

Nonprofit Name: \_\_\_\_\_

Web Site address: \_\_\_\_\_

### Search Performance

#### Search Engine Rankings

In this section we track the popularity of industry terms and see if the web site comes up when someone uses a search engines to look for those terms. (The numbers in the first chart help track the terms in the second chart.)

Top Targeted Keywords	Popularity of Terms*
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

\*\* Here's a free tool to check popularity of terms.

<http://keywords.submitexpress.com/keytracker.php>

I'm often skeptical of specifics but generally trust relative results.

Keyword	1	2	3	4	5	6	7	8	9	10
AltaVista										
All the Web										
Google										
MSN										
Yahoo!										

- Here's a free tool to check ranking:  
<http://www.mikes-marketing-tools.com/ranking-reports/>
- Test the ranking of your site using your keyword terms from above

HTML Title
<ul style="list-style-type: none"> <li>Page titles are a very important element to both the search engines and to site visitors. Suggested length of a title tag is 64 to 80 characters.</li> </ul>
Text on Primary Page
<ul style="list-style-type: none"> <li>Search Engines interpret sites based on text. Optimally, at least 250 words of text that takes key phrases and concepts and repeats them two to three times improves site ranking. The same words should be duplicated in descriptions and titles.</li> <li>Free Tools to try: <a href="http://www.webconfs.com/search-engine-spider-simulator.php">http://www.webconfs.com/search-engine-spider-simulator.php</a></li> </ul>
Link Count
<ul style="list-style-type: none"> <li>External link count is an important element used by the search engines in determining rankings.</li> <li>Free Tool to try: <a href="http://www.marketleap.com/publinkpop/default.htm">http://www.marketleap.com/publinkpop/default.htm</a></li> </ul>
Site Saturation
<ul style="list-style-type: none"> <li>Site Saturation measures the number of pages within your site that a search engine tracks.</li> <li>Free Tool to try: <a href="http://tools.marketleap.com/siteindex/default.htm">http://tools.marketleap.com/siteindex/default.htm</a></li> </ul>