



# Evaluating Your Site

Tolls to help you determine whether your site is set up properly and performing effectively



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# Why Evaluate?

- **Find and fix any problems that are preventing your site from performing as intended**
- **Identify opportunities for enhancement and improvement**



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# What Do You Evaluate?

- **Site construction**
- **Listing status in engines and directories**
- **Ranking performance**
- **Competition on primary keywords**
- **Promotion techniques in use**



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# Tools Available

- **Free web tools**
- **Site statistics**
- **Purchased software**



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# Site Construction

- **Content**
- **Coding**
- **Keywords**
- **Linking**



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# Listing

- **Directories**
- **Search Engines**
- **Related Sites**



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# Ranking

- **Google and Yahoo are the only significant engines to consider at the moment.**
- **Other engines might be of interest in special situations.**
- **Local search should be evaluated.**



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# Finding Relevant Keywords

- **Wordtracker**
- **Goodkeywords**
- **Google**
- **Keyword Discovery**
- **Overture**
- **Statistics**



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# Site Construction

- Netmechanic
- W3 evaluation
- Link checks (Optispider)



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# Listings

- **Yahoo**
- **DMOZ – Open Directory**
- **Local search (Google, Yahoo, etc.)**
- **AboutUs**
- **Alexa**
- **Other Directories**



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# Link Checker Software

- Requires download and install (free!)
- Other tools offered
- Contains ad for Windrose Software

Link Popularity Check 3.0.3

File Edit List Help

Link Popularity Check Search Engine News Improve Your Link Popularity Webmaster Resources

Add... Edit... Remove Update Selected Update All Export... Help

URL	Total	AllTheWeb	AltaVista	Google/Tis...	MSNLive	Yahoo
www.webcamstourist.com	221	54	57	0	42	68
www.floorsetc.com	344	97	148	1	9	89
www.herrenlaw.com	421	130	159	1	5	126
www.lawlesher.com	587	145	186	84	29	143
www.vse-online.com	675	125	228	35	130	157
www.alpicturez.com	698	122	287	3	54	232
www.defensivedriving.com	1,502	241	428	0	175	658
www.small-business-consultants.net	3,251	594	1,080	8	473	1,096
www.florage.com	3,364	909	1,010	8	129	1,308
www.vocabulary.com	39,819	11,500	16,400	337	2,456	9,126
www.treasury.gov	102,698	18,000	30,700	358	42,887	10,753
www.kagi.com	154,708	45,600	62,600	560	8,102	37,846
www.harvard.edu	962,765	285,000	316,000	1,000	64,436	296,329
www.slashdot.org	2,284,881	553,000	645,000	164,000	25,046	897,835
www.microsoft.com	43,917,689	3,080,000	31,900,000	75,900	2,909,236	5,952,553
www.yahoo.com	163,800,171	52,000,000	54,500,000	1,420,000	641,698	55,238,473
www.amazon.com	168,930,566	27,400,000	86,300,000	2,870,000	765,648	51,594,918
www.ebay.com	247,865,293	88,100,000	71,500,000	484,000	742,560	87,038,733

Limited presence... Major Player



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# Competition

- Rank checking comparisons
- Page construction comparisons
- Backward links



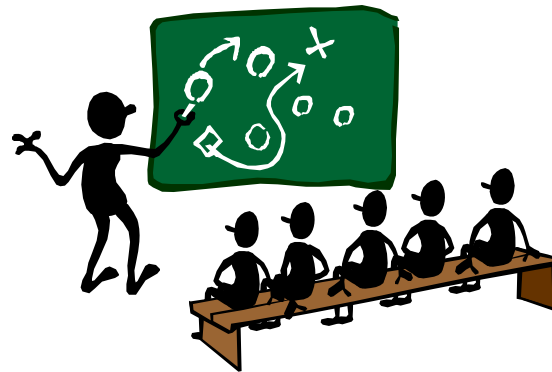
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# END OF PRESENTATION

- Time for your questions?



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End of Presentation

## Questions?

**Don't forget to complete your class  
evaluation form and turn it in at the back  
of the class!**

**We need to clear the room promptly at  
9:00 p.m. so the staff can go home.  
Thanks for your cooperation.**



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