



Website analysis report for

www.hitsindia.com | 09th Dec 2010

Hi Technology & Services
SEO Division
Dream | Design | Develop | Deliver

Analysis Report for

<http://www.hitsindia.com> | 09th DEC 2010

Technical Factors

SEO FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Pages indexed by Google	The higher the number of pages indexed by Google, better the ranking in Search Engines.	17	NOT GOOD	Please add more quality pages on a regular basis.



site:hitsindia.com

Search

About 17 results (0.34 seconds)

[Advanced search](#)

Everything

More

Show search tools

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Creative Designing. Web Applications. Client – Server Applications. 1. 2. 3. 4. What we do? What you imagine or desire, We develop and deliver ...
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Brilliant work. Thanks. You are one of the most professional and easy to work with programmers that we have encountered in five years of out sourcing. we ...
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[Domestic - Hi Technology & Services](#) 🔍

IIPM School of Business Management. Padmanava College of Engineering. Rourkela Institute of Management Studies. Dr. Ambedkar Memorial Insitute of ...
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FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Canonicalization	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	Issue is there	NOT GOOD	Pick the url that you want and use that url consistently across your entire site. Don't make half of your links go to http://www.hitsindia.com/ and the other half go to http://hitsindia.com/
Domain Age	The older the domain, the better will be the ranking in Search Engines.	Not found	NOT GOOD	Please extend your site registration for maximum possible years which would enhance the reliability of your site for its visitors
Reverse IP	Search Engines like dedicated IPs.	Not found	NOT GOOD	Go for a dedicated IP. It is good from Search Engine point of view.
Site Size	The more pages, the better the ranking.	1805897 bytes	GOOD	
Search Engine Visibility	Your website's presence in major Search Engines makes it available to their network, hence boosts traffic.	Found in all Major Search Engines	VERY GOOD	

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On Page Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
HTML Validation	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	25 Error	NOT GOOD	Try to fix all these errors to maintain the quality of the web site.





Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

Jump To: [Validation Output](#)

Errors found while checking this document as XHTML 1.0	
Result:	25 Errors, 2 warning(s)
Address :	<input type="text" value="http://www.hitsindia.com/"/>

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Page Rank (PR)	Higher the PageRank, more the trust of visitors.	3	NOT GOOD	Need more in-bound links to make the site an attractive link prospect. Link Building will help
Cache	It supports deep crawling of your site.	Retrieved on 15 th Sep 2010 13:41:25 GMT	OK	Make your site crawler friendly, Keep your site up-to-date.
Title	Brief and relevant title is highly considered by Search Engines and visitors alike.	Not found	NOT GOOD	The title you have incorporated needs to be more descriptive regarding your products, services and with some targeted keywords
Description	Brief and relevant description is highly considered by Search Engines and visitors alike.	Not found	NOT GOOD	Put a relevant description in your meta part.
Headings	Brief and relevant headings are highly considered by Search Engines.	Not found	NOT GOOD	Put a targeted keyword in headings to get higher value in SE point of view.

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Quality of Page Content	Google likes semantic and thematically relevant web content and ranks it high.	Not So Good	NOT GOOD	Enrich your content with natural language along with proper density of keywords
Broken Links	Visitors don't like websites containing broken links.	0 Broken links found	VERY GOOD	
Availability of Search Facility	Visitors can easily find the information that they are looking for.	Not Available	NOT GOOD	Implement this kind of functionalities to make your site more user friendly.
Ensuring quality of back links	Major search engine accord high value to links rich in content.	Not Checked		Go for quality back links
Live Support	Visitors can instantly put forth their queries and get their answers	Not Found	NOT GOOD	Install a live support software in your site

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Image Alt-tag	Alt tags help Search Engines track the theme of the images on your pages.	Alt-tag has not been used	NOT GOOD	Try to use alt-tags against all Images and links. Flash images are not search engine friendly. Try to avoid flash images.
Relevant Stock-photos	Theme related photos attract visitors and provide a professional look to your site.	Stock-photos Not Found	NOT GOOD	Add some more relevant and theme based photos to make your site more professional
CMS/ Navigation Structure	Properly designed Content Management System makes a site user friendly and crawler friendly.	properly Navigated	GOOD	Make properly navigated.
HTML Validation	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	25 Errors	NOT GOOD	Try to fix all these errors to maintain the quality of the web site.

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Off Page Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Back Links	Greater number of quality back links boost your site's ranking.	Google - 21 Yahoo - 509	GOOD	Need to improve link popularity in Google, Yahoo and Bing. Link building will help.



Google

link:www.hitsindia.com

About 21 results (0.22 seconds)

Everything
More

Show search tools

WELCOME TO Excellence International- Free Excellence International FZC (EI FZC) is a UAE, Ajmar since 2005. With partners, contributors, associates wh eifzc.com/feedback.php - Cached

CMP Initiatives - Kendriya Vidyalaya Bondam!
To enhance the skill of communication with the teacher
Dhinara Mrs K Das Mrs A Pati Mrs M Tanti Mr S K A



YAHOO!
SITE EXPLORER

www.hitsindia.com

Site Explorer

- Add to MySites
- My Sites
- Submit Your Site
- Preferences
- Blog
- Badge
- Web Service API
- Feedback

Results

Pages (17) Inlinks (509) Show pages from: All subdoma

Result details: [-] [+]

- Hi Technology & Services
text/html www.hitsindia.com - 23k - cache
- Hi Technology & Services
text/html www.hitsindia.com/careers.asp - 25k - cache
- Hi Technology & Services
text/html www.hitsindia.com/team.asp - 17k - cache
- Hi Technology & Services
text/html www.hitsindia.com/profile.asp - 18k - cache

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Dmoz listing	Dmoz is by far the most authoritative site.	Not found	NOT GOOD	Get a listing with DMOZ on priority basis.
Yahoo directory listing	Yahoo listing brings traffic, page rank and authority to the domain.	Not found	NOT GOOD	Great work!Get a listing with Yahoo directory.
Top social bookmark listing	Good for getting direct traffic.	Not found	NOT GOOD	Start the social bookmarking promotion.

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Competitor's Ranking

KEYWORDS	CURRENT RANKING	SEARCH ENGINE	GLOBAL MONTHLY SEARCH VOLUME
Software company in Rourkela	1	Google	0 visits per month



software comapny in Rourkela

About 56,600 results (0.15 seconds)

Everything

Places

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hits logo, hitsindia **rourkela** ... like fast food – easy to procure but a compr satisfaction. We specialise in developing custom **software** solutions. ...

www.hitsindia.com/ - Cached - Similar

[Software Technology Parks of India \[Member Companies\]](#)

Name of the **Company**. Contact Address. Working Areas. 1. ASHIRWAD IT NO: 174/585. SHAKTI NAGAR **ROURKELA**, 769014. 2. BNP **SOFTWARE** ,

... www.rkl.stpi.in/member_companies.html - Cached

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

software company in Rourkela

Website

Only show ideas closely related to my search terms

Advanced options

Locations: United States x

Languages: English x

Search

+ Add keywords

Download

Estimate search traffic

View as text

More like these

S

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches
<input type="checkbox"/> software company in rourkela	-	-
<input type="checkbox"/> ☆ erp software company		1,600

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE	ACTION (if any)
Browser Compatibility	Different browsers are used by different visitors.	1. Internet Explorer 2. Mozilla	VERY GOOD	
Back Links	Greater number of quality back links boost your site's ranking.	Google - 21 Yahoo - 509 MSN - 0	GOOD	Need to improve link popularity in Google and MSN. Link building will help.
Keyword Popularity	Increases potential traffic if site gets listed among top 10 positions for major keywords in Search Engines.	No Keywords ranks in top 100 in Major Search Engines.	NOT GOOD	Please optimize your site for all keywords to increase your ranking in major Search Engines. Link building can help.
Black hat Technique	Search Engines may penalize your site if you adopt any kind of black hat techniques.	Not Found	VERY GOOD	

How Hi Technology & Services can help with Natural Search Engine Rankings:

There are 3 stages to the process:

1. Agree to the list of keywords
2. Make some changes to the existing website
3. Start an inbound link building campaign

Are you looking for a detailed report on:

Competitor research, Keyword analysis, Critical site analysis, Reputation management, Social networking, Local listing, Visitor behavior, 25 + Off-page factors (e.g. Directory, Article etc.), 20+ On-site factors (e.g. Canonical issue, pages indexed), 20+ On-page factors (e.g. Meta elements, URL)
Delivery Time: 5 business days

Cost: \$100

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