

-- Table Of Contents --

- [Table Of Contents](#)
- [Report Summary](#)
- [Report Websites](#)
- [Keyword In Document Title](#)
- [Readability](#)
- [Keyword In H1 Tags](#)
- [Keyword In Domain Name](#)
- [Keyword In Page URL](#)
- [Social Networking](#)
- [Page Load Speed](#)
- [Keyword In Header Tags](#)
- [Keyword In Image Alt Tags](#)
- [Keyword In Image Filename](#)
- [Keyword In Emphasized Text](#)
- [Site Popularity](#)
- [Keyword In Outbound Link Text](#)
- [Keyword In Outbound URLs](#)
- [Keyword In Meta Description](#)
- [Site Hierarchy Depth](#)
- [Keyword In Meta Tags](#)
- [Keyword In First Sentence](#)
- [Keyword In HTML Comments](#)
- [Keyword In Body Text](#)
- [SEO Link Analysis](#)
- [Keyword Saturation Level](#)
- [Tabular Keyword Count](#)
- [Table Word Count](#)
- [Table Character Count](#)

-- Report Summary --

URL Targetted	http://www.decor-art.biz/
Keyword Used	handmade unique art
Search Engine	Google (UK)

This report includes an in-depth analysis of data retrieved from your target website and it's Top Ten search engine competitors.

It's primary purpose is to compare the target site data with that of the current top search results for the target keyword. By comparing the top ten results you can see exactly what measures are being rewarded by the search engine.

By bringing your target web page into line with the top ten competitors your site should see similar search rank positions.

Each module (or set of measures) is listed in tabular form to include all site data and a summary table showing both range and average comparisons. The range and averages comparisons include a traffic light report to give a quick indication of the SEO results. Although the summary results are a quick guide you should review the full data for more accurate results. Even though the report will give full details for your target keyword it will also break out the individual keywords in you use a multiple word key phrase. This is done so you can also see the results for those keyword. In the case of many long tailed keywords the top ten results may not even be SEO'd for that keyword. It will often be SEO'd for the individual keywords and pick up the search ranking for the long tailed keyword by default. This breakout of the individual keyword helps you understand this.

This report supplies all the data you need to analyse your web pages but like all tools, the best results will always be achieved when they are used by experts in their field.

Google, especially, will penalize web sites for a number reasons. These penalties may allow all normal measures to remain but simply add a negative modifier to your search ranking. This may be apparent when all your ranking factors seem to stack up against your competitors but you still do not rank near them.

This report and any accompanying text is for information only. Before taking any action that may affect the search rankings of your website you should seek advice from an appropriate SEO professional.

-- Report Websites --

	http://www.decor-art.biz/
	http://www.etsy.com/
	http://www.youtube.com/watch%3Fv%3DCkJIgBIbHa0
	http://funeria.com/
	http://www.bombus.co.uk/
	http://www.unique-handmade-gifts-arts-crafts.co.uk/
	http://www.artfire.com/
	http://www.artcreatif.co.uk/
	http://www.facebook.com/pages/Adina-Art-Handmade-Unique-Mezuzot/159879454028764
	http://www.thelime-tree.com/
	http://www.michelleparratt.com/

-- Keyword In Document Title Explanation --

It is important that you have enough keywords on your web page to allow Google to understand what your page is about. However it is imperative that you do not have too many keywords as this would be seen as keyword stuffing and your web page and even your whole web site is likely be penalized by Google. We cannot know exactly what measures Google use but we see which websites Google reward by placing them in the top 10 search results.

It makes sense, therefore, to see exactly how those competing websites are configured, as clearly that is what Google wants. By replicating the same configurations on your web page you will be able to get your website high up in the search results alongside your main competitors and even beat them at there own game.

There are several modules in this report that look at keywords in the different sections of your web page. This general advice above is true for all of these modules.

The document title (of any web page) is that which is seen between the title tags in the web page html code (i.e.<title>Your Page Title Goes Here</title>). This module lists the number of times the main keyword (keyphrase) and sub keywords are found in the page title

This module lists the number of times the main keyword (keyphrase) and sub keywords are found in the page title. You can manually check your page title, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search the text for the title tags <title>

You should see something like the following:

```
<title>Urban Foxes Habitat – Wildlife In Your Garden</title>
```

-- Keyword In Document Title --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	1	0	2
Competitor #1	0	1	0	0
Competitor #2	0	2	1	1
Competitor #3	0	1	1	3
Competitor #4	0	1	1	2
Competitor #5	0	1	1	1
Competitor #6	0	2	0	2
Competitor #7	0	1	1	1
Competitor #8	0	1	1	1
Competitor #9	0	1	1	1
Competitor #10	0	1	1	1

	handmade unique art	handmade	unique	art
Range	0-0	1-2	0-1	0-3
Your Page	0	1	0	2
Average	0	1	1	1
Your Page	0	1	0	2

Professional SEO report by WEBIGE. We create your web image.

-- Readability Explanation --

The readability of your web page must be easy enough to suit a wide range of people and educational ability but the content must engage, interest and show authority. The higher the readability figures, the greater the educational requirement of the reader. In other words the higher the figure the harder it will be to read easily.

This measures the level of (average) education needed by a visitor to comfortably read and understand the content of the web page.

Readability is likely to vary depending on the niche or type of website. A site advertising household goods may have a fairly low reading age. At the other extreme a site aimed at a particular scientific subject may have a much higher reading age.

Too high a reading age on your site may alienate or even scare off visitors. At the very least they may become bored because of the extra effort needed to read the site content. Remember that most people will be reading on some kind of screen and this is not the easiest medium to read anyway.

It is imperative that you must engage and keep the interest of visitors so you should not confuse reading age with quality of content. They are two very different things.

-- Readability --

Site Address	Readability Level
Your Website	7.08
Competitor #1	10.67
Competitor #2	0%
Competitor #3	13.07
Competitor #4	15.26
Competitor #5	5.17
Competitor #6	11.23
Competitor #7	9.47
Competitor #8	15.49
Competitor #9	11.08
Competitor #10	12.49

	handmade unique art
Range	0-15.49
Your Page	7.08
Average	9
Your Page	7.08

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In H1 Tags Explanation --

The H1 that is the “highest” header level as defined in the HTML code (i.e. <H1>Your Page Header</H1>). This module lists the amount of times the primary keyword (keyphrase) and any sub keywords are found within H1 tags

The header tags are generally used to define the hierarchy or structure within a web page. Header tags run from H1 (highest) to H6 (lowest). So if you consider a standard layout for a page you could consider the H1 as the main header, and H3 as the sub header and H3 as the sub, sub header etc.

Header tags are relative and if you only use H3 for instance it would define that as the top level of the page structure (if H1 & H2 were missing). However it is more normal to use the H1 tag to define your pages main subject or title. This is the visible page title (not to be confused with the html title tag).

You can manually check your page title, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search the text for the title tags <H1>

You should see something like the following:

<H1>The Life-Cycle Of The Common Newt</H1>

-- Keyword In H1 Tags --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	1	1	2
Competitor #1	0	0	0	0
Competitor #2	0	2	1	1
Competitor #3	0	0	0	0
Competitor #4	0	0	0	0
Competitor #5	0	1	1	1
Competitor #6	0	0	0	0
Competitor #7	0	0	0	0
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	1	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-2	0-1	0-1
Your Page	0	1	1	2
Average	0	0	0	0
Your Page	0	1	1	2

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Domain Name Explanation --

This module lists the number of primary keywords and any short tail keywords that are found in the actual top level domain name of the listed sites. (i.e. in www.yoursitename.com)

It is generally accepted that having your keywords in the domain name is a positive SEO factor. However in more recent times (post Panda) there is need to be aware of so called keyword spamming or keyword stuffing. i.e. adding keyword into your website in a way that is not natural.

This may extend into the domain name. Certainly a standard technique for fast ranking of website was to use an exact match domain. i.e. one that had your entire key phrase in it.

So for instance if you want to create a website about hunting dogs the you might try and buy a domain like HuntingDogs.com. That is an exact match domain.

Many time it might not be available and you may then look at something like Passionate AboutHuntingDogs.com. That would be a near match domain.

However when taken to the extreme this may actual flag your domain name as spammy. I.e HuntingDogsX.com (no relevance) or SmallBrownHuntingDogsForPets.com (too long).

When you have reviewed your stats for this section you should look at the actual domain names and compare them to ensure yours does not stick out like the examples above.

-- Keyword In Domain Name --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	1
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	0
Competitor #4	0	0	0	0
Competitor #5	0	1	1	1
Competitor #6	0	0	0	1
Competitor #7	0	0	0	1
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	0	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-1	0-1	0-1
Your Page	0	0	0	1
Average	0	0	0	0
Your Page	0	0	0	1

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Page URL Explanation --

The page URL is the full url to the actual webpage. (i.e. yoursite.com/pagename.html). This module reports the number of times the primary and short tailed keywords are found in the URL.

Similarly to the above keyword in domain this looks at the amount of keywords that ere found in the full page URL.

This is very important as good use of the page URL will have a beneficial SEO effect whilst bad use of the URL may be detrimental.

Recent studies by SEOMoz have shown that it looks very much like Gogle will add a small penalty to site with at have over stuffed keywords in the page URL.

This can often come from the use of things like Wordpress. Using categories can end up with URLs like FiberglassFishingPoles.com/FiberglassFishingPoles/FiberglassFishingPoles (even FiberglassFishingPoles.html on the end).

This is clear keyword stuffing and likely to be an issue.

However having the keywords in perhaps one level i.e. FiberglassFishingPoles.com/ Fiberglassfishingpoles may be OK

Alternatively having no keywords in the URL may be a disadvantage. Poor structure like FiberglassFishingPoles.com/213/c/rods.html should be avoided.

-- Keyword In Page URL --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	1
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	0
Competitor #4	0	0	0	0
Competitor #5	0	1	1	1
Competitor #6	0	0	0	1
Competitor #7	0	0	0	1
Competitor #8	0	1	1	1
Competitor #9	0	0	0	0
Competitor #10	0	0	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-1	0-1	0-1
Your Page	0	0	0	1
Average	0	0	0	0
Your Page	0	0	0	1

Professional SEO report by WEBIGE. We create your web image.

-- Social Networking Explanation --

Activity on the social networks is one of the more recent ranking factors. It is likely to become even more important over time. Google are currently monitoring over 250 social sites and will almost certainly consider the likes of Facebook likes, Twitter tweets and Diggs etc. important indicators as to a web pages popularity.

This module lists the number of times the sites are referenced at the some of the key social networking sites.

It is almost essential for a website to have a social presence. Sometimes this can be as easy as adding social button son the web page for people to click.

Certainly the household name like Facebook, Twitter , Digg, Google +1, Pinterest and StumbleUpon should be on your SEO radar. In general the more social activity the better but be warned that buying thousands of likes that get applied to your sitein one bash are likely to be more of problem than a help.

Much like traditional backlinks Google and other search engines can see, and use, trends, as well as total number. Any kind of backlinking (and that is effectively what social signals are) need to consistently applied and with steady growth.

A natural profile is very important and so variety is also key. It is unreasonable to expect to to have 10,000 Facebook likes and no Tweets! In fact all the same rules about backlinking apply to social signals.

In general you should be looking to emulate the competitors with the most social signals

The average of competitor activity on Facebook is 31673. It is recommended that you increase your social activity on Facebook to increase it to above the average.
The average of competitor activity on Twitter is 6930. It is recommended that you increase your social activity on Twitter to increase it to above the average.
The average of competitor activity on Google+1 is 318. It is recommended that you increase your social activity on Google+1 to increase it to above the average.
The average of competitor activity on Pinterest is 3848. It is recommended that you increase your social activity on Pinterest to increase it to above the average.
The average of competitor activity on LinkedIn is 340. It is recommended that you increase your social activity on LinkedIn to increase it to above the average.
The average of competitor activity on Delicious is 1612. It is recommended that you increase your social activity on Delicious to increase it to above the average.

-- Social Networking --

Site Address	FaceBook	Twitter	G+1	Diggs	Pinned	LinkedIn	Delicious	Stumble Upon
Your Website	8	0	0	0	6	1	1	0
Competitor #1	337425	42564	3300	7	42132	1041	17564	0
Competitor #2	38	0	0	0	2	0	0	0
Competitor #3	115	1	0	0	1	0	5	0
Competitor #4	113	27	0	0	28	2	5	0
Competitor #5	6	6	2	0	0	2	0	0
Competitor #6	10570	33496	191	0	167	2653	162	0
Competitor #7	4	0	0	0	0	0	0	0
Competitor #8	0	0	0	0	0	0	0	0
Competitor #9	7	12	0	0	0	34	0	0
Competitor #10	126	124	0	0	0	9	0	0

	Facebook	Twitter	G+1	Diggs	Pinned	LinkedIn	Delicious	Stumble Upon
Range	0-337425	0-42564	0-3300	0-7	0-42132	0-2653	0-17564	0-0
Your Site	8	0	0	0	6	1	1	0
Average	31673	6930	318	1	3848	340	1612	0
Your Site	8	0	0	0	6	1	1	0

Professional SEO report by WEBIGE. We create your web image.

-- Page Load Speed Explanation --

The speed that your web pages load can affect the user experience. If it loads too slowly then visitors may well get bored or fed up and exit your site for one that reacts quicker to their demands. Google, of course, wish to have the best user experience for their searchers and may penalize web pages that load too slowly.

Page load speed is a measure of the time taken for the host server to fully present the web page.

Page load speed can be affected by many factors and often those factors are transient or temporary. Many sites are located on shared servers and you are at the mercy of the loads and other sites on that server. Network downtimes or problems are more prevalent than you may realise as re-routing is often implemented but this can cause slower load times for your site. This means that Page Load Speed tests can vary considerably and it may be useful to do various test through a 24 hours period.

The users own PC and internet connection will also affect their own personal experiences of your site load speed. However there is little you can do about your users internet or equipment limitations directly.

You should consider though that not everyone has a super fast machine and super fast internet. You can help here by ensuring that you do not store a lot of high resolution images or videos etc. on your site.

If you suspect that your site is slow then you will need to run a detailed analyses using one of the available load speed analysis tools. This will show you exactly what part of your site is taking how long to download. This will show up any individual entities that may be hindering your sites loading

-- Page Load Speed --

Site Address	Server Speed %
Your Website	15.62
Competitor #1	27.02
Competitor #2	37.11
Competitor #3	78.65
Competitor #4	281.68
Competitor #5	1.12
Competitor #6	86.98
Competitor #7	25.05
Competitor #8	8.29
Competitor #9	11.46
Competitor #10	23.32

	Load Speed
Range	1.12-281.68
Your Page	15.62

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Header Tags Explanation --

HTML header tags range from H1 down to H6. This module counts the number of times the primary and short tail keywords appear between the H2-H6 header tags in the page HTML code.

The header tags are generally used to define the hierarchy or structure within a web page. Header tags run from H1 (highest) to H6 (lowest). So if you consider a standard layout for a page you could consider the H1 as the main header, and H2 as the sub header and H3 as the sub, sub header etc.

Header tags are relative and if you only use H3 for instance it would define that as the top level of the page structure (if H1 & H2 were missing). This module checks for any keywords in the header tags <H2>-<H6>

You can manually check your header tags, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search the text in the tags <H2> -<H6>

You should see something like the following:

<H2>Rock Formations In The Grand Canyon</H2> Or any of the H2-H6 tags

-- Keyword In Header Tags --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	0
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	1
Competitor #4	0	0	0	0
Competitor #5	0	1	0	2
Competitor #6	0	1	0	1
Competitor #7	0	0	0	0
Competitor #8	0	1	1	1
Competitor #9	0	0	0	0
Competitor #10	0	0	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-1	0-1	0-2
Your Page	0	0	0	0
Average	0	0	0	0
Your Page	0	0	0	0

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Image Alt Tags Explanation --

this module lists the number of times the primary and short tailed keywords are found between the image ALT tags. (i.e. <ALT>text description for your image</ALT>

Google and other search engines cannot view images. In other words when their robotic crawlers find your web page and come across an image they have no idea what it is. If you don't label your images correctly they will not add any SEO benefit to your page. The search engines will not know that the content of the image is and cannot attribute anything to your site.

There are a few ways that you can ensure you help the search engines identify your image. One is the <ALT> It also gives your web page an alternative text to display if it is unable to load the image for any reason. The <ALT> tag should be an accurate description of your image and it is likely to be beneficial if this includes your keywords.

Of course, as with anything keyword, avoid keyword stuffing.

You can manually check your alt tags, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search the text in tags <ALT>

You should see something like the following:

<ALT>Red Roses In Country Garden</ALT>

-- Keyword In Image Alt Tags --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	1
Competitor #1	0	2	0	2
Competitor #2	0	6	2	5
Competitor #3	0	0	0	0
Competitor #4	0	1	1	1
Competitor #5	0	1	1	1
Competitor #6	0	0	1	1
Competitor #7	0	6	0	2
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	1	0	1

	handmade unique art	handmade	unique	art
Range	0-0	0-6	0-2	0-5
Your Page	0	0	0	1
Average	0	2	0	1
Your Page	0	0	0	1

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Image Filename Explanation --

The number of times the primary and short tailed keywords are found in the image source url or image file name.

Google and other search engines cannot view images. In other words when their robotic crawlers find your web page and come across an image they have no idea what it is. If you don't label your images correctly they will not add any SEO benefit to your page. The search engines will not know that the content of the image is and cannot attribute anything to your site.

There are a few ways that you can ensure you help the search engines identify your image. One is by naming your image files appropriately. They should be an accurate description of your image and it is likely to be beneficial if this includes your keywords.

Of course, as always, avoid keyword stuffing.

You can manually check your image file, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search the text for the title tags

You should see something like the following:

 file extensions .jpg .jpeg .png are common

The average for handmade is 3. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for art is 5. Your page is higher than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly higher then it is recommended that you reduce your keywords to bring your site near to the average.

-- Keyword In Image Filename --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	30
Competitor #1	0	0	0	0
Competitor #2	0	0	0	2
Competitor #3	0	0	0	0
Competitor #4	0	0	0	1
Competitor #5	0	30	15	16
Competitor #6	0	0	0	17
Competitor #7	0	0	0	17
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	0	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-30	0-15	0-17
Your Page	0	0	0	30
Average	0	3	1	5
Your Page	0	0	0	30

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Emphasized Text Explanation --

You will find the total number of times the primary and short tailed keywords appear “enhanced” in the main body text. This includes all between bold, italic, underline, quote and strong attribute tags. (i.e. , <i>, <u>, <q> and

Although enhancing the text in the visible part of your web page is likely to make the text more prominent it can be overused.

To much text enhancement makes the text difficult to read and generally unfriendly for the site visitor.

Over use of these techniques can also flag up as spam and will see penalties applies to your search rankings.

You can manually check your text enhancement tags, or that of any competitor by doing the following

1. Open the web page in your browser
2. Right click and choose View Page Source or View Source
3. The page source (HTML) will open in a new window and you can search for the text in these tags , <i>, <u>, <q> and

You should see something like the following:

 life insurance

<i> life insurance</i>

<u> life insurance</u> etc.

-- Keyword In Emphasized Text --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	0
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	3
Competitor #4	0	0	0	0
Competitor #5	0	2	2	3
Competitor #6	0	0	0	0
Competitor #7	0	0	0	0
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	1	0	1

	handmade unique art	handmade	unique	art
Range	0-0	0-2	0-2	0-3
Your Page	0	0	0	0
Average	0	0	0	1
Your Page	0	0	0	0

Professional SEO report by WEBIGE. We create your web image.

-- Site Popularity Explanation --

The site popularity measure is an estimate of site traffic. Note this measure is at a site level not a web page level. However sites with a lot of traffic are seen by google as popular and hence will likely receive a boost in their overall rankings. The rankings of inner pages may also gain advantage. Note also that the best rated popularity would be 1. Therefore the higher the number the lower the popularity.

The range of popularity may vary considerably if there are a mixture of top level domains and inner pages ranking on page one.

This is the "popularity" ranking for each site as defined by Alexa. It is calculated by estimating the site traffic.

-- Site Popularity --

Site Address	Site Popularity
Your Website	15893404
Competitor #1	172
Competitor #2	3
Competitor #3	
Competitor #4	2848575
Competitor #5	513997
Competitor #6	11857
Competitor #7	16442609
Competitor #8	2
Competitor #9	0
Competitor #10	6077280

	Site Popularity
Range	0-16442609
Your Page	15893404

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Outbound Link Text Explanation --

Having your Keyword placed in your outgoing anchor text will allow search engines to associate your page with that Keyword and will also give it more contextual weight.

Outbound links include any clickable links on your web page. These may be pointed to remote sites or may be pointed to other pages on your site.

They are all outbound links.

An outbound link takes the format of

```
<a href="http://google.com">Click Here To Search Google</a>
```

The anchor text is that part between the <a> tags. i.e. the link that will highlight (called a hyper link) that you can click and will then take you to the destination site defined by the URL following the href.

Again these are easy to find if you search for the tags

-- Keyword In Outbound Link Text --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	1
Competitor #1	0	2	0	4
Competitor #2	0	6	2	9
Competitor #3	0	0	0	3
Competitor #4	0	0	0	4
Competitor #5	0	3	1	4
Competitor #6	0	1	2	2
Competitor #7	0	2	1	2
Competitor #8	0	1	1	1
Competitor #9	0	0	0	0
Competitor #10	0	3	0	2

	handmade unique art	handmade	unique	art
Range	0-0	0-6	0-2	0-9
Your Page	0	0	0	1
Average	0	2	1	3
Your Page	0	0	0	1

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Outbound URLS Explanation --

Making sure that URLS you link to include your Keyword will allow search engines to associate your site with that Keyword and give it more contextual weight

Outbound URLS include any clickable or non clickable links on your web page. These may be pointed to remote sites or may be pointed to other pages on your site.

They are all outbound URLS.

An outbound URL to an inner page on your own site takes the format of `Hire Dog Trainers`

These are called internal links (not be confused with in-bound links)

Outbound URL to an external site are known as external links

This module checks the extended url in all outbound links for the keywords.

Again these are easy to find if you search for the tags

The average for handmade is 18. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for art is 34. Your page is higher than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly higher then it is recommended that you reduce your keywords to bring your site near to the average.

The average for unique is 16. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

-- Keyword In Outbound URLs --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	58
Competitor #1	0	2	0	13
Competitor #2	0	0	0	1
Competitor #3	0	0	0	13
Competitor #4	0	1	0	23
Competitor #5	0	128	121	126
Competitor #6	0	14	5	97
Competitor #7	0	0	0	44
Competitor #8	0	50	50	50
Competitor #9	0	0	0	0
Competitor #10	0	1	0	2

	handmade unique art	handmade	unique	art
Range	0-0	0-128	0-121	0-126
Your Page	0	0	0	58
Average	0	18	16	34
Your Page	0	0	0	58

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Meta Description Explanation --

List of the number of primary and short tail keywords found in the web pages description. This is the HTML meta description. (i.e. <meta name='Description' content='Your page description goes here' />)

The meta description is good place to have your keywords. Of course do not keyword stuff. It is not required.

As well as pure search engine SEO the meta description has a very important function. It is that piece of information that appears in the search result right under your URL.

This is important because that is the only thing you have to convince a searcher to click your search result listing.

The description needs to be a kind of call to action or something to peak the interest or arouse the emotions.

So yes make sure it contains your keyword are in the description but that is only a small part of the benefits of this meta tag.

-- Keyword In Meta Description --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	1	1	2
Competitor #1	0	2	0	1
Competitor #2	0	1	0	1
Competitor #3	0	1	1	5
Competitor #4	0	0	0	1
Competitor #5	0	1	1	1
Competitor #6	0	1	0	3
Competitor #7	0	1	0	1
Competitor #8	0	0	0	0
Competitor #9	0	0	1	4
Competitor #10	0	1	0	1

	handmade unique art	handmade	unique	art
Range	0-0	0-2	0-1	0-5
Your Page	0	1	1	2
Average	0	1	0	2
Your Page	0	1	1	2

Professional SEO report by WEBIGE. We create your web image.

-- Site Hierarchy Depth Explanation --

It is likely that, all things being equal that Google will give additional ranking power to those web pages that are nearer the top level domain. Web Pages buried deep in the folder structure may suffer.

This module shows the "level" of the url of each webpage. Each level of the URL is separated by a "/"(forward slash). For example <http://www.yoursite.com/the-category/page-name.html> has three levels. A top level domain (i.e. yoursite.com) has only 1 level.

-- Site Hierarchy Depth --

Site Address	Hierarchy Depth
Your Website	1
Competitor #1	1
Competitor #2	1
Competitor #3	1
Competitor #4	1
Competitor #5	1
Competitor #6	1
Competitor #7	1
Competitor #8	3
Competitor #9	1
Competitor #10	1

	Page Depth
Range	1-3
Your Page	1

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Meta Tags Explanation --

This module lists the primary and short tailed keywords found in the HTML meta keywords and other meta tag fields. (i.e. <meta name='Keywords' content='keyword1,keyword2,keyword3'/>)

-- Keyword In Meta Tags --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	1	1
Competitor #1	0	5	0	2
Competitor #2	0	8	3	6
Competitor #3	0	1	2	10
Competitor #4	0	0	0	0
Competitor #5	0	6	6	5
Competitor #6	0	0	0	2
Competitor #7	0	0	1	1
Competitor #8	0	0	0	0
Competitor #9	0	3	4	9
Competitor #10	0	1	0	1

	handmade unique art	handmade	unique	art
Range	0-0	0-8	0-6	0-10
Your Page	0	0	1	1
Average	0	2	1	3
Your Page	0	0	1	1

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In First Sentence Explanation --

This module shows the number of primary and short tail keywords found within the first sentence of the web page body text.

-- Keyword In First Sentence --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	0
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	0
Competitor #4	0	0	0	0
Competitor #5	0	0	0	0
Competitor #6	0	0	0	1
Competitor #7	0	0	0	0
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	1	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-1	0-0	0-1
Your Page	0	0	0	0
Average	0	0	0	0
Your Page	0	0	0	0

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In HTML Comments Explanation --

Here you will find listed the number of primary and short tail keywords found within the HTML comments on each web page.

-- Keyword In HTML Comments --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	0	0	0
Competitor #1	0	0	0	0
Competitor #2	0	0	0	0
Competitor #3	0	0	0	3
Competitor #4	0	0	0	0
Competitor #5	0	5	0	0
Competitor #6	0	0	0	6
Competitor #7	0	0	0	0
Competitor #8	0	0	0	0
Competitor #9	0	0	0	0
Competitor #10	0	0	0	0

	handmade unique art	handmade	unique	art
Range	0-0	0-5	0-0	0-6
Your Page	0	0	0	0
Average	0	0	0	1
Your Page	0	0	0	0

Professional SEO report by WEBIGE. We create your web image.

-- Keyword In Body Text Explanation --

This module displays the numbers of primary keywords (key phrases) and short tail keywords found in the web pages visible body text.

The average for handmade is 6. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for art is 13. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

-- Keyword In Body Text --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	1	1	6
Competitor #1	0	2	2	9
Competitor #2	0	25	9	31
Competitor #3	0	2	3	19
Competitor #4	0	1	1	9
Competitor #5	0	20	8	23
Competitor #6	0	3	2	9
Competitor #7	0	2	1	4
Competitor #8	0	6	6	19
Competitor #9	0	1	3	12
Competitor #10	0	5	1	4

	handmade unique art	handmade	unique	art
Range	0-0	1-25	1-9	4-31
Your Page	0	1	1	6
Average	0	6	3	13
Your Page	0	1	1	6

Professional SEO report by WEBIGE. We create your web image.

-- SEO Link Analysis Explanation --

This module supplies an overview of the backlinks and quality of backlinks to each page. There are number of different measures in this module.

The Domain Authority (DA) is basically the overall value, or ranking power of it's backlinks. The more high quality links you have the higher your DA will be. It is a logarithmic scale which means that it requires the higher it gets the more backlinks you will need to rise to the next level. DA ranges from 1-100.

The Page Authority is a pages overall value, or ranking power of its backlinks. The more high quality links you have the higher your PA will be. It has the same scale as DA. The measure is similar to Domain Authority but given to each page of a web site. Page Authority is one of the strongest indicators to a well off-page optimized web page and so is a key factor in your rankings.

Off-page optimisation is all about backlinks Juice Passing Links (LJ) and Non-Juice Passing Links(LN). Although it is not just the amount of links it is also the type of link and the quality of the link. (i.e. no/do follow, source page authority, context, anchor text etc.) Search engines, especially Google also look for natural linking patterns.

Although you will generally be advised to add do-follow links you will find in practice that even no-follow links (especially when from high authority, relevant sites and with good anchor text) will have a positive impact on your rankings. As noted above that does not mean that "no-follow" links have no value. It is likely they have value in two distinct ways :-

- 1] They do add additional ranking power simply due their existence
- 2] They add additional "natural" looking links to the web page/site making it better in google's eyes and less likely to being penalized for link abuse. Although we say use high quality links it would also be "unnatural" if that is all you had.

The Average Link Value (ALV) is a measure of how much "link power" each link has. Of course link value will vary considerably from link to link but it is good measure of the overall quality of the links to a site or web page.

Your competitions Page Authority range is 25-95. Your sites PA is 25. A strong page authority will normally help you rank your web page. Having a higher page authority than your competitors is normally very good. However if you are ranking poorly even with a high PR then that should raise a red flag.

Google can add penalties to your site for

- 1] Over optimization of your onpage factors
- 2] Poor quality content especially on affiliate sites
- 3] Not complying with google Webmaster Quality guidelines
- 4] Using paid links or participating in link schemes linking to bad neighbourhoods
- 5] Unnatural backlink profiles

Firstly you need to make sure all your content and onpage optimization is OK. That can be done by following the suggestions in the rest of this report.

A full explanation of reviewing your site for penalties can be found in the online document library [Reviewing Your Site For Penalties](#).

Your competitions average Domain Authority is 38. Your sites DA is 12. The strong domain authority will helps a site rank its inner pages as well as its home page. Having an above average DA is generally a good thing.

Your competitions average Page Authority range is 44. Your sites PA is 25. A strong page authority will normally help you rank your web page. Having a higher page authority than your competitors is normally very good. However if you are ranking poorly even with a high PR then that should raise a red flag. If you are simply at the high end of the range then this measure is OK.

-- SEO Link Analysis --

Site Address	DA	PA	LJ	LN	ALV
Your Website	12	25	7	22	6.73
Competitor #1	95	95	476670	294511	0.11
Competitor #2	100	N.D.A.	0	0	N.D.A.
Competitor #3	43	41	30	3	100.49
Competitor #4	30	41	102	324	0.42
Competitor #5	23	34	124	7	0.74
Competitor #6	80	83	15375	12175	0.17
Competitor #7	17	29	6	298	0.42
Competitor #8	100	N.D.A.	0	0	N.D.A.
Competitor #9	18	31	14	1	100.49
Competitor #10	33	45	311	4880	0.21

	DA	PA	LJ	LN	ALV
Range	12-95	25-95	6-476670	1-294511	0.11-100.49
Your Site	12	25	7	22	6.73
Average	38	44	54737	34689	23
Your Site	12	25	7	22	6.73

Professional SEO report by WEBIGE. We create your web image.

-- Keyword Saturation Level Explanation --

The amount of keywords on your web page and the percentage of keywords compared to other text is a very important factor. Firstly you need keywords on your web page to tell google what your page is about and help them correctly index your web page.

This module lists the percentage of primary and short tail keywords found in the body text of each web page. (i.e. One keyword per 100 words would be a keyword saturation or density of 1%.)

-- Keyword Saturation Level --

Site Address	handmade unique art	handmade	unique	art
Your Website	0%	0%	0%	2%
Competitor #1	0%	0%	0%	0%
Competitor #2	0%	0%	0%	0%
Competitor #3	0%	1%	1%	3%
Competitor #4	0%	0%	0%	0%
Competitor #5	0%	1%	0%	0%
Competitor #6	0%	0%	0%	0%
Competitor #7	0%	2%	1%	0%
Competitor #8	0%	0%	0%	0%
Competitor #9	0%	0%	0%	1%
Competitor #10	0%	1%	0%	0%

	handmade unique art	handmade	unique	art
Range	0-0	0-2	0-1	0-3
Your Page	0	0	0	2
Average	0	0	0	0
Your Page	0	0	0	2

Professional SEO report by WEBIGE. We create your web image.

-- Tabular Keyword Count Explanation --

The total keyword count is the number of keywords that appear across the whole web page HTML source code.

The average for handmade is 5. Your web page is lower than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

-- Tabular Keyword Count --

Site Address	handmade unique art	handmade	unique	art
Your Website	0	1	1	5
Competitor #1	0	2	2	2
Competitor #2	0	20	7	7
Competitor #3	0	2	3	9
Competitor #4	0	1	1	1
Competitor #5	0	19	8	1
Competitor #6	0	2	1	2
Competitor #7	0	2	1	0
Competitor #8	0	6	6	6
Competitor #9	0	1	3	8
Competitor #10	0	5	1	0

	handmade unique art	handmade	unique	art
Range	0-0	1-20	1-8	0-9
Your Page	0	1	1	5
Average	0	5	3	3
Your Page	0	1	1	5

Professional SEO report by WEBIGE. We create your web image.

-- Table Word Count Explanation --

Having good content on a web page is the heart of any good SEO. Of course quantity as well as quality is important when it comes to text on a page. The two modules that measure content quantity (Word Count and Character Count) are interactive measures in other words if you change the number of words on the page you will, in general also change the amount of characters.

It is worth noting that these changes may also affect the readability factor (see earlier module) and vice versa. For example if the number of words is low and the number of characters are high that may be an indication that long words are being used in the text. This may increase the reading difficulty. On the other hand fewer characters and more words would indicate shorter words and hence a lower reading age requirement.

Note also that changes here can affect keyword count and keyword density

Displays the total number of words found within the textual content of each web page.

Your competitors average word count is 1439. Your web page has a word count of 302. You may want to look at increasing the amount of words on your web page. This may be an opportunity to create some great quality content for your page so consider rewriting your page from scratch rather than just adding a few words.
If your (word count/character count) is within range and your web page is only a little below average and you are happy with your content then this is probably best left as is.

-- Table Word Count --

Site Address	Word Count
Your Website	302
Competitor #1	2100
Competitor #2	6347
Competitor #3	326
Competitor #4	382
Competitor #5	2032
Competitor #6	545
Competitor #7	86
Competitor #8	2288
Competitor #9	917
Competitor #10	806

	Total Word Count
Range	86-6347
Your Page	302
Average	1439
Your Page	302

Professional SEO report by WEBIGE. We create your web image.

-- Table Character Count Explanation --

This module list the total number of characters found within the textual content of each web page.

Your competitors average character count is 8203. Your web page has a character count of 1649. You may want to look at increasing the amount of words on your web page. This may be an opportunity to create some great quality content for your page so consider rewriting your page from scratch rather than just adding a few words.

If your (word count/character count) is within range and your web page is only a little below average and you are happy with your content then this is probably best left as is.

-- Table Character Count --

Site Address	Character Count
Your Website	1649
Competitor #1	10859
Competitor #2	38586
Competitor #3	1743
Competitor #4	2197
Competitor #5	10623
Competitor #6	3130
Competitor #7	588
Competitor #8	13140
Competitor #9	5002
Competitor #10	4370

	Total Character Count
Range	588-38586
Your Page	1649
Average	8203
Your Page	1649

Professional SEO report by WEBIGE. We create your web image.