

Search Engine Investigation Background Research

How easy is it to find information about your company online?

	Question	Answer	Google.com Ranking #	Yahoo.com Ranking #
1	What is your name?			
2	What is your company's name?			
3	Describe your company in 4 words.			
4	Describe your top 4 products and/or services.			
Average				



What is my overall web presence compared to my competition?

Website Evaluation Report Card		Competitor #1	Competitor #2	Competitor #3	My Site
		Grade/Points	Grade/Points	Grade/Points	Grade/Points
1	Google Ranking				
2	Yahoo Ranking				
3	Clear Format & Style				
4	Up-To-Date Information				
5	Fast Loading				
6	Functionality				
7	Informative & Persuasive				
8	Multimedia Integration				
Average					

Legend:

- A = Awesome = 4 points
- B = Above Average = 3 points
- C = Average = 2 points
- D = Below Average = 1 points
- F = Awful = 1 points



Content Management Tips!

1. Provide good accessibility to everyone regardless of their limitations.
2. Content is more than words, it can make or break a web site.
3. Reader must get the gist of the page quickly - ideally without scrolling.
4. Use headline titles - facilitates scanning, which most people do.
5. Use short sentences - makes for easier reading.
6. Use white - space effectively to break up large blocks of text.
7. Use bullets for lists - assists in scanning and provides emphasis.
8. Update your content - keep it fresh and relevant.
9. Consider archiving older content into an archive section on your site.
10. Put your most important information on the top portion of your page.
11. Content is crucial - provide lots of worthwhile and free information.
12. Always put yourself in the shoes of your target site visitor.
13. Communicate your information clearly and concisely.
14. Separate your text into paragraphs instead of one big block.
15. Use the minimal amount of text needed to still remain effective.
16. Readers automatically reject any text that looks difficult, boring, or confusing.
17. Well organized content demonstrates professionalism.
18. Convey expertise and confidence without excessiveness!
19. Text supported with sub-headings is easier to read.
20. Engage your visitors interactively or actively.
21. Write style should be compatible with your target audience.
22. Content must be interesting, useful and of real value, not just to fill a page!
23. Provide unique content – Stand apart from the masses.
24. Don't let pages scroll down endlessly - break it up.
25. Lack of quality content may hinder Search Engine indexing.
26. Directories normally require substantive and good content for listing.
27. Share and express your knowledge in meaningful, helpful ways.
28. Improved writing, high quality web content yields greater success.



About Me

(Bio Webpage Template)

When writing a bio for your website, you can make it a little longer if you wish. But make sure you break it into short paragraphs (no more than three sentences in each paragraph). This will increase the likelihood that people will actually read your bio.

· _____ (your name) is a _____ (the type of coach you are) coach who helps _____ (your target clients) to _____ (a problem or goal your target clients have).

· Prior to establishing her/his coaching business, _____ (your name) spent _____ years as a _____ (your relevant experience).

· _____ (your name) offers a wide range of programs and services – from _____, to _____ and _____ (your services)

· _____ (your name) specializes in coaching _____ (target clients) to _____ (problem target clients want to solve, or goal they want to achieve)

· After a successful career _____ (what you've been successful in), _____ (your name) now coaches other people to achieve the same success.

· _____ (your name) is no stranger to _____ (the industry or problem you coach). She/he spent ___ years as a _____ (occupation: e.g. mother of three, professional dancer, corporate executive).

· Her/his book _____ (book title) was published in _____ (publication year) and has since helped _____ (number: hundreds? thousands?) of people to _____ (problem book solved for them, or what it taught them)

· To contact _____ (your name) please email _____ or go to _____ (your web site)

