The logo for Gold Coast Media, featuring the text "GOLD COAST MEDIA" in a bold, yellow, sans-serif font. The text is centered within a rectangular box that has a gradient from dark brown at the top to a lighter, golden-brown at the bottom.

Top 10 Optimization Report

Gold Coast Media
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Braunton
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EX332DX

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info@goldcoastmedia.co.uk
www.goldcoastmedia.co.uk

Date: 04/03/2009

Recipient: Gold Coast Media sample seo report.

This report has been created by Gold Coast Media Ltd. The report provides optimization suggestions to improve organic rankings against keywords provided for the date at the top of the report.

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Report overview

This report helps you to optimize the web page "<http://www.goldcoastmedia.co.uk/>" for a high ranking on Google.co.uk (the web) for the search term "seo".

Your web page



<http://www.goldcoastmedia.co.uk/>







Title: Devon Web Design | Devon Search Engine Optimisation | Devon SEO

Description: North Devon web design company specialising in seo and search engine optimisation providing on site seo reports, seo services, flash design, web site consultancy for Web design in Barnstaple and Braunton, North Devon.


Your competitors for the search term "seo" on Google.co.uk (the web)

- | | | |
|---|--|--|
| 1 | | <p>http://en.wikipedia.org/wiki/Search_engine_optimization</p> <p>Title: Search engine optimization - Wikipedia, the free encyclopedia</p> <p>Description: [No meta description available.]</p> |
| 2 | | <p>http://www.justsearching.co.uk/</p> <p>Title: Just Search » Search Engine Optimisation (SEO) » Internet Marketing</p> <p>Description: Just Search are natural search engine optimisation (SEO), Pay Per Click Management (PPC) & internet marketing specialists to companies throughout the UK and the World.</p> |
| 3 | | <p>http://www.seoconsult.co.uk/</p> <p>Title: SEO Consult, (SEO) Search Engine Optimisation (Optimization) & Website Optimisation</p> <p>Description: SEO Consult Are a Specialist SEO Team Devoted to Search Engine Optimisation Also Known as Search Engine Optimization And Website Optimisation Techniques</p> |

Your competitors for the search term "seo" on Google.co.uk (the web)

4		<p>http://www.seo-london.com/</p> <p>Title: SEO London :: Sponsors for Educational Opportunity (SEO) London - Home</p> <p>Description: [No meta description available.]</p>
5		<p>http://www.ihaveawebsite-nowwhat.co.uk/</p> <p>Title: SEO (Search Engine Optimisation). Beginners DIY Guide to SEO.</p> <p>Description: SEO strategies for unlisted websites. Would you trust a SEO company that PAYS for their own search engine listings.</p>
6		<p>http://www.seoco.co.uk/</p> <p>Title: The SEO Company - Search Engine Optimisation</p> <p>Description: The SEO Company, a Lancaster based search engine optimisation specialist. SEO services, news articles and resources.</p>
7		<p>http://www.searchengineoptimising.com/</p> <p>Title: SEO: Search Engine Optimisation, Internet Marketing, Website Promotion</p> <p>Description: Search Engine Optimisation and Internet Marketing Services from SEO the website promotion agency.</p>
8		<p>http://www.weblinx.biz/seo_training.htm</p> <p>Title: SEO training and seo tips web training marketing advertising promotion</p> <p>Description: seo training services include training with SEO backward linking strategies and SEO techniques used by SEO consultants managing websites for ethical SEO promotion</p>
9		<p>http://www.swamiseo.co.uk/</p> <p>Title: SEO, Guaranteed Google top 10 Ranking, Search Engine Optimization, PPC, SEM, SMO, Pay Per Click, Internet Marketing, SEO Report</p> <p>Description: World's only SEO Company offering Guaranteed Google top 10 Ranking with moneyback. We offer affordable SEO, PPC, Search Engine Optimization, Pay Per Click,</p>

Your competitors for the search term "seo" on Google.co.uk (the web)

		SEM, Internet Marketing, Organic Search Engine Optimization, and other SEO services.
10		<p>http://www.moovinsonup.com/</p> <p>Title: SEO Sevices Ecommerce Web Design Moovin On Up (MOU)</p> <p>Description: SEO services & ecommerce web design solutions from Moovin On Up (MOU). Leading UK SEO experts & web design company</p>

Analyzed search terms

seo

Top 10 Ranking Requirements Score™

60%

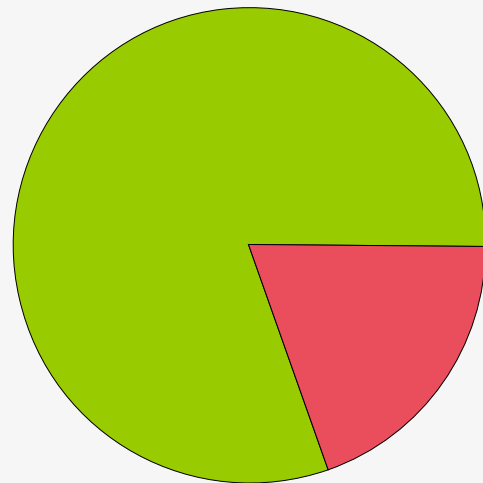
The Top 10 Ranking Requirements Score™ of 60% means that the web page <http://www.goldcoastmedia.co.uk/> meets 60% of the requirements for a top 10 ranking on Google.co.uk (the web) for the search term "seo".

Note that not all ranking factors are weighted equally, and that there are some ranking factors that cannot be taken into account because search engines do not reveal the necessary data.

Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential:	8	4
Very Important:	3	0
Important:	10	2
Moderately Important:	11	0
Slightly Important:	5	3
Total:	37	9

Ranking Factors Performance



■ 37 ranking factors passed
■ 9 ranking factors failed

Search engine ranking factors performance

Table of contents

1. Report overview	19. Keyword use in same site link URLs
2. Keyword use in document title	20. Keyword use in outbound link URLs
3. Global link popularity of web site	21. Keyword use in meta description
4. Link texts of inbound links	22. Number of trailing slashes in URL
5. Keyword use in body text	23. HTML validation of web page to W3C standards
6. Age of web site	24. Readability level of web page
7. Keyword use in H1 headline texts	25. Keyword use in meta keywords
8. Keyword use in domain name	26. Keyword use in the first sentence of the body text
9. Keyword use in page URL	27. Keyword use in HTML comments
10. Links from social networks	28. Search engine compatibility
11. Server speed	29. Factors that could prevent your top ranking
12. Keyword use in H2-H6 headline texts	30. Table: Number of keywords
13. Keyword use in IMG ALT attributes	31. Table: Keyword density
14. Top level domain of web site	32. Table: Keyword position
15. Keyword use in bold body text	33. Table: Number of words
16. Number of visitors to the site	34. Table: Number of characters
17. Keyword use in same site link texts	35. Table: Ranking factors digest
18. Keyword use in outbound link texts	

Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "seo" in the document title and if it's important for Google.co.uk (the web).

Example: <title>Your web page title</title>

Their contents

Rank	Keyword use in document title
1	Search engine optimization - Wikipedia, the free encyclopedia
2	Just Search » Search Engine Optimisation (SEO) » Internet Marketing
3	SEO Consult, (SEO) Search Engine Optimisation (Optimization) & Website Optimisation
4	SEO London :: Sponsors for Educational Opportunity (SEO) London - Home
5	SEO (Search Engine Optimisation). Beginners DIY Guide to SEO .
6	The SEO Company - Search Engine Optimisation
7	SEO : Search Engine Optimisation, Internet Marketing, Website Promotion
8	SEO training and seo tips web marketing advertising promotion
9	SEO , Guaranteed Google top 10 Ranking, Search Engine Optimization, PPC, SEM, SMO, Pay Per Click, Internet Marketing, SEO Report
10	SEO Sevices Ecommerce Web Design Moovin On Up (MOU)

Your contents

Devon Web Design | Devon Search Engine Optimisation | Devon **SEO**

Advice for your document title

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 22%	9%	OK	OK

Global link popularity of web site

Essential

The global link popularity measures how many web pages link to your site. The number of web pages linking to your site is not as important as the quality of the web pages that link to your site.

All major search engines take the quality and the context of the links into account. Search engines assume that your web page must offer relevant content if many quality sites link to it.

Number of inbound links according to these search engines (the more the better)

	Alexa	AllTheWeb (preset settings)	Google.com	Live.com	Yahoo.com	Peak Value
To Your Site:	76	941	14	57	1,339	1,339
To Site 1:	364,081	27,700	917	1,300	32,447	364,081
To Site 2:	437	109,000	728	624	114,699	114,699
To Site 3:	345	33,900	659	671	42,165	42,165
To Site 4:	17	123	19	70	150	150
To Site 5:	108	2,560	68	234	2,975	2,975
To Site 6:	481	7,710	85	976	29,262	29,262
To Site 7:	1,447	33,000	676	1,340	78,427	78,427
To Site 8:	308	6,860	61	7	12,721	12,721
To Site 9:	157	5,910	60	92	7,338	7,338
To Site 10:	143	7,950	86	243	14,533	14,533
Range:	17 to 364,081	123 to 109,000	14 to 917	7 to 1,340	150 to 114,699	150 to 364,081

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 60,577, the link popularity of your web page is 1,339. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

Google can find at least as many web pages linking to your page as to the top ranked pages. This meets the basic requirements for getting high rankings on Google.

<<

<

Link texts of inbound links

Essential

Inbound links are links from other web sites to your site. If many other sites link to your site, then search engines consider your site to be important. However, the number of links is not as important as is the relevance of the linking page and the link text used in linking to your site.

This chapter lists a sample of the web pages that link to your site, along with the link text. Note that search engines do not reveal all inbound links to your site.

The more inbound link texts are analyzed, the more meaningful is the quality of the advice. To get statistically significant results, you should analyze at least 50 inbound link texts. You can change the number of analyzed inbound link texts by selecting Top 10 Optimizer > Report Contents > Link Popularity.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
Devon Web Site Design	http://www.goldcoastmedia.co.uk	http://www.domani-devon.com/
Devon Website Design	http://www.goldcoastmedia.co.uk	http://www.theflowerpreserver.co.uk/
Web Site Design and SEO Services	http://www.goldcoastmedia.co.uk	http://www.mortgagelendersandbrokers.com/
Website Design and Construction by Gold Coast Media © 2006	http://www.goldcoastmedia.co.uk	http://www.chocolate-fountain-directory.com/
Website design and construction by Gold Coast Media, Braunton North Devon © 2006	http://www.goldcoastmedia.co.uk	http://www.chocolatefountainsofdevon.co.uk/
Website Design and Optimisation	http://www.goldcoastmedia.co.uk	http://www.catering4weddings.com/
Website Design and SEO by Gold Coast Media © 2007	http://www.goldcoastmedia.co.uk	http://www.londonchocolatefondue.co.uk/
Website Design	http://www.goldcoastmedia.co.uk	http://www.devoncustomjoinery.co.uk/
Website Design	http://www.goldcoastmedia.co.uk	http://www.sublime-coffee.co.uk/
Website Design	http://www.goldcoastmedia.co.uk	http://www.vein-removal.co.uk/

Advice for the link texts of inbound links

To get a high ranking on Google.co.uk (the web), make sure that the web pages that link to your site use the search term "seo" in their link texts. The more links to your web site contain "seo" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.co.uk (the web) for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the



Advice for the link texts of inbound links

same link text, then Google.co.uk (the web) might lower your rankings because of unnatural linking patterns.

In addition, the quality and reputation of the web pages that link to your site is very important to the search engines.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

At least 10% of the analyzed inbound link texts contain the search term "seo". This is good. OK

At least 20% of the analyzed inbound link texts contain the search term "seo". This is good. OK

Less than 40% of the analyzed inbound link texts contain the search term "seo". You must increase the number of inbound link texts that contain that search term. <<

Less than 60% of the analyzed inbound link texts contain the search term "seo". You must increase the number of inbound link texts that contain that search term. <<

Less than 80% of the analyzed inbound link texts contain the search term "seo". You must increase the number of inbound link texts that contain that search term. <<

Keyword use in body text

Essential

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The calculations include spaces and punctuation marks.

Your contents

Devon Web Design and Devon **SEO** Specialists "Web Sites built to Perform " As a Devon web design and Devon search engine optimisation company, Gold Coast Media creates web sites that are fully optimised to rank well in search engines. We can provide **seo** reports customised for your business clients and pride ourselves in the search engine ranking results that we achieve for our clients. Gold Coast Media is a leading Devon **seo** company, our **seo** and web design services are priced very competitively against national competitors offering outstanding value for our web design and **seo** services in Devon.

We offer: Web site hosting, design, consultancy and domain name registration. Devon Search Engine Optimisation Specialists. Search Engine Optimisation Reports. Flash animation - enhance your web site to increase sales! 'Pay Per Click' consultancy to maximise your 'Return on Investment'. e-commerce solutions for your online shop. Full web based media service for small and medium size enterprises Web Directory Construction. Very competitive prices. Gold Coast Media Limited has no association or connection with the Gold Coast Oceanfest which takes place in North Devon on the midsummer weekend in June annually.

Please click here to link directly to their site! Web Design That Works! A web site is now an essential marketing tool for local to global business'. Having a web presence increases your potential client base, enhances your corporate profile and could have a significant impact upon your profitability and costs. The web provides a low cost mechanism for marketing your brand, product and service, locally, nationally and globally. Gold Coast Media has extensive knowledge of developing web based business solutions from scratch into meaningful, revenue generating and service promotion tools at a significantly lower cost than traditional media services.

Gold Coast Media specialises in search engine optimisation for small business web sites. If your web site can't be found in the major search engines, contact Gold Coast Media for our search engine optimisation packages . Why Choose Gold Coast Media. Gold Coast Media is a Devon web design company specialising in constructing web sites. with comprehensive on site **SEO**. We provide a cost effective web service for corporate and private clients specialising in small business' providing a 'first time' web design and consultancy service with search engine optimisation techniques built into the initial web site construction.

Call Gold Coast Media now for a no obligation quote and discussion, we can provide you with an initial design consultation free of charge with a likely construction requirement in terms of web design, complexity and site size. Gold Coast Media specialises in search engine optimisation and has a large number of clients. If you have a web site that is failing you or your business, call us on 01271 815024 for a free no obligation quote. We are able to provide on site **seo** reports to allow you to optimise your web site for your chosen keywords.

Gold Coast Media can also provide search engine optimisation consultancy, link building programs and on going optimisation campaigns for continuous improvements in your search engine rankings. If you would like a free search engine optimisation consultancy , call 01271 815024 for an informal discussion. Devon Web Design Web Design Search Engine Optimisation Graphic Design Promotional Merchandise Flash Design On Site **SEO** Reports Pay Per Click Web Directories IT Consultancy Site Maintenance Tel:01271 815024 | [email:info@goldcoastmedia.co.uk](mailto:info@goldcoastmedia.co.uk) | © Gold Coast Media 2006 | Sitemap Devon web design, Devon **SEO** and Devon search engine optimisation specialists for online **seo** reports .

Home Web Services News Contact Us Resources

Advice for your body text**Search term: "seo"**

	Competitors	Your Site	Advice	
Number of keywords:	10 to 104	10	OK	OK
Keyword density:	1% to 7%	2%	OK	OK
Number of words:	353 to 4,795	590	OK	OK

Age of web site

Very Important

Spam sites often come and go quickly. For this reason, search engines tend to trust a web site that has been around for a long time over one that is brand new. The age of the domain is seen as a sign of trustworthiness because it cannot be faked. The data is provided by Alexa.com (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.goldcoastmedia.co.uk/	05 December 2006
1	http://en.wikipedia.org/wiki/Search_engine_optimization	13 January 2001 (oldest domain)
2	http://www.justsearching.co.uk/	19 April 2004
3	http://www.seoconsult.co.uk/	11 October 2007
4	http://www.seo-london.com/	30 October 2003
5	http://www.ihaveawebsite-nowwhat.co.uk/	27 January 2003
6	http://www.seoco.co.uk/	28 August 2006
7	http://www.searchengineoptimising.com/	08 April 2002
8	http://www.weblinx.biz/seo_training.htm	12 October 2004
9	http://www.swamiseo.co.uk/	17 January 2008 (newest domain)
10	http://www.moovionup.com/	03 November 2006
Range	13 January 2001 to 17 January 2008	

Advice for the web site age

Your web site is about 3 years old. This is very good because the older your web site, the better it is for your rankings on Google.co.uk (the web).

OK

Keyword use in H1 headline texts

Very Important

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.co.uk (the web), too.

Example: <h1>your very big headline text</h1>

Your contents

No.	H1 Heading Text
1.	Devon Web Design and Devon SEO Specialists
2.	Devon Web Design

Advice for your H1 headline texts

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 40%	10%	OK	OK

Keyword use in domain name

Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.co.uk (the web) gives extra relevance to search terms within the domain name.

Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

Their contents

Rank	Words In Domain Name	URL
1	en wikipedia	http://en.wikipedia.org/wiki/Search_engine_optimization
2	justsearching	http://www.justsearching.co.uk/
3	seo consult	http://www.seoconsult.co.uk/
4	seo london	http://www.seo-london.com/
5	ihaveawebsite nowwhat	http://www.ihaveawebsite-nowwhat.co.uk/
6	seoco	http://www.seoco.co.uk/
7	searchengineoptimising	http://www.searchengineoptimising.com/
8	weblinx	http://www.weblinx.biz/seo_training.htm
9	swamiseo	http://www.swamiseo.co.uk/
10	moovionup	http://www.moovionup.com/

Your contents

goldcoastmedia (Domain name: "goldcoastmedia.co.uk")

Advice for the domain name

The domain name goldcoastmedia.co.uk does not contain the search term "seo".

If you have a young web site with only a few inbound links, then consider registering a new domain name that contains the search term "seo".

If you have an established web site with a lot of inbound links, then you must compensate by improving the other search engine ranking factors.

<<

Keyword use in page URL

Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.co.uk (the web) gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

Their contents

Rank	Words In Page URL	URL
1	wiki Search engine optimization	http://en.wikipedia.org/wiki/Search_engine_optimization
2	[no words]	http://www.justsearching.co.uk/
3	[no words]	http://www.seoconsult.co.uk/
4	[no words]	http://www.seo-london.com/
5	[no words]	http://www.ihaveawebsite-nowwhat.co.uk/
6	[no words]	http://www.seoco.co.uk/
7	[no words]	http://www.searchengineoptimising.com/
8	seo training	http://www.weblinx.biz/seo_training.htm
9	[no words]	http://www.swamiseo.co.uk/
10	[no words]	http://www.moovionup.com/

Your contents

[no words] (no page URL because you analyzed your homepage)

Advice for your page URL

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "seo" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "seo" but this is optional.	<

Links from social networks

Important

On social network sites, people decide which web sites are popular. This means that the popularity on social network sites cannot be easily influenced. For this reason, search engines might trust web sites more if they are popular on social networks. ("n/a" means "data not available".)

Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	1	0	1
To Site 1:	1,279	7,462	8,741
To Site 2:	45	59	104
To Site 3:	6	357	363
To Site 4:	8	0	8
To Site 5:	14	1	15
To Site 6:	2	5	7
To Site 7:	50	7	57
To Site 8:	17	0	17
To Site 9:	1	9	10
To Site 10:	4	5	9
Range:	1 to 1,279	0 to 7,462	7 to 8,741

Advice for the links from social networks

There are too few web pages that link to your web site "www.goldcoastmedia.co.uk". You should increase the number of web pages that link to your web site on these social networks.



Server speed

Important

Popular web sites often have faster server response times compared to smaller unimportant sites. In addition, most search engines index more pages from fast web sites. This chapter shows you how long it takes on average for web pages on the top ranked sites to load. The data is based on the average server speed of the last 30 days and is provided by Alexa.com ("n/a" means that Alexa.com does not have data about your server speed).

Server speed results

Average Page Load Time (measured in seconds, the lower the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	2.08s	2.15s	n/a	n/a	1.73s	1.36s	3.13s	0.42s	n/a	n/a	0.42s to 3.13s

Server Speed Relative To Other Servers On The Internet (the faster the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	average: top 45%	average: top 50%	n/a	n/a	fast: top 35%	fast: top 25%	slow: bottom 35%	very fast: top 4%	n/a	n/a	slow: bottom 35% to very fast: top 4%

Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.co.uk (the web). If you have a slow web site, you should contact or even switch your web hosting provider.



Keyword use in H2-H6 headline texts

Important

H2, H3, H4, H5 and H6 headline texts are the texts that are written between the <h2>...</h2>, <h3>...</h3>, etc. tags in the HTML code of your web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.co.uk (the web), too.

Example: <h3>your big headline text</h3>

Your contents

No. Heading Texts

1. [H2] "Web Sites built to Perform "
2. [H4] Web Design That Works!

Advice for your H2-H6 headline texts

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "seo" at least once but this is optional.	<
Keyword density:	0% to 29%	0%	You could increase the keyword density for the search term "seo" but this is optional.	<

Keyword use in IMG ALT attributes

Important

The attribute defines an alternative text for an image when the user uses a text browser or when the user has turned off the display of images in the web browser application. Microsoft's Internet Explorer displays the alternative text if the user puts the cursor over the graphic. This chapter tries to find out if it makes sense to include the search term in the attributes to improve your rankings.

Example:

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	Valid XHTML 1.0 Transitional	http://www.w3.org/Icons/valid-xhtml10
2.	Valid CSS!	http://jigsaw.w3.org/css-validator/images/vcss

Advice for your IMG ALT attributes

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	0	You could use the search term "seo" at least once but this is optional.	<
Keyword density:	0% to 43%	0%	You could increase the keyword density for the search term "seo" but this is optional.	<

Top level domain of web site

Important

Web sites with certain top level domains (TLD) are statistically more likely to contain higher quality, trustworthy contents. For this reason, search engines might prefer web sites with restricted TLD (.edu, .gov., .mil) over younger TLD (e.g., .biz, .info, .jobs). In addition, country code TLD (e.g., .ca, .de, .fr) are often preferred in the country's local search results.

Top level domain results

Your Site	1	2	3	4	5	6	7	8	9	10
.co.uk	.org	.co.uk	.co.uk	.com	.co.uk	.co.uk	.com	.biz	.co.uk	.com

Advice for the top level domain of your web site

Your web site URL www.goldcoastmedia.co.uk contains the country top level domain .co.uk. This can be advantageous for rankings in the country's local search results, but it can be disadvantageous for rankings in international search results.



Keyword use in bold body text

Important

The body text is the text on your web page that can be seen by people in their web browsers. The bold body text uses a darker and heavier face than the regular type face. It appears between ... or ... tags in the HTML source of your web page. CSS is not recognized. The statistics include spaces and punctuation marks.

Their contents

Rank	Keyword use in bold body text
1	Internet marketing Affiliate marketing Search engine marketing Search engine optimization Search engine optimization SEO ^^^^^^^^^^^^^^^^^ a b a b a b ^^^^^^^^^^^^^^^^^ a b c ^^^^^ Listen to this article More spoken articles Search engine optimization Copyrights
2	Internet Search Engine Optimisation
3	Search Engine Optimisation SEO Consult Search Engine Optimization Clients Search Engine Optimization Search Engine Optimization (Optimisation) Website Optimisation SEO Consult The UK's No 1 SEO Company Search Engine Optimisation Tips SEO Tip 1. SEO Tip 2. SEO Tip 3. SEO Tip 4. SEO Tip 5. Search Engine Optimization Tips SEO Tip 6. SEO Tip 7. SEO Tip 8. SEO Tip 9. SEO Tip 10. Search Engine Optimization SEO Don't Tip 1. Don't just use the first keyw [and 656 additional characters]
4	Sponsors for Educational Opportunity (SEO) London all SEO offers placements Sponsor Banks outperform SEO offers placements Sponsor Banks multiple Sponsor Firms fast tracked
5	your
6	search engine optimisation Website Optimisation Link Building
7	Internet Marketing Internet Marketing search engine marketing Internet Marketing Internet marketing solutions Website promotion More... International
8	SEO - Process SEO - Descriptions SEO Significance SEO - Process SEO - Descriptions SEO Significance SEO - Process SEO - Descriptions SEO Significance SEO - Process SEO - Descriptions SEO Significance SEO - Process SEO - Descriptions SEO Significance SEO - Process SEO - Descriptions SEO Significance
9	achieve top ranking guaranteed Google top 10 ranking guaranteed Google top 10 ranking Google top 10 rank SEO report
10	SEO - Search engine Optimisation. hire MOU Web Design and CMS Solutions hire MOU

Your contents

Devon web design Devon search engine optimisation Devon **seo** web site search engine optimisation for small business web sites. search engine optimisation packages Devon web design search engine optimisation **seo** reports link building optimisation campaigns search engine optimisation consultancy

Advice for your bold body text

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 21	2	OK	OK
Keyword density:	0% to 95%	7%	OK	OK

Number of visitors to the site

Important

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

Alexa.com Traffic Rank results (the lower the better)

	URL	Alexa Traffic Rank
Your Site	http://www.goldcoastmedia.co.uk/	Rank #776,499
1	http://en.wikipedia.org/wiki/Search_engine_optimization	Rank #7 (most visitors of the competitors)
2	http://www.justsearching.co.uk/	Rank #137,186
3	http://www.seoconsult.co.uk/	Rank #73,378
4	http://www.seo-london.com/	Rank #367,059
5	http://www.ihaveawebsite-nowwhat.co.uk/	Rank #390,057 (least visitors of the competitors)
6	http://www.seoco.co.uk/	Rank #65,329
7	http://www.searchengineoptimising.com/	Rank #54,592
8	http://www.weblinx.biz/seo_training.htm	Rank #173,578
9	http://www.swamiseo.co.uk/	Rank #269,095
10	http://www.moovionup.com/	Rank #295,783
Range		7 to 390,057

Advice for the number of visitors to your site

Your web site www.goldcoastmedia.co.uk does not appear to have many visitors. This could be disadvantageous to your rankings on Google.co.uk (the web).



Keyword use in same site link texts

Moderately Important

Link texts are words and sentences that are used as links. Same site link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.co.uk (the web) takes search terms in same site link texts into account.

Example: The HTML tag `Contact information` contains the same site link text "Contact information".

Your contents

No.	Same Site Link Text	Link URL
1.	Web Design	/design.htm
2.	Search Engine Optimisation	/optimisation.htm
3.	Graphic Design	/graphic-design.htm
4.	Promotional Merchandise	/devon-printing.htm
5.	Flash Design	/flash.htm
6.	On Site SEO Reports	/seo-report.htm
7.	Pay Per Click	/payperclick.htm
8.	Web Directories	/directories.htm
9.	IT Consultancy	/consultancy.htm
10.	Site Maintenance	/maintenance.htm
11.	Sitemap	/sitemap.htm
12.	seo reports	/seo-report.htm
13.	Home	/index.html
14.	Web Services	/services.htm
15.	News	/news.htm
16.	Contact Us	/contactus.htm
17.	Resources	/Resources.htm

Advice for your same site link texts

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 52	2	OK	OK
Keyword density:	0% to 32%	11%	OK	OK

Keyword use in outbound link texts

Moderately Important

Link texts are words and sentences that are used as links. Outbound link texts are the texts within the <a>... tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.co.uk (the web) gives relevance to search terms in outbound link texts.

Example: The HTML tag About the company contains the outbound link text "About the company".

Your contents

No.	Outbound Link Text	Link URL
1.	here	http://www.goldcoastcoastfest.co.uk
2.	[empty]	http://validator.w3.org/check?uri=referer
3.	[empty]	http://jigsaw.w3.org/css-validator/

Advice for your outbound link texts

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use the search term "seo" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "seo" but this is optional.	<

Keyword use in same site link URLs

Moderately Important

Links connect one web page to another. Same site links are the links in <a href> attributes that point to other pages on the same domain. This chapter examines if search terms in same site link URLs are relevant to Google.co.uk (the web).

Example: The HTML tag Contact information contains the same site link URL "contact.htm".

Your contents

No.	Same Site Link URL	Link Text
1.	design [/design.htm]	Web Design
2.	optimisation [/optimisation.htm]	Search Engine Optimisation
3.	graphic design [/graphic-design.htm]	Graphic Design
4.	devon printing [/devon-printing.htm]	Promotional Merchandise
5.	flash [/flash.htm]	Flash Design
6.	seo report [/seo-report.htm]	On Site SEO Reports
7.	payperclick [/payperclick.htm]	Pay Per Click
8.	directories [/directories.htm]	Web Directories
9.	consultancy [/consultancy.htm]	IT Consultancy
10.	maintenance [/maintenance.htm]	Site Maintenance
11.	sitemap [/sitemap.htm]	Sitemap
12.	seo report [/seo-report.htm]	seo reports
13.	index [/index.html]	Home
14.	services [/services.htm]	Web Services
15.	news [/news.htm]	News
16.	contactus [/contactus.htm]	Contact Us
17.	Resources [/Resources.htm]	Resources

Advice for your same site link URLs

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 127	2	OK	OK
Keyword density:	0% to 85%	40%	OK	OK

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.co.uk (the web) gives relevance to search terms in outbound links

Example: The HTML tag `Click here` contains the outbound link URL "www.not-your-site.com/info.htm".

Your contents

No.	Outbound Link URL	Link Text
1.	www goldcoastocceanfest [http://www.goldcoastocceanfest.co.uk]	here
2.	validator w3 check uri referer [http://validator.w3.org/check?uri=referer]	[empty]
3.	jigsaw w3 css validator [http://jigsaw.w3.org/css-validator/]	[empty]

Advice for your outbound link URLs

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "seo" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "seo" but this is optional.	<

Keyword use in meta description

Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.co.uk (the web) takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

Example: <meta name="description" content="This sentence describes the contents of your web site.">

Even if the Meta Description tag might not be important for ranking purposes, you should use the Meta Description tag to make sure that your web site is displayed with an attractive description in the search results.

Their contents

Rank	Keyword use in meta description
1	[not used]
2	Just Search are natural search engine optimisation (SEO), Pay Per Click Management (PPC) & internet marketing specialists to companies throughout the UK and the World.
3	SEO Consult Are a Specialist SEO Team Devoted to Search Engine Optimisation Also Known as Search Engine Optimization And Website Optimisation Techniques
4	[not used]
5	SEO strategies for unlisted websites. Would you trust a SEO company that PAYS for their own search engine listings.
6	The SEO Company, a Lancaster based search engine optimisation specialist. SEO services, news articles and resources.
7	Search Engine Optimisation and Internet Marketing Services from SEO the website promotion agency.
8	seo training services include training with SEO backward linking strategies and SEO techniques used by SEO consultants managing websites for ethical SEO promotion
9	World's only SEO Company offering Guaranteed Google top 10 Ranking with moneyback. We offer affordable SEO , PPC, Search Engine Optimization, Pay Per Click, SEM, Internet Marketing, Organic Search Engine Optimization, and other SEO services.
10	SEO services & ecommerce web design solutions from Moovin On Up (MOU). Leading UK SEO experts & web design company

Your contents

North Devon web design company specialising in **seo** and search engine optimisation providing on site **seo** reports, **seo** services, flash design, web site consultancy for Web design in Barnstaple and Braunton, North Devon.

Advice for your meta description

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	3	OK	OK
Keyword density:	0% to 22%	9%	OK	OK

Number of trailing slashes in URL

Moderately Important

The number of trailing slashes (/) in the URL indicates where a web page falls in a site's overall hierarchy. If the URL contains many trailing slashes, meaning it is placed in a sub-sub-directory, then the webmaster does not seem to think that the page is important in relation to the other pages.

Number of trailing slashes

Your Site	1	2	3	4	5	6	7	8	9	10	Range
0	1	0	0	0	0	0	0	0	0	0	0 to 1

Advice for the number of trailing slashes in your web site URL

The URL www.goldcoastmedia.co.uk does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

HTML validation of web page to W3C standards

Slightly Important

Web pages are written in special languages called HTML and CSS. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

Validation results

	Validity
HTML:	7 errors, not valid http://validator.w3.org/check?uri=http://www.goldcoastmedia.co.uk/
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.goldcoastmedia.co.uk/

Advice regarding the validity of your web site

The HTML validation of your web page www.goldcoastmedia.co.uk failed. This means that Google.co.uk (the web) might not be able to read your web page. You should fix any HTML errors.



Readability level of web page

Slightly Important

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

Readability results

Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
43	58	46	25	29	65	55	51	48	38	57	25 to 65

Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
12	8	12	16	14	9	9	9	13	13	10	8 to 16

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.goldcoastmedia.co.uk is 43. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

<<

To improve your score, break long sentences into shorter sentences and use shorter words. In addition, make sure that you end sentences with punctuation (a period, question mark, or exclamation point). There should be one space between each word, and after any punctuation, including commas.

Keyword use in meta keywords

Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.co.uk (the web) gives relevance to search terms in the Meta Keywords tag.

Example: <meta name="keywords" content="keyword, another keyword">

Their contents

Rank	Keyword use in meta keywords
1	Search engine optimization, Articles with unsourced statements since January 2009, Search engine optimization consultants, 2003, A List Apart, August 26, BBC News, CNET, Cory Doctorow, Danny Sullivan (technologist), Forbes
2	Search Engine Optimisation, SEO , optimization, Internet Marketing, Pay Per Click, PPC, SEM, Search Engine marketing.
3	SEO , Search Engine Optimisation, Search Engine Optimization, Website Optimisation, Website Optimization
4	[not used]
5	[not used]
6	the seo company, search engine optimisation, search engine marketing, seo
7	seo , search engine optimisation, internet marketing, search engine marketing, website promotion
8	seo , training on seo , search engine optimiser, optimizer, backward linking strategy, web links, seo tools, marketing, advertising, promotion
9	seo , Guaranteed Google top 10 Ranking, search engine optimization, ppc, sem, search engine marketing, smo, social media optimization, Internet Marketing, Online Marketing, organic seo , oscommerce, drupal, wordpress, joomla, ecommerce, keyword optimization, meta tag, seo report, Swami SEO
10	seo Experts, MOU, moving on up, mooving on up, search engine optimization, optimisation, seo uk, seo edinburgh, ecommerce edinburgh

Your contents

Devon web design, Devon **seo**, Devon search engine optimisation, Devon **SEO** specialists, Devon **seo** company, search engine optimisation, web design, consultancy, search engine optimisation reports, flash animation, search engine optimisation for small business, search engine optimisation company, on site **SEO**, link building, optimisation campaigns

Advice for your meta keywords

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	4	OK	OK
Keyword density:	0% to 20%	9%	OK	OK

Keyword use in the first sentence of the body text

Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Example: <body>Here goes the first sentence. This text is not the first sentence.

Their contents

Rank	Keyword use in the first sentence of the body text
1	Search engine optimization From Wikipedia, the free encyclopedia Jump to: navigation , search A typical search engine results page Internet marketing
2	0845 121 1194 Home Services Testimonials SEO Blog SEO Tools About Us Recruitment News Contact Us Internet Marketing » Search Engine Optimisation » Pay Per Click
3	UK Home About Us About Us Company Aim Mission Statement FAQs View Our SEO Results About SEO About SEO SEO Traffic Linking SEO Listings SEO Services Authority and SEO On Page Search Engine Optimisation Off Page Search Engine Optimisation SEO Terminology SEO Advice SEO Advice SEO Analysis SEO Rankings SEO Submissions Choosing an SEO Service Choosing an SEO Consultancy Our SEO Services Our SEO Services Full Search Engine Optimisation SEO Link Buildi [and 1,072 additional characters]
4	one internship, infinite opportunities Home About SEO London What Is SEO London?
5	[About] [SEO Strategies] [Free Keyword Check] [Reciprocal Linking] [Clients] [Guarantee] [Tips]
6	Home About Services Articles SEO Blog Archives Contact Welcome to The SEO Company
7	SEO Link to Us Who we are About SEO Why SEO ?
8	SEO Training and SEO Tips SEO Training and SEO Marketing Services
9	Home SEO SEO Report PPC Organic SEO ECommerce SEO SMO Portfolio Clients Services SEM Internet Marketing Website Promotion Real Estate SEO Drupal SEO osCommerce SEO Joomla SEO Wordpress SEO Blog Promotion Directory Submission Google Top 10 Achievements SEO Report Portfolio Laptop Freelance Jobs Health Insurance Quote Cleaning Services Bingo Affiliate Program Titan Poker Bonus Code Full Tilt Bonus Code Welcome to Swami SEO
10	Home About Us SEO News SEO E-Commerce Web Design Hosting Name: Tel: Email: Your comments: Ecommerce Web Design Solutions

Your contents

Devon Web Design and Devon **SEO** Specialists "Web Sites built to Perform "

Advice for your first sentence of the body text

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 40	1	OK	OK
Keyword density:	0% to 36%	8%	OK	OK

Keyword use in HTML comments

Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.co.uk (the web).

Example: <!-- comments with keywords -->

Your contents

No.	HTML Comment Text
1.	InstanceBegin template="/Templates/base.dwt" codeOutsideHTMLIsLocked="false"
2.	InstanceBeginEditable name="doctitle"
3.	InstanceEndEditable
4.	InstanceBeginEditable name="bodyright"
5.	Devon web design company specialising in seo and search engine optimisation providing on site seo reports, seo services, flash design, web site consultancy for Web design in Barnstaple and Braunton, North Devon.
6.	InstanceEndEditable
7.	InstanceEnd

Advice for your HTML comments

Search term: "seo"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	3	OK	OK
Keyword density:	0% to 4%	8%	The keyword density is too high. It should be 4% at maximum. Consider adding more text to lower the keyword density.	<<

Search engine compatibility

This chapter examines the general search engine compatibility of your web page.

Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.goldcoastmedia.co.uk" contains 601 words which should be enough for search engines.	OK
Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search terms "Devon seo company" and "search engine optimisation company" of your Meta Keywords tag do not seem to be mentioned in the body text of your web page. You should either remove these search terms from your Meta Keywords tag, or add the search terms to the body text of your web page.	<<
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.	OK
Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines.	OK
Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.	OK
Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.	OK
Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.goldcoastmedia.co.uk" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.goldcoastmedia.co.uk" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.goldcoastmedia.co.uk on Google.co.uk (the web).

Advice

Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "seo"?

How fast does your web page get new links pointing to it?

Do the web sites which link to your page belong to the same content category?

Since when do the links to your page exist?

Is the text surrounding the link to your page relevant to the search term "seo"?

Your web page

How many important links from your other pages point to your web page?

Do the links on your web page point to high quality, topically-related pages?

How often and how many changes do you make to your web page over time? Is your content up-to-date?

How often and how many web pages do you add to your web site?

How long do your visitors spend time on your web page?

Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.co.uk (the web), for example Amazon or Wikipedia?

How many visitors of the search engine result pages click through to your page?

How often do search engine visitors search for your company name or web page URL on Google.co.uk (the web)?

Negative ranking factors (you should be able to say "no" to all the following questions)

Is your content very similar or a duplicate of existing content?

Is your server often down when search engine crawlers try to access it?

Do you link to web sites that do not deserve a link?

Do you use the same title or meta tags for many web pages?

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

Do a majority of your inbound links come from low quality or spam sites?

Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

Search term: "seo"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	0	1	2	2	2	1	1	2	2	1	0 to 2
Body Text:	10	42	13	91	34	12	10	36	104	33	10	10 to 104
H1 Texts:	1	0	0	3	0	0	1	1	2	1	1	0 to 3
Domain:	0	0	0	1	1	0	1	0	0	1	0	0 to 1
Page URL:	0	0	0	0	0	0	0	0	1	0	0	0 to 1
H2-H6 Texts:	0	0	1	3	1	0	0	4	2	0	0	0 to 4
IMG ALT:	0	0	0	13	1	7	1	3	0	3	1	0 to 13
Bold Text:	2	1	0	21	3	0	0	0	18	1	1	0 to 21
Same Texts:	2	1	3	52	20	8	8	25	5	24	4	1 to 52
Outb. Texts:	0	11	0	0	0	0	0	0	0	0	1	0 to 11
Same URLs:	2	3	6	127	21	7	7	33	1	33	4	1 to 127
Outb. URLs:	0	14	0	2	1	1	0	0	0	0	0	0 to 14
Meta Descr.:	3	0	1	2	0	2	2	1	5	3	2	0 to 5
Meta Keyw.:	4	0	1	1	0	0	2	1	3	4	3	0 to 4
First Sentence:	1	0	2	40	2	1	2	3	4	11	2	0 to 40
HTML Comm.:	3	0	0	0	0	0	0	4	0	0	0	0 to 4

Table: Keyword density

Search term: "seo"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	0%	10%	20%	20%	22%	17%	13%	22%	11%	9%	0% to 22%
Body Text:	2%	1%	1%	4%	7%	2%	3%	4%	4%	5%	3%	1% to 7%
H1 Texts:	10%	0%	0%	9%	0%	0%	20%	25%	40%	33%	6%	0% to 40%
Domain:	0%	0%	0%	100%	50%	0%	100%	0%	0%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	0%	0% to 50%
H2-H6 Texts:	0%	0%	1%	6%	3%	0%	0%	7%	29%	0%	0%	0% to 29%
IMG ALT:	0%	0%	0%	18%	14%	9%	17%	19%	0%	43%	2%	0% to 43%
Bold Text:	7%	6%	0%	14%	21%	0%	0%	0%	95%	7%	9%	0% to 95%
Same Texts:	11%	0%	3%	25%	24%	9%	9%	16%	5%	32%	21%	0% to 32%
Outb. Texts:	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	33%	0% to 33%
Same URLs:	40%	0%	6%	33%	16%	12%	5%	15%	6%	85%	15%	0% to 85%
Outb. URLs:	0%	2%	0%	7%	33%	20%	0%	0%	0%	0%	0%	0% to 33%
Meta Descr.:	9%	0%	4%	9%	0%	11%	13%	8%	22%	9%	10%	0% to 22%
Meta Keyw.:	9%	0%	7%	9%	0%	0%	20%	9%	17%	11%	16%	0% to 20%
First Sentence:	8%	0%	8%	18%	17%	4%	15%	27%	36%	18%	10%	0% to 36%
HTML Comm.:	8%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0% to 4%

Table: Keyword position

Search term: "seo"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	61	n/a	43	1	1	1	5	1	1	1	1	n/a to 43
Body Text:	28	520	42	71	51	13	30	1	1	6	15	1 to 520
H1 Texts:	28	n/a	n/a	42	n/a	n/a	16	29	1	17	32	n/a to 42
Domain:	n/a	n/a	n/a	1	1	n/a	1	n/a	n/a	6	n/a	n/a to 6
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a to 1
H2-H6 Texts:	n/a	n/a	73	233	336	n/a	n/a	51	6	n/a	n/a	n/a to 336
IMG ALT:	n/a	n/a	87	103	1	1	5	73	n/a	6	63	n/a to 103
Bold Text:	55	113	n/a	27	39	n/a	n/a	n/a	1	102	1	n/a to 113
Same Texts:	94	1,687	25	63	11	6	26	1	1	5	13	1 to 1,687
Outb. Texts:	n/a	994	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	14	n/a to 994
Same URLs:	52	7,191	29	5	9	191	197	27	104	1	9	1 to 7,191
Outb. URLs:	n/a	964	n/a	7	5	32	n/a	n/a	n/a	n/a	n/a	n/a to 964
Meta Descr.:	48	n/a	53	1	n/a	1	5	65	1	14	1	n/a to 65
Meta Keyw.:	25	n/a	28	1	n/a	n/a	5	1	1	1	1	n/a to 28
First Sentence:	28	n/a	42	71	51	13	30	1	1	6	15	n/a to 71
HTML Comm.:	212	n/a	n/a	n/a	n/a	n/a	n/a	86	n/a	n/a	n/a	n/a to 86

Table: Number of words

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	11	7	10	10	10	9	6	8	9	19	11	6 to 19
Body Text:	590	4,795	1,317	2,216	570	542	353	1,035	2,347	665	381	353 to 4,795
H1 Texts:	10	3	10	32	0	0	5	4	5	3	16	0 to 32
Domain:	1	2	1	1	2	2	1	1	1	1	1	1 to 2
Page URL:	0	4	0	0	0	0	0	0	2	0	0	0 to 4
H2-H6 Texts:	12	94	160	56	48	0	42	68	7	0	0	0 to 160
IMG ALT:	6	23	31	94	11	86	6	22	11	13	57	6 to 94
Bold Text:	39	80	4	186	23	1	7	16	36	19	13	1 to 186
Same Texts:	34	774	138	298	124	101	147	271	115	140	35	35 to 774
Outb. Texts:	1	498	2	3	0	4	0	1	0	23	4	0 to 498
Same URLs:	21	1,590	138	487	178	95	199	339	31	112	52	31 to 1,590
Outb. URLs:	11	739	279	35	3	6	0	16	0	24	20	0 to 739
Meta Descr.:	33	0	25	22	0	19	16	13	23	34	20	0 to 34
Meta Keyw.:	44	29	15	11	0	0	10	11	18	36	19	0 to 36
First Sentence:	13	20	26	222	12	25	13	11	11	62	20	11 to 222
HTML Comm.:	42	116	10	154	18	59	8	99	11	0	24	0 to 154

Table: Number of characters

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	63	61	67	83	70	61	44	70	61	127	55	44 to 127
Body Text:	3,769	29,758	8,160	14,218	3,738	2,958	2,185	6,732	13,793	4,202	2,175	2,175 to 29,758
H1 Texts:	59	26	63	215	0	0	26	32	25	19	106	0 to 215
Domain:	14	12	13	10	10	21	5	22	7	8	10	5 to 22
Page URL:	0	31	0	0	0	0	0	0	12	0	0	0 to 31
H2-H6 Texts:	61	494	1,001	341	343	0	270	368	44	0	0	0 to 1,001
IMG ALT:	38	144	214	627	55	521	44	136	70	95	352	44 to 627
Bold Text:	282	248	35	1,074	163	4	59	143	282	111	78	4 to 1,074
Same Texts:	219	4,090	849	1,924	774	672	927	1,751	681	910	194	194 to 4,090
Outb. Texts:	4	5,525	11	25	0	25	0	7	0	141	22	0 to 5,525
Same URLs:	157	8,641	832	3,129	1,204	557	1,231	2,205	227	710	340	227 to 8,641
Outb. URLs:	75	5,081	1,568	221	14	41	0	115	0	175	145	0 to 5,081
Meta Descr.:	217	0	167	152	0	115	116	97	162	240	114	0 to 240
Meta Keyw.:	343	212	109	103	0	0	73	95	140	281	130	0 to 281
First Sentence:	72	149	160	1,522	80	109	81	44	65	423	120	44 to 1,522
HTML Comm.:	411	1,064	139	777	142	527	40	942	45	0	173	0 to 1,064

Table: Ranking factors digest

This chapter shows some of the search engine ranking factors in tabular form. Some of the values may have been abbreviated by using "k" which means that the value must be multiplied by 1000. ("n/a" means "data not available".)

Digest												
	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of inbound links according to these search engines (the more the better)												
Alexa:	76	364k	437	345	17	108	481	1k	308	157	143	17 to 364k
AllTheWeb (preset settings):	941	28k	109k	34k	123	3k	8k	33k	7k	6k	8k	123 to 109k
Google.com:	14	917	728	659	19	68	85	676	61	60	86	19 to 917
Live.com:	57	1k	624	671	70	234	976	1k	7	92	243	7 to 1k
Yahoo.com:	1k	32k	115k	42k	150	3k	29k	78k	13k	7k	15k	150 to 115k
Links from social networks (the more the better)												
Del.icio.us:	1	1k	45	6	8	14	2	50	17	1	4	1 to 1k
Digg:	0	7k	59	357	0	1	5	7	0	9	5	0 to 7k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	Dec 2006	Jan 2001	Apr 2004	Oct 2007	Oct 2003	Jan 2003	Aug 2006	Apr 2002	Oct 2004	Jan 2008	Nov 2006	Jan 2001 to Jan 2008
Server Speed:	n/a	2.08s	2.15s	n/a	n/a	1.73s	1.36s	3.13s	0.42s	n/a	n/a	0.42s to 3.13s
Alexa Traffic Rank:	776k	7	137k	73k	367k	390k	65k	55k	174k	269k	296k	7 to 390k