

# BusinessWebWorx

## Company Profile

<b>Business</b>	Bookkeeping Central
<b>Domain URL</b>	<a href="http://www.bookkeepingcentral.com.au">www.bookkeepingcentral.com.au</a>
<b>Business Type</b>	Accountants
<b>Address</b>	[REDACTED]
<b>Post-Code</b>	VIC3000
<b>Country</b>	Australia
<b>Contact Name</b>	[REDACTED]
<b>Position</b>	[REDACTED]
<b>Established</b>	1995
<b>Email</b>	<a href="mailto:enquiries@bookkeepingcentral.com.au">enquiries@bookkeepingcentral.com.au</a>
<b>Telephone No.</b>	1300 855 763
<b>Skype Address</b>	[REDACTED]
<b>MSN IM</b>	[REDACTED]
<b>Project Login</b>	[REDACTED]
<b>Target Market</b>	Local Businesses

# Website Audit

## Website Business

### Product Range/Service

From initial viewing of your landing page there is an obvious lack of focus, direction and professionalism. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] software company which, in fact is native Australian, namely MYOB. On initial scanning of your competitors websites, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] they can be best attributed with regards to layout and marketing on your website.

Example

## Target Audience

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] less than 12 months old and are now getting into difficulties with doing their own bookkeeping especially in the areas of GST, BAS and PAYG. Even if they have purchased the latest addition of MYOB, [REDACTED]  
[REDACTED]  
[REDACTED] additional benefit, especially as you are only a small business yourself and do not employ 10 to 20 staff. [REDACTED]  
[REDACTED]  
[REDACTED] footage to be added to the site to reinforce that you are not some corporate suit but are an every day working man.

Example

## Branding

colour scheme as green and orange, one must be aware that two highly contrasting colours for a professional based website,

your theme with the remainder of the web page. If you have

Example

## Incentives

Websites should treat potential clients

even solicitors have realise that offering just half an hour of their time can pay dividends in the long term.

Example

## Online Reputation

Just as you would find in

please be aware of the above facts.

Example

## Website Design Appeal

The most important factor for any website is a little known term called [REDACTED]

We have had 20 independent, non connected, small business owners and web surfers view your website and report their appraisal. [REDACTED]

75% said they could see [REDACTED]

[REDACTED] If there is nothing on this page that appeals to them they will instantly leave the site and they will be another addition to the bounce rate statistic.

## Website Interactivity

The main function of any website is to get your potential

vendor. a tool to initiate a human interaction between client and

Example

## Website Functionality

A websites functionality is merely [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] Your main menu  
lacks that clear direction and requires to be re-categorised with more definitive [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] We will discuss with you further how  
these services are portrayed on your website [REDACTED]

Example

# Website Marketing

## Overview

Bookkeeping Central uses

[Redacted text block]

[Redacted text block]

2,500 times on average per user per month.

[Redacted text block]

Example

# Keyword Research Analysis

For some

pages.

Search Term	Monthly Searches	Results
bookkeeping	550000	13800000
payroll services	135000	6170000
accounting services	90500	33300000
bookkeeping services	40500	2980000
accounting melbourne	22200	6590000
payroll management	14800	5670000
accountants melbourne	3600	716000
bookkeeping melbourne	2900	261000
myob melbourne	1600	135000
bookkeeping australia	1000	968000
business start up services	320	1.33E+08
new business melbourne	170	13400000
bas melbourne	110	1110000
accounting services melbourne	99	1230000
bas lodgement melbourne	98	28000
bas preparation melbourne	82	61200
bookkeepers for small business	71	4070000
bookkeeping for franchisees	70	199000
bookkeeping for franchisees melbourne	66	12500
bookkeeping for tradesmen	62	38800
bookkeeping for tradesmen melbourne	58	10200
gst preparation melbourne	56	1080000
invoice debt management	51	242000
invoice debt management melbourne	49	12200
myob services melbourne	49	179000
new business starter packs	46	745000
new business starter packs melbourne	42	140000
onsite bookkeeping melbourne	41	22600
payg melbourne	39	280000
payg preparation melbourne	37	280000
payroll management melbourne	28	442000
small business bookkeeping melbourne	19	52700

## Search Engine Indexing

Domain	Total	Google	Yahoo	Live	AllTheWeb	AltaVista
www.bookkeepingcentral.com.au	119	22	86	1	5	5

Example

# Search Engine Ranking Position

## Checked Keywords

Keyword	Listings On Page 1	Listings On Page 2	Listings On Page 3
Accountants Melbourne	0	0	0
Accounting Melbourne	0	0	0
Accounting Services	0	0	0
Accounting Services Melbourne	0	0	0
Accounts Receivable Services	0	0	0
bas lodgement melbourne	0	0	0
bas melbourne	0	0	0
bas preparation melbourne	0	0	0
Bookkeepers for small business	0	0	0
Bookkeeping	0	0	0
Bookkeeping Australia	0	0	0
bookkeeping for franchisees	0	0	0
bookkeeping for franchisees melbourne	0	0	0
bookkeeping for tradesmen	0	0	0
bookkeeping for tradesmen melbourne	0	0	0
Bookkeeping Melbourne	0	0	0
Bookkeeping Services	0	0	0
Bookkeeping Sydney	0	0	0
Business Start Up Services	0	0	0
gst preparation melbourne	0	0	0
invoice debt management	0	0	0
invoice debt management melbourne	0	0	0
myob melbourne	0	0	0
myob services melbourne	0	0	0
new business melbourne	0	0	0
new business starter packs	0	0	0
new business starter packs melbourne	0	0	0
onsite bookkeeping melbourne	0	0	0
payg melbourne	0	0	0
payg preparation melbourne	0	0	0
payroll management	0	0	0
payroll management melbourne	0	0	0
Payroll Services	0	0	0
small business bookkeeping melbourne	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Your Top 10 Competitors on Google.com.au (the web)

- 

<http://www.booksonsite.com.au/>

Title: Bookkeeping | Bookkeeping Services with BooksOnSite Book Keeping in Sydney, Melbourne and Brisbane

Description: Looking for professional bookkeeping services? BooksOnSite provides SMEs in Sydney, Melbourne and Brisbane with professional onsite bookkeeping to manage your accounting needs. We act as your accounting department providing a range of accounting services to maximise your business efficiency.
- 

<http://mycareer.com.au/jobs/melbourne/accounting/bookkeeping/>

Title: Bookkeeping Jobs in Melbourne Metro

Description: MyCareer provides job search and employment opportunities in Australia. Search for jobs by location, job sector, industry or salary to find your dream job.
- 

<http://www.njmandco.com.au/>

Title: Bookkeeping Melbourne | NJM & Co Financial Solutions Pty Ltd

Description: [No meta description available.]
- 

[http://www.eweb.com.au/bookkeeping/melbourne\\_bookkeeping.htm](http://www.eweb.com.au/bookkeeping/melbourne_bookkeeping.htm)

Title: Bookkeeping Melbourne, Bookkeeping Directory - Melbourne Bookkeeping

Description: Bookkeeping Melbourne, Melbourne Bookkeeping Directory - Leading Bookkeeping Services in Melbourne, Australia
- 

<http://www.busyb.com.au/enquiries.html>

Title: Bookkeeping Services - Enquiries Page - Busy Bee Bookkeeping, Melbourne Australia

Description: Welcome to Busy Bee Bookkeeping on the Internet. Our principal focus is to support small business in maintaining meaningful and timely financial records.
- 

<http://www.tbst.com.au/>




Title: MYOB Training Courses, Certificate IV Bookkeeping Training Melbourne & Distance Learning Courses

Description: tbst MYOB Training Courses & Certificate IV Financial Services Bookkeeping has a wide range of Classroom & Distance Learning Training Courses. All trainers are MYOB Certified Consultants with extensive experience in professional bookkeeping, MYOB troubleshooting and business management systems.
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<http://melbourne.gumtree.com.au/f-Jobs-accounting-bookkeeping-W0QQCatldZ18299>

Title: Accounting Jobs Melbourne - Bookkeeping Jobs - Gumtree Melbourne Free Classifieds

Description: Search the very latest accounting and bookkeeping jobs and careers and other jobs for accountants and bookkeepers in Melbourne using the Gumtree Melbourne jobs classifieds.

- 8  <http://www.dlook.com.au/business/1752327/Bookkeeping-Melbourne>
- Title: Bookkeeping Melbourne in Camberwell VIC, an Australian Bookkeeping Services business on dLook
- Description: Bookkeeping Melbourne is a Bookkeeping Services business located in Camberwell
- 9  <http://www.careerone.com.au/melbourne-jobs/accounting/bookkeeping>
- Title: Bookkeeping jobs in Melbourne - job search, career advice and employment information at CareerOne
- Description: Bookkeeping jobs in Melbourne, career advice and employment information provided by CareerOne. Our listings of bookkeeping jobs in Melbourne deliver the most relevant search results for job seekers in Australia.
- 10  <http://www.marketonepbs.com/>
- Title: Transcription Services, Legal Transcription, Bookkeeping services, Medical Transcription, Tele Phone Answering, Transcribing, Typing, Document creation, Court reporting - Marketonepbs
- Description: Market One Professional Business Services providing Outsourcing Dictation Services, Transcription Services, Bookkeeping services, Legal Transcription Services, Tele Phone Answering Services, Medical Transcription Service, Transcribing, Typing, Document creation, Court reporting, Digital Transcription Service, dictation transcription, Accounting Services Companies, payroll Service company, legal transcription, medical transcription outsourcing, medical transcription software, legal transcriptionist, Typist, Virtual Assistant, Call Center Service, Answering Service, dictation recording, Brisbane, Sydney, Melbourne, Australia

## Back Linking

Click on the following link to open a document containing a sample of inbound links to your website.



<http://www.businesswebworx.co.uk/links/sample>










This is [redacted]  
[redacted]  
[redacted]  
[redacted] blogs and other social media  
sites that the emerging [redacted]  
[redacted]  
[redacted]  
[redacted]

Bookkeeping in Melbourne [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted] whilst also examining your index page.

Example

## Social Media Popularity

Website	Links
 Delicious	0
 Technorati	0
 Digg	0
 Stumbleupon	0
 Reddit	0
 Wikipedia	0
 Google Groups	0
 Youtube	0
 Flickr	0
<b>Total</b>	<b>0</b>

Example

## Alexa Traffic Rank

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

### Alexa.com Traffic Rank results (the lower the better)

URL	Alexa Traffic Rank
<b>Your Site</b> <a href="http://bookkeepingcentral.com.au/">http://bookkeepingcentral.com.au/</a>	Rank #5,956,145
1 <a href="http://www.booksonsite.com.au/">http://www.booksonsite.com.au/</a>	Rank #1,033,235
2 <a href="http://mycareer.com.au/jobs/melbourne/accounting/bookkeeping/">http://mycareer.com.au/jobs/melbourne/accounting/bookkeeping/</a>	Rank #9,388
3 <a href="http://www.njmandco.com.au/">http://www.njmandco.com.au/</a>	Rank #1,063,899
4 <a href="http://www.eweb.com.au/bookkeeping/melbourne_bookkeeping.htm">http://www.eweb.com.au/bookkeeping/melbourne_bookkeeping.htm</a>	Rank #56,260
5 <a href="http://www.busyb.com.au/enquiries.html">http://www.busyb.com.au/enquiries.html</a>	Rank #5,940,159
6 <a href="http://www.tbst.com.au/">http://www.tbst.com.au/</a>	Rank #1,729,557
7 <a href="http://melbourne.gumtree.com.au/f-Jobs-accounting-bookkeeping-W0QQCatldZ18299">http://melbourne.gumtree.com.au/f-Jobs-accounting-bookkeeping-W0QQCatldZ18299</a>	Rank #4,508
8 <a href="http://www.dlook.com.au/business/1752327/Bookkeeping-Melbourne">http://www.dlook.com.au/business/1752327/Bookkeeping-Melbourne</a>	Rank #42,491
9 <a href="http://www.careerone.com.au/melbourne-jobs/accounting/bookkeeping">http://www.careerone.com.au/melbourne-jobs/accounting/bookkeeping</a>	Rank #8,637
10 <a href="http://www.marketonepbs.com/">http://www.marketonepbs.com/</a>	Rank #1,050,306

Range 4,508 to 5,940,159 (average rank: #1,093,844)

Site 7 receives the most visitors out of the competitors.

Site 5 receives the least number of visitors out of the competitors.

## Traffic Overview

Bookkeeping Central is

Professional services are

Date	Visits
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Saturday, August 1, 2009	0
Sunday, August 2, 2009	0
Monday, August 3, 2009	0
Tuesday, August 4, 2009	0
Wednesday, August 5, 2009	0
Thursday, August 6, 2009	6
Friday, August 7, 2009	13
Saturday, August 8, 2009	16
Sunday, August 9, 2009	18
Monday, August 10, 2009	6
Tuesday, August 11, 2009	16
Wednesday, August 12, 2009	39
Thursday, August 13, 2009	11
Friday, August 14, 2009	19
Saturday, August 15, 2009	6
Sunday, August 16, 2009	6
Monday, August 17, 2009	16
Tuesday, August 18, 2009	15
Wednesday, August 19, 2009	14
Thursday, August 20, 2009	18
Friday, August 21, 2009	13
Saturday, August 22, 2009	7
Sunday, August 23, 2009	11
Monday, August 24, 2009	13
Tuesday, August 25, 2009	8
Wednesday, August 26, 2009	14
Thursday, August 27, 2009	11
Friday, August 28, 2009	14
Saturday, August 29, 2009	6
Sunday, August 30, 2009	7
Monday, August 31, 2009	12
Tuesday, September 1, 2009	10

## Traffic Sources

Direct Traffic	Search Engines	Referring Sites
134	119	92
0.3884058	0.344927549	0.266666681

Sources	Visits	% visits
(direct) (none)	134	0.388405797
google (organic)	90	0.260869565
flyingsolo.com.au (referral)	43	0.124637681
yahoo (organic)	16	0.046376812
bing (organic)	13	0.037681159

## Keyword Traffic

Keywords	Visits	% visits
bookkeeper melbourne	21	0.176470588
bookkeepingcentral	17	0.142857143
bookkeeping	9	0.075630252
bookkeeping services for builders in melbourne	7	0.058823529
bookkeeping central	6	0.050420168

Example

## Referring Traffic Analysis

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	Visits
flyingsolo.com.au	43	2.60	100.93	0.55	0.58	43
freebusinesstips.com.au	11	3.81	124.54	0.88	0.45	11
startlocal.com.au	10	8.1	304.5	1	0.2	10
twitter.com	5	1.8	305	0	0.6	5
us.mc246.mail.yahoo.com	5	4.8	1547	0.2	0.2	5
facebook.com	3	1.67	12.67	0.67	0.67	3
lookle.com	2	1	0	0.5	1	2
11865.filter.ezanga.com	1	1	0	1	1	1
abforum.org	1	1	0	1	1	1
bookkeeping-basics.net	1	1	0	1	1	1
cambodiafinancialreview.com	1	2	62	1	0	1
cpafirms.com	1	2	22	1	0	1
dcoulomb.info	1	1	0	1	1	1
economicasset.com	1	1	0	1	1	1
google.com.au	1	16	149	1	0	1
mail.google.com	1	1	0	1	1	1
onlymelbourne.com.au	1	2	14	1	0	1
prestonbookkeeper.info	1	1	0	1	1	1
shoppersdirectory.info	1	1	0	1	1	1
sn113w.snt113.mail.live.com	1	2	151	1	0	1

## Page Views

Pages	Pageviews	% Pageviews
/	470	0.396290051
/index.htm	133	0.112141653
/bookkeeping-melbourne.htm	115	0.096964587
/aboutus.htm	108	0.091062395
/bookkeeping-for-tradesmen.htm	75	0.063237774

Example

## Marketing Review

Having discussed your target market at some length during our initial consultation

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

are an important part of ascertaining the value of media campaigns.

Your competitor; Book Onsite uses

[Redacted]

[Redacted]

capability, and difficulty.

We suggest that initially your website

[Redacted]

[Redacted]

[Redacted] content delivery.

