

Sample report for [WWW.ALTAVISTA.COM](http://WWW.ALTAVISTA.COM) – target keyword: **search engine**

Author: SEO Reporter – <http://seo-reporter.com>

## Report overview

This report helps you to optimize the web page "http://www.altavista.com/" for a high ranking on Google.com for the search term "search engine".

### Your web page



<http://www.altavista.com/>

Title: AltaVista

Description: AltaVista provides the most comprehensive search experience on the Web!

### Your competitors for the search term "search engine" on Google.com

1



<http://www.dogpile.com/>

Title: Dogpile Web Search

Description: Dogpile.com makes searching the Web easy, because it has all the best search engines piled into one. Go Fetch!

2



[http://en.wikipedia.org/wiki/Search\\_engine](http://en.wikipedia.org/wiki/Search_engine)

Title: Web search engine - Wikipedia, the free encyclopedia

Description: [No meta description available.]

3



<http://search.yahoo.com/>

Title: Yahoo! Search - Web Search

Description: The search engine that helps you find exactly what you're looking for. Find the most relevant information, video, images, and answers from all across the Web.

4



<http://searchenginewatch.com/>

Title: Search Engine Marketing Tips & Search Engine News - Search Engine Watch (SEW)

Description: Search Engine Watch is the authoritative guide to search engine marketing (SEM) and search engine optimization (SEO), offering the latest news about search engines.

5







<http://www.cbc.ca/searchengine/>

Title: Search Engine | CBC Radio

Description: Search Engine is your open source to all the surprising and significant ways

Your competitors for the search term "search engine" on Google.com

		the Internet is transforming our world. It's radio that predicts the present.
6		<p><a href="http://www.cuil.com/">http://www.cuil.com/</a></p> <p>Title: Cuil</p> <p>Description: [No meta description available.]</p>
7		<p><a href="http://www.searchenginecolossus.com/">http://www.searchenginecolossus.com/</a></p> <p>Title: Search engines from across the world with Search Engine Colossus - lists - the internet structured</p> <p>Description: Find search engines from countries around the world with Search Engine Colossus - International Directory of Search Engines. Search engines of ...</p>
8		<p><a href="http://www.ask.com/">http://www.ask.com/</a></p> <p>Title: Ask.com Search Engine - Better Web Search</p> <p>Description: [No meta description available.]</p>
9		<p><a href="http://www.searchengineshowdown.com/">http://www.searchengineshowdown.com/</a></p> <p>Title: Search Engine Showdown: The Users' Guide to Web Searching</p> <p>Description: [No meta description available.]</p>

Analyzed search terms

1. search engine
2. search
3. engine

Top 10 Ranking Requirements Score™

51%

The Top 10 Ranking Requirements Score™ of 51% means that the web page <http://www.altavista.com/> meets 51% of the requirements for a top 10 ranking on Google.com for the search term "search engine".

Note that some ranking factors 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:	9	15
Very Important:	9	0

Ranking Factors Performance



### Search engine ranking factors performance

Important:	36	1
Moderately Important:	37	4
Slightly Important:	23	3
Total:	114	23

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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 "search engine" in the document title and if it's important for Google.com.

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

### Their contents

Rank	Keyword use in document title
1	Dogpile Web <b>Search</b>
2	Web <b>search engine</b> - Wikipedia, the free encyclopedia
3	Yahoo! <b>Search</b> - Web <b>Search</b>
4	<b>Search Engine</b> Marketing Tips & <b>Search Engine</b> News - <b>Search Engine</b> Watch (SEW)

### Their contents

Rank	Keyword use in document title
5	<b>Search Engine</b>   CBC Radio
6	Cuil
7	<b>Search engines</b> from across the world with <b>Search Engine</b> Colossus - lists - the internet structured
8	Ask.com <b>Search Engine</b> - Better Web <b>Search</b>
9	<b>Search Engine</b> Showdown: The Users' Guide to Web <b>Searching</b>

### Your contents

AltaVista

### Advice for your document title

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "search engine" at least once.	<<
Keyword density:	0% to 50%	0%	You should increase the keyword density for the search term "search engine".	<<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "search" at least once.	<<
Keyword density:	0% to 50%	0%	You should increase the keyword density for the search term "search".	<<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "engine" at least once.	<<
Keyword density:	0% to 25%	0%	You should increase the keyword density for the search term "engine".	<<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You should use one of the keywords "search" or "engine" at least once.	<<
Keyword density:	0% to 25%	0%	You should increase the keyword density for the keywords "search" or "engine".	<<

## 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
To Your	26,846	456,000	16,800	13,100,000	1,668,359

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

	Alexa	AllTheWeb (preset settings)	Google.com	Live.com	Yahoo.com
Site:					
To Site 1:	9,754	178,000	4,070	298,000	253,871
To Site 2:	364,081	4,830	299	9,450,000	9,197
To Site 3:	22,881	282,000	3,790	148,000,000	795,382
To Site 4:	8,660	634,000	6,140	398,000	424,792
To Site 5:	23,395	8,240	552	372	12,409
To Site 6:	2	36,500	2,200	71,300	127,902
To Site 7:	1,138	12,200	662	8,020	18,028
To Site 8:	11,807	321,000	6,870	256,000,000	1,241,704
To Site 9:	n/a	12,500	632	7,860	14,459
Range:	2 to 364,081	4,830 to 634,000	299 to 6,870	372 to 256,000,000	9,197 to 1,241,704

Advice for the global link popularity

Summing up all analyzed search engines, you have at least as many web pages linking to your web page as the top ranking web pages. This meets the basic requirements for getting high rankings in general.

However, Google.com also evaluates 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.

Google found more web pages that link to your web page than to the top ranked pages. This is very good. However, Google also evaluates the quality of the web pages that link to your web site.

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 sampling 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.

Sampling of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
[empty]	<a href="http://www.altavista.com/">http://www.altavista.com/</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
[empty]	<a href="http://www.altavista.com/audio/default">http://www.altavista.com/audio/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>

**Sampling of the web pages that link to your site**

Linked Text	Linked URL	Web Page That Links To Your Site
[empty]	<a href="http://www.altavista.com/image/default">http://www.altavista.com/image/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
[empty]	<a href="http://www.altavista.com/video/default">http://www.altavista.com/video/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
AltaVista - Audio Search	<a href="http://www.altavista.com/audio/default">http://www.altavista.com/audio/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
AltaVista Images Search	<a href="http://www.altavista.com/image/default">http://www.altavista.com/image/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
AltaVista Video Search	<a href="http://www.altavista.com/video/default">http://www.altavista.com/video/default</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
AltaVista	<a href="http://www.altavista.com">http://www.altavista.com</a>	<a href="http://en.wikipedia.org/wiki/Altavista">http://en.wikipedia.org/wiki/Altavista</a>
AltaVista	<a href="http://www.altavista.com/">http://www.altavista.com/</a>	<a href="http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint">http://search.viewpoint.com/pl/websearch?k=site:www.altavista.com%20site:www.altavista.com%20search%20engine&amp;tn=0&amp;type=viewpoint</a>
<a href="http://www.altavista.com">http://www.altavista.com</a>	<a href="http://www.altavista.com">http://www.altavista.com</a>	<a href="http://en.wikipedia.org/wiki/Altavista">http://en.wikipedia.org/wiki/Altavista</a>

**Advice for the link texts of inbound links**

To get a high ranking on Google.com, make sure that the web pages that link to your site use the search term "search engine" in their link texts. The more links to your web site contain "search engine" (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.com 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.com 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.

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

OK

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

OK

Less than 40% of the analyzed inbound link texts contain the search term "search engine". 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 "search engine". 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 "search engine". 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

AltaVista Worldwide Web Images MP3/Audio Video News Advanced **Search** Settings **SEARCH:** Worldwide or Select a country RESULTS IN: All languages English Babel Fish Translation Toolbar Answers Directory More » Business Services Submit a Site About AltaVista Privacy Policy Help © 2007 Overture Services, Inc.

### Advice for your body text

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 67	0	You should use the search term "search engine" at least once.	<<
Keyword density:	0% to 6%	0%	You should increase the keyword density for the search term "search engine".	<<
Number of words:	20 to 2,478	44	OK	OK

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 115	2	OK	OK
Keyword density:	0% to 22%	4%	OK	OK

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 76	0	You should use the search term "engine" at least once.	<<
Keyword density:	0% to 3%	0%	You should increase the keyword density for the search term "engine".	<<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 191	2	OK	OK
Keyword density:	0% to 11%	2%	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	<a href="http://www.altavista.com/">http://www.altavista.com/</a>	Wednesday, September 09, 1998
1	<a href="http://www.dogpile.com/">http://www.dogpile.com/</a>	Thursday, October 31, 1996
2	<a href="http://en.wikipedia.org/wiki/Search_engine">http://en.wikipedia.org/wiki/Search_engine</a>	Saturday, January 13, 2001

### Dates of the domain registration or of the first contents

	URL	Registration Date
3	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	Wednesday, January 18, 1995 (oldest domain)
4	<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>	Friday, March 20, 1998
5	<a href="http://www.cbc.ca/searchengine/">http://www.cbc.ca/searchengine/</a>	n/a
6	<a href="http://www.cuil.com/">http://www.cuil.com/</a>	Monday, July 30, 2001 (newest domain)
7	<a href="http://www.searchenginecolossus.com/">http://www.searchenginecolossus.com/</a>	Friday, June 26, 1998
8	<a href="http://www.ask.com/">http://www.ask.com/</a>	Tuesday, October 20, 1998
9	<a href="http://www.searchengineshowdown.com/">http://www.searchengineshowdown.com/</a>	Wednesday, March 01, 2000
Range	Wednesday, January 18, 1995 to Monday, July 30, 2001	

### Advice for the web site age

Your web site is about 11 years old. This is very good because the older your web site, the better it is for your rankings on Google.com.

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.com, too.

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

### Your contents

[not used]

### Advice for your H1 headline texts

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 67%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

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

#### Search term: "engine"

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

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

### Advice for your H1 headline texts

#### Search term: "search engine"

Number of keywords:	0 to 2	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## 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.com 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	dogpile	<a href="http://www.dogpile.com/">http://www.dogpile.com/</a>
2	en wikipedia	<a href="http://en.wikipedia.org/wiki/Search_engine">http://en.wikipedia.org/wiki/Search_engine</a>
3	search yahoo	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>
4	searchenginewatch	<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>
5	cbc	<a href="http://www.cbc.ca/searchengine/">http://www.cbc.ca/searchengine/</a>
6	cuil	<a href="http://www.cuil.com/">http://www.cuil.com/</a>
7	searchenginecolossus	<a href="http://www.searchenginecolossus.com/">http://www.searchenginecolossus.com/</a>
8	ask	<a href="http://www.ask.com/">http://www.ask.com/</a>
9	searchengineshowdown	<a href="http://www.searchengineshowdown.com/">http://www.searchengineshowdown.com/</a>

### Your contents

altavista (Domain name: "altavista.com")

### Advice for the domain name

The domain name altavista.com does not contain the search term "search engine".

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 "search engine".

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.com 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
------	-------------------	-----

### Their contents

Rank	Words In Page URL	URL
1	[no words]	<a href="http://www.dogpile.com/">http://www.dogpile.com/</a>
2	wiki <b>Search engine</b>	<a href="http://en.wikipedia.org/wiki/Search_engine">http://en.wikipedia.org/wiki/Search_engine</a>
3	[no words]	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>
4	[no words]	<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>
5	<b>searchengine</b>	<a href="http://www.cbc.ca/searchengine/">http://www.cbc.ca/searchengine/</a>
6	[no words]	<a href="http://www.cuil.com/">http://www.cuil.com/</a>
7	[no words]	<a href="http://www.searchenginecolossus.com/">http://www.searchenginecolossus.com/</a>
8	[no words]	<a href="http://www.ask.com/">http://www.ask.com/</a>
9	[no words]	<a href="http://www.searchengineshowdown.com/">http://www.searchengineshowdown.com/</a>

### Your contents

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

### Advice for your page URL

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the keywords "search" or "engine" 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
To Your Site:	0	107
To Site 1:	0	17
To Site 2:	0	7,232
To Site 3:	0	63,871
To Site 4:	0	836
To Site 5:	0	5,166
To Site 6:	0	23
To Site 7:	0	0
To Site 8:	0	85
To Site 9:	0	3
Range:	all 0	0 to 63,871

### Advice for the links from social networks

The number of links from social network sites to your web page meets the basic requirements. However, more links would be better.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool.

## 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	Range
2.26s	4.42s	1.93s	1.23s	3.25s	5.07s	1.90s	1.06s	1.61s	n/a	1.06s to 5.07s

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

Your Site	1	2	3	4	5	6	7	8	9	Range
average: top 45%	slow: bottom 25%	fast: top 40%	very fast: top 20%	slow: bottom 35%	slow: bottom 20%	fast: top 35%	very fast: top 15%	fast: top 30%	n/a	slow: bottom 20% to very fast: top 15%

### Advice for the server speed

Your web site is fast. This is very good because the faster your web site, the better it could be for your rankings on Google.com.

OK

## 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.com, too.

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

### Your contents

[not used]

### Advice for your H2-H6 headline texts

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## Keyword use in IMG ALT attributes

### Important

The <img alt> 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 <img alt> attributes to improve your rankings.

Example: 

### Your contents

No.	Image Alt Attribute Text	Image File Name
1.	AltaVista	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/logo.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/logo.gif</a>
2.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/carr.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/carr.gif</a>
3.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif</a>
4.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif</a>
5.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif</a>
6.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif</a>
7.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/px.gif</a>
8.	[empty]	<a href="http://us.i1.yimg.com/us.yimg.com/i/us/av/i/bf/fish-right.gif">http://us.i1.yimg.com/us.yimg.com/i/us/av/i/bf/fish-right.gif</a>
9.	[empty]	<a href="http://bsav.search.yahoo.com/serv?s=396562002&amp;t=1231948512&amp;_ylb=A0geumDgCm5Joa0ASxBSDqMX">http://bsav.search.yahoo.com/serv?s=396562002&amp;t=1231948512&amp;_ylb=A0geumDgCm5Joa0ASxBSDqMX</a>
10.	[empty]	<a href="http://us.bc.yahoo.com/b?P=OXTxm0geuhnDleKqh0.SRwCTT3WIBEluCuAABT7y&amp;T=1439jthq8%2fX%3d1231948512%2fE%3d396562002%2fR%3daltavista%2fK%3d5%2fV%3d3.1%2fW%3dJ%2fY%3dYAHOO%2fF%3d117424209%2fQ%3d1%2fS%3d1%2fJ%3d60BA1E48">http://us.bc.yahoo.com/b?P=OXTxm0geuhnDleKqh0.SRwCTT3WIBEluCuAABT7y&amp;T=1439jthq8%2fX%3d1231948512%2fE%3d396562002%2fR%3daltavista%2fK%3d5%2fV%3d3.1%2fW%3dJ%2fY%3dYAHOO%2fF%3d117424209%2fQ%3d1%2fS%3d1%2fJ%3d60BA1E48</a>

### Advice for your IMG ALT attributes

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 22%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

### Advice for your IMG ALT attributes

Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the keywords "search" or "engine" 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
.com	.com	.org	.com	.com	.ca	.com	.com	.com	.com

### Advice for the top level domain of your web site

Your web site URL [www.altavista.com](http://www.altavista.com) contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com.

OK

## 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 <b>...</b> or <strong>...</strong> 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	[not used]
2	Web <b>search engine</b> V E R O N I C A J U G H E A D This section does not cite any references or sources . result set ^^^^ 19 ^^^^ 400 51 24 Copyrights
3	Web
4	You are here: <b>SearchDay</b>   7 Social Media Predictions for 2009 <b>SearchDay</b>   We're All Convertibles, And It's Time to Take the Top Down! <b>SearchDay</b>   Don't Overlook These Link Building Opportunities <b>SearchDay</b>   Writing Sales Copy for Conversions Online Display Ad Pricing Drops in Q4 2008 Google Releases New Sitemap Generator Matt Cutts: Hate Review Sites With No Reviews? Tell Me About It Google Maps Adds Features to Local Business Ads Reciprocal Links And Yahoo: Some Interesting Reading campaign management question URL Question Keyword by country Top 10 <b>Search</b> Terms in 10 Categories, November 2008 Top 10 <b>Search</b> Terms in 10 Categories, October 2008 Average <b>Search</b> CPC Data by Category for October 2008 Top 10 <b>Search</b> Terms in 10 Categories, September 2008 Yahoo's New CEO: No Media Experience, No Problem Industry Groups Band Together In Push for Privacy Self-Regulation Execs & Accounts: McCann Worldgroup, MobileStorm Autodesk's Carol Bartz to Be Yahoo's Next CEO Consumer Advocacy Groups Call on FTC to Probe Mobile Marketing Top Jobs
5	must UPDATE: Journalist Cyrus Farivar has spoken with Hossein's sister who confirmed the arrest. RE-UPDATE: Correction to the last update- Cyrus Farivar was quoting Sanam Dolatshani- he hasn't spoken to Derakshan's sister. But the Globe is confirming the arrest, based on information from Toronto-based blogger Nazli Kamvari , friend of the Derakshan family. Coup! Coup! How dare they? I am so outraged! Coalition government? Uh.....yes! of course! What's the big deal? This Week's Podcast Behind Enemy Lines Jim Prentice Unlocked Zeitgeist the Movie Debunked

Their contents

Rank	Keyword use in bold body text
6	[not used]
7	<p>INTERNATIONAL DIRECTORY OF <b>SEARCH ENGINES</b> With <b>Search Engine</b> Colossus: Explore 351 countries and territories! <b>Search</b> in other languages! Make submissions to <b>search engines</b>! Since 1998. Welcome Adventurers! "A WHOLE WORLD OF <b>SEARCH ENGINES</b>!" <b>Search Engines</b> Buscadores Moteurs de Recherche Zoekmachines Suchmaschinen Submit Site Comprehensive, quality website directory! Over 10,000 sites listed. Add Your Site Today! Regional Web Directory Aaland Abkhazia Aceh Adjara Adygea Afghanistan African Union Albania Algeria Altai American Samoa Andorra Angola Anguilla Antarctica Antigua Aosta Valley Argentina Armenia Aruba Australia Austria Azerbaijan Azores Free Danish Directory Tilmeld hjemmeside til Danske links . <a href="http://www.danskelinks.dk">www.danskelinks.dk</a> Bahamas Bahrain Bangladesh Barbados Bashkortostan Belarus Belgium Belize Benin Bermuda Bhutan Bolivia Bosnia - Fed. Botswana Bougainville Brazil Brcko British Indian O.T. British Virgin Is. Brunei Bulgaria Burkina Faso Burundi Buryatia CLUSH.COM <b>Search Engine</b> and Directory! Click Here to Add URL Cambodia Cameroon Canada Canary Islands Cape Verde Catalonia Cayman Islands Central African Rep. Chad Chechnya Chile China Christmas Island Chuvashia Cocos Islands Colombia Comoros Congo Congo, D.R. Cook Islands Costa Rica Crimea Croatia Cuba Curaçao Cyprus Czech Republic <b>Search Engine</b> Optimization GET NOTICED! Deep Links Get Listed Web Directory Dagestan Denmark Djibouti Dominica Dominican Republic Easter Island East Timor East Turkestan Ecuador Egypt El Salvador Equatorial Guinea Eritrea Estonia Ethiopia European Union Aviva <b>Searchable</b> web directory of quality internet sites worldwide! Trivia Blog Free Templates SUBMIT YOUR URL Falkland Islands Faroe Islands Fiji Finland France French Guiana French Polynesia French Southern Lands Friuli Venezia Giulia Gabon Gagauzia Gambia Gaza Georgia Germany Ghana Gibraltar Greece Greenland Grenada Guadeloupe Guam Guatemala Guernsey Guinea Guinea-Bissau Guyana IOZOO.EU . . European Web Directory Premium directory linking the continent Haiti Honduras Hong Kong Hungary Iceland India Indonesia Ingushetia Iran Iraq Ireland Isle of Man Israel Italy Ivory Coast Jamaica Japan Jersey Johnston Atoll Jordan Kabardino-Balkaria Kalmykia Karachay-Cherkessia Karakalpakstan Karelia Kazakhstan Kenya Khakassia Kiribati Komi Kosovo Kurdistan Kuwait Kyrgyzstan Weddings Advice! Vendors! Planning Ideas! Laos Latvia Lebanon Lesotho Liberia Libya Liechtenstein Lithuania Luxembourg Maakhir Macau Macedonia Madagascar Madeira Malawi Malaysia Maldives Mali Malta Mari El Marshall Islands Martinique Mauritania Mauritius Mayotte Mexico Micronesia Midway Atoll Moldova Monaco Mongolia Montenegro Montserrat Mordovia Morocco Mount Athos Mozambique Myanmar Nagorno Karabakh Nakhichevan Namibia Nauru Nepal Netherlands Netherlands Antilles New Caledonia New Zealand Nicaragua Niger Nigeria Niue Norfolk Island North Cyprus North Ossetia-Alania Northern Mariana Is. North Korea Norway Oman Pakistan Palau Palestine Palmyra Atoll Panama Papua New Guinea Paraguay Peru Philippines Pitcairn Islands Poland Portugal Puerto Rico Puntland Qatar Quebec Reunion Romania Russia Rwanda The mass media would have you believe there are only 5 or 6 <b>search engines</b> in the world! Sahrawi Saint Barthelemy Saint Helena Saint Kitts Saint Lucia Saint Martin Saint Pierre Saint Vincent Samoa San Marino Sao Tome Sardinia Saudi Arabia Senegal Serbia Seychelles Sierra Leone Singapore Sint Maarten Slovakia Slovenia Solomon Islands Somalia Somaliland South Africa Southern Italy Southern Sudan South Georgia South Korea South Ossetia South Tyrol Sovereign Base Areas Spain Sri Lanka Srpska Sudan Suriname Svalbard Swaziland Sweden Switzerland Syria Taiwan Tajikistan Tamil Eelam Tanzania Tatarstan Thailand Tibet Togo Tokelau Tonga Transnistria Trinidad Tunisia Turkey Turkmenistan Turks and Caicos Tuva Tuvalu Collecting your best links... The different Web Directory Linksgiving.com Udmurtia Uganda Ukraine United Arab Emirates United Kingdom United States Uruguay Uzbekistan Vanuatu Vatican City Venezuela Vietnam Virgin Islands Wake Island Wallis and Futuna Waziristan Yakutia Yemen Zambia Zanzibar Zimbabwe Global Free Advertising <b>Search Engine</b> Optimisation UK online &amp; forward thinking! Academic Art Automotive Blog Christian City Conversational Forums For Women Hobby Images Islamic Kids Law and Order Literature Medical Military Music News Pay Per Click Pets SEO Friendly Sports Travel Video Webmaster Wine CANADA WEB HOSTING Hosting services for Canadians <b>Search Engine</b> Marketing UK online &amp; forward thinking! When you click one of these Express Buttons on a country or category page, you will immediately be transferred to the first French, Spanish, or German language <b>search engine</b> listed on that page. "Fingers do the walking" Express Button transfers you to a country's Yellow Page <b>Searchers'</b> section. Hot Tubs Covers - Spas SpaCyclopedia Website Promotion Directory Top Ranked, High Traffic, Seo Friendly, Submit Now BETTER RANKINGS <b>Search Engine</b> Ranking Development : Optimization UAE Directory Royalty Free Music Downloads : Cost Effective Advertising About Submissions Listings Example Report Deadlinks Flag Credits Click here to make <b>Search Engine</b> Colossus your home page 1 2 3 4 World Population - 1900: 1,650,000,000 - 1950: 2,555,078,000 - 2000: 6,059,160,000 - 2009: 6,752,712,000 Contact: Bryan Strome - Canada bstromeSPAMSTOP@<a href="mailto:bstromeSPAMSTOP@searchenginecolossus.com">searchenginecolossus.com</a> (Please delete "SPAMSTOP" manually. Last links check: January 5, 2009: Row 4 // December 13, 2008: Row 3 // November 7, 2008: Row 2 // August 15, 2008: Row 1. Copyright 1999-2009:Bryan A. Strome: ALL RIGHTS RESERVED .</p>
8	web images news videos maps lots of answers
9	Ranking Evaluation Change Frequency

### Your contents

Web Babel Fish Translation Toolbar Answers Directory More »

### Advice for your bold body text

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 17	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 31	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## 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	<a href="http://www.altavista.com/">http://www.altavista.com/</a>	Rank #862
1	<a href="http://www.dogpile.com/">http://www.dogpile.com/</a>	Rank #1,748
2	<a href="http://en.wikipedia.org/wiki/Search_engine">http://en.wikipedia.org/wiki/Search_engine</a>	Rank #8
3	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	Rank #1 (most visitors of the competitors)
4	<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>	Rank #22,657
5	<a href="http://www.cbc.ca/searchengine/">http://www.cbc.ca/searchengine/</a>	Rank #1,352
6	<a href="http://www.cuil.com/">http://www.cuil.com/</a>	Rank #9,596
7	<a href="http://www.searchenginecolossus.com/">http://www.searchenginecolossus.com/</a>	Rank #70,240 (least visitors of the competitors)
8	<a href="http://www.ask.com/">http://www.ask.com/</a>	Rank #41

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

	URL	Alexa Traffic Rank
9	<a href="http://www.searchengineshowdown.com/">http://www.searchengineshowdown.com/</a>	n/a
Range		1 to 70,240

Advice for the number of visitors to your site

Your web site [www.altavista.com](http://www.altavista.com) appears to have a lot of visitors but less than some of your competitors' sites. This could be disadvantageous to your rankings on Google.com.



SEO REPORTER

## 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.com takes search terms in same site link texts into account.

Example: The HTML tag `<a href="contact.htm">Contact information</a>` contains the same site link text "Contact information".

#### Your contents

[not used]

#### Advice for your same site link texts

##### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

##### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 30	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 28%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

##### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

##### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 43	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 15%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## 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>...</a> tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.com gives relevance to search terms in outbound link texts.

Example: The HTML tag <a href="http://www.not-your-site.com/about.htm">About the company</a> contains the outbound link text "About the company".

### Your contents

No.	Outbound Link Text	Link URL
1.	[empty]	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATBBSDqMX;_ylu=X3oDMTBvczJhZmNnBHBndANhdI93ZWJfaG9tZQRzZWMDbG9nbw--/SIG=11ddm3epe/EXP=1232034912/**http%3a//www.altavista.com/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATBBSDqMX;_ylu=X3oDMTBvczJhZmNnBHBndANhdI93ZWJfaG9tZQRzZWMDbG9nbw--/SIG=11ddm3epe/EXP=1232034912/**http%3a//www.altavista.com/</a>
2.	AltaVista Worldwide	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATRBSDqMX;_ylu=X3oDMTBxNWVwcmFqBHBndANhdI93ZWJfaG9tZQRzZWMDY3RyeXN0/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATRBSDqMX;_ylu=X3oDMTBxNWVwcmFqBHBndANhdI93ZWJfaG9tZQRzZWMDY3RyeXN0/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k</a>
3.	Images	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AUhBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qqgra9q/EXP=1232034912/**http%3a//www.altavista.com/image/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AUhBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qqgra9q/EXP=1232034912/**http%3a//www.altavista.com/image/default</a>
4.	MP3/Audio	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVBBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qset02r/EXP=1232034912/**http%3a//www.altavista.com/audio/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVBBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qset02r/EXP=1232034912/**http%3a//www.altavista.com/audio/default</a>
5.	Video	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVhBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qge2gag/EXP=1232034912/**http%3a//www.altavista.com/video/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVhBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qge2gag/EXP=1232034912/**http%3a//www.altavista.com/video/default</a>
6.	News	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWBBSdqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11ps8rt33/EXP=1232034912/**http%3a//www.altavista.com/news/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWBBSdqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11ps8rt33/EXP=1232034912/**http%3a//www.altavista.com/news/default</a>
7.	Advanced <b>Search</b>	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWxBSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11kq6tbf6/EXP=1232034912/**http%3a//www.altavista.com/web/adv">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWxBSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11kq6tbf6/EXP=1232034912/**http%3a//www.altavista.com/web/adv</a>
8.	Settings	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXBBSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11teslo96/EXP=1232034912/**http%3a//www.altavista.com/web/res%3fref=Lw">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXBBSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11teslo96/EXP=1232034912/**http%3a//www.altavista.com/web/res%3fref=Lw</a>
9.	Select a country	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXRBSdqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXRBSdqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k</a>

Your contents

No.	Outbound Link Text	Link URL
10.	English	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXhBSDqMX;_ylu=X3oDMTBxMxBzZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=1207thuk8/EXP=1232034912/**http%3a//www.altavista.com/%3fphlang=k%26ref=/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXhBSDqMX;_ylu=X3oDMTBxMxBzZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=1207thuk8/EXP=1232034912/**http%3a//www.altavista.com/%3fphlang=k%26ref=/</a>
11.	Babel Fish Translation	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11jtljhkk/EXP=1232034912/**http%3a//babelfish.altavista.com/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11jtljhkk/EXP=1232034912/**http%3a//babelfish.altavista.com/</a>
12.	Toolbar	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11s8g9bkn/EXP=1232034912/**http%3a//www.altavista.com/toolbar/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11s8g9bkn/EXP=1232034912/**http%3a//www.altavista.com/toolbar/default</a>
13.	Answers	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZBBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11d3oahc7/EXP=1232034912/**http%3a//answers.yahoo.com/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZBBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11d3oahc7/EXP=1232034912/**http%3a//answers.yahoo.com/</a>
14.	Directory	<a href="http://dir.yahoo.com/">http://dir.yahoo.com/</a>
15.	More »	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYhBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11mhidabm/EXP=1232034912/**http%3a//www.altavista.com/web/tools">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYhBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw-/SIG=11mhidabm/EXP=1232034912/**http%3a//www.altavista.com/web/tools</a>
16.	Business Services	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZRBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11r9er1v/EXP=1232034912/**http%3a//www.altavista.com/web/avbusiness">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZRBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11r9er1v/EXP=1232034912/**http%3a//www.altavista.com/web/avbusiness</a>
17.	Submit a Site	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZhBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11rlkdd7h/EXP=1232034912/**http%3a//www.altavista.com/addurl/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZhBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11rlkdd7h/EXP=1232034912/**http%3a//www.altavista.com/addurl/default</a>
18.	About AltaVista	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZxBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11j09sids/EXP=1232034912/**http%3a//www.altavista.com/about/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZxBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11j09sids/EXP=1232034912/**http%3a//www.altavista.com/about/</a>
19.	Privacy Policy	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AaBBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11qine6gg/EXP=1232034912/**http%3a//www.altavista.com/about/privacy">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AaBBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11qine6gg/EXP=1232034912/**http%3a//www.altavista.com/about/privacy</a>
20.	Help	<a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AaRBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11ifoqqq/EXP=1232034912/**http%3a//www.altavista.com/help/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AaRBSdqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11ifoqqq/EXP=1232034912/**http%3a//www.altavista.com/help/</a>

Advice for your outbound link texts

Search term: "search engine"

	Competitors	Your Site	Advice
Number of	0 to 5	0	You could use the search term "search engine" at least once

### Advice for your outbound link texts

#### Search term: "search engine"

keywords:			but this is optional.	
Keyword density:	0% to 19%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	1	OK	OK
Keyword density:	0% to 25%	5%	OK	OK

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 16	1	OK	OK
Keyword density:	0% to 13%	3%	OK	OK

## 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.com.

Example: The HTML tag <a href="contact.htm">Contact information</a> contains the same site link URL "contact.htm".

### Your contents

[not used]

### Advice for your same site link URLs

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 47	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 16%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 47	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 16%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

## Advice for your same site link URLs

### Search term: "search engine"

Number of keywords:	0 to 47	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 16%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 94	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 16%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## 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.com gives relevance to search terms in outbound links

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

### Your contents

No.	Outbound Link URL	Link Text
1.	av rds yahoo ylt A0geumDgCm5Joa0ATBBSdQMX ylu X3oDMTBvczJhZmNnBHBndANhdI93ZWJfaG9tZQRzZWMDbG9nbw SIG 11ddm3epe EXP 1232034912 http 3a www altavista [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATBBSdQMX;_ylu=X3oDMTBvczJhZmNnBHBndANhdI93ZWJfaG9tZQRzZWMDbG9nbw--/SIG=11ddm3epe/EXP=1232034912/**http%3a//www.altavista.com/]	[empty]
2.	av rds yahoo ylt A0geumDgCm5Joa0ATRBSDqMX ylu X3oDMTBxNWVwcmFqBHBndANhdI93ZWJfaG9tZQRzZWMDY3RyeXN0 SIG 11re04qlf EXP 1232034912 http 3a www altavista 3fphcountry k [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0ATRBSDqMX;_ylu=X3oDMTBxNWVwcmFqBHBndANhdI93ZWJfaG9tZQRzZWMDY3RyeXN0/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k]	AltaVista Worldwide
3.	av rds yahoo ylt A0geumDgCm5Joa0AUhBSDqMX ylu X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw SIG 11qqgra9q EXP 1232034912 http 3a www altavista image default [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AUhBSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qqgra9q/EXP=1232034912/**http%3a//www.altavista.com/image/default]	Images
4.	av rds yahoo ylt A0geumDgCm5Joa0AVBBSdQMX ylu X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw SIG 11qset02r EXP 1232034912 http 3a www altavista audio default	MP3/Audio

Your contents

No.	Outbound Link URL	Link Text
	[ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVB BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qset02r/EXP=1232034912/**http%3a//www.altavista.com/audio/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVB BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qset02r/EXP=1232034912/**http%3a//www.altavista.com/audio/default</a> ]	
5.	av rds yahoo ylt A0geumDgCm5Joa0AVhBSDqMX ylu X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw SIG 11qge2gag EXP 1232034912 http 3a www altavista video default [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVh BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qge2gag/EXP=1232034912/**http%3a//www.altavista.com/video/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AVh BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11qge2gag/EXP=1232034912/**http%3a//www.altavista.com/video/default</a> ]	Video
6.	av rds yahoo ylt A0geumDgCm5Joa0AWB BSDqMX ylu X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw SIG 11ps8rt33 EXP 1232034912 http 3a www altavista news default [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWB BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11ps8rt33/EXP=1232034912/**http%3a//www.altavista.com/news/default">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWB BSDqMX;_ylu=X3oDMTBvNjNnZmYzBHBndANhdI93ZWJfaG9tZQRzZWMDdGFicw--/SIG=11ps8rt33/EXP=1232034912/**http%3a//www.altavista.com/news/default</a> ]	News
7.	av rds yahoo ylt A0geumDgCm5Joa0AWx BSDqMX ylu X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo SIG 11kq6tbf6 EXP 1232034912 http 3a www altavista web adv [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWx BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11kq6tbf6/EXP=1232034912/**http%3a//www.altavista.com/web/adv">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AWx BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11kq6tbf6/EXP=1232034912/**http%3a//www.altavista.com/web/adv</a> ]	Advanced Search
8.	av rds yahoo ylt A0geumDgCm5Joa0AXB BSDqMX ylu X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo SIG 11teslo96 EXP 1232034912 http 3a www altavista web res 3fref Lw [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXB BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11teslo96/EXP=1232034912/**http%3a//www.altavista.com/web/res%3fref=Lw">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXB BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11teslo96/EXP=1232034912/**http%3a//www.altavista.com/web/res%3fref=Lw</a> ]	Settings
9.	av rds yahoo ylt A0geumDgCm5Joa0AXR BSDqMX ylu X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo SIG 11re04qlf EXP 1232034912 http 3a www altavista 3fphcountry k [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXR BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXR BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=11re04qlf/EXP=1232034912/**http%3a//www.altavista.com/%3fphcountry=k</a> ]	Select a country
10.	av rds yahoo ylt A0geumDgCm5Joa0AXh BSDqMX ylu X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo SIG 1207thuk8 EXP 1232034912 http 3a www altavista 3fphlang k 26ref [ <a href="http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXh BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=1207thuk8/EXP=1232034912/**http%3a//www.altavista.com/%3fphlang=k%26ref=/">http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXh BSDqMX;_ylu=X3oDMTBxMXBrZzZzBHBndANhdI93ZWJfaG9tZQRzZWMDc2VhcmNo/SIG=1207thuk8/EXP=1232034912/**http%3a//www.altavista.com/%3fphlang=k%26ref=</a> ]	English

Your contents

No.	Outbound Link URL	Link Text
11.	av rds yahoo ylt A0geumDgCm5Joa0AXxBSDqMX ylu X3oDMTA5a2djcGNwBHNIYwN0b29scw SIG 11jtijhkk EXP 1232034912 http 3a babelfish altavista [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AXxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw--/SIG=11jtijhkk/EXP=1232034912/**http%3a//babelfish.altavista.com/]	Babel Fish Translation
12.	av rds yahoo ylt A0geumDgCm5Joa0AYxBSDqMX ylu X3oDMTA5a2djcGNwBHNIYwN0b29scw SIG 11s8g9bkn EXP 1232034912 http 3a www altavista toolbar default [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYxBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw--/SIG=11s8g9bkn/EXP=1232034912/**http%3a//www.altavista.com/toolbar/default]	Toolbar
13.	av rds yahoo ylt A0geumDgCm5Joa0AZBBSDqMX ylu X3oDMTA5a2djcGNwBHNIYwN0b29scw SIG 11d3oahc7 EXP 1232034912 http 3a answers yahoo [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZBBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw--/SIG=11d3oahc7/EXP=1232034912/**http%3a//answers.yahoo.com/]	Answers
14.	dir yahoo [http://dir.yahoo.com/]	Directory
15.	av rds yahoo ylt A0geumDgCm5Joa0AYhBSDqMX ylu X3oDMTA5a2djcGNwBHNIYwN0b29scw SIG 11mhidabm EXP 1232034912 http 3a www altavista web tools [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AYhBSDqMX;_ylu=X3oDMTA5a2djcGNwBHNIYwN0b29scw--/SIG=11mhidabm/EXP=1232034912/**http%3a//www.altavista.com/web/tools]	More »
16.	av rds yahoo ylt A0geumDgCm5Joa0AZRBSDqMX ylu X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRz ZWMDZm9vdGVy SIG 11rf9er1v EXP 1232034912 http 3a www altavista web avbusiness [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZRBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11rf9er1v/EXP=1232034912/**http%3a//www.altavista.com/web/avbusiness]	Business Services
17.	av rds yahoo ylt A0geumDgCm5Joa0AZhBSDqMX ylu X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRz ZWMDZm9vdGVy SIG 11rlkdd7h EXP 1232034912 http 3a www altavista addurl default [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZhBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11rlkdd7h/EXP=1232034912/**http%3a//www.altavista.com/addurl/default]	Submit a Site
18.	av rds yahoo ylt A0geumDgCm5Joa0AZxBSDqMX ylu X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRz ZWMDZm9vdGVy SIG 11j09slds EXP 1232034912 http 3a www altavista about [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AZxB	About AltaVista

### Your contents

No.	Outbound Link URL	Link Text
19.	SDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11j09sjds/EXP=1232034912/**http%3a//www.altavista.com/about/]	Privacy Policy
20.	av rds yahoo ylt A0geumDgCm5Joa0AaRBSDqMX ylu X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy SIG 11ifogqqb EXP 1232034912 http 3a www altavista help [http://av.rds.yahoo.com/_ylt=A0geumDgCm5Joa0AaRBSDqMX;_ylu=X3oDMTBxNGxzMGgxBHBndANhdI93ZWJfaG9tZQRzZWMDZm9vdGVy/SIG=11ifogqqb/EXP=1232034912/**http%3a//www.altavista.com/help/]	Help

### Advice for your outbound link URLs

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 40	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the keywords "search" or "engine" 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.com 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	Dogpile.com makes <b>searching</b> the Web easy, because it has all the best <b>search engines</b> piled into one. Go Fetch!
2	[not used]
3	The <b>search engine</b> that helps you find exactly what you're looking for. Find the most relevant information, video, images, and answers from all across the Web.
4	<b>Search Engine</b> Watch is the authoritative guide to <b>search engine</b> marketing (SEM) and <b>search engine</b> optimization (SEO), offering the latest news about <b>search engines</b> .
5	<b>Search Engine</b> is your open source to all the surprising and significant ways the Internet is transforming our world. It's radio that predicts the present.
6	[not used]
7	Find <b>search engines</b> from countries around the world with <b>Search Engine</b> Colossus - International Directory of <b>Search Engines</b> . <b>Search engines</b> of ...
8	[not used]
9	[not used]

Your contents
AltaVista provides the most comprehensive <b>search</b> experience on the Web!

### Advice for your meta description

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You should use the search term "search engine" at least once.	<<
Keyword density:	0% to 38%	0%	You should increase the keyword density for the search term "search engine".	<<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 19%	10%	OK	OK

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You should use the search term "engine" at least once.	<<
Keyword density:	0% to 19%	0%	You should increase the keyword density for the search term "engine".	<<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of	0 to 8	1	OK	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:	38 errors, not valid <a href="http://validator.w3.org/check?uri=http://www.altavista.com/">http://validator.w3.org/check?uri=http://www.altavista.com/</a>
CSS:	no errors, valid <a href="http://jigsaw.w3.org/css-validator/validator?uri=http://www.altavista.com/">http://jigsaw.w3.org/css-validator/validator?uri=http://www.altavista.com/</a>

#### Advice regarding the validity of your web site

The HTML validation of your web page [www.altavista.com](http://www.altavista.com) failed. This means that Google.com 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	Range
n/a	87	66	n/a	55	54	n/a	38	100	60	38 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	Range
n/a	3	6	15	13	8	n/a	10	n/a	9	3 to 15

#### Advice for the readability of your web site

The readability level of your web page [www.altavista.com](http://www.altavista.com) could not be determined. A score of 60 to 80 is considered to be optimal.



## 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.com 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	<b>search engine</b> , metasearch, images, audio, video, news, help rescue pets, animals in need, animals, toolbar, horoscope, best <b>search engine</b>
2	Web <b>search engine</b> , Protection policy, Citation needed, Citing sources, Reliable sources, Verifiability, , A9.com, Advertising, Alan Emtage, Algorithmic
3	[not used]
4	<b>search engine</b> marketing, meta tags, top <b>search engines</b> , <b>search engine</b> submission, <b>searchenginewatch</b>
5	<b>Search Engine</b> , Jesse Brown
6	[not used]
7	<b>search engines</b> , <b>search engine</b> , submissions, <b>search</b> , <b>engines</b> , list, internet, directories, <b>searchengines</b> , international
8	[not used]
9	[not used]

### Your contents

**search**, **searches**, **search engine**, directory, directories, category, categories, help, multi media, maps, business finder, yellow pages, white pages, people **search**, find people, **searching**, **searchers**, advanced **search**, **search** help, **search** guide, **search** tips, **search** tools

### Advice for your meta keywords

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 58%	6%	OK	OK

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	11	Use the search term "search" at most 4 times.	<<
Keyword density:	0% to 33%	32%	OK	OK

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 33%	3%	OK	OK

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	12	Use the keywords "search" or "engine" at most 8 times.	<<
Keyword density:	0% to 33%	18%	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	Dogpile users have raised.
2	Web <b>search engine</b> From Wikipedia, the free encyclopedia (Redirected from <b>Search engine</b> ) Jump to: navigation , <b>search "Search engine"</b> redirects here.
3	Yahoo!
4	Are you a <b>Search Engine</b> Watch Member?
5	News Sports Entertainment Radio TV My Region Schedules   Frequencies   Contact Us   Programs A-Z   Personalities A-Z   Podcasts   Radio 2   Radio 3   Galaxie   RCI   Sirius <b>Search Engine</b> with Jesse Brown A blog and podcast about the Internet.
6	<b>Search Search</b> 124,426,951,803 web pages About Cuil   Your Privacy   Add Cuil © 2008 Cuil, Inc.
7	INTERNATIONAL DIRECTORY OF <b>SEARCH ENGINES</b>
8	Results Display Saved Locations Content Filtering My Profile Go to MyStuff » AskEraser Settings
9	Home Chart Reviews <b>Search</b> Problems with Page?

### Your contents

AltaVista Worldwide

### Advice for your first sentence of the body text

#### Search term: "search engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "search engine" at least once but this is optional.	<
Keyword density:	0% to 40%	0%	You could increase the keyword density for the search term "search engine" but this is optional.	<

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "search" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "search" but this is optional.	<

#### Search term: "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "engine" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "engine" but this is optional.	<

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

### Advice for your first sentence of the body text

#### Search term: "search engine"

Number of keywords:	0 to 7	0	You could use one of the keywords "search" or "engine" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the keywords "search" or "engine" but this is optional.	<

## 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.com.

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

### Your contents

No.	HTML Comment Text
1.	fe09.avatw.search.ac2.yahoo.com uncompressed/chunked Wed Jan 14 07:55:12 PST 2009

### Advice for your HTML comments

#### Search term: "search engine"

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

#### Search term: "search"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	1	OK	OK
Keyword density:	0% to 13%	13%	OK	OK

#### Search term: "engine"

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

#### Keywords "search" or "engine"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	1	OK	OK
Keyword density:	0% to 6%	6%	OK	OK

## 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

Advice

"www.altavista.com" contains only 45 words. It is strongly recommended to add more text to your web page.	
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 "categories", "category", "directories", "find people", "maps", "multi media", "people search", "search engine", "search guide", "search help", "search tips", "search tools", "searchers", "searches", "searching", "white pages" and "yellow pages" 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 542 bytes of script code which makes it harder for search engines to index your page. Consider putting the script code in an external file with the <script src="myscripts.js"></script> commands. The file "myscripts.js" should be a simple text file that contains only the script code without any HTML markup. The next time your page is spidered by the search engine robots, the important content on your page will be closer to the top of the page, and you might have a better keyword density.	<<
Your web page uses 1,512 bytes of style sheet code which makes it harder for search engines to index your page. Consider putting the style sheet code in an external file with the <link rel="stylesheet" href="mystyles.css" type="text/css"> command. The file "mystyles.css" should be a simple text file that contains only the style sheet code without any HTML markup. The next time your page is spidered by the search engine robots, the important content on your page will be closer to the top of the page, and you might have a better keyword density.	<<
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.altavista.com" 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.altavista.com" 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.altavista.com on Google.com.

Advice

### Inbound links to your web page

**Advice**

**Inbound links to your web page**

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

**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.com, 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.com?

**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: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0	0	1	0	3	1	0	2	1	1	0 to 3
Body Text:	0	1	67	0	6	4	0	14	0	5	0 to 67
H1 Texts:	0	0	1	0	0	1	0	0	0	0	0 to 1
Domain:	0	0	0	0	1	0	0	1	0	1	0 to 1
Page URL:	0	0	1	0	0	1	0	0	0	0	0 to 1
H2-H6 Texts:	0	0	1	0	0	0	0	0	0	0	0 to 1
IMG ALT:	0	0	0	0	1	0	0	0	0	1	0 to 1
Bold Text:	0	0	1	0	0	0	0	14	0	0	0 to 14
Same Texts:	0	0	12	0	2	1	0	0	0	1	0 to 12
Outb. Texts:	0	0	5	0	0	1	0	4	0	0	0 to 5

## Table: Number of keywords

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Same URLs:	0	0	28	0	1	47	0	0	0	0	0 to 47
Outb. URLs:	0	0	5	0	20	1	0	1	0	2	0 to 20
Meta Descr.:	0	1	0	1	4	1	0	4	0	0	0 to 4
Meta Keyw.:	1	2	1	0	4	1	0	3	0	0	0 to 4
First Sentence:	0	0	3	0	1	1	0	1	0	0	0 to 3
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	all 0

Search term: "search"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0	1	1	2	3	1	0	2	2	2	0 to 3
Body Text:	2	5	115	4	31	5	2	17	1	51	1 to 115
H1 Texts:	0	0	1	1	0	1	0	0	0	1	0 to 1
Domain:	0	0	0	1	1	0	0	1	0	1	0 to 1
Page URL:	0	0	1	0	0	1	0	0	0	0	0 to 1
H2-H6 Texts:	0	0	2	0	9	0	0	0	0	3	0 to 9
IMG ALT:	0	2	0	0	2	2	0	0	0	2	0 to 2
Bold Text:	0	0	1	0	8	0	0	17	0	0	0 to 17
Same Texts:	0	3	30	3	23	1	0	0	0	19	0 to 30
Outb. Texts:	1	0	9	0	1	1	0	4	0	6	0 to 9
Same URLs:	0	5	47	5	11	47	0	0	0	14	0 to 47
Outb. URLs:	0	2	7	0	20	1	0	1	0	16	0 to 20
Meta Descr.:	1	2	0	1	4	1	0	4	0	0	0 to 4
Meta Keyw.:	11	3	1	0	4	1	0	4	0	0	0 to 4
First Sentence:	0	0	4	0	1	1	2	1	0	1	0 to 4
HTML Comm.:	1	0	0	1	7	0	3	0	0	0	0 to 7

Search term: "engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0	0	1	0	3	1	0	2	1	1	0 to 3
Body Text:	0	1	76	0	6	4	0	14	0	6	0 to 76
H1 Texts:	0	0	1	0	0	1	0	0	0	0	0 to 1
Domain:	0	0	0	0	1	0	0	1	0	1	0 to 1
Page URL:	0	0	1	0	0	1	0	0	0	0	0 to 1
H2-H6 Texts:	0	0	1	0	0	0	0	0	0	0	0 to 1
IMG ALT:	0	0	0	0	1	0	0	0	0	1	0 to 1
Bold Text:	0	0	1	0	0	0	0	14	0	0	0 to 14
Same Texts:	0	0	13	0	2	1	0	0	0	2	0 to 13
Outb. Texts:	0	0	7	0	0	1	0	4	0	0	0 to 7
Same URLs:	0	0	28	0	1	47	0	0	0	0	0 to 47

## Table: Number of keywords

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Outb. URLs:	0	0	5	0	20	1	0	1	0	4	0 to 20
Meta Descr.:	0	1	0	1	4	1	0	4	0	0	0 to 4
Meta Keyw.:	1	2	1	0	4	1	0	4	0	0	0 to 4
First Sentence:	0	0	3	0	1	1	0	1	0	0	0 to 3
HTML Comm.:	0	0	0	0	2	0	0	0	0	0	0 to 2

Keywords "search" or "engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0	1	2	2	6	2	0	4	3	3	0 to 6
Body Text:	2	6	191	4	37	9	2	31	1	57	1 to 191
H1 Texts:	0	0	2	1	0	2	0	0	0	1	0 to 2
Domain:	0	0	0	1	2	0	0	2	0	2	0 to 2
Page URL:	0	0	2	0	0	2	0	0	0	0	0 to 2
H2-H6 Texts:	0	0	3	0	9	0	0	0	0	3	0 to 9
IMG ALT:	0	2	0	0	3	2	0	0	0	3	0 to 3
Bold Text:	0	0	2	0	8	0	0	31	0	0	0 to 31
Same Texts:	0	3	43	3	25	2	0	0	0	21	0 to 43
Outb. Texts:	1	0	16	0	1	2	0	8	0	6	0 to 16
Same URLs:	0	5	75	5	12	94	0	0	0	14	0 to 94
Outb. URLs:	0	2	12	0	40	2	0	2	0	20	0 to 40
Meta Descr.:	1	3	0	2	8	2	0	8	0	0	0 to 8
Meta Keyw.:	12	5	2	0	8	2	0	8	0	0	0 to 8
First Sentence:	0	0	7	0	2	2	2	2	0	1	0 to 7
HTML Comm.:	1	0	0	1	9	0	3	0	0	0	0 to 9

## Table: Keyword density

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0%	0%	29%	0%	50%	40%	0%	29%	33%	22%	0% to 50%
Body Text:	0%	1%	6%	0%	2%	1%	0%	3%	0%	1%	0% to 6%
H1 Texts:	0%	0%	67%	0%	0%	40%	0%	0%	0%	0%	0% to 67%
Domain:	0%	0%	0%	0%	100%	0%	0%	100%	0%	100%	0% to 100%
Page URL:	0%	0%	67%	0%	0%	100%	0%	0%	0%	0%	0% to 100%
H2-H6 Texts:	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0% to 7%
IMG ALT:	0%	0%	0%	0%	5%	0%	0%	0%	0%	22%	0% to 22%
Bold Text:	0%	0%	17%	0%	0%	0%	0%	7%	0%	0%	0% to 17%
Same Texts:	0%	0%	11%	0%	2%	2%	0%	0%	0%	3%	0% to 11%
Outb. Texts:	0%	0%	10%	0%	0%	7%	0%	19%	0%	0%	0% to 19%

## Table: Keyword density

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Same URLs:	0%	0%	6%	0%	2%	16%	0%	0%	0%	0%	0% to 16%
Outb. URLs:	0%	0%	5%	0%	4%	1%	0%	6%	0%	1%	0% to 6%
Meta Descr.:	0%	11%	0%	8%	33%	8%	0%	38%	0%	0%	0% to 38%
Meta Keyw.:	6%	21%	12%	0%	58%	50%	0%	42%	0%	0%	0% to 58%
First Sentence:	0%	0%	29%	0%	29%	4%	0%	40%	0%	0%	0% to 40%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "search"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0%	33%	14%	50%	25%	20%	0%	14%	33%	22%	0% to 50%
Body Text:	4%	3%	5%	22%	5%	0%	10%	2%	1%	4%	0% to 22%
H1 Texts:	0%	0%	33%	50%	0%	20%	0%	0%	0%	50%	0% to 50%
Domain:	0%	0%	0%	50%	100%	0%	0%	100%	0%	100%	0% to 100%
Page URL:	0%	0%	33%	0%	0%	100%	0%	0%	0%	0%	0% to 100%
H2-H6 Texts:	0%	0%	7%	0%	3%	0%	0%	0%	0%	10%	0% to 10%
IMG ALT:	0%	25%	0%	0%	5%	8%	0%	0%	0%	22%	0% to 25%
Bold Text:	0%	0%	8%	0%	5%	0%	0%	4%	0%	0%	0% to 8%
Same Texts:	0%	10%	14%	25%	10%	1%	0%	0%	0%	28%	0% to 28%
Outb. Texts:	5%	0%	9%	0%	2%	3%	0%	9%	0%	25%	0% to 25%
Same URLs:	0%	2%	5%	3%	10%	16%	0%	0%	0%	13%	0% to 16%
Outb. URLs:	0%	14%	6%	0%	4%	1%	0%	3%	0%	7%	0% to 14%
Meta Descr.:	10%	11%	0%	4%	17%	4%	0%	19%	0%	0%	0% to 19%
Meta Keyw.:	32%	16%	6%	0%	33%	25%	0%	33%	0%	0%	0% to 33%
First Sentence:	0%	0%	19%	0%	14%	2%	10%	20%	0%	14%	0% to 20%
HTML Comm.:	13%	0%	0%	13%	1%	0%	7%	0%	0%	0%	0% to 13%

Search term: "engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	0%	0%	14%	0%	25%	20%	0%	14%	17%	11%	0% to 25%
Body Text:	0%	1%	3%	0%	1%	0%	0%	2%	0%	1%	0% to 3%
H1 Texts:	0%	0%	33%	0%	0%	20%	0%	0%	0%	0%	0% to 33%
Domain:	0%	0%	0%	0%	100%	0%	0%	100%	0%	100%	0% to 100%
Page URL:	0%	0%	33%	0%	0%	100%	0%	0%	0%	0%	0% to 100%
H2-H6 Texts:	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0% to 4%
IMG ALT:	0%	0%	0%	0%	3%	0%	0%	0%	0%	11%	0% to 11%
Bold Text:	0%	0%	8%	0%	0%	0%	0%	4%	0%	0%	0% to 8%
Same Texts:	0%	0%	6%	0%	1%	1%	0%	0%	0%	3%	0% to 6%
Outb. Texts:	0%	0%	7%	0%	0%	3%	0%	9%	0%	0%	0% to 9%
Same URLs:	0%	0%	3%	0%	1%	16%	0%	0%	0%	0%	0% to 16%

## Table: Keyword density

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Outb. URLs:	0%	0%	4%	0%	4%	1%	0%	3%	0%	2%	0% to 4%
Meta Descr.:	0%	5%	0%	4%	17%	4%	0%	19%	0%	0%	0% to 19%
Meta Keyw.:	3%	11%	6%	0%	33%	25%	0%	33%	0%	0%	0% to 33%
First Sentence:	0%	0%	14%	0%	14%	2%	0%	20%	0%	0%	0% to 20%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 0%

Keywords "search" or "engine"

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

## Table: Keyword position

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	n/a	n/a	5	n/a	1	1	n/a	1	9	1	n/a to 9
Body Text:	n/a	74	5	n/a	11	174	n/a	28	n/a	4,409	n/a to 4,409
H1 Texts:	n/a	n/a	5	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a to 5
Domain:	n/a	n/a	n/a	n/a	1	n/a	n/a	1	n/a	1	n/a to 1
Page URL:	n/a	n/a	6	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a to 6
H2-H6 Texts:	n/a	n/a	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 81
IMG ALT:	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a	1	n/a to 1
Bold Text:	n/a	n/a	5	n/a	n/a	n/a	n/a	28	n/a	n/a	n/a to 28
Same Texts:	n/a	n/a	1	n/a	11	847	n/a	n/a	n/a	435	n/a to 847
Outb. Texts:	n/a	n/a	340	n/a	n/a	285	n/a	110	n/a	n/a	n/a to 340

## Table: Keyword position

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Same URLs:	n/a	n/a	15	n/a	87	191	n/a	n/a	n/a	n/a	n/a to 191
Outb. URLs:	n/a	n/a	306	n/a	28	1,061	n/a	232	n/a	1,617	n/a to 1,617
Meta Descr.:	n/a	71	n/a	5	1	1	n/a	6	n/a	n/a	n/a to 71
Meta Keyw.:	19	1	5	n/a	1	1	n/a	1	n/a	n/a	n/a to 5
First Sentence:	n/a	n/a	5	n/a	11	174	n/a	28	n/a	n/a	n/a to 174
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "search"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	n/a	13	5	8	1	1	n/a	1	9	1	n/a to 13
Body Text:	71	74	5	8	11	174	1	28	171	20	1 to 174
H1 Texts:	n/a	n/a	5	8	n/a	1	n/a	n/a	n/a	1	n/a to 8
Domain:	n/a	n/a	n/a	1	1	n/a	n/a	1	n/a	1	n/a to 1
Page URL:	n/a	n/a	6	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a to 6
H2-H6 Texts:	n/a	n/a	81	n/a	190	n/a	n/a	n/a	n/a	13	n/a to 190
IMG ALT:	n/a	9	n/a	n/a	1	16	n/a	n/a	n/a	1	n/a to 16
Bold Text:	n/a	n/a	5	n/a	14	n/a	n/a	28	n/a	n/a	n/a to 28
Same Texts:	n/a	188	1	8	11	847	n/a	n/a	n/a	17	n/a to 847
Outb. Texts:	54	n/a	241	n/a	35	285	n/a	110	n/a	19	n/a to 285
Same URLs:	n/a	786	15	231	87	191	n/a	n/a	n/a	16	n/a to 786
Outb. URLs:	n/a	12	306	n/a	28	1,061	n/a	232	n/a	71	n/a to 1,061
Meta Descr.:	43	19	n/a	5	1	1	n/a	6	n/a	n/a	n/a to 19
Meta Keyw.:	1	1	5	n/a	1	1	n/a	1	n/a	n/a	n/a to 5
First Sentence:	n/a	n/a	5	n/a	11	174	1	28	n/a	20	n/a to 174
HTML Comm.:	12	n/a	n/a	6	476	n/a	51	n/a	n/a	n/a	n/a to 476

Search term: "engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	n/a	n/a	12	n/a	8	8	n/a	8	16	8	n/a to 16
Body Text:	n/a	81	12	n/a	18	181	n/a	35	n/a	4,416	n/a to 4,416
H1 Texts:	n/a	n/a	12	n/a	n/a	8	n/a	n/a	n/a	n/a	n/a to 12
Domain:	n/a	n/a	n/a	n/a	7	n/a	n/a	7	n/a	7	n/a to 7
Page URL:	n/a	n/a	13	n/a	n/a	7	n/a	n/a	n/a	n/a	n/a to 13
H2-H6 Texts:	n/a	n/a	88	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 88
IMG ALT:	n/a	n/a	n/a	n/a	8	n/a	n/a	n/a	n/a	8	n/a to 8
Bold Text:	n/a	n/a	12	n/a	n/a	n/a	n/a	35	n/a	n/a	n/a to 35
Same Texts:	n/a	n/a	8	n/a	18	854	n/a	n/a	n/a	442	n/a to 854
Outb. Texts:	n/a	n/a	347	n/a	n/a	292	n/a	117	n/a	n/a	n/a to 347
Same URLs:	n/a	n/a	22	n/a	94	197	n/a	n/a	n/a	n/a	n/a to 197

## Table: Keyword position

Search term: "search engine"

	Your Site	1	2	3	4	5	6	7	8	9	Range
Outb. URLs:	n/a	n/a	312	n/a	34	1,068	n/a	239	n/a	1,623	n/a to 1,623
Meta Descr.:	n/a	78	n/a	12	8	8	n/a	13	n/a	n/a	n/a to 78
Meta Keyw.:	26	8	12	n/a	8	8	n/a	8	n/a	n/a	n/a to 12
First Sentence:	n/a	n/a	12	n/a	18	181	n/a	35	n/a	n/a	n/a to 181
HTML Comm.:	n/a	n/a	n/a	n/a	483	n/a	n/a	n/a	n/a	n/a	n/a to 483

## Table: Number of words

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	1	3	7	4	12	5	1	14	6	9	1 to 14
Body Text:	44	202	2,478	38	694	1,384	20	816	75	1,227	20 to 2,478
H1 Texts:	0	0	3	2	0	5	0	0	0	2	0 to 5
Domain:	1	1	2	2	1	1	1	1	1	1	1 to 2
Page URL:	0	0	3	0	0	1	0	0	0	0	0 to 3
H2-H6 Texts:	0	0	43	0	294	94	0	0	0	44	0 to 294
IMG ALT:	1	11	7	0	52	44	1	6	0	14	0 to 52
Bold Text:	9	0	43	1	167	85	0	787	8	4	0 to 787
Same Texts:	0	55	471	31	301	194	6	454	37	129	6 to 471
Outb. Texts:	31	8	122	0	66	53	0	61	1	45	0 to 122
Same URLs:	0	321	1,250	179	192	387	3	347	53	174	3 to 1,250
Outb. URLs:	320	17	139	0	551	178	0	54	5	271	0 to 551
Meta Descr.:	10	19	0	26	24	25	0	21	0	0	0 to 26
Meta Keyw.:	34	19	17	0	12	4	0	12	0	0	0 to 19
First Sentence:	2	4	21	1	7	47	20	5	14	7	1 to 47
HTML Comm.:	8	111	111	8	507	38	43	10	0	8	0 to 507

## Table: Number of characters

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	9	18	52	26	77	25	4	98	41	57	4 to 98
Body Text:	314	1,181	15,251	238	4,189	8,254	94	5,723	436	7,474	94 to 15,251
H1 Texts:	0	0	17	13	0	30	0	0	0	11	0 to 30
Domain:	9	7	12	12	17	3	4	20	3	20	3 to 20
Page URL:	0	0	18	0	0	12	0	0	0	0	0 to 18
H2-H6 Texts:	0	0	270	0	1,690	539	0	0	0	261	0 to 1,690
IMG ALT:	9	72	54	0	294	267	4	30	0	88	0 to 294
Bold Text:	55	0	122	3	1,019	552	0	5,227	38	33	0 to 5,227
Same Texts:	0	338	3,070	206	1,830	1,214	30	3,109	214	889	30 to 3,109

## Table: Number of characters

	Your Site	1	2	3	4	5	6	7	8	9	Range
Document Title:	9	18	52	26	77	25	4	98	41	57	4 to 98
Outb. Texts:	211	52	1,007	0	454	367	0	394	7	317	0 to 1,007
Same URLs:	0	1,930	6,407	945	1,173	2,504	16	2,911	227	1,124	16 to 6,407
Outb. URLs:	2,954	125	1,008	0	3,282	1,156	0	384	38	1,748	0 to 3,282
Meta Descr.:	71	110	0	158	164	154	0	146	0	0	0 to 164
Meta Keyw.:	267	137	141	0	99	26	0	118	0	0	0 to 141
First Sentence:	19	26	149	6	37	242	94	41	95	45	6 to 242
HTML Comm.:	81	1,033	1,184	75	3,466	243	261	65	0	34	0 to 3,466

SEO REPORT

## 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	Range
<b>Number of inbound links according to these search engines (the more the better)</b>											
Alexa:	27k	10k	364k	23k	9k	23k	2	1k	12k	n/a	2 to 364k
AllTheWeb (preset settings):	456k	178k	5k	282k	634k	8k	37k	12k	321k	13k	5k to 634k
Google.com :	17k	4k	299	4k	6k	552	2k	662	7k	632	299 to 7k
Live.com:	13,100k	298k	9,450k	148,000k	398k	372	71k	8k	256,000k	8k	372 to 256,000k
Yahoo.com:	1,668k	254k	9k	795k	425k	12k	128k	18k	1,242k	14k	9k to 1,242k
<b>Links from social networks (the more the better)</b>											
Del.icio.us:	0	0	0	0	0	0	0	0	0	0	all 0
Digg:	107	17	7k	64k	836	5k	23	0	85	3	0 to 64k
<b>Other ranking factors results (the older or the lower the better)</b>											
Web Site Age:	Sep 1998	Oct 1996	Jan 2001	Jan 1995	Mar 1998	n/a	Jul 2001	Jun 1998	Oct 1998	Mar 2000	Jan 1995 to Jul 2001
Server Speed:	2.26s	4.42s	1.93s	1.23s	3.25s	5.07s	1.90s	1.06s	1.61s	n/a	1.06s to 5.07s
Alexa Traffic Rank:	862	2k	8	1	23k	1k	10k	70k	41	n/a	1 to 70k

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