



SAMPLE FREE SEO Analysis Report

December 5, 2005



SAMPLE Keyword Phrase Analysis: Tier #3

Hello Via Net Marketing,

Below is the list of keywords that represents the market research that has been performed by Primeview, LLC. This keyword list is representation of the monthly searches that are being performed on the Google and Yahoo network (Google, Yahoo, Msn, AOL, and AltaVista.)

Keyword Phrase Research		
www.cleint.com Keyword	Google	YAHOO!
Stickers	29000	22000
bumper stickers	15000	10000
custom stickers	1000	895
custom bumper stickers	2534	1500
sticker manufacturing	1784	900
vinyl stickers	258	125
window stickers	589	250
garfield stickers	25	17
Total	50190	35687

The chart above represents the primary focus for the onsite Search Engine Optimization program, put together by Primeview, LLC. This list does not guarantee any specific keyword on any specific engine. This document just serves as an analysis of the client’s site in perspective with their online market. Signature below signifies acknowledgment of the client to authorize Primeview, LLC to optimize the site for these keywords.

Primeview, LLC	Via Net Marketing
Print Name: _____	Print Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____



Prime View Search Engine Optimization SEO and Internet Marketing are dedicated to increasing your Return on Investment (ROI). Our Internet strategists and Search Engine Optimizers use the latest in internet marketing strategy and search engine optimization algorithms to place your site above your competition in rankings and in sales.

Optimization Advice and Advanced Analysis

For: www.vianetmarketing.com/

Created on: 2005-12-05 at 18:16

Search engine: **General optimization**

Keyword: **sample keyword**

Jump to keywords: [sample keyword](#)

Quick access to:

1. **Optimization advice**
2. **Advanced analysis**
 - A. General page properties
 - B. On-the-page factors influencing your ranking
 - C. Off-the-page factors influencing your ranking

1. Optimization advice

A. General page properties

1. **This page has JavaScript!** It doesn't matter for which purposes you use JavaScript, e.g. drop-down menus, put it at the end of HTML Body or place into a separate file, e.g. menu.js. This will move the important content closer to the beginning of this page and improve its keyword prominence.

Page URL

1. **Your keyword isn't present in the URL!** Our research of many hundreds of Search Engines top-lists shows that keyword presence in URL is crucial for achieving high rankings in search engine's result list. With keywords in your domain name, you gain a serious advantage with Search Engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites. Search Engines are favorable towards keywords in URL, however remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate the keywords in URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but don't write them in one word. Otherwise, the

search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your keyword is not present in the Title tag!** It should appear at least once while it doesn't appear at all. Put the keyword into your Title tag or you'll have a frail chance to rank high.

META Keywords

1. **Your keyword is not present in the Meta Keywords tag!** It should appear at least 1 time in this tag while it doesn't appear at all.

2. **Your keyword is not so close to the beginning of the Meta Keywords tag as it should be!** Its prominence is only 0.0% while it should be at least 75%. Move your keyword closer to the beginning of Meta Keywords to emphasize its importance.

3. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page keyword weight doesn't make more than 0.0%. Try to remove the least informative and the least relevant keywords, thus increasing keywords weight.

2. <BODY> area:

Visible text

1. **None of your keywords is in bold.** The fact you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on them. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or several times.

2. **Your keyword is too far away from the beginning of this page!** Its prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page as it greatly improves overall prominence.

3. **Your keyword doesn't have enough weight on your page!** It must constitute at least 2 percent, while with your page it is only 0.0%. Try to increase the keyword weight so its value ranges within the boundaries of 2-10 percents. Try to keep in mind the possibility to use different word forms of your keywords. While ranking, the search engines consider not only the direct match of the keyword, but

also its various alterations. For instance, for the query like "web hosting" the search engine will take into account the occurrences of such words as "host", "hosting", "webhosts" etc on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing on page copy is to write naturally.

4. Your keyword is not present at the beginning of this page! Early appearance of your keyword shows its importance in the context of the entire page because it is mentioned at the very beginning. Try to put your keyword in 25 first words in the visible text of this page.

5. Your keyword is not present at the end of your page! Your page will be more relevant if your keyword appears at the end of the visible text. Try to put it in the last paragraph of your copy.

Text in links including ALTs

1. Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page! It should appear at least once in text links while it doesn't appear at all. We recommend that it should arise up to 6 times. You can easily adjust the count to this number with your favorite HTML editor.

ALT image attributes

1. Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all)! If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo and MSN seems to pay much more attention to them.

2. Your keyword frequency in ALT image attributes is too low! Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust the count to this number with your favorite HTML editor.

C. Main off-the-page factors influencing your ranking

Link popularity

1. Constantly improve link popularity of your page! It shows how many other Web pages consider your page to be worth linking to. When it comes to link popularity, it is very important to have high-quality sites similar in theme link to your pages. It gives a good relevance boost and helps your page rank higher. Sometimes when your keywords are too competitive, you have no chance to achieve top-10 positions without good link popularity. Important: ask other webmasters to put your keywords into text links to this page. Search Engines earnestly recommends including valuable content that other sites will want to link to as one of the best ways to get quickly found and indexed by their spider.

Theme

1. Your keyword is poorly present throughout Titles of Web pages across your site! We have found it in 0.0%% Titles. The theme of your site is an important factor influencing your rankings. We recommend that you put your keyword into at least 27% page Titles on your site.

2. Advanced analysis

A. General page properties

Page:	/
HTML size (Kb)	8.5
Last modified	2005-12-01 17:07:28
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	No
Uses frames	No
Uses external JavaScript	No
Uses internal JavaScript	Yes
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	No

Page URL

Keyword as a part of URL (domain, folder and page name)	No
Keyword as a separate part of URL (domain, folder and page name)	No

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

...

Number of Titles	1
First tag in the <HEAD> tag	Yes
Characters in Title	21
Words in Title	3
Stop words in Title	No
Keyword frequency in Title	0
Keyword prominence in Title	-
Keyword weight in Title	0.0%

META Description	...
-------------------------	-----

Number of META Description tags	1
Characters in META Description	0
Words in META Description	0
Stop words in META Description	No
Keyword frequency in META Description	0
Keyword prominence in META Description	0.0%
Keyword weight in META Description	0.0%

META Keywords	...
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Characters in META Keywords tag	0
Number of META Keywords tags	1
Words in META Keywords tag	0
Keyword frequency in META Keywords	0
Keyword prominence in META Keywords	0.0%
Keyword weight in META Keywords	0.0%

META Refresh	not present
---------------------	-------------

Refresh time	-
Redirect	No

META Robots	not present
--------------------	-------------

None	No
No index	No
No follow	No
No archive	No

2. <BODY> area:

Visible text

Words in Body	363
Bold keywords in Body	0
Underlined keywords in Body	0
Keyword frequency in Body	0
Keyword prominence in Body	0.0%
Keyword weight in Body	0.0%
Keyword at the beginning of Body	No
Keyword at the end of Body	No

First heading on the page (H1-H6)

...	...
Keyword frequency	0
Keyword prominence	0.0%
Keyword weight	0.0%

All headings

Headings on the page	5
Headings with the keyword	0.0%
Keyword frequency in all headings	0
Keyword weight in all headings	0.0%

Links

Total links on the page	25
Links to the external pages	4

Text in links including ALTs

Links with keyword in the text and ALT	0
Keyword frequency in links (text and ALT)	0
Keyword weight in links (text and ALT)	0.0%

ALT image attributes

ALT attributes on the page	4
ALT attributes with the keyword	0
Keyword matches in the first 3 ALT attributes	0
Keyword frequency in ALT attributes	0
Keyword weight in ALT attributes	0.0%

Comments

Words in comments	20
Keyword frequency in comments	0
Keyword weight in comments	0.0%

C. Main off-the-page factors influencing your ranking

Link popularity

Number of linking pages	Not applicable.
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Theme

Keyword presence throughout the Web site (any part of pages)	0.0%
Keyword presence throughout the Web site Titles	0.0%
Keyword presence throughout the Web site META Description	0.0%
Keyword presence throughout the Web site BODY	0.0%

Open Directory Project listing (dmoz.org)

Web site presence	No
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Keyword presence in the ODP Web site description	-
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Keyword presence in the ODP category name	-
---	---

Yahoo! Directory listing

Web site presence	No
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Keyword presence in the Yahoo! Web site description	-
---	---

Keyword presence in the Yahoo! category name	-
--	---

Report Generated By: *Prime View* [Search Engine Optimization SEO](#) | [Internet Marketing Services](#)



SAMPLE Top 10 SEO Analysis

1717 N 77th St. Suite #4
Scottsdale, Az 85257

Date: Monday, December 05, 2005

Recipient: THIS IS A SAMPLE REPORT

This report is an analysis of your site compared to the TOP 10 ranked web sites and under the keyword phrase "sample keyword".

Report Overview

This report helps you to optimize the web page "<http://www.vianetmarketing.com/>" for a high ranking on Google.com for the search term "sample keyword".

Your Web Page

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

Analyzed Web Pages

1. <http://www.controlledvocabulary.com/imagedatabases/iitkeywords.html>
2. <http://instruct.uwo.ca/gplis/677/metakeyw.htm>
3. <https://www.fbodaily.com/subscription/sample.html> ("<https://www.fbodaily.com/subscription/sample.html>" could not be accessed.)
4. <http://antivirus.knowledgestorm.com/ksantivirus/search/keyword/Sample%20Keyword%20Filtering%20In/Direct%20Related%20Searches/Sample%20Keyword%20Filtering%20In>
5. <http://www.plattecanyon.com/documents/msAgentrequest.pdf> ("www.plattecanyon.com/documents/msAgentrequest.pdf" has not been analyzed because it does not contain the search term. It may have received the high ranking through many incoming links, or it uses cloaking, or the web page was changed after the search engine had indexed it.)
6. http://retailers.overcoffee.com/services/search_engine/key_word_analysis.php
7. <http://www.netmechanic.com/powerpack/keyword.htm>
8. <http://www.ibiblio.org/slanews/archiving/VE98/keywords.htm>
9. http://www.keyword.com/buy_Internet_keywords.htm
10. http://www.mindpalette.com/scripts/keyword_nav/example2/

Analyzed Search Terms

1. sample keyword
2. sample
3. keyword

Document Title

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 "sample keyword" in the document title and if it's important for Google.com.

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

Their Contents

No.	Document Title
1.	A sample keyword catalog file to test out the Image Info Toolkit used to describe images in an image database
2.	LIS 677 - Sample Keyword Meta Tag Values
3.	[Web page was not analyzed. Reason: see at the top of the report.]
4.	Sample Keyword Filtering In - KnowledgeStorm Anti Virus Results for Sample Keyword Filtering In
5.	[Web page was not analyzed. Reason: see at the top of the report.]
6.	OverCoffee Productions - Free Sample Keyword Analysis Report
7.	Keyword Popularity Selection tool, web site promotion meta tag tool - NetMechanic
8.	Sample Keyword Terms. Indexing Photographs. SLA News Division Web Site.
9.	Buy an Internet keyword that is guaranteed to work for marketing, promotion and advertising.
10.	Sample Keyword Navigation Form

Your Contents

Search Engine Ranking

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "sample keyword" in the document title but this is optional.
- > Position: You could use the search term "sample keyword" at least once in the document title but this is optional.
- > Quantity: You could use the search term "sample" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the document title but this is optional.
- > Position: You could use the search term "sample" at least once in the document title but this is optional.
- >> Quantity: You should use the search term "keyword" at least once in the document title.
- >> Density: You don't use the search term "keyword" in the document title but you should try to achieve a keyword density of at least 5.0% in the document title.
- >> Position: You should use the search term "keyword" at least once in the document title.
- >> Number of words: You use 3 words in the document title but you should use more words. Use at least 4 words.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

>> Number of characters: You use 21 characters in the document title but you should use more characters. Use at least 30 characters.

Detailed Analysis of "Document Title"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	not analyzed	2	not analyzed	1	0	1	0	1	0 to 2
Density	0.0%	5.0%	14.3%	not analyzed	15.4%	not analyzed	14.3%	0.0%	10.0%	0.0%	25.0%	0.0% to 25.0%
Position	n/a	3	11	not analyzed	1	not analyzed	31	n/a	1	n/a	1	n/a to 31

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	not analyzed	2	not analyzed	1	0	1	0	1	0 to 2
Density	0.0%	5.0%	14.3%	not analyzed	15.4%	not analyzed	14.3%	0.0%	10.0%	0.0%	25.0%	0.0% to 25.0%
Position	n/a	3	11	not analyzed	1	not analyzed	31	n/a	1	n/a	1	n/a to 31

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	not analyzed	2	not analyzed	1	1	1	1	1	1 to 2
Density	0.0%	5.0%	14.3%	not analyzed	15.4%	not analyzed	14.3%	9.1%	10.0%	7.1%	25.0%	5.0% to 25.0%
Position	n/a	10	18	not analyzed	8	not analyzed	38	1	8	17	8	1 to 38

Document Title Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	3	20	7	not analyzed	13	not analyzed	7	11	10	14	4	4 to 20
Characters	21	109	40	not analyzed	96	not analyzed	60	81	71	93	30	30 to 109

Meta Keywords

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

No.	Meta Keywords
1.	controlled vocabulary, language for online databases, knowledge management, Knowledge Retrieval, database vocabulary, Classification, Cataloging, Knowledge Representation
2.	metatags, terms
3.	[Web page was not analyzed. Reason: see at the top of the report.]
4.	[not used]
5.	[Web page was not analyzed. Reason: see at the top of the report.]
6.	[not used]
7.	keyword popularity selection meta tag, web site promotion, search engine ranking
8.	[not used]
9.	internet keyword , Internet Keyword , internet keywords, search engine, search engines, superkeyword, Search Engine, SuperKeyword, site promotion, promote product, business promotion, advertising, barcode, bar code, code, bar, keyword , internet, upc, upc bar code, retail bar code, keyword com, com, page, web, site, free, keyword .com, superkeyword, superkeywords, upc bar, retail, product
10.	[not used]

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- >> You don't use the Meta Keywords tag. Although more and more search engine ignore this tag, you might want to add it for the search engines that still use it.
- > Quantity: You don't use the search term "sample keyword" in the Meta Keywords tag. Although none of the other pages uses this search term in the Meta Keywords tag, it's usually advisable to add it to the Meta Keywords tag.
- > Quantity: You don't use the search term "sample" in the Meta Keywords tag. Although none of the other pages uses this search term in the Meta Keywords tag, it's usually advisable to add it to the Meta Keywords tag.
- > Quantity: You could use the search term "keyword" at least once in the Meta Keywords tag but this is optional.
- > Density: You could increase the keyword density for the search term "keyword" in the Meta Keywords tag but this is optional.
- > Position: You could use the search term "keyword" at least once in the Meta Keywords tag but this is optional.
- OK Number of words: You don't use a Meta Keywords tag. This complies with the requirements.
- OK Number of characters: You don't use a Meta Keywords tag. This meets the requirements.

Detailed Analysis of "Meta Keywords"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	n/a	n/a	n/a	n/a	n/a

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	n/a	n/a	n/a	n/a	n/a

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	1	0	5	0	0 to 5
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	9.1%	0.0%	10.2%	0.0%	0.0% to 10.2%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	1	n/a	10	n/a	n/a to 10

Meta Keywords Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	0	16	2	not analyzed	0	not analyzed	0	11	0	49	0	0 to 49
Characters	0	170	15	not analyzed	0	not analyzed	0	80	0	387	0	0 to 387

Meta Description

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.">

Their Contents

No.	Meta Description
1.	A controlled vocabulary can be useful in describing images and information when organizing and classifying content for image databases.
2.	[not used]
3.	[Web page was not analyzed. Reason: see at the top of the report.]
4.	[not used]
5.	[Web page was not analyzed. Reason: see at the top of the report.]
6.	[not used]
7.	Keyword popularity tool selects keywords that bring traffic.
8.	[not used]
9.	Buy an Internet keyword that is guaranteed to work for your marketing, advertising and promotion. keyword com keyword , phone or upc internet bar code keyword goes direct to web site page.
10.	[not used]

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

>>	You don't use the Meta Description tag. Some search engine use it to display a description of your web site in the search results, so you could add this tag to your web page.
>	Quantity: You don't use the search term "sample keyword" in the Meta Description tag. Although none of the other pages uses this search term in the Meta Description tag, it's usually advisable to add it to the Meta Description tag.
>	Quantity: You don't use the search term "sample" in the Meta Description tag. Although none of the other pages uses this search term in the Meta Description tag, it's usually advisable to add it to the Meta Description tag.
>	Quantity: You could use the search term "keyword" at least once in the Meta Description tag but this is optional.
>	Density: You could increase the keyword density for the search term "keyword" in the Meta Description tag but this is optional.
>	Position: You could use the search term "keyword" at least once in the Meta Description tag but this is optional.
OK	Number of words: You don't use a Meta Description tag. This complies with the requirements.
OK	Number of characters: You don't use a Meta Description tag. This meets the requirements.

Detailed Analysis of "Meta Description"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	n/a	n/a	n/a	n/a	n/a

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	n/a	n/a	n/a	n/a	n/a

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	1	0	4	0	0 to 4
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	12.5%	0.0%	12.9%	0.0%	0.0% to 12.9%
Position	n/a	n/a	n/a	not analyzed	n/a	not analyzed	n/a	1	n/a	17	n/a	n/a to 17

Meta Description Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	0	19	0	not analyzed	0	not analyzed	0	8	0	31	0	0 to 31
Characters	0	135	0	not analyzed	0	not analyzed	0	60	0	187	0	0 to 187

Body Text

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 statistics include spaces and punctuation marks.

Your Contents

Home Site map Contact Professional Search Engine Optimization About Us What Is Professional SEO? Optimization Services Free SEO Analysis Professional SEO Quote Professional Search Engine Optimization Company Via Net Marketing professional search engine optimization company is here to achieve the highest rankings possible for your company web site. We use all the tricks of the trade combined with our expertise in search engine optimization marketing . There are many aspects to having your web site optimized.

We work close with you, so you know exactly what we are going to do, and doing every step of your professional search engine optimization process. Professional Search Engine Optimization Marketing There many offsite aspects to optimization. We concentrate on directory and relevant **keyword** linking to promote search engine ranking. Acquiring relevant links with your **keyword** phrase enables search engine to view how relevant your page is to a **keyword** phrase, and increase your search engine ranking . Professional SEO Many people think that professional search engine optimization is simply getting your web page ranked under keywords in search engines.

That is essentially it except for one major part; SEO is all about **keyword** relevancy. If your web site has relevant content for a certain **keyword**, you will be ranked on it. The more relevant the page is to a **keyword**, the higher the ranking. Visit our what is professional seo page for more information on professional search engine optimization . Professional Search Engine Optimization Services Via Net Marketing SEO have services that are designed for what keywords our clients want to be ranked on. Our services are divided by the competitiveness of a **keyword**.

If the client's **keyword** choice is very competitive based on competitor's being optimized already for the term, or if they have strong linking analysis, then more will be required to achieve the optimal ranking. We will work with you so the price will reflect the **keyword** competition. View our professional search engine optimization service s page for more information. Professional Search Engine Optimization Company | About Us | Professional SEO | Link To Us | Professional Optimization Services | Free SEO Analysis | Professional Search Engine Optimization Quote All rights reserved.

Copyright 2005, Via Net Marketing & Professional Search Engine Optimization Privacy Statement

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

>	Quantity: You could use the search term "sample keyword" at least once in the body text but this is optional.
>	Density: You could increase the keyword density for the search term "sample keyword" in the body text but this is optional.
>	Position: You could use the search term "sample keyword" at least once in the body text but this is optional.
>	Quantity: You could use the search term "sample" at least once in the body text but this is optional.
>	Density: You could increase the keyword density for the search term "sample" in the body text but this is optional.
>	Position: You could use the search term "sample" at least once in the body text but this is optional.
OK	Quantity: You use the search term "keyword" 9 times in the body text. This meets the requirements.
OK	Density: The keyword density for the search term "keyword" is 2.4%. This meets the requirements in the body text.
>>	Position: You've placed the search term "keyword" at character position 809 of the body text. You should move it more to the top. Move it at most to character position 183.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

OK Number of words: You use 374 words in the body text. This meets the requirements.

OK Number of characters: You use 2,468 characters in the body text. This meets the requirements.

Detailed Analysis of "Body Text"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	10	not analyzed	2	1	0	1	0	0 to 10
Density	0.0%	0.0%	0.2%	not analyzed	0.5%	not analyzed	1.3%	0.2%	0.0%	0.3%	0.0%	0.0% to 1.3%
Position	n/a	n/a	11	not analyzed	150	not analyzed	39	1,918	n/a	590	n/a	n/a to 1,918

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	5	1	not analyzed	11	not analyzed	2	3	2	3	0	0 to 11
Density	0.0%	0.4%	0.2%	not analyzed	0.5%	not analyzed	1.3%	0.5%	0.4%	1.0%	0.0%	0.0% to 1.3%
Position	n/a	1,149	11	not analyzed	150	not analyzed	39	701	1	143	n/a	n/a to 1,149

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	9	21	1	not analyzed	13	not analyzed	4	12	2	21	2	1 to 21
Density	2.4%	1.5%	0.2%	not analyzed	0.6%	not analyzed	2.5%	2.2%	0.4%	7.3%	8.7%	0.2% to 8.7%
Position	809	152	18	not analyzed	32	not analyzed	46	147	14	183	14	14 to 183

Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	374	1,383	565	not analyzed	2,153	not analyzed	160	552	487	286	23	23 to 2,153
Characters	2,468	8,016	4,183	not analyzed	14,623	not analyzed	987	3,545	3,327	1,787	131	131 to 14,623

First Sentence of the Body Text

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

No.	First Sentence of the Body Text
1.	Controlled Vocabulary.com imagedatabases programs IPTC standard downsampling filenaming
2.	LIS 677 - Sample Keyword Meta Tag Values Here are some random examples of sets of keywords assigned to Web pages by their authors.
3.	[Web page was not analyzed. Reason: see at the top of the report.]
4.	Anti Virus
5.	[Web page was not analyzed. Reason: see at the top of the report.]
6.	Serving Web sites since 1994
7.	LOGIN HELP ABOUT US PRODUCTS SITE MAP
8.	Sample Photo Keyword Terms to accompany Indexing Photographs presentation and examples
9.	Internet keywords
10.	Example 2

Your Contents

Home Site map Contact Professional Search Engine Optimization About Us What Is Professional SEO?

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the first sentence of the body text but this is optional.
- > Density: You could increase the keyword density for the search term "sample keyword" in the first sentence of the body text but this is optional.
- > Position: You could use the search term "sample keyword" at least once in the first sentence of the body text but this is optional.
- > Quantity: You could use the search term "sample" at least once in the first sentence of the body text but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the first sentence of the body text but this is optional.
- > Position: You could use the search term "sample" at least once in the first sentence of the body text but this is optional.
- > Quantity: You could use the search term "keyword" at least once in the first sentence of the body text but this is optional.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Density: You could increase the keyword density for the search term "keyword" in the first sentence of the body text but this is optional.
- > Position: You could use the search term "keyword" at least once in the first sentence of the body text but this is optional.
- OK Number of words: You use 14 words in the first sentence of the body text. This meets the requirements.
- OK Number of characters: You use 96 characters in the first sentence of the body text. This meets the requirements.

Detailed Analysis of "First Sentence of the Body Text"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	0	0	0	0 to 1
Density	0.0%	0.0%	4.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 4.3%
Position	n/a	n/a	11	not analyzed	n/a	not analyzed	n/a	n/a	n/a	n/a	n/a	n/a to 11

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	1	0	0	0 to 1
Density	0.0%	0.0%	4.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	9.1%	0.0%	0.0%	0.0% to 9.1%
Position	n/a	n/a	11	not analyzed	n/a	not analyzed	n/a	n/a	1	n/a	n/a	n/a to 11

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	1	0	0	0 to 1
Density	0.0%	0.0%	4.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	9.1%	0.0%	0.0%	0.0% to 9.1%
Position	n/a	n/a	18	not analyzed	n/a	not analyzed	n/a	n/a	14	n/a	n/a	n/a to 18

First Sentence of the Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	14	12	23	not analyzed	2	not analyzed	5	11	11	2	2	2 to 23
Characters	96	95	130	not analyzed	10	not analyzed	28	45	86	17	9	9 to 130

Link Popularity

Link popularity is the total number of web pages that link to your site. However, the "popularity" is only part of the link analysis. All major search engines also take the quality and the context of the links into account. The idea behind evaluating the link popularity is that your web page must offer good content when many quality sites link to it.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- >> No web page from a different domain has been found that links to your web site "http://www.vianetmarketing.com/". Try to get at least one web page from a different domain to link to your web page.
- >> Open Directory Project (dmoz.org) does not link to your web page "http://www.vianetmarketing.com/" although it could be important for a top ranking on Google.com for the search term "sample keyword". You should try to get a link from Open Directory Project (dmoz.org).
- >> Yahoo.com directory does not link to your web page "http://www.vianetmarketing.com/" although it could be important for a top ranking on Google.com for the search term "sample keyword". You should try to get a link from Yahoo.com directory.

Link Popularity Analysis

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Number of Inbound Links	0	1	0	0	0	2	0	15	0	2	1	0 to 15
Linked from Dmoz.org	no	yes	yes	no	yes	no	no	yes	yes	yes	no	6 linked, 4 not linked
Linked from the Yahoo.com directory	no	no	yes	no	yes	no	no	yes	yes	yes	no	5 linked, 5 not linked

URL

The URL is the address of a web page, for example "www.domain.com/index.htm". This chapter tries to find out if Google.com gives extra relevance to search terms within the URL. When you create web pages with search terms in the URL, separate them with dashes.

Example: <http://www.your-keyword.com/your-keyword/your-keyword.htm>

Their Contents

No.	URL
1.	www controlledvocabulary imagedatabases iitkeywords (http://www.controlledvocabulary.com/imagedatabases/iitkeywords.html)
2.	instruct uwo gplis 677 metakeyw (http://instruct.uwo.ca/gplis/677/metakeyw.htm)
3.	www fbodaily subscription sample (https://www.fbodaily.com/subscription/sample.html)
4.	antivirus knowledgestorm ksantivirus search keyword Sample 20Keyword 20Filtering 20In Direct 20Related 20Searches Sample 20Keyword 20Filtering 20In (http://antivirus.knowledgestorm.com/ksantivirus/search/keyword/Sample%20Keyword%20Filtering%20In/Direct%20Related%20Searches/Sample%20Keyword%20Filtering%20In)
5.	www plattecanyon documents msAgentrequest (http://www.plattecanyon.com/documents/msAgentrequest.pdf)
6.	retailers overcoffee services search engine key word analysis (http://retailers.overcoffee.com/services/search_engine/key_word_analysis.php)
7.	www netmechanic powerpack keyword (http://www.netmechanic.com/powerpack/keyword.htm)
8.	www ibiblio slanews archiving VE98 keywords (http://www.ibiblio.org/slanews/archiving/VE98/keywords.htm)
9.	www keyword buy Internet keywords (http://www.keyword.com/buy_Internet_keywords.htm)
10.	www mindpalette scripts keyword nav example2 (http://www.mindpalette.com/scripts/keyword_nav/example2/)

Your Contents

[www vianetmarketing \[http://www.vianetmarketing.com/\]](http://www.vianetmarketing.com/)

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK Quantity: You don't use the search term "sample keyword" in the URL. This meets the requirements.
- > Quantity: You could use the search term "sample" at least once in the URL but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the URL but this is optional.
- > Position: You could use the search term "sample" at least once in the URL but this is optional.
- > Quantity: You could use the search term "keyword" at least once in the URL but this is optional.
- > Density: You could increase the keyword density for the search term "keyword" in the URL but this is optional.
- > Position: You could use the search term "keyword" at least once in the URL but this is optional.
- >> Number of words: You use 2 words in the URL but you should use more words. Use at least 4 words.
- >> Number of characters: You use 19 characters in the URL but you should use more characters. Use at least 31 characters.

Detailed Analysis of "URL"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%
Position	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	2	0	0	0	0	0	0	0 to 2
Density	0.0%	0.0%	0.0%	25.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 25.0%
Position	n/a	n/a	n/a	27	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 53

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	1	0	0	1	0	1	1	0 to 1
Density	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	25.0%	0.0%	20.0%	16.7%	0.0% to 25.0%
Position	n/a	n/a	n/a	n/a	45	n/a	n/a	27	n/a	5	25	n/a to 45

URL Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	2	4	5	4	16	4	8	4	6	5	6	4 to 16
Characters	19	51	31	32	147	41	61	33	43	33	44	31 to 147

H1 Headline Texts

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

No.	H1 Heading Text
1.	Professional Search Engine Optimization
2.	Professional Search Engine Optimization Company

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the H1 headline texts but this is optional.
- > Density: You could increase the keyword density for the search term "sample keyword" in the H1 headline texts but this is optional.
- > Quantity: You could use the search term "sample" at least once in the H1 headline texts but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the H1 headline texts but this is optional.
- > Quantity: You could use the search term "keyword" at least once in the H1 headline texts but this is optional.
- > Density: You could increase the keyword density for the search term "keyword" in the H1 headline texts but this is optional.
- >> Number of words: You use 9 words in the H1 headline texts but you should use less words. Use at most 7 words.
- >> Number of characters: You use 88 characters in the H1 headline texts but you should use less characters. Use at most 40 characters.

Detailed Analysis of "H1 Headline Texts"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	0	0	0	0 to 1
Density	0.0%	0.0%	14.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 14.3%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	1	0	0	0 to 1
Density	0.0%	0.0%	14.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	25.0%	0.0%	0.0%	0.0% to 25.0%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	not analyzed	0	not analyzed	0	0	1	0	0	0 to 1
Density	0.0%	0.0%	14.3%	not analyzed	0.0%	not analyzed	0.0%	0.0%	25.0%	0.0%	0.0%	0.0% to 25.0%

H1 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	9	0	7	not analyzed	0	not analyzed	0	0	4	0	2	0 to 7
Characters	88	0	40	not analyzed	0	not analyzed	0	0	26	0	9	0 to 40

H2 Headline Texts

H2 headline texts are the texts that are written between the <h2>...</h2> 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: <h2>your big headline text</h2>

Your Contents

No.	H2 Heading Text
1.	Professional Search Engine Optimization Marketing
2.	Professional SEO
3.	Professional Search Engine Optimization Services

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK Quantity: You don't use the search term "sample keyword" in the H2 headline texts. This meets the requirements.
- OK Quantity: You don't use the search term "sample" in the H2 headline texts. This meets the requirements.
- OK Quantity: You don't use the search term "keyword" in the H2 headline texts. This meets the requirements.
- >> Number of words: You use 12 words in the H2 headline texts but you should use less words. Use at most 6 words.
- >> Number of characters: You use 115 characters in the H2 headline texts but you should use less characters. Use at most 41 characters.

Detailed Analysis of "H2 Headline Texts"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

H2 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	12	0	0	not analyzed	0	not analyzed	0	0	6	0	0	0 to 6
Characters	115	0	0	not analyzed	0	not analyzed	0	0	41	0	0	0 to 41

Same Site Link Texts

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 `Contact information` contains the same site link text "Contact information".

Your Contents

No.	Same Site Link Text	Link URL
1.	Home	/index.html
2.	Site map	/site_map.html
3.	Contact	/contact_us.asp
4.	About Us	/about_us.html
5.	What Is Professional SEO?	/what_is_seo.html
6.	Optimization Services	/search_engine_optimization_services.html
7.	Free SEO Analysis	/seo_analysis.asp
8.	Professional SEO Quote	/contact_us.asp
9.	professional search engine optimization company	/about_us.html
10.	search engine ranking	/search_engine_optimization_services.html
11.	what is professional seo	/what_is_seo.html
12.	professional search engine optimization service	/search_engine_optimization_services.html
13.	s	/search_engine_optimization_services.html
14.	Professional Search Engine Optimization Company	/index.html
15.	About Us	/about_us.html
16.	Professional SEO	/what_is_seo.html
17.	Link To Us	/link_to_us.html
18.	Professional Optimization Services	/search_engine_optimization_services.html
19.	Free SEO Analysis	/seo_analysis.asp
20.	Professional Search Engine Optimization Quote	/contact_us.asp
21.	Privacy Statement	/privacy_statement.html

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the same site link texts but this is optional.
- > Density: You could increase the keyword density for the search term "sample keyword" in the same site link texts but this is optional.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample" at least once in the same site link texts but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the same site link texts but this is optional.
- > Quantity: You could use the search term "keyword" at least once in the same site link texts but this is optional.
- > Density: You could increase the keyword density for the search term "keyword" in the same site link texts but this is optional.
- OK Number of words: You use 61 words in the same site link texts. This meets the requirements.
- OK Number of characters: You use 447 characters in the same site link texts. This meets the requirements.

Detailed Analysis of "Same Site Link Texts"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	9	not analyzed	0	0	0	0	0	0 to 9
Density	0.0%	0.0%	0.0%	not analyzed	2.6%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 2.6%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	10	not analyzed	0	1	0	0	0	0 to 10
Density	0.0%	0.0%	0.0%	not analyzed	2.9%	not analyzed	0.0%	0.9%	0.0%	0.0%	0.0%	0.0% to 2.9%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	0	not analyzed	9	not analyzed	0	3	0	3	0	0 to 9
Density	0.0%	2.0%	0.0%	not analyzed	2.6%	not analyzed	0.0%	2.7%	0.0%	8.1%	0.0%	0.0% to 8.1%

Same Site Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	61	50	5	not analyzed	345	not analyzed	21	112	50	37	4	4 to 345
Characters	447	396	34	not analyzed	2,286	not analyzed	118	748	394	208	17	17 to 2,286

Outbound Link Texts

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

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

Your Contents

No.	Outbound Link Text	Link URL
1.	[empty]	http://www.web-stat.com
2.	[empty]	http://www.web-stat.com

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK Quantity: You don't use the search term "sample keyword" in the outbound link texts. This meets the requirements.
- OK Quantity: You don't use the search term "sample" in the outbound link texts. This meets the requirements.
- OK Quantity: You don't use the search term "keyword" in the outbound link texts. This meets the requirements.
- OK Number of words: You don't use outbound link texts. This complies with the requirements.
- OK Number of characters: You don't use outbound link texts. This meets the requirements.

Detailed Analysis of "Outbound Link Texts"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Outbound Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	0	10	8	not analyzed	0	not analyzed	0	3	5	2	0	0 to 10
Characters	0	82	50	not analyzed	0	not analyzed	0	28	66	15	0	0 to 82

Inbound Links

"Inbound links" are links on other web pages that point to your web page. Many search engines take the wording and the exact address of the inbound links into account when determining the ranking of your web site.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

General advice about inbound links: Many search engines think that your web page must be relevant for the search term "sample keyword" if other web pages link to your page with "sample keyword" in the link text.

If many web pages link to your page with the link text "sample keyword", then it's more likely that your web page will obtain a good ranking for the search term "sample keyword".

How inbound links to your site should look like: When you exchange links with other web sites, make sure that your important keywords are in the link texts.

For example, if 20 other web sites link to your page with the HTML source 'Click here for sample keyword', then it's much more likely that you'll obtain a good ranking for the search term "sample keyword" than if 100 web sites link to your page with 'Click here for more information.'

Same Site Link URLs

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 Contact information contains the same site link URL "contact.htm".

Your Contents

No.	Same Site Link URL	Link Text
1.	index [/index.html]	Home
2.	site map [/site_map.html]	Site map
3.	contact us [/contact_us.asp]	Contact
4.	about us [/about_us.html]	About Us
5.	what is seo [/what_is_seo.html]	What Is Professional SEO?
6.	search engine optimization services [/search_engine_optimization_services.html]	Optimization Services
7.	seo analysis [/seo_analysis.asp]	Free SEO Analysis
8.	contact us [/contact_us.asp]	Professional SEO Quote
9.	about us [/about_us.html]	professional search engine optimization company
10.	search engine optimization services [/search_engine_optimization_services.html]	search engine ranking
11.	what is seo [/what_is_seo.html]	what is professional seo
12.	search engine optimization services [/search_engine_optimization_services.html]	professional search engine optimization service
13.	search engine optimization services [/search_engine_optimization_services.html]	s
14.	index [/index.html]	Professional Search Engine Optimization Company
15.	about us [/about_us.html]	About Us
16.	what is seo [/what_is_seo.html]	Professional SEO
17.	link to us [/link_to_us.html]	Link To Us
18.	search engine optimization services [/search_engine_optimization_services.html]	Professional Optimization Services
19.	seo analysis [/seo_analysis.asp]	Free SEO Analysis
20.	contact us [/contact_us.asp]	Professional Search Engine Optimization Quote
21.	privacy statement [/privacy_statement.html]	Privacy Statement

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the same site link URLs but this is optional.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Density: You could increase the keyword density for the search term "sample keyword" in the same site link URLs but this is optional.
 - > Quantity: You could use the search term "sample" at least once in the same site link URLs but this is optional.
 - > Density: You could increase the keyword density for the search term "sample" in the same site link URLs but this is optional.
 - > Quantity: You could use the search term "keyword" at least once in the same site link URLs but this is optional.
 - > Density: You could increase the keyword density for the search term "keyword" in the same site link URLs but this is optional.
- OK Number of words: You use 54 words in the same site link URLs. This meets the requirements.
- OK Number of characters: You use 331 characters in the same site link URLs. This meets the requirements.

Detailed Analysis of "Same Site Link URLs"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	18	not analyzed	0	0	0	0	0	0 to 18
Density	0.0%	0.0%	0.0%	not analyzed	2.6%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 2.6%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	26	not analyzed	0	0	0	0	0	0 to 26
Density	0.0%	0.0%	0.0%	not analyzed	3.8%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 3.8%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	28	not analyzed	0	2	0	9	0	0 to 28
Density	0.0%	0.0%	0.0%	not analyzed	4.0%	not analyzed	0.0%	2.2%	0.0%	14.3%	0.0%	0.0% to 14.3%

Same Site Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	54	49	1	not analyzed	693	not analyzed	21	90	16	63	2	1 to 693
Characters	331	394	5	not analyzed	5,801	not analyzed	144	640	153	398	14	5 to 5,801

Outbound Link URLs

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 Click here contains the outbound link URL "www.not-your-site.com/info.htm".

Your Contents

No.	Outbound Link URL	Link Text
1.	www web stat [http://www.web-stat.com]	[empty]
2.	www web stat [http://www.web-stat.com]	[empty]

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK Quantity: You don't use the search term "sample keyword" in the outbound link URLs. This meets the requirements.
- OK Quantity: You don't use the search term "sample" in the outbound link URLs. This meets the requirements.
- OK Quantity: You don't use the search term "keyword" in the outbound link URLs. This meets the requirements.
- OK Number of words: You use 6 words in the outbound link URLs. This meets the requirements.
- OK Number of characters: You use 24 characters in the outbound link URLs. This meets the requirements.

Detailed Analysis of "Outbound Link URLs"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Outbound Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	6	39	6	not analyzed	12	not analyzed	0	21	10	2	0	0 to 39
Characters	24	311	30	not analyzed	158	not analyzed	0	131	46	18	0	0 to 311

IMG ALT Attributes

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

Example:

Your Contents

No.	Image Alt Attribute Text	Image File Name
1.	[empty]	images/logo1.jpg
2.	[empty]	images/logo3.jpg
3.	[empty]	images/bg2.jpg
4.	[empty]	images/bg7.jpg
5.	hit counter script	http://server4.web-stat.com/3/vianet.gif
6.	hit counter script	http://server4.web-stat.com/3/vianet.gif

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK Quantity: You don't use the search term "sample keyword" in the IMG ALT attributes. This meets the requirements.
- > Quantity: You could use the search term "sample" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "sample" in the IMG ALT attributes but this is optional.
- > Quantity: You could use the search term "keyword" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "keyword" in the IMG ALT attributes but this is optional.
- OK Number of words: You use 6 words in the IMG ALT attributes. This meets the requirements.
- OK Number of characters: You use 36 characters in the IMG ALT attributes. This meets the requirements.

Detailed Analysis of "IMG ALT Attributes"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	1	0	0	0	0 to 1
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	4.2%	0.0%	0.0%	0.0%	0.0% to 4.2%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	not analyzed	0	not analyzed	0	0	0	2	0	0 to 2
Density	0.0%	0.0%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	25.0%	0.0%	0.0% to 25.0%

IMG ALT Attributes Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	6	6	0	not analyzed	0	not analyzed	16	24	0	8	0	0 to 24
Characters	36	40	0	not analyzed	0	not analyzed	98	152	0	47	0	0 to 152

HTML Comment Tags

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.	Begin Web-Stat hit counter code
2.	End Web-Stat hit counter code
3.	Begin Web-Stat hit counter code
4.	End Web-Stat hit counter code

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- > Quantity: You could use the search term "sample keyword" at least once in the HTML comment tags but this is optional.
 - > Density: You could increase the keyword density for the search term "sample keyword" in the HTML comment tags but this is optional.
 - > Quantity: You could use the search term "sample" at least once in the HTML comment tags but this is optional.
 - > Density: You could increase the keyword density for the search term "sample" in the HTML comment tags but this is optional.
 - > Quantity: You could use the search term "keyword" at least once in the HTML comment tags but this is optional.
 - > Density: You could increase the keyword density for the search term "keyword" in the HTML comment tags but this is optional.
- OK Number of words: You use 24 words in the HTML comment tags. This meets the requirements.
- OK Number of characters: You use 120 characters in the HTML comment tags. This meets the requirements.

Detailed Analysis of "HTML Comment Tags"

Analysis of "sample keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	0	not analyzed	0	not analyzed	0	0	0	0	0	0 to 1
Density	0.0%	3.6%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 3.6%

Analysis of "sample":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	0	not analyzed	0	not analyzed	0	2	0	0	0	0 to 2
Density	0.0%	3.6%	0.0%	not analyzed	0.0%	not analyzed	0.0%	1.7%	0.0%	0.0%	0.0%	0.0% to 3.6%

Analysis of "keyword":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	0	not analyzed	0	not analyzed	0	0	0	0	0	0 to 1
Density	0.0%	3.6%	0.0%	not analyzed	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 3.6%

HTML Comment Tags Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	24	28	0	not analyzed	413	not analyzed	0	116	4	6	0	0 to 413
Characters	120	286	0	not analyzed	2,662	not analyzed	0	1,780	84	64	0	0 to 2,662

General Advice

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

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- OK 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 "http://www.vianetmarketing.com/" contains 373 words which should be enough for the search engines.
- OK Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. You don't use the Meta Keywords tag so there won't be any problems with the search engines in this aspect.
- OK 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.
- >> Your web page uses 1,044 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.
- OK Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.
- OK Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.
- >> 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 seems to use 120 letters in a very small font size ("About Us What Is Professional SEO? Optimization Services Free SEO Analysis Profe..."). Consider removing as much of the tiny text as possible to prevent penalizing from some search engines.
- OK Your web page URL "http://www.vianetmarketing.com/" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.

Do the following to improve the ranking for your web site on Google.com for the search term "sample keyword"

- | | |
|----|---|
| OK | Your web page URL "http://www.vianetmarketing.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. |