



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 "flowers".

Your Web Page

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

Analyzed Web Pages

1. <http://www.flowers.com.au/> ("www.flowers.com.au/" could not be accessed.)
2. <http://www.flowersforeveryone.com.au/>
3. <http://www.fastflowers.com.au/>
4. <http://www.easyflowers.com.au/>
5. <http://www.interflora.com.au/>
6. <http://www.petals.com.au/>
7. <http://www.flowersexpress.com.au/>
8. <http://www.florist.com.au/>
9. <http://www.flowersallhours.com.au/>
10. <http://www.readyflowers.com.au/>

Analyzed Search Terms

flowers

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 "flowers" 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.	[Web page was not analyzed. Reason: see at the top of the report.]
2.	Flowers For Everyone Australia - Flower Delivery Australia wide your online Florist
3.	Flowers delivered Australia wide - your online florist Fastflowers
4.	Easy Flowers Australia - Send Flowers Australia wide with Australia's Favourite Online Florist easyflowers .com.au. Experienced Florists!
5.	Interflora Australia - The Flower Experts.
6.	Petals Flowers Australia - Same Day Delivery of flowers in Australia - Sydney Florists - Flowers Online Australia - Australian Florists
7.	Flower Delivery Melbourne & Australia - Flowers Express Melbourne Florist
8.	Online Florist Sydney, Flowers Delivery, Wedding Flowers , Bouquet, Flower Shop
9.	Online Flower Delivery and Florist Australia - Flowers All Hours Australia
10.	Ready Flowers Australia - Fresh flowers delivered Australia wide same day.

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 "flowers"

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

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	1	2	3	0	3	1	2	1	2	0 to 3
Density	0.0%	not analyzed	9.1%	25.0%	20.0%	0.0%	17.6%	11.1%	20.0%	10.0%	20.0%	0.0% to 25.0%
Position	n/a	not analyzed	1	1	6	n/a	8	41	24	48	10	n/a to 48

Document Title Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	7	not analyzed	11	8	15	5	17	9	10	10	10	5 to 17
Characters	57	not analyzed	83	66	136	42	137	73	78	74	79	42 to 137

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.	[Web page was not analyzed. Reason: see at the top of the report.]
2.	[not used]
3.	flowers delivered sydney australia, gift hamper delivery melbourne, online florist brisbane, wedding flower arrangement, special occasion floral gift
4.	flowers australia, australian florist, australia florist, florist, florists, flowers , australia, florists australia, florist australia, australia florists, flower delivery australia, send flowers to Australia, easyflowers
5.	hampers, gift basket, christmas, xmas, mothers day, mother's day, birthday, birthdays, roses, rose, flowers , flower, florist, florists, buy, gift, gifts, birthday, bouquet, floral arrangement, love, romance, valentines day, valentine's day, present, presents, plant, plants, anniversary, interflora, interflora australia, flower delivery, online florist, send flowers , sympathy, international flowers , uk flowers
6.	Australia, australia, aussie, AU, au, Aussie flower, flowers , Flowers , Flower, Petals, Petals Network, Petals.com, petalsnetwork.com, florist, Florist, Florists, florists, fleur, Blume, flor, blomma, fiore, blomster, bloem, fleuriste, Blumenhändler, floricultori, blomsterhandlare, fioraio, blomsterhandler, bloemist, gift, gifts, cadeau, Geschenk, regalo, talang, regalo, gave, geschenk, bouquets, baskets, balloons, gourmet basket, gift basket, chocolates, toys, funeral wreath, wedding flowers , baby baskets, roses, red roses, flower delivery, online flowers , online florist, online shopping, online, shopping, e-commerce, overseas, overseas delivery, delivery, buy flowers , plants, birthday, anniversary, tulips, funeral arrangement lily lilies, daisies, love, romance, get well, holiday, special occasion, Valentines Day, Christmas, Mothers Day, Fathers Day, Easter, orchids, thank you, carnations, funeral, plants, sunflowers , tulip, congratulations, babies, breath, daisy
7.	send flowers melbourne online florists, flower delivery australia, order flowers melbourne, boxed roses, tulip bouquets, birthday gift baskets, flowers arrangements, living plants, fruit baskets
8.	Online Florist Sydney, Flowers Delivery, Wedding Flowers , Bouquet, Flower Shop, The Flower Factory, Floral Arrangement, Roses, Bouquets, Bridal, Interflora, Teleflora, Australia
9.	flowers , all hours, roses delivery, Australia, florist
10.	Flowers , Florists, Flowers Australia, Florists Australia, australian flowers , flower delivery australia, florists in australia, florist australia, online florists, flowers online, readyflowers

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 "flowers"

> Quantity: You could use the search term "flowers" 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 "flowers"

- > Density: You could increase the keyword density for the search term "flowers" in the Meta Keywords tag but this is optional.
- > Position: You could use the search term "flowers" 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 "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	0	1	4	4	6	3	2	1	5	0 to 6
Density	0.0%	not analyzed	0.0%	5.6%	16.7%	8.2%	5.3%	12.5%	9.5%	14.3%	23.8%	0.0% to 23.8%
Position	n/a	not analyzed	n/a	1	1	101	54	6	24	1	1	n/a to 101

Meta Keywords Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	7	not analyzed	0	18	24	49	114	24	21	7	21	0 to 114
Characters	59	not analyzed	0	149	221	412	978	194	177	54	192	0 to 978

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.	[Web page was not analyzed. Reason: see at the top of the report.]
2.	[not used]
3.	Flowers delivered Australia wide - whether to Sydney, Melbourne, Brisbane or anywhere in Australia or overseas. Fastflowers for your wedding flowers or any special occasion.
4.	° Flowers - Easy Flowers - Australia's favourite online florist, delivers fresh flowers Australia wide with secure ordering and prompt delivery via Australia's finest florists. Buy Roses from only \$35, service and satisfaction are guaranteed.
5.	[not used]
6.	Australia Petals Network. Award winning network of 1000 florists ensures fresh, local, quality guaranteed delivery. Send flowers , balloons and gift baskets any where in Australia
7.	Flowers Express online florists offer a fast professional service, providing flower delivery in Melbourne and across Australia, including boxed roses and bouquets, and gift ideas for any occasion. Visit Flowers Express to order flowers online.
8.	Florist Sydney. For fast flowers delivery, arrangements & unique bouquets to be delivered all over Australia. The Flower Factory is a flower shop for beautiful wedding flowers or a unique bridal bouquet. Ordering is easy from this online florist based in Sydney
9.	Specialising in delivering Fresh Flowers , Roses, Native Bouquets, Seasonal or Tropical Fruit, Gift Baskets and Arrangements Australia wide and Internationally.
10.	Ready Flowers Australia florists offer the best fresh flowers delivered Australia wide same day. Our Australian florists offer a wide selection of flowers , ready to deliver around Australia.

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 "flowers"

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

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

OK Number of characters: You use 127 characters in the Meta Description tag. This meets the requirements.

Detailed Analysis of "Meta Description"

Analysis of "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	0	3	3	0	1	3	2	1	3	0 to 3
Density	0.0%	not analyzed	0.0%	12.5%	9.1%	0.0%	4.0%	8.6%	4.8%	5.0%	10.7%	0.0% to 12.5%
Position	n/a	not analyzed	n/a	1	3	n/a	122	1	26	34	7	n/a to 122

Meta Description Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	18	not analyzed	0	24	33	0	25	35	42	20	28	0 to 42
Characters	127	not analyzed	0	173	242	0	178	243	261	159	190	0 to 261

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. FREE Keyword Analysis of your Top10 Google,AU competitor's websites, used to retail for \$195, click here... Home Company Information FREE SEO Report Contact Us Testimonials "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 "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 "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 "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' "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' 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 Learn more, request your FREE SEO report (value \$195) using our >> order form , now or call 03 9762 2620. 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!

Your Contents

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. Learn more, request your FREE SEO report (value \$195) using our >> order form , now or call 03 9762 2620. 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 "flowers"

- > Quantity: You could use the search term "flowers" at least once in the body text but this is optional.
- > Density: You could increase the keyword density for the search term "flowers" in the body text but this is optional.
- > Position: You could use the search term "flowers" at least once in the body text but this is optional.
- >> Number of words: You use 1,479 words in the body text but you should use less words. Use at most 812 words.
- >> Number of characters: You use 9,468 characters in the body text but you should use less characters. Use at most 5,351 characters.

Detailed Analysis of "Body Text"

Analysis of "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	20	37	10	0	30	9	23	6	35	0 to 37
Density	0.0%	not analyzed	7.7%	9.8%	3.3%	0.0%	3.7%	2.3%	3.2%	2.2%	5.0%	0.0% to 9.8%
Position	n/a	not analyzed	58	33	375	n/a	352	137	124	5	22	n/a to 375

Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	1,479	not analyzed	261	376	300	84	812	395	723	278	705	84 to 812
Characters	9,468	not analyzed	1,826	2,719	2,111	561	5,351	2,535	4,524	2,029	4,571	561 to 5,351

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.	[Web page was not analyzed. Reason: see at the top of the report.]
2.	Shopping Cart 0 items \$0.00
3.	Modern Flower Arrangement Order flowers today and have them delivered around Australia and New Zealand.
4.	occasion flower type product name price range
5.	Your browser does not support JAVASCRIPT or support has been disabled.
6.	Shop by Product Bouquet Arrangements Roses Gift baskets Sympathy Native Celebration Plants Florist Choice Clothing Bouquets Shop by Price Under \$60 \$60 to \$75 \$75 to \$90 \$90 to \$100 Over \$100 Shop by Occasion Father's Day Gifts For Him For Her Birthday Anniversary Get Well Soon I'm Sorry Romance New Baby Funeral Thank you Weddings Functions Flowers for Charity!
7.	FAST, PROFESSIONAL GIFT SERVICES FOR OVER 20 YEARS.
8.	Anniversary
9.	www.flowersallhours.com.au Australia: 1300 76 22 95 International: +61 2 9987 1077
10.	Copyright 2007 Ready Flowers Pty Ltd Terms Of Use Privacy Statement

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 "flowers"

>	Quantity: You could use the search term "flowers" 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 "flowers" in the first sentence of the body text but this is optional.
>	Position: You could use the search term "flowers" 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 "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	0	1	0	0	1	0	0	1	1	0 to 1
Density	0.0%	not analyzed	0.0%	6.7%	0.0%	0.0%	1.7%	0.0%	0.0%	9.1%	9.1%	0.0% to 9.1%
Position	n/a	not analyzed	n/a	33	n/a	n/a	344	n/a	n/a	5	22	n/a to 344

First Sentence of the Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	24	not analyzed	5	15	7	11	60	8	1	11	11	1 to 60
Characters	168	not analyzed	27	103	45	70	363	51	11	82	67	11 to 363

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 flowers (http://www.flowers.com.au/)
2.	www flowers foreveryone (http://www.flowersforeveryone.com.au/)
3.	www fast flowers (http://www.fastflowers.com.au/)
4.	www easy flowers (http://www.easyflowers.com.au/)
5.	www interflora (http://www.interflora.com.au/)
6.	www petals (http://www.petals.com.au/)
7.	www flowers express (http://www.flowersexpress.com.au/)
8.	www florist (http://www.florist.com.au/)
9.	www flowers allhours (http://www.flowersallhours.com.au/)
10.	www ready flowers (http://www.readyflowers.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 "flowers"

>	Quantity: You could use the search term "flowers" at least once in the URL but this is optional.
>	Density: You could increase the keyword density for the search term "flowers" in the URL but this is optional.
>	Position: You could use the search term "flowers" at least once in the URL but this is optional.
OK	Number of words: You use 2 words in the URL. This fully meets the requirements.
OK	Number of characters: You use 16 characters in the URL. This meets the requirements.

Detailed Analysis of "URL"**Analysis of "flowers":**

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

URL Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	2	2	2	2	2	2	2	2	2	2	2	all 2
Characters	16	11	22	15	15	14	10	18	11	19	16	10 to 22

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 "flowers"

>	Quantity: You could use the search term "flowers" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "flowers" 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 26 words.
>>	Number of characters: You use 359 characters in the H1 headline texts but you should use less characters. Use at most 169 characters.

Detailed Analysis of "H1 Headline Texts"

Analysis of "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	1	0	0	0	1	0	2	0	0	0 to 2
Density	0.0%	not analyzed	50.0%	0.0%	0.0%	0.0%	7.1%	0.0%	7.7%	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	not analyzed	2	3	0	0	14	0	26	0	0	0 to 26
Characters	359	not analyzed	17	20	0	0	96	0	169	0	0	0 to 169

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.	click here...	/meta-keywords-analysis.htm
2.	Home	/
3.	Company Information	/company.htm
4.	FREE SEO Report	/meta-keywords-analysis.htm
5.	Contact Us	/contact.php
6.	Internet Marketing	/
7.	Web Development	/web-site-design-melbourne/
8.	Ezy-Way Promotion	/our_clients/ezy-way-paper-shredding.htm
9.	optimise each new web site design	/web-site-design-melbourne/
10.	send an enquiry here...	/contact.php?item=Search%20Engine%20Optimisation
11.	request your FREE SEO report	/meta-keywords-analysis.htm
12.	>> order form	/company.htm
13.	Research keywords	/internet-marketing/search-engine-optimisation/tool-box.htm
14.	Research your competitors Top10 websites	/internet-marketing/search-engine-optimisation/
15.	Update your website	/web-site-design-melbourne/website-how-to-update.htm
16.	content management system	/web-site-design-melbourne/website-functionality-add.htm
17.	hosting company	/web-hosting/
18.	high page rank	/internet-marketing/search-engine-optimisation/tool-box.htm
19.	request your FREE SEO report	/meta-keywords-analysis.htm
20.	>> order form	/company.htm
21.	Internet Marketing	/internet-marketing/
22.	Web Development	/web-site-design-melbourne/
23.	Search Engine Optimisation	/internet-marketing/search-engine-optimisation/
24.	ECommerce	/ecommerce/
25.	Domain names	/domain-names/
26.	Web Hosting	/web-hosting/

Your Contents

No.	Same Site Link Text	Link URL
27.	Business Coaching	/business-coach/business-coaching.htm
28.	Sitemap	/sitemap.html
29.	Home	/
30.	Company	/company.htm
31.	Our Services	/our_services
32.	Resources	/resources/
33.	Portfolio	/sol.php
34.	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 "flowers"

- > Quantity: You could use the search term "flowers" at least once in the same site link texts but this is optional.
- > Density: You could increase the keyword density for the search term "flowers" in the same site link texts but this is optional.
- OK Number of words: You use 83 words in the same site link texts. This meets the requirements.
- OK Number of characters: You use 544 characters in the same site link texts. This meets the requirements.

Detailed Analysis of "Same Site Link Texts"**Analysis of "flowers":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	13	24	7	0	20	2	3	1	11	0 to 24
Density	0.0%	not analyzed	10.6%	25.0%	4.8%	0.0%	10.1%	2.1%	5.4%	1.2%	6.3%	0.0% to 25.0%

Same Site Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	83	not analyzed	123	96	145	22	198	95	56	83	174	22 to 198
Characters	544	not analyzed	845	698	986	143	1,311	558	388	559	1,043	143 to 1,311

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.	'jumping castles' Google page 1, rank 3	http://www.google.com.au/search?hl=en&q=jumping+castles&btnG=Search&meta=
2.	'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
3.	'Paving Stones' Yahoo	http://au.search.yahoo.com/search?p=paving+stones&prssweb=Search&ei=UTF-8&fr=fp&x=wrt&meta=vc%3DcountryAU
4.	'Paving Stones' Google	http://www.google.com.au/search?hl=en&q=paving+stone&btnG=Google+Search&meta=cr%3DcountryAU
5.	'Nail Design' NineMSN	http://search.live.com/results.aspx?q=nail+design&form=QBRE&rf=1&go.x=9&go.y=2
6.	'Nail Design' Google	http://www.google.com.au/search?hl=en&q=nail+design&meta=cr%3DcountryAU
7.	'Nail Products' Google	http://www.google.com.au/search?hl=en&q=nail+products&btnG=Search&meta=cr%3DcountryAU
8.	'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
9.	'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
10.	'Forklifts' Google	http://www.google.com.au/search?hl=en&q=forklifts&meta=cr%3DcountryAU
11.	'Forklift Parts' NineMSN	http://search.live.com/results.aspx?q=forklift+parts&form=QBRE&rf=1
12.	Search on Google for 'Online Aquarium'	http://www.google.com.au/search?hl=en&q=online+aquarium&meta=
13.	Search on Google for 'Aquarium'	http://www.google.com.au/search?hl=en&q=aquarium&btnG=Search&meta=
14.	'Security Shredding Melbourne' Google	http://www.google.com.au/search?hl=en&q=security+shredding+melbourne&btnG=Search&meta=cr%3DcountryAU

Your Contents

No.	Outbound Link Text	Link URL
15.	'Paper Shredding Melbourne'	http://www.google.com.au/search?hl=en&q=paper+shredding+melbourne&meta=cr%3DcountryAU
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 "flowers"

> Quantity: You could use the search term "flowers" 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 "flowers"

- > Density: You could increase the keyword density for the search term "flowers" 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 47 words.
- >> Number of characters: You use 1,110 characters in the outbound link texts but you should use less characters. Use at most 289 characters.

Detailed Analysis of "Outbound Link Texts"

Analysis of "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	0	1	0	0	5	0	0	0	0	0 to 5
Density	0.0%	not analyzed	0.0%	50.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0% to 50.0%

Outbound Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	158	not analyzed	5	2	0	0	47	8	5	0	0	0 to 47
Characters	1,110	not analyzed	27	37	0	0	289	59	28	0	0	0 to 289

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.	meta keywords analysis [/meta-keywords-analysis.htm]	click here...
2.	[empty] [/]	Home
3.	company [/company.htm]	Company Information
4.	meta keywords analysis [/meta-keywords-analysis.htm]	FREE SEO Report
5.	contact [/contact.php]	Contact Us
6.	[empty] [/]	Internet Marketing
7.	web site design melbourne [/web-site-design-melbourne/]	Web Development
8.	our clients ezy way paper shredding [/our_clients/ezy-way-paper-shredding.htm]	Ezy-Way Promotion
9.	web site design melbourne [/web-site-design-melbourne/]	optimise each new web site design
10.	contactitem Search 20Engine 20Optimisation [/contact.php?item=Search%20Engine%20Optimisation]	send an enquiry here...
11.	meta keywords analysis [/meta-keywords-analysis.htm]	request your FREE SEO report
12.	company [/company.htm]	>> order form
13.	internet marketing search engine optimisation tool box [/internet-marketing/search-engine-optimisation/tool-box.htm]	Research keywords
14.	internet marketing search engine optimisation [/internet-marketing/search-engine-optimisation/]	Research your competitors Top10 websites
15.	web site design melbourne website how to update [/web-site-design-melbourne/website-how-to-update.htm]	Update your website
16.	web site design melbourne website functionality add [/web-site-design-melbourne/website-functionality-add.htm]	content management system
17.	web hosting [/web-hosting/]	hosting company
18.	internet marketing search engine optimisation tool box [/internet-marketing/search-engine-optimisation/tool-box.htm]	high page rank
19.	meta keywords analysis [/meta-keywords-analysis.htm]	request your FREE SEO report
20.	company [/company.htm]	>> order form
21.	internet marketing [/internet-marketing/]	Internet Marketing

Your Contents

No.	Same Site Link URL	Link Text
22.	web site design melbourne [/web-site-design-melbourne/]	Web Development
23.	internet marketing search engine optimisation [/internet-marketing/search-engine-optimisation/]	Search Engine Optimisation
24.	ecommerce [/ecommerce/]	ECommerce
25.	domain names [/domain-names/]	Domain names
26.	web hosting [/web-hosting/]	Web Hosting
27.	business coach business coaching [/business-coach/business-coaching.htm]	Business Coaching
28.	sitemap [/sitemap.html]	Sitemap
29.	[empty] [/]	Home
30.	company [/company.htm]	Company
31.	our services [/our_services]	Our Services
32.	resources [/resources/]	Resources
33.	sol [/sol.php]	Portfolio
34.	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 "flowers"

- > Quantity: You could use the search term "flowers" at least once in the same site link URLs but this is optional.
- > Density: You could increase the keyword density for the search term "flowers" in the same site link URLs but this is optional.
- OK Number of words: You use 97 words in the same site link URLs. This meets the requirements.
- OK Number of characters: You use 702 characters in the same site link URLs. This meets the requirements.

Detailed Analysis of "Same Site Link URLs"**Analysis of "flowers":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	37	25	15	0	24	0	7	51	66	0 to 66
Density	0.0%	not analyzed	21.8%	19.4%	8.4%	0.0%	6.7%	0.0%	7.7%	18.3%	20.7%	0.0% to 21.8%

Same Site Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	97	not analyzed	170	129	178	96	358	108	91	278	319	91 to 358
Characters	702	not analyzed	1,182	897	1,265	728	2,155	994	529	2,075	2,251	529 to 2,251

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/jumping1.jpg
15.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/cips2.gif
16.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/anston.jpg
17.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/cne1.gif
18.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/easterndriving.jpg
19.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/wfgordon.jpg
20.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/baq.jpg
21.	[empty]	/internet-marketing/search-engine-optimisation/cms_images/ezy-2.gif

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 "flowers"

- > Quantity: You could use the search term "flowers" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "flowers" 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 "flowers":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	not analyzed	4	2	2	0	12	0	0	0	7	0 to 12
Density	0.0%	not analyzed	11.4%	3.9%	3.8%	0.0%	12.1%	0.0%	0.0%	0.0%	8.6%	0.0% to 12.1%

IMG ALT Attributes Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	53	not analyzed	35	51	52	0	99	0	49	59	81	0 to 99
Characters	379	not analyzed	248	361	271	0	590	0	322	378	554	0 to 590

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 "flowers"

- 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 1,486 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 "flowers"

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.