



ABN: 55 983 369 335

Phone (03) 9432 4423

Facsimile (03) 8610 0028

Email enquiries@melissanorfolk.net.au

Website www.melissanorfolk.net.au

Software Review

Software title: Dynamic Web Ranking Professional Version 4.0.17
Company: Apex Pacific Pty Ltd
Price: Standard (limited to 10 domains) US\$149.95
Professional (unlimited domains) US\$259.95

Comparable in price with competing products but seems easier to use (especially for those less computer literate)

Easy to download and install

User guide provided on website is very thorough and useful

Simple to add a domain, import the keywords from the meta tags at this domain and then run a "Look Up" to find out where the site ranks in upto 69 search engines from around the world.

I tested the site with one domain that has been subscribed to my Search Engine Optimisation Subscription Service for just over 12 months. I ran the "Look Up" over all 69 possible search engines for 27 different keywords. The search did take some time (upto 1 hour on an ADSL/broadband connection) but this is to be expected and seemed quicker than comparative products.

A summary of results with the top 10 sites for each keyword in each engine, can be viewed directly inside the application once the search is finished.

You can also use the Ranking Report function to generate four different web ranking reports in HTML, Excel or TXT formats. Those with the Professional version can run reports for unlimited domains and personalise with their own company details and logo (useful option for Web Developers providing SEO services). The Standard version supports upto 10 domains.

The reports generated include: A summary keyword ranking report ; A detailed keyword report with position of all URLs; A detailed keyword report showing web site position and page number for each engine ; and A ranking detail report.

These reports are well formatted and useful as they show the ranking of each URL on your site for each keyword, in each engine and also show where competing sites ranking for the same keywords so you can monitor your competition.

The Optimizer function is a tool which provides basic SEO tips on a given URL such as tips on page titles, meta tags, number of words on a page etc... This is a fairly basic utility but is a great tool for those using this as a stand alone product because they can see where a URL ranks for each keyword and then get tips on why this might be and what aspects to change to improve ranking. This can then be put to the test the next time Look Up and Reporting is completed.

Testimonials and Support available on website all look promising.

Would recommend this software to small business site owners who are looking for effective and easy to use tools to market and monitor their own web sites on the internet.

Internet expert, Melissa Norfolk, works closely with small to medium business to develop their online presence. Her business Melissa Norfolk Web Design specialises in connecting business' with more customers online through website design, internet marketing, search engine optimization and training. Details of services, speaking topics and a folio of her work can be viewed online at: www.melissanorfolk.com.