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## I. Content

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game.

### Google Indexed Pages: 764

This number is the approximate number of pages on [www.abcfinancial.com](http://www.abcfinancial.com) that have been stored in the Google index. The Google web crawler will visit the website periodically and look for new content for its index. Generally, the more pages your site has within the Google cache, the better.

### Readability Level: Secondary / High School

This score measures the approximate level of education necessary to read and understand the web page content. In most cases, the content should be made to be simple so that a majority of the target audience can understand it.

### Keyword Density: Low

**Top 10 Content Word Count / Density** financial 5 / 1.92% life 5 / 1.92% insurance 4 / 1.54% saving 4 / 1.54% risk 4 / 1.54% savings 3 / 1.15% rollovers 3 / 1.15% tina 3 / 1.15% lyall 3 / 1.15% false 3 / 1.15%

**It is essential to make sure that your website content includes multiple references to target keywords.** Currently, your relevant keyword density is very low. Increase the use of relevant keywords in your site content.

### Load Time: Average to Slow. 7 – 15 seconds per page.

## II. Optimize

Optimizing that content is a key step, however, to ensure you give your valuable content the best chance possible of drawing traffic from the web. In essence, this section is about maximizing your ROC - return on content.

### Metadata – Too Broad. Will reduce target relevance by not being specific.

Metadata tags allow you to tell the search engines what your web page is about.

Page Title	ABC Financial Group, LLC
Meta Description	Denver, CO, tax, financial and insurance services offering expertise in correctly using compound interest for spending and savings, building lifetime income streams, implementing easy 401(k) and Pension rollovers and repositioning assets to capture the upside of market without risk.
Meta Keywords	Denver, CO, reduced, taxes, tax, preparation, 401(k), health, life, annuity, insurance, spending, savings, pension, rollovers, repositioning, assets, market, risk, retirement, middle, income, deferral, IRA, saving, medicare, supplement

#### Here are the following recommendations for Meta Tag Lengths:

- Page Title 60 characters maximum - **OK**
- Description 160 characters maximum – **280 characters**
- Keywords 10 Word Maximum - **27 words**

## Image Summary

Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images. So, if you have lots of images that contain textual content within the image itself, this content will not be seen by the crawlers.

HTML helps address this issue by providing a way to specify the textual content for an image using the "alt" attribute. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers.

**Total images found: 18 , 18 image(s) don't have ALT text. . Too Many Images Found.**

Having many images on the web page means the user has to wait longer to view your page. This web page has **18** images.

It's usually better to have fewer or smaller images. Sometimes simply resizing your images will make them smaller in size, and your web page will load faster.

## Domain Info

Most experts agree that you should register your domain for a long time, because search engines factor domain "stability" when looking at your pages.

Domain Age	11 months, 2 weeks
Time To Expiration	1 week

**The domain for this website is set to expire in less than a year (November 20, 2010 @ 12:00:00 AM (EST)).**

We would suggest renewing this domain with your registrar. Google and other search engines may penalize websites with domains that are set to expire soon. The reason for this is that many spam sites are often registered for short periods of time. Most registrars support paying upfront for several years and the cost is usually only about \$10-\$20 per year, so it is generally worth it.

## Search Engine Placement

Pretty straight forward here... if you are not listed at the top of searches of keywords relevant to your offered products and/or services, it's all for not. Here is a brief report of your current search engine listings placement.

Keyword	Google.com	Yahoo.com	Bing.com
denver financial services	-	-	-
denver tax services	-	-	-
denver insurance services	-	109	-

### III. Convert

Getting found sure is fun. You're writing articles and producing videos (creating remarkable content), you're an SEO ninja by now (Optimize), and you're using all the social media sites and running email and ppc campaigns (Promote). At the end of the day, however, we aren't in this for fun. We're also not in this for traffic. The goal is quality sales leads and customers, so let's focus now on converting as much of your traffic as possible to leads and customers.

#### Landing Page Call to Action: Not Found

A call to action request is essential on the top portion of your home page. The best location is typically to the top right of your page.

#### Conversion Form: Found

Conversion forms are the primary way to get leads from your website. Collect contact information from your visitors so that you can follow up with them later and be in touch. Without forms, you can't convert your website traffic into customers.

We found at least one web form on your website.

If you have any comments or questions in regards to the audited information for [www.abcfinancial.com](http://www.abcfinancial.com), please feel free to contact us via email at [audit@acquireinternetmarketing.com](mailto:audit@acquireinternetmarketing.com) or call to 303.651.7400.