

# MivaMerchant.com – Initial SEO Report

## General Site Information

Here is some general information about your site that ultimately has an impact on your SEO rankings:

<b>Website</b>	www.mivamerchant.com
<b>Domain Age</b>	1/14/2005
<b>Domain Expiration</b>	1/14/2009
<b>Domain Blacklist</b>	No
<b>Pages in Google Index</b>	42,800
<b>Pages in Yahoo Index</b>	28,823
<b>Listed in DMOZ</b>	Yes
<b>Listed in Yahoo! Directory</b>	No
<b>Links in Google</b>	2,150
<b>Links in Yahoo</b>	667,096
<b>Wikipedia</b>	2 entries
<b>Alexa Rank</b>	64,664

## On Page SEO Factors

Here is an overview of on site factors that have a direct impact on SEO rankings:

<b>Title Tag</b>	Yes	E-commerce Shopping Cart Software – Online Store By Miva Merchant
<b>Meta Keywords</b>	Yes	ecommerce, online store, shopping cart, ecommerce software, shopping cart software, ecommerce solution
<b>Meta Description</b>	Yes	Ecommerce shopping cart software from Miva Merchant is the easy way to sell online today. Miva Merchant's ecommerce solution gives you complete control over design and administration of your online store. Third-party modules make Miva Merchant shopping cart software uniquely extendable and robust.
<b>H1 Tag</b>	Yes	ECOMMERCE SHOPPING CART SOFTWARE FOR ONLINE STORES
<b>H2 Tag</b>	Yes	Over 200,000 Miva Merchant stores built since 1995 says it all
<b>H3 Tag</b>	Yes	Buy Miva Merchant 5.5 for real online &quot;sell power!&quot;
<b>H4 Tag</b>	No	
<b>H5 Tag</b>	No	
<b>H6 Tag</b>	No	
<b>SEO Friendly URLs</b>	Yes	
<b>Sitemap</b>	No	
<b>Robots File</b>	Yes	
<b>Blog</b>	No	
<b>Google Analytics</b>	Yes	
<b>Google Webmaster Tools</b>	Unknown	



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## Top Competitors

Here is an overview of your top online competitors we identified based on website content and recommended keywords:

Top Competitors	% Total Keyword Volume	% of Site's Search Traffic	Average Monthly Search Referrals
3dcart.com	5.69%	11.38%	7,075
ecommercetemplates.com	5.28%	6.25%	10,802
zen-cart.com	3.68%	0.60%	82,109
pdgsoft.com	3.39%	23.51%	1,432
searchfit.com	3.26%	20.46%	242

## Keyword Recommendations

Here are the keywords we recommend optimizing your site for along with your current position on the three major search engines. The results column is the number of pages returned in Google while the searches column is the estimated number of monthly searches across all search engines. If you are not in the first 10 pages of results then NF is used to designate "not found."

Keywords	Results	Searches	Google Rank	Yahoo Rank	Live Rank
ecommerce	83,700,000	109,680	92	89	78
ecommerce business	4,420,000	240	NF	NF	NF
ecommerce shopping cart	2,600,000	750	17	24	55
ecommerce shopping cart software	5,680,000	360	20	34	44
ecommerce software	3,590,000	2,430	24	92	84
ecommerce solution	2,350,000	1,170	86	85	81
ecommerce solutions	2,320,000	2,370	37	44	47
online store	124,000,000	9,210	33	37	42
shopping cart	361,000,000	21,450	59	77	64
shopping cart software	9,810,000	3,180	26	52	73
shopping cart system	2,450,000	270	33	45	42
shopping carts	4,050,000	8,790	61	78	88
web hosting ecommerce merchant account	309,000	600	NF	NF	NF
web hosting shopping cart	447,000	540	NF	NF	NF

## Strategic Goals

- Build ecommerce community
- Top ecommerce resource
- First Page SERP for ecommerce terms



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## SEO Site Recommendations

Here are a list of recommendations we will work on completing in the first month based on current rankings, current website state and strategic goals.

- Create sitemap and add to footer
- Check robots.txt exclusions
- Optimize internal site linking
- Add to Yahoo! Directory
- Join forums
- Create blog
- Optimize Meta Description
- Optimize Title Tag
- Optimize Meta Keywords
- Setup Webmaster Tools
- Review Google Analytics Setup
- Setup Goals in Google Analytics
- Add Site Search
- Setup Site Search in Google Analytics
- Add footer links
- Add content to category pages
- Extend domain registration
- Add alt text for images
- Add title tags to links

Please contact us with any questions at **866-284-9812, opt.2**



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