

Special search optimization  
analysis and report  
prepared for

**xyz.com**

By

Spark Consultants  
Bangalore, India

# xyz.com – A marketing / SEO report

## The brief:

To analyze xyz.com and provide the site owner of xyz.com with a complete report of where his competition is in terms of search engine optimization (SEO) readiness and what he needs to do to get more exposure.

The owner of xyz.com advised that the competitors to study are:

- crutchfield.com
- jr.com
- shopsunshine.com

The main focus off xyz.com is on speakers as that is where there bulk of the profit is. To study how the speaker pages rate overall in terms of SEO and offer advise on their improvement.

## Introduction: A brief explanation about search engines

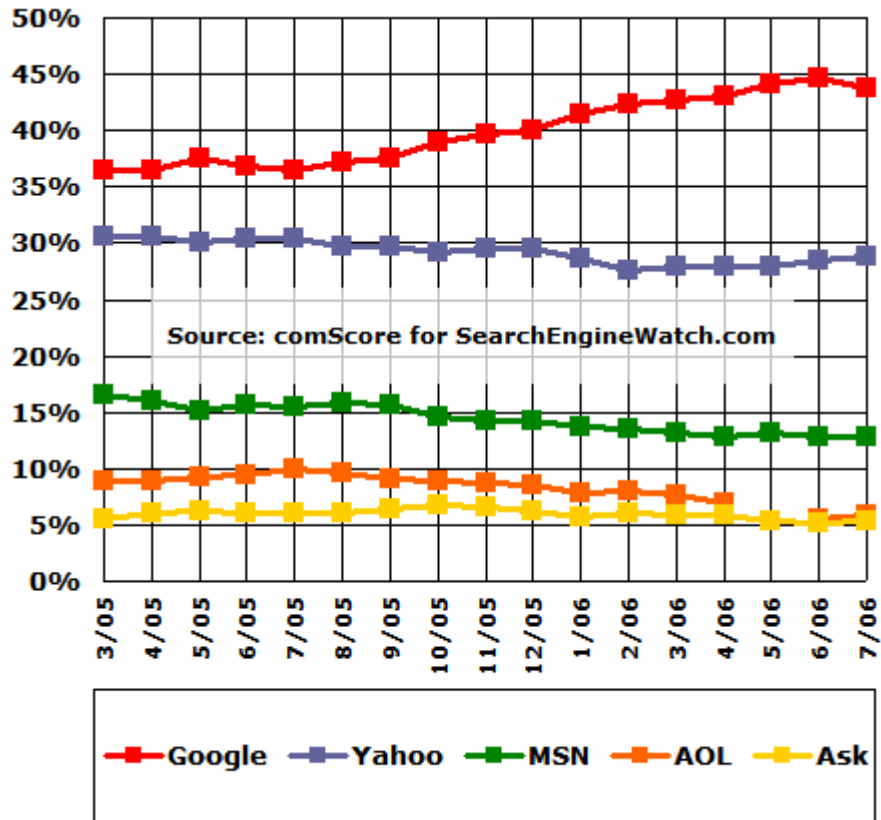
Nielsen//NetRatings, a global leader in Internet media and market research, reported in March 2006 that online search conducted across approximately 60 search engines in the U.S. rose **39 percent** year-over-year in January 2006 from four billion searches to nearly 5.7 billion, the highest number of online searches to date.

“Web users are conducting more searches not because they can’t find what they’re looking for, but because search as a utility has become deeply ingrained into people’s everyday lives,” said Ken Cassar, chief analyst, Nielsen / NetRatings.

In terms of US searches, Nielsen provided the following search engine shares as at January 2006:

Google:	48.2%
Yahoo:	22.2%
MSN:	11.0%
Other:	18.6%

The below image shows how the share of searches has changed over the past year, from March 2005 to July 2006. Clearly, Google is increasing its share whilst Yahoo has slightly dropped by 2 – 3% whilst the other engines are declining.



It is assumed that Xyz.com’s main business comes from the US.

**Introduction: How search engines index the web:**

- A. Google: crawls the web from link to link and indexes the websites that it finds. It assigns a higher rank to pages that have more links pointing to them from external sites and treats each such link as a positive vote. Thus, if there are two pages on two competing sites that are equal in all respects but one page has a higher number of inward links than the other, the page with the higher links will be shown higher in the Google index. It has a **PageRank** higher than that of the other page.
- B. Yahoo: also crawls the web but the pages so indexed may or may not find their way into (say) the top 10 pages. Their “Paid Inclusion Programme” on the other hand is advantageous since it allows the inclusion of 5 URLs for a modest \$49 annual fee. Another benefit is that other search engines, seeing a site’s Yahoo (paid) listing will often rank those pages higher in their own index.
- C. MSN: has its own crawler called MSNBot that crawls the web.

**The analysis**

Age: All the four websites are more or less of similar vintage. The youngest is xyz.com (10 years 3 months old) and the oldest is jr.com (12 years 9 months). (Google gives a higher rank to older websites but in this case the sites appear to be in the same age band).

Page Rank:



Definition of PageRank: *PageRank is a link analysis algorithm that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set.*

PageRank results from a "ballot" among all the other pages on the World Wide Web about how important a page is. A hyperlink (including links within the site) to a page counts as a vote of support. The PageRank of a page is defined recursively and depends on the number and PageRank metric of all pages that link to it ("incoming links"). A page that is linked to by many pages with high PageRank receives a high rank itself. If there are no links to a web page there is no support for that page.

As per our analysis, here is the PageRank of the four sites analyzed:

Jr.com	PG7
Crutchfield.com	PG6
Shopsunshine.com	PG4
Xyz.com	PG3

The implication of this is that if a page of identical design were to be hosted on these four websites, and for a given word search, Google would automatically assign a higher visibility to the page hosted on Jr.com than to the other pages.

Since PageRank is a direct function of the number of inward links, the number of links was analyzed and found to be: (data as at 29<sup>th</sup> June 2007)

Jr.com	83,500
Crutchfield.com	21,290
Shopsunshine.com	1,150
Xyz.com	196

Web relative ranking:

Using web metrics it was determined that the relative ranking amongst the four sites was as below.

Jr.com	6,571
Crutchfield.com	6,347
Shopsunshine.com	433,556
Xyz.com	1,441,6332

Crutchfield has a ranking slightly higher than Jr.com indicating that it is pulling more traffic than jr.com.

Pages indexed: (by Google)

The image below shows the estimated number of pages indexed by the search engine Google (which being treated as the most important search engine as far as a search engine optimization exercise is concerned).

<u>xyz.com</u>	<u>Jr.com</u>	<u>Crutchfield.com</u>	<u>Shopsunshine.com</u>
Google: 1,610	Google: 144,000	Google: 313,000	Google: na
MSN Search: 178	MSN Search: 7,813	MSN Search: 27,540	MSN Search: 203
Yahoo!: 2,332	Yahoo!: 4,262,350	Yahoo!: 794,991	Yahoo!: 41,011
AlltheWeb: 2,280	AlltheWeb: 4,270,000	AlltheWeb: 793,000	AlltheWeb: 41,000
AltaVista: 2,300	AltaVista: 4,270,000	AltaVista: 792,000	AltaVista: 41,100

The number of pages at jr.com and crutchfield.com are huge. Possibly they are orphan pages that have not been deleted.

As far as Xyz.com is concerned, the number of pages indexed by Google needs improvement. In addition, the PageRank also needs improvement.

Description relevance:

Google checks the relevance of the text in the “description” meta tag against the actual page contents to estimate how accurately a page’s description reflects its contents. In the past, web designers stuffed as many words into the description tag as they possibly could in the hope that these words would rank high on keyword searched that used these words. Google changed the entire system by ignoring the description tag.

It is felt that Google even penalizes sites which have stuffed the description tag with words that do not exist on the actual page. The best description relevance is that of crutchfield.com; all the others are poor.

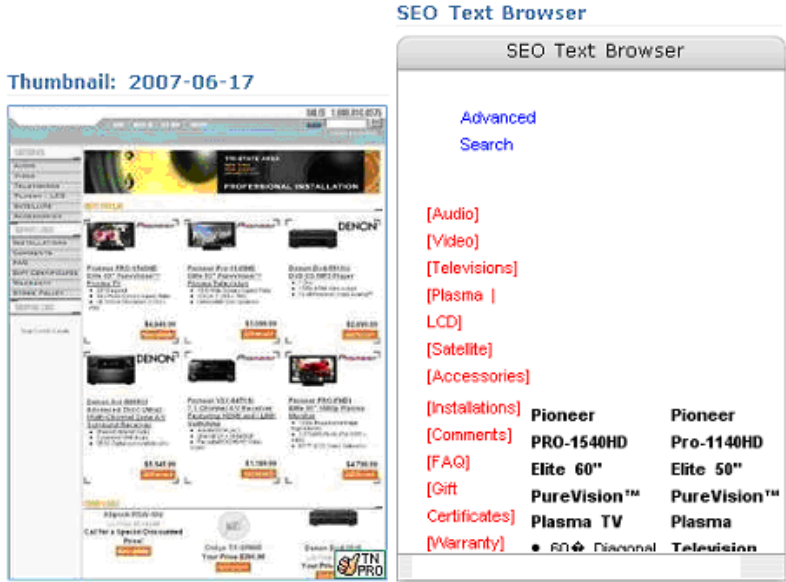
Jr.com	58%
Crutchfield.com	90%
Shopsunshine.com	28%

Xyz.com	37%
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SEO score:

This is a measure of how well the home page of the site can be read and indexed by search engines. One can see that Jr.com and Crutchfield.com rate high on this factor.

To explain graphically, there are two images below. The image on the left is how humans see the xyz.com website whereas the image on the right shows how the search engines see it.



If the search engine is unable to make out clearly what the site is all about and finds it difficult to read the links, it either ignores the page or gives it a low rating.

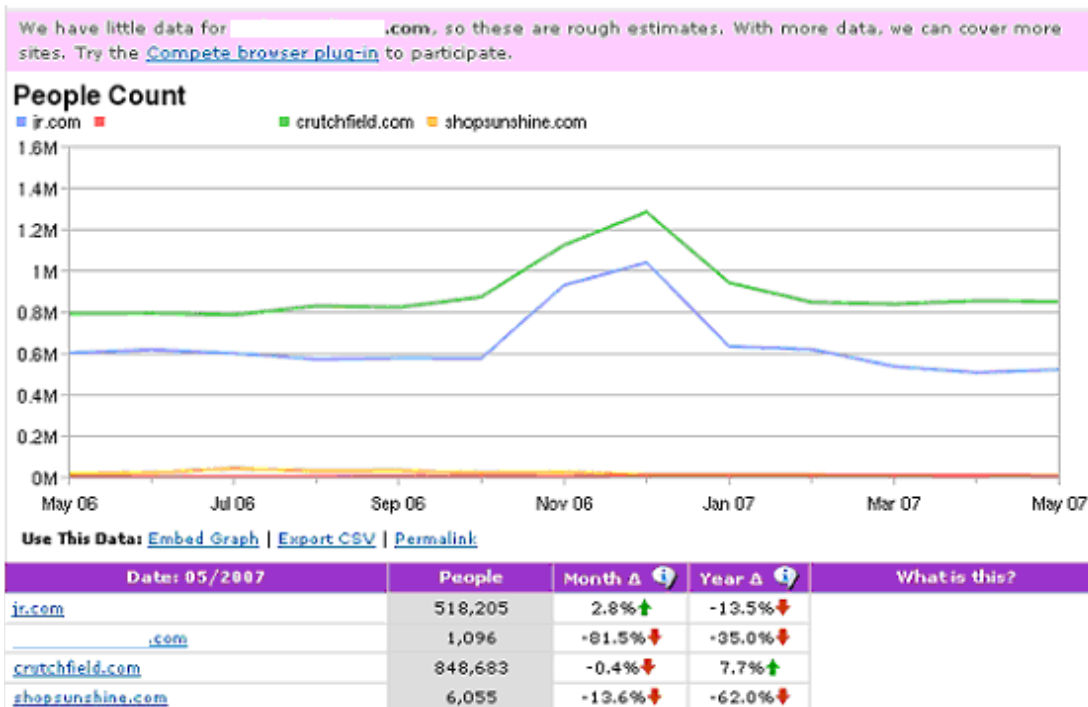
Estimated number of US visitors/month:

Using web metrics, an estimate was obtained of the number of visitors to the four sites.

Crutchfield.com pulls in a higher percentage (72.9%) and number of visitors (894,737) per month than Jr.com (68%, 518,205).

The below chart graphically depicts the traffic of the four domain.

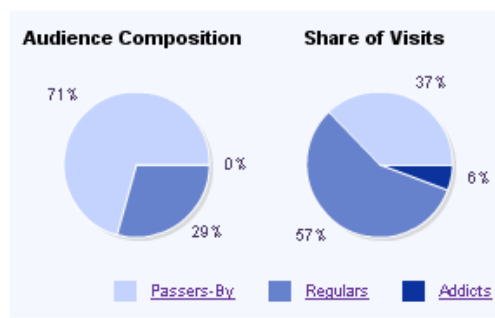
The peak shown for both Jr.com and Crutchfield.com are due to Christmas and New Year shopping. Xyz.com and Shopsunshine.com do not show this.



### Profile of the visitors

The visitor profile to the four sites is estimated to be:

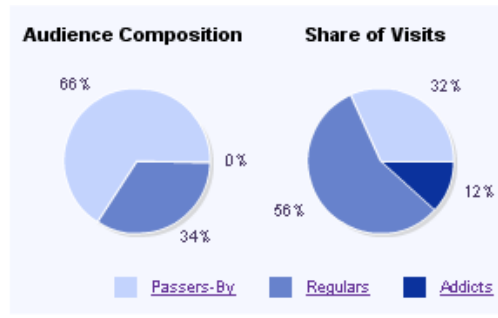
Jr.com: Top 5,000 site reaches over 559K U.S. monthly uniques. The site is popular among a more educated, primarily older, primarily male crowd. The site's audience's affinities are specialty retail (P.C. Richard, Tweeter Home Entertainment, Comp USA, RadioShack), retail (Pathmark, 7-Eleven, Price Chopper, Saks) and movies (TopTenReviews, FilmCritic.Com, AllMovie.com, ReelViews.Net).



### Crutchfield.com

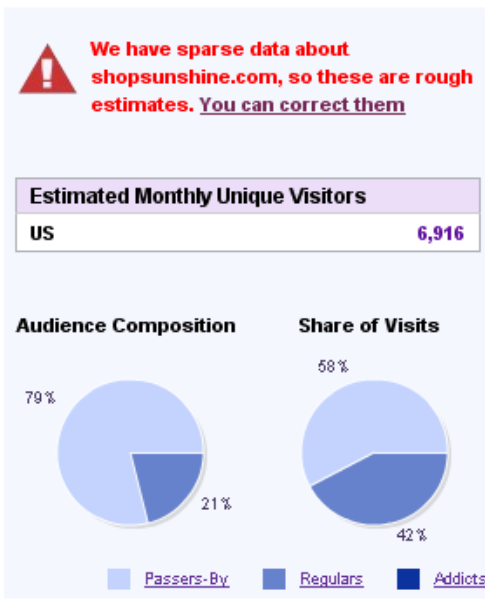
Top 5,000 site reaches over 894K U.S. monthly uniques. The site appeals to a fairly wealthy, mostly male, more educated following. The site's visitors' affinities are specialty retail (Tweeter Home Entertainment, Ultimate Electronics.com, P.C. Richard,

RadioShack), magazines (Home, Child, Lucky, Family Circle) and television (Discovery HD Theater, The Outdoor Channel, History Channel, Showtime).



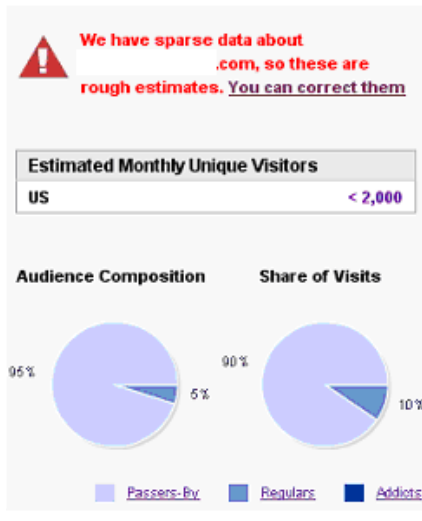
### Shopsunshine.com

This site reaches approximately 6,916 U.S. monthly uniques. The site appeals to a heavily male, fairly wealthy audience. The site's visitors' interests are retail (Macy's), specialty retail (Circuit City, Hallmark) and magazines (Money).



### XYZ.com

This site reaches fewer than 2000 U.S. monthly uniques. The site appeals to a primarily male, 60-100k HH income bracket, 55-64 audience. The site's audience's affinities are specialty retail (Fry's Electronics, RadioShack).



One can see from the above four charts that Jr.com ,Crutchfield.com and even Shopsunshine.com have a high incidence of regulars in the “Share of visits” whereas with Xyz.com there is a very high incidence of passers-by and a low (10%) share of regulars.

**A key task** of xyz.com would be to increase the number of regulars and make the site a “sticky” one (in the Web biz, "sticky Web sites" are those you want to go back to again and again).

Reach, Traffic Rank and Page Views of Xyz.com:

**Reach for .com:**  
Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	--	0.00002%	↓ 20%

**Traffic Rank for .com:**  
Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	--	1,777,957	↓ 371,017

**Page Views per user for .com:**  
The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	--	4.6	↓ 25%

\* Daily values are not available for sites ranked outside of the Top 100K.

One can see from the above table that there has been a sharp drop in all three categories.

Corresponding figures for the other three domains are also given below:

**Reach for Jandr.com:**

Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
0.015%	0.014%	0.01615%	↓ 24%

**Traffic Rank for Jandr.com:**

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
7,304	8,104	6,691	↓ 1,693

**Page Views per user for Jandr.com:**

The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
4.6	4.1	4.1	↓ 2%

**Reach for Crutchfield.com:**

Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
0.0105%	0.0115%	0.01305%	↓ 20%

**Traffic Rank for Crutchfield.com:**

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
8,092	7,846	6,581	↓ 1,434

**Page Views per user for Crutchfield.com:**

The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
7.8	6.6	6.4	↓ 4%

**Reach for Shopsunshine.com:**

Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	0.00005%	0.000185%	↓ 36%

**Traffic Rank for Shopsunshine.com:**

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	1,248,985	470,856	↓ 84,868

**Page Views per user for Shopsunshine.com:**

The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	2.0	2.5	↑ 19%

\* Daily values are not available for sites ranked outside of the Top 100K.

Trust:

Jr.com, Crutchfield.com and shopsunshine.com are “trusted” sites as evaluated by com compete.com. Compete rates them as “This domain is verified as Trusted based on Compete community traffic history and partner inputs.”

Xyz.com is not treated as a “trusted” site by Compete. Their rating: “There is no evidence of malicious intent on this domain, but it has not been officially verified as Trusted by Compete or its partners.”

### Top Organic Competitors

<u>.com</u>	<u>Jr.com</u>	<u>Crutchfield.com</u>	<u>Shopsunshine.com</u>
audyssey.com	ebay.com	abtelectronics.com	1oel.com
anthonygallo.co.uk	abtelectronics.com	audio-discounters.com	2buy-online.co.uk
audioexcellenceinc.com	amazon.com	audioholics.com	3dvsystems.com
audiotronic.ca	bestbuy.com	bestbuy.com	800stereo.com
avplanet.hu	bhphotovideo.com	bizrate.com	abesofmaine.com
denon.de	bizrate.com	cardomain.com	audioexcellenceinc.com
dgpc.com	circuitcity.com	circuitcity.com	best-satellitv.com
dumoulin.ca	cnet.com	cnet.com	broksonic.com
edizionisanpaolo.it	compusa.com	crutchfieldadvisor.com	complete-media.com.au
hdtvhouse.com	crutchfield.com	ebay.com	diduprice.com
htbuys.com	dealtime.com	ecoustics.com	dlptvreview.com
mitsubishi-tv.com	ecost.com	etronics.com	dtvcity.com
mydigitaluniverse.com	epinions.com	hometheatermag.com	dtvexpress.com
screensandstands.com	mysimon.com	hookedontronics.com	promotech.net
shopzilla.co.uk	nextag.com	jr.com	simsonic.com
suburbanservices.net	pricegrabber.com	nextag.com	sonicel.pt
television.net	shopping.com	pricegrabber.com	surfaz.mp
the-hdtv-tuner.com	tigerdirect.com	shopping.com	tvauthority.com
tv-mag.ru	vanns.com	sjgreatdeals.com	uecweb.com
vip-salon.ru	walmart.com	vanns.com	wazima.com

### Top ad competitors:

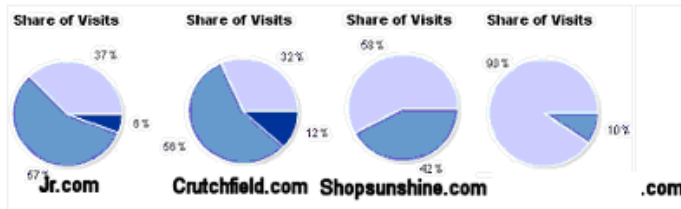
<b>.com</b>	<b>Jr.com</b>	<b>Crutchfield.com</b>
americanhifi.com	amazon.com	activeshopper.com
audioblowouts.com	bestbuy.com	bestbuy.com
big.com	bhphotovideo.com	bestbuyplasma.com
caraudio.com	bizrate.com	bhphotovideo.com
cardiscountstereos.com	buy.com	bose.com
clobo.com	circuitcity.com	buy.com
ebyaudio.com	cnet.com	cardomain.com
e-overstocks.com	etronics.com	circuitcity.com
etronics.com	getitfree.net	digitaladvisor.com
expert-expert.com	monstermarketplace.com	etronics.com
fatlens.com	nextag.com	hifisoundconnection.com
gowholesale.com	onlinerewardcenter.com	monstermarketplace.com
lowbidwin.com	overstock.com	nextag.com
orbaudio.com	pricegrabber.com	onlinecarstereo.com
radiient.com	pricerunner.com	overstock.com
salehoo.com	ritzcamera.com	pricerunner.com
seizedelectronics.com	shopping.com	pricegrabber.com
speakerssearch.com	smartbargains.com	sonystyle.com
toseeka.com	staples.com	splise.com
worldmusicupply.com	target.com	ubid.com

Summary of the findings:

1. At its current level, xyz.com appears to have a much smaller operation than Jr.com, Crutchfield.com and shopsunshine.com.
2. From a Google perspective: Xyz.com has the lowest PageRank of all the three sites. **This needs to be improved by search engine optimization.** Specifically, the page rank can go up if xyz.com (a) gets its pages better designed vis-à-vis search engine optimization (this is covered in more depth in a later analysis) (b) gets more sites to link to it (c) changes its site structure to create a better pull / inward traffic. Strategies to do this will need a **separate study** to analyze the quality of links to the various other domains, where the links originate, how they were generated etc.
3. Although Google has indexed 1620 pages, the pages do not show up for various keywords. This is because of a lower page rank. **This can be improved by improving the PageRank through search engine optimization.**
4. It is seen from the Excel file that Yahoo and Altavista have indexed the most pages compared to other search engines. Assuming that Altavista has indexed 100% of the pages, we see that Jr.com has over 4 million pages, Crutchfield.com has nearly a million pages and shopsunshine.com has around 40,000 pages. Xyz.com, on the other hand, has 1,920 pages. (Please note that every page in the index can at some point of time act as an entry page and visitors can navigate to the main site using the links on that entry page).
5. Xyz.com site has not been properly search engine optimized w.r.t. Google. Specifically, page meta title tags have not been properly framed, description tags are inadequate, and an analysis of the keywords that customers would use to search the net for Xyz.com's products / implementing these key words inside the

pages has not been done. Optimum keyword densities have not been calculated / implemented. For example, the search term “AVR-5805CI” when applied to Yahoo shows Xyz.com in #2 slot just below that of Denon but the same term when applied in Google finds a crutchfield.com response on page 1 whereas xyz.com does not feature in the first five pages.

6. Looking at the below image one sees that the critical need of xyz.com is to (a) increase the traffic to the site and get people to keep coming back i.e. increase the number of regulars and (b) convert a high percentage of the regulars to addicts.



7. In order to do this, the site needs to be revamped and redesigned with an emphasis on search engine optimization. This will help reposition the website and get you more business, especially in areas that you deem important (such as speakers). We could do this for you and would be happy to submit a quotation to you

-----END OF REPORT-----