

# Tampa SEO, LLC

## Search Marketing Consultants

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### EadocSoftware.com Global Changes Phase 2



[www.eadocsoftware.com](http://www.eadocsoftware.com)

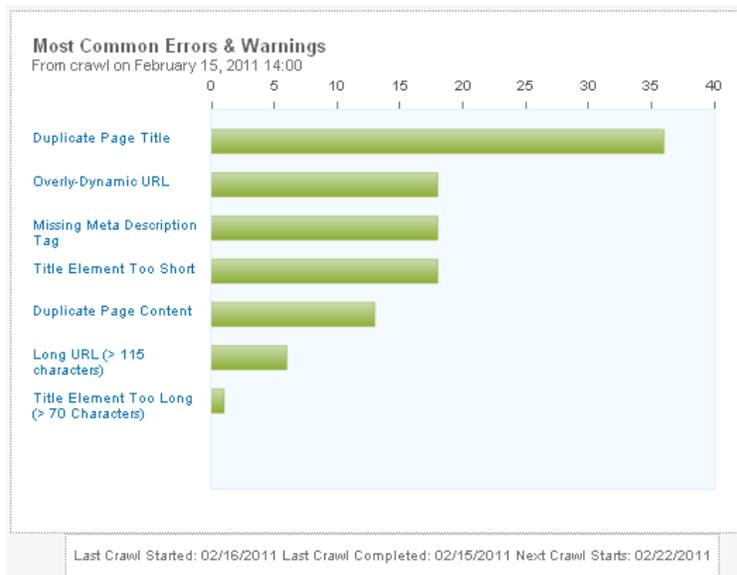
#### Summary

This document will outline the second set of on-page changes and will focus on the following areas:

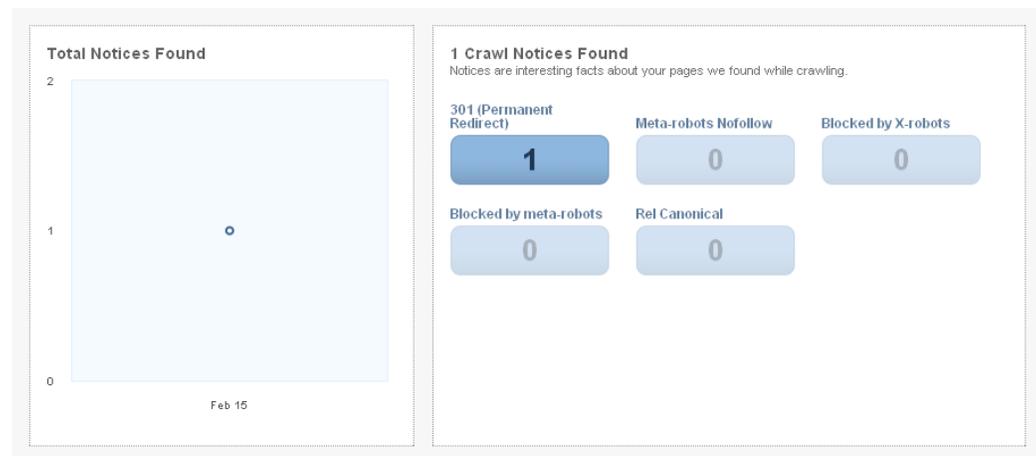
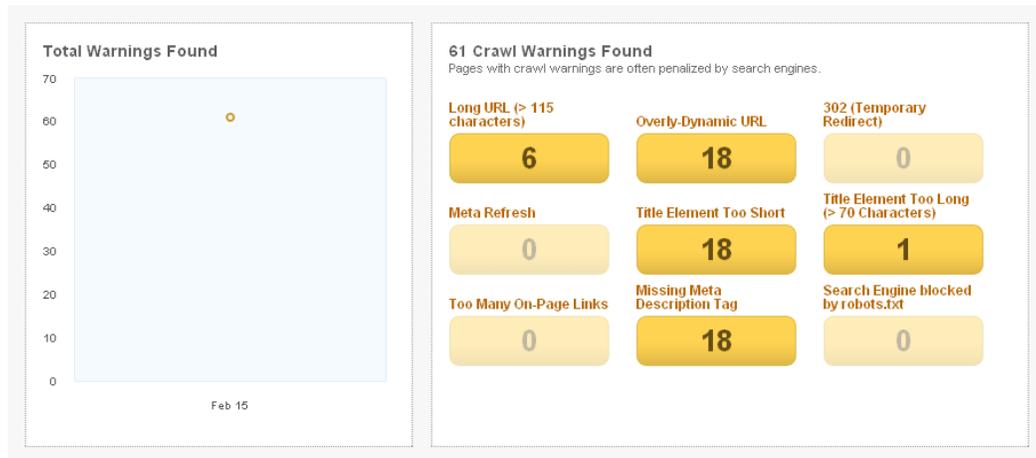
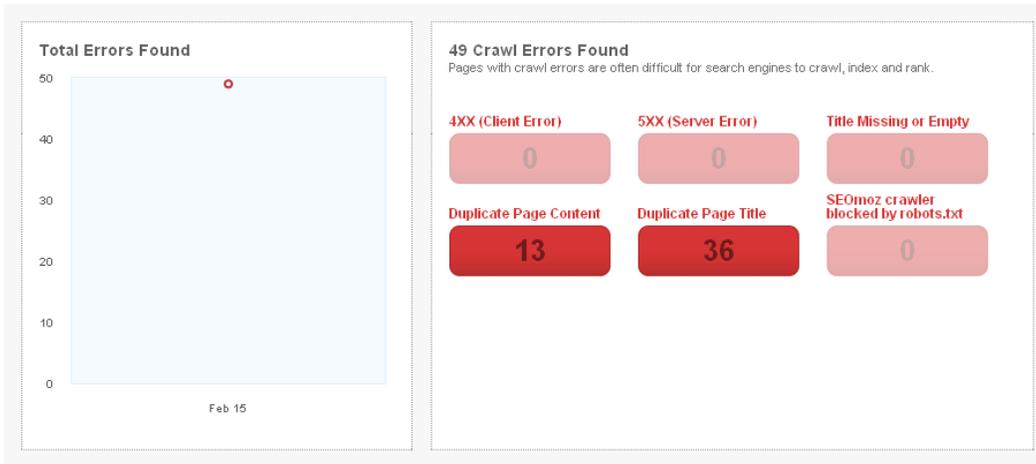
- Title tags
- Meta descriptions
- Duplicate content
- URL Length

**Please note that the on-page crawl errors or optimization points listed in this document in no way reflect the competency of your web developers. From what I've currently seen of your website, Eadoc's developers are absolutely world class.**

#### Current Areas of Focus



# Current Google Crawl Errors



## Duplicate Content Pages

Your duplicate content issues are primarily being caused by a simple URL structure problem, and there is a simple fix.

Here are is a list of all the URLs that may be getting penalized by having duplicate content.

Page Title URL	Other URLs	Page Authority	Linking Root Domains
<a href="#">Web Based Construction Project Management Software   EADOC</a> <a href="http://www.eadocsoftware.com/">http://www.eadocsoftware.com/</a>	1	35	25
<a href="#">Contact Us - EADOC</a> <a href="http://www.eadocsoftware.com/company/contact.html">http://www.eadocsoftware.com/company/contact.html</a>	2	30	2
<a href="#">Contact Us - EADOC</a> <a href="http://www.eadocsoftware.com/company/contact.html?request_type=demonstrate_eadoc">http://www.eadocsoftware.com/company/contact.html?request_type=demonstrate_eadoc</a>	2	No Data	No Data
<a href="#">Contact Us - EADOC</a> <a href="http://www.eadocsoftware.com/company/contact.html?request_type=information_eadoc">http://www.eadocsoftware.com/company/contact.html?request_type=information_eadoc</a>	2	No Data	No Data
<a href="#">EADOC Quarterly project management software newsletter</a> <a href="http://www.eadocsoftware.com/company/newsletter.html">http://www.eadocsoftware.com/company/newsletter.html</a>	1	26	1
<a href="#">EADOC Quarterly project management software newsletter</a> <a href="http://www.eadocsoftware.com/company/newsletter_2010_q4.html">http://www.eadocsoftware.com/company/newsletter_2010_q4.html</a>	1	24	1
<a href="#">EADOC Document Management Demo - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/player1/">http://www.eadocsoftware.com/construction-management/player1/</a>	3	No Data	No Data
<a href="#">EADOC Document Management Demo - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/player1/index.html">http://www.eadocsoftware.com/construction-management/player1/index.html</a>	3	No Data	No Data
<a href="#">EADOC Financial Management Demo - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/player2/">http://www.eadocsoftware.com/construction-management/player2/</a>	3	No Data	No Data
<a href="#">EADOC Financial Management Demo - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/player2/index.html">http://www.eadocsoftware.com/construction-management/player2/index.html</a>	3	No Data	No Data
<a href="#">Attend Training - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/training.html">http://www.eadocsoftware.com/construction-management/training.html</a>	1	No Data	No Data
<a href="#">Attend Training - EADOC</a> <a href="http://www.eadocsoftware.com/construction-management/training.html?request_type=attend_training">http://www.eadocsoftware.com/construction-management/training.html?request_type=attend_training</a>	1	No Data	No Data
<a href="#">Web Based Construction Project Management Software   EADOC</a> <a href="http://www.eadocsoftware.com/index.html">http://www.eadocsoftware.com/index.html</a>	1	25	1

Using the above example, the Contact.html webpage is having issues due to the dynamic nature of the URL. It is confusing Google into thinking that you have two separate contact.html pages. Please see the figure below.

Sample URLs with this Duplicate Page Content				
URLs	Internal Links	External Links	Page Authority	Linking Root Domains
<a href="http://www.eadocsoftware.com/company/contact.html">http://www.eadocsoftware.com/company/contact.html</a>	115	1	30	2
<a href="http://www.eadocsoftware.com/company/contact.html?request_type=information_eadoc">http://www.eadocsoftware.com/company/contact.html?request_type=information_eadoc</a>	No Data	No Data	No Data	No Data

See the full list of issues by downloading your [Crawl Diagnostics export file \(.csv\)](#).

The simple solution is to use a canonical URL in the same area of the website as the meta data. The canonical information tells the search engines that even if they see a dynamic URL, to index only the primary version of the webpage. The canonical URL looks like this:

```
<link rel="canonical" href="http://www.eadocsoftware.com/contact.html" />
```

That's it! Just add this to each page that is listed in the above graph, and we should be golden on the next crawl.

## Duplicate Title Tags

Your duplicate title tags will not be as easy to fix as the canonical tags and duplicate content. There are a few different reasons why your title tags are being listed by Google as duplicate.

## Newsletter Feature

<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter.html">http://www.eadocsoftware.com/company/newsletter.html</a>	5	26	1
<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter_2009_q4.html">http://www.eadocsoftware.com/company/newsletter_2009_q4.html</a>	5	24	1
<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter_2010_q1.html">http://www.eadocsoftware.com/company/newsletter_2010_q1.html</a>	5	24	1
<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter_2010_q2.html">http://www.eadocsoftware.com/company/newsletter_2010_q2.html</a>	5	24	1
<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter_2010_q3.html">http://www.eadocsoftware.com/company/newsletter_2010_q3.html</a>	5	24	1
<input type="checkbox"/> <b>EADOC Quarterly project management software newsletter</b> <a href="http://www.eadocsoftware.com/company/newsletter_2010_q4.html">http://www.eadocsoftware.com/company/newsletter_2010_q4.html</a>	5	24	1

Recommendation:

Can we name the title of each newsletter dynamically based off of the primary idea presented? For instance:

[http://www.eadocsoftware.com/company/newsletter\\_2009\\_q4.html](http://www.eadocsoftware.com/company/newsletter_2009_q4.html) could generate a header which says, "2009 Ends With Great News for Construction Project Management Software".

We need all of the titles to have the following attributes:

- Keep all titles less than 70 characters
- Have the most important keyword for the page the first word displayed (if possible)
- Write the keyword to also encourage CTR as best as possible (click-through-rate)

<input type="checkbox"/> <b>EADOC Document Management Demo - EADOC</b> <a href="http://www.eadocsoftware.com/construction-management/player1/">http://www.eadocsoftware.com/construction-management/player1/</a>	2	No Data	No Data
<input type="checkbox"/> <b>EADOC Document Management Demo - EADOC</b> <a href="http://www.eadocsoftware.com/construction-management/player1/documentation-demo.html">http://www.eadocsoftware.com/construction-management/player1/documentation-demo.html</a>	2	No Data	No Data
<input type="checkbox"/> <b>EADOC Document Management Demo - EADOC</b> <a href="http://www.eadocsoftware.com/construction-management/player1/index.html">http://www.eadocsoftware.com/construction-management/player1/index.html</a>	2	No Data	No Data
<input type="checkbox"/> <b>EADOC Financial Management Demo - EADOC</b> <a href="http://www.eadocsoftware.com/construction-management/player2/">http://www.eadocsoftware.com/construction-management/player2/</a>	1	No Data	No Data
<input type="checkbox"/> <b>EADOC Financial Management Demo - EADOC</b> <a href="http://www.eadocsoftware.com/construction-management/player2/index.html">http://www.eadocsoftware.com/construction-management/player2/index.html</a>	1	No Data	No Data

We should use a canonicalization tag for these on /construction-management/player1/index.html and /construction-management/player2/index.html to point to /construction-management/player1/index.html (or vice versa, depending on the top priority page.)

I would also like to change the title to, “Construction Project Management Software Demonstration | EADOC”

<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_budget.html?keepThis=true&amp;TB_iframe=false&amp;w">http://www.eadocsoftware.com/construction-management/ss_budget.html?keepThis=true&amp;TB_iframe=false&amp;w</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_ccr.html?keepThis=true&amp;TB_iframe=false&amp;wid">http://www.eadocsoftware.com/construction-management/ss_ccr.html?keepThis=true&amp;TB_iframe=false&amp;wid</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_co.html?keepThis=true&amp;TB_iframe=false&amp;widt">http://www.eadocsoftware.com/construction-management/ss_co.html?keepThis=true&amp;TB_iframe=false&amp;widt</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_dailylog.html?keepThis=true&amp;TB_iframe=false&amp;8">http://www.eadocsoftware.com/construction-management/ss_dailylog.html?keepThis=true&amp;TB_iframe=false&amp;8</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_dashboard.html?keepThis=true&amp;TB_iframe=fal">http://www.eadocsoftware.com/construction-management/ss_dashboard.html?keepThis=true&amp;TB_iframe=fal</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_finance_summary.html?keepThis=true&amp;TB_ifra">http://www.eadocsoftware.com/construction-management/ss_finance_summary.html?keepThis=true&amp;TB_ifra</a>	15	No Data	No Data
<input type="checkbox"/> <a href="http://www.eadocsoftware.com/construction-management/ss_funding.html?keepThis=true&amp;TB_iframe=false&amp;8">http://www.eadocsoftware.com/construction-management/ss_funding.html?keepThis=true&amp;TB_iframe=false&amp;8</a>	15	No Data	No Data

This section I’ve never really seen before. It appears that each of these is an image on it’s own HTML page. I’m not sure why we have these this way, but search engines are seeing them as duplicate content. The first thing I’d like to do is add a caption to each image below the image using CSS image replacement. Is that possible in this application?

The other option is to remove the images from being indexed at all, which is my recommendation. The business will need to make a decision on this, but image search has only brought in .75% of traffic in the past 30 days. I think the juice is not worth the squeeze here. I suggest removing these via robots.txt.

Please see this for more on image sitemaps:

<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=178636>

<ul style="list-style-type: none"> <li>Attend Training - EADOC http://www.eadocsoftware.com/construction-management/training.html</li> </ul>	1	No Data	No Data
<ul style="list-style-type: none"> <li>Attend Training - EADOC http://www.eadocsoftware.com/construction-management/training.html?request_type=attend_training</li> </ul>	1	No Data	No Data

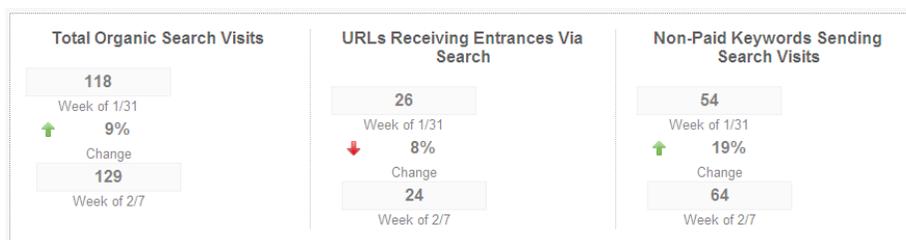
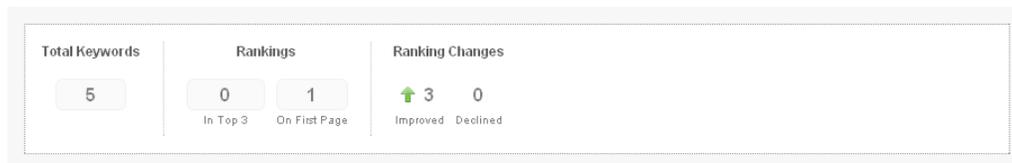
This page needs a canonicalization tag as well.

<ul style="list-style-type: none"> <li>Web Based Construction Project Management Software   EADOC http://www.eadocsoftware.com/index.html</li> </ul>	1	25	1
<ul style="list-style-type: none"> <li>Web Based Construction Project Management Software   EADOC http://www.eadocsoftware.com/</li> </ul>	1	35	25

Now, this one is very interesting. It looks like you have more links and domain authority going to <http://www.eadocsoftware.com/> than you have going to <http://www.eadocsoftware.com/index.html>. It think that makes it very important to have a canonical tax on index.html that actually points to the root directory of the site, IE <http://www.eadocsoftware.com>.

## Conclusion

In conclusion, if we optimize the previous indexing errors, we should also see another increase in your search engine visibility. For the record, here is an indicator of this week's progress:



**9% Total Organic Search Visits in 7 days**

**19% Non-paid Keywords Sending Search Visits**

**If that's not a great week, I don't know what is!**