

Top 10 Optimization Report

Vulcan House
Oxford st Industrial Estate
Bilston
Wolverhampton
WV14 7LF

Date: 07/06/2010

Recipient: DMF

This report has been created by Kore Services
This report provides the recipient with key information on how to optimize
www.dmf-comics-toys-and-games.co.uk

Example

Report overview

This report helps you to optimize the web page "<http://www.dmf-comics-toys-and-games.co.uk/>" for a high ranking on Google.com for the search term "comics".

Your web page



<http://www.dmf-comics-toys-and-games.co.uk/>

Title: DMF Home

Description: action figures,comics,Marvel,Image,DC,Vertigo,Dark Horse,Dynamite,Avatar,Top Cow,Wildstorm,graphic novels,neca, sota toys,mcfarlane toys,marvel legends, comics, trade paper backs, walking dead, image, avatar

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

1



<http://comics.com/>

Title: Your favorite comics like Get Fuzzy, Pearls Before Swine, Luann, Frazz, 9 Chickweed Lane and more.

Description: Comics.com has all your favorite comics for free. View the complete library of comics strips like 9 Chickweed Lane, Agnes, Alley Oop, Andy Capp, Arlo & Janis, B.C., Ballard Street, Ben, Betty, Big Nate, Boy on a Stick and Slither, Brevity, Candorville, Cheap Thrills, Committed, Cow & Boy, Dilbert, Dog eat Doug, Drabble, F Minus, Family Tree, Farcus, Fat Cats Classics, Ferdinand, Flight Deck, Flo & Friends, Frank & Ernest, Frazz, Free Range, Geech Classics, Get Fuzzy, Girls & Sports, Graffiti, Grand Avenue, Heathcliff, Herb and Jamaal, Herman, Jane's World, Jump Start, Kit 'N' Carlyle, Li'l Abner Classics, Liberty Meadows, Lola, Luann, Marmaduke, Meg! Classics, Minimum Security, Moderately Confused, Momma, Monty, Motley Classics, Nancy, Natural Selection, Off The Mark, On a Claire Day, One Big Happy Classics, Over the Hedge, PC and Pixel, Peanuts, Pearls Before Swine, Pickles, Picking Duncans Classics, Reality Check, Red & Rover, Ripley's Believe It or Not!, Rose Is Rose, Ruben, Rud & Park, Secret Asian Man, Shirley And Son Classics, Soup To Nutz, Speed Bump, Spot The Frog, State of the Union, Strange Brew, Tarzan Classics, That's Life, The Born Loser, The Buckets, The Dinette Set, The Grizzwells, The Humble Stumble, The Knight Life, The Meaning of Lila, The Other Coast, The Sunshine Club, Watch Your Head, Wizard of Id, Working Daze, Working It Out, Zack Hill! Sign up and get daily comics in your inbox, the ability to rank and comment, customize your own rss feed, save your favorites, create lists and more!

2



http://comics.com/get_fuzzy/

Title: Get Fuzzy free online comic strip library at comics.com

Description: Get Fuzzy:A bitingy hilarious slice of life with a volatile cat, a gentle dog and the unwitting human they live with. Comics.com has all your favorite comics for free. View the complete library of comics strips like 9 Chickweed Lane, Agnes, Alley Oop, Andy Capp, Arlo & Janis, B.C., Ballard Street, Ben, Betty, Big Nate, Boy on a Stick and Slither, Brevity, Candorville, Cheap Thrills, Committed, Cow & Boy, Dilbert, Dog eat Doug, Drabble, F Minus, Family Tree, Farcus, Fat Cats Classics, Ferdinand, Flight Deck, Flo & Friends, Frank & Ernest, Frazz, Free Range, Geech Classics, Get Fuzzy, Girls & Sports, Graffiti, Grand Avenue, Heathcliff, Herb and Jamaal, Herman, Jane's World, Jump Start, Kit 'N' Carlyle, Li'l Abner Classics, Liberty Meadows, Lola, Luann, Marmaduke, Meg! Classics, Minimum Security, Moderately Confused, Momma, Monty, Motley Classics,

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

Nancy, Natural Selection, Off The Mark, On a Claire Day, One Big Happy Classics, Opus, Over the Hedge, PC and Pixel, Peanuts, Pearls Before Swine, Pickles, Raising Duncan Classics, Reality Check, Red & Rover, Ripley's Believe It or Not!, Rose Is Rose, Rubes, Rudy Park, Secret Asian Man, Shirley And Son Classics, Soup To Nutz, Speed Bump, Spot The Frog, State of the Union, Strange Brew, Tarzan Classics, That's Life, The Born Loser, The Buckets, The Dinette Set, The Grizzwells, The Humble Stumble, The Knight Life, The Meaning of Lila, The Other Coast, The Sunshine Club, Watch Your Head, Wizard of Id, Working Daze, Working It Out, Zack Hill! Sign up and get daily comics in your inbox, the ability to rank and comment, customize your own rss feed, save your favorites, create lists and more!

3



<http://marvel.com/>

Title: Marvel: The Official Site | Iron Man, Spider-Man, Hulk, X-Men, Wolverine and all Marvel Comics, News, Movies and Video Games | Marvel.com

Description: Marvel.com offers news, interviews, previews, videos, games, discussion and more for all things Marvel, including Iron Man, Spider-Man, Hulk, X-Men and all your favorite superheroes, from comics to video games to movies and beyond.

4



<http://en.wikipedia.org/wiki/Comics>

Title: Comics - Wikipedia, the free encyclopedia

Description: [No meta description available.]

5



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

Title: The official Dilbert website with Scott Adams' color comic strips, animation, mashups and more!

Description: The Official Dilbert Website featuring Scott Adams Dilbert strips, animation, mashups and more starring Dilbert, Dogbert, Wall, The Pointy Haired Boss, Alice, Asok, Dogbert's New Ruling Class and more.

6



<http://www.explosm.net/comics/>

Title: Cyanide & Happiness #2072 - Explosm.net

Description: Explosm.net - Comics, Animations and more!

7




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

Title: DC Comics

Description: [No meta description available.]

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

8		http://www.washingtonpost.com/comics/?nid=roll_comics
		Title: Comics
		Description: A daily dose of comic strips and editorial cartoons featuring favorites like Dilbert, Baby Blues, Doonesbury and Tom Toles. Select a comic type.
9		http://www.gocomics.com/
		Title: Gocomics.com: Comics, editorial cartoons, email comics, comic strips
		Description: GoComics.com is where you get comics and editorials on the web.
10		http://xkcd.com/
		Title: xkcd: Book Burning
		Description: [No meta description available.]

Analyzed search terms

comics

Top 10 Ranking Requirements Score™

14%

Example



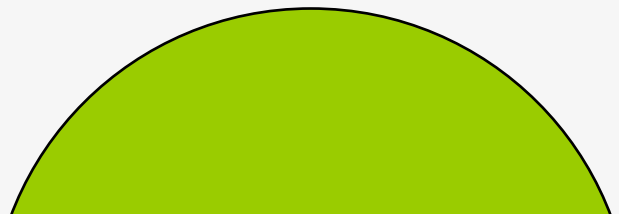
The Top 10 Ranking Requirements Score™ of 14% means that the web page www.dmf-comics-toys-and-games.co.uk meets only 14% of the requirements for a top 10 ranking on Google.com for the search term "comics".

Note that not all ranking factors are weighted equally, and that there are some ranking factors that cannot be taken into account because search engines do not reveal the necessary data.

Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential (weighted most):	3	9
Very Important:	3	0
Important:	11	1
Moderately Important:	11	0
Slightly Important:	6	2

Ranking Factors Performance



Search engine ranking factors performance

Total: 34 12

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Example

Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "comics" in the document title and if it's important for Google.com.

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

Their contents

Rank	Keyword use in document title
1	Your favorite comics like Get Fuzzy, Pearls Before Swine, Luann, Frazz, 9 Chickweed Lane and more.
2	Get Fuzzy free online comic strip library at comics.com
3	Marvel: The Official Site Iron Man, Spider-Man, Hulk, X-Men, Wolverine and all Marvel Comics , News, Movies and Video Games Marvel.com
4	Comics - Wikipedia, the free encyclopedia
5	The official Dilbert website with Scott Adams' color comic strips, animation, mashups and more!
6	Cyanide & Happiness #2072 - Explosm.net
7	DC Comics
8	Comics
9	Gocomics.com: Comics , editorial cartoons, email comics , comic strips
10	xkcd: Book Burning

Your contents

DMF Home

Advice for your document title

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "comics" at least once.	<<
Keyword density:	0% to 100%	0%	You should increase the keyword density for the search term "comics".	<<

Global link popularity of web site

Essential

The global link popularity measures how many web pages link to your site. The number of web pages linking to your site is not as important as the quality of the web pages that link to your site.

All major search engines take the quality and the context of the links into account. Search engines assume that your web page must offer relevant content if many quality sites link to it.

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

	Alexa	Google.com	Yahoo.com	Peak Value
To Your Site:	n/a	0	2	2
To Site 1:	3,205	0	2,825	3,205
To Site 2:	3,205	0	470	3,205
To Site 3:	6,249	25	39,716	39,716
To Site 4:	451,138	0	737	451,138
To Site 5:	6,131	0	209,570	209,570
To Site 6:	2,514	0	59,068	59,068
To Site 7:	4,222	0	137,026	137,026
To Site 8:	73,500	0	911	73,500
To Site 9:	1,955	0	3,915	3,915
To Site 10:	1,147	0	830,153	830,153
Range:	1,955 to 451,138	0 to 25	2 to 830,153	3,205 to 830,153

Advice for the global link popularity

Summing up all analyzed search engines, there are too few web pages that link to your web site "www.dmf-comics-toys-and-games.co.uk". You should increase the number of web pages from different domains that link to your web site.

Google cannot find any web site that links to your web site from a different domain. Make sure that Google is able to access your web site and that Google has not banned your web site from its index.

Link texts of inbound links

Essential

Inbound links are links from other web sites to your site. If many other sites link to your site, then search engines consider your site to be important. However, the number of links is not as important as is the relevance of the linking page and the link text used in linking to your site.

This chapter lists a sample of the web pages that link to your site, along with the link text. Note that search engines do not reveal all inbound links to your site.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
-------------	------------	----------------------------------

Advice for the link texts of inbound links

To get a high ranking on Google.com, make sure that the web pages that link to your site use the search term "comics" in their link texts. The more links to your web site contain "comics" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.com for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the same link text, then Google.com might lower your rankings because of unnatural linking patterns.

In addition, the quality and reputation of the web pages that link to your site is very important to the search engines.

Less than 10% of the analyzed inbound link texts contain the search term "comics". You must increase the number of inbound link texts that contain that search term.

Less than 20% of the analyzed inbound link texts contain the search term "comics". You must increase the number of inbound link texts that contain that search term.

Less than 40% of the analyzed inbound link texts contain the search term "comics". You must increase the number of inbound link texts that contain that search term.

Less than 60% of the analyzed inbound link texts contain the search term "comics". You must increase the number of inbound link texts that contain that search term.

Less than 80% of the analyzed inbound link texts contain the search term "comics". You must increase the number of inbound link texts that contain that search term.

No inbound link texts have been found. Make sure that Google.com is able to access your web site and that Google.com has not banned your web site from its index.

Keyword use in body text

Essential

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The calculations include spaces and punctuation marks.

Your contents

Walking Dead #71 The Walking Dead # 71. Image with Robert Kirkman and Charlie Adlard. Jill Valentine Jill Valentine Black combats variant from S.T.A.R.S part of the Resident Evil Archives series 2, all new deluxe packaging and game authentic weapons including Pistol, first aid spray, grenades and stand. Russian T34/85 - Eastern Front, 1945 SKN: 85418 | SCALE: 1:72 In the early battles along the Russian Front the T-32 proved very formidable against the German medium tanks. New Products Resident Evil £11.99 / €14.15 Resident Evil by Capcom find out more Army Men 3DO £5.99 / €7.07 Army Men 3DO, real combat, plastic men find out more Disneys Dinosaur £6.99 / €8.25 Disneys Dinosaur complete find out more Cart Details Items: Value: View Cart Information Comic Book Grading Terms and Conditions Contact Us New Products Resident Evil Army Men 3DO Disneys Dinosaur

Advice for your body text

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 161	1	OK	OK
Keyword density:	0% to 4%	0%	OK	OK
Number of words:	125 to 7,773	230	OK	OK

Example

Age of web site

Very Important

Spam sites often come and go quickly. For this reason, search engines tend to trust a web site that has been around for a long time over one that is brand new. The age of the domain is seen as a sign of trustworthiness because it cannot be faked. The data is provided by Alexa.com (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.dmf-comics-toys-and-games.co.uk/	n/a
1	http://comics.com/	15 December 1998
2	http://comics.com/get_fuzzy/	15 December 1998
3	http://marvel.com/	07 March 1997
4	http://en.wikipedia.org/wiki/Comics	13 January 2001
5	http://www.dilbert.com/	21 January 1997
6	http://www.explosm.net/comics/	09 December 2004 (newest domain)
7	http://www.dccomics.com/	13 July 1994 (oldest domain)
8	http://www.washingtonpost.com/comics/?nid=roll_comics	13 November 1995
9	http://www.gocomics.com/	09 March 2000
10	http://xkcd.com/	25 January 2003
Range	13 July 1994 to 09 December 2004	

Advice for the web site age

The web site age could not be determined. In general, the older your web site, the better it is for your rankings on Google.com. If you have a young web site, you must compensate by improving the other search engine ranking factors.

<

Keyword use in H1 headline texts

Very Important

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

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

Your contents

No.	H1 Heading Text
1.	Welcome To Our Site
2.	Walking Dead #71
3.	Jill Valentine
4.	Russian T34/85 - Eastern Front, 1945 SKN: 85418 SCALE: 1:72

Advice for your H1 headline texts

Search term: "comics"

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

Example

Keyword use in domain name

Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the domain name.

Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

Their contents

Rank	Words In Domain Name	URL
1	comics	http://comics.com/
2	comics	http://comics.com/get_fuzzy/
3	marvel	http://marvel.com/
4	en wikipedia	http://en.wikipedia.org/wiki/Comics
5	dilbert	http://www.dilbert.com/
6	explosm	http://www.explosm.net/comics/
7	dccomics	http://www.dccomics.com/
8	washingtonpost	http://www.washingtonpost.com/comics/?nid=roll_comics
9	gocomics	http://www.gocomics.com/
10	xkcd	http://xkcd.com/

Your contents

dmf **comics** toys and games (Domain name: dmf-comics-toys-and-games.co.uk)

Advice for the domain name

The domain name dmf-comics-toys-and-games.co.uk contains the search term "comics". This is very good.

OK

Keyword use in page URL

Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

Their contents

Rank	Words In Page URL	URL
1	[no words]	http://comics.com/
2	get fuzzy	http://comics.com/get_fuzzy/
3	[no words]	http://marvel.com/
4	wiki Comics	http://en.wikipedia.org/wiki/Comics
5	[no words]	http://www.dilbert.com/
6	comics	http://www.explosm.net/comics/
7	[no words]	http://www.dccomics.com/
8	comics nid roll comics	http://www.washingtonpost.com/comics/?nid=roll_comics
9	[no words]	http://www.gocomics.com/
10	[no words]	http://xkcd.com/

Your contents

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

Advice for your page URL

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Links from social networks

Important

On social network sites, people decide which web sites are popular. This means that the popularity on social network sites cannot be easily influenced. For this reason, search engines might trust web sites more if they are popular on social networks. ("n/a" means "data not available".)

Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	0	0	0
To Site 1:	1,322	181	1,503
To Site 2:	1,322	181	1,503
To Site 3:	1,397	1,083	2,480
To Site 4:	1,493	9,106	10,599
To Site 5:	5,451	423	5,874
To Site 6:	1,937	1,462	3,399
To Site 7:	695	57	752
To Site 8:	7,320	36,365	43,685
To Site 9:	693	322	1,015
To Site 10:	22,687	1,530	24,217
Range:	0 to 22,687	0 to 36,365	752 to 43,685

Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.dmf-comics-toys-and-games.co.uk". Try to get at least one web page to link to your web page on these social networks.

<<

Example

Server speed

Important

Popular web sites often have faster server response times compared to smaller unimportant sites. In addition, most search engines index more pages from fast web sites. This chapter shows you how long it takes on average for web pages on the top ranked sites to load. The data is based on the average server speed of the last 30 days and is provided by Alexa.com ("n/a" means that Alexa.com does not have data about your server speed).

Server speed results

Average Page Load Time (measured in seconds, the lower the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	5.10s	5.10s	2.67s	1.34s	1.87s	5.04s	1.94s	4.05s	3.61s	0.71s	0.71s to 5.10s

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	very slow: bottom 10%	very slow: bottom 10%	average: bottom 40%	fast: top 30%	average: top 45%	very slow: bottom 10%	average: top 45%	slow: bottom 20%	slow: bottom 20%	very fast: top 10%	very slow: bottom 10% to very fast: top 10%

Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.com. If you have a slow web site, you should contact or even switch your web hosting provider.



Keyword use in H2-H6 headline texts

Important

H2, H3, H4, H5 and H6 headline texts are the texts that are written between the <h2>...</h2>, <h3>...</h3>, etc. tags in the HTML code of your web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

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

Your contents

No.	Heading Texts
1.	[H2] New Products
2.	[H2] New Products

Advice for your H2-H6 headline texts

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Keyword use in IMG ALT attributes

Important

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.	Online Catalogue	acatalog/DMF_logo.png
2.	[empty]	acatalog/top_banner_imagery.png
3.	[empty]	acatalog/theme_tab2_left.gif
4.	[empty]	acatalog/theme_tab2_right.gif
5.	Left tab	acatalog/theme_tab1_left.gif
6.	Right tab	acatalog/theme_tab1_right.gif
7.	DMF Recommends	acatalog/recommend.png
8.	[empty]	acatalog/title_comics.png
9.	Walking Dead #71	acatalog/scanad0061.jpg
10.	[empty]	acatalog/title_toys.png
11.	Jill Valentine	acatalog/jill_black_box.jpg
12.	[empty]	acatalog/title_games.png
13.	Russian T34/85 - Eastern Front, 1945 SKM 8541 SCALE: 1:72	acatalog/russian_t34-85.jpg
14.	Resident Evil	acatalog/t_resi.jpg
15.	[empty]	acatalog/theme_shim.gif
16.	Army Men 3DO	acatalog/t_army men.jpg
17.	[empty]	acatalog/theme_shim.gif
18.	Disneys Dinosaur	acatalog/t_dis_dino.jpg
19.	[empty]	acatalog/theme_shim.gif
20.	[empty]	acatalog/theme_tab2_left.gif
21.	[empty]	acatalog/theme_tab2_right.gif
22.	[empty]	acatalog/theme_tab2_left.gif
23.	[empty]	acatalog/theme_tab2_right.gif
24.	Resident Evil	acatalog/t_resi.jpg
25.	Army Men 3DO	acatalog/t_army men.jpg
26.	Disneys Dinosaur	acatalog/t_dis_dino.jpg

Advice for your IMG ALT attributes

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "comics" at least once but this is optional.	<

Advice for your IMG ALT attributes

Search term: "comics"

Keyword density:	0% to 20%	0% You could increase the keyword density for the search term "comics" but this is optional.
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Example

Top level domain of web site

Important

Web sites with certain top level domains (TLD) are statistically more likely to contain higher quality, trustworthy contents. For this reason, search engines might prefer web sites with restricted TLD (.edu, .gov., .mil) over younger TLD (e.g., .biz, .info, .jobs). In addition, country code TLD (e.g., .ca, .de, .fr) are often preferred in the country's local search results.

Top level domain results

Your Site	1	2	3	4	5	6	7	8	9	10
.co.uk	.com	.com	.com	.org	.com	.net	.com	.com	.com	.com

Advice for the top level domain of your web site

Your web site URL www.dmf-comics-toys-and-games.co.uk contains the country top level domain .co.uk. This can be advantageous for rankings in the country's local search results, but it can be disadvantageous for rankings in international search results.



Example

Keyword use in bold body text

Important

The body text is the text on your web page that can be seen by people in their web browsers. The bold body text uses a darker and heavier face than the regular type face. It appears between ... or ... tags in the HTML source of your web page. CSS is not recognized. The statistics include spaces and punctuation marks.

Their contents

Rank	Keyword use in bold body text
1	[not used]
2	[not used]
3	Marvel Classic Comics Men's Lounge Pants VIEW ALL NEWS
4	may not represent a worldwide view of the subject Comics comics comic albums Comics portal ^^^^^^^^ a b ^^^^^^ a b ^^^^^^^^^^ a b a b ^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^ a b a b ^^^^^^^^^^ Comics Comics Comics
5	[not used]
6	The Explosm Network by Matt Copy this into your blog, MySpace, etc. ...or into a forum Sign In Register On Twitter On Facebook
7	[not used]
8	Sign In TODAY'S NEWSPAPER The Latest Blog: Comic Riffs Help Contact Us
9	Poncho: Year One is Here! McCoy snags another Reuben! Garfield Baldo Calvin and Hobbes Ink Pen Query Statistics: 0 0 0
10	[not used]

Your contents

DMF Home Contact Us Products Login

Advice for your bold body text

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Number of visitors to the site

Important

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

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

	URL	Alexa Traffic Rank
Your Site	http://www.dmf-comics-toys-and-games.co.uk/	n/a
1	http://comics.com/	Rank #6,448
2	http://comics.com/get_fuzzy/	Rank #6,448
3	http://marvel.com/	Rank #2,615
4	http://en.wikipedia.org/wiki/Comics	Rank #6 (most visitors of the competitors)
5	http://www.dilbert.com/	Rank #3,840
6	http://www.explosm.net/comics/	Rank #2,859
7	http://www.dccomics.com/	Rank #11,931 (least visitors of the competitors)
8	http://www.washingtonpost.com/comics/?nid=roll_comics	Rank #318
9	http://www.gocomics.com/	Rank #7,096
10	http://xkcd.com/	Rank #1,334
Range		6 to 11,931 (average rank: #4,289)

Advice for the number of visitors to your site

The number of visitors to www.dmf-comics-toys-and-games.co.uk could not be determined. In general, the more visitors you have, the more advantageous it could be to your rankings on Google.com.

Keyword use in same domain link texts

Moderately Important

Link texts are words and sentences that are used as links. Same domain 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 domain link texts into account.

Example: The HTML tag `Contact information` contains the same domain link text "Contact information".

Your contents		
No.	Same Domain Link Text	Link URL
1.	[empty]	/acatalog/./index.html
2.	Contact Us	/cgi-bin/mf000001.pl?ACTION=SHOWFORM
3.	Products	/cgi-bin/ss000001.pl?SECTIONID=index.html&NOLOGIN=1
4.	Login	/cgi-bin/ss000001.pl?ACTION=LOGIN
5.	[empty]	/cgi-bin/ss000001.pl?PRODREF=567&NOLOGIN=1
6.	[empty]	/cgi-bin/ss000001.pl?PRODREF=607&NOLOGIN=1
7.	[empty]	/cgi-bin/ss000001.pl?PRODREF=600&NOLOGIN=1
8.	[empty]	/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN=1
9.	find out more	/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN=1
10.	[empty]	/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN=1
11.	find out more	/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN=1
12.	[empty]	/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN=1
13.	find out more	/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN=1
14.	View Cart	/cgi-bin/ca000001.pl?ACTION=SHOWCART
15.	Comic Book Grading	/acatalog/Comic_Book_grading.html
16.	Terms and Conditions	/acatalog/info.html
17.	Contact Us	/cgi-bin/mf000001.pl?ACTION=SHOWFORM
18.	Resident Evil	/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN=1
19.		/acatalog/info_721.html
20.	Army Men 3DO	/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN=1
21.		/acatalog/info_720.html
22.	Disneys Dinosaur	/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN=1
23.		/acatalog/info_719.html

Advice for your same domain link texts

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 35	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Keyword use in outbound link texts

Moderately Important

Link texts are words and sentences that are used as links. Outbound link texts are the texts within the <a>... 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

[not used]

Advice for your outbound link texts

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Keyword use in same domain link URLs

Moderately Important

Links connect one web page to another. Same domain 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 domain link URLs are relevant to Google.com.

Example: The HTML tag Contact information contains the same domain link URL "contact.htm".

Your contents		
No.	Same Domain Link URL	Link Text
1.	acatalog index [/acatalog/./index.html]	[empty]
2.	cgi bin mf000001 ACTION SHOWFORM [/cgi-bin/mf000001.pl?ACTION=SHOWFORM]	Contact Us
3.	cgi bin ss000001 SECTIONID index amp NOLOGIN 1 [/cgi-bin/ss000001.pl?SECTIONID=index.html&NO LOGIN=1]	Products
4.	cgi bin ss000001 ACTION LOGIN [/cgi-bin/ss000001.pl?ACTION=LOGIN]	Login
5.	cgi bin ss000001 PRODREF 567 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=567&NOLOGIN =1]	[empty]
6.	cgi bin ss000001 PRODREF 607 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=607&NOLOGIN =1]	[empty]
7.	cgi bin ss000001 PRODREF 600 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=600&NOLOGIN =1]	[empty]
8.	cgi bin ss000001 PRODREF 721 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN =1]	[empty]
9.	cgi bin ss000001 PRODREF 721 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN =1]	find out more
10.	cgi bin ss000001 PRODREF 720 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN =1]	[empty]
11.	cgi bin ss000001 PRODREF 720 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN =1]	find out more
12.	cgi bin ss000001 PRODREF 719 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN =1]	[empty]
13.	cgi bin ss000001 PRODREF 719 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN =1]	find out more
14.	cgi bin ca000001 ACTION SHOWCART [/cgi-bin/ca000001.pl?ACTION=SHOWCART]	View Cart
15.	acatalog Comic Book grading [/acatalog/Comic_Book_grading.html]	Comic Book Grading
16.	acatalog info [/acatalog/info.html]	Terms and Conditions

Kore Services Office 1 Vulcan House Oxford St Industrial Estate Bilston WV14 7LF

Tel: 01902 494565 Fax: 01902 498615

Your contents

No.	Same Domain Link URL	Link Text
17.	cgi bin mf000001 ACTION SHOWFORM [/cgi-bin/mf000001.pl?ACTION=SHOWFORM]	Contact Us
18.	cgi bin ss000001 PRODREF 721 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=721&NOLOGIN=1]	Resident Evil
19.	acatalog info 721 [/acatalog/info_721.html]	
20.	cgi bin ss000001 PRODREF 720 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=720&NOLOGIN=1]	Army Men 3DO
21.	acatalog info 720 [/acatalog/info_720.html]	
22.	cgi bin ss000001 PRODREF 719 amp NOLOGIN 1 [/cgi-bin/ss000001.pl?PRODREF=719&NOLOGIN=1]	Disneys Dinosaur
23.	acatalog info 719 [/acatalog/info_719.html]	

Advice for your same domain link URLs

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 101	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 22%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com gives relevance to search terms in outbound links

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

Your contents

[not used]

Advice for your outbound link URLs

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 29	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Keyword use in meta description

Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.com takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

Example: <meta name="description" content="This sentence describes the contents of your web site.">

Even if the Meta Description tag might not be important for ranking purposes, you should use the Meta Description tag to make sure that your web site is displayed with an attractive description in the search results.

Their contents

Rank	Keyword use in meta description
1	Comics.com has all your favorite comics for free. View the complete library of comics strips like 9 Chickweed Lane, Agnes, Alley Oop, Andy Capp, Arlo & Janis, B.C., Ballard Street, Ben, Betty, Big Nate, Boy on a Stick and Slither, Brevity, Candorville, Cheap Thrills, Committed, Cow & Boy, Dilbert, Dog eat Doug, Drabble, F Minus, Family Tree, Farcus, Fat Cats Classics, Ferdnand, Flight Deck, Flo & Friends, Frank & Ernest, Frazz, Free Range, Geech [and 1,084 additional characters]
2	Get Fuzzy:A bitingly hilarious slice of life with a volatile cat, a gentle dog and the unwitting human they live with. Comics.com has all your favorite comics for free. View the complete library of comics strips like 9 Chickweed Lane, Agnes, Alley Oop, Andy Capp, Arlo & Janis, B.C., Ballard Street, Ben, Betty, Big Nate, Boy on a Stick and Slither, Brevity, Candorville, Cheap Thrills, Committed, Cow & Boy, Dilbert, Dog eat Doug, Drabble, F Minus, [and 1,203 additional characters]
3	Marvel.com offers news, interviews, previews, videos, games, discussion and more for all things Marvel, including Iron Man, Spider-Man, Hulk, X-Men and all your favorite superheroes, from comics to video games to movies and beyond.
4	[not used]
5	The Official Dilbert Website featuring Scott Adams' Dilbert strips, animation, mashups and more starring Dilbert, Dogbert, Wally, The Pointy Haired Boss, Alice, Asok, Dombenik, New Ruling Class and more.
6	Explosm.net - Comics , Animations and more!
7	[not used]
8	A daily dose of comic strips and editorial cartoons featuring favorites like Dilbert, Baby Blues, Doonesbury and Tom Toles. Select a comic type.
9	Go Comics.com is where you get comics and editorials on the web.
10	[not used]

Your contents

action figures, **comics**, Marvel, Image, DC, Vertigo, Dark Horse, Dynamite, Avatar, Top Cow, Wildstorm, graphic novels, neca, sota toys, mcfarlane toys, marvel legends, **comics**, trade paper backs, walking dead, image, avatar

Advice for your meta description

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 20%	7%	OK	OK

Number of trailing slashes in URL

Moderately Important

The number of trailing slashes (/) in the URL indicates where a web page falls in a site's overall hierarchy. If the URL contains many trailing slashes, meaning it is placed in a sub-sub-directory, then the webmaster does not seem to think that the page is important in relation to the other pages.

Number of trailing slashes

Your Site	1	2	3	4	5	6	7	8	9	10	Range
0	0	1	0	1	0	1	0	1	0	0	0 to 1

Advice for the number of trailing slashes in your web site URL

The URL www.dmf-comics-toys-and-games.co.uk does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

Example

HTML validation of web page to W3C standards

Slightly Important

Web pages are written in special languages called HTML and CSS. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

Validation results

	Validity
HTML:	49 errors, not valid http://validator.w3.org/check?uri=http://www.dmf-comics-toys-and-games.co.uk/
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.dmf-comics-toys-and-games.co.uk/

Advice regarding the validity of your web site

The HTML code validation of your web page www.dmf-comics-toys-and-games.co.uk failed. This means that Google.com might not be able to read your web page. You should fix any HTML errors.

<<

Example

Readability level of web page

Slightly Important

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

Readability results

Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
54	46	60	39	57	78	n/a	92	38	66	43	38 to 92

Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
9	11	8	15	8	3	22	2	16	5	10	2 to 22

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.dmf-comics-toys-and-games.co.uk is 54. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

To improve your score, break long sentences into shorter sentences and use shorter words. In addition, make sure that you end sentences with punctuation (a period, question mark, or exclamation point). There should be one space between each word, and after any punctuation, including commas.

<<

Example

Keyword use in meta keywords

Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.com gives relevance to search terms in the Meta Keywords tag.

Example: <meta name="keywords" content="keyword, another keyword">

Their contents

Rank	Keyword use in meta keywords
1	comic strips, free comics , editorial cartoons, 9 Chickweed Lane, Frazz, Get Fuzzy, Bucky Katt, Satchel, Rob Wilco, Pearls Before Swine, Crockydile, Girls & Sports, Graffiti, Grand Avenue, Heathcliff, Herb and Jamaal, Herman, Jane's World, Jump Start, Kit 'N' Carlyle, Li'l Abner Classics, Liberty Meadows, Lola, Luann, Marmaduke, Meg! Classics, Minimum Security, Moderately Confused, Momma, Monty, Motley Classics, Nancy, Natural Selection, Off The M [and 948 additional characters]
2	Get Fuzzy, comic strips, free comics , funny, humour, humor
3	Marvel, comics , comic, comic book, entertainment, news, superheroes, characters, movies, video games, trailers, Spider-Man, X-Men, Iron Man, Wolverine, Avengers, Thor, Captain America, Nick Fury, The Incredible Hulk, Iron Man 2
4	[not used]
5	official dilbert website, dilbert comic strip, scott adams, Dilbert, Dogbert, Wally, The Pointy Haired Boss, Alice, Asok, Dogbert's New Ruling Class, Catbert, ratbert, mashups, animation, comics
6	explosm, flash, animation, movies, Joe Zombie, The Project, Stick Wars, comics , Cyanide and Happiness, art, vector, photography, photoshop, stick suicide, SS, Rob DenBleyker, Matt Melvin, Dave McE, Kris Wilson
7	[not used]
8	washington post comics , political comics , political cartoons, editorial cartoons, post comics , print comics , web comics , online cartoons, opinion comics , paper comics , opinion cartoons
9	[not used]
10	[not used]

Your contents

Suppliers of **Comics** from Marvel, Image, DC and Vertigo, Dark Horse, Dynamite, Avatar, Top Cow and Wildstorm. Action Figures including Gears of War, Resident Evil, Halo and Aliens Vs Predator. New release **Comics** and Figures added Daily check back soon.

Advice for your meta keywords

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	2	OK	OK
Keyword density:	0% to 30%	5%	OK	OK

Keyword use in the first sentence of the body text

Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Example: <body>Here goes the first sentence. This text is not the first sentence.

Their contents

Rank	Keyword use in the first sentence of the body text
1	close Username Password Remember Me Your username is not necessarily your email address.
2	close Username Password Remember Me Your username is not necessarily your email address.
3	Marvel Web GOOGLE SEARCH » Comics » Movies » Video Games » Toys » TV » Character Bios » Universe Connections » Iron Man Spotlight » News » Comic News » Movie & TV News » Comic Catalog » Podcasts » Movie Videos » Full-Length Shows » Comic Videos » Motion Comics » Video Game Videos » Hi-Res Videos » All Videos » Comic Store Locator » Comic Subscriptions » Marvel Shop » Prints Store » Marvel Comics iPhone/iPad Store » Animated Shows » Videos » Act [and 295 additional characters]
4	Comics From Wikipedia, the free encyclopedia Jump to: navigation , search For the entertainers known as " comics ", see Comedian . For the magazine format usually containing longer self-contained stories, see Comic book . The examples and perspective in this article may not represent a worldwide view of the subject . Please improve this article and discuss the issue on the talk page . (February 2010)
5	Home STRIPS MASHUPS ANIMATION BLOG SHOP View Zoom Size Strip Previous June 7, 2010 Reddit MySpace Google Ask del.icio.us Slashdot Twitter Facebook Yahoo Bookmarks Yahoo Web Digg Technorati close close Send to a Friend or Friends send close Choose a list BACK
6	The Explosm Network Robots with Feelings Music is meant to be BLASTED home comics shorts forums merch 06.07.2010 by Matt « First Random Archive
7	DC Comics Search DC Home DC Universe Venigo Wild Storm DC Direct DC Kids Mad Zuda RED HOOD: LOST DAYS #1 NEIL YOUNG'S GREENDALE A GOD SOMEWHERE BRIGHTEST DAY #3 On Sale This Week >> RED HOOD: LOST DAYS #1 NEIL YOUNG'S GREENDALE A GOD SOMEWHERE BRIGHTEST DAY #3 BATMAN: THE RETURN OF BRUCE WAYNE #2 YEARS OF WAR BOOK 1 GREEN LANTERN CORPS #48 GREEN LANTERN #54 THE EXECUTOR WORLD OF WAR CRAFT: ASHBRINGER DC ORIGINS ACTION FIGURES SUPERMAN: WAR OF THE SUPERMEN #3 SWEET TOOTH VOL.
8	Change Preferences Sign Out Sign In Register Now TODAY'S NEWSPAPER Subscribe PostPoints
9	SIGN IN or Create an Account
10	Archive Forums News/Blag Store About A webcomic of romance, sarcasm, math, and language.

Your contents

[DMF Home] [Contact Us] [Products] [Login]

Advice for your first sentence of the body text

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Keyword use in HTML comments

Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.com.

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

Your contents

[not used]

Advice for your HTML comments

Search term: "comics"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "comics" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "comics" but this is optional.	<

Example

Search engine compatibility

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

Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.dmf-comics-toys-and-games.co.uk" contains 232 words which should be enough for 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. The search term "Halo and Aliens Vs Predator. New release Comics and Figures added Daily check back soon." of your Meta Keywords tag does not seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.	<<
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in these web page elements so there won't be any problems with the search engines in this aspect.	OK
Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines.	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.	OK
Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.dmf-comics-toys-and-games.co.uk" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.dmf-comics-toys-and-games.co.uk" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.dmf-comics-toys-and-games.co.uk on Google.com.

Advice

Inbound links to your web page

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

How fast does your web page get new links pointing to it?

Do the web sites which link to your page belong to the same content category?

Since when do the links to your page exist?

Is the text surrounding the link to your page relevant to the search term "comics"?

Your web page

How many important links from your other pages point to your web page?

Do the links on your web page point to high quality, topically-related pages?

How often and how many changes do you make to your web page over time? Is your content up-to-date?

How often and how many web pages do you add to your web site?

How long do your visitors spend time on your web page?

Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.com, for example Amazon or Wikipedia?

How many visitors of the search engine result page click through to your page?

How often do search engine visitors search for your company name or web page URL on Google.com?

Negative ranking factors (you should be able to say "no" to all the following questions)

Is your content very similar or a duplicate of existing content?

Is your server often down when search engine crawlers try to access it?

Do you link to web sites that do not deserve a link?

Do you use the same title or meta tags for many web pages?

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

Do a majority of your inbound links come from low quality or spam sites?

Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "comics"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	1	1	1	0	0	1	1	3	0	0 to 3
Body Text:	1	11	9	21	161	0	5	6	4	8	4	0 to 161
H1 Texts:	0	0	0	0	1	0	0	1	0	1	0	0 to 1
Domain:	1	1	1	0	0	0	0	1	0	1	0	0 to 1
Page URL:	0	0	0	0	1	0	1	0	2	0	0	0 to 2
H2-H6 Texts:	0	0	0	0	2	0	0	1	0	2	1	0 to 2
IMG ALT:	0	3	2	7	0	0	0	1	0	1	0	0 to 7
Bold Text:	0	0	0	1	6	0	0	0	0	0	0	0 to 6
SD LT:	0	9	7	16	35	0	1	4	3	5	0	0 to 35
Outbound LT:	0	0	0	1	15	0	0	1	0	1	1	0 to 15
SD LU:	0	0	0	37	101	0	6	18	7	6	0	0 to 101
Outbound LU:	0	15	16	3	29	0	6	5	0	2	1	0 to 29
Meta Descr.:	2	4	4	1	0	0	1	0	0	2	0	0 to 4
Meta Keyw.:	2	1	1	1	0	1	1	0	7	0	0	0 to 7
First Sentence:	0	0	0	5	2	0	1	1	0	0	0	0 to 5
HTML Comm.:	0	0	0	2	0	0	0	2	1	3	0	0 to 3

Example

Table: Keyword density

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "comics"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	6%	11%	4%	20%	0%	0%	50%	100%	38%	0%	0% to 100%
Body Text:	0%	0%	2%	2%	2%	0%	4%	2%	1%	3%	2%	0% to 4%
H1 Texts:	0%	0%	0%	0%	100%	0%	0%	50%	0%	6%	0%	0% to 100%
Domain:	20%	100%	100%	0%	0%	0%	0%	100%	0%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	50%	0%	100%	0%	50%	0%	0%	0% to 100%
H2-H6 Texts:	0%	0%	0%	0%	2%	0%	0%	3%	0%	6%	2%	0% to 6%
IMG ALT:	0%	6%	5%	3%	0%	0%	0%	20%	0%	4%	0%	0% to 20%
Bold Text:	0%	0%	0%	11%	7%	0%	0%	0%	0%	0%	0%	0% to 11%
SD LT:	0%	0%	2%	3%	3%	0%	6%	2%	1%	2%	0%	0% to 6%
Outbound LT:	0%	0%	0%	7%	7%	0%	0%	6%	0%	8%	4%	0% to 8%
SD LU:	0%	0%	0%	2%	4%	0%	23%	9%	1%	3%	0%	0% to 23%
Outbound LU:	0%	5%	5%	4%	6%	0%	3%	6%	0%	12%	2%	0% to 12%
Meta Descr.:	7%	2%	2%	3%	0%	0%	20%	0%	0%	18%	0%	0% to 20%
Meta Keyw.:	5%	1%	11%	9%	0%	4%	3%	0%	30%	0%	0%	0% to 30%
First Sentence:	0%	0%	0%	4%	3%	0%	4%	1%	0%	0%	0%	0% to 4%
HTML Comm.:	0%	0%	0%	2%	0%	0%	0%	2%	1%	2%	0%	0% to 2%

Example

Table: Keyword position

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "comics"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	15	46	89	1	n/a	n/a	4	1	3	n/a	n/a to 89
Body Text:	129	184	184	41	1	n/a	82	4	1,110	84	372	n/a to 1,110
H1 Texts:	n/a	n/a	n/a	n/a	1	n/a	n/a	4	n/a	5	n/a	n/a to 5
Domain:	5	1	1	n/a	n/a	n/a	n/a	3	n/a	3	n/a	n/a to 3
Page URL:	n/a	n/a	n/a	n/a	6	n/a	1	n/a	1	n/a	n/a	n/a to 6
H2-H6 Texts:	n/a	n/a	n/a	n/a	332	n/a	n/a	127	n/a	37	163	n/a to 332
IMG ALT:	n/a	1	1	24	n/a	n/a	n/a	4	n/a	3	n/a	n/a to 24
Bold Text:	n/a	n/a	n/a	16	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 52
SD LT:	n/a	73	73	1	120	n/a	7	4	1,075	28	n/a	n/a to 1,075
Outbound LT:	n/a	n/a	n/a	29	261	n/a	n/a	70	n/a	59	44	n/a to 261
SD LU:	n/a	n/a	n/a	1	131	n/a	8	3	3,810	31	n/a	n/a to 3,810
Outbound LU:	n/a	15	15	13	437	n/a	332	9	n/a	14	306	n/a to 437
Meta Descr.:	16	1	1	189	n/a	n/a	15	n/a	n/a	3	n/a	n/a to 189
Meta Keyw.:	14	20	31	9	n/a	189	74	n/a	17	n/a	n/a	n/a to 189
First Sentence:	n/a	n/a	n/a	0	n/a	n/a	80	4	n/a	n/a	n/a	n/a to 80
HTML Comm.:	n/a	n/a	n/a	427	n/a	n/a	n/a	225	725	44	n/a	n/a to 725

Example

Table: Number of words

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	16	9	24	5	14	5	2	1	8	3	1 to 24
Body Text:	230	3,476	426	966	7,783	134	125	264	557	320	198	125 to 7,783
H1 Texts:	19	0	0	5	1	0	0	2	0	17	2	0 to 17
Domain:	5	1	1	1	2	1	1	1	1	1	1	1 to 2
Page URL:	0	0	2	0	2	0	1	0	4	0	0	0 to 4
H2-H6 Texts:	4	0	0	0	130	0	0	40	47	33	59	0 to 130
IMG ALT:	37	48	42	273	10	26	10	5	5	27	22	5 to 273
Bold Text:	6	0	0	9	83	0	23	0	12	21	0	0 to 83
SD LT:	30	3,388	299	586	1,350	81	18	215	373	218	28	18 to 3,388
Outbound LT:	0	18	18	15	220	12	29	17	48	13	27	12 to 220
SD LU:	141	420	88	1,785	2,754	102	26	202	1,239	183	19	19 to 2,754
Outbound LU:	0	310	304	83	513	352	208	91	97	17	64	17 to 513
Meta Descr.:	31	249	270	36	0	29	5	0	23	11	0	0 to 270
Meta Keyw.:	40	221	221	32	0	26	29	0	23	0	0	0 to 221
First Sentence:	14	13	13	11	65	42	28	86	15	6	13	6 to 141
HTML Comm.:	0	20	20	13	105	35	75	92	156	140	70	20 to 156

Example

Table: Number of characters

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	8	98	55	137	41	95	39	9	6	68	18	6 to 137
Body Text:	1,322	20,996	2,394	5,393	46,920	735	1,004	1,592	3,465	1,985	1,311	735 to 46,920
H1 Texts:	113	0	0	28	6	0	0	9	0	107	12	0 to 107
Domain:	25	6	6	6	12	7	7	8	14	8	4	4 to 14
Page URL:	0	0	9	0	11	0	6	0	22	0	0	0 to 22
H2-H6 Texts:	24	0	0	0	668	0	0	217	267	196	428	0 to 668
IMG ALT:	223	276	245	1,594	82	154	67	25	42	153	150	25 to 1,594
Bold Text:	31	0	0	53	169	0	120	0	65	109	0	0 to 169
SD LT:	166	20,667	1,726	3,428	7,464	456	96	1,209	2,432	1,261	118	96 to 20,667
Outbound LT:	0	131	131	94	2,124	82	159	108	291	91	204	82 to 2,124
SD LU:	780	2,322	1,008	10,574	15,257	601	155	1,142	7,871	1,338	75	75 to 15,257
Outbound LU:	0	1,550	490	550	3,234	1,939	1,359	602	840	112	479	112 to 3,234
Meta Descr.:	207	1,534	1,653	181	0	202	42	0	142	63	0	0 to 1,653
Meta Keyw.:	251	1,398	58	0	0	194	211	0	174	0	0	0 to 1,398
First Sentence:	50	88	88	75	401	258	153	478	93	28	88	28 to 745
HTML Comm.:	0	159	159	650	80	272	606	571	1,352	1,148	1,188	159 to 1,352

Example

Table: Ranking factors digest

This chapter shows some of the search engine ranking factors in tabular form. Some of the values may have been abbreviated by using "k" which means that the value must be multiplied by 1000. ("n/a" means "data not available".)

Digest												
	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of inbound links according to these search engines (the more the better)												
Alexa:	0	3k	3k	6k	451k	6k	3k	4k	74k	2k	14k	2k to 451k
Google.com :	0	0	0	25	0	0	0	0	0	0	0	0 to 25
Yahoo.com:	2	3k	470	40k	737	210k	59k	137k	911	4k	830k	470 to 830k
Links from social networks (the more the better)												
Del.icio.us:	0	1k	1k	1k	1k	5k	2k	695	7k	693	23k	693 to 23k
Digg:	0	181	181	1k	9k	423	1k	57	36k	322	2k	57 to 36k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	n/a	Dec 1998	Dec 1998	Mar 1997	Jan 2001	Jan 1997	Dec 2004	Jul 1994	Nov 1995	Mar 2000	Jan 2003	Jul 1994 to Dec 2004
Server Speed:	n/a	5.10s	5.10s	2.67s	1.34s	1.87s	5.04s	1.94s	4.05s	3.61s	0.71s	0.71s to 5.10s
Alexa Traffic Rank:	n/a	6k	5k	3k	6	4k	3k	12k	318	7k	1k	6 to 12k

Example