



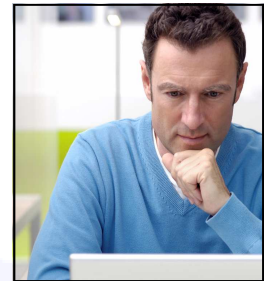
# Tomahawk Technologies Inc.

## SEARCH ENGINE OPTIMIZATION (SEO)

### Improve Your On-Line Presence

The Internet today comprises of over 110 million web sites and over 25 billion indexable web pages. Standing out in this crowd is a daunting task for most businesses. Some people think that it's good enough to submit a web site to as many search engines as possible to get high rankings. Unfortunately, that isn't the case since you need to specifically optimize your web site to rank high on search engines.

Tomahawk's professional and affordable Search Engine Optimization (SEO) service is designed to ensure that your web site stands out by ranking in the Top 10 search results for your specific keywords.



Within weeks of consulting with our SEO specialists, you'll have the opportunity to convert your increased site traffic into qualified sales. Best of all, our results are guaranteed!

Tomahawk can show you proven results with Google and a number of major search engines. It is not coincidental that Tomahawk ranks extremely well for terms such as "Ottawa area web development" and "Ottawa web hosting."

### Top 10 Successes (from Google.ca)



- Tomahawk's own CarletonPlace.com for "Carleton Place"
- Canadian Golf Club for "Ottawa golf clubs"
- Canadian Women Golfers for "golf league for women"
- ParkAdmin for "parking and violation management"
- Baron's Motor Inn for "Carleton Place inn"

\* Based on results at the time of publishing

We take the keywords from your home page and analyze it against your site content and Google's search results. If you've never developed a list of keywords, Tomahawk can help you determine which keywords would be the most effective for your business. We'll then generate a report that will range between 50 and 70 pages. The report provides results based on a percentage of the requirements necessary for a Top 10 ranking on Google.com for your keywords. It also offers a series of suggestions to help rank your site higher. Once that's done, we'll run a post report to show what still needs to be done to improve your score or confirm that the changes performed will lead to a Google Top 10 ranking.

Obviously, it's almost impossible to rank in the Top 10 with a single keyword. What we do is ensure our results within Google Canada's search result with at least 2 keywords.

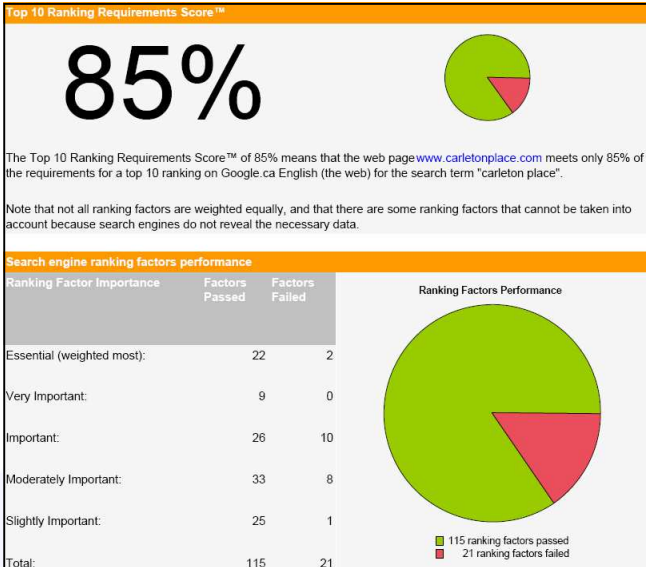
If you optimize on 2 keywords or more and your score is at least 90%, you are guaranteed to reach the Top 10 within 60 days or you will be refunded the report price.

If you optimize on 3 keywords or more and your score is at least 80%, you are guaranteed to reach the Top 10 within 60 days or you will be refunded the report price.



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Your site is given a percentage score indicating the level of Search Engine Optimization. Initially, your score may be low. However, through the numerous recommendations provided, your score should improve to a level that will place you site on Google's Top 10 ranking.

**Readability level of web page**

**Slightly Important**

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

**Readability results**

**Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)**

Your Site	1	2	3	4	5	6	7	8	9	10	Range
61	43	43	36	46	35	54	40	35	33	n/a	33 to 54

**Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)**

Your Site	1	2	3	4	5	6	7	8	9	10	Range
7	11	11	11	12	9	7	10	11	10	n/a	7 to 12

**Advice for the readability of your web site**

The Flesch Reading Ease Score of your web page [www.yourvet.ca](http://www.yourvet.ca) is 61. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is easy to comprehend. OK

The Readability Level of your content is another consideration in the successful ranking of your site.

**Keyword use in H1 headline texts**

**Very Important**

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.ca English (the web), too.

Example: <h1>your very big headline text</h1>

**Your contents**

No.	H1 Heading Text
1.	CarletonPlace .com
2.	News
3.	Business Directory
4.	Forums
5.	Events
6.	Classifieds
7.	Media
8.	Links
9.	Advertising

**Advice for your H1 headline texts**

**Search term: "carleton place"**

	Competitors	Your Site	Advice
Number of keywords:	0 to 1	1	OK
Keyword density:	0% to 67%	10%	OK

**Search term: "carleton"**

	Competitors	Your Site	Advice
Number of keywords:	0 to 1	1	OK
Keyword density:	0% to 33%	10%	OK

**Search term: "place"**

	Competitors	Your Site	Advice
Number of keywords:	0 to 1	1	OK
Keyword density:	0% to 33%	10%	OK

**Keywords "carleton" or "place"**

	Competitors	Your Site	Advice
Number of keywords:	0 to 2	2	OK
Keyword density:	0% to 33%	10%	OK

Keyword Density is an overlooked aspect of SEO. While it's important to include your keywords into the content of your site, a common mistake of overusing keywords can actually reduce your ranking.

**Table: Number of words**

This chapter lists the analyzed keyword ranking factors in tabular form.  
(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	20	6	12	12	7	4	5	6	3	10	1	1 to 12
Body Text:	10	337	200	452	300	168	866	831	7,682	195	11	11 to 7,682
H1 Texts:	0	0	4	0	0	0	8	4	5	4	11	0 to 11
Domain:	1	1	1	1	1	1	1	1	1	1	1	all 1
Page URL:	0	0	0	0	0	0	5	6	4	1	0	0 to 6
H2-H6 Texts:	0	0	0	20	0	0	12	13	66	2	0	0 to 66
IMG ALT:	0	0	1	12	29	4	0	207	7	0	25	0 to 207
Bold Text:	0	2	25	9	5	37	0	60	295	0	0	0 to 295
SD LT:	0	0	21	4	0	8	470	321	943	14	4	0 to 943
Outbound LT:	0	2	3	3	0	10	3	0	18	0	0	0 to 18
SD LU:	0	8	10	1	9	7	1,460	625	1,195	17	16	1 to 1,460
Outbound LU:	0	2	3	8	2	33	5	0	32	0	0	0 to 33
Meta Descr.:	0	0	15	22	25	0	7	17	6	0	0	0 to 25
Meta Keyw.:	19	0	13	22	31	5	13	0	6	0	0	0 to 31
First Sentence:	10	10	28	6	4	4	4	37	89	8	11	4 to 89
HTML Comm.:	2	0	0	3	10	9	154	364	28	34	0	0 to 364

Tomahawk will analyze your keyword across your entire site including content, links, images, etc.