



SEO Report

www.myhotelsite.com

Dec 01 2013 – Mar 01 2014

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INTRODUCTION

This analysis is relative to period: Dec 01 2013 – Mar 01 2014. The results shows an improvement in page views statistics, while it's still early to see a meaningful growth in keywords positioning.

HTML IMPROVEMENTS

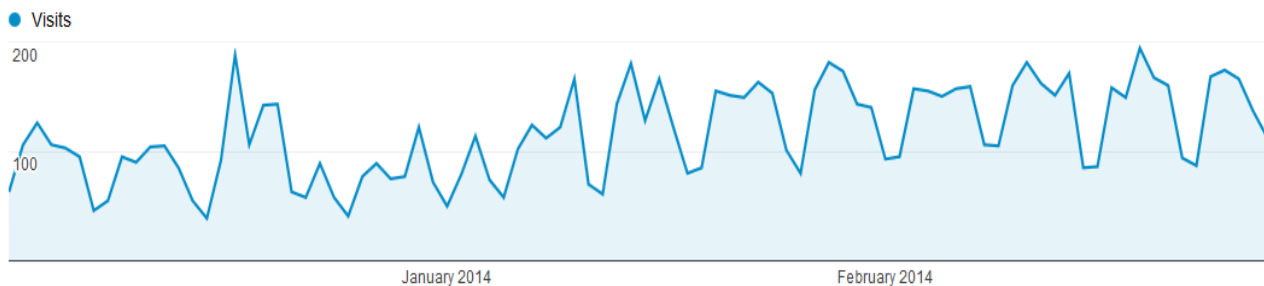
Addressing the following may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	44
Long meta descriptions	20
Short meta descriptions	41
Title tag	Pages
Missing title tags	1
Duplicate title tags	72
Long title tags	10
Short title tags	3
Non-informative title tags	1
Non-indexable content	Pages

We didn't detect any issues with non-indexable content on your site.

VISITS

The data shows an average visit number per day around 100. It shows also an high bounce rate value of 80%, meaning a very low time of a visit average stay on site. The trend of visits is however growing.



	Visits	% new visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1. Direct	1,762(16.80%)	26.33%	464(13.21%)	71.62%	1.74	00:02:05
2. Organic Search	2,898(27.64%)	33.06%	958(27.27%)	70.95%	1.84	00:01:46
3. Referral	5,545(52.88%)	34.34%	1,904(54.20%)	80.76%	1.42	00:01:43
4. Social	1,762(16.80%)	26.33%	464(13.21%)	71.62%	1.74	00:02:05

PAGES STATISTICS

This table show the 10 most viewed page of the site in a month.

#	Page Url	Pageviews last month	Pageviews per month
1	Http://www.myhotelsite.com	2324	2324
2	Http://www.myhotelsite.com/about.html	1244	1345
3	Http://www.myhotelsite.com/book.html	200	300
4	Http://www.myhotelsite.com/events.html	123	323
5	Http://www.myhotelsite.com/where.html	331	355
6	Http://www.myhotelsite.com/rooms.html	222	377
7	Http://www.myhotelsite.com/wtm.html	211	260
8	Http://www.myhotelsite.com/links.html	89	100
9	Http://www.myhotelsite.com/services.html	67	88
10	Http://www.myhotelsite.com/prices.html	43	66

Most pages have excellent results, and have had increased views over last month. The visitors are staying on the site once arriving, and progressing to the booking page. The 'services' page doesn't seem to be working, and this shows on all reports. I think people are landing on this page, seeing the higher prices, and leaving. It may be better to have a 'contact us for pricing' instead (set the price to zero in the admin panel for all products in this page).

KEYWORDS

This shows the 10 top query keywords on google

#	KEYWORD	Last month position	Last month impressions	Position	Impressions per month
1	Myhotelsite	7	10300	2	16567
2	Hotelsite	5	2345	1	2345
3	myhotelsite london	5	202	2	298
4	London myhotelsite	5	222	2	245
5	myhotel rooms london	15	121	15	131
6	myhotel kerry	25	66	29	122
7	Site myhotel	28	45	26	52
8	Booking room london	35	40	30	50
9	Motel beds london	40	30	42	32
10	hotel london	42	1	2	0

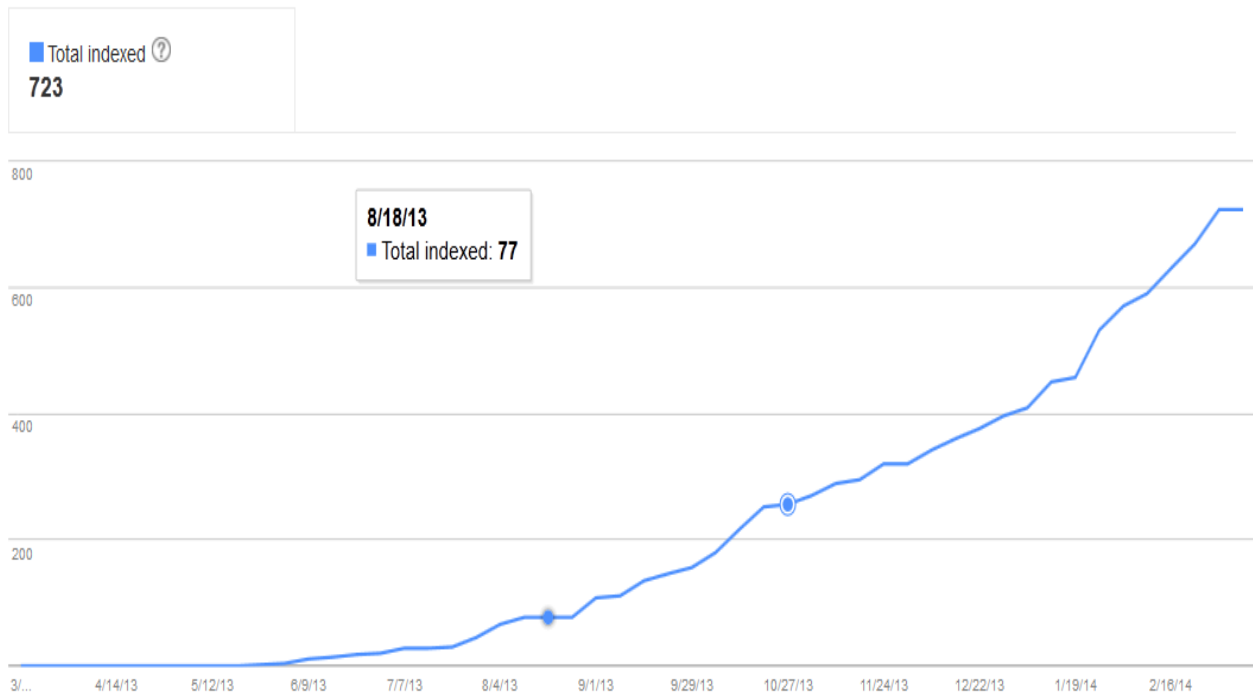
LINK ANALYSIS

The table shows the 10 most relevant links to your site

#	LINK	num. of links
1	Abc.com	16567
2	Cnn.com	2345
3	Cortina-hotel.com	298
4	Tecnes.com	245
5	Repubblica.it	131
6	Hotelmarketing.com	122
7	Etryu.com	52
8	parityrate.com	50
9	Roomcloud.net	32
10	Google.com	23

GOOGLE INDEX STATUS

The graph shows data from the last year.



The Index Status page provides stats about how many of your URLs Google was able to crawl and/or index. These URLs are available to appear in search results, along with other URLs Google may discover by other means.

The steady increase in the number of crawled and indexed pages indicates that Google can regularly access your content, and that your site is being indexed.

SUGGESTIONS STRONGLY RECOMMENDED

You now need more incoming links to the site from good quality similar websites to your own. These help search engine results massively and is one of the reason bygone is listed so well. You will need to start thinking about paid advertisements and inclusions. We recommend the following:

- Add social sharing buttons to your hotel site
- Create a blog connected to the hotel and add an email subscription to it
- Increase your tweet frequency
- Create content on "hotel london" keywords
- Add Alt tags to your site images