



May 23, 2008

RE: ■ Homes SEO Report

COMPANY NAME IN THIS REPORT HAS BEEN EITHER ENTIRELY OR PARTIALLY BLACKED OUT FOR CONFIDENTIALITY

Dear Jeremy,

Thank you for the continuing opportunity to serve your web site and Search Engine Optimization (SEO) needs!

A one-time effort when the site is first developed can generate a good ranking in the first several months. But the major search engines are constantly updating their methods and requirements, making SEO both an art and a science that requires ongoing awareness of your search engine position and the willingness to make changes as needed.

In our quest to continue to improve your experience with us, we would like to introduce our expanded SEO report. The report now includes not only the [standard follow up SEO information](#), but also an [Executive Summary](#) to help you evaluate the information.

Our desire is that the information in this SEO report will offer not only current data on your search engine position, but also [helpful suggestions](#) about what methods may be most effective in improving your results.

Many thanks,

Melissa Arnold,  
Quanta Basics



## ■ Homes

### SEO Report - Executive Summary

1. **Top visited pages of your website through search engines:**
  - Home page
  - Build Partners
2. **Top keywords used by visitors** (see attached report for details):
  - Minnesota home builder
  - Elk River MN new house
  - ■ Homes
  - MN home

For the highly competitive keyword “Minnesota home builder”, ■Homes has a very good current position with MSN, Yahoo, and Ask with your position having increased since February. The position with Google for this keyword is substantially lower for ■Homes than with the other major search engines, but there are several factors contributing to that, including the fact that Google is by far the most popular search engine \*. Therefore 1) all competing sites are fighting hard for placement there, and 2) the bulk of paid search marketing (pay-per-click ads) happens on Google.

Additionally, the page position for “St Paul MN home builder” is substantially higher than “Minnesota home builder” on Google, though it is also a highly competitive keyword / phrase. ■Homes is doing very well with “Elk River new house” on MSN, and has excellent position on all major search engines with ■Homes”.

### Recommendations - Areas for Possible Improvement

**Blog** – helps reinforce your position as an expert in your field; provides useful information to potential buyers; helps build a comfortable relationship before you and your client ever meet face-to-face.

*Providing an RSS feed option for your visitors allows them a popular way to be regularly updated about your new blog postings.*

On your site: 1) ensures fresh content on a regular basis, an important factor in search engine rankings; 2) when other people quote your blog in their blogs and link back to you (a “back track”), it counts as an inbound link, which is one of the most important factors Google uses in determining search engine rank.

Off site blog (with link from your Tips and Resources page to the off site blog): each new posting on you put in your off site blog should have a link to [www.NIHhomes.com](http://www.NIHhomes.com) and will count as an inbound link.

Commenting on other people’s blogs or in forums: an excellent way to let other people know about your website –always be sure to include [www.NIHhomes.com](http://www.NIHhomes.com) in your comments. This will count as an inbound link.

## Recommendations – continued from previous page

**Podcasts:** According to Nielsen Net Ratings\*\*, as of 2006, nearly 10 million online adults in the US had *recently* downloaded an audio podcast, and that number is expected to grow significantly each year for the foreseeable future. This is an opportunity to keep your site content updated and give your customers relevant information in a format that continues to increase in popularity.

**Digg, Technorati and Del.icio.us:** Since you have Her Home magazine articles on your site, having Quanta add the ability for visitors to recommend your site to Digg, Technorati and Del.icio.us will positively affect your search engine rank since being recommended to these sites is viewed by the major search engines as a reflection of the popularity of your site.

**Expanded Link Campaign:** Your initial link campaign focused on associations, vendors and other businesses you are currently associated with. An expanded link campaign would reach out to other relevant businesses, organizations and publications that can increase your visibility and your position as an expert in woman-centric custom home building. And again, having relevant inbound links is one of the most important ways to increase your search engine rank.

**Squidoo Lens:** This service was started in 2006 by marketing guru Seth Godin. It offers a single page that functions like an electronic brochure and can have photos, text, articles, an RSS feed from your blog, directions and Google map and other features, including as many links as you want to your actual website. A drawback: Squidoo will put links to “related pages” on your lens, some of which may not be lens with content you approve of. You can control this somewhat with your keywords and lens content. For a sample of a Squidoo lens, please visit: <http://www.squidoo.com/womencentricmatters>

*If you are interested in any of these areas of possible improvement and would like more information, please contact Quanta Basics for guidance on how to most effectively implement these options. 402-496-1689.*

\*Source:

[http://www.nielsen-netratings.com/pr/pr\\_080421.pdf](http://www.nielsen-netratings.com/pr/pr_080421.pdf)  
[http://www.nielsen-netratings.com/pr/pr\\_080519.pdf](http://www.nielsen-netratings.com/pr/pr_080519.pdf)

Google Search volume in March 2008 4.8 million, 59% of all search queries  
Google Search volume in April 2008 5.1 million, 62% of all search queries

\*\*Source: [http://www.nielsen-netratings.com/pr/pr\\_060712.pdf](http://www.nielsen-netratings.com/pr/pr_060712.pdf)



Date of Search Engine Optimization Report: 5/23/2008

**Minnesota home builder**

Engine / URL	Current Position
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Ask</b> (1 item, Best Position: 9)	9
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Google</b> (1 item, Best Position: 28)	28
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>MSN</b> (1 item, Best Position: 4)	4
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Yahoo Web Results</b> (1 item, Best Position: 6)	6

**Elk River MN new house**

Engine / URL	Current Position
<a href="http://www.nihhomes.com/buildpartners.aspx">http://www.nihhomes.com/buildpartners.aspx</a> <b>MSN</b> (1 item, Best Position: 3)	3

**Homes**

Engine / URL	Current Position
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Ask</b> (1 item, Best Position: 1)	1
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Google</b> (2 items, Best Position: 1)	1
<a href="http://www.nihhomes.com/aboutus.aspx">http://www.nihhomes.com/aboutus.aspx</a>	2
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>MSN</b> (1 item, Best Position: 2)	2
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Yahoo Web Results</b> (1 item, Best Position: 1)	1

**MN home**

Engine / URL	Current Position
<a href="http://www.nihhomes.com/">http://www.nihhomes.com/</a> <b>Yahoo Web Results</b> (1 item, Best Position: 18)	18

Registered to: Quanta Basics  
 Report created by WebPosition Professional, Version 4.0b Build 772.  
 Copyright © 1997-2008 by WebTrends Inc.