

Do-it-yourself SEO

Free 30 minute consultation with Media Media Inc
Go to our main page and click on "Make an Appointment"

www.mediamediainc.com

-Phil Peretz
www.mediamediainc.com
phil@mediamediainc.com

mediamedia_{inc}

Introduction

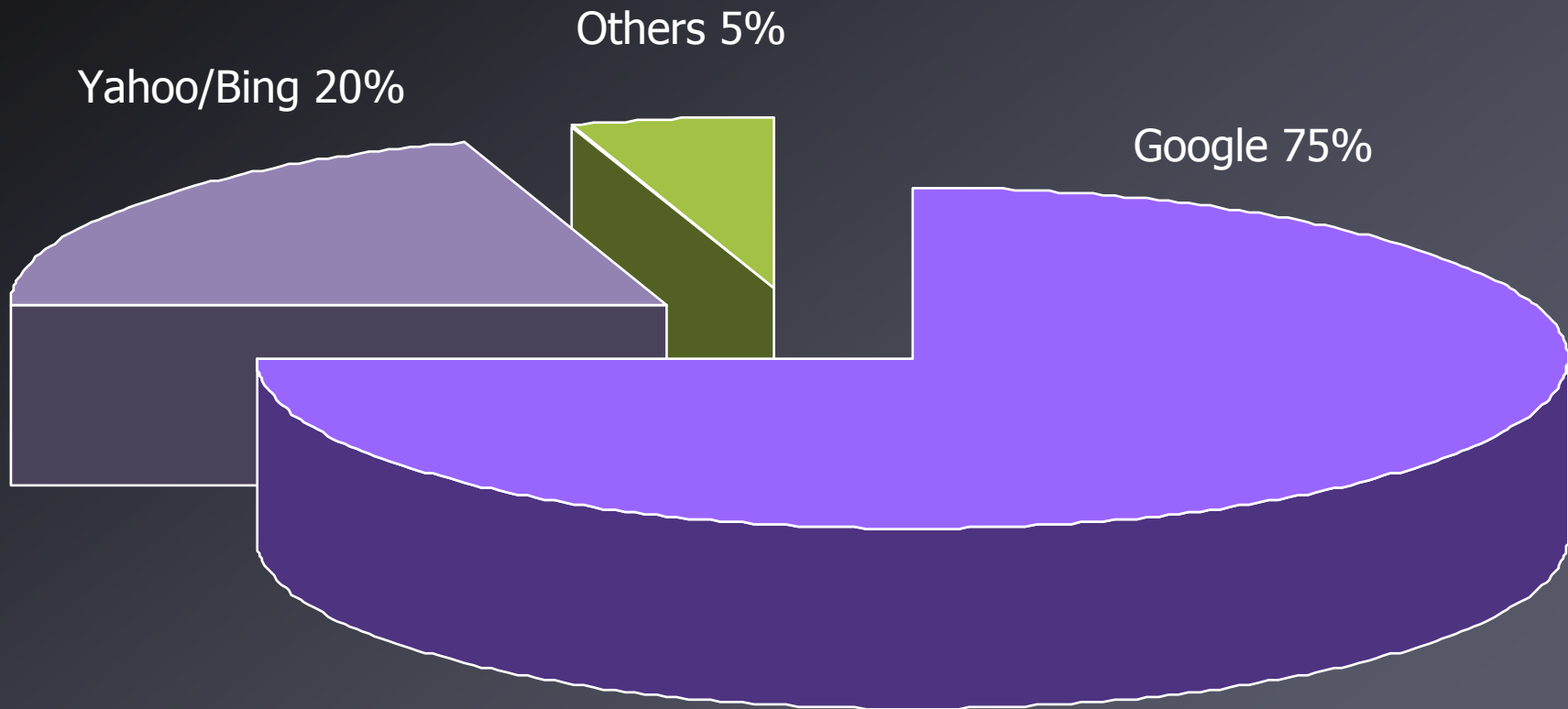
- ▶ 35+ years Print, Media, Sales, Sales Management, Sales Training, PR, Promotions
 - 20+ years internet marketing

- ▶ Media Media Inc.
 - Combines traditional and new media.
 - Manage websites, website strategies, sales
 - ▶ (co-own) Nationwide Barcode
 - Number One reseller of UPC and EAN barcodes in the nation. Thousands of unique visitors on our website every month. Majority of visitors come through links and Organic (Free) Search.
 - ▶ Saicomm Inc – CD and DVD Production
 - ▶ 680 Digital
 - ▶ Young Body Mind Institute
 - ▶ iMuzic.com
 - ▶ Indie Artists Alliance (All Organic Search)
 - ▶ Masterfade
 - ▶ American Business First
 - Coaching for SEO, Internet Strategies, Tools for SEO

Overview

- ▶ Definitions
- ▶ Search Engine Basics
- ▶ Google
- ▶ Sitemaps and Site Submit
- ▶ Content and URLs
- ▶ Keywords
- ▶ Useful Tools
- ▶ Social Networking
- ▶ Q&A

Web Searches



What is SEO

- ▶ Search engine optimization
 - Process of improving the visibility of a website/ page via the "natural" or un-paid ("organic" or "algorithmic") search results.

From wikipedia http://en.wikipedia.org/wiki/Search_engine_optimization

What is Search Engine Marketing?

- ▶ Search engine marketing, (SEM)
 - a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement.

From wikipedia http://en.wikipedia.org/wiki/Search_engine_optimization

Things to think about...

- ▶ What's your elevator pitch about your products/services?
 - ...a short summary used to quickly and simply define a product, service, or organization and its value proposition.
 - The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes
- ▶ What differentiates you from your competitors?
- ▶ What products and services are the most profitable?
 - Do you have seasonal items?
- ▶ What do you think are your top 10 keywords for your business?
 - Single and multiple keywords

Inspect what you expect...

- ▶ Your website is your on-line presence and conveys your mission, your business personality and is the gateway to increased sales and profits
- ▶ A high percentage of your clients will do business with you because of your website...
 - Do you really want to leave it to chance?
- ▶ You understand your business better than anyone else!

Search engines constantly crawl the web. Pages that get updated often with strong link popularity may get crawled many times each day.

Pages that do not change and/or have little link popularity may get only crawled only once or twice a month.

Search engines are constantly adding content to their index.

→ ↻ 🔍 barcodes for amazon



Enter term in Search Box

Ads - Why these ads?

[UPC Numbers for Amazon | SimplyBarcodes.net](http://www.simplybarcodes.net/Amazon-Barcode) ✓
www.simplybarcodes.net/Amazon-Barcode
Learn More & Order Genuine UPC Codes Online from Industry Experts.
First Time Buyers ✓ - Barcode FAQs ✓ - Barcode for Retailers ✓ - Order Now ✓

[Buy UPC Codes? | \\$1.99 | codeupc.net](http://www.codeupc.net) ⓘ
www.codeupc.net
Buy UPC codes and sell products online | Instant code delivery

[Selling on-line? - Need Barcodes for your products?](http://www.nationwidebarcode.com) ✓
www.nationwidebarcode.com
nationwidebarcode.com is rated ★★★★★ 90 reviews
UPC and EAN **Barcodes** - Fast!

[Amazon.com Help: Guide to Bar Codes](http://www.amazon.com/.../Books/List-Your-Title) ✓
www.amazon.com > ... > Books > List Your Title
What is a **bar code**? Why **Amazon.com** requires **bar codes**: **bar codes** save time and money: How **bar codes** work: **Bar code** costs: **bar codes** are inexpensive ...

[Amazon.com: Getting Started With Bar Codes: A Systematic Guide ...](http://www.amazon.com/.../Management-&Leadership/Management) ✓
www.amazon.com > ... > Management & Leadership > Management
★★★★★ 2 reviews - \$89.95 - In stock
RICHARD D. BUSHNELL is the recipient of the highest award in his industry presented to executives, scientists and engineers for outstanding contributions to ...

[Amazon.com: The Bar Code Implementation Guide: Using Bar ...](http://www.amazon.com/.../Distribution-&Warehouse-Management) ✓
www.amazon.com > ... > Distribution & Warehouse Management
★★★★★ 3 reviews - \$69.95 - In stock
Section 4.7.1 Inventory reduction In most systems, a significant amount of money is tied up in "fear stock." There are two types of fear stock: (1) that held due to ...

[Amazon.com: Barcode Scanner: Appstore for Android](http://www.amazon.com/Tyler-Smith-Barcode-Scanner/dp/B004R1FCII) ✓
www.amazon.com/Tyler-Smith-Barcode-Scanner/dp/B004R1FCII
Amazon.com: Barcode Scanner: Appstore for Android. ... [Send us feedback about the **Amazon** Appstore for Android]. Click for larger image and other views ...

[barcodes for amazon - Get UPC Codes](http://www.upccode.net/amazon.php) ✓
www.upccode.net/amazon.php
Amazon UPC Codes - UPC Codes for **Amazon**::Buy 100% Authentic & Genuine UPC Codes from the Most Trusted & Preferred Site to Buy **Barcodes**. No Set-up ...

[Barcodes for Amazon | Media Media Inc](http://www.mediamediainc.com/2011/02/barcodes-for-amazon/) ✓
www.mediamediainc.com/2011/02/barcodes-for-amazon/
Feb 9, 2011 – If you are an **Amazon** reseller, you are aware that **Amazon** recently began their requirements of UPC (Universal Product Code) **barcode** ...

[UPC and EAN Barcodes for Amazon](http://www.nationwidebarcode.com/.../barcodes/barcodes-for-amazon/) ✓
www.nationwidebarcode.com/.../barcodes/barcodes-for-amazon/
Nationwide **Barcode** is your source for inexpensive UPC and EAN **barcodes** which will satisfy the **barcode** requirement from **Amazon**.

Paid Search

Organic Search

URL that is a search term

[UPC and EAN Barcodes for Amazon](#) ✓

www.nationwidebarcode.com/...barcodes/barcodes-for-amazon/

Nationwide **Barcode** is your source for inexpensive UPC and EAN **barcodes** which will satisfy the **barcode** requirement from **Amazon**.

`<title>UPC and EAN Barcodes for Amazon </title>`
(meta site title)

`<meta name='description' content='Nationwide Barcode is your source for inexpensive UPC and EAN barcodes which will satisfy the barcode requirement from Amazon.'/>`
(meta site description)

Key Points.

- ▶ Gaining rank on search engines is a process.
- ▶ You are looking for incremental improvements and successes.
- ▶ You are looking for new opportunities and growing your business.
 - You are looking for ways to understand and compete against your competition.

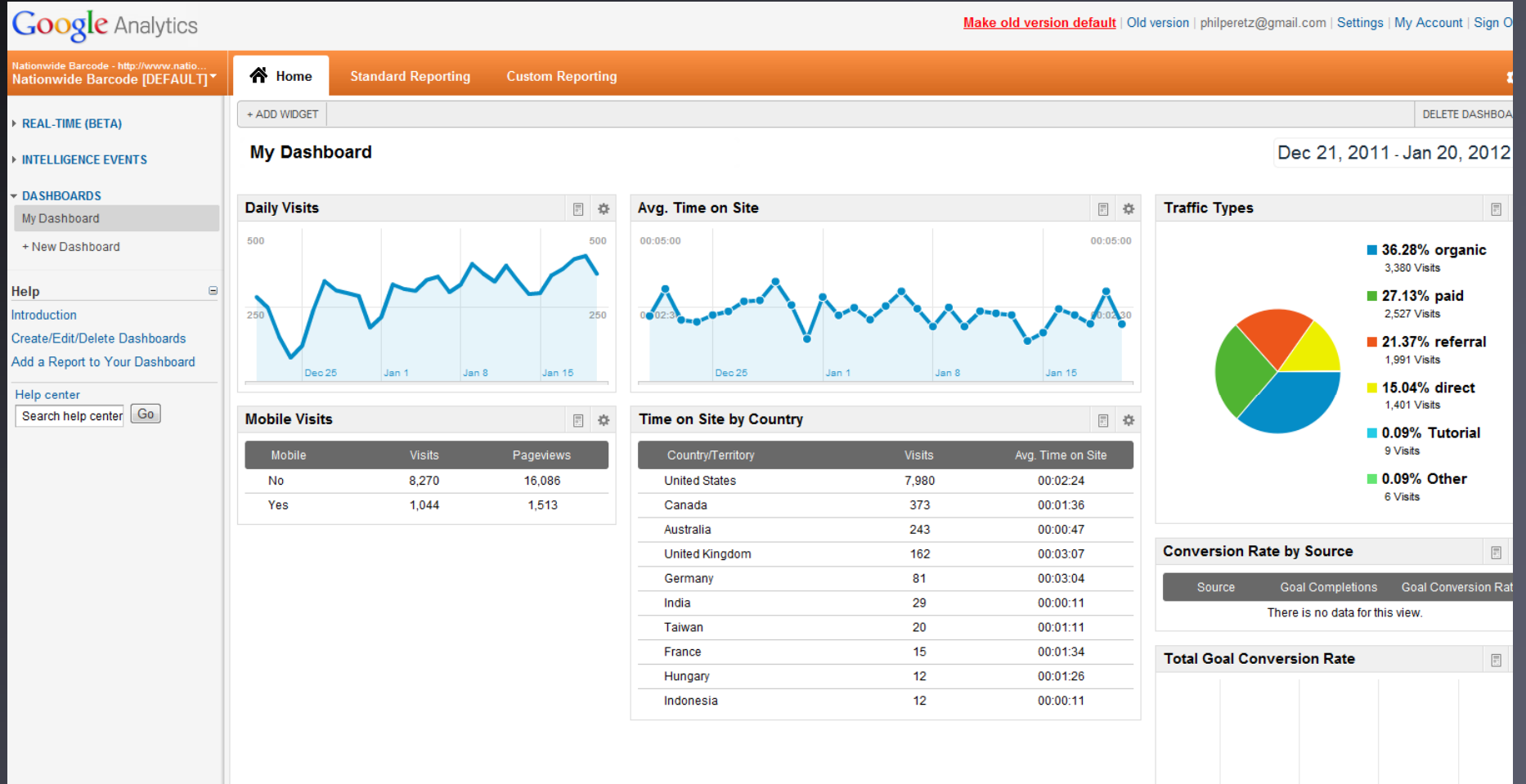
Get a Google Account

- ▶ Very important!
- ▶ Use for
 - Analytics!
 - Webmaster Tools
 - Google Places
 - Google Merchant (List your items)
 - email, Google Docs, Calendar and Google+

What you need...

- ▶ Access to the html portion of your website
 - An html editor
 - Or...a web designer who will make changes for you based on what you tell them to do.
- ▶ Decide how much time you will spend every day/week making improvements to your site.

Google Analytics



Target Audience

- ▶ Design your site around the way your target audience searches.
- ▶ Study your competition
- ▶ Learn from your competition

What's important

- ▶ Content – pages that describe what you do.
- ▶ Sitemap
- ▶ Meta (Site) Title
- ▶ Meta (Site) Description
- ▶ Social Networking

...and...

- ▶ URLs that make sense
 - URLs that are search engine friendly
- ▶ No Broken Links
- ▶ Alt tags (images)
- ▶ H1, H2, H3 and strong tags.
- ▶ Backlinks

Not Important to Search

- ▶ Using text inside images. (Pictures of words)
- ▶ Flash images
- ▶ Meta Keywords
 - Google ignores these

Sitemaps

XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like [Google](#), [MSN Search](#) and [YAHOO](#).
It was generated using the Blogging-Software [WordPress](#) and the [Google Sitemap Generator Plugin](#) by [Arne Brachhold](#).
You can find more information about XML sitemaps on [sitemaps.org](#) and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency	LastChange
http://www.nationwidebarcode.com/	100%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-greeting-cards/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/qs1-or-nationwide-barcode/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/faq/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/comparing-barcode-providers/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/ean-barcodes/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-produce/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-music/submitting-your-music-to-pandora/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-music/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-magazines/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/barcodes-for-books/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/purchase-barcodes/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/ean-upc-barcodes/see-a-better-price-for-upc-or-ean-barcodes/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/thank-you/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/labels/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/how-to-create-a-successful-qr-code-campaign/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/fun-with-qr-codes/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/nationwide-barcode-customers/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/create-your-own-qr-code/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/all-you-need-to-know-about-upc-barcodes/	10%	Always	2012-01-23 0
http://www.nationwidebarcode.com/leading-digits-upc-a/	40%	Always	2012-01-22 0
http://www.nationwidebarcode.com/about/privacy-policy/	10%	Always	2012-01-15 0
http://www.nationwidebarcode.com/message-from-nationwide-barcode-presidentfounder-phil-peretz/	40%	Always	2012-01-13 0

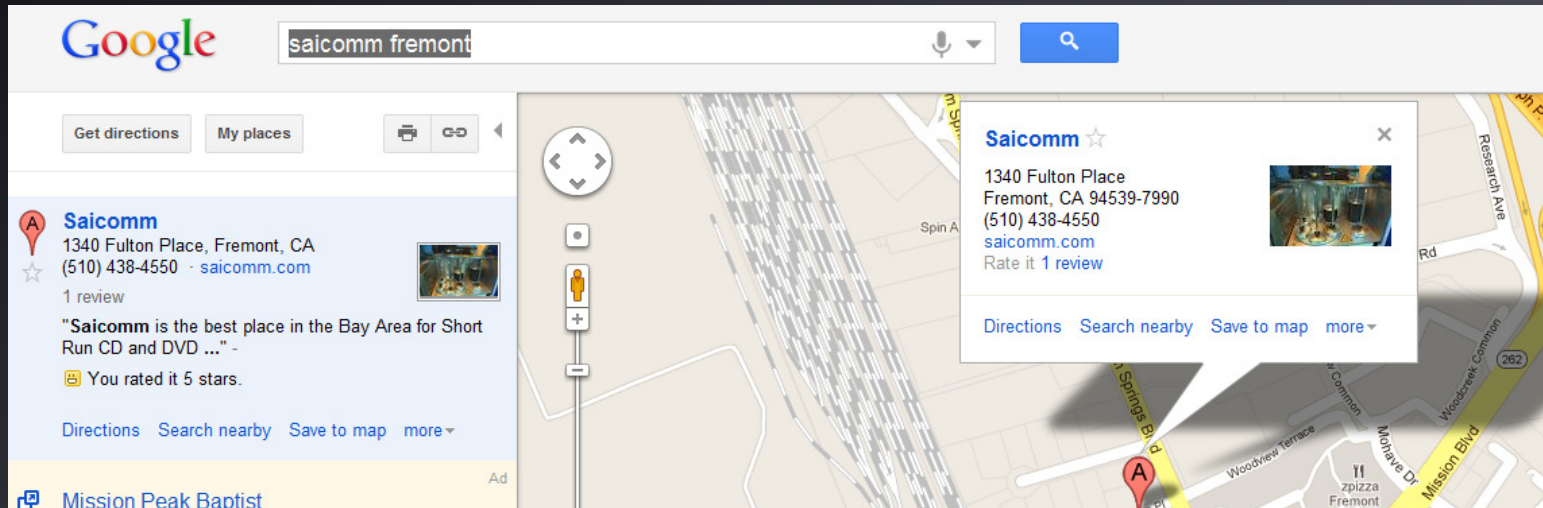
A site map (or sitemap) is a list of pages of a web site accessible to crawlers or users. This helps search engine bots find pages on the site.

- Search engines look for a directory of all of your pages. This helps with your search visibility
 - ▶ Wordpress sites: Google Sitemap Generator Plugin (Arne Brachhold)
 - ▶ All others: Coffee Cup Software Sitemapper (\$29.00)
 - <http://www.coffeecup.com/sitemapper/>

Site Submit

- ▶ Let the Search Engines know who you are.
 - <https://ssl.bing.com/webmaster>
 - <http://www.google.com/addurl/>
 - ▶ Google - about 75% of all web searches
 - ▶ Bing – about 20% of all web searches
 - ▶ Ask, AOL, etc – 5%

Google Places



- Google Places

- ▶ 97% of consumers search for local businesses online.
 - Be there when they're looking for you with Google Places for business – a **free** local platform from Google.
 - Add photos or videos

UPC and EAN Barcodes for Amazon



Nationwide Barcode is your source for **inexpensive UPC and EAN barcodes** which will satisfy the **barcode** requirement from **Amazon**. When you purchase from Nationwide Barcode, you get BOTH a **UPC** and an **EAN barcode number** by immediately digital delivery.

Legal, Affordable, Immediate Delivery

Volume Pricing	Qty	Unit Price	Total	Qty	Unit Price	Total
	1	8.95	\$8.95	1000	0.90	\$900.00
	5	8.00	\$40.00	1500	0.80	\$1200.00
	10	6.90	\$69.00	2000	0.70	\$1400.00
	25	4.50	\$112.50	2500	0.65	\$1625.00
	50	3.00	\$150.00	3000	0.65	\$1950.00
	100	1.95	\$195.00	4000	0.60	\$2400.00
	200	1.25	\$250.00	5000	0.50	\$2500.00
	300	1.10	\$330.00	10000	0.35	\$3500.00
500	1.00	\$500.00	10000+	Call for prices		

[Click here to order](#)

Effective August 2008, **Amazon** recently began their requirements of **EAN or UPC (Universal Product Codes) barcode numbers** on every product. Efficiency is the key, speeding up fulfillment of your products to your customers.

According to **Amazon**:
*Starting in August 2008, our systems will require a **UPC barcode** for products listed in the **Amazon.com** Home and Garden store. Items without **UPCs** create challenges for both Amazon and our merchants, but more importantly, they degrade the shopping experience for our customers due to duplicate product listings and incorrect search matches. While we have always advised merchants to provide a UPC for*

Content

- ▶ Write articles about every aspect of your business and your products.
 - Think in terms of 300-1000 words per article.
 - Incorporate the search terms that people would use to locate your business or what you are selling.

URLs that make sense

▶ www.website.com/post#1.htm

- This is not give the search engines anything to locate.

▶ www.website.com/do-it-yourself-seo.htm

- People use search terms the same ways that they think about products and services

Titles and Alt Tags



- ▶ Alt tags – information that is tagged to images and photos

```
<p></p>
```

Keywords

Find keywords
Based on one or more of the following:

Word or phrase	Do it yourself SEO
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters Locations: United States Languages: English Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Download View as text More like these

Search terms (1)

Keyword	Competition	Global Monthly Searches
do it yourself seo	Medium	2,900

Go to

Keyword ideas (100)

Keyword	Competition	Global Monthly Searches
seo tips	Medium	90,500
seo techniques	Medium	22,200
diy seo	Medium	2,900
seo websites	Medium	22,200
seo quote	Medium	4,400
seo tools	High	165,000
off page seo	Low	9,900

- <https://adwords.google.com/select/KeywordToolExternal>
- Type in any keyword or phrase
 - Generates a list of related terms
 - Displays Amount of Advertiser Competition
 - Volume of searches
- Use these keywords within your content!

Headline and Strong Tags

Nationwide Barcode is your source for inexpensive EAN and UPC barcodes which will satisfy the barcode requirement from Amazon.

When you purchase from Nationwide Barcode, you get BOTH a *UPC and an EAN barcode number* by immediately digital delivery.

```
<h1><span style="font-size: medium;">Nationwide  
Barcode is your source for inexpensive EAN and UPC  
barcodes which will satisfy the barcode requirement  
from Amazon.</span></h1><p><strong>When you  
purchase from Nationwide Barcode, you get BOTH a  
<em>UPC and an EAN barcode number</em> by  
immediately digital delivery.</strong></p>
```

Head and Tail Keywords

- ▶ **Head:** Search terms that are short, popular and straightforward; e.g., "CD Duplication." These short terms are called "head terms" based on a bell-curve distribution of keyword usage that displays the high numbers of most-used terms at the "head" end of the bell curve graph
- ▶ **Tail:** Search terms that are very specific, long phrases that include one or more modifiers, such as "cheap CD duplication in Fremont, CA." These longer, more specific terms are called "tail terms" based on a bell-curve distribution of keyword usage that displays the low numbers of little-used terms at the "tail" end of the bell curve graph.

Head Keywords

- ▶ Top Level Keywords
 - One or Two word phrases
- ▶ Most searched
- ▶ Lowest conversion rates

Tail Keywords

[CD and DVD Duplication, Replication, Printing, Packaging and ...](#) ✓

www.saicomm.com/

Your CD and DVD Production Source. ... **Fremont, CA 94539** ... Production Source providing CD and **DVD Production** for Music, Business, Data and Video ...

[CD/DVD Duplication Or Replication - Fremont, CA, 94538 -](#) ✓

www.thebartertown.net/.../cdfs.../cddvd-duplication-or-replication-fre...

Oct 17, 2011 – Location: **Fremont, CA 94538** (View Map) ... Keywords: **cd duplication, cd replication, dvd duplication, cheap cd duplicaiton, cd duplication** ...

[Saicomm CD and DVD Production - Shopping & Retail - Fremont...](#) ✓

www.facebook.com/Saicomm

To interact with Saicomm CD and **DVD Production** you need to sign up for ... Similar to a DVD case except thinner....and **cheaper**/better than Jewel Cases.

[DVD/CD Manufacturing & Duplication - UniqueTracks](#) ✓ 

www.uniquetracks.com/.../links_multimedia_dvd_cd_manufacturing...

25+ items – List of media resources for animation, flash, filmmaking, video ...

Abetdisc.com - **CD/DVD Duplication** Replication Audio Mastering **CD/DVD ...**

BisonDlsc - **CD/DVD Duplication, CD/DVD Replication** **CD/DVD ...**

- ▶ Highest conversion rates
- ▶ Example: cheap CD duplication in Fremont
 - When these keywords are searched only one or two companies will show up at the top of the search engine.
- ▶ Think like your customers.
- ▶ Helps you have a competitive advantage

Creating Content

- ▶ Create as many unique pages as possible
- ▶ Tell a story about different aspects of your business, products and services.
- ▶ Integrate head and tail keywords into these pages.

Building Links

- ▶ Google places more weight on the quality of content, however link building is still effective to boost your search engine rankings
 - Relevant Links are important
 - Use anchor text with keywords
 - Get links from high ranked sites

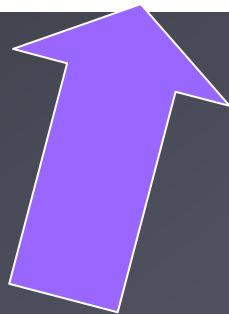
Anchor Text

streamlines their operations and gets their product to their customers a lot faster. Since EAN and UPC-A barcodes are the de facto standard for sales and inventory tracking, they have chosen to embrace this standard and not reinvent the wheel with different barcode symbologies or tracking methods.

Amazon does take a look at some categories for UPC exemptions but these are rapidly shrinking categories and seem to be limited to non-consumer products — business-to-business products not sold in a retail store and Custom made-to-order products. They have just recently eliminated their UPC exemptions for Apparel & Accessories as of June 5, 2009.

Nationwide Barcode has a program for Amazon Resellers providing blocks of EAN or UPC barcode numbers ranging from blocks of 100 to a block of 1000 barcodes in increments of 100 units. Barcode graphics are not supplied, however, customers get an excel spreadsheet with 12 digit UPC-A bar code numbers to help manage their products along with a certificate of authenticity.

You can either purchase your barcodes for Amazon by clicking here - www.nationwidebarcode.com/



```
<p>You can either purchase your <a href="http://www.nationwidebarcode.com" target="_blank">barcodes for Amazon by clicking here - www.nationwidebarcode.com/</a></p>
```

Submit Your Articles

- ▶ www.amazines.com
- ▶ www.ezinearticles.com
- ▶ www.articlesbase.com
- ▶ www.isnare.com

- ▶ www.AmericanBusinessFirst.com (US companies only)
- ▶ www.IndieArtistsAlliance.com (music)

Privacy Policies

- ▶ Create one yourself
 - <http://www.generateprivacypolicy.com/>
- ▶ Why do you need one?
 - US and Federal Laws require them (esp California and Massachusetts.)
 - Google analytics requires it
 - Ad networks, PPC and Affiliate Programs require them
 - ...just in case – minimize cost of breach
 - Provide clarity for your employees, contractors and customers
 - Adds credibility to your website or blog
 - Courtesy to customers

Useful Tools

- ▶ www.compete.com
 - Analyze your traffic and your competitors traffic patterns.
- ▶ <http://www.keywordspy.com>
 - Allows you to research your business and your competition
 - See their Google PPC and Organic Keywords
- ▶ <http://SEMRush.com>
 - Free account allows you to see Organic and Paid rankings

Social Networking



- Good for building followers and relationships
- Google no longer includes tweets in search



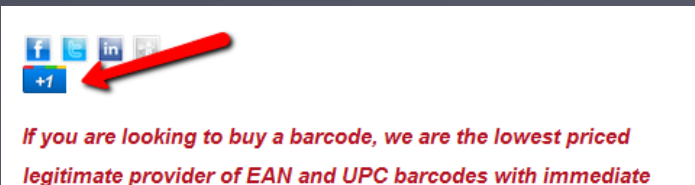
- Links help with SEO
- Facebook pages show up in search



- Links help with SEO
- Be careful to not spam Digg with your material. Be sure that things you submit to Digg are articles/blog posts and not blatant advertisements



- Important!
- Google+ pages show up in search
- The more your page is +1'd, the higher your search rankings.



What we do...

▶ Free Webinars

▶ Ala Carte Program

- We will meet with you by phone and will learn about your business, your website, your products and services, competition and your critical success factors.
- We will craft a page-by-page analysis about your website.
- We will create benchmarks for you and get you moving in the right direction quickly.
- In addition, we will review your social media efforts and standings and will help you to tie everything together

▶ Personal Trainer

- In addition to the items above, we will create a competitive analysis by competitor or keyword(s).
- We will determine the strengths of your top competitors and will devise a strategy for you to surpass your competitors.
- We will also create success points for you and will monitor your results providing you with benchmark reports and weekly, twice-monthly or monthly reports showing your progress.
 - These reports will also show domain statistics, crawl stats, Google Page Rank Distribution, etc.
- Programs range from \$69 - \$499+ per month depending on needs, frequency, etc.
Twice monthly Personal Trainer Program (4-5 hours per month: \$199.00)
- All starts with a free 20-30 minute consultation.

Domain Statistics

The domain [nwforwidebarcode.com](http://www.nwforwidebarcode.com) has IP address **96.126.228.172** and is located in **USA**. The domain's age is **3 year(s), 2 month(s)**.

Domain Google PageRank	IPR 3	
Alexa Rank	518228	↑ 3.4%
Competition Rank in Compete.Com	658200	0%
Traffic according to Compete.Com	1754	0%
DMOZ Listing	No	
Yahoo! Dir Listing	No	

Social Activity

Digg articles from the domain	4	↑ 50%
Domain Digo bookmarks	6	0%
Domain Social Mention Popularity	No data	

Crawl Statistics

Proprietary research allowed	233 pages	
Google allowed	296 pages	
Yahoo allowed	81 pages	
Bing allowed	21 pages	

Crawl Availability



- 123 (52.8%) pages are **good to crawl** (their server response code is 1xx or 2xx)
- 3 (1.3%) pages **redirect to other pages** (their server response code is 3xx)
- 106 (46.5%) pages have **client errors** (their server response code is 4xx)
- 1 (0.4%) pages have **server errors** (their server response code is 5xx)
- 0 pages are **not yet checked**

Content and Structure Crawl Stats

- 100 pages have **missing or empty title tag**
- 0 pages have a **too long title tag (> 65 chars)**
- 8 pages have **duplicate page title**
- 0 pages have **duplicate meta description**
- 0 pages have **duplicate rel="canonical" code**
- 147 pages have **missing or empty meta description tag**
- 8 pages **use frames**
- 0 pages have **conflicting character encoding**
- 1 page has a **too long URL (>115 chars)**
- 4 pages have **too big size (> 100 KB)**

Website Structure Audit Report

We will perform both a visual and automated query looking for:

- Domain Statistics
- Social Activity
- Crawl Stats
- Crawl Availability
- Content and Structure Crawl Stats
- Google Page Rank Distribution
- Link Statistics and Broken Links

Domain Statistics

The domain www.baybarcode.com has IP address 207.180.258.118 and is located in USA. The domain's age is 8 year(s), 6 month(s).

PR: Domain Google PageRank	PR: 4
Alexa Rank	369888 0%
DMOZ Listing	No
Yahoo! Dir Listing	No

Current Backlink Statuses



- 194 (78.3%) backlinks currently link back
 - 118 (84.3%) links bear full SEO value
 - 0 links are set up using embedded object
 - 0 links point to domains but use wrong parameter
 - 11 (8.2%) links have nofollow tag
 - 5 (2.8%) come from pages restricted from indexing
- 44 (24.7%) backlinks currently do not link back
 - 3 (1.7%) links have status Site is down
 - 10 (5.8%) links have status Page not found (error 404)
 - 31 (17.4%) links have status Link is missing from the page
- 0 backlinks currently not yet checked

Note: Further sections of this report take into account only existent backlinks.

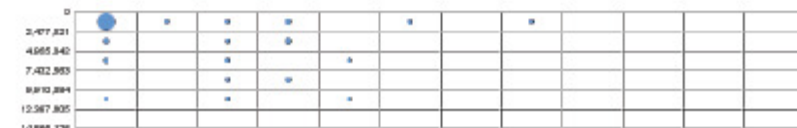
Backlinks Quantity

134 backlinks (0%) from 81 unique domains (0%) from 56 IPs from 56 C-blocks



Backlinks Unique domains with backlinks

Alexa Rank and Google PageRank Distribution of Backlinks



Website Backlinks Analysis Report

This report is a competitive analysis by competitor or keyword.

We will tell you your competitor(s):

- Current Backlink Stats
- Backlinks Quality
- Google PageRank
- Domain Age of Backlinks
- Geography
- Top 15 Anchor URLs

Backlinks reports give strategic analysis of your competitors.

Recap

- ▶ Head and Tail Key Words
- ▶ Meta Title/Meta Description
- ▶ Content is critical
 - Think the way your customers think
 - Good URL structure
- ▶ Site map and site submit
- ▶ Competitive Analysis helps you rise above the competition.

Phil Peretz

www.mediamediainc.com

phil@mediamediainc.com

775-376-8075