

The Web Site Score Card

by Morris Media Group

phil@morrismg.com 336-939-6660

Site Structure (20 points)

<input type="checkbox"/> Own domain name http://www.{mydomain}.com	0
<input type="checkbox"/> Every page loads in less than 2 seconds	0
<input type="checkbox"/> Mobile enabled (Expected)	0
<input type="checkbox"/> Every page is a "landing page" (More for users, but expected)	0
<input type="checkbox"/> Use Google's Webmaster Tools for sitemap	5
<input type="checkbox"/> Use Google Analytics	1
<input type="checkbox"/> Use Google Places	5
<input type="checkbox"/> Use YouTube	5
<input type="checkbox"/> URLs say something http://www.{mydomain}.com/my_keyword_here	2
<input type="checkbox"/> Use Header tags H1, H2, H3	1
<input type="checkbox"/> Images with appropriate ALT tags	1
<input type="checkbox"/> Easy predictable navigation (Needed for users, not search engine)	0
<input type="checkbox"/> Easy working site search (Needed for users, not search engine)	0

Site Content (30 points)

Need *orange* in site structure or none of this counts

<input type="checkbox"/> Content changes on a regular basis Monthly	+5
<input type="checkbox"/> Content changes on a regular basis Weekly	+5
<input type="checkbox"/> Content changes on a regular basis Daily	+5
<input type="checkbox"/> Key words at least 3 per page	1
<input type="checkbox"/> Key Phrases based on users search trends	5
<input type="checkbox"/> Location based content	5
<input type="checkbox"/> Bold your key words/key phrases	2
<input type="checkbox"/> Include popular misspellings	1
<input type="checkbox"/> Crafted content around 300 words per page	2

Connectivity (50 points)

Need *orange* in site structure or none of this counts

<input type="checkbox"/> Open commenting	10
<input type="checkbox"/> Allow social sharing	5
<input type="checkbox"/> At least 10 Backlinks	+10
<input type="checkbox"/> At least 50 Backlinks	+10
<input type="checkbox"/> At least 100 Backlinks	+10
<input type="checkbox"/> You post to your site first and then link to social sites second (Do this to not get negatives)	0
<input type="checkbox"/> Open to SPAM but well maintained blacklist	5

Total _____

