



SEO REPORT

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Website Analysis for www.detectiveservices.com

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Website Analysis for www.detectiveservices.com

Technical Factors

- **Pages indexed by Google**
- **Backlinks**
- **Domain Age**
- **Reverse IP**
- **Canonicalization**
- **Customized 404**
- **Google Webmaster**
- **Goal Setting**
- **Google Analytics**
- **Sitemap**
- **Broken Links**
- **Live Support**
- **XML RSS Feeds**
- **Website Form Validation**
- **Spider Friendly Navigation**
- **MOD Rewrite**
- **Robots.txt**
- **Google Alert**
- **Availability Of Search Box**
- **Breadcrumb Navigation**
- **Browser Compatibility**
- **Alexa Ranking**
- **Bounce Rate**
- **IP Location**
- **SEO Score**

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Pages indexed by Google	The higher the number of pages indexed by Google, better the ranking in Search Engines.	856	GOOD	Please add more quality pages on a regular basis.

Web Images Videos Maps News Shopping Gmail more ▾



site:www.detectiveservices.com



Search

About 856 results (0.20 seconds)

[Advanced search](#)

Everything

Images

Videos

News

Shopping

More

[Show search tools](#)

[Try Google Webmaster Tools](#)

Google promotion

www.google.com/webmasters/ Do you own **www.detectiveservices.com**? Get indexing and ranking data from Google.

▶ [Myers Service, Inc. — Private Investigators](#) 🔍

Myers Service, Inc Investigations DBA MSI Detective Services is Chicago's Premier Detective Agency.

www.detectiveservices.com/ - Cached - Similar

[Links « Myers Service, Inc. — Private Investigators](#) 🔍

The U-Spy Store for Video Security and Surveillance equipment including Digital Video Recorders, Hidden Cameras, Nanny Cameras, Personal and Home Alarms,

www.detectiveservices.com/links/ - Cached

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Back Links	Greater number of quality back links boost your site's ranking.	Google - 0 Yahoo - 269	NOT GOOD	Please add more quality pages on a regular basis.

Web Images Videos Maps News Shopping Gmail more ▾



link:www.detectiveservices.com Instant is on ▾

[Advanced search](#)

Everything

Images

Videos

News

Shopping

Your search - link:www.detectiveservices.com - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.



Yahoo! My Yahoo! Mail

www.detectiveservices.com

SITE EXPLORER

Site Explorer

Add to MySites

My Sites

Submit Your Site

Preferences

Blog

Y! Badge

Web Service API

Feedback

Results

Pages (985)

Inlinks (269)

Show Inlinks: Except from this domain ▾ to: Entire Site ▾

Result details:

[Submit webp](#)

1. [Private Investigator](#)
text/html [topprivateinvestigator.blogspot.com](#) - 150k - cache
2. [Myers Service, Inc. — Private Investigators](#)
text/html [www.msidetectorservices.com](#) - 38k - cache
3. [Investigative Services](#)
text/html [www.antiterrorism.org/investigative_services.html](#) - 69k - cache

4. [TUB ME MEMBERS](#)

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Domain Age	The older the domain, the better will be the ranking in SE's.-0	Created: 1998-02-04 Expires: 2014-08-18	VERY GOOD	Please extend your site registration for maximum possible years which would enhance the reliability of your site for its visitors.
Reverse IP	Search Engines like clean and static IPs.	3,703 Results found	NOT GOOD	Go for a dedicated IP. It is good from Search Engine point of view.
Canonicalization	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	Issue is not there	VERY GOOD	Great work!

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Customized 404 error page	A specifically designed webpage displayed if your original page has been moved. Retains the user.	Found	VERY GOOD	Great work!
Google Webmaster Tool Set up	Google Webmaster Tool is the technical interface to identify the Website crawl error, duplicate content, link, sitemap etc. So access to this tool helps to fix all the issues present over the Website.	Found	VERY GOOD	Great work!
Goal Setting	By goals we can quantify whether we are achieving the target or not. Through goal we track the success of the SEO campaign.	NA	NA	For checking Goal Setting we need Google analytic access.

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Google Analytics	GA tracks all click stream data like source of visit, number of visits, time spent on Website, bounce rate, entry page, exit page.	Found	VERY GOOD	Great work!

```

<!-- Google Analytics Tracking by Google Analyticator 6.1.1: http://ronaldheft.com/code/analyticator/ -->
<script type="text/javascript">
  var analyticsFileTypes = [''];
  var analyticsEventTracking = 'enabled';
</script>
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-17439872-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-an
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>

```

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Site Map	Sitemap is an index of pages in any domain. This gives the search engines a navigational path to crawl the Website.	Found	VERY GOOD	Great work!

XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like [Google](#), [MSN Search](#) and [YAHOO](#). It was generated using the Blogging-Software [WordPress](#) and the [Google Sitemap Generator Plugin](#) by [Arne Brachhold](#). You can find more information about XML sitemaps on [sitemaps.org](#) and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency	LastChange (GMT)
http://www.detectiveservices.com/	100%	Daily	2011-02-09 21:42
http://www.detectiveservices.com/2011/02/19/illinois-eavesdropping-law-among-toughest-in-nation/	20%	Weekly	2011-02-19 14:19
http://www.detectiveservices.com/2011/02/18/the-body-doesn%e2%80%99t-lie/	20%	Weekly	2011-02-19 00:00
http://www.detectiveservices.com/2011/02/14/13-things-your-burglar-wont-tell-you/	20%	Weekly	2011-02-15 20:28

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Broken Links	Identifying the broken links and blocking them from crawl is highly essential for search engine optimization.	2 Broken links found	NOT GOOD	Fix these links as soon as possible.
Live Support	Having a live support is an added advantage to the Website since it becomes the visitors to contact the concerned team at any point of time.	Not found	NOT GOOD	We must have a live support to increase the user experience
XML RSS Feeds	RSS feeds are the most efficient source of collaborating the website content, files and other promotional items to thousands of Websites.	Found	VERY GOOD	Great work!

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Website Form Validation	Forms are interfaces for the visitors to connect with the company. So we check the operation of each form to make sure visitors are getting through the forms properly.	Working	VERY GOOD	Great work!
Spider Friendly Navigation	A search engine friendly navigation helps to get an uninterrupted crawl which indeed reflects in SERPs.	Found	VERY GOOD	Great work!
Mod Rewrite	Applicable for the dynamic pages and makes a site well optimized as per major search engine norms.	Static URLs	VERY GOOD	Great work!

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Robots.txt	Managing the Website crawls is highly essential. Through robots you can enable all the necessary pages crawling and disable pages which are not necessary.	Found	VERY GOOD	Great work!
Google Alert Setting	Want to know how fast Google will index your Website? Once this is set Google will update the links, the indexing and the content posted on or for your Website.	NA	NA	It is useful to set a google alert so that we can get necessary information, what's going on in your industry.
Availability of Search Box	Visitors can easily find the information that they are looking for.	Not found	NOT GOOD	Create a search box in your website through which visitor can easily found what they are looking for.

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Breadcrumb Navigation	Breadcrumbs use a single line of text to show a page's location in the site hierarchy. .	Not found	NOT GOOD	It is the technique which is beneficial for the users. Please have a breadcrumb navigational structure in your website.
Browser Compatibility	Different browsers are used by different visitors. .	1. IE 6.0 2. Mozilla	VERY GOOD	The webpage should be compatible in major browsers.
Alexa ranking	Alexa tracks a site basedon the traffic it gets from all sources. .	1,682,529	NOT GOOD	Try to minimize the ranking by doing professional SEO and increasing the traffic to your domain.

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Bounce Rate	The percentage of initialvisitors to a site who bounce away.	36%	VERY GOOD	Great work!
IP Location	Search engines determines the market of a site based on the IP location. .	United States	VERY GOOD	Great work!
SEO Score	Determine how the search bots access your page. .	70%	OK	Run a good SEO campaign to increase the SEO score.



Website Analysis for www.detectiveservices.com

On Page Factors

- **HTML Validation**
- **Title**
- **Description**
- **Keyword**
- **Heading**
- **Page Rank**
- **Image Alt-tag**
- **Duplicate Content Fixing**
- **Anchor Text Linking**
- **Quality of Page Content**
- **Cache**

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
HTML Validation	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	8 Errors	OK	Try to fix all these errors to maintain the quality of the web site.



Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

Jump To: [Validation Output](#)

Errors found while checking this document as XHTML 1.0 Transitional!

Result:	8 Errors, 4 warning(s)		
Address:	<input type="text" value="http://www.detectiveservices.com/"/>		
Encoding:	utf-8	<input type="text" value="(detect automatically)"/>	
Doctype:	XHTML 1.0 Transitional	<input type="text" value="(detect automatically)"/>	
Root Element:	html		

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Title	Brief and relevant title is highly considered by Search Engines and visitors alike.	Found	VERY GOOD	Title should be unique and up to 11 words (70 characters).
Description	Having a good meta description can improve your chances of the visitor clicking on your result in the search engine.	Found	VERY GOOD	Prepare a good unique for each page meta description by including popular keywords and keep it upto around 70 words (350 characters).
Keyword	The Meta Keywords tag is used to list keywords that define the content of your site.	Found	VERY GOOD	It is better to add 10 to 15 keywords related to your content.
Headings	Using Header Tags SEO in your web page is very important as search engines look at the content of these tags when indexing and ranking your web page.	Found	VERY GOOD	Great work!

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Page Rank (PR)	Higher the PR, more the trust of visitors.	2	OK	Need more in-bound links to make the site an attractive link prospect. Link Building will help.
Image Alt-tag	Alt tags help Search Engines track the theme of the images on your pages.	3 images missing Alt-tag	NOT GOOD	Try to use alt-tags against all Images and Links.
Duplicate Content Fixing	Search engines loves unique content. So if your Website doesn't have any duplicate content issue it has a even chance of becoming search engine favorite.	Duplicate content found	NOT GOOD	Remove all the duplicate content as soon as possible.

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Anchor text Linking	Anchor text links are one of the most prominent forms of enhancing any particular keyword phrase or even a keyword phrase in seo services.	Not found	NOT GOOD	Add clickable link text or title on your content associated to your landing page.
Quality of Page Content	Google likes semantic and thematically relevant web content and ranks it high.	High	OK	Enrich your content with natural language along with proper density of keywords
Cache	It supports deep crawling of your site.	Cached on 18th Feb 2011	VERY GOOD	Great work!



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Off Page & SMO Factors

- **Dmoz Listing**
- **Yahoo Directory Listing**
- **.edu Backlinks**
- **.gov Backlinks**
- **Delicious Listing**
- **Digg**
- **Twitter Account**
- **Wiki Listing**
- **Facebook Account**

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Dmoz listing	Dmoz is by far the most authoritative site.	Found	VERY GOOD	Great work!
Yahoo directory listing	Yahoo listing brings traffic, page rank and authority to the domain.	Not found	NOT GOOD	Get a listing with Yahoo on priority basis.
.edu backlinks	Google gives extra emphasis to these backlinks so building just a few can dramatically improve your site's performance.	Not found	NOT GOOD	Get a listing with .edu sites.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
.gov backlinks	.gov domains are considered authority sites. Links to your website from .gov domains have stronger SEO impact.	Not found	NOT GOOD	Get a listing with .gov sites.
Delicious Links	Delicious is a popular social bookmarking web service for storing, sharing, and discovering websites.	Not found	NOT GOOD	Submit your site to delicious on priority basis.
.edu backlinks	Google gives extra emphasis to these backlinks so building just a few can dramatically improve your site's performance.	Not found	NOT GOOD	Get a listing with .edu sites.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Twitter Account	Twitter is a fast growing social network	Not found	NOT GOOD	Register a twitter account in your brand's name.
Wiki Listing	Provides good authority and builds traffic to your domain.	Not found	NOT GOOD	Initiate Wikipedia promotion.
Face Book Account	Facebook is a social utility that connects people with friends and others who work, study and live around them.	Not found	NOT GOOD	Create a face book account with your brand name.



Website Analysis for
www.detectiveservices.com

Analysis and Repoting

- **Keyword Analysis**
- **Visitor Behavior Analysis**
- **Position Monitoring**
- **Competitor's Analysis**

FACTORS	IMPORTANCE (Why?)	SEED Keywords	Status	ACTION (if any)
Keyword Analysis	Proper keyword targeting is highly necessary since latent semantic indexing is into practice. So we target the right keyword on right pages, which maximizes your organic listings.	Private Investigations, Chicago Detectives	DONE	Try to choose better keywords for optimising your website.

Google AdWords

Tools

- Keyword Tool
- Traffic Estimator

★ Starred (0) [Show](#)

Include terms [?](#)

Exclude terms [?](#)

All Categories

- Finance

All Categories

- Finance
- Home & Garden

Show all categories

Match Types

- Broad
- [Exact]
- "Phrase"

Help

How do I get additional keyword ideas using categories or related terms?

What new features does the updated Keyword Tool offer?

How do I use the keyword tool to get keyword ideas and traffic estimates?

Why do search traffic statistics vary in the Keyword Tool?

Why would I add stars to search results in the Keyword and Placement tools?

[Help Center](#)

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

Private Investigations
Chicago Detective Agency
Myers Investigative Services
Myers Private Detectives
Chicago Detectives

Website

Only show ideas closely related to my search terms [?](#)

[Advanced options](#) Locations: United States [×](#) Languages: English [×](#)

Sign in with your AdWords login information to see the full set of ideas for this search.

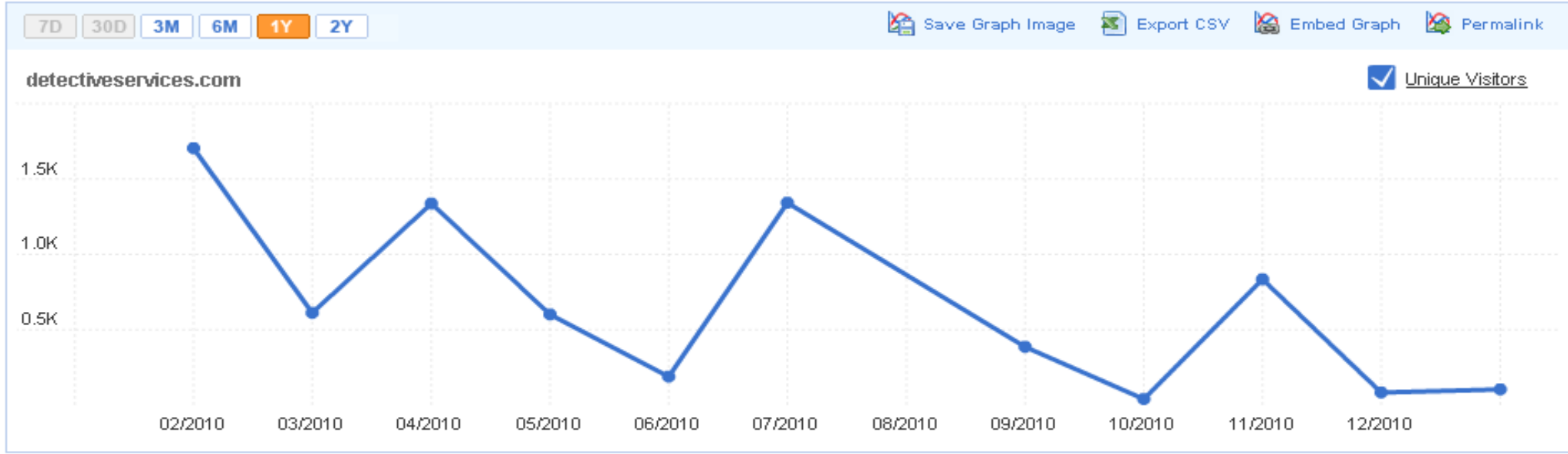
Download Sorted by [Relevance](#)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
☆ private investigations	<div style="width: 25%;"></div>	18,100	6,600	
☆ chicago detective agency	<div style="width: 25%;"></div>	140	140	
☆ myers investigative services	-	-	-	-
☆ myers private detectives	-	-	-	-
☆ chicago detectives	<div style="width: 25%;"></div>	720	590	
☆ private investigation	<div style="width: 25%;"></div>	27,100	12,100	
☆ private investigator chicago	<div style="width: 25%;"></div>	1,300	1,300	
☆ private detectives and investigators	<div style="width: 25%;"></div>	3,600	1,600	
☆ private investigator	<div style="width: 25%;"></div>	246,000	165,000	
☆ chicago private detective	<div style="width: 25%;"></div>	1,300	1,300	
☆ private investigators	<div style="width: 25%;"></div>	74,000	49,500	
☆ private detective	<div style="width: 25%;"></div>	301,000	201,000	
☆ chicago private investigator	<div style="width: 25%;"></div>	1,300	1,300	
☆ private investigation services	<div style="width: 25%;"></div>	5,400	1,600	
☆ private investigator services	<div style="width: 25%;"></div>	3,600	1,000	

FACTORS	IMPORTANCE (Why?)	Unique Visitors	How Does your site score?	ACTION (if any)
Visitor Behavior Analysis	Visitor behaviour analysis data is helpful to fine-tune the SEO campaign and get better results.	105	NOT GOOD	Run a good SEO campaign to increase the number of visitors.

Unique Visitors vs Compare Second Metric

Small Sample - Datapoints are estimates



Monthly Normalized Metrics / January 2011

Unique Visitors **105** +22.09%

Visits **105** +22.09%

Page Views **Only available with pro**

Compete Rank **4,358,084** -297621

FACTORS	IMPORTANCE (Why?)	Seed Keywords	How Does your site score?	ACTION (if any)
Position Monitoring in Google	Targeting relevant keywords in the title tag would help placing your site better in search engine result page (SERP).	Chicago debugging, Chicago detective etc..	VERY GOOD	A good SEO campaign can bring your keywords into top position.


Google				Up
Keyword ▼	Rank	Difference	URL Found	
1 Chicago debugging	21		http://www.detectiveservices.com/	
2 Chicago Detective	2		http://www.detectiveservices.com/	
3 Chicago Detective Agency	2		http://www.detectiveservices.com/	
4 Chicago Detectives	5		http://www.detectiveservices.com/	
5 Chicago investigators	13		http://www.detectiveservices.com/	
6 Chicago Surveillance	88		http://www.detectiveservices.com/	
7 electronic countermeasures	53		http://www.detectiveservices.com/services/ele...	
8 Investigators	Not in top100			
9 MSI Detective Services	1		http://www.detectiveservices.com/	
10 Myers Investigative Services	24		http://www.detectiveservices.com/	
11 Myers Private Detectives	1		http://www.detectiveservices.com/	
12 Private Investigations	Not in top100			



Website Analysis for
www.detectiveservices.com

Competitor's Ranking

KEYWORD	CURRENT RANKING	SEARCH ENGINE	VISITS	GLOBAL MONTHLY SEARCH VOLUME
Chicago detective	2 nd in google	Google	1900 visits per month	Try to choose better keywords for optimising your website.



chicago detective

About 8,890,000 results (0.21 seconds)


Chicago Investigator
Chicago Private Investigator Chicago Bodyguard Service
www.specialsol.com

Chicago Police Department - Wikipedia, the free encyclop
Police Officer/Assigned Detective, **Chicago detectives** are not consid but rather officers assigned to specialized units, i.e. violent ...
Structure - Demographics - Chicago Alternative Policing ... - History
en.wikipedia.org/wiki/Chicago_Police_Department - Cached - Similar

#1 | PR: ? | Age: ? | Y! Links: ? | dmoz: ? | dir.yahoo.com: ? | Whois | Sktool

Myers Service, Inc. — Private Investigators
Chicago's Premier Private **Detective** Agency MSI **Detective** Services
Chicago, MSI is a full-service **detective** agency, conducting thousand
www.detectiveservices.com/ - Cached - Similar

#2 | PR: ? | Age: ? | Y! Links: ? | dmoz: ? | dir.yahoo.com: ? | Whois | Sktool



Tools
Keyword Tool
Traffic Estimator

★ Starred (0) Show

Include terms ?
Exclude terms ?

All Categories
Apparel
Beauty & Personal Care
Computers

Find keywords
Based on one or both of the following:
Word or phrase (one per line) Website
chicago detective

Only show ideas closely related to my search terms ?
Advanced options Locations: United States x Languages: English x

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
★ chicago detective	<div style="width: 20%;"></div>	1,900	1,600



Website Analysis for www.detectiveservices.com

How AuroIN can help with Natural Search Engine Rankings:

There are 3 stages to the process:

1. Agree to the list of keywords
2. Make some changes to the existing website
3. Start an inbound link building campaign



Website Analysis for www.detectiveservices.com

For more information about this report and to
discuss further, please contact

support@auroin.com

or

888-887-9736