

7. Metatag Analysis

a. Why it's important:

While a Metatag Description is far less important for a webpage's Google or Yahoo SERP than the Page Title, most search engines do attach some value to it. At best, it is part of the SEO process and can increase your SERP a little. Even at worst, a good description is the first piece of information about your site that web searchers see. So it's like a headline, slogan, or online business card.

b. Your Result:

Very fluent and readable description. However, too long by at least 20 words while at the same time short on keywords.

c. Issues:

Not SEO friendly. Your description should be an intro to your site.

d. Recommendation:

Shorten description text by 25 words while inserting 2-3 instances of your keyword. At the same time, ensure that the words you remove are non-relevant words. In particular, we suggest you remove (if possible) the words FOR, AFTER, ABOUT, and LITERATURE. As a result, you should achieve a tighter, more relevant, more focused text. Also make sure the meta description is a good read as it will be your showcase, the first impression viewers get of your site (remember: the description will appear, along with your page title, on the results pages). It should also be informative.

8. Headers Analysis

a. Why it's important:

Headers (aka Page Headers), too, are an important part of a well structured and well optimized web page. The search engines love good, descriptive, keyword-rich headers. Main headers are called H1. Second in importance are H2, and so on, but SEO experts usually stop at H3 or H4. Headers should include relevant keywords and be well placed on the page (there are many rules and guidelines which we can't list here).

b. Your Result:

Page has good (but too long) H1 but has no H2, nor H3

c. Issues:

H2 / H3, too, are important for SEO.

d. Recommendation:

Shorten H1 to approximately 7-8 words but keep current keyword. Add another keyword. Add 2 H2s and (if possible) 2-3 H3s. H1 should of course always be relevant, and be on the top of the page, followed by a relevant H2. A second H1 can be inserted towards the middle of the page, followed by an other H2. H3s are not vital but a very good idea and we recommend H3s. Make sure all headers are keyword-rich, with at least one H1 that reads: MUSICAL INSTRUMENTS | MUSICAL INSTRUMENT DEALERS.