

## Executive Summary

RedAlkemi has completed the Site Analysis of [www.websitename.com](http://www.websitename.com), with the results outlined in detail on the following pages. This analysis included an overall review of the site, current SEO Analysis, Keyword Research and a Competitive Analysis.

## Approach

This analysis consists of 6 steps including:

1. Overview of the site from a business and online perspective, including design and usability aspects.
2. Review of current SEO statistics.
3. Existing Keyword research
4. Recommended keywords
5. Competitive analysis based on link backs, citations and indexed pages
6. Summary of findings and recommended action items

## Results

Your website has an elegant design and good navigational structure, but you trail far behind your competition in overall search engine ranking and website traffic. Based on our understanding of your website and the results of our analysis, we recommend the following strategies:

### On-page

- Shorten description tag
- Add relevant keywords to HTML markup
- Add alt text to inner web pages
- Add HTML and XML sitemaps
- Add customized 404-error page
- Change targeted keywords and revise content to support these keywords
- Improve site navigation to increase the number of indexed pages
- Create additional links to LED manufacturers and other useful resources

### Off-page

- Aggressive link building campaign to increase link popularity
- Citation building through article syndication, press release and social media marketing.

We would be pleased to discuss these recommendations in more detail, and explore ways we might assist you with implementing the improvements listed above.

**Site Analysis - www.website.com**

**Website Overview**

- The website is primarily designed to sell LED lighting consulting and installation services for home, office and industrial installations. The site has a secondary function to educate buyers on the benefits of LED lighting through general information, resource links and calculators. The site wants to stress the values of LED lighting including cost savings, energy efficiency, eco-friendly, safe, flicker free and durability.
- The online goal of **website** is to generate revenue through LED services including consulting and installation services. Useful tools such as ROI and Quick Calculator are provided to generate a database of registered users that can be used for future marketing and promotion campaigns.
- NGL is a distributor for multiple LED manufactures, including the clients own company/site, Green Circle Lights, but these are not referenced on the NGL site.
- The targeted audience will be mainly from New York, New Jersey, Connecticut.

**Design and Usability**

- Observations and Recommendations
  - Elegant design with well structured navigation system.
  - More informative content is required on the home page for search engine performance, to generate reader interest and to encourage additional exploration of the site.
  - Consider adding links to the LED manufacturers on the NGL site to refer potential buyers to their products as a value added service and to improve the overall user experience.

**Basic SEO Analysis & Observations**

Parameter	Test	Observations
Alexa Rank	What is the Alexa rank of the site?	15,255,111 - Low traffic
Estimated Traffic	What is the estimated traffic on the site?	No data available.
Total pages	Total number of site pages?	356
Indexed pages	What numbers of pages are indexed on Google?	22
Title	Are Keywords present in title tags?	Yes present
Meta	Are keywords present in meta tags - Description, KW, etc?	Yes present, but length of description tag is long.
HTML Markup	Are keywords present in HTML markup / CSS?	Relevant keywords missing
On-Page	Are keywords present in body text, title attributes, and anchor texts?	Alt text is missing from inner web pages.
Robots	Is robots.txt present on the site?	Yes present
Sitemap	Are HTML and XML sitemaps are present?	Not present
404-Error page	Is Customized 404-error page present?	Not present

**Keyword Research - www.website.com (Adwords details shared by you)**

SL	Keywords	Monthly Searches	Keyword Type	PPC Bid Value	Competition	Keyword Rankings		
						Google	Yahoo	MSN
1	Lighting	673000	5 - Generic	\$1.92	60,000,000	>100	>100	>100
2	Led lights	201000	5 - Generic	\$1.35	4,520,000	>100	>100	>100
3	T5	135000	5 - Generic	\$0.59	6,650,000	>100	>100	>100
4	Led lighting	74000	5 - Generic	\$1.50	9,500,000	>100	>100	>100
5	Led light bulbs	49500	5 - Generic	\$1.61	788,000	>100	>100	>100
6	T8	40500	5 - Generic	\$0.84	1,890,000	>100	>100	>100
7	Led bulbs	40500	5 - Generic	\$1.60	1,620,000	>100	>100	>100
8	Led bulb	40500	5 - Generic	\$1.23	2,130,000	>100	>100	>100
9	Led gu10	33100	5 - Generic	\$1.47	481,000	>100	>100	>100
10	Led light bulb	27100	5 - Generic	\$1.18	1,120,000	>100	>100	>100
11	Fluorescent lighting	22200	5 - Generic	\$1.61	1,070,000	>100	>100	>100
12	Led lamps	18100	5 - Generic	\$1.29	1,660,000	>100	>100	>100
13	Fluorescent tube	6600	5 - Generic	\$1.15	475,000	>100	>100	>100
14	Energy saving light bulb	5400	5 - Generic	\$2.06	5,380	>100	>100	>100
15	Energy efficient lighting	5400	5 - Generic	\$1.50	445,000	>100	>100	>100
16	Par 38	5400	5 - Generic	\$1.23	603,000	>100	>100	>100
17	Led home lighting	5400	5 - Generic	\$1.45	456,000	>100	>100	>100
18	Office lighting	5400	5 - Generic	\$1.72	1,410,000	>100	>100	>100
19	Energy saving lamps	3600	5 - Generic	\$1.76	94,800	>100	>100	>100
20	Energy calculator	2900	5 - Generic	\$1.66	287,000	>100	>100	>100
21	Energy saving light	2400	5 - Generic	\$2.03	733,000	>100	>100	>100

22	Solid state lighting	2400	5 - Generic	\$0.83	408,000	>100	>100	>100
23	Energy efficient light bulb	1600	2 - High Potential	\$1.60	935	>100	>100	>100
24	Led fluorescent	1300	5 - Generic	\$0.05	367,000	>100	>100	>100
25	Energy efficient light	1000	5 - Generic	\$1.68	145,000	>100	>100	>100
26	Lighting retrofit	720	5 - Generic	\$1.67	30,100	>100	>100	>100
27	Led retrofit	590	5 - Generic	\$1.08	43,400	>100	>100	>100
28	Led fluorescent light	480	5 - Generic	\$0.05	162,000	>100	>100	>100
29	Energy efficiency lighting	320	5 - Generic	\$0.85	56,200	>100	>100	>100
30	Led t8 replacement	170	5 - Generic	\$0.05	9,350	>100	>100	>100
31	Light bulb calculator	91	5 - Generic	\$0.05	5,180	>100	>100	>100
32	Led t5 replacement	16	5 - Generic	\$0.05	5,060	>100	>100	>100

### Observations and Recommendations

1. As shown above, your website is ranking poorly for the keywords listed in your Adwords report. Search engines are a major source of internet-traffic and can bring a lot of focused visitors if the website is optimized properly to appear in top search results for keywords not present in your domain name.
2. Your current keywords are generic in nature and have very high competition. To use these keywords effectively you will need to modify the website for higher page ranking. Therefore, we recommend using targeted and focused keywords listed on the next page instead of generic ones.
3. The XML and HTML Sitemaps are not present although the full screen dropdown menu provides a type of user sitemap. HTML sitemaps are user friendly, and XML sitemaps are search engine friendly by allowing the webmaster to inform search engines of the site URLs. We recommend that both Sitemaps be included in the site. 404-customized error page should be also be added to the site.

**Suggested Keywords:**

Below are some of the suggested keywords, which are blend of Focused, targeted and generic keywords.

SL	Keywords	Monthly Searches	Keyword Type	PPC Bid Value	Competition	Keyword Rankings		
						Google	Yahoo	MSN
1	Commercial lighting solutions	140	5 - Generic	\$0.05	43100	>100	>100	>100
2	Efficient lighting consultants	46	1 - Highly Targeted	\$0.05	177	9	13	>100
3	Efficient lighting solutions	73	5 - Generic	\$0.05	11,500	14	6	>100
4	Energy efficient solutions	390	5 - Generic	\$0.05	65200	>100	>100	>100
5	Energy saver products	210	5 - Generic	\$0.05	22000	>100	>100	>100
6	Energy saving light bulb	5400	5 - Generic	\$2.01	5380	>100	>100	>100
7	Environmental lighting solutions	28	2 - High Potential	\$0.05	775	>100	>100	>100
8	Led lighting solutions	1600	5 - Generic	\$0.05	763,000	>100	>100	>100
9	Energy saver light bulbs	1600	2 - High Potential	\$3.11	933	>100	>100	>100
10	Energy efficient lightbulbs	590	3 - Focused	\$1.35	1,330	>100	>100	>100
11	Energy saving lights	1,900	5 - Generic	\$1.82	168,000	>100	>100	>100
12	Eco friendly light bulbs	1,000	1 - Highly Targeted	\$0.05	470	>100	>100	>100

## Competition Analysis for [www.website.com](http://www.website.com)

Rank	Competitor URL	Link Backs	Alexa Ranking	Citations	Indexed pages	Score
1	<a href="http://www.maxlite.com">www.maxlite.com</a>	608	2,728,286	7,510	134	18
2	<a href="http://www.lsgc.com">www.lsgc.com</a>	1,705	1,226,579	11,600	34	17
3	<a href="http://www.greentechenergy.com">www.greentechenergy.com</a>	17	5,062,509	1,310	91	12
4	<a href="http://www.efficientlightingconsultants.com">www.efficientlightingconsultants.com</a>	2	No Data	622	9	7
5	<a href="http://www.website.com">www.website.com</a>	6	15,255,111	57	22	6

### Observations and Recommendations

We have done a comparative analysis of your website with your competitors for parameters like Link-Backs, Citations etc. Below are our observations and recommendations:

Your top competitor [www.maxlite.com](http://www.maxlite.com) has:

1. 101x more link backs than your website. Link backs determine how many external sources provide referral traffic targeted to your site. As your website has a poor link profile status, we recommend running an aggressive link-building campaign to increase the link-popularity of your website.
2. 131x more citations than your website. Citations refer to online visibility and popularity of the website. Off-page optimization through Article Syndication, Press Release and Social Media Marketing will help improve website visibility and popularity.
3. 6x more indexed pages than your website. The number of pages indexed on Search Engines depends on navigation, sitemap and link popularity of internal pages of your website. We recommend designing attractive yet simple and clear navigation, which will definitely improve the visitor's web experience.

### Summary

In brief, your website is trailing far behind your primary competition in the race of search engine ranking. We recommend both on-page and off-page improvements to optimize your website in order to be more competitive in the LED marketplace. We believe the strategy outlined above will achieve NGLs growth goals by improving the overall site ranking and quality of the visitor traffic.