links From Highly Ranked Websites

One of the very best ways to get better SERPs is to have lots of backlinks from highly ranked websites. Highly ranked websites are sites with a high Google PageRank and significant daily traffic, a generally good measure of which is a high Alexa ranking. The relevance of both of these metrics is detailed in the STATISTICAL ANALYSIS OF KEY SEARCH ENGINE OPTIMIZATION METRICS section of this document. Having links from these websites tells search engines that your website has good content, and also markets your website to their visitors.

The lack of a traditional web-based sales model for TopperJewelers.com precludes back-link growth from legitimate inclusion of site in online merchant review directories like BizRate, PriceGrabber; buyer-generated commerce review sites like Epinions; and commerce portal hosting sites such as Amazon, Yahoo Stores, eBay Stores. To note: inclusion on these sites and backlinks from them is what is elevating some of Topper's web-based "competitors" in the SERPs. Unfortunately, Topper can't use these same strategies as it is positioned solely as an information site to drive visitors to Topper's traditional brick-and-mortar sales, rather than as an e-commerce portal.

Lacking the option of user review-based and alternate web store backlink growth, **our best recommendation for a backlinking strategy is to make sure your site is included in the best free general directories** which are spidered often by Google (most importantly), as well as other major search engines.

The sites we've listed below as suggestions of where to submit your site all meet the criteria of:

- a) being recognized sources of quality backlinks
- b) providing direct links rather than redirects
- c) offer designer watch & jewelery-specific business categories

Submission to these sites, as of the writing of this report, was free.

<http://www.dmoz.org/>

<http://www.webworldindex.com/>

<http://www.worldwidewub.org/>

<http://www.wowdirectory.com/>

<http://www.directoryarchives.com/>

<http://www.yeandi.com/>

<http://www.seekon.com/>

<http://www.turnpike.net/>

<http://www.joeant.com/>

<http://www.gimpsy.com/>

<http://www.websavvy.cc/>

<http://www.411.com/>

<http://www.webworldindex.com/>

<http://www.buzzle.com/>

<http://www.thedirectorysite.com/>

<http://www.geniusfind.com/>

<http://www.qango.com/>

### Search Engine Friendly URLs

It's important to utilize search engine friendly URLs in order to help search engines find internal Web pages and to increase SERP rankings. Your site's current URLs tend to include number based product SKUs. While potentially useful for search engine spiders to catalog your site, **using natural language, keyword rich URLs which also include the product category and name** will help those spiders view your pages as of higher relevance to human viewers. Stay away from URLs that include cryptic alphanumeric based product identifiers. Note: Use of such tools as *mod\_perl* for Apache

web servers, for example, can make rewriting URLs on the fly a more straightforward task than trying to rework your entire site's directory structure naming conventions to accommodate this recommendation.

### Strong META Descriptions & Economy of META Keywords

The META description is shown most often in Google's search engine results. Users using Google use the description to determine if they want to visit the website or not. If the description is confusing or unrelated, the user may choose to not click on your link. Description tags across your site should remain generally consistent. **We recommend providing greater strength of information about your company in your META description. Example:**

```
<meta name="description" content="Topper Jewelers is the recognized leader in authorized dealers of fine watches and jewelry in the Bay Area." />
```

Your current META keywords tag, which current SEO experts agree are generally ignored by Google but still are considered by some other search engines, contains 68 words. Optimally, **your META keywords should number no more than 20 and should be limited to terms describing the general theme of your site, with major product terms being included only once general terms have been exhausted.** In other words, use terms that describe your industry and what your site is about. Using brand name terms like Rolex won't increase your site's SERP performance...and in fact may detract from it somewhat. A good guidelines for META keywords is to use the same generic terms (not brand specific) that you're using in your PPC campaigns.

### Smart Page Titles

Page Titles are used by search engines to determine the content and context of web pages. In general, the Page Title should be short and contain keywords related to the page content. Changing a Page Title can dramatically affect the SERP ranking of that page.

**Search engine-friendly Page Titles are recommended to begin with keywords describing page content, with category and business terms following.** Specifically in Google, when you do a search, searched keywords which appear in your title are made bold. Also, Google truncates titles when they pass a particular length. For both reasons, placing specific keywords at the start of <title> tags increases link visibility in SERPs, resulting in more user clicks, more visits and increased relevance for specific keywords. A good guideline is to start specific and finish general.

**An example of a productive title tag for a site such as TopperJewelers.com would be:**

```
<title>Regulator Mestertaucher >> TT1 Family Dive Watches >> Oris |  
Topper Jewelers</title>
```

### Semantically Structured Code

Search engines need assistance in figuring out what a Web page is about. That's why they rely on the semantic structure of Web pages. Ordering content correctly and providing weighted cues, such as using header elements, enables search engines to better understand what each page means.

Your site's current content is sparse enough to not merit a restructuring of your page layout. *However*, upon following the other recommendations in this document to increase the quality and quantity of your site's content, we would recommend **restructuring the HTML layout of your pages to move content code above navigation code for search engine spider viewing, then using CSS positioning to visually render your page according to a visual design appropriate for human viewers.**

## 2. STATISTICAL ANALYSIS OF KEY SEARCH ENGINE OPTIMIZATION METRICS

Based upon your advisement that a strong pay-per-click (PPC) campaign has been in effect and is currently underway for TopperJewelers.com through Google AdSense, our analysis of your site's current search engine optimization (SEO) performance concentrates on a review of key non-paid inclusion metrics as collected from: data collected from the major search engines about your site and statistics gathered from other industry-recognized top tier SEO-relevant directories which are known to directly impact its ranking performance within search engine results pages (SERPs).

The following statistics are based on industry-recognized metrics which are commonly known as direct indicators as to how your site will rank on the major search engines, as well as your sites visibility and perceived relevance on the web overall.

### **Google PageRank**

#### **PageRank for TopperJewelers.com: 3 out of 10**

The main influencer of Google's PageRank is the number of incoming links to your site. That is, how many other sites have links on their site that when clicked lead to TopperJewelers.com. PageRank is defined recursively, meaning that the higher the PageRank of the sites linking to you the greater influence on your overall PageRank those links will have. For example, a link from a low traffic blog will hold lower weight towards your PageRank than, say, a link from Newsweek.com.

Google PageRank is widely recognized as the #1 indicator of a site's visibility on the Internet.

## **Alexa Traffic Rank**

**Traffic Rank for TopperJewelers.com: 281,328**

Alexa's traffic rankings are based on the usage patterns of Alexa Toolbar users over a rolling 3 month period. One could make an anecdote of television's Nielson ratings system, which surveyed specific television viewing groups to determine overall trends. Where Alexa greatly differs is that the tool used to submit web traffic ratings is freely available for use by anyone on the Web, and the statistics drawn are exacting as opposed to anecdotal or median in nature.

A site's Alexa ranking is based on a combined measure of reach and pageviews. Reach is determined by the number of unique Alexa users who visit a site on a given day. Pageviews are the total number of Alexa user URL requests for a site. The higher the combination of users and pageviews, the higher a site ranks.

## **DMOZ - Open Directory Project Listing**

**Listed: Yes**

**Category: Top/Regional/North\_America/United\_States/  
California/Localities/B/Burlingame/Business\_and\_Economy/**

The Open Directory Project (aka DMOZ) is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.

A listing in DMOZ is often an indicator of a quality website, because all websites are subject to review by an approved editor. This is in high contrast to many other web

directories that add websites automatically (with no human intervention) or add any website that's willing to pay them.

Since a listing in DMOZ cannot be purchased, and all requests must be reviewed by a volunteer editor, search engines view a listing in DMOZ as a trusted vote for that website. Specifically of note is that DMOZ is one of the few directories that is trusted by Google to influence their SERP rankings. Therefore, a properly categorized DMOZ listing can increase site exposure and potentially improve search engine results pages (SERPs) and PageRank.

### 3. ANALYSIS OF SEARCH ENGINE PRESENCE

#### **Google**

**Links in Index: 2,430**

**Backlinks: 3**

#### **Yahoo!**

**Links in Index: 447**

**Backlinks: 187**

#### **Windows Live**

**Links in Index: 338**

**Backlinks: 0**

## 4. SITE CODE ANALYSIS

### **Semantic Structure**

**Status: Passed**

[TopperJewelers.com](http://TopperJewelers.com) appears to use header elements properly. Search engines use header elements to determine the context and purpose of your web page. Headers provide semantic structure and meaning to web pages, and search engines, like Google, give preferential treatment to web design that use headers properly.

### **Proper Use of Tables**

**Status: Passed**

[TopperJewelers.com](http://TopperJewelers.com) appears to be using tables correctly. Nested tables are often used to improperly control the layout of a web page, and are no longer used in modern web design. All layouts should be controlled by CSS. Furthermore, nested tables can break up the semantic order of a web page, and also unnecessarily increase the page size.

### **Page Content**

**Status: Passed**

[TopperJewelers.com](http://TopperJewelers.com) appears to contain about 300 or more words. Having at least 300 words of original content per page enables search engines to better understand your page, and increases the chances of someone finding your page.

## **Page Size**

**Status: Passed**

The average size of your non-image HTML is: 17.76KB

Search engines, like Google, reward web designs that make an effort to reduce the size of their HTML content. Also, condensed content helps search engines better target your web page for specific keywords.

## **Top Keywords**

Below are the top keywords that we found on your home page. If these aren't the words that you want search engines to find you by, then we encourage you to include the words you want more often. They should be added in a natural way and should be included in the TITLE and META description elements of your HTML, where appropriate.

topper

watches

jewelers

watch