

## Martial Arts Website Report

### Part 1: Search Engine Keyword Ranking

*Why it's important:* This number tells you what position any page from your site came up when a user searches for a given word. A lower number is better, top 10 (first page) is preferred.

| Key Phrase                   | Google Ranking | Yahoo Ranking | Bing Ranking |
|------------------------------|----------------|---------------|--------------|
| Korean Academy of Taekwondo  | 1,2,4,5,6,7    | 1-8, 10       | 1-4,5        |
| Aurora, CO Taekwondo Lessons | 1              | 5             | 2            |
| Aurora Martial Arts Classes  | 7              | >50           | 27           |
| Colorado Taekwondo           | 8              | 12            | 29           |
| Taekwondo                    | 30             | >50           | >50          |

### Result



**RED  
BELT**

Overall good, but missing some ranking for specific keywords.

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### Part 2: Google Pagerank

*Why it's important:* Google accounts for about 65% of all searches, and their main 'score' of a page is its pagerank. Pages with higher pagerank are more likely to show up higher in search results. The scale is logarithmic, so going up one number is like increasing 5-6 times.

| Site   | Pagerank |
|--|----------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | 4        |

### Comparison

[www.usa-taekwondo.us](http://www.usa-taekwondo.us) 6  
[www.denverpost.com](http://www.denverpost.com) 4

[www.cnn.com](http://www.cnn.com) 10  
[www.cotkd.com](http://www.cotkd.com) 2

## Result



**BLACK  
BELT**

The highest of any school site seen so far.

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### Part 3: Site Design

*Why it's important:* Having a good design will cause people to want to visit and link to your page.

**Recency:** Content is new and updated. Dynamic content streams in.

**Overall Design:** Visually appealing, good quality images

**Navigation :** Menu tucks away large amounts of content neatly. Sitemap for non-java.

**Multimedia:** Ample pictures and videos.

**Spelling/Grammar:** Very few errors.

## Result



**BLACK  
BELT**

Doing well overall.

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### Part 4: Google Local

*Why it's important:* Local searches often show up at the top of the organic results. Also, many people will specifically search locally, especially on mobile devices.

| Site   | In Google Local | Content? | Reviews |
|--|-----------------|----------|---------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | Yes             | Yes      | 3       |

## Result



# RED BELT

Good, but could use more reviews.

## Part 5: Alexa Ranking

*Why it's important: Alexa is a site that uses a toolbar to understand internet traffic patterns.*

| Site   | Rank    | TKD Schools Worldwide | TKD Schools North America | TKD Schools US | TKD Schools CO |
|--|---------|-----------------------|---------------------------|----------------|----------------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | 538,535 | 1                     | 1                         | 1              | 1              |

## Result



# BLACK BELT

The highest of any TKD school.

## Part 6: Backlinks

*Why it's important: The more sites linking to yours (and the quality of those sites) the better you'll do in search results. Note, many of these may just be dynamic content that other sites have picked up of yours (like press releases)*

| Site   | Yahoo linkdomains report |
|--|--------------------------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | 812                      |

## Result



# BLACK BELT

Good for a school, but you can always use many more of these.

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### Part 7: Links

*Why it's Important: Broken links annoy visitors, prevent them from finding content, and can cause search engines to mistrust your site. Having a low outbound link % can make it seem like you don't want to contribute to the web.*

| Site   | Total URLs | Broken Links | Outbound link % |
|--|------------|--------------|-----------------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | 1022       | 25           | Good            |

## Result



# BLUE BELT

Need to take care of broken links.

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### Part 8: Leads Capture

*Why it's important: You need to have a clear method of capturing lead information. Should be obvious.*

| Site   | Lead Capture Form | Copy Quality | Offer Quality |
|--|-------------------|--------------|---------------|
| <a href="http://www.kattaekwondo.com">www.kattaekwondo.com</a> | Yes               | Good         | Good          |

## Result



# BLACK BELT

Good but always look for improvement here.

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### Part 9: Social Media

*Why it's important:* Social Media can be a great way to keep up with your students, since they will check it anyway.

| Site  | Use?   | Friends/Followers/Videos          |
|---|--------|-----------------------------------|
|  | YES    | Personal (453)<br>KAT Group (202) |
|  | YES    | Videos (132)<br>Subscribers (34)  |
|  | YES/No | Minimal                           |
| Blog  | YES    | Minimal.                          |

### Result



Facebook and Youtube are used well and embedded into website. Number of connections is good. Blog views and connections should be higher.

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### Part 10: Overall Score

**Good Points About Website:** Overall a very good site that should generate numerous leads and new students. There is a ton of content that is well organized so as not to appear too cluttered.

**Bad Points about Site:** Design is good but could be better. Ranking for some keywords not as high as it should be.

**Suggestions to Consider:** Could add more functionality, members areas, dynamic content, etc.

## Overall Result



This site does farther and requires more time to maintain than the vast majority of martial arts sites. There is still much room for improvement, but many new leads and students come

from this site every month. It also keeps current students interested and proud of their school and its accomplishments.

## Grading Scale

