



Optimization Advice and Advanced Analysis

Search engine: **General optimization**

Keyword: **How to Optimize a Web Page for a Keyword**

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For: www.blackbeardesign.com

Created on: 2013-02-08 at 13:28

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A. General page properties

B. On-the-page factors influencing your ranking

1. Optimization advice

A. General page properties

1. Your keyword is repeated a few times in a row! Remove excessive occurrence of your keyword. It will help you avoid spam suspicions that lead to lower rankings.

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. Advanced analysis

A. General page properties

Page:

/

HTML size (Kb)

34.5

Last modified	2013-02-08 17:40:18
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	Yes (Body)
Uses controls	Yes
Uses frames	No
Uses external JavaScript	Yes
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)	Yes
Keyword as a separate part of URL (domain, folder and page name)	Yes
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	40
Words in Title	9
Stop words in Title	Yes
Keyword frequency in Title	1
Keyword prominence in Title	100.0%
Keyword weight in Title	100.0%
META Description ...	
Number of META Description tags	1
Characters in META Description	142
Words in META Description	27
Stop words in META Description	Yes
Keyword frequency in META Description	1
Keyword prominence in META Description	100.0%

Keyword weight in META Description	33.3%
META Keywords	...
Characters in META Keywords tag	40
Number of META Keywords tags	1
Words in META Keywords tag	9
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	100.0%
Keyword weight in META Keywords	100.0%
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	1349
Bold keywords in Body	4
Underlined keywords in Body	0
Keyword frequency in Body	25
Keyword prominence in Body	95.9%
Keyword weight in Body	16.7%
Keyword at the beginning of Body	No
Keyword at the end of Body	No
<H1> heading on the page	...
Keyword frequency	1
Keyword prominence	100.0%
Keyword weight	100.0%

All headings	
Headings on the page	9
Headings containing the keyword	33.3%
Keyword frequency in all headings	3
Keyword weight in all headings	61.4%
Links	
Total links on the page	47
Links to external pages	13
Text in links including ALTs	
Links with keyword in text or ALT	2
Keyword frequency in links (text and ALT)	2
Keyword weight in links (text and ALT)	18.2%
ALT image attributes	
ALT attributes on the page	7
ALT attributes containing the keyword	1
Keyword matches in the first 3 ALT attributes	1
Keyword frequency in ALT attributes	1
Keyword weight in ALT attributes	25.7%
Comments	
Words in comments	231
Keyword frequency in comments	0
Keyword weight in comments	0.0%