



## Rotapix's Free SEO Report

<http://www.smh.com.au>

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This report will indicate your websites current status, Usability and provide you valuable feedback from SEO professionals that can assist you in developing your online presence.

Rotapix Interactive Media provides a proven, industry-leading search engine optimisation and online marketing service, designed to drive website traffic and sales. With more than 150 clients, Rotapix online marketing strategies have increased and sustained traffic and conversion to deliver clients optimum Return on Investment (ROI). We have been awarded various online marketing accolades for our efforts in the search engine optimisation industry.

Rotapix offers Search Engine Optimisation (SEO), Pay per Click Advertising (PPC), Online Marketing Solutions and Web Development. We provide in depth reporting and strategic analysis and consultation to our clients.

**If you would like to receive further information about any of our services please visit our website (<http://www.rotapix.com>) or contact us on (02) 9212 1404.**

## Section 1: On-Page SEO

On page SEO can make or break a seo campaign. It is the most important factor of SEO. It involves targeting certain keywords in various locations on the page. It also involves placing Meta data for the search engine crawlers to analyse.

### A: Page Titles & Meta Data

Meta data is important and should be used to highlight what a page is about.

#### Title:

Sydney Morning Herald - Business News, World News & Breaking News in Australia

Your page title is too long. You should make it shorter. The title defines the title of the document. It gives a user a short title of what the document is about. It is used by search engines for ranking and for labelling listings in the search engine results pages.

#### Meta Description:

The Sydney Morning Herald has the latest local news on Sydney, NSW. Read National News from Australia, World News and Breaking News stories. View our extensive coverage of Business News, Sports articles and Travel News. For quality unbiased journalism visit [www.smh.com.au](http://www.smh.com.au)

Your meta description is too long. Please shorten it. The meta description defines the description of the document. It gives a user a short Description of what is in the document. It can also be used to describe the website or a companies services. Search engines use this information to display in the search engine results pages. This element is solely for the search engines. Does your description describe your company or what is on your website? A description stuffed with keywords can make a company look un-professional. This tag should look neat and tidy.

#### Meta Keywords:

News, Breaking News, Latest News, World News, International News, global issues, associated press, regional news coverage, Weather, Newspapers Online, daily newspaper, newspaper archives, editorial, stories, articles, Sydney, Local News, Local News Sydney, smh.com.au, SMH, The Sydney Morning Herald, Australian News, News Australia, Oz News, National News Australia, Fairfax, Fairfax Digital, News and Media, Political News, NSW, New South Wales, VIC, Victoria, QLD, Queensland, ACT, Australian Capital Territory, NT, Northern Territory, TAS, Tasmania, WA, Western Australia, SA, South Australia, Business News, Sports News, Travel News

Your meta keywords are too long, please revise them. Meta Keywords were popular in the late 90's they are no longer used in the main search engines but they are still important for use in alternate search engines and meta search engines. They basically list key terms and words in your document separated by commas. There should be around 10 keywords. Some search engines were known to penalise websites using keywords that do not appear in the pages content.

## Section 2: Off-Page SEO

### A: Google Page Rank

#### Google PageRank:

PR:8

You are a trusted authority website. You have an extremely high PageRank. Your PageRank is fine for SEO. PageRank is Google's technology that rates the "importance" of a given web page. PageRank is partly used by Google to determine a page's rank on a query results page. A web page is ranked between 0 and 10 where 10 is the most popular.

### B: Total Amount of Pages Indexed in Search Engines

#### Google Indexed Pages:

600000 Indexed Pages

Your website has over a thousand indexed pages. This is ideal for ranking for a huge amount of long tail keywords. This is the total amount of physical web pages that are indexed from <http://www.smh.com.au>, these web pages are stored in Google's database ready to be pulled for a users query. The general theory here is the more pages in the index the more information to rank for. The Google crawler regularly updates its index with new information for its searchers.

#### Yahoo Indexed Pages:

14900000 Indexed pages

Your website has over three thousand indexed pages. This is ideal for ranking for a huge amount of long tail keywords. This is the total amount of physical web pages that are indexed from <http://www.smh.com.au> in Yahoo, these web pages are stored in Yahoo's database ready to be pulled for a users query. The general theory here is the more pages in the index the more information to rank for. The Yahoo crawler regularly updates its index with new information for its searchers. It is quite normal for yahoo to index more pages than Google.

### C: Links

#### Inbound Links:

You have 20,841 Inbound links pointing to <http://www.smh.com.au> This is measured by Alexa.com.

Your website has a handful of links, this is a good amount. You should however seek more links for improved page trust and ranking. This is a measure of how many websites are linking to <http://www.smh.com.au>. This shows how popular your site is as well as how trusted your site is. Having links from authority websites helps you rank higher. Links from spam websites don't help you.

#### Technorati Articles:

you have 40921 article submissions on Technorati.com.

<http://www.smh.com.au> has 40921 articles on Technorati.com. Technorati is a place where users upload articles / blog entries that are published on their website. This is a great source for traffic.

#### del.icio.us Bookmarks:

You have 2200 Bookmarks in del.icio.us

<http://www.smh.com.au> has 2200 bookmarks on Delicious.com. Users bookmark websites in delicious.com which is a web based book marking website. A website that has a large number of bookmarks is popular and usually gains more traffic.

## D: Traffic

### Alexa.com Traffic Rank:

You are ranked 793 in the world for traffic. According to Alexa.com.

This is <http://www.smh.com.au> traffic ranking according to alexa.com. Alexa has users world wide that download a browser toolbar that shows how popular a website is. It also collects data on what the user is looking at on the web. From this information it compiles a ladder of websites ranked on traffic amount. The lower the number the more traffic you receive. Don't be worried if your site does not have a traffic rank as this measure is not 100% accurate.

**If you are interested in improved ranking, traffic and branding, Please Call Rotapix on (02) 9212 1404. or contact us via our website:**

<http://www.rotapix.com/contact-us/>