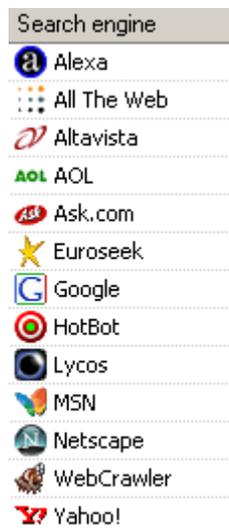# Search Engine Ranking Report
What it means & how to use it
July 29, 2008

The old adage about "if you build it, they will come" is only partially true. We also need to let people know that we have built-it, or they will not know that they should visit our web site. For most websites, over 80% of the visitors to the site found the site through a search engine. So, we need to make sure that our site is listed on the relevant search engines and that we know which search phrases will lead people to our site.

Strategic Mapping & Data Services LLC (SM&DS LLC) promotes weekly every web site they host to over 650K search engines worldwide. However, when it comes to fine tuning the placement of a website, we concentrate on the 13 major search engines (shown below) that make up about 99% of all searches.

Using sophisticated search engine rank checking software, we compare the common phrases that are used to describe the products and services our website offers or describes about our company, our competition and find where our competition "lands" on the search engine searches. A sample of a ranking report is shown on the next page.

Ranking Analysis

Description:
This report shows the positions of your website in the search engine results

Search engine	Wazco	Wazco screen printing	advertising specialties	decals custom decals	die cut decals	double sided yard signs	free screenprinting quote
Alexa	20	1	-	-	-	-	-
All The Web	2	1	-	-	-	-	3
Altavista	2	1	-	-	-	-	4
AOL	1	1	-	-	-	-	19
Ask.com	3	1	-	-	-	-	-
Euroseek	1	1	-	-	-	-	19
Google	1	1	-	-	-	-	-
HotBot	-	-	-	-	-	-	-
Lycos	1	1	-	-	-	-	3
MSN	-	-	-	-	-	-	-
Netscape	1	1	-	-	-	-	19
WebCrawler	1	2	-	-	-	-	16
Yahoo!	1	1	-	-	-	-	3

As this sample snippet of the ranking analysis report shows, for the 13 search engines we report on, the term "Wazco" and "Wazco screen printing" are in the top ten in almost all of the search engines, with the exception being the "MSN" search engine. The report also shows that if a person were to type in "advertising specialties", "decals custom decals", "die cut decals" or "double sided yard signs" this website would not be found in the first 3 pages of the search engines output. The report also shows that the phrase "free screenprinting quote" does result in search engine placement in the top three pages.

This report tells us, or maybe better yet suggest to us, the following three things:
1) We need to make sure that the web site further emphasizes the "free quotes" and possibly use this phrase in our tradition advertising

2) Either our website doesn't emphasize the phrases "advertising specialties", "decals custom decals", "die cut decals" and "double sided yard signs", or these are two common of a search phrase. We should either beef the website up to emphasize these phrases or remove them from the meta-tags of the website or remove them from the reporting software also.

3) This report also indicates that three word search phrases seem to result in better placement than one or two word searches (with the exception of brand names like Wazco). So our meta-tags need to be revised on the website to reflect this aspect of search engine placement.

One aspect of the search engine ranking analysis report that make it very useful, is that each time this report is run, it will compare the current results to those of the previous run. As shown below, the rankings on the various search engines has changed for the phrase "free screenprinting quote". On the AOL search engine, this phrase has moved up by 2 as indicated by the (▲ 2). The (⊞) indicates that on the Google search engine this phrase has just appeared on the first three pages and is #17. If a (▼ 2) would appear for example, then this would indicate that the search engine phrase had slipped by 2 downward.

free screenprinting quote

Alexa	1	-
All The Web	1,390,000	3
Altavista	1,500,000	4
AOL	1,173,000	17 (▲ 2)
Ask.com	29,400	-
Euroseek	66,600	17 (▲ 2)
Google	572,000	17 (⊞)
HotBot	-	-
Lycos	-	3
MSN	4,800,000	-
Netscape	78,200	17 (▲ 2)
WebCrawler	30	3 (▲ 13)
Yahoo!	1,060,000	3

Given that our website does not operate in a vacuum, we do need to look at the same search phrases against the competition. As an example when we look at the search phrase "free screenprinting quote" for the website we host, wazcoscreenprinting.com and one of their competitors, we can see from the snippet of the report shown on the next page that this phrase sets the Wazco website apart from its competitor "signs and tees by barb".

Competitors Ranking Analysis

Description:
This report allows you to compare your positions against the competitors

Keyword / Search engine	Competition	www.wazcoscreenprinting.com	Signs and Tees by Barb
free screenprinting quote			
Alexa	42,000	-	-
All The Web	1,400,000	3	-
Altavista	1,510,000	4	-
AOL	1,173,000	19	-
Ask.com	28,700	-	-
Euroseek	66,600	19	-
Google	572,000	-	-
HotBot	-	-	-
Lycos	-	3	-
MSN	5,150,000	-	-
Netscape	78,200	19	-
WebCrawler	74	16	-
Yahoo!	1,060,000	3	-

The last report that we provide is a ranking score for the website and the competitors that have been identified. The ranking is a composite score for the website using the search phrases, the 13 search engines and the "value" of being found on each search engine. For example being listed on Google or Yahoo is more important (i.e. higher score) than being found on Ask.com for example. A sample of this report is shown below.

Ranking Score Overview

Description:
This report outlines your and your competitors' ranking score

SE	www.sorb.com	WYK Sorbents	New Pig
Alexa	-	-	-
All The Web	2	2	5
Altavista	2	2	5
Ask.com	6	-	7
Euroseek	-	-	2
Google	40	-	498
HotBot	-	-	-
Lycos	-	-	-
MSN	4	9	14
Netscape	-	-	2
WebCrawler	-	-	-
Yahoo!	83	81	187
Total	137	94	720

In this report the site we host, www.sorb.com has an overall ranking score of 137 as compared to "WYK Sorbents" and "New Pig". Sorb.com has better search engine placement than WYK Sorbents, with a score of 94, and not as good placement against New Pig with a score of 720.