



SEO Report
for Barrie Condo Team
May 10, 2013

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www.barriecondoteam.com compared to www.markettowncondos.com

Keyword Positions

Keyword						
	Your Site	Competitor Site	Your Site	Competitor Site	Your Site	Competitor Site
barrie waterfront condos	1	50+	1	50+	1	42
barrie waterfront condominiums	1	50+	1	50+	4	50+
lakefront condos in barrie	1	50+	1	50+	4	50+
barrie condos for rent	4	19	4	50+	6	50+
barrie condos for sale	5	12	2	50+	2	17
condos for rent in barrie	8	50+	9	50+	11	50+
condos for sale in barrie	50+	50+	2	50+	7	20

50+ = Does not rank in top 50 search results.

Backlinks

Total Backlinks		Unique Domains	
You	Competitor	You	Competitor
99	81	18	10

Google Indexed Pages

Your Indexed Pages	Competitor Indexed Pages
131	26

Social Signals

Social Network	Your Social Signals	Competitor Social Signals
 Facebook	7	19
 Twitter	1	1
 Google+	11	0
 LinkedIn	2	1

SEO Content Optimizations

We have looked at the home page for **www.barriecondoteam.com** and come up with the following rules for optimizing the page for the keyword **barrie condos for sale**.

Action	Description
Add the keyword phrase to h2 or h3 tag.	The h2 or h3 tag should contain a keyword phrase. H2 and H3 headings are next in line after h1 tags for highlighting important content on the page. They should be used in proper order if used (i.e. h2 ahead of h3) and works great for showing search engines and users important content.
Add the keyword to the first <p> tag.	The first paragraph of your content should make reference to the keyword.
Add an h1 to the page.	H1 tags are the most important headings on a page (or content area). This indicates to search engines what the page is about and should highlight the most important content on the page. Consider adding one to your page with a keyword phrase.
Increase the frequency in which the keyword is used in your content on this web page.	The keyword density should be between 2% and 6% of the total amount of content on a web page. Based on the amount of content on this web page, the keyword density is too low.
Add the keyword to the meta description tag.	Add a keyword phrase into your Description for this page. Having a unique description that also contains your keywords on every page will not actually help you rank higher in the Search Engines but they are extremely important for qualifying your potential visitors. By using readable text, along with appropriate keywords in a meta description that is specific to the page will better entice visitors to click on the link. Search Engines will highlight the keyword phrases if they match the search term which will help target visitors as well when they scan your description.

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Action	Description
Ensure your <title> tag contains between 70 & 100 characters.	Your title tag should be between 70 to 100 characters in length. Google will show a maximum of 100 characters after which the title will be truncated. Shorter titles are OK but you are reducing your real estate for relevant content for both search engines and potential visitors.