

1 MILLION WEBSITES IGNORING SEO BASIC

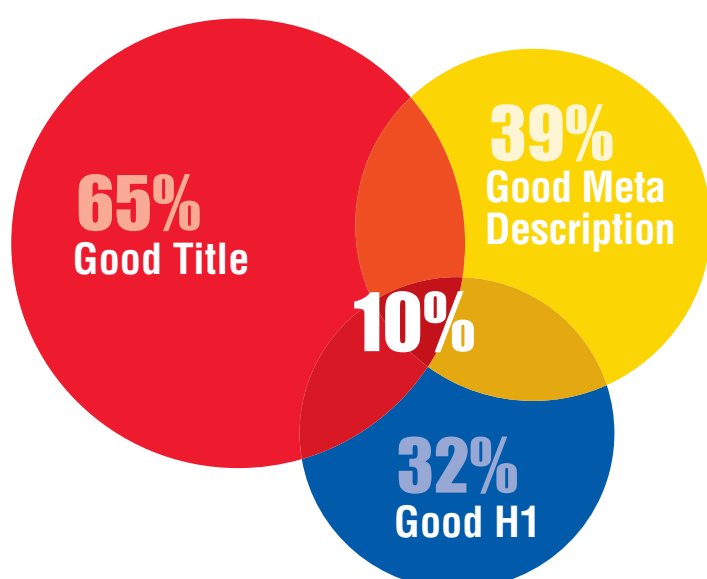
Curious?

Run an instant self-assessment at

www.FreeSEOScorecard.com

DO YOU?

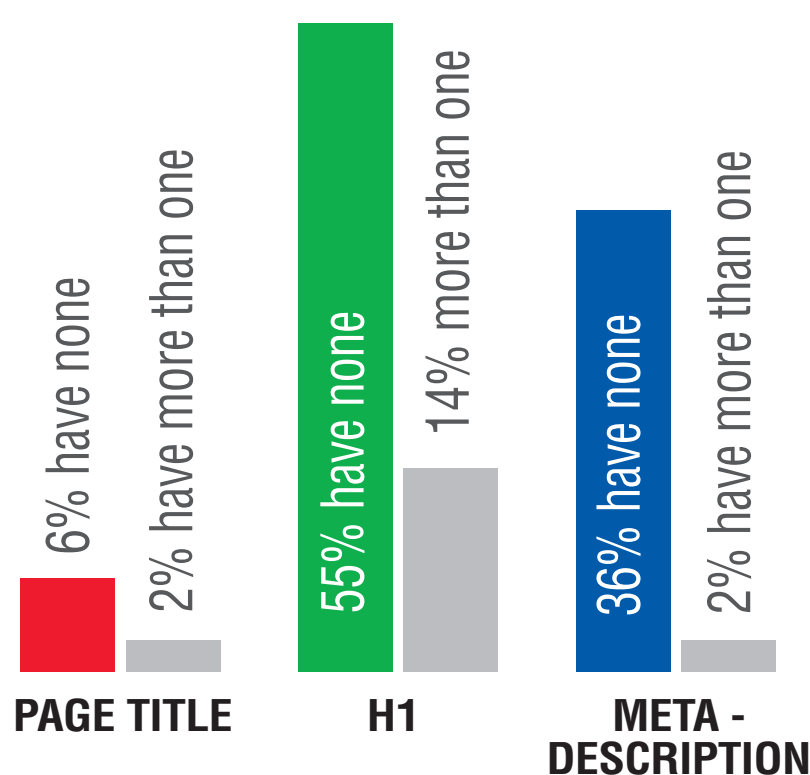
JUST **10%** HAVE BASIC WEB PAGE ELEMENTS CORRECT



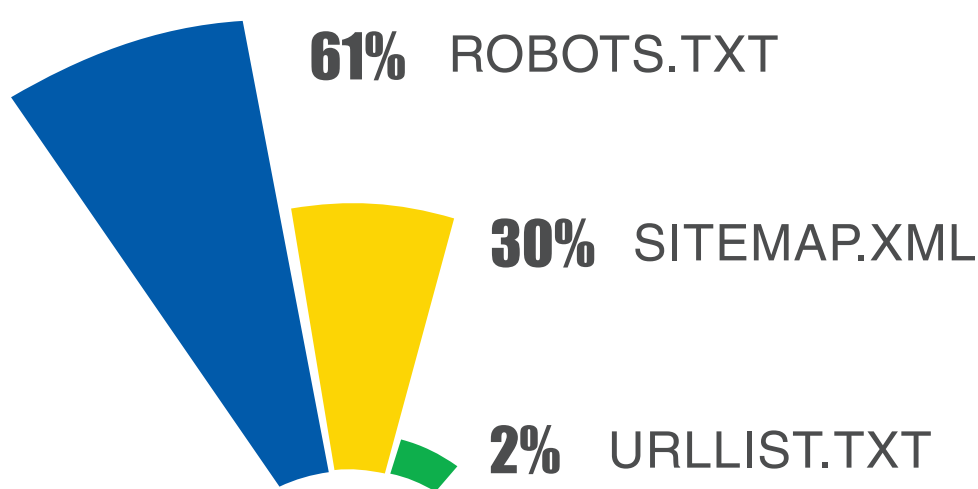
Basic Web Page Elements ([Page Title](#), [H1 Tag](#) and [Meta-Description Tag](#)) help Search Engines understand your intended meaning, linking keywords to content.

CAUSING CONFUSION?

Pages with Duplicate Web Page Elements and Pages with None



UNINTENTIONALLY BLOCKING OR HIDING CONTENT?



If Search Engines can't find your web page (the purpose of a Sitemap.xml file) or you've blocked access to certain web pages (by excluding pages in your robots.txt file) you're not going to show up when a customer searches on "your keywords."

SEARCH RESULTS — WEB PAGE CONNECTION

Learn B2B Marketing White Papers - Sales Establish Client ...
www.marketing-playbook.com/closing-converting-presenting-meeting/white-paper.php
 How White Papers create credibility for you and your business. ... to leverage the most effective online and offline B2B marketing strategies for your Sales Team.

Web Page Title Tag

Web Page File Name

Web Page Meta-Description Tag

White Papers Key To B2B Marketing & Sales— Establish Client Credibility and Guru Status

Web Page H1 (Headline) Tag

```
<meta name="description" content="How White Papers create credibility for you and your business to leverage the most effective online and offline B2B marketing strategies for your Sales Team" />
```

Google, et al, use [Page Title](#), url and (in most cases) the content in the [Meta-Description Tag](#) to create the listings on the Search Results Page.

The meta-description tag is a web page source code element not displayed on the web page

ANALYSIS OF THE HOME PAGES OF 1 MILLION DOMAINS SUBMITTED TO:

FREE SEO Scorecard.com

Brought to you by Venture Marketing and OBTO Tech

Research methodology: <http://freeseoscorecard.com/research>