

Search Engine Ranking Report

Reporting on three search phrases.

Today's Date

(YourWebsite).com

This month	Search Engine Positions		
Search phrase:	Google.com	Yahoo.com	Bing.com
Denton Custom Homes	13	15	3
Fort Worth Custom Homes	22	44	17
Dallas Custom Homes	34	64	23

Last month	Search Engine Positions		
Search phrase:	Google.com	Yahoo.com	Bing.com
Denton Custom Homes	21	19	3
Fort Worth Custom Homes	36	49	14
Dallas Custom Homes	55	60	27

	Placement Changes		
Search phrase:	Google.com	Yahoo.com	Bing.com
Denton Custom Homes	8	4	0
Fort Worth Custom Homes	12	5	-3
Dallas Custom Homes	21	-4	4

Search Engine Ranking and Competitor Comparison Report

Reporting on three search phrases.

Today's Date

(YourWebsite).com

Google.com	Positions	
Search phrase:	(your site).com	(your competitor).com
Denton Custom Homes	13	9
Fort Worth Custom Homes	22	3
Dallas Custom Homes	34	6

Yahoo.com	Positions	
Search phrase:	(your site).com	(your competitor).com
Denton Custom Homes	15	16
Fort Worth Custom Homes	44	34
Dallas Custom Homes	64	36

Bing.com	Positions	
Search phrase:	(your site).com	(your competitor).com
Denton Custom Homes	3	2
Fort Worth Custom Homes	17	12
Dallas Custom Homes	23	19

(your website).com Placement Changes from last month			
Search phrase:	Google.com	Yahoo.com	Bing.com
Denton Custom Homes	8	4	0
Fort Worth Custom Homes	12	5	-3
Dallas Custom Homes	21	-4	4

Suggested Website Changes:

- The home page needs to be rearranged to include some text. In that text there should be some headlines and text including the desired search terms.
- Your gallery page needs to be modified to include some text and headlines that focus on the desired search phrases. Listing the city that each home was built in would have a positive impact on your search engine positions when a web user typed in the city name with words like “custom home.” For example, your first remodel projects picture alternate text of “Holbrook Residence.” Text below the photo should read something like “This remodeling created a living room extension that was added to a residence in Fort Worth.” This includes desired search terms.
- Your page headline on the history page should read “(your company) has been building custom home in and around the Dallas – Fort Worth area for over six decades.” This communicates a desired message and has a positive impact on the search engine positions.
- Meta tags are the same on all pages. The tags on the custom home should list only the tags related to custom homes. Change the tags to read: “new homes, home contractor, Dallas home builder, Fort Worth residential contractor.” Tags on the remodeling page should read: “remodeling, remodeling contractor, remodeling builder, room additions.”
- Change your home page title to read: “(Company name) builds homes and remodels homes in the Dallas, Fort Worth area.
- (your competitor).com added a page to their site this month focusing on specialty kitchen remodeling. The phrase “Dallas kitchen remodeling” was requested 94 times last month on the major search engines. We may want to consider adding a page to your website that focuses on kitchens and monitor the page’s website position. Send us the things you want to communicate on the page, we will create text that is easy to understand and is friendly to the search engines.