1. **Five Keyphrase Recommendations**
   1. **Birthday Party:** I chose this keyphrase because birthday parties are essentially what the entire site is about. Birthday party as a keyphrase is broad, yet specific enough to get a lot of searches in a search engine. This keyphrase also maintains a relatively high level of trending throughout the year according to Google Trends.
   2. **Party themes:** I chose this keyphrase because party themes are a major section on the Birthday In A Box website. The website also has many subcategories of party themes showing its high importance. The phrase also has a relatively high level of trending throughout the year, except for the fourth quarter of the year, according to Google Trends.
   3. **Party plan:** I chose this keyphrase because the website has many different pages of themes with links to party planning ideas for each event. The amount of pages and themes shows its importance to the website. The keyphrase is broad enough, yet specific enough that the keyphrase would get a lot of hits and provide users with the information he/she was looking for. This phrase also maintains a high level of trending throughout the year, and has gained more news attention over the last three years according to Google Trends.
   4. **Party favors:** I chose this keyphrase because the site offers many options to choose from in the party favor category. Party favors are a very specific topic, so birthdayinabox.com would appear high on the organic search engine list consider how relevant the topic is. This phrase is not as high of a trend according to Google Trends, but the phrase is specific enough that it is still a valuable keyphrase.
   5. **First Birthday:** I chose this keyphrase because the site offers a large array of subcategories under the First Birthday tab in the navigation bar. This means the topic is very important and relevant to the website and their services. Adding the word “First” to the keyphrase makes the phrase very specific which is important for search results. This keyphrase is also fairly high in trending according to Google Trends with dips during the fourth quarter of the year.
2. **Current Keyword Location Analysis**
   1. **URL:** The URL is “birthdayinabox.com” and the first word is birthday boosting the value of that word in a search engine. This URL would show up with any search containing the word “birthday”.
   2. **Title tag:** The title tag reads: “Birthday Party Supplies at Birthday in a Box” and the important words are “Birthday Party Supplies”. Google puts high importance on the words included in the title bar so any search of birthday party supplies would produce birthdayinabox.com in the organic search area.
   3. **Description meta tag:** The meta tag description reads: “Birthday in a Box, delivering creative kids’ birthday parties since 1996. Select from more than 140 children’s birthday party themes, free party planning ideas, party favors, piñatas, decorations, personalized invitations, banners, and more.” The important words in this description are “kids’ birthday parties”, “birthday party themes”, “party planning ideas”, and “party favors” because they’re at the beginning of the description. These words are the most important because Google gives high importance to words inside meta tags.
   4. **Keyword meta tag:** The meta keywords contain many words involving the words “kids”, “children”, “birthday”, “party supplies”, and “party favors”. The high level of keywords in the meta tag shows that birthdayinabox.com has someone on staff who greatly understands search engine optimization. This person knows that Google places high importance on words placed in meta tags, so the more words described there, the better chance the site will show up in an organic search list.
   5. **Anchor text:** Words between the <a> tags on the “Birthday In A Box” homepage include “Party Ideas by Theme”, “Party Kits”, “Party Themes”, “Activities, Crafts, Games, Tips”, and “Sale Items”. These words are important since Google looks at the words between the <a> tags to produce search results. Any search of these words or phrases would produce birthdayinabox.com as a search result.
   6. **ALT tag:** In the homepage source code, very few alt tags were found. The only images that contained alt tags were the links featured on the homepage. These include “Space Aliens”, “Firefighter”, “Puppy Party”, and “Easter”. Alt tags are important to Google to determine search results. These alt tags are very theme specific, so any search of these words or phrases would result in birthdayinabox.com being a high search result.
   7. **IMG names:** Image names on the homepage include “logo.gif”, “guardeltruck.gif”, “cart.gif”, “FootLine.gif”, “FootSubscribe.gif”, and “Home09 Shot.jpg”. Image names are important to Google to display relevant items in search results, especially those on their Images page. The file names on the homepage of birthdayinabox.com are too vague to even be considered by Google and do not help enhance their search engine optimization.
   8. **Title attributes:** The homepage of birthdayinabox.com has a limited number of images, but none of these images were given title attributes. Title attributes are a good way to hide keywords on the site that cannot be seen visually. Google see’s these keywords and uses them to rank websites so they can be very useful.
   9. **Headings:** This homepage also did not contain any type of heading styles for their copy. The homepage has very little copy to begin with so this is understandable. Had Birthday In A Box used heading styles in their copy, the words in the heading would be given greater importance by Google than other words in the copy adding to their overall ranking on a search results page.
   10. **Bold/Strong:** Only three items on the Birthday In A Box homepage were bolded: the headings in the navigation bar. The words include: “Party Themes”, “Party Items”, and “Personalized Items”. These words are given higher importance by Google than words that are not emphasized in the copy. Bolding these words shows their importance and relevance to the site and helps raise the site’s search results ranking.
   11. **Above the fold:** The items and words above the fold on the homepage include two navigation bars, several pictures, and the company logo. The most important words above the fold are those contained in the navigation bars. Not only are they closest to the top, but they are also bolded making Google see them as very important. Since the images do not have specific file names, they are less useful for search engine optimization.
   12. **Beginning of paragraphs:** The only <p> tags on the homepage are bolded text in the left navigation bar including the words “Party Themes”, “Party Items”, and “Personalized Items”. Google gives these words high importance in its results ranking process.
   13. **Upper left corner:** The upper left corner of the homepage contains the company logo of birthdayinabox.com. The image contains no alt text, no title keywords, and a vague file name so the image is of no use to search engine optimization. The upper left corner is the most important and viewed section of a webpage so the most important information should be located there.
   14. **Very top of page:** The very top of the page contains the words “Order Status”, “Customer Service”, and “Shipping”. These words are virtually unrelated to the items and services Birthday In A Box is trying to sell. The top of the page is the prime location for a description of the company and/or its products. Having the current words at the top of the page does nothing to help boost the site’s search result ranking according to Google.
3. **Current Keyword Frequency/Density Analysis**

|  |  |
| --- | --- |
| **Keyword(s)** | **Count** |
| Party | 36 |
| Birthday | 28 |
| Themes | 9 |
| Supplies | 8 |
| Favors | 6 |
| Personalized | 5 |
| Decorations | 5 |
| Children | 4 |
| Invitations | 4 |
| Planning | 3 |
| Birthday party | 13 |
| Party supplies | 6 |
| Party favors | 5 |
| Party themes | 4 |
| Kids birthday | 3 |
| Baby shower | 3 |
| Personalized invitations | 2 |
| Decorations personalized | 2 |
| Planning ideas | 2 |
| Shower supplies | 2 |
| Birthday party supplies | 3 |
| Ideas party favors | 2 |
| Planning ideas party | 2 |
| Kids birthday parties | 2 |
| Creative kids birthday | 2 |
| Decorations personalized invitations | 2 |
| Birthday party child | 2 |
| Childs birthday party | 2 |
| Animals party supplies | 2 |
| Supplies at birthday | 2 |

1. Any keyword with the word “birthday” in it has a higher count than others because that word is in the URL and is the main subject matter of the site. The word “party” also has a high count because it is added on to most of the occasion listings in the navigation. The one-word keywords have higher counts than the two-word or three-word phrases since they are easiest to mention and count. I think the one-word keywords are all relevant because they involve the core items sold on the site. The two-word phrases are also very relevant and still have a high density. I find some of the three-word phrases repetitive and irrelevant, such as “decorations personalized invitations”, “supplies at birthday”, and “creative kids birthday”. These phrases don’t exactly make sense together and show their irrelevance through their low density.
2. **My Recommended Keywords Compared with Current Keyword Optimization**
   1. Many of my suggested keywords are on the list above highlighted in yellow. The words “birthday party”, “party favors”, and “party themes” all three have relatively high frequency compared to other words on the list. The phrase “birthday party” has an especially high frequency since the site is based on birthday parties. The other two phrases have lower frequencies than “birthday party” since “party favors” and “party themes” are just a branch of the items on birthdayinabox.com and not the basis of the business.
3. **Keyword Performance for Current and Recommended Keywords**
   1. **My Keyword Recommendations**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Keyword** | **Google** | **Yahoo!** | **Bing** | **AOL** |
| Birthday Party | 22 | 12 | NO | NO |
| Party Themes | 97 | 19 | NO | NO |
| Party Favors | 38 | 35 | NO | NO |
| Party Plan | NO | NO | NO | NO |
| First Birthday | 14 | NO | 5 | NO |

* 1. **Current Optimized Keywords**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Keyword** | **Google** | **Yahoo!** | **Bing** | **AOL** |
| Baby shower | NO | 94 | NO | NO |
| Personalized Invitations | 23 | 2 | 2 | NO |
| Party Supplies | 70 | 37 | NO | NO |
| Planning Ideas | NO | 85 | NO | NO |
| Kids birthday | NO | NO | NO | NO |

* 1. As these results show, the currently optimized keywords are not producing high rankings in search engines. The keywords I have suggested produce much higher ranking results for Google and Yahoo!, not as much change for Bing and AOL. The fact that Bing and Yahoo! don’t have similar results is puzzling since Bing uses the same search engine as Yahoo!.

1. **Recommendations for Improvements**
   1. I believe that my keywords are better than the ones currently optimized for birthdayinabox.com. These keywords can be integrated into the meta tags, anchor text, and image titles to better optimize these specific keywords. The entire homepage can be better optimized by including more descriptive image names and titles, providing more ALT tags, and making the keywords bold or headed inside the copy. The site currently is extremely lacking in these areas and, if changed accurately, could greatly boost the sites ranking in results pages. These changes are easy to do and would be well worth the time and effort.