



Top 10 Web Page Optimizer Report

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Recipient:

This SEO report will make recommendations that can help to ensure that your site is accessible to a search engines and improves the chances that the site will be found by the search engine.

This report is the first step towards improving your search engine ranking, however it only helps once the recommendations are implemented to your site by your web maintenance team or MyConsulting which we can provide a quote on 03 9762 2620 for the work necessary.

Kind Regards,
Michael Arendt

-Internet Marketing Executive-

Report Overview

This report helps you to optimize the web page "<http://www.myconsulting.com.au/>" for a high ranking on Google.com.au (pages from Australia) for the search term "domain names".

Your Web Page

<http://www.myconsulting.com.au/>

Analyzed Web Pages

1. <http://www.melbourneit.com.au/cc/domainname/index>
2. <http://www.melbourneit.com.au/>
3. <http://www.domainregistration.com.au/>
4. <http://www.domain.netregistry.com.au/>
5. <http://www.planetdomain.com/>
6. <http://www.austdomains.com.au/>
7. <http://domains.ausweb.com.au/>
8. <http://www.accc.gov.au/content/index.phtml/itemId/54057>
9. <http://www.auda.org.au/>
10. <http://www.enetica.com.au/>

Analyzed Search Terms

1. domain names
2. domain
3. names

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 "domain names" in the document title and if it's important for Google.com.au (pages from Australia).

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

Their Contents

No.	Document Title
1.	Domain Name Registrar
2.	Domain Names , Web Hosting, Web Design, Search Engine Optimisation, and Search Engine Marketing at MelbourneIT
3.	Australian Domain Name Registration Services Register .com.au Domains Affordable Professional Web Hosting
4.	Domain Name Registration NetRegistry .com.au \$44.95 Trusted by 100,000s of Australian businesses since 1997
5.	Planet Domain Cheap Domain Names Web Hosting Domain Registration Australia Domains Canada Domains
6.	Australia Domain Name Registration Services .com.au Domains
7.	Domain Names Cheap Domains in Australia
8.	Domain name renewal/registrations—don't get caught
9.	auDA
10.	Fast 24x7 Live Approvals - Enetica Domain Name Registration Australia

Your Contents

Search Engine Optimisation,SEO,Search Engine Optimization

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "domain names" in the document title but this is optional.
- > Position: You could use the search term "domain names" at least once in the document title but this is optional.
- > Quantity: You could use the search term "domain" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "domain" in the document title but this is optional.
- > Position: You could use the search term "domain" at least once in the document title but this is optional.
- > Quantity: You could use the search term "names" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "names" in the document title but this is optional.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Position: You could use the search term "names" at least once in the document title but this is optional.
- OK Number of words: You use 7 words in the document title. This meets the requirements.
- OK Number of characters: You use 57 characters in the document title. This meets the requirements.

Detailed Analysis of "Document Title"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	0	0	1	0	1	0	0	0	0 to 1
Density	0.0%	0.0%	12.5%	0.0%	0.0%	11.8%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0% to 28.6%
Position	n/a	n/a	1	n/a	n/a	23	n/a	1	n/a	n/a	n/a	n/a to 23

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	2	1	5	2	2	1	0	1	0 to 5
Density	0.0%	33.3%	6.3%	14.3%	5.6%	29.4%	25.0%	28.6%	20.0%	0.0%	11.1%	0.0% to 33.3%
Position	n/a	1	1	12	1	8	11	1	1	n/a	36	n/a to 36

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	0	0	1	0	1	0	0	0	0 to 1
Density	0.0%	0.0%	6.3%	0.0%	0.0%	5.9%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0% to 14.3%
Position	n/a	n/a	8	n/a	n/a	30	n/a	8	n/a	n/a	n/a	n/a to 30

Document Title Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	7	3	16	14	18	17	8	7	5	1	9	1 to 18
Characters	57	21	110	109	116	106	61	41	50	4	69	4 to 116

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.au (pages from Australia) gives relevance to search terms in the Meta Keywords tag.

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

Their Contents

No.	Meta Keywords
1.	domain names , personal domain name, australian domain name, domain name registrar, domain name hosting, affordable domain name registration, domain registration
2.	register domain names , search engine optimisation, search engine optimization, search engine marketing, seo, sem, domain names , domain name registration, domain name, australian domain name, domain name services
3.	Domain Names , Registration, domain name registration, domain registration, australian, Web Hosting, Renewal, International, officially accredited registrar, Free technical support
4.	[not used]
5.	cheap domain names , register domain , domain name registration, Icanm accredited registrar, domain registration
6.	Domain Names , Registration, domain name registration, domain registration, australian domain names , Free Website, What Are, DNS, Registry Fees, Renewal, Australian, International, Cname, A Records, MX, Sub- domain s, Rules, Inward Delegation, .com.au, cheap do
7.	domain names , domains , australian domain names , australian, australia, registration, name server, web, dns management, cheap, affordable, hosting, cheap domain names ,
8.	[not used]
9.	Default Meta Keywords
10.	domain names , domains , registration, domain name registration, web name registration, reserve webname, domain registration, register url, free url forwarding, email forwarding, domain name registration australia, DNS hosting, domain snapback, domian, registartion

Your Contents

seo, search engine optimisation, search engine optimization

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" at least once in the Meta Keywords tag but this is optional.
- > Density: You could increase the keyword density for the search term "domain names" in the Meta Keywords tag but this is optional.
- > Position: You could use the search term "domain names" at least once in the Meta Keywords tag but this is optional.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain" at least once in the Meta Keywords tag but this is optional.
- > Density: You could increase the keyword density for the search term "domain" in the Meta Keywords tag but this is optional.
- > Position: You could use the search term "domain" at least once in the Meta Keywords tag but this is optional.
- > Quantity: You could use the search term "names" at least once in the Meta Keywords tag but this is optional.
- > Density: You could increase the keyword density for the search term "names" in the Meta Keywords tag but this is optional.
- > Position: You could use the search term "names" at least once in the Meta Keywords tag but this is optional.
- OK Number of words: You use 7 words in the Meta Keywords tag. This meets the requirements.
- OK Number of characters: You use 59 characters in the Meta Keywords tag. This meets the requirements.

Detailed Analysis of "Meta Keywords"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	2	1	0	1	2	3	0	0	1	0 to 3
Density	0.0%	10.0%	14.8%	10.5%	0.0%	15.4%	12.1%	30.0%	0.0%	0.0%	6.5%	0.0% to 30.0%
Position	n/a	1	10	1	n/a	7	1	1	n/a	n/a	1	n/a to 10

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	7	6	3	0	4	5	4	0	0	6	0 to 7
Density	0.0%	35.0%	22.2%	15.8%	0.0%	30.8%	15.2%	20.0%	0.0%	0.0%	19.4%	0.0% to 35.0%
Position	n/a	1	10	1	n/a	7	1	1	n/a	n/a	1	n/a to 10

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	2	1	0	1	2	3	0	0	1	0 to 3
Density	0.0%	5.0%	7.4%	5.3%	0.0%	7.7%	6.1%	15.0%	0.0%	0.0%	3.2%	0.0% to 15.0%
Position	n/a	8	17	8	n/a	14	8	8	n/a	n/a	8	n/a to 17

Meta Keywords Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	7	20	27	19	0	13	33	20	0	3	31	0 to 33
Characters	59	160	211	171	0	111	241	162	0	21	249	0 to 249

Meta Description

The Meta description tag allows you to describe your web page. This chapter tries to find out if Google.com.au (pages from Australia) 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.	Melbourne IT is a global leader in domain name registration, online brand protection, and online web solution services.
2.	Melbourne IT is a world leader for domain name registration, offering search engine optimisation, web hosting, email plans, and website design.
3.	Australian Domain Names Domain Name Registration plus affordable professional Web Hosting Solutions to expand your business without breaking your budget.
4.	Great value domain names with domain certificate, 24/7 domain name and service management through Control Panel, plus \$1000s savings on leading Australian brands, free trials, tools & online resources to help you grow your business.
5.	PLANET DOMAIN is an ICANN accredited Domain Name Registrar for the top-level domain names .com, .org, and .net.
6.	Australian Domain Names Aust Domains , Domain Name Registration and Website Hosting Australia. Aust Domains is an Australian favorite domain name registrar for registering cheap australian business internet domain names , see why 1000's of australian businesses register domain names with Aust Domains
7.	AUSWEB Domains is Australias favorite Domain Name Registrar for hosting cheap Domains
8.	[not used]
9.	Default Meta Description
10.	Domain Name Registration Australia from Australia's first auDA accredited registrar.

Your Contents

Search engine optimisation programs from \$550 per month. Rank high on Google, Yahoo with our search engine optimisation services.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" at least once in the Meta Description tag but this is optional.
- > Density: You could increase the keyword density for the search term "domain names" in the Meta Description tag but this is optional.
- > Position: You could use the search term "domain names" at least once in the Meta Description tag but this is optional.
- > Quantity: You could use the search term "domain" at least once in the Meta Description tag but this is optional.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Density: You could increase the keyword density for the search term "domain" in the Meta Description tag but this is optional.
- > Position: You could use the search term "domain" at least once in the Meta Description tag but this is optional.
- > Quantity: You could use the search term "names" at least once in the Meta Description tag but this is optional.
- > Density: You could increase the keyword density for the search term "names" in the Meta Description tag but this is optional.
- > Position: You could use the search term "names" at least once in the Meta Description tag but this is optional.
- OK Number of words: You use 18 words in the Meta Description tag. This meets the requirements.
- OK Number of characters: You use 127 characters in the Meta Description tag. This meets the requirements.

Detailed Analysis of "Meta Description"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	1	1	3	0	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	9.5%	5.7%	11.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0% to 14.3%
Position	n/a	n/a	n/a	12	13	77	12	n/a	n/a	n/a	n/a	n/a to 77

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	2	3	3	8	3	0	0	1	0 to 8
Density	0.0%	5.6%	4.8%	9.5%	8.6%	16.7%	19.0%	25.0%	0.0%	0.0%	10.0%	0.0% to 25.0%
Position	n/a	36	36	12	13	7	12	8	n/a	n/a	1	n/a to 36

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	1	1	3	0	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	4.8%	2.9%	5.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0% to 7.1%
Position	n/a	n/a	n/a	19	20	84	19	n/a	n/a	n/a	n/a	n/a to 84

Meta Description Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	18	18	21	21	35	18	42	12	0	3	10	0 to 42
Characters	127	119	143	155	232	111	301	86	0	24	84	0 to 301

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

Your guide to search engine optimisation, improving search ranks in the free listings, web traffic analysis, keyword mining, your complete web site optimisation source. Home Company Information Contact Us Testimonials "Picked up my first 2 jobs from the latest Google promotions within 2 weeks of signing up for 'SEO Program 3'. Great!" Ron from Ezy-Way Security Shredding www.ezy-waysecurityshredding.com.au 'Security Shredding Melbourne' Google 'Paper Shredding Melbourne' "Excellent results - I am stunned how quickly the results have improved" David from Eastern Suburbs Driving School 'Driving Instructor Melbourne' NineMSN 'Australian Drivers Licence' NineMSN "Web traffic doubled within 4 weeks of having MyConsulting re-vamp our website and joining 'Seo Program 3'." Justin from Commercial Industrial Painting Services 'Commercial Painting Services' Google page 1, rank 2 and 3 "Page one listings on search engines have increased our online enquiries measurable." Ken from Anston Paving Stones 'Paving Stones' Yahoo 'Paving Stones' Google "Our web site hits have doubled since we joined the Traffonaut Program." Christine from Creatives New Edge 'Nail Design' NineMSN 'Nail Design' Google 'Nail Products' Google "We have buckets of work on now from all over Australia - so smiles all around here." Jay from Jumping Jacks Sydney - www.jumpingcastles.com 'jumping castles' Google page 1, rank 3 "Great result - enquiries are up, top10 ranks on Google, NineMSN and Yahoo have all been achieved within 4 weeks and rising.

Your promises came true." John from WF Gordon 'Forklifts' Google 'Forklift Parts' NineMSN "We've been getting more and more people coming to us saying they found us through our website. Our website is well positioned on the search engines and attracts lots of online customers." Chris from Boronia Aquarium Search on Google for 'Online Aquarium' Search on Google for 'Aquarium' Internet Marketing We specialise in SEO search engine optimisation. Tap into a never ending stream of new qualified online leads.

We have achieved fantastic results for our customers. Web Development MyConsulting has 10 years web development experience. Web designers in Melbourne create and design custom made online solutions building the core of search engine marketing. Promotional Links Kirks Cameras Online Product Catalogue CNE Beauty Salon Supplies Comoran Trade Promotion Management Software Pets Pantry Dog Pet Food Delivery Australian Moulding Skirting & Architraves Hiclone Australia Pty Ltd CMTP Pty Ltd : Pallets, Skirting, Architraves, Bins, Boxes Crates Ezy-Way Security Shredding Ezy-Way Promotion Industrial Commercial Painter Melbourne Kirks Camera Supply Painter Decorator, Painter Melbourne Driving School Melbourne Areas of Service Australia wide; Melbourne, Sydney, Canberra, Brisbane, Goldcoast, Victoria, VIC, NSW, Queensland, Perth, Adelaide, Hobart, Darwin, and all the rest of Australia.

More Hits & Web Site Traffic Great care is taken to optimise each new web site design according to latest search engine standards and to improve the chances that the site will be timely listed by the search engines and rank high to receive more web traffic. SEO Resources SEO CO Keyword Miner Google Keyword Tool Yahoo Keyword Tools Page Rank Check with Google Toolbar XML Sitemap Creator Google Webmaster Tools Google Analytics Google Adwords Search Engine Crawler Simulator Google 1000 1liners SEO CO Top Web Dir.s Search Engine Optimisation (SEO) Search Engine Optimisation (SEO) is the process of improving the ranking of a web site on the search engines Google, Yahoo and NineMSN in order to get more qualified online leads.

Your Contents

The process includes improving the content and structure of the website's copy and page layout, ensuring the website's coding validates and linking the site with relevant partner sites, forums and blogs. MyConsulting offer a complete and transparent search engine optimisation service with the following advantages: Guarantee All work 100% guaranteed - full money back guarantee Benchmarking results Results benchmarked to current and past web traffic, ie get 100% more traffic References Clickable results and references of existing clients (see left hand column) Pay as you go All work payable on a monthly basis in line with results Free traffic Secure Top search engine rankings for your site on page 1 or 2 in the FREE listings of major search engines Measurable results: ROI Results measured in ROI Return on Investment: benchmarked by using Web Promotional Offers and Codes to track internet business leads; We can actually show you newly derived customer revenue from the internet/per dollar spend on our search programs, for example: spend \$1, receive \$10 from new online business* Get educated Want to find out what SEO is in more detail?

Visit us for a free training session. Various options: 3, 6, 12 months contracts FREE web site re-vamp 3 months contracts include a free full web site re-vamp for web sites with up to 4 pages in W3C compliant XHTML coding; 6 months contract, up to 10 pages , 12 months up to 20 pages Price: From \$550 per month Talk to a search engine expert, dial (03) 9762 2620 now, or send an enquiry here... What else is included with search engine optimisation program 'Traffonaut ': Keyword research up to 10 top keywords: find synonyms and other keywords used to find your business that you dont know about yet- but that potential customers use, we research search engines databases to get these keywords Overhaul complete search engine optimisation overhaul of your website E-search.com.au listings on e-search.com.au for time of contract MyConsulting and other directories separate new web page on MyConsulting directory for time of contract Ranking tracking position and rank tracking for time of contract Free statistical software log in free statistics if hosted on our server Sign up with Google diagnostic s Create sitemap in htm and xml up to 5000 pages Submit xml sitemap to google Links on MyConsulting home page for quick search engine uptake of your site plus various other services Search Engine Marketing (SEM) In many industries paper advertising has become way less relevant than in the past.

Business is struggling to identify most profitable search engine marketing solutions. MyConsulting can show you cost effective ways to best split your online marketing budget between efficient search engine optimisation programs and pay-per-click search engine advertising with Goggle, Yahoo & Nine MSN. Our Traffonaut program that improve search engine rankings of your free listings and therefore lead more traffic to your site can easily double if not quadruple traffic counts. And if you're smart you know that it can be cash money for business.

How to get into the top 10 ranks With 92% of online customers using search engines, it's time to accept that search engine marketing is an integral part of business. Did you know, 79.5% of online users find what they need on page1 of search results. Therefore only web sites within the TOP10 ranks get that larger share of web traffic and sales leads. This is how search engine optimisation works Get keywords: Research keywords that customers use on the search engines Analyse Your website: See if the keywords are embedded into your website at strategically correct positions of the layout, Sign up with Google diagnostics and Google analytics.

Research your competitors Top10 websites : Look thru the TOP 10 ranked websites of your competitors for search engine optimisation clues (you can use automated software to do that, called crawlers) Upgrade your web site to W3C compliant XHTML coding for efficient search robot crawls Optimise Your Website: Update your website according to the results of above research and analysis Weekly Content updates: Be ambitious, over time build your website to become 'THE' information portal in your industry niche with frequent updates using a content management system Make Google and Co aware that you exist Tracking Success: Ask your hosting company for detailed statistics – AWStats are good for example Ask related websites to link to you, make sure they have a high page rank on Google!

Get high ranks on the search engines now. Whether you need a 'quick-fix' or long-term campaign, give us a phone call on 03 9762 2620. We won't tie you down with any nasty long term contracts and our prices won't chase you away. Name* Email* Ph* Location: Enquiry My www - Where did you hear about us? Google Search Engine Yahoo NineMSN Looksmart Alta Vista Overture Europe Other Search Engine General Advertising * indicative figure only, results vary for different industries and keywords Internet Marketing | Web Development | Search Engine Optimisation | ECommerce | **Domain names** | Web Hosting | Business Coaching | Sitemap | Home | Company | Our Services | Resources | Portfolio | Contact © MyConsulting Pty Ltd 2007 CALL (03) 9762 2620

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" more than once in the body text but this is optional.
- >> Density: You should increase the keyword density for the search term "domain names" from 0.1% to up to 7.4% in the body text. You can do this by adding the search term "domain names" to the body text, or by removing some text.
- >> Position: You've placed the search term "domain names" at character position 8,935 of the body text. You should move it more to the top. Move it at most to character position 1,357.
- >> Quantity: You use the search term "domain" once in this the body text but you should use it at least 8 times.
- >> Density: You should increase the keyword density for the search term "domain" from 0.1% to up to 11.1% in the body text. You can do this by adding the search term "domain" to the body text, or by removing some text.
- >> Position: You've placed the search term "domain" at character position 8,935 of the body text. You should move it more to the top. Move it at most to character position 496.
- > Quantity: You could use the search term "names" more than once in the body text but this is optional.
- >> Density: You should increase the keyword density for the search term "names" from 0.1% to up to 3.7% in the body text. You can do this by adding the search term "names" to the body text, or by removing some text.
- >> Position: You've placed the search term "names" at character position 8,942 of the body text. You should move it more to the top. Move it at most to character position 1,364.
- OK Number of words: You use 1,419 words in the body text. This meets the requirements.
- OK Number of characters: You use 9,129 characters in the body text. This meets the requirements.

Detailed Analysis of "Body Text"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	23	9	6	5	3	9	6	19	1	1	1 to 23
Density	0.1%	3.9%	3.2%	1.7%	2.3%	0.8%	7.4%	2.9%	2.5%	0.9%	1.0%	0.8% to 7.4%
Position	8,935	45	48	235	225	100	515	12	629	959	1,357	12 to 1,357

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	63	25	22	24	27	27	29	82	8	12	8 to 82
Density	0.1%	5.3%	4.4%	3.2%	5.6%	3.4%	11.1%	7.1%	5.4%	3.8%	5.8%	3.2% to 11.1%
Position	8,935	45	48	1	225	100	195	12	496	167	1	1 to 496

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	28	13	7	5	4	9	7	20	1	1	1 to 28
Density	0.1%	2.4%	2.3%	1.0%	1.2%	0.5%	3.7%	1.7%	1.3%	0.5%	0.5%	0.5% to 3.7%
Position	8,942	52	55	242	232	107	522	19	636	966	1,364	19 to 1,364

Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	1,419	1,181	570	692	431	793	243	409	1,505	212	208	208 to 1,505
Characters	9,129	7,416	3,862	4,654	2,965	5,140	1,626	2,733	9,738	1,357	1,390	1,357 to 9,738

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.	Welcome!
2.	Welcome!
3.	Domain Name Registrar (Australia) provides fast Domain Name Registration plus affordable professional Web Hosting Solutions to expand your business without breaking your budget.
4.	Home Client Log-In Console Log-in WebMail Log-in About Us Corp Profile Data Centre In the Press Employment Support Centre Support Pages Service Notices Contact Us News & Tools Toolbox News Centre Newsletter Domain Names Register Domains Domain Prices Transfer/renew Domains Domain Manager Email Hosting Email Hosting Plans Economy Email Business Email Enterprise Email Compare Plans Web Hosting Web Hosting Plans Economy Hosting Business Hosting Enterprise Hosting Mission Critical Hosting Compare Plans Instant Website Custom Website Dedicated Hosting Dedicated Hosting Dedicated Hosting Plans Dedicated Pro Dedicated Power Dedicated Power Plus Compare Plans Operating Systems Firewalls Server Management Plesk Control Panel Data Centre eCommerce eCommerce solutions Instant Store Enterprise Store Merchant eCommerce Payment Gateway Dedicated SSL Certificate Shopping Carts Fee-Free Transactions Online marketing Search Engine Submission GoLive Search Engine Optimisation Optimiser Report Traffic Accelerator SEO Free Website Analysis Advertising Search Engine Advertising Reseller Program Overview Domain Reseller Hosting Reseller Case Studies Apply Online Domain Names Register Domains Domain Pricing Transfer Domains Domain Services Domain Manager Included with Domains Free Hosting Trial Business Savings Pack Business Reference Library Unlimited Support Domain Support Support Centre Rules of Registration Service Levels Great Value Domain Names
5.	Choose a Country
6.	.com.au .net.au .org.au .id.au .asn.au .com .net .org .info .biz .co.nz .net.nz .org.nz .ac.nz .gen.nz .geek.nz .co.uk .me.uk ----- Search All
7.	Australian Domain Names
8.	Australian Competition and Consumer Commission
9.	Skip to main content * This site will look much better in a browser that supports web standards , but it is accessible to any browser or Internet device.
10.	Domains Hosting SSL Certs Resellers About Us Register Transfer/Renew Manage

Your Contents

Your guide to search engine optimisation, improving search ranks in the free listings, web traffic analysis, keyword mining, your complete web site optimisation source.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" 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 "domain names" in the first sentence of the body text but this is optional.
 - > Position: You could use the search term "domain names" at least once in the first sentence of the body text but this is optional.
 - > Quantity: You could use the search term "domain" 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 "domain" in the first sentence of the body text but this is optional.
 - > Position: You could use the search term "domain" at least once in the first sentence of the body text but this is optional.
 - > Quantity: You could use the search term "names" 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 "names" in the first sentence of the body text but this is optional.
 - > Position: You could use the search term "names" at least once in the first sentence of the body text but this is optional.
- OK Number of words: You use 24 words in the first sentence of the body text. This meets the requirements.
- OK Number of characters: You use 168 characters in the first sentence of the body text. This meets the requirements.

Detailed Analysis of "First Sentence of the Body Text"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	3	0	0	1	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0% to 66.7%
Position	n/a	n/a	n/a	n/a	208	n/a	n/a	12	n/a	n/a	n/a	n/a to 208

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	2	15	0	0	1	0	0	1	0 to 15
Density	0.0%	0.0%	0.0%	8.7%	7.7%	0.0%	0.0%	33.3%	0.0%	0.0%	10.0%	0.0% to 33.3%
Position	n/a	n/a	n/a	1	208	n/a	n/a	12	n/a	n/a	1	n/a to 208

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	3	0	0	1	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0% to 33.3%
Position	n/a	n/a	n/a	n/a	215	n/a	n/a	19	n/a	n/a	n/a	n/a to 215

First Sentence of the Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	24	1	1	23	194	3	20	3	5	28	10	1 to 194
Characters	168	8	8	177	1,451	16	150	23	46	153	75	8 to 1,451

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.au (pages from Australia) 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 melbourneit cc domainname index (http://www.melbourneit.com.au/cc/domainname/index)
2.	www melbourneit (http://www.melbourneit.com.au/)
3.	www domain registration (http://www.domainregistration.com.au/)
4.	www domain netregistry (http://www.domain.netregistry.com.au/)
5.	www planet domain (http://www.planetdomain.com/)
6.	www aust domains (http://www.austdomains.com.au/)
7.	domains ausweb (http://domains.ausweb.com.au/)
8.	www accc content indexitemId 54057 (http://www.accc.gov.au/content/index.phtml/itemId/54057)
9.	www auda (http://www.auda.org.au/)
10.	www enetica (http://www.enetica.com.au/)

Your Contents

www myconsulting [<http://www.myconsulting.com.au/>]

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- OK Quantity: You don't use the search term "domain names" in the URL. This meets the requirements.
- > Quantity: You could use the search term "domain" at least once in the URL but this is optional.
- > Density: You could increase the keyword density for the search term "domain" in the URL but this is optional.
- > Position: You could use the search term "domain" at least once in the URL but this is optional.
- OK Quantity: You don't use the search term "names" in the URL. This meets the requirements.
- OK Number of words: You use 2 words in the URL. This meets the requirements.
- OK Number of characters: You use 16 characters in the URL. This meets the requirements.

Detailed Analysis of "URL"**Analysis of "domain names":**

	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 "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	0	1	1	1	1	1	0	0	0	0 to 1
Density	0.0%	20.0%	0.0%	50.0%	33.3%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0% to 50.0%
Position	n/a	20	n/a	5	5	11	9	1	n/a	n/a	n/a	n/a to 20

Analysis of "names":

	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

URL Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	2	5	2	2	3	2	2	2	5	2	2	2 to 5
Characters	16	35	15	22	22	16	15	14	34	8	11	8 to 35

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.au (pages from Australia), too.

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

Your Contents

No.	H1 Heading Text
1.	Your guide to search engine optimisation, improving search ranks in the free listings, web traffic analysis, keyword mining, your complete web site optimisation source.
2.	Search Engine Optimisation (SEO)
3.	Search Engine Marketing (SEM)
4.	How to get into the top 10 ranks
5.	This is how search engine optimisation works
6.	Get high ranks on the search engines now.
7.	
8.	
9.	

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

>	Quantity: You could use the search term "domain names" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "domain names" in the H1 headline texts but this is optional.
>	Quantity: You could use the search term "domain" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "domain" in the H1 headline texts but this is optional.
>	Quantity: You could use the search term "names" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "names" in the H1 headline texts but this is optional.
>>	Number of words: You use 55 words in the H1 headline texts but you should use less words. Use at most 25 words.
>>	Number of characters: You use 359 characters in the H1 headline texts but you should use less characters. Use at most 155 characters.

Detailed Analysis of "H1 Headline Texts"**Analysis of "domain names":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	0	1	0	0	1	0	0	0	0 to 1
Density	0.0%	100.0%	20.0%	0.0%	50.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0% to 100.0%

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	3	1	1	0	1	1	0	0	0 to 3
Density	0.0%	50.0%	10.0%	12.0%	25.0%	16.7%	0.0%	16.7%	20.0%	0.0%	0.0%	0.0% to 50.0%

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	0	1	0	0	1	0	0	0	0 to 1
Density	0.0%	50.0%	10.0%	0.0%	25.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0% to 50.0%

H1 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	55	2	10	25	4	6	0	6	5	0	0	0 to 25
Characters	359	12	74	155	24	43	0	35	50	0	0	0 to 155

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.au (pages from Australia) 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	/
2.	Company Information	/company.htm
3.	Contact Us	/contact.php
4.	Internet Marketing	/
5.	Web Development	/web-site-design-melbourne/
6.	Ezy-Way Promotion	/our_clients/ezy-way-paper-shredding.htm
7.	optimise each new web site design	/web-site-design-melbourne/
8.	send an enquiry here...	/contact.php?item=Search%20Engine%20Optimisation
9.	Research keywords	/internet-marketing/search-engine-optimisation/tool-box.htm
10.	Research your competitors Top10 websites	/internet-marketing/search-engine-optimisation/
11.	Update your website	/web-site-design-melbourne/website-how-to-update.htm
12.	content management system	/web-site-design-melbourne/website-functionality-add.htm
13.	hosting company	/web-hosting/
14.	high page rank	/internet-marketing/search-engine-optimisation/tool-box.htm
15.	Internet Marketing	/internet-marketing/
16.	Web Development	/web-site-design-melbourne/
17.	Search Engine Optimisation	/internet-marketing/search-engine-optimisation/
18.	ECommerce	/ecommerce/
19.	Domain names	/domain-names/
20.	Web Hosting	/web-hosting/
21.	Business Coaching	/business-coach/business-coaching.htm
22.	Sitemap	/sitemap.html
23.	Home	/
24.	Company	/company.htm
25.	Our Services	/our_services
26.	Resources	/resources/

Your Contents

No.	Same Site Link Text	Link URL
27.	Portfolio	/sol.php
28.	Contact	/contact.php

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

OK	Quantity: You use the search term "domain names" once in the same site link texts. This meets the requirements.
OK	Density: The keyword density for the search term "domain names" is 3.2%. This meets the requirements in the same site link texts.
>>	Quantity: You use the search term "domain" once in this the same site link texts but you should use it at least 2 times.
>>	Density: You should increase the keyword density for the search term "domain" from 1.6% to up to 16.1% in the same site link texts. You can do this by adding the search term "domain" to the same site link texts, or by removing some text.
OK	Quantity: You use the search term "names" once in the same site link texts. This meets the requirements.
OK	Density: The keyword density for the search term "names" is 1.6%. This meets the requirements in the same site link texts.
OK	Number of words: You use 62 words in the same site link texts. This meets the requirements.
OK	Number of characters: You use 435 characters in the same site link texts. This meets the requirements.

Detailed Analysis of "Same Site Link Texts"**Analysis of "domain names":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	7	3	3	1	0	9	2	4	0	0	0 to 9
Density	3.2%	7.9%	2.9%	7.2%	1.1%	0.0%	15.3%	2.7%	4.7%	0.0%	0.0%	0.0% to 15.3%

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	15	15	7	11	7	19	10	10	3	2	2 to 19
Density	1.6%	8.4%	7.2%	8.4%	5.9%	9.2%	16.1%	6.7%	5.9%	4.1%	5.0%	4.0% to 16.1%

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	7	4	3	1	0	9	2	4	0	0	0 to 9
Density	1.6%	3.9%	1.9%	3.6%	0.5%	0.0%	7.6%	1.3%	2.4%	0.0%	0.0%	0.0% to 7.6%

Same Site Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	62	178	207	83	186	76	118	150	169	74	40	40 to 207
Characters	435	1,172	1,368	569	1,332	501	725	1,015	1,050	445	239	239 to 1,368

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.au (pages from Australia) 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.	'Security Shredding Melbourne' Google	http://www.google.com.au/search?hl=en&q=security+shredding+melbourne&btnG=Search&meta=cr%3DcountryAU
2.	'Paper Shredding Melbourne'	http://www.google.com.au/search?hl=en&q=paper+shredding+melbourne&meta=cr%3DcountryAU
3.	'Driving Instructor Melbourne' NineMSN	http://search.live.com/results.aspx?q=driving+instructor+melbourne&mkt=en-AU&form=QBRE&rf=1&go.x=7&go.y=6
4.	'Australian Drivers Licence' NineMSN	http://search.live.com/results.aspx?FORM=MSNH&v=1&MKT=en-au&RS=CHECKED&GO=GO&q=Australian%20Drivers%20Licence
5.	'Commercial Painting Services' Google page 1, rank 2 and 3	http://www.google.com.au/search?hl=en&q=commercial+painting+services&btnG=Search&meta=cr%3DcountryAU
6.	'Paving Stones' Yahoo	http://au.search.yahoo.com/search?p=paving+stones&prssweb=Search&ei=UTF-8&fr=fp&x=wrt&meta=vc%3DcountryAU
7.	'Paving Stones' Google	http://www.google.com.au/search?hl=en&q=paving+stone&btnG=Google+Search&meta=cr%3DcountryAU
8.	'Nail Design' NineMSN	http://search.live.com/results.aspx?q=nail+design&form=QBRE&rf=1&go.x=9&go.y=2
9.	'Nail Design' Google	http://www.google.com.au/search?hl=en&q=nail+design&meta=cr%3DcountryAU
10.	'Nail Products' Google	http://www.google.com.au/search?hl=en&q=nail+products&btnG=Search&meta=cr%3DcountryAU
11.	'jumping castles' Google page 1, rank 3	http://www.google.com.au/search?hl=en&q=jumping+castles&btnG=Search&meta=
12.	'Forklifts' Google	http://www.google.com.au/search?hl=en&q=forklifts&meta=cr%3DcountryAU
13.	'Forklift Parts' NineMSN	http://search.live.com/results.aspx?q=forklift+parts&form=QBRE&rf=1
14.	Search on Google for 'Online Aquarium'	http://www.google.com.au/search?hl=en&q=online+aquarium&meta=

Your Contents

No.	Outbound Link Text	Link URL
15.	Search on Google for 'Aquarium'	http://www.google.com.au/search?hl=en&q=aquarium&btnG=Search&meta=
16.	Kirks Cameras Online Product Catalogue	http://www.kirkscameras.com.au//component/option.com_virtuemart/Itemid.26/
17.	CNE Beauty Salon Supplies	http://www.creativesnewedge.com.au
18.	Comoran Trade Promotion Management Software	http://www.comoran.com.au
19.	Pets Pantry Dog Pet Food Delivery	http://www.petspantry.com.au
20.	Australian Moulding Skirting & Architraves	http://www.australianmoulding.com
21.	Hiclone Australia Pty Ltd	http://www.fuelsaver.com.au
22.	CMTPT Pty Ltd : Pallets, Skirting, Architraves, Bins, Boxes Crates	http://www.cmtpt.com.au
23.	Ezy-Way Security Shredding	http://www.ezy-waysecurityshredding.com.au
24.	Industrial Commercial Painter Melbourne	http://www.industrialpainter.com.au
25.	Kirks Camera Supply	http://www.kirkscameras.com.au
26.	Painter Decorator, Painter Melbourne	http://www.cipsltd.com
27.	Driving School Melbourne	http://www.easterndrivingschool.com.au/
28.	SEO CO Keyword Miner	http://www.seocompany.ca/tool/keyword-find/
29.	Google Keyword Tool	https://adwords.google.com/select/KeywordToolExternal
30.	Yahoo Keyword Tools	http://searchmarketing.yahoo.com/en_AU/rc/srch/index.php#
31.	Page Rank Check with Google Toolbar	http://toolbar.google.com/T4/
32.	XML Sitemap Creator	http://www.xml-sitemaps.com/
33.	Google Webmaster Tools	https://www.google.com/webmasters/tools/docs/en/about.html
34.	Google Analytics	https://www.google.com/analytics/home/
35.	Google Adwords	https://adwords.google.com/select/Login
36.	Search Engine Crawler Simulator	http://seobench.com/search-engine-crawler-simulator/index.php
37.	Google 1000 1liners	http://www.google.com.au/ie?q=&num=100&hl=en&btnG=Search
38.	SEO CO Top Web Dir.s	http://www.seocompany.ca/directory/top-web-directories.html

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" at least once in the outbound link texts but this is optional.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Density: You could increase the keyword density for the search term "domain names" in the outbound link texts but this is optional.
- > Quantity: You could use the search term "domain" at least once in the outbound link texts but this is optional.
- > Density: You could increase the keyword density for the search term "domain" in the outbound link texts but this is optional.
- > Quantity: You could use the search term "names" at least once in the outbound link texts but this is optional.
- > Density: You could increase the keyword density for the search term "names" in the outbound link texts but this is optional.
- >> Number of words: You use 158 words in the outbound link texts but you should use less words. Use at most 19 words.
- >> Number of characters: You use 1,110 characters in the outbound link texts but you should use less characters. Use at most 340 characters.

Detailed Analysis of "Outbound Link Texts"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	0	0	0	1	0	0	1	0 to 1
Density	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	28.6%	0.0% to 50.0%

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	0	0	2	2	0	0	2	0 to 2
Density	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	28.6%	10.5%	0.0%	0.0%	28.6%	0.0% to 28.6%

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	1	0	0	0	1	0	0	1	0 to 1
Density	0.0%	0.0%	6.3%	25.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	14.3%	0.0% to 25.0%

Outbound Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	158	17	16	4	6	7	7	19	14	14	7	4 to 19
Characters	1,110	118	120	22	28	50	48	127	340	76	37	22 to 340

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.au (pages from Australia).

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

Your Contents

No.	Same Site Link URL	Link Text
1.	[empty] [/]	Home
2.	company [/company.htm]	Company Information
3.	contact [/contact.php]	Contact Us
4.	[empty] [/]	Internet Marketing
5.	web site design melbourne [/web-site-design-melbourne/]	Web Development
6.	our clients ezy way paper shredding [/our_clients/ezy-way-paper-shredding.htm]	Ezy-Way Promotion
7.	web site design melbourne [/web-site-design-melbourne/]	optimise each new web site design
8.	contactitem Search 20Engine 20Optimisation [/contact.php?item=Search%20Engine%20Optimisation]	send an enquiry here...
9.	internet marketing search engine optimisation tool box [/internet-marketing/search-engine-optimisation/tool-box.htm]	Research keywords
10.	internet marketing search engine optimisation [/internet-marketing/search-engine-optimisation/]	Research your competitors Top10 websites
11.	web site design melbourne website how to update [/web-site-design-melbourne/website-how-to-update.htm]	Update your website
12.	web site design melbourne website functionality add [/web-site-design-melbourne/website-functionality-add.htm]	content management system
13.	web hosting [/web-hosting/]	hosting company
14.	internet marketing search engine optimisation tool box [/internet-marketing/search-engine-optimisation/tool-box.htm]	high page rank
15.	internet marketing [/internet-marketing/]	Internet Marketing
16.	web site design melbourne [/web-site-design-melbourne/]	Web Development
17.	internet marketing search engine optimisation [/internet-marketing/search-engine-optimisation/]	Search Engine Optimisation
18.	ecommerce [/ecommerce/]	ECommerce
19.	domain names [/domain-names/]	Domain names
20.	web hosting [/web-hosting/]	Web Hosting

Your Contents

No.	Same Site Link URL	Link Text
21.	business coach business coaching [/business-coach/business-coaching.htm]	Business Coaching
22.	sitemap [/sitemap.html]	Sitemap
23.	[empty] [/]	Home
24.	company [/company.htm]	Company
25.	our services [/our_services]	Our Services
26.	resources [/resources/]	Resources
27.	sol [/sol.php]	Portfolio
28.	contact [/contact.php]	Contact

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

OK	Quantity: You use the search term "domain names" once in the same site link URLs. This meets the requirements.
OK	Density: The keyword density for the search term "domain names" is 2.4%. This meets the requirements in the same site link URLs.
OK	Quantity: You use the search term "domain" once in the same site link URLs. This meets the requirements.
OK	Density: The keyword density for the search term "domain" is 1.2%. This meets the requirements in the same site link URLs.
OK	Quantity: You use the search term "names" once in the same site link URLs. This meets the requirements.
OK	Density: The keyword density for the search term "names" is 1.2%. This meets the requirements in the same site link URLs.
OK	Number of words: You use 83 words in the same site link URLs. This meets the requirements.
OK	Number of characters: You use 600 characters in the same site link URLs. This meets the requirements.

Detailed Analysis of "Same Site Link URLs"**Analysis of "domain names":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	5	0	3	0	0	14	0	0	0	0	0 to 14
Density	2.4%	4.8%	0.0%	9.8%	0.0%	0.0%	28.3%	0.0%	0.0%	0.0%	0.0%	0.0% to 28.3%

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	12	7	19	18	1	21	4	1	1	0	0 to 21
Density	1.2%	5.8%	2.1%	31.1%	5.2%	0.9%	21.2%	1.9%	0.7%	2.9%	0.0%	0.0% to 31.1%

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	6	0	3	0	0	14	0	0	0	0	0 to 14
Density	1.2%	2.9%	0.0%	4.9%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0% to 14.1%

Same Site Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	83	207	328	61	348	112	99	211	145	35	41	35 to 348
Characters	600	1,338	2,099	502	2,601	816	680	1,366	1,185	242	401	242 to 2,601

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/master/spacer.gif
2.	[empty]	images/master/spacer.gif
3.	[empty]	images/master/spacer.gif
4.	[empty]	images/master/spacer.gif
5.	[empty]	images/master/spacer.gif
6.	[empty]	images/master/spacer.gif
7.	Search Engine Optimisation	/images/master/master_r1_c1.gif
8.	[empty]	/images/master/spacer.gif
9.	[empty]	/images/master/master_r2_c1.gif
10.	[empty]	/images/master/master_r2_c5.gif
11.	[empty]	/images/master/spacer.gif
12.	[empty]	/images/master/master_r3_c2.gif
13.	[empty]	/images/master/spacer.gif
14.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/ezy-2.gif
15.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/easterndriving.jpg
16.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/cips2.gif
17.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/anston.jpg
18.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/cne1.gif
19.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/jumping1.jpg
20.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/wfgordon.jpg
21.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/baq.jpg

Your Contents

No.	Image Alt Attribute Text	Image File Name
22.	online marketing search engine optimisation pay per click campaigns	images/pic_0_7.gif
23.	Webdesign & development	images/pic_0_4.gif
24.	[empty]	images/arr2.gif
25.	[empty]	images/arr2.gif
26.	[empty]	images/arr2.gif
27.	[empty]	images/arr2.gif
28.	[empty]	images/arr2.gif
29.	[empty]	images/arr2.gif
30.	[empty]	images/arr2.gif
31.	[empty]	images/arr2.gif
32.	[empty]	images/arr2.gif
33.	[empty]	images/arr2.gif
34.	[empty]	images/arr2.gif
35.	[empty]	images/arr2.gif
36.	[empty]	images/arr2.gif
37.	Search Engine Optimisation & Online Marketing	images/pic1_3.jpg
38.	get more web site traffic	images/pic1_4.jpg
39.	web traffic traffonaut by myconsulting melbourne aus	images/traffonaut.jpg
40.	Search Engine Optimisation & Online Marketing	images/pic_3_3.jpg
41.	Search Engine Optimisation & Online Marketing	images/pic_2_1.jpg
42.	Request more web page design information.	images/_header_web-site-design-enquiry.gif
43.	[empty]	/images/dot_clear.gif
44.	[empty]	/images/send2.gif
45.	[empty]	/images/master/spacer.gif
46.	[empty]	/images/master/master_r5_c1.gif
47.	[empty]	/images/master/master_r5_c2.gif
48.	[empty]	/images/master/master_r5_c3.gif
49.	[empty]	/images/master/master_r5_c4.gif
50.	[empty]	/images/master/master_r5_c5.gif
51.	[empty]	/images/master/spacer.gif
52.	[empty]	/images/master/spacer.gif

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- > Quantity: You could use the search term "domain names" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "domain names" in the IMG ALT attributes but this is optional.
- > Quantity: You could use the search term "domain" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "domain" in the IMG ALT attributes but this is optional.
- > Quantity: You could use the search term "names" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "names" in the IMG ALT attributes but this is optional.
- OK Number of words: You use 53 words in the IMG ALT attributes. This meets the requirements.
- OK Number of characters: You use 379 characters in the IMG ALT attributes. This meets the requirements.

Detailed Analysis of "IMG ALT Attributes"

Analysis of "domain names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	1	0	3	1	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	6.7%	50.0%	0.0%	13.0%	6.9%	0.0%	0.0%	0.0%	0.0% to 50.0%

Analysis of "domain":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	3	1	0	11	6	0	1	8	0 to 11
Density	0.0%	0.0%	0.0%	10.0%	25.0%	0.0%	23.9%	20.7%	0.0%	6.3%	11.0%	0.0% to 25.0%

Analysis of "names":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	1	0	3	1	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	3.3%	25.0%	0.0%	6.5%	3.4%	0.0%	0.0%	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	53	2	70	30	4	2	46	29	15	16	73	2 to 73
Characters	379	12	423	234	26	12	312	202	81	112	446	12 to 446

General Advice

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

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

- 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.myconsulting.com.au/" contains 1,426 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. All search terms of your Meta Keywords tag appear in the body text of your web page 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.
- 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 "http://www.myconsulting.com.au/" 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 "http://www.myconsulting.com.au/" 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.

Do the following to improve the ranking for your web page on Google.com.au (pages from Australia) for the search term "domain names"

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.