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Audit Results
Top 25 Austin Public
Companies**

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Company	Rank	Score	Comments
Hoovers		100	The best of the best. They did everything right.
Dell		90	Sparse keywords, poor integration of new products outside PCs, laptops – poor results for printers, blade servers, PDAs, handhelds.
Vignette		88	Good use of keywords/copy. Sales flow a bit awkward, java scripting needs to be on an external page.
National Instruments www.ni.com		79	Excellent keywords, but no text on home page. Dynamic pages & image maps for navigation are negatives for searching.
Forgent Networks		79	Need to focus keywords and integrate in copy better. More and better use of alt tags.
Brigham Exploration www.Bexp3D.com		75	Good site. Obsolete navigation on main investor page, site map needs keywords. Intensive programming moves text too low on page.
Dupont Photomask www.photomask.com		72	They have one keyword (photomask) and it is their URL, which makes them visible on search engines. But more keywords worked into the site would be better for diverse search terms. Navigation, sales flow weak.
EZ Corp		68	Competent site does everything well except one thing: very limited keywords and poor integration of same in copy. What do people who need cash fast search on?
Pervasive		67	Long keyword list not integrated into site copy (only "data management" appears on home page) Lots of javascript, dynamic HTML (invisible to spiders).
NetSolve		66	Focus keywords, integrate into copy. More alt.image tags. Keywords are graphics on home page, invisible to search engines.
Multimedia Games		66	"Interactive gaming" is only keyword phrase on the website – is that all users will search on? More keywords, better integration. Poor sales flow.
Samuels Jewelers www.samuelsjewelers.com		65	Home page is graphics heavy, little use of keywords. Light copy doesn't use keywords. Sales flow good.
Whole Foods Market		60	Use home page that is mostly graphics, a minus for searchability. Content-rich site puts content several clicks away from home page. Is this site for investors or customers?
Travis Boat www.travisboatingcenter.com		58	Generic keywords, need phrases and actual prospect queries, regional qualifiers. Links to product categories are graphics, not searchable by spiders. Good sales flow.
Schlotzskys		56	Need more specific keywords beside "sandwiches" and "salads." (Where's "po' boys?") Uses dynamic HTML,

Temple Inland		55	invisible to spiders. Need alt.image tags. Coupons more prominent on home page. Holding company site primarily for investors, little use of keywords, no site map. Use of ASP and daughter sites makes content difficult for spiders.
Cirrus Logic www.cirrus.com		53	Non-existent keywords, no copy or title tag on home page, logo does not link to home page, sales flow needs clarity.
FIC Group		41	Keyword list needs to be beefed up, almost no copy on home page, poor repetition of keywords on product page. Need alt tags. Sales flow non existent.
Prosoft www.prosofttraining.com		40	Barely a website, more like a shell of a website. Need a more thorough keyword list, better integration through website copy. Everything is a graphic, invisible to search engines.
Encore Medical www.encoremed.com		40	Generally not a site for the spiders. Heavy use of graphics, Flash, poor use of keywords, copy.
National Western Life		39	Generic keywords, very little copy on home page, navigation needs updating, lots of graphics, Flash. Easy to find call to action.
Citizens www.citizensinc.com		30	No keywords or phrases implemented. Unique products, geographic differentiators not implemented. Multiple navigation problems, sales flow needs help.
Silicon Labs		29	A graphics-and-products site not optimized for searching. Non-existent keywords, copy down deep in site, use of graphics for navigation, no sales flow.
Crossroads Systems		29	A java-rich site not optimized for spider searching – java is invisible to spiders. Sales flow awkward.