



GOLD COAST MEDIA

Top 10 Optimization 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 (without Places) for the search term "web site design".

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 "web site design" on Google.co.uk (without Places)

- | | | |
|---|--|---|
| 1 | | <p>http://www.techdesigns.co.uk/</p> <p>Title: Website Design - Web Design from £395 - E-Commerce from £795</p> <p>Description: Website Design from £395 and E-commerce from £795. Free Web Design quotes. Affordable Website Design from UK web designers. 0800 612 6352</p> |
| 2 | | <p>http://www.coolcreation.co.uk/</p> <p>Title: Website Design, Web Design from £295, Cheap Website Design UK</p> <p>Description: Website design company offering bespoke website design and development from our professional website design team.</p> |
| 3 | | <p>http://www.pomdesign.com/</p> <p>Title: Web design Affordable Website Design from £299</p> <p>Description: Web design and website design solutions at affordable prices, professional web development from website designers Tel:(UK) 0845 2577 187</p> |

Your competitors for the search term "web site design" on Google.co.uk (without Places)

4		<p>http://www.webcreationuk.com/</p> <p>Title: Website Design, Web Design - WebCreationUK, Sites From £495!</p> <p>Description: The UK's No. 1 website design company & web designers. Over 5000 customers use our web design services. Get a free web design quote today.</p>
5		<p>http://en.wikipedia.org/wiki/Web_design</p> <p>Title: Web design - Wikipedia, the free encyclopedia</p> <p>Description: [No meta description available.]</p>
6		<p>http://www.jessett.com/</p> <p>Title: Creating a web site - a step by step guide</p> <p>Description: A guide to creating a web site, including html, dhtml, css style sheets, usability, design principles, creating graphics, using dreamweaver and submitting to search engines. Everything about creating a web site through good working practice. Also includes an faq for all your frequently asked questions about web design.</p>
7		<p>http://www.webdesigncreate.co.uk/</p> <p>Title: Web Design, Website Design, Web Designers Services & Resources</p> <p>Description: Professional web design services from Create. Specialising in search engine friendly websites, CMS, ecommerce and web video.</p>
8		<p>http://www.businessprodesigns.com/</p> <p>The web page "www.businessprodesigns.com/" does not contain the search term. It may have received the high ranking through many incoming links, or it uses cloaking, or the web page was changed after the search engine had indexed it.</p> <p>Title: [No document title available.]</p> <p>Description: [No meta description available.]</p>

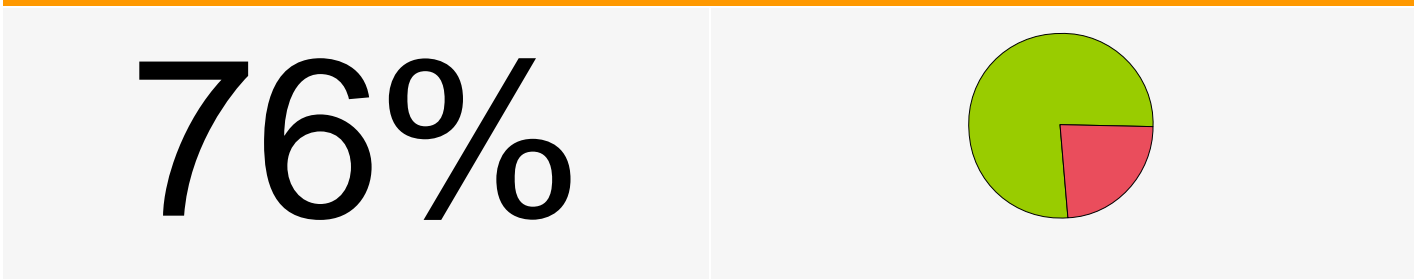
Your competitors for the search term "web site design" on Google.co.uk (without Places)

<p>9</p>		<p>http://www.junowebdesign.com/</p> <p>Title: Web Design Website Design & Magento Ecommerce</p> <p>Description: Nottingham web design agency. Magento web development with SEO, split testing and wordpress website design. Top results driven digital company</p>
<p>10</p>		<p>http://www.clarewebdesign.co.uk/</p> <p>Title: Web Design - Website Design UK - Professional Web Design Company - Website Development - Essex London UK</p> <p>Description: Looking for Web Design in the UK? CWD are a professional website design company providing our clients with eye catching web design, website development and website marketing.</p>

Analyzed search terms

1. web site design
2. web
3. site
4. design

Top 10 Ranking Requirements Score™



The Top 10 Ranking Requirements Score™ of 76% means that the web page www.goldcoastmedia.co.uk meets only 76% of the requirements for a top 10 ranking on Google.co.uk (without Places) for the search term "web site design".

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 (weighted most):	25	4
Very Important:	11	0
Important:	41	3
Moderately Important:	51	0
Slightly Important:	31	1
Total:	159	8

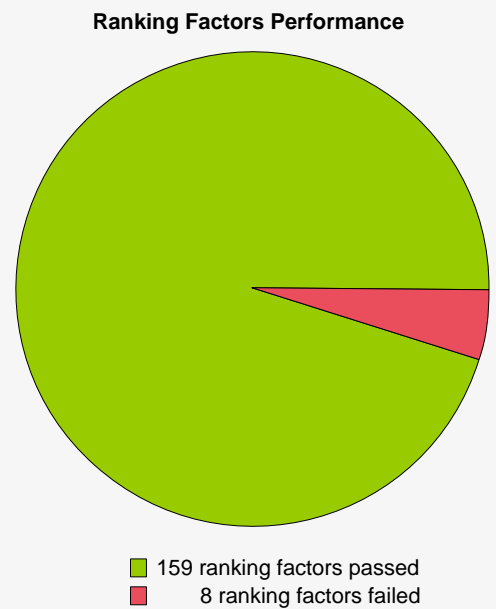


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Keyword use in document title

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 "web site design" in the document title and if it's important for Google.co.uk (without Places).

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

Their contents

Rank	Keyword use in document title
1	Website Design - Web Design from £395 - E-Commerce from £795
2	Website Design, Web Design from £295, Cheap Website Design UK
3	Web design Affordable Website Design from £299
4	Website Design, Web Design - Web CreationUK, Site s From £495!
5	Web design - Wikipedia, the free encyclopedia
6	Creating a web site - a step by step guide
7	Web Design, Website Design, Web Designers Services & Resources
8	[not used]
9	Web Design Website Design & Magento Ecommerce
10	Web Design - Website Design UK - Professional Web Design Company - Website Development - Essex London UK

Your contents

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

Advice for your document title

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 38%	9%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	

Advice for your document title

Search term: "web site design"

Number of keywords:	0 to 2	0	You should use the search term "site" at least once.	<<
Keyword density:	0% to 25%	0%	You should increase the keyword density for the search term "site".	<<

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 33%	9%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	2	OK	OK
Keyword density:	0% to 29%	6%	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	Google.co.uk (without Places)	Peak Value
To Your Site:	46	26	46
To Site 1:	317	789	789
To Site 2:	230	69	230
To Site 3:	364	74	364
To Site 4:	507	926	926
To Site 5:	431,555	413	431,555
To Site 6:	111	18	111
To Site 7:	n/a	590	590
To Site 8:	540	158	540
To Site 9:	325	448	448
To Site 10:	229	32	229
Range:	46 to 431,555	18 to 926	111 to 431,555

Advice for the global link popularity

Summing up all analyzed search engines, there are too few web pages that link to your web site "www.goldcoastmedia.co.uk". You should increase the number of web pages from different domains that link to your web site.

<<

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.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
North Devon Web Design	http://www.goldcoastmedia.co.uk	http://www.woodstockwindows.co.uk/contact
North Devon Web Design	http://www.goldcoastmedia.co.uk	http://www.woodstockwindows.co.uk/glass
North Devon Website Designers	http://www.goldcoastmedia.co.uk	http://www.cheapestloans.co/credit-cards-for-bad-credit.htm

Advice for the link texts of inbound links

To get a high ranking on Google.co.uk (without Places), make sure that the web pages that link to your site use the search term "web site design" in their link texts. The more links to your web site contain "web site design" (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 (without Places) 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 same link text, then Google.co.uk (without Places) 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.

At least 10% of the analyzed inbound link texts contain the search term "web site design". This is good.

At least 20% of the analyzed inbound link texts contain the search term "web site design". This is good.

At least 40% of the analyzed inbound link texts contain the search term "web site design". This is good.

At least 60% of the analyzed inbound link texts contain the search term "web site design". This is good.

At least 80% of the analyzed inbound link texts contain the search term "web site design". This is good.

All of the analyzed inbound link texts contain the search term "web site design". Google.co.uk (without Places) could lower your rankings because of unnatural linking patterns. Try getting some inbound link texts that do not contain the search term "web site design" or parts of it.

<

OK

OK

OK

OK

OK

<<

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

Home **Web** Services News Vacancies Clients Contact Us 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 now 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. Other **Web Sites**. Gold Coast Media is also the owner and operator of a range of **web** directories. In the weddings sector, we own Catering 4 Weddings , the number one ranking wedding catering directory. We also own Photographers for Weddings , this is an online resource for wedding photographers to reach their target market.

Web Design SEO SEO Consultancy Pay Per Click On **Site** SEO Reports Online PC Backup Graphic **Design** Promotional Merchandise Flash **Design Site** map | Resources | © Gold Coast Media 2006-2009 Gold Coast Media, Compass House, Velator, Braunton, North Devon, EX33 2DX Telephone : 01271 815024 Email : info@goldcoastmedia.co.uk

Advice for your body text**Search term: "web site design"**

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Number of words:	0 to 3,083	680	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 105	29	OK	OK
Keyword density:	0% to 10%	4%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 72	18	OK	OK
Keyword density:	0% to 9%	3%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 72	13	OK	OK
Keyword density:	0% to 10%	2%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 249	60	OK	OK
Keyword density:	0% to 10%	3%	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/	n/a
1	http://www.techdesigns.co.uk/	18 March 2000
2	http://www.coolcreation.co.uk/	n/a
3	http://www.pomdesign.com/	n/a
4	http://www.webcreationuk.com/	17 March 2005 (newest domain)
5	http://en.wikipedia.org/wiki/Web_design	13 January 2001
6	http://www.jessett.com/	03 March 2000 (oldest domain)
7	http://www.webdesigncreate.co.uk/	n/a
8	http://www.businessprodesigns.com/	n/a
9	http://www.junowebdesign.com/	n/a
10	http://www.clarewebdesign.co.uk/	n/a
Range	03 March 2000 to 17 March 2005	

Advice for the web site age

The web site age could not be determined. In general, the older your web site, the better it is for your rankings on Google.co.uk (without Places). If you have a young web site, you must compensate by improving the other search engine ranking factors.



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 (without Places), too.

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

Your contents

No.	H1 Heading Text
1.	Devon Web Design and Devon SEO Specialists
2.	Web Design That Works!
3.	Why Choose Gold Coast Media.
4.	Other Web Sites .

Advice for your H1 headline texts

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	3	OK	OK
Keyword density:	0% to 50%	16%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 50%	5%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	2	OK	OK
Keyword density:	0% to 50%	11%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	6	OK	OK
Keyword density:	0% to 50%	11%	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 (without Places) 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	tech designs	http://www.techdesigns.co.uk/
2	coolcreation	http://www.coolcreation.co.uk/
3	pom design	http://www.pomdesign.com/
4	web creationuk	http://www.webcreationuk.com/
5	en wikipedia	http://en.wikipedia.org/wiki/Web_design
6	jessett	http://www.jessett.com/
7	webdesign create	http://www.webdesigncreate.co.uk/
8	businesspro designs	http://www.businessprodesigns.com/
9	junow webdesign	http://www.junowebdesign.com/
10	clare webdesign	http://www.clarewebdesign.co.uk/

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 "web site design".

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 "web site design".

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 (without Places) 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	[no words]	http://www.techdesigns.co.uk/
2	[no words]	http://www.coolcreation.co.uk/
3	[no words]	http://www.pomdesign.com/
4	[no words]	http://www.webcreationuk.com/
5	wiki Web design	http://en.wikipedia.org/wiki/Web_design
6	[no words]	http://www.jessett.com/
7	[no words]	http://www.webdesigncreate.co.uk/
8	[no words]	http://www.businessprodesigns.com/
9	[no words]	http://www.junowebdesign.com/
10	[no words]	http://www.clarewebdesign.co.uk/

Your contents

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

Advice for your page URL

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK

Advice for your page URL**Search term: "web site design"**

Keyword density:	all 0%	0%	OK	OK
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Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "web", "site" or "design" at least once but this is optional.	<
Keyword density:	0% to 22%	0%	You could increase the keyword density for the keywords "web", "site" or "design" 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)

	Delicious.com	Facebook Mentions	Twitter Tweets	Total
To Your Site:	0	0	0	0
To Site 1:	0	6	0	6
To Site 2:	0	25	1	26
To Site 3:	11	31	3	45
To Site 4:	48	81	34	163
To Site 5:	23,035	2,029	0	25,064
To Site 6:	180	13	34	227
To Site 7:	0	8	4	12
To Site 8:	0	20	1	21
To Site 9:	0	27	10	37
To Site 10:	0	50	41	91
Range:	0 to 23,035	0 to 2,029	0 to 41	6 to 25,064

Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.goldcoastmedia.co.uk". Try to get at least one web page to link to your web page 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	2.29s	0.58s	0.60s	0.63s	1.27s	0.73s	1.36s	4.57s	2.65s	0.48s	0.48s to 4.57s

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	slow: bottom 25%	very fast: top 10%	very fast: top 10%	very fast: top 10%	average: top 45%	very fast: top 9%	average: top 45%	very slow: bottom 5%	slow: bottom 20%	very fast: top 6%	very slow: bottom 5% to very fast: top 6%

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 (without Places). 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 (without Places), too.

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

Your contents

No.	Heading Texts
1.	[H2] " Web Sites built to Perform"

Advice for your H2-H6 headline texts

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	1	OK	OK
Keyword density:	0% to 22%	20%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	1	OK	OK
Keyword density:	0% to 19%	20%	The keyword density is too high. It should be 19% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 24%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 24	2	OK	OK
Keyword density:	0% to 22%	13%	OK	OK

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.	FSB	img/ads/xfsb.png.pagespeed.ic.ommAom-RzI.png

Advice for your IMG ALT attributes

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 27	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 25	0	You could use the search term "site" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "site" but this is optional.	<

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 27	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 75	0	You could use one of the keywords "web", "site" or "design" at least once but this is optional.	<

Advice for your IMG ALT attributes

Search term: "web site design"

Keyword density:	0% to 33%	0%	You could increase the keyword density for the keywords "web", "site" or "design" but this is optional.	<
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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	.co.uk	.co.uk	.com	.com	.org	.com	.co.uk	.com	.com	.co.uk

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	website design Feel free to give us a call on 0800 612 6352 or 01326 574289 for friendly advice on how we can help design a website for your company.
2	CoolCreation Bespoke Website Design website design website designers Affordable Website Design with CoolCreation Help us help you create a robust web presence! Phone: Email: Twitter:
3	Would you like to know more about our Web Design services?
4	Experienced Website Design Unique Website Designers Leading Web Designers New social reports available from Google What makes a link opportunity a great one? Google AdWords target users by their interest FREE advanced ecommerce stores, SEO solutions . 2011-03-07 - Craig joins the sales team
5	Web design does not cite any references or sources Web Design . .
6	[not used]
7	Secret Seed Society Ltd MamaBabyBliss Ltd JoJo Glass Design Life Music Foundation We're recruiting! Our Web Design Video Blog Quick Enquiry Form
8	Fatal error /home/busikfes/public_html/system/libraries/common_function.php 1838
9	Juno Web Design , Nottingham
10	Welcome to CWD. We are a professional company that specialises in web design , marketing, bespoke functionality and web development. web agency professional web design call now on 01206 303662 Get a web design price quote today .

Your contents

Devon **web design** Devon search engine optimisation Devon seoweb **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 Telephone Email

Advice for your bold body text

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	4	OK	OK
Keyword density:	0% to 25%	10%	OK	OK

Advice for your bold body text**Search term: "web site design"****Search term: "site"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 16%	5%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 25%	5%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	8	OK	OK
Keyword density:	0% to 17%	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 #1,721,975
1	http://www.techdesigns.co.uk/	Rank #565,377 (least visitors of the competitors)
2	http://www.coolcreation.co.uk/	Rank #238,488
3	http://www.pomdesign.com/	Rank #176,108
4	http://www.webcreationuk.com/	Rank #53,806
5	http://en.wikipedia.org/wiki/Web_design	Rank #7 (most visitors of the competitors)
6	http://www.jessett.com/	Rank #522,275
7	http://www.webdesigncreate.co.uk/	Rank #58,238
8	http://www.businessprodesigns.com/	Rank #137,416
9	http://www.junowebdesign.com/	Rank #56,708
10	http://www.clarewebdesign.co.uk/	Rank #322,752
Range		7 to 565,377 (average rank: #213,117)

Advice for the number of visitors to your site

Your web site www.goldcoastmedia.co.uk does not appear to attract many visitors because your traffic rank is above #100,000 and you have less visitors than the average of your competitors. This could be disadvantageous to your rankings on Google.co.uk (without Places).

<<

Keyword use in same domain link texts

Moderately Important

Link texts are words and sentences that are used as links. Same domain 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 (without Places) takes search terms in same domain link texts into account.

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

Your contents

No.	Same Domain Link Text	Link URL
1.	Home	/index.htm
2.	Web Services	/services.htm
3.	News	/news.htm
4.	Vacancies	/vacancies.htm
5.	Clients	/clients.htm
6.	Contact Us	/contact.htm
7.	here	//www.goldcoastoceanfest.co.uk/
8.	Catering 4 Weddings	//www.catering4weddings.com/
9.	Photographers for Weddings	//www.photographers-4-weddings.co.uk/
10.	Chocolate Fountain Directory	//www.chocolate-fountain-directory.com/
11.	UK Mortgage Brokers	//www.mortgagelendersandbrokers.com/
12.	Web Design	/design.htm
13.	SEO	/optimisation.htm
14.	SEO Consultancy	/seo-consultancy.htm
15.	Pay Per Click	/payperclick.htm
16.	On Site SEO Reports	/seo-report.htm
17.	Online PC Backup	/devon-online-backups.htm
18.	Graphic Design	/graphic-design.htm
19.	Promotional Merchandise	/devon-printing.htm
20.	Flash Design	/flash.htm
21.	[empty]	//www.fsb.org.uk/
22.	Site map	/sitemap.htm
23.	Resources	/resources.htm

Advice for your same domain link texts**Search term: "web site design"**

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 37	2	OK	OK
Keyword density:	0% to 19%	5%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	2	OK	OK
Keyword density:	0% to 16%	5%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 36	3	OK	OK
Keyword density:	0% to 16%	7%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 78	7	OK	OK
Keyword density:	0% to 17%	5%	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 (without Places) 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

[not used]

Advice for your outbound link texts

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use one of the keywords "web", "site" or "design" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the keywords "web", "site" or "design" but this is optional.	<

Keyword use in same domain link URLs

Moderately Important

Links connect one web page to another. Same domain 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 domain link URLs are relevant to Google.co.uk (without Places).

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

Your contents

No.	Same Domain Link URL	Link Text
1.	index [/index.htm]	Home
2.	services [/services.htm]	Web Services
3.	news [/news.htm]	News
4.	vacancies [/vacancies.htm]	Vacancies
5.	clients [/clients.htm]	Clients
6.	contact [/contact.htm]	Contact Us
7.	www goldcoastcoastfest co uk [//www.goldcoastcoastfest.co.uk/]	here
8.	www catering4weddings [//www.catering4weddings.com/]	Catering 4 Weddings
9.	www photographers 4 weddings co uk [//www.photographers-4-weddings.co.uk/]	Photographers for Weddings
10.	www chocolate fountain directory [//www.chocolate-fountain-directory.com/]	Chocolate Fountain Directory
11.	www mortgagelendersandbrokers [//www.mortgagelendersandbrokers.com/]	UK Mortgage Brokers
12.	design [/design.htm]	Web Design
13.	optimisation [/optimisation.htm]	SEO
14.	seo consultancy [/seo-consultancy.htm]	SEO Consultancy
15.	payperclick [/payperclick.htm]	Pay Per Click
16.	seo report [/seo-report.htm]	On Site SEO Reports
17.	devon online backups [/devon-online-backups.htm]	Online PC Backup
18.	graphic design [/graphic-design.htm]	Graphic Design
19.	devon printing [/devon-printing.htm]	Promotional Merchandise
20.	flash [/flash.htm]	Flash Design
21.	www fsb org uk [//www.fsb.org.uk/]	[empty]
22.	sitemap [/sitemap.htm]	Sitemap
23.	resources [/resources.htm]	Resources

Advice for your same domain link URLs

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "web site design" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "web site design" but this is optional.	<

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 61	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 28%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 28	1	OK	OK
Keyword density:	0% to 30%	2%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 55	2	OK	OK
Keyword density:	0% to 22%	4%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 126	3	OK	OK
Keyword density:	0% to 20%	2%	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 (without Places) 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

[not used]

Advice for your outbound link URLs

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

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

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use one of the keywords "web", "site" or "design" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the keywords	<

Advice for your outbound link URLs

Search term: "web site design"

"web", "site" or "design" 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 (without Places) 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	Website Design from £395 and E-commerce from £795. Free Web Design quotes. Affordable Website Design from UK web designers . 0800 612 6352
2	Website design company offering bespoke website design and development from our professional website design team.
3	Web design and website design solutions at affordable prices, professional web development from website designers Tel:(UK) 0845 2577 187
4	The UK's No. 1 website design company & web designers . Over 5000 customers use our web design services. Get a free web design quote today.
5	[not used]
6	A guide to creating a web site , including html, dhtml, css style sheets, usability, design principles, creating graphics, using dreamweaver and submitting to search engines. Everything about creating a web site through good working practice. Also includes an faq for all your frequently asked questions about web design .
7	Professional web design services from Creare. Specialising in search engine friendly websites , CMS, ecommerce and web video.
8	[not used]
9	Nottingham web design agency. Magento web development with SEO, split testing and wordpress website design . Top results driven digital company
10	Looking for Web Design in the UK? CWD are a professional website design company providing our clients with eye catching web design , website development and website marketing.

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: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's	<

Advice for your meta description

Search term: "web site design"

			usually advisable to add it.	
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	3	OK	OK
Keyword density:	0% to 21%	9%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	2	OK	OK
Keyword density:	0% to 20%	6%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	3	OK	OK
Keyword density:	0% to 20%	9%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	8	OK	OK
Keyword density:	0% to 20%	8%	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	0	0	0	0	1	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:	no errors, 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

Both the CSS code and the HTML code of your web page www.goldcoastmedia.co.uk is valid according to the W3C specifications. This means that Google.co.uk (without Places) does not have problems reading your web page.

OK

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
45	58	57	56	47	100	55	52	n/a	50	64	47 to 100

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
11	10	9	9	11	n/a	9	11	n/a	11	8	8 to 11

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.goldcoastmedia.co.uk is 45. 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 (without Places) 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	website design, web design, website designers, web designers, tech designs, web design UK, web design company, web design firms, website development, professional web development, ecommerce, affordable web design, ecommerce, flash design, web development company, custom design, web page design
2	website design, web design, website design UK, bespoke website design, web design and development, website designers, website design company, website design agency, web design company
3	Web design, website design, web designers, web development, Content management systems, CMS, ecommerce solutions, ecommerce, hosting
4	website design, web design, website designers, web designers, web creation, web creationuk, website creation, web design UK, web design company, web design firms, website development, ecommerce, affordable web design, affordable ecommerce, flash design, web page design
5	[not used]
6	creating web site guide web design html dhtml dynamic html css style sheets cascading stylesheets usability design principles creating graphics dreameaver templates submitting search engines directories optimization optimisation building website design top ten web design tips
7	web design, web optimisation, web video, web design resources, create
8	[not used]
9	web design, website design, web design nottingham, magento web , seo nottingham, web development, wordpress web design , uk, internet marketing, ecommerce
10	web design, website design, professional web design, company, website development, web designer, website marketing, website designers, web designing, essex, london, UK

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: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK

Advice for your meta keywords

Search term: "web site design"

Keyword density:	all 0%	0%	OK	OK
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Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	2	OK	OK
Keyword density:	0% to 40%	5%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	1	OK	OK
Keyword density:	0% to 24%	2%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	2	OK	OK
Keyword density:	0% to 36%	5%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 27	5	OK	OK
Keyword density:	0% to 32%	4%	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	Website Design About us Our Services Our Pricing Our Work Testimonials Contact us Home Website Design from £395 E-Commerce Website Design from £795 Tech designs - Website Design UK
2	Welcome to CoolCreation Website Design CALL NOW: 02392 000 456 Home Company About Us Philosophy Customer Service Website Pricing Portfolio Blog Other Services Logo Design SEO Contact CoolCreation Bespoke Website Design
3	Home Portfolio Ecommerce Prices Other Services Get a Quote Contact Us About Pom Blog 1 Page Web Design £299 2-4 Page Web Design £449 5-8 Page Web Design £569 9-12 Page Web Design £669 Online Shop Ecommerce £1049 Other Options £Ask Latest Website Designs Aztec Lettings / Property Portal www.aztecleettings.co.uk Carousel Cakes / Brochure Site www.carouselcakes.co.uk Brighterman / Online Store www.brighterman.com Latest Website Design Articles Auto D [and 115 additional characters]
4	DISCOVER WHY US?
5	Web design From Wikipedia, the free encyclopedia Jump to: navigation , search
6	creating a web site
7	Home About Us Website Design Bespoke Web Design Website Builder eCommerce Websites Web Optimisation Web Design Portfolio Web Video Graphic Design Blog Create News Dreamweaver Tutorials Everything Else!
8	[not used]
9	Web Design 0845 544 1766 Home News About Work Contact Juno Web Design CREATING & IMPROVING ONLINE BUSINESS
10	Web Design Website Design Web Development

Your contents

Home **Web** Services News Vacancies Clients Contact Us Devon **Web Design** and Devon SEO Specialists "**Web Sites** built to Perform"

Advice for your first sentence of the body text

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Advice for your first sentence of the body text**Search term: "web site design"****Search term: "web"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	3	OK	OK
Keyword density:	0% to 38%	15%	OK	OK

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 25%	5%	OK	OK

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	1	OK	OK
Keyword density:	0% to 25%	5%	OK	OK

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 17	5	OK	OK
Keyword density:	0% to 25%	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 (without Places).

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

Your contents

No.	HTML Comment Text
1.	[if lte IE 6]>< style type="text/css" media="screen">@import "css/ie.css";< /style>< ![endif

Advice for your HTML comments

Search term: "web site design"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "web"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	0	You could use the search term "web" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "web" but this is optional.	<

Search term: "site"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "site" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "site" but this is optional.	<

Search term: "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 17	0	You could use the search term "design" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "design" but this is optional.	<

Keywords "web", "site" or "design"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 29	0	You could use one of the keywords "web", "site" or "design" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the keywords	<

Advice for your HTML comments

Search term: "web site design"

"web", "site" or "design" but this is optional.

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 691 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 (without Places).

Advice

Inbound links to your web page

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

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 "web site design"?

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 (without Places), 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 (without Places)?

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

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "web site design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	0	0	0	0	0	0	0	0	0	0	all 0
Body Text:	0	0	0	0	0	0	0	0	0	0	0	all 0
H1 Texts:	0	0	0	0	0	0	0	0	0	0	0	all 0
Domain:	0	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	0	0	0	0	0	0	0	0	0	0	all 0
IMG ALT:	0	0	0	0	0	0	0	0	0	0	0	all 0
Bold Text:	0	0	0	0	0	0	0	0	0	0	0	all 0
SD LT:	0	0	0	0	0	0	0	0	0	0	0	all 0
Outbound LT:	0	0	0	0	0	0	0	0	0	0	0	all 0
SD LU:	0	0	2	0	0	0	0	0	0	0	0	0 to 2
Outbound LU:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Descr.:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Keyw.:	0	0	0	0	0	0	0	0	0	0	0	all 0
First Sentence:	0	0	0	0	0	0	0	0	0	0	0	all 0
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	2	3	2	3	1	1	3	0	2	4	0 to 4
Body Text:	29	23	59	42	40	18	3	105	0	81	30	0 to 105
H1 Texts:	3	1	3	1	3	1	1	1	0	1	3	0 to 3
Domain:	0	0	0	0	1	0	0	1	0	1	1	0 to 1
Page URL:	0	0	0	0	0	1	0	0	0	0	0	0 to 1
H2-H6 Texts:	1	8	5	6	2	0	0	11	0	10	1	0 to 11
IMG ALT:	0	1	27	18	6	0	0	25	0	1	3	0 to 27
Bold Text:	4	2	5	1	3	2	0	1	0	1	5	0 to 5
SD LT:	2	14	5	12	7	12	0	17	0	37	13	0 to 37
Outbound LT:	0	0	0	0	0	3	0	0	0	1	0	0 to 3
SD LU:	0	15	28	0	24	46	13	61	0	33	23	0 to 61
Outbound LU:	0	0	1	0	5	3	0	1	0	1	3	0 to 5

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Meta Descr.:	3	4	3	4	4	0	3	3	0	3	5	0 to 5
Meta Keyw.:	2	12	9	4	13	0	4	4	0	6	8	0 to 13
First Sentence:	3	4	3	7	0	1	1	7	0	2	3	0 to 7
HTML Comm.:	0	1	0	2	0	0	0	0	0	12	4	0 to 12

Search term: "site"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	2	1	2	0	1	1	0	1	2	0 to 2
Body Text:	18	20	58	27	38	5	4	72	0	34	18	0 to 72
H1 Texts:	1	1	3	0	2	0	1	0	0	0	1	0 to 3
Domain:	0	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	1	7	6	5	1	0	0	4	0	2	0	0 to 7
IMG ALT:	0	1	21	15	3	0	0	25	0	0	3	0 to 25
Bold Text:	2	2	4	0	2	0	0	0	0	0	0	0 to 4
SD LT:	2	12	5	8	12	5	1	8	0	5	8	0 to 12
Outbound LT:	0	0	0	0	0	0	0	0	0	0	0	all 0
SD LU:	1	11	27	1	28	5	14	10	0	4	15	0 to 28
Outbound LU:	0	0	1	0	0	0	0	0	0	0	0	0 to 1
Meta Descr.:	2	2	3	2	1	0	2	1	0	1	3	0 to 3
Meta Keyw.:	1	3	6	1	4	0	2	0	0	1	4	0 to 6
First Sentence:	1	4	3	3	0	0	1	3	0	0	1	0 to 4
HTML Comm.:	0	0	0	3	0	2	0	0	0	0	1	0 to 3

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	2	3	2	2	1	0	3	0	2	3	0 to 3
Body Text:	13	23	33	41	27	10	3	72	0	60	22	0 to 72
H1 Texts:	2	1	3	1	2	1	0	1	0	1	2	0 to 3
Domain:	0	1	0	1	0	0	0	1	1	1	1	0 to 1
Page URL:	0	0	0	0	0	1	0	0	0	0	0	0 to 1
H2-H6 Texts:	0	9	3	7	0	0	0	8	0	10	1	0 to 10
IMG ALT:	0	1	27	18	6	0	0	0	0	3	3	0 to 27
Bold Text:	2	2	4	1	3	2	0	2	0	1	3	0 to 4

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
SD LT:	3	12	5	8	2	5	1	13	0	36	13	0 to 36
Outbound LT:	0	0	0	0	1	2	1	0	0	1	0	0 to 2
SD LU:	2	13	21	2	6	32	0	55	0	32	26	0 to 55
Outbound LU:	0	0	0	1	2	3	1	2	0	0	3	0 to 3
Meta Descr.:	3	4	3	3	4	0	2	1	0	2	3	0 to 4
Meta Keyw.:	2	12	9	3	10	0	4	2	0	4	6	0 to 12
First Sentence:	1	5	3	7	0	1	0	4	0	2	2	0 to 7
HTML Comm.:	0	1	0	2	0	0	1	0	0	17	4	0 to 17

Keywords "web", "site" or "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	5	8	5	7	2	2	7	0	5	9	0 to 9
Body Text:	60	66	150	110	105	33	10	249	0	175	70	0 to 249
H1 Texts:	6	3	9	2	7	2	2	2	0	2	6	0 to 9
Domain:	0	1	0	1	1	0	0	2	1	2	2	0 to 2
Page URL:	0	0	0	0	0	2	0	0	0	0	0	0 to 2
H2-H6 Texts:	2	24	14	18	3	0	0	23	0	22	2	0 to 24
IMG ALT:	0	3	75	51	15	0	0	50	0	4	9	0 to 75
Bold Text:	8	6	13	2	8	4	0	3	0	2	8	0 to 13
SD LT:	7	38	15	28	21	22	2	38	0	78	34	0 to 78
Outbound LT:	0	0	0	0	1	5	1	0	0	2	0	0 to 5
SD LU:	3	39	76	3	58	83	27	126	0	69	64	0 to 126
Outbound LU:	0	0	2	1	7	6	1	3	0	1	6	0 to 7
Meta Descr.:	8	10	9	9	9	0	7	5	0	6	11	0 to 11
Meta Keyw.:	5	27	24	8	27	0	10	6	0	11	18	0 to 27
First Sentence:	5	13	9	17	0	2	2	14	0	4	6	0 to 17
HTML Comm.:	0	2	0	7	0	2	1	0	0	29	9	0 to 29

Table: Keyword density

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "web site design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Body Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H1 Texts:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
IMG ALT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LU:	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 2%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Keyw.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
First Sentence:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	20%	30%	25%	38%	17%	11%	33%	0%	25%	29%	0% to 38%
Body Text:	4%	10%	6%	5%	3%	5%	3%	3%	0%	5%	5%	0% to 10%
H1 Texts:	16%	50%	23%	25%	21%	50%	25%	50%	0%	50%	50%	0% to 50%
Domain:	0%	0%	0%	0%	100%	0%	0%	100%	0%	100%	100%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0% to 33%
H2-H6 Texts:	20%	22%	14%	13%	13%	0%	0%	6%	0%	10%	8%	0% to 22%
IMG ALT:	0%	33%	33%	10%	8%	0%	0%	17%	0%	2%	4%	0% to 33%
Bold Text:	10%	7%	20%	9%	7%	15%	0%	5%	0%	25%	14%	0% to 25%
SD LT:	5%	19%	7%	7%	6%	6%	0%	5%	0%	11%	14%	0% to 19%
Outbound LT:	0%	0%	0%	0%	0%	14%	0%	0%	0%	14%	0%	0% to 14%
SD LU:	0%	16%	21%	0%	8%	6%	28%	13%	0%	10%	19%	0% to 28%
Outbound LU:	0%	0%	50%	0%	6%	5%	0%	2%	0%	8%	12%	0% to 50%

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Meta Descr.:	9%	17%	20%	21%	16%	0%	6%	18%	0%	15%	19%	0% to 21%
Meta Keyw.:	5%	32%	36%	25%	37%	0%	11%	40%	0%	30%	38%	0% to 40%
First Sentence:	15%	14%	10%	8%	0%	9%	25%	25%	0%	11%	38%	0% to 38%
HTML Comm.:	0%	5%	0%	2%	0%	0%	0%	0%	0%	7%	7%	0% to 7%

Search term: "site"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	10%	20%	13%	25%	0%	11%	11%	0%	13%	14%	0% to 25%
Body Text:	3%	9%	6%	3%	3%	1%	4%	2%	0%	2%	3%	0% to 9%
H1 Texts:	5%	50%	23%	0%	14%	0%	25%	0%	0%	0%	17%	0% to 50%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	20%	19%	16%	11%	7%	0%	0%	2%	0%	2%	0%	0% to 19%
IMG ALT:	0%	33%	26%	8%	4%	0%	0%	17%	0%	0%	4%	0% to 33%
Bold Text:	5%	7%	16%	0%	4%	0%	0%	0%	0%	0%	0%	0% to 16%
SD LT:	5%	16%	7%	4%	10%	3%	5%	3%	0%	2%	9%	0% to 16%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LU:	2%	12%	21%	1%	10%	1%	30%	2%	0%	1%	13%	0% to 30%
Outbound LU:	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 50%
Meta Descr.:	6%	9%	20%	11%	4%	0%	4%	6%	0%	5%	11%	0% to 20%
Meta Keyw.:	2%	8%	24%	6%	11%	0%	6%	0%	0%	5%	19%	0% to 24%
First Sentence:	5%	14%	10%	3%	0%	0%	25%	11%	0%	0%	13%	0% to 25%
HTML Comm.:	0%	0%	0%	2%	0%	2%	0%	0%	0%	0%	2%	0% to 2%

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	20%	30%	25%	25%	17%	0%	33%	0%	25%	21%	0% to 33%
Body Text:	2%	10%	4%	5%	2%	3%	3%	2%	0%	4%	4%	0% to 10%
H1 Texts:	11%	50%	23%	25%	14%	50%	0%	50%	0%	50%	33%	0% to 50%
Domain:	0%	100%	0%	100%	0%	0%	0%	100%	100%	100%	100%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0% to 33%
H2-H6 Texts:	0%	24%	8%	15%	0%	0%	0%	4%	0%	10%	8%	0% to 24%
IMG ALT:	0%	33%	33%	10%	8%	0%	0%	0%	0%	7%	4%	0% to 33%
Bold Text:	5%	7%	16%	9%	7%	15%	0%	9%	0%	25%	8%	0% to 25%

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
SD LT:	7%	16%	7%	4%	2%	3%	5%	4%	0%	11%	14%	0% to 16%
Outbound LT:	0%	0%	0%	0%	3%	9%	33%	0%	0%	14%	0%	0% to 33%
SD LU:	4%	14%	16%	3%	2%	4%	0%	12%	0%	10%	22%	0% to 22%
Outbound LU:	0%	0%	0%	1%	2%	5%	13%	3%	0%	0%	12%	0% to 13%
Meta Descr.:	9%	17%	20%	16%	16%	0%	4%	6%	0%	10%	11%	0% to 20%
Meta Keyw.:	5%	32%	36%	19%	29%	0%	11%	20%	0%	20%	29%	0% to 36%
First Sentence:	5%	18%	10%	8%	0%	9%	0%	14%	0%	11%	25%	0% to 25%
HTML Comm.:	0%	5%	0%	2%	0%	0%	13%	0%	0%	10%	7%	0% to 13%

Keywords "web", "site" or "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	6%	17%	27%	21%	29%	11%	7%	26%	0%	21%	21%	0% to 29%
Body Text:	3%	10%	5%	5%	3%	3%	3%	3%	0%	3%	4%	0% to 10%
H1 Texts:	11%	50%	23%	17%	17%	33%	17%	33%	0%	33%	33%	0% to 50%
Domain:	0%	33%	0%	33%	33%	0%	0%	67%	33%	67%	67%	0% to 67%
Page URL:	0%	0%	0%	0%	0%	22%	0%	0%	0%	0%	0%	0% to 22%
H2-H6 Texts:	13%	22%	13%	13%	7%	0%	0%	4%	0%	7%	5%	0% to 22%
IMG ALT:	0%	33%	31%	9%	6%	0%	0%	11%	0%	3%	4%	0% to 33%
Bold Text:	7%	7%	17%	6%	6%	10%	0%	5%	0%	17%	7%	0% to 17%
SD LT:	5%	17%	7%	5%	6%	4%	3%	4%	0%	8%	12%	0% to 17%
Outbound LT:	0%	0%	0%	0%	1%	8%	11%	0%	0%	10%	0%	0% to 11%
SD LU:	2%	14%	19%	1%	7%	4%	20%	9%	0%	7%	18%	0% to 20%
Outbound LU:	0%	0%	33%	0%	3%	3%	4%	2%	0%	3%	8%	0% to 33%
Meta Descr.:	8%	15%	20%	16%	12%	0%	5%	10%	0%	10%	14%	0% to 20%
Meta Keyw.:	4%	24%	32%	17%	26%	0%	9%	20%	0%	18%	29%	0% to 32%
First Sentence:	8%	16%	10%	7%	0%	6%	17%	17%	0%	7%	25%	0% to 25%
HTML Comm.:	0%	3%	0%	2%	0%	1%	4%	0%	0%	6%	5%	0% to 6%

Table: Keyword position

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "web site design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Body Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H1 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
IMG ALT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LU:	n/a	n/a	558	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 558
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Keyw.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
First Sentence:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	7	1	1	1	1	1	12	1	n/a	1	1	n/a to 12
Body Text:	7	1	25	102	24	1	14	17	n/a	1	1	n/a to 102
H1 Texts:	7	1	22	3	1	1	12	1	n/a	1	1	n/a to 22
Domain:	n/a	n/a	n/a	n/a	1	n/a	n/a	1	n/a	5	6	n/a to 6
Page URL:	n/a	n/a	n/a	n/a	n/a	6	n/a	n/a	n/a	n/a	n/a	n/a to 6
H2-H6 Texts:	2	1	27	8	21	n/a	n/a	1	n/a	43	1	n/a to 43
IMG ALT:	n/a	1	7	32	1	n/a	n/a	57	n/a	236	5	n/a to 236
Bold Text:	7	1	22	39	13	1	n/a	105	n/a	6	67	n/a to 105
SD LT:	6	80	52	94	19	19	n/a	18	n/a	1	1	n/a to 94
Outbound LT:	n/a	n/a	n/a	n/a	n/a	2	n/a	n/a	n/a	3	n/a	n/a to 3
SD LU:	n/a	159	20	n/a	35	6	1	7	n/a	50	1	n/a to 159
Outbound LU:	n/a	n/a	14	n/a	20	21	n/a	377	n/a	21	32	n/a to 377

Search term: "web"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Meta Descr.:	13	1	1	1	16	n/a	23	14	n/a	12	13	n/a to 23
Meta Keyw.:	7	1	1	1	1	n/a	10	1	n/a	1	1	n/a to 10
First Sentence:	6	1	25	93	n/a	1	12	15	n/a	1	1	n/a to 93
HTML Comm.:	n/a	62	n/a	220	n/a	n/a	n/a	n/a	n/a	60	72	n/a to 220

Search term: "site"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	4	4	28	4	n/a	16	16	n/a	17	17	n/a to 28
Body Text:	108	4	28	263	27	125	18	20	n/a	359	18	n/a to 359
H1 Texts:	109	4	25	n/a	4	n/a	16	n/a	n/a	n/a	16	n/a to 25
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	6	4	30	11	24	n/a	n/a	99	n/a	430	n/a	n/a to 430
IMG ALT:	n/a	4	10	180	195	n/a	n/a	60	n/a	n/a	8	n/a to 195
Bold Text:	65	4	25	n/a	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 25
SD LT:	202	83	55	264	22	22	109	21	n/a	764	58	n/a to 764
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LU:	327	225	23	470	38	9	5	10	n/a	702	21	n/a to 702
Outbound LU:	n/a	n/a	17	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 17
Meta Descr.:	96	4	4	19	19	n/a	27	89	n/a	96	61	n/a to 96
Meta Keyw.:	297	4	4	16	4	n/a	14	n/a	n/a	16	15	n/a to 16
First Sentence:	101	4	28	242	n/a	n/a	16	18	n/a	n/a	17	n/a to 242
HTML Comm.:	n/a	n/a	n/a	1	n/a	124	n/a	n/a	n/a	n/a	304	n/a to 304

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	11	9	9	5	9	5	n/a	5	n/a	5	5	n/a to 9
Body Text:	69	9	33	106	168	5	47	25	n/a	5	5	n/a to 168
H1 Texts:	11	9	30	7	9	5	n/a	5	n/a	5	5	n/a to 30
Domain:	n/a	5	n/a	4	n/a	n/a	n/a	4	12	8	9	n/a to 12
Page URL:	n/a	n/a	n/a	n/a	n/a	10	n/a	n/a	n/a	n/a	n/a	n/a to 10
H2-H6 Texts:	n/a	9	57	16	n/a	n/a	n/a	32	n/a	236	5	n/a to 236
IMG ALT:	n/a	9	15	36	5	n/a	n/a	n/a	n/a	183	13	n/a to 183
Bold Text:	11	9	30	43	21	5	n/a	54	n/a	10	71	n/a to 71

Search term: "design"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
SD LT:	158	88	103	98	132	113	20	26	n/a	5	5	n/a to 132
Outbound LT:	n/a	n/a	n/a	n/a	203	6	28	n/a	n/a	7	n/a	n/a to 203
SD LU:	196	230	28	88	58	142	n/a	15	n/a	192	5	n/a to 230
Outbound LU:	n/a	n/a	n/a	264	499	25	43	49	n/a	n/a	35	n/a to 499
Meta Descr.:	17	9	9	5	24	n/a	85	18	n/a	16	17	n/a to 85
Meta Keyw.:	11	9	9	5	9	n/a	29	5	n/a	5	5	n/a to 29
First Sentence:	63	9	33	97	n/a	5	n/a	23	n/a	5	5	n/a to 97
HTML Comm.:	n/a	66	n/a	228	n/a	n/a	32	n/a	n/a	63	75	n/a to 228

Table: Number of words

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	11	10	10	8	8	6	9	9	0	8	14	0 to 14
Body Text:	680	222	941	794	1,207	359	97	3,083	0	1,710	625	0 to 3,083
H1 Texts:	19	2	13	4	14	2	4	2	0	2	6	0 to 14
Domain:	1	1	1	1	1	2	1	1	1	1	1	1 to 2
Page URL:	0	0	0	0	0	3	0	0	0	0	0	0 to 3
H2-H6 Texts:	5	37	37	46	15	26	0	199	90	102	13	0 to 199
IMG ALT:	1	3	81	180	80	8	4	150	0	44	71	0 to 180
Bold Text:	41	30	25	11	45	13	0	22	6	4	37	0 to 45
SD LT:	44	75	68	185	123	192	22	323	54	332	92	22 to 332
Outbound LT:	0	0	1	4	37	22	3	17	0	7	3	0 to 37
SD LU:	45	95	132	73	290	744	46	465	72	320	120	46 to 744
Outbound LU:	0	0	2	78	85	59	8	61	0	12	26	0 to 85
Meta Descr.:	33	23	15	19	25	0	48	17	0	20	27	0 to 48
Meta Keyw.:	44	38	25	16	35	0	36	10	0	20	21	0 to 38
First Sentence:	20	28	31	87	4	11	4	28	0	18	8	0 to 87
HTML Comm.:	10	20	214	129	35	108	8	4	0	167	59	0 to 214

Table: Number of characters

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	63	60	61	48	60	45	42	62	0	47	104	0 to 104
Body Text:	4,294	1,305	5,800	4,984	7,554	2,359	567	18,769	0	10,490	3,673	0 to 18,769
H1 Texts:	111	14	113	23	80	10	19	10	0	10	41	0 to 113
Domain:	14	11	12	9	13	12	7	15	18	13	14	7 to 18
Page URL:	0	0	0	0	0	15	0	0	0	0	0	0 to 15
H2-H6 Texts:	28	232	313	305	91	158	0	1,149	486	641	69	0 to 1,149
IMG ALT:	3	20	539	1,257	455	55	27	1,073	0	248	380	0 to 1,257
Bold Text:	296	148	173	58	286	61	0	138	78	27	223	0 to 286
SD LT:	283	481	440	1,156	789	1,336	131	2,020	504	2,269	587	131 to 2,269
Outbound LT:	0	0	7	70	259	139	37	114	0	52	20	0 to 259
SD LU:	321	583	941	443	1,667	3,631	261	3,115	504	2,200	844	261 to 3,631
Outbound LU:	0	0	22	532	714	434	46	416	0	76	165	0 to 714
Meta Descr.:	217	137	113	136	138	0	320	124	0	142	174	0 to 320
Meta Keyw.:	343	293	183	132	268	0	276	69	0	152	156	0 to 293
First Sentence:	123	179	218	565	18	77	19	201	0	106	45	0 to 565
HTML Comm.:	92	100	1,542	776	245	821	96	17	0	1,526	532	0 to 1,542

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:	46	317	230	364	507	432k	111	0	540	325	229	0 to 432k
Google.co.uk (without Places):	26	789	69	74	926	413	18	590	158	448	32	18 to 926
Links from social networks (the more the better)												
Delicious.com:	0	0	0	11	48	23k	180	0	0	0	0	0 to 23k
Facebook Mentions:	0	6	25	31	81	2k	13	8	20	27	50	6 to 2k
Twitter Tweets:	0	0	1	3	34	0	34	4	1	10	41	0 to 41
Other ranking factors results (the older or the lower the better)												
Web Site Age:	n/a	Mar 2000	n/a	n/a	Mar 2005	Jan 2001	Mar 2000	n/a	n/a	n/a	n/a	Mar 2000 to Mar 2005
Server Speed:	n/a	2.29s	0.58s	0.60s	0.63s	1.27s	0.73s	1.36s	4.57s	2.65s	0.48s	0.48s to 4.57s
Alexa Traffic Rank:	1,722k	565k	238k	176k	54k	7	522k	58k	137k	57k	323k	7 to 565k