



Free Search Engine Optimization Analysis Report

Prepared for:

Your Name Here

www.yourdomainnamehere.com

Section I: General Site Analysis

Your Score: 0/10

A. General page properties

Page URL

1. **Your keyword isn't present in the URL!** Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list. By placing 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. Most major search engines favor websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but do not write them as one word. Otherwise, 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 Title tag has stop words!** Words such as "and, on, a, the, for, to, about, are, that, were, by, of" and other auxiliary words are too common and search engines don't take them into consideration. By using a stop word in your Title tag, you potentially damage your rankings. A rule of thumb: the less stop words you use in your Title tag, the better.

2. **Your keyword is not as close to the beginning of the Title tag as it should be!** Your keyword's prominence is only 50.0% while it should be at least 65%. If possible, move your keyword closer to the beginning of your Title to emphasize its importance and greatly improve your website's prominence.

META Description

1. **The META Description tag is missing!** This tag is not as important as it used to be, but a lot of search engines still display it as your page description in search results. Because of this, you should make sure your page has a meaningful and good-looking description. If it is irrelevant or unappealing, search engine users will be less likely to click on your listings.

META Keywords

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

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. 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 more times.

First heading on the page (H1-H6)

1. **Your page either has no <H1> headings, or has no text in the first heading on the page!** It is crucial that your keyword appears in one of these headings. We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will positively influence your website's overall optimality.

Text in links including ALTs

1. **Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page!** Your keyword should appear at least once in text links, but it doesn't appear at all. We recommend that it be used in such links up to 6 times. You can easily adjust 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 the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.

Summary:


The site is currently lacking in almost every area that would help search engines find and rank the site. Care should be paid to each of the areas listed above to ensure search engines have the correct information they needs. In each area above, you should also integrate the chosen keywords as much as possible while still having the site make sense to the reader.

Section II: General Site Statistics

Your Score: 3/10

General page properties Stats

Page:	/
HTML size (Kb)	6.7
Last modified	2009-06-23 12:39:27
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	41
Words in Title	7
! Stop words in Title	Yes
Keyword frequency in Title	1
! Keyword prominence in Title	50.0%
Keyword weight in Title	28.6%

META Description	not present
Number of META Description tags	0
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	not present
Characters in META Keywords tag	0
Number of META Keywords tags	0
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	208
 Bold keywords in Body	0
Underlined keywords in Body	0
Keyword frequency in Body	2
Keyword prominence in Body	92.1%
Keyword weight in Body	1.9%
Keyword at the beginning of Body	Yes
Keyword at the end of Body	Yes

First heading on the page (H1-H6)	
Keyword frequency	0
Keyword prominence	0.0%
Keyword weight	0.0%

All headings	
Headings on the page	0
Headings containing the keyword	0.0%
Keyword frequency in all headings	0
Keyword weight in all headings	0.0%

Links	
Total links on the page	9
Links to external pages	1

Text in links including ALTs	
Links with keyword in text or 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	0
ALT attributes containing 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%

Summary:

You site is set up correctly and is not currently violating best search engine practices. However, your site needs a great deal more information to rank effectively in search engines. Each of the deficient areas above should be addressed for better rankings in all major search engines. Keywords are prominent in the body and title, but lacking in other valuable areas. The page is lightweight, and has accurate coding,

Section 3: Density Analysis Report

Your Score: 3/10

A. Document Title

One word

Phrase	Quantity	Density
writers	1	25.0 %
kansas	1	25.0 %
welcome	1	25.0 %
outdoor	1	25.0 %

Two-word phrase

Phrase	Quantity	Density
writers kansas	1	33.3 %
outdoor writers	1	33.3 %
welcome outdoor	1	33.3 %

Three-word phrase

Phrase	Quantity	Density
outdoor writers kansas	1	50.0 %
welcome outdoor writers	1	50.0 %

Four-word phrase

Phrase	Quantity	Density
welcome outdoor writers kansas	1	100.0 %

B. META Description

One word

Phrases not found for this block, or phrases' density is too low

Two-word phrase

Phrases not found for this block, or phrases' density is too low

Three-word phrase

Phrases not found for this block, or phrases' density is too low

Four-word phrase

Phrases not found for this block, or phrases' density is too low

C. Headings

One word

Phrases not found for this block, or phrases' density is too low

Two-word phrase

Phrases not found for this block, or phrases' density is too low

Three-word phrase

Phrases not found for this block, or phrases' density is too low

Four-word phrase

Phrases not found for this block, or phrases' density is too low

Summary:

The keywords are used in the body, but not in many other places. Keywords should be used in all tags and repeated in textual elements of the site. Improving the positioning of your keywords will greatly improve rankings. The score of 3/10 reflects you are using the keywords in the body, but not anywhere else.

Section IV: Search Engine View Report

Your Score: 6/10

HEAD Tags

1. Document Title

Welcome [outdoor writers](#) Kansas

2. META Keywords

No text available

3. META Description

No text available

All Visible Text

Join Group Contact Home Conferences Gallery Directory News inception 1962 [outdoor writers](#) Kansas OWK been voice Sunflower State's outdoor recreation opportunities newspaper article highlighting appeal hunting pheasants state's wide open spaces radio show broadcast straight fishing boat members kept Kansas residents touch [outdoors](#) more 40 years now OWK members cover [outdoors](#) variety angles Membership includes newspaper magazine writers photographers editors government employees tourism officials even cartoonist Click here view featured photographer month Membership always been small 30 35 members organization big stature Members group regularly win awards national writing photography contests OWK meets twice year Information gathered associated hunting fishing trips result articles videos radio shows highlight different locations throughout state annual auction raffle raises funds OWK's main missions send underprivileged children [outdoors](#) Adventure Camp year Copyright 2008 [outdoor writers](#) Kansas Rights Reserved Website powered Treefrog Technologies Vision Reality

Links that SEs can follow:

Links	Links Text
http://www.outdoorwritersofkansas.com/join.htm	Join Group
http://www.outdoorwritersofkansas.com/contact.htm	Contact
http://www.outdoorwritersofkansas.com	Home
http://www.outdoorwritersofkansas.com/conferences.htm	Conferences
http://www.outdoorwritersofkansas.com/fig/gallery.htm	Gallery
http://www.outdoorwritersofkansas.com/directory.htm	Directory

http://www.outdoorwritersofkansas.com/news.htm	News
http://www.outdoorwritersofkansas.com/featured.html	Click here view featured photographer month
http://www.treefrogtechnologies.com	Treefrog Technologies

ALT image attributes that SEs can read:

ALT image attributes that SEs can read:	Images
images/OWK-Concept-1_01.jpg	
images/hook.jpg	
images/hook.jpg	
images/hook.jpg	
images/hook.jpg	
images/hook.jpg	
images/OWK-Concept-1_03.jpg	
images/OWK-Concept-1_04.jpg	
images/OWK-Concept-1_05.jpg	
images/OWK-Concept-1_06.jpg	
images/OWK-Concept-1_07.jpg	
images/OWK-Concept-1_11.jpg	

Summary:

The score of 6/10 reflects the fact that search engines can see your entire site. There is no text locked in images or flash files that search engines can not read. An improvement in this score would mean greatly improved the content on the site and adding search engine meta tags.

Section IV: Site Appearance

Your Score 9/10

The site looks very visually appealing and is very easy to navigate. We could not recommend any drastic changes in this area

Section IV: General Recommendations:

Your site contains no real metatags to indicate to search engines your important keywords on the page. Other traditional SEO best practices are also not being deployed on the site including tags for images, titles, etc.

Some time spent in basic coding optimization could drastically improve site performance and rankings in all major search engines.

We recommend purchasing our business package, which includes all basic plus