

## Free seo proposal document

### Beanie Designs.com

Beanie Designs currently has a page rank of **3**.  
Beanie Designs has **203 Inlinks**.  
Beanie Designs has **113** pages indexed in Google.  
Beanie Designs has a domain age of: 1 Years, 2 Months.

The main natural competitors in the US are the following websites (Google top 3 Competitors). Their corresponding page rank is displayed.

A full report on the keywords that your competitors are targeting is available with all of our SEO packages, and is not listed with this free report.

<http://store.babycenter.com/>

BabyCentre.com has a pagerank of **6** out of 10  
BabyCentre.com has **347,728 Inlinks**.  
BabyCentre.com has **172** pages indexed in Google  
BabyCenter.com has a domain age of 9 Years, 8 Months



<http://www.babyminestore.com/>

BabyMineStore has a pagerank of **4** out of 10  
BabyMineStore has **12,416 Inlinks**  
BabyMineStore has **11,600** pages indexed in Google  
BabyMineStore has a domain age of 7 Years, 0 Months



<http://www.littlelids.com/>

Little Lids has a pagerank of **4** out of 10  
Little Lids has **140** pages indexed in Google  
Little Lids has **768 Inlinks**  
Little lids has a domain age of 8 Years, 9 Months

### Organic Results (8)

13	<a href="#">babies hats</a>
14	<a href="#">babies hats</a>
14	<a href="#">baby caps</a>
18	<a href="#">lids</a>
30	<a href="#">sun hat</a>
32	<a href="#">vintage baseball caps</a>
42	<a href="#">beach hats</a>
42	<a href="#">youth baseball hats</a>

[VIEW DETAILS](#)

### Advertisements

No results found.

[VIEW DETAILS](#)

## **Proposed Improvements which could be made.**

Beanie designs could change a number of on page elements. The title tag feels like it has been keyword stuffed. Better to separate keywords with spaces rather than pipe delimited. Concentrate on unique per page titles. The same goes with the h1, h2 and h3 tags. There are currently no h3 tags on the page or many bolded tags. Keywords should be in bold through the site, and adjusted with css if needs be. The more content Beanie Designs can get on the web the better your overall SE position.

## **Keyword Analysis**

Decide which keywords the majority of traffic comes from, and which keywords result in the most sales by implementing Google Analytics – currently the old tracking code is in use. Webdistortion can help with the implementation of advanced Google tracking, and determining which keywords will result in the most traffic. Ga.js is the newer version of Google which will give better results for e-commerce tracking reports.

There appears to be some keyword dilution with the on page elements. I suggest getting a main “baby hat page”, i.e. [www.beaniedesigns.com/baby-hats.htm](http://www.beaniedesigns.com/baby-hats.htm) and one of these for each keyword you are targeting. These could be pages that describe all the different styles, and what season they suit. These pages should then be more heavily linked through the site, using the corresponding link text.

## **Blogs**

Blogs if properly maintained can attract numerous links, especially if your articles are applicable to new mothers. Creating content such as “10 steps to easier breast feeding” or “Hidden dangers for new mothers in the home” would attract a decent amount of traffic from other websites. We can also implement blogs with your existing site design. Submitting blog posts or articles to social networking sites can also result in spikes of traffic, and ultimately new sales.

## **User Generated content**

In order to succeed with the search engines in today’s marketplace it’s all about content. The more content you can create – the better. If you write at least one new article today, with really good content you will see significant jumps in traffic. If you can create something on your website – such as a forum, that automatically spurs debate amongst your visitors, then you have new content being created for you all the time. Again, we offer forum setups if this is of interest.

## **Links**

The site in comparison with its main competitors is link poor. You need to get a more strong linking strategy in place. To do this I would suggest manual submitting to numerous websites using your link text. Webdistortion offer a search engine package to do this for you.

## **Our offering.**

Should you decide to use us for your search engine strategy we offer the following service.

**Complete report** – includes top 10 competitors analysis across Yahoo, Google and MSN, breakdown of competitors advertising spend if applicable, organic keywords they are targeting, PPC keywords they are targeting and more.

**Complete strategy** on improvements which can be made to your site to enable increased organic results.

**Quarterly reports** on traffic improvements, and organic listing current position.

Contact us for further information and to receive a formal quotation.