Search Engine Optimization
SEO Assessment

buzz WEBCRAFT

Purpose
To evaluate your conformance with Google's current Webmaster Guidelines.

Timeframe
Completed within two weeks of order

Deliverables

Analyze current techical state	Compare to Google's Webmaster Guidelines
Analyze domain names and relationships	Session IDs and redundant page links Primary domain and redirected domains Auto-updates to crawlers enabled
Webmaster Tools Account	Current status and parameters
Sitemap.xml file	Up to 100 links included in package Status of parameter handling Image/media entries and data-tags utilized
Robots.txt file	Pages defined to crawl/skip Bots and paths defined to crawl/skip Crawling status on AdSense, DoubleClick & other Ad links
Browser/mobile test	Test and report website's perfomance in current browsers Test and report on mobile/tablet displays
Submission to search engines	Do Google, Bing, Yahoo! and ASK know it exists?
Indexing of site	"Fetch and Render as Google" (how does Google see it?) Page indexing status Keywords
Performance report	"Load-time" and speed test analysis and report Report any broken links
Merchant Center & Places	Submitted to Google Places and Merchant Center
Final report & recommendations	Overall status and summary of project Structured data ("snippets") Keywords and AdWords Meta Tags Responsive (e.g. "mobile") compatibility Conversion optimization Google Analytics ("measure your marketing") potential Social media setup and "community"

Disclaimer: *This service defines and recommends settings for your website's technical infrastructure, but cannot guaranty definitive levels of improvement in your placement for specific queries.*

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