

Report Overview

Ranking Date

Date: 21 July 2006

Comparison date: 10 April 2006

Checked results

The first 50 results of each search engine have been checked.

Checked URLs

URL	Listings on page 1	Listings on page 2	Listings on page 3
http://www.randall-payne.co.uk	81	5	3
Total	81	5	3

Checked keywords

Keyword	Listings on page 1	Listings on page 2	Listings on page 3
accountant stroud	5	0	0
accountants gloucestershire	14	0	0
accountants stroud	14	0	0
gloucestershire accountant	6	4	2
randall & payne	16	0	0
stroud accountant	12	1	1
stroud accountants	14	0	0
Total	81	5	3

Checked search engines

Search Engine	Listings on page 1	Listings on page 2	Listings on page 3
AltaVista.co.uk (U.K.)	11	1	0
AltaVista.co.uk (Worldwide)	13	1	0
Google.co.uk (pages from the UK)	6	0	2
Google.co.uk (the web)	7	0	1
MSN.co.uk	8	1	0
Overture.uk	14	0	0
Yahoo.co.uk (All of the web)	11	1	0
Yahoo.co.uk (UK only)	11	1	0
Total	81	5	3

Ranking Results

AltaVista.co.uk (U.K.)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	3	1	3	same ↔
http://www.randall-payne.co.uk	accountants stroud	2	1	1	-1 ↓
http://www.randall-payne.co.uk	gloucestershire accountant	8	1	10	+2 ↑
http://www.randall-payne.co.uk	randall & payne	1	1	1	same ↔
http://www.randall-payne.co.uk	stroud accountant	1	1	3	+2 ↑
http://www.randall-payne.co.uk	stroud accountants	3	1	1	-2 ↓
http://www.randall-payne.co.uk/about/ourservices_charities.html	accountants gloucestershire	8	1	not tested	
http://www.randall-payne.co.uk/about/ourservices_charities.html	gloucestershire accountant	13	2	not tested	
http://www.randall-payne.co.uk/about/ourservices_charities.html	stroud accountant	4	1	not tested	
http://www.randall-payne.co.uk/about/ourservices_retail.html	accountants stroud	4	1	not tested	
http://www.randall-payne.co.uk/about/recruitment.html	stroud accountants	6	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=13217&d=101&h=126&f=127	randall & payne	2	1	not tested	

AltaVista.co.uk (Worldwide)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountant stroud	5	1	5	same ↔
http://www.randall-payne.co.uk	accountants gloucestershire	3	1	3	same ↔
http://www.randall-payne.co.uk	accountants stroud	2	1	1	-1 ↓
http://www.randall-payne.co.uk	gloucestershire accountant	8	1	10	+2 ↑
http://www.randall-payne.co.uk	randall & payne	1	1	1	same ↔
http://www.randall-payne.co.uk	stroud accountant	3	1	3	same ↔
http://www.randall-payne.co.uk	stroud accountants	3	1	1	-2 ↓
http://www.randall-payne.co.uk/about/ourservices_charities.html	accountant stroud	6	1	not tested	

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk/about/ourservices_charities.html	accountants gloucestershire	8	1	not tested	
http://www.randall-payne.co.uk/about/ourservices_charities.html	gloucestershire accountant	13	2	not tested	
http://www.randall-payne.co.uk/about/ourservices_charities.html	stroud accountant	7	1	not tested	
http://www.randall-payne.co.uk/about/ourservices_retail.html	accountants stroud	4	1	not tested	
http://www.randall-payne.co.uk/about/recruitment.html	stroud accountants	7	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=13217&d=101&h=126&f=127	randall & payne	2	1	not tested	

Google.co.uk (pages from the UK)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	1	1	1	same ↔
http://www.randall-payne.co.uk	accountants stroud	1	1	1	same ↔
http://www.randall-payne.co.uk	randall & payne	1	1	1	same ↔
http://www.randall-payne.co.uk	stroud accountants	1	1	1	same ↔
http://www.randall-payne.co.uk/about/recruitment.html	gloucestershire accountant	23	3	22	-1 ↓
http://www.randall-payne.co.uk/about/recruitment.html	stroud accountant	1	1	7	+6 ↑
http://www.randall-payne.co.uk/item/16121/101/126/127	randall & payne	2	1	not tested	
http://www.randall-payne.co.uk/item/16226/101/126/127	stroud accountant	26	3	not tested	

Google.co.uk (the web)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	1	1	1	same ↔
http://www.randall-payne.co.uk	accountants stroud	1	1	1	same ↔
http://www.randall-payne.co.uk	randall & payne	1	1	1	same ↔
http://www.randall-payne.co.uk	stroud accountants	1	1	1	same ↔
http://www.randall-payne.co.uk/about/recruitment.html	accountant stroud	2	1	10	+8 ↑

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk/about/recruitment.html	gloucestershire accountant	26	3	24	-2
http://www.randall-payne.co.uk/about/recruitment.html	stroud accountant	1	1	not tested	
http://www.randall-payne.co.uk/item/16121/101/126/127	randall & payne	2	1	not tested	
http://www.randall-payne.co.uk/item/16226/101/126/127	stroud accountant	43	5	not tested	

MSN.co.uk

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	3	1	2	-1
http://www.randall-payne.co.uk	accountants stroud	1	1	1	same
http://www.randall-payne.co.uk	randall & payne	1	1	1	same
http://www.randall-payne.co.uk	stroud accountants	2	1	1	-1
http://www.randall-payne.co.uk/about/contacts.html	accountants gloucestershire	2	1	3	+1
http://www.randall-payne.co.uk/about/contacts.html	accountants stroud	2	1	2	same
http://www.randall-payne.co.uk/about/contacts.html	randall & payne	2	1	2	same
http://www.randall-payne.co.uk/about/index.html	stroud accountants	3	1	not tested	
http://www.randall-payne.co.uk/about/recruitment.html	gloucestershire accountant	37	4	20	-17
http://www.randall-payne.co.uk/about/recruitment.html	stroud accountant	18	2	13	-5

Overture.uk

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountant stroud	4	1	18	+14
http://www.randall-payne.co.uk	accountant stroud	7	1	20	+13
http://www.randall-payne.co.uk	accountants gloucestershire	8	1	9	+1
http://www.randall-payne.co.uk	accountants gloucestershire	16	1	18	+2
http://www.randall-payne.co.uk	accountants stroud	3	1	3	same
http://www.randall-payne.co.uk	accountants stroud	5	1	5	same

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	gloucestershire accountant	17	1	18	+1
http://www.randall-payne.co.uk	gloucestershire accountant	29	1	21	-8
http://www.randall-payne.co.uk	randall & payne	2	1	2	same
http://www.randall-payne.co.uk	randall & payne	4	1	3	-1
http://www.randall-payne.co.uk	stroud accountant	4	1	18	+14
http://www.randall-payne.co.uk	stroud accountant	7	1	20	+13
http://www.randall-payne.co.uk	stroud accountants	4	1	18	+14
http://www.randall-payne.co.uk	stroud accountants	7	1	22	+15

Yahoo.co.uk (All of the web)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	1	1	1	same
http://www.randall-payne.co.uk	accountants stroud	1	1	1	same
http://www.randall-payne.co.uk	gloucestershire accountant	9	1	not tested	
http://www.randall-payne.co.uk	randall & payne	1	1	1	same
http://www.randall-payne.co.uk	stroud accountant	2	1	not tested	
http://www.randall-payne.co.uk	stroud accountants	1	1	1	same
http://www.randall-payne.co.uk/about/contacts.html	accountants gloucestershire	4	1	not tested	
http://www.randall-payne.co.uk/about/contacts.html	accountants stroud	3	1	not tested	
http://www.randall-payne.co.uk/about/contacts.html	gloucestershire accountant	18	2	not tested	
http://www.randall-payne.co.uk/about/contacts.html	stroud accountants	5	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=13593&d=101&h=126&f=127	randall & payne	2	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=14947&d=101&h=126&f=127	stroud accountant	5	1	not tested	

Yahoo.co.uk (UK only)

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants gloucestershire	1	1	1	same

URL	Keyword	Pos.	Page	Old Pos.	Change
http://www.randall-payne.co.uk	accountants stroud	1	1	1	same ↔
http://www.randall-payne.co.uk	gloucestershire accountant	9	1	not tested	
http://www.randall-payne.co.uk	randall & payne	1	1	1	same ↔
http://www.randall-payne.co.uk	stroud accountant	2	1	not tested	
http://www.randall-payne.co.uk	stroud accountants	1	1	3	+2 ↑
http://www.randall-payne.co.uk/about/contacts.html	accountants gloucestershire	4	1	not tested	
http://www.randall-payne.co.uk/about/contacts.html	accountants stroud	3	1	not tested	
http://www.randall-payne.co.uk/about/contacts.html	gloucestershire accountant	18	2	not tested	
http://www.randall-payne.co.uk/about/contacts.html	stroud accountants	5	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=13593&d=101&h=126&f=127	randall & payne	2	1	not tested	
http://www.randall-payne.co.uk/cgi-bin/item.cgi?id=14947&d=101&h=126&f=127	stroud accountant	4	1	not tested	