

HTMT360 Online Marketing HTM Homework 2 Tips

1. Name of the Company:

Website: _____

**Talk to the webmaster about using Google Analytics on the site you chose or ask for access to the existing Google Analytics account;
Try to create a Google AdWords accounts by yourself or ask for access to the account if the company has one.**

2. Target Market:

3. The websites of three competing companies/properties:

Name: _____ Website: _____
 Name: _____ Website: _____
 Name: _____ Website: _____

Use Google toolbar to find out their PageRank value.

PageRank: __
 PageRank: __
 PageRank: __

4. Search Engine Visibility:

Directly search in those search engines will work

Is it indexed by: Google? _____
 Yahoo? ~~Yes~~ _____ No _____
 MSN? Yes _____ No _____
 Yahoo Directory? Yes _____ No _____
 Dmoz Directory? Yes _____ No _____

Search Google using Link: www.mydomian.com

To find out those websites which link to yours!

Google PageRank: __

Inbound Link 1: _____ PageRank: __
 Inbound Link 2: _____ PageRank: __
 Inbound Link 3: _____ PageRank: __
 Inbound Link 4: _____ PageRank: __
 Inbound Link 5: _____ PageRank: __
 Inbound Link 6: _____ PageRank: __
 Inbound Link 7: _____ PageRank: __
 Inbound Link 8: _____ PageRank: __
 Inbound Link 9: _____ PageRank: __
 Inbound Link 10: _____ PageRank: __

These are the web pages which link to your competitors' sites but not link to yours; you should target those web pages with high PageRank values.

Target Inbound Links:

Inbound Link 1: _____ PageRank: __
 Inbound Link 2: _____ PageRank: __
 Inbound Link 3: _____ PageRank: __
 Inbound Link 4: _____ PageRank: __
 Inbound Link 5: _____ PageRank: __

5. Keyword Analysis:

Brainstormed Keywords: _____

Overture suggested Keywords: _____

WordTracker Suggested Keywords: _____

Overture Keyword Tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

WordTracker Tool: <http://www.wordtracker.com/> then take the free trial!.

6. Search Engine Friendly Website Checklist

- a. Has a .com domain name?
- b. Domain name contains targeted keywords?
- c. Keywords are in the Keywords tag?
- d. Keywords are in the Title tag?
- e. Meaningful page name and file name on each page?
- f. Get rid of the Flash animation except for certain pages?
- g. All images have ALT text?
- f. Navigation buttons are not in images?
- h. Appropriate link anchors across the site?

Use View -> View Source on your web browser to do some of these checking.

Yes _____	No _____
Yes _____	No _____
Yes _____	No _____
Yes _____	No _____

7. A summary on the status of search engine marketing performance:

8. Recommendations on search engine marketing practices:

9. Recommendations on detailed changes on the website:
