Trend Metrix Software

Search Engine Optimization Gap Analysis and Proposal

For: Carcentral.com
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Who We Are

Trendmetrix Software is a Canadian based SEO service solution provider.
In a few short years Trendmetrix software has become an industry leader in both search engine optimization services and SEO software development. Since our inception in 2001 we have focused our efforts in helping small to mid size business gain valuable search engine rankings to foster their business growth.

Our team of expert search engine optimizers, SEO copywriters, and link popularity building experts continue to deliver a complete SEO solution with a measurable return on investment for our clients. We have produced proven results in diverse global and local markets for a wide variety of keyword terms and online business models.

With over 15 years of information technology and business experience Joel Katona, the founder of Trendmetrix Software leads a core team of search engine optimization experts and developers to deliver innovative search engine optimization software tools and professionally optimized websites for our clients.

Guaranteed SEO Services

An initial optimization of your website is often not enough to maintain high ranking over a long period of time. Search engines are notorious for changing their ranking algorithms and unexpected drops in your search engine ranking can occur overnight.

When you sign up for our guaranteed monthly optimization plan it becomes our responsibility to analyze these changes and take appropriate action to bring your website back to top ranking placement. **This takes all the risks out of your hands and allows you to pay for keywords in top rankings that actually bring visitor traffic to your site from the search engines.**

Please visit our SEO case study page to view our clients' success stories.

Search Engine Optimization Strategy and Goals for: Carcentral.com

Carcentral.com has been online for more than 4 years based on the domain registration information we had found, so it may not face the typical challenges all the new websites face on the major search engines.

New websites tend to rank low for their keywords even after the initial search engine optimization is performed. This is due to the low "trust" factors placed on new websites by the search engines.

Typically websites that are older than 2 years, take 3-4 months to achieve a reasonable ranking on MSN and Yahoo and over 5-6 months on Google.

Our goal is to deliver a fully optimized website with multiple number 1, and many more top 10, and top 20 rankings based on your keyword selection. These high search engine rankings in return will deliver targeted visitors to your site who are eager to hear more about your products and services. These are the fundamental goals of our search engine marketing strategy.

Current Ranking Snapshot on Google, MSN and Yahoo

The website **has some visibility on Google, MSN and Yahoo for new car prices, new cars prices related keywords** in the first 100 results for the main target keywords. The best ranking competitor in this market segment is www.edmunds.com.

SEO Gap Summary

Achieving high natural search engine ranking is dependent on two main factors:
- **On the page optimization -** provides about 20%-30% of the total ranking score
- **Off page optimization or otherwise known as link popularity** - provides about 70%-80% of the total ranking score

The table below illustrates the main search engine ranking factors.

On Page Factors (20%-30%)	Off Page Factors (70%-80%)
1. Title Maximum 90 Characters	1. Age of the Domain
2. Body Text Word Count, Minimum 200 Words	2. Number of Inbound Links
3. Headings H1/H2/H3	3. Links From Delicious, Technorati Stumbleupon, squidoo
4. Link Text (Anchor Text)	4. Inbound Link Text (Anchor Text) Keyword Focus
5. Domain Names, File and Folder Names	5. Age of the Domains Linking In
6. Related Words in the Text, Latent Semantic Indexing Score	6. Age of the Inbound Links
7. Keyword Repetition, Proximity, Prominence About 3%-6%	7. Keyword Theme of Domain/Link Page
8. Alt tag attributes in Images and Links	8. Google Page Rank of Inbound Link Pages
9. Page Size and Code to Text Ratio	9. Directory Listings (DMOZ.org, Yahoo, Second Tier Established Directory Listings.
10. Search Engine Friendly Navigation No Session IDs	10. Niche Directory Listings
11. Number of Pages Indexed on the Website	11. Inbound Links From Authority or Subject Matter Expert Sites.
12. Website Freshness/Frequency of Updates	12. Domain Registration Length, the Longer the Better
13. Number of Outgoing Links and Relatedness	
14. Domain Class (.edu/.org/.com..etc)	
15. Site Map	

Webmasters can easily influence on page factors by incorporating keywords into Title tags, body content and internal navigational links. While optimizing your web pages is an important step, today's modern search engine algorithms mostly rely on external ranking factors such inbound links pointing to a website. These external links are counted as votes for your website's popularity and quality. Recently, more emphasis has been given to links from social book marking sites such as www.delicious.com and www.stumbleupon.com, www.squidoo.com just to name a few.

These external ranking factors are commonly known as link popularity. You can improve your website's link popularity by acquiring relevant high quality links from many different sources. Some if these source include, reciprocal link partners, one-way links, e-zine article links, directory links, government or trade associations links. Links from press releases or industry new articles are also excellent sources of links.

In the section below we will reveal how your website can achieve high search engine ranking with the right balance of on and off-page optimization techniques.

On Page Optimization Gaps

1. **Page Title Analysis:** The home page <title>New Car Quotes, Car Prices, Used Cars for Sale at CarCentral.com</title> **does contain the main target keywords,** and it's **well optimized**. The title tag is well focused and it's about 60-90 characters long. The title tags on the inner pages of the website **are well optimized and most of the web pages contain a unique Title tag.** The title tag may need minor keyword optimization. The target keywords should be repeated often enough to attain a 30%-80% keyword density and at the same time maintaining good readability.
   Why is it important: The page title is displayed in the search engine listings as a visible link to the website. Search engines place a great importance on the title tag in their ranking algorithm. Incorporating the main keywords in the title tag is an important optimization step. The page titles should be unique on each page, matching the most frequently appearing keywords. When optimizing the titles, we need to aim for a 50-75% keyword density.

2. **Body Text Analysis:** Most of the web pages **contain sufficient amount of indexable text**. The amount of indexable text about 250-450 words per web page. The target keywords should be repeated often enough to attain a 3%-8% keyword density and at the same time maintaining good readability.
   There are **enough pages** dedicated to the main keywords new car prices, new cars prices has been already written.
   Why it is important: The body text tells your website visitors and the search engines what your web pages are about. It's important to write web pages that are easy to read for your website visitors, but they also contain your main keywords for the search engines to index. Distributing keywords throughout the web page at the top, middle and at the bottom to achieve a 3%-8% keyword density is an important optimization step. The total indexable text in the web page body should be kept around 150-350 words on the home page and the other inner pages of the website by incorporating the target keywords.
   a. The total indexable text in the web page body should be kept around 150-350 words on the home page and the other inner pages on the website by incorporating the keywords outlined bellow.
   b. The body text can be further optimized by focusing on new car prices, new cars prices related keywords enhancing the existing text with H1-H2 tags (Heading tags) and bolding or italicizing keywords.

3. **Heading Tag Analysis: There are headings used** on the website. The headings contain **the target keywords related to the web page**. The headings **optimized using the target keywords.** The headings may need minor keyword optimization.
   Why is it important: H1/H2/H3 heading tags are used to structure HTML documents and they are also used to add emphasis to your keywords on the web page. The use of headings makes the web page content clearer for the reader and it also helps creating logical sections for a web page for better readability. There are six levels of headings defined H1 the most important and H6 the least important. Incorporating the target keywords into H1-H3 tags is an effective optimization technique. The main and secondary target keywords should be repeated often enough to attain a 30%-80% keyword density and at the same time maintaining good readability.

4. **Italicized or Bolded Keyword Analysis: There are bolded or italicized keyword used** on the web pages. The body text contains **bolded or italicized keywords**. The body text may need minor keyword optimization.
   Why it is important: Placing emphasis on target keywords by bolding or italicizing them is an effective optimization technique that also helps the web page reader pick out important information much faster. Italicizing or bolding every keyword is not necessary and may make your web pages hard to read. Use your best judgment where you want to use bold or italicized keywords.

5. **Hyper Link Text Analysis: There are optimized internal text links used** on the web pages. The web pages contain **optimized internal text links**. The internal text links may need minor keyword optimization.
Why it is important: Whenever you can, you should use text based links instead of image links. When using text based internal hyper links you can incorporate the target keywords and keyword phrases into internal links which helps to boost your on page ranking score. Creating a text based internal navigation system on the top, bottom, right or left side of the page using your target keyword phrases is an important optimization step.

6. **META Tag Analysis:** META keywords and META descriptions **are included on most of the web pages** and they **contain the target keywords.** The META keywords and descriptions are **consistent with the most frequently occurring keywords** on the web pages and are **well optimized**. The **META descriptions** tags **contain a unique description** of each web page and the **META keywords contain the most often occurring keywords** on the web pages. The META tags may need minor keyword optimization.
Why it is important: Although the META keywords are no longer a ranking factor on the major search engines, we still should include them on every page. META descriptions are also not a ranking factor, but the META description sometimes used by the search engines on their result pages to describe your website. Writing persuasive META descriptions that entices searchers to click on your listing can have a dramatic affect on your click through rate.

7. **Site Map Analysis: There is site map** on the website. The site map contains **internal links to the most important web pages**. The site map's internal links is **optimized for the target keywords pointing to the internal pages.** The Site Map may need minor keyword optimization.
Why it is important: The Site Map is helpful in creating search engine friendly links for search engine spiders to crawl the inner pages of the website. The Site Map also reinforces the main keywords of the website by incorporating them in the internal links. The link anchor text pointing to the individual web pages should contain the main keywords without sounding overly repetitious.

8. **Image ALT Tag Analysis:** This site contains a number of images. Most of these images **contain alternative text** called ALT tags with a short description of the image using the target keywords. The **image alt tags are well optimized for the target keywords**. In most cases we found suitable keywords in the image ALT tags descriptions. The existing image ALT tags may need minor keyword optimization.
Why it is important: Image ALT tags are displayed when a website visitor moves their mouse over an image or when loading of images are turned off in the web browser. The image ALT tags are helpful in creating keyword rich web pages while improving the usability of your website.

9. **Internal Linking Structure:** This website uses internal linking effectively without excessive use of image, flash or JavaScript based links. Most of the appropriate target keywords are embedded in the internal link anchor texts. Each page links back to the home page, and to the most important pages on the site.

10. **Spidering Ability:** MSN, Yahoo and Google **fully indexed this website.** Overall, there are no major structural obstacles in getting new or modified web pages indexed by the search engines crawlers within a reasonable amount of time.
Why it is important: If the search engines can't follow the internal links on a website due to Javascript and other types of dynamic links and redirects, those pages will not be indexed and more importantly they won't have a chance to rank on the search engines.

11. **Web Page Loading Speed:** The website loads reasonably fast from our Canadian location.
Why it is important: Slow loading web pages are a big turn off for most website visitors. Although most businesses and households have access to high speed Internet

connection, you have to consider the size of the web pages and especially the images placed on those pages. You should keep your web pages under 100 kilobytes including images.

Off Page Optimization (Link Popularity) Gaps

1. **Link Popularity Analysis:** We have already identified link popularity as the main driving factor of natural ranking in our previous assessment of the top ranking factors on Google, Yahoo and MSN. Fortunately, the search engines provide tools for us to find out which websites links to ours. We can query Google for inbound links to Carcentral.com with this command: link:http://www.Carcentral.com.
   There are about **8 unique links** pointing to this website on Google. **There are not enough unique relevant inbound links** pointing to this website to effectively compete with the other top ranking websites. This website should focus on gaining more one-way inbound links that are not simply rented text links, but contextual links from relevant websites and high quality directories.
   Why it is important: Relevant, high quality links pointing to a website are crucial for high search engine ranking. Although the sheer number of links is not the ultimate deciding factor how the search engines determine the top ranking websites, it is still a large piece of the overall ranking puzzle.
   a. The top ranking competitors have over 50-100 unique inbound links pointing to their websites on Google.
   b. The Carcentral.com home page has a **Google Page Rank of 3** compared to the top competitors' on Google, Yahoo and MSN with up to Page Rank 4-6.
      A **Page Rank of 3 is sufficient** to compete with other competing websites in this competitive market segment.
   c. Our goal is to place your link on up to 100 related web sites and directories to increase both your website's link popularity and the Google Page Rank.
   d. Since Carcentral.com competes in a **relatively competitive market segment** of new car prices, new cars prices related keywords. Achieving a top 10 ranking also requires a large number of one-way inbound links pointing to this website. Increasing the number of one-way relevant links by submitting to quality directories, submitting e-zine, articles, press releases or hosting marketing pages for Carcentral.com is a suggested link building strategy.
2. **2ⁿᵈ Tier General Directory Listings:** The website should be submitted to 25-30 quality directories, the cost varies from $300-$500 USD for one-time submissions. Please see our recommended directory submission list below.
   Why it is important: Search engine friendly directory listing provide unique links from different IP address ranges and contribute to a website's Google Page Rank and link popularity. The directory listings can also be used to target different keywords in the anchor text and pointing them to different inner pages of the website.
3. **Yahoo Directory Listing:** The website **is not listed in the Yahoo directory** and should be submitted and maintained annually if the SEO budget allows.
   Why it is important: Dir.yahoo.com directory is a human edited pay for submission based directory of websites. Crawler based search engines, such as Google place great importance on websites that have been reviewed by a human visitor from some of these important directories.
4. **DMOZ Directory Listing:** The Carcentral.com **is not listed in the DMOZ directory.** The most suitable category for this website is the Consumer Information: Automobiles, DMOZ category.
   Why it is important: DMOZ.org or otherwise know as the Open Directory Project, is a human edited free directory. It is considered an important "authority" website. Google and

other major search engines place great importance on websites listed in the DMOZ directory.

Conclusions

Carcentral.com is well positioned to take advantage of natural search engine ranking on Google, Yahoo and MSN. Beyond the on-page optimization steps outlined above a well targeted link popularity building campaign could substantially increase ranking. Some of the link popularity building techniques include reciprocal linking, one-way links from related websites, article and directory submissions, blog posts, press releases and social media awareness campaigns.

The biggest challenge for this website in attaining high search engine ranking is the relatively low number of quality inbound links and poorly optimized web pages. In order to rank higher, Carcentral.com needs to gain more natural link popularity and build "trust" with the search engines through link building and well targeted directory listings.

The target keywords selected for this website are **very competitive** and a top 10 ranking is achievable in a 5-6 month period for new car prices, new cars prices related keywords on Google, Yahoo and MSN.

Our Search Engine Optimization Strategy

Since increasing a website's link popularity is the only affective way to increase website ranking on Google, Yahoo and MSN, Trendmetrix is committing to the following link popularity building and optimization tasks over the next 5-6 month.

1. Optimize up to 20 page titles, internal links and page content for the target keywords
2. Add a new site map page if required
3. Acquire 40 new one-way inbound links during this campaign meeting the linking criteria below:
    - Non-competitive topically relevant websites only
    - Google Page Rank 3 ▬▬▬ 3/10 or better
    - Different C IP blocks
    - No more than 30-50 links on the link page
    - No java,PHP redirects or rel="nofolow" tag in the links
    - No banned websites PR 0 or supplemental results

4. Write and submit 2 new articles to 10 major ezine sites with links back to the Carcentral.com
5. Submit Carcentral.com to 25-30 niche and general high quality directories (submission cost is payable by the client)
6. Create a Squidoo.com lens in 500 word length optimized for the target keywords
7. Create a Delicious.com bookmark for the website
8. Add a new Stumbleupon.com page describing the products or services of the website using the target keywords
9. Submit an optional press release to PRWEB.com

Search Engine Optimization Cost

Destination URL and Keyword	Monthly Cost for Top 10 (Rank Between 6 to 10)		Monthly Cost for Top 5 (Rank Between 1 to 5)	
Carcentral.com				
New car prices	$1,600		$2,800	
Or				
New cars prices				
New car invoice	$1,200		$1,800	
Total Monthly Cost	**$2,800.00**	**X 6 Months**	**$4,600.00**	**X 6 Months**

Guarantee and Contract Details

- You are **not billed until a keyword achieves a top 10 or top 5 ranking** on Google. (*Please note you can't simply choose top 10 or top 5 ranking. If your site is ranking on the first page of Google you are responsible for the above outlined SEO fees*)
- **Keywords are guaranteed to reach the first page of Google** for a **minimum of 15 days** of each billable month and will be verified by an independent ranking service called Digital Point Keyword Tracker. http://www.digitalpoint.com/tools/keywords/
- **If a keyword doesn't maintain a top 10 or top 5 ranking for a minimum of 15 days** the client receives a credit equal to the monthly fee in the following month.
- **The minimum contract term is 6 months** starting from the date an individual keyword is listed in the top 10 results on Google.
- **Our monthly plans also give you access to ranking reports, visitor statistics and unlimited email support by our SEO experts.**

  We have carefully reviewed the above SEO contract details and we agree and accept the terms

_____   _____

Authorized Signature   **Joel Katona**
Carcentral.com   **CEO Of Trendmetrix Software**

Payment: Credit Card to be used for Monthly Billing

Credit Card Type: Visa / Master / Discover Card (Circle One)

Credit Card NO._____ _____Exp.Date_____

Cardholder Name: _____

Billing Zip Code: _____ Billing Address: _____

Billing State: _____ Billing Country: _____ Billing Tel: _____

Authorized Signature _____

Terms and Conditions

This agreement is between Carcentral.com, [hereinafter "Company"], and **Trendmetrix Software Inc** [hereinafter SEO Service Provider].

Company hereby employs the SEO Service Provider to optimize the Company's web page(s) and achieve a Top 10 natural search engine ranking on Google.

1. Spam Free, Safe SEO Services: SEO Service Provider will implement SEO practices that are within the Webmaster guidelines of Google and recommended by each search engine (also known as White Hat SEO practices).

2. Payment: The Company shall pay all fees as described above, attached hereto and a part hereof. Payment shall be made at SEO Service Provider's address within 5 days of invoice or billed directly through Company credit card, if on file. Late payments will incur a fee of 1.5% per month. If any payment is not be made as agreed, SEO Service Provider has the right to cease further performance. Any fees for completed work will then be invoiced and the Company becomes responsible for all outstanding monthly SEO fees base on the 6 month contract terms. Organic monthly maintenance fees are based on organic top 5 *(Rank Between 1 to 5)* or top 10 *(Rank Between 6 to 10)* results in Google only. All payments are non refundable unless stated otherwise in our Guarantee.

3. Termination and Cancellations: All SEO Packages come with a 100% performance Guarantee. If we do not achieve at least one top 10 natural rankings with in 12 months starting from the date of your SEO campaign for your target keywords, you can cancel the contract with the SEO Service Provider without any penalty by sending a written notice or fax.

Any Website that changes their website coding, navigation or structure substantially through a site re-design or converts the site to all Flash or frames/layers will have their contract terminated by the SEO Service Provider. The contract may also be terminated by the SEO Service Provider for websites that have downtime for one day or more, websites that have been altered after they have been optimized by SEO Service Provider, websites that are cloned or have been found to have duplicate content, or that do not use proper 301 redirects or robots.txt files.

4. Requirements: Trendmetrix Software may require FTP site information and access in order to fulfill a promotion purchase. The client agrees to provide Trendmetrix Software all necessary information. Trendmetrix Software will do everything within its power to maintain the security and integrity of the site, and site access information will be kept confidential and secure. Trendmetrix Software cannot be held responsible and/or liable for any anomalies and/or problems that may occur as a result of normal FTP use.

5. Search Engine Directory Submissions: SEO Service Provider will submit website to free directories. Some directories may require a fee which would be the responsibility of the Company. Some Companies may have already paid for directory listings prior to hiring SEO Service Provider. Therefore, a list of recommended engines will be provided to Company for approval once SEO Service Provider verifies which directories the Company may need. The submission is completely optional and has no impact on the guaranteed SEO services.

Site Name	Submission Cost
Site Snoop	12.00
Skaffe	44.99
Joeant	39.99
Octopedia	25.00
World site index	24.99
Sezza	14.99
Seoma	45.00
Total	**206.96**

6. Monthly Reports: Deliverables include monthly search engine ranking reports and billing reports.

7. Employees: Company, for a period of 2 years following the term of this Agreement, will not solicit or employ, directly or indirectly, any person who has been an employee of SEO Service Provider.

8. Length of Maintenance Agreement: The monthly maintenance agreement is for 6 months starting from the date when the first top 10 ranking result is achieved for each individual keyword.

9. Warranties: SEO Service Provider does not make any warranties or guarantees of any sort regarding search engine rankings or performance after the contract terms expire.

10. Legal and Collection.: This agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements and understandings. This agreement may not be altered or amended except in writing signed by all parties. This agreement shall be interpreted in accordance with the laws of the Ontario Canada. Venue for all purposes shall lie solely in the state courts situated in Ontario, Toronto Canada. Company shall be responsible for all legal fees and costs incurred by SEO Service Provider in any litigation, including appeals, arising under this agreement.

Please sign and fax this proposal to 416-850-4037 and we'll start working on your project within 48 hours.

I _____   **Accept this Agreement November 2, 2008**

_____   _____

Authorized Signature   **Joel Katona**
Carcentral.com   **CEO Of Trendmetrix Software**

This proposal was prepared by Joel Katona the CEO of Trendmetrix Software.
If you have any questions regarding this natural search engine readiness report and proposal please don't hesitate to contact me at 1.877.867.1030

Joel Katona CEO Trendmetrix Software

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1.877.867.1030
Fax:416-850-4037

Frequently Asked Questions

How long has your company been in the SEO business, where are you based, and how many SEO staff have do you have?

- Trendmetrix Software is a 6 year old federally incorporated company operating in Canada and internationally. Our company is based in Toronto, Canada.
  We have 2 full time technical staff engaged in website optimization and link popularity building. We also have a full time SEO copywriter generating new content for our clients' websites and regularly submits articles to major e-zine distribution sites and also creates press releases.

Can you give examples of some SEO work you have done, including websites and targeted keywords?

- We have successfully completed dozens of SEO projects and we have provided many case studies on our website located here: http://www.trendmx.com/seo-services/seo-services-case-study.aspx. We welcome you to review these SEO case studies and testimonials. We can also provide you with references if you would like to speak with our previous and current clients.

What files and resources will you need access to?

- Every web page that can be indexed by the search engines will be reviewed and optimized by us. We have a broad range of experience working with ASP, PHP, ASPX file types and numerous content management systems and server types. We generally upload the changes to your web server once the content is approved by you via FTP.

How long it will take to achieve the top 3 and top 10 results?

- On average in the first 6-8 weeks you will be able to see your ranking results improve in some cases very dramatically. If your website has been online for at least 1 year, a top 10 ranking for your website is possible in a 4-8 month time frame for most of your target keyword phrases on Google, Yahoo and MSN.

What guarantees do you provide?

- We guarantee top 10 and top 5 natural ranking results on Google.com. Our SEO plans are simple, you don't pay us until your site is on the first page of Google. Once we achieve the first page ranking on Google for your target keywords we bill you for 6 months the agreed upon SEO fees as long as your site maintains a top 5 or top 10 ranking for 15 days out of a calendar month.

How long will the results stay active for, once they have been achieved?

- Depends on many factors; regular search engine algorithm updates, your competitors and changes made to your own website. On average you can expect your ranking to stay relatively steady for 6 months to a year without doing any additional work on the website or continue building link popularity. Of course, with a continued low intensity link building program the ranking results can be maintained indefinitely. Please ask us about our monthly maintenance plans to ensure your website's long term ranking success.

Does your company ensure that there will be no SEO techniques and practices that may result in worse search engine results or black listing/banning of the site on search engines?

- We believe in the long term success of our clients websites. We are only using optimization and link popularity building techniques that we would also use on our own website, which is completely within Google's guidelines. We don't use doorway pages, keyword stuffing, meta tags abuse, cloaking or link farms. We will disclose all our SEO methods to our clients, as a matter of fact we invite you to ask questions and raise concerns so we can offer you clarifications related to the techniques used by us.

Will your SEO techniques require any cosmetic changes to the site?
- Yes, but the chances will not be too intrusive. Most often we will increase the indexable text on the web pages if required to about 150-200 words per web page. This is the most visible change you will see as a result of our optimization.

What reporting tools will you provide for us to track the results?
- We use our own SEO Studio software to create ranking reports. Here is link to a sample ranking report http://www.trendmx.com/products/reports/RankReport.html. To measure visitor traffic and website conversion rates we use http://www.google.com/analytics/ which is included free of charge with all our SEO plans.

What types of payment schedules are available?
- Our SEO optimization plans are billed monthly in advance. Our preferred payment method is monthly credit card billing or PayPal.