

February 12, 2009



Search Engine Optimization

Initial Keyword Submission: Analysis & Review

The following report is an analysis of the initial list of 'Keyword Phrases' submitted for review as part of the SEO Campaign now in progress.

This report is generated by searching the number one ranked 'Search Engine' for all Keyword Phrases that have been submitted for this initial review phase. During the review alternative and variations of the keywords submitted for review, are researched and analyzed. Then each chosen keyword phrase is reviewed for effectiveness and the influence it will have on the current SEO Campaign's success potential. It's called 'Design for Success'.

SEO Campaign - 'Initial Keyword Phrases' Report:

(Each submitted keyword phrase is analyzed against the currently ranked number one world-wide Search Engine.)

Report Structure:

- [Organizational Change Management](#) (Keyword Phrase being analyzed)
2,710,000 for [Organizational Change Management](#) (Pages that are indexed for this phrase)
8 sponsored links (Sponsored Links. Should you be included here?)
Suggested Phrase (Analysis Results and recommendation.)

The Keyword Phrase is presented, along with the number of references (pages) in the search engine reviewed, how many 'Sponsored Links' are presented, and a determination is made of the suitability of the Keyword Phrase under consideration. (If your chosen keyword phrase is not found in the top 100 results or the top 10 pages then your site is considered to be invisible!)

Initially it is important to plan to optimize for 5-7 keyword phrases. One can always add more keyword phrases or modify the existing keyword phrases, at anytime in the future.

Initial Keyword Analysis & Review

Please note: Due to existing 'search engine spider crawls' your site may have pages that are already ranked highly on one of the "Keyword Phrases" now under analysis. This will be noted in the report.

- [Organizational Change Management](#)
2,710,000 for [Organizational Change Management](#)
8 sponsored links
Suggested Phrase
- [Cultural Change Management](#)
2,910,000 for [Cultural Change Management](#)
8 sponsored links
mostly edu (transforming human cultures) and some consultants
Suggested Phrase

ALAN FORAL – DIGITAL SERVICES

W211 N6889 PLEASANT ST.
MENOMONEE FALLS, WI 53051

TELEPHONE: (262) 250-9804 FAX: (262) 250-9805

Suggested ADDITIONAL Phrase - Business Change Management
9,710,000 for **Business Change Management**
12,000,000 for **Change Management**

- **Organization Development Services**
7,620,000 for **Organization Development Services**
6 sponsored links
See below phrase
- **Organizational Design Services (modified)**
5,980,000 for **Organization Design Services**
3 sponsored links
mostly edu, how to dress, web site design services, and consultants
Suggested Phrase - modified to Organizational Development Consultants
538,000 for **Organizational Development Consultants**
5 sponsored links
- **Leadership Coaching Development**
787,000 for **Leadership Coaching Development**
8 sponsored links
mostly edu, sports related
- **Project Communications Design**
4,840,000 for **Project Communications Design**
1 sponsored link
mostly edu, books and ad agencies
- **Organization Change Readiness**
368,000 for **Organization Change Readiness**
4 sponsored links
www.toolpack.com/services/changeprep.html
mostly universities & books, some consultants
Suggested Phrase
- **Training Needs Analysis**
5,520,000 for **Training Needs Analysis**
6 sponsored links
universities, books and softwares & consultants
- **Corporate Learning Strategy**
2,620,000 for **Corporate Learning Strategy**
1 sponsored link
mostly universities and books
- **Blended Learning Strategy**
82,200 for **Blended Learning Strategy**
0 sponsored links
mostly books & universities on classroom/learning strategies
Possible Phrase

ALAN FORAL – DIGITAL SERVICES

W211 N6889 PLEASANT ST.
MENOMONEE FALLS, WI 53051

TELEPHONE: (262) 250-9804 FAX: (262) 250-9805

- [Corporate Training Strategy](#)
3,580,000 for [Corporate Training Strategy](#)
8 sponsored links (mostly consultants)
Mostly companies offering Training
Possible Phrase
- [Change Management Office](#)
6,580,000 for [Change Management Office](#)
5 sponsored links
www.yourcompany.com/1242.shtm
NOT needed already ranked on Search Engine tested
- [Business Process Reengineering](#)
190,000 for [Business Process Reengineering](#)
8 sponsored links (mostly consultants)
mostly universities and books
Suggested Phrase
- [Culture Transformation Analysis](#)
825,000 for [Culture Transformation Analysis](#)
0 sponsored links
www.ott-consulting.co.uk/App2CultureChg.html
mostly universities and books
Possible Phrase

First pass on Keyword Phrases:

Suggested Phrase(s):

1. Organizational Change Management
2. Cultural Change Management
3. Organizational Development Consultants
4. Organization Change Readiness
5. Business Process Reengineering

Possible Phrase(s):

Blended Learning Strategy
Corporate Training Strategy
Culture Transformation Analysis

Already picked up due to Search Engine crawl:

Change Management Office (on initial page results)

The next step is to agree upon and make a final selection of “Keyword Phrases” for inclusion in the SEO Campaign underway.

ALAN FORAL – DIGITAL SERVICES

W211 N6889 PLEASANT ST.
MENOMONEE FALLS, WI 53051

TELEPHONE: (262) 250-9804 FAX: (262) 250-9805