



## Top 10 Optimizer Report

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Date: 17 May 2005

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## Report Overview

This report helps you to optimize the web page "<http://www.get-ranked.com/search-engine-audits.htm>" for a high ranking on MSN.co.uk for the search term "Search Engine Optimisation".

### Your Web Page

<http://www.get-ranked.com/search-engine-audits.htm>

### Analyzed Web Pages

1. <http://www.visualsoft.co.uk/search-engine-optimisation.html>
2. <http://www.bigmouthmedia.com/>
3. [http://www.nvisage.co.uk/whatwedo/search\\_engine\\_optimisation.asp](http://www.nvisage.co.uk/whatwedo/search_engine_optimisation.asp)
4. <http://www.weboptimiser.com/>
5. <http://www.britecorp.co.uk/>

### Analyzed Search Terms

1. Search Engine Optimisation
2. Search
3. Engine
4. Optimisation

## 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 "Search Engine Optimisation" in the document title and if it's important for MSN.co.uk.

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

### Their Contents

No.	Document Title
1.	<b>Search Engine Optimisation</b> by Visualsoft Marketing one of the North East of UK leading online marketing and technical development companies - Visualsoft Marketing
2.	<b>Search engine optimisation</b> (optimization), <b>Search engine</b> marketing and Internet marketing services - Bigmouthmedia UK
3.	Guaranteed affordable <b>search engine optimisation</b> services UK SEO help
4.	<b>Search Engine Optimisation</b> , Pay Per Click <b>Search Engine</b> Marketing & more
5.	Britecorp: internet marketing, <b>search engine optimisation</b> (SEO),link building & website development - based in Kingston Upon Hull, East Yorkshire

### Your Contents

**Search Engine** Audits - GET-RANKED™

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>>	Quantity: You should use the search term "Search Engine Optimisation" exactly once in the document title.
>>	Density: You don't use the search term "Search Engine Optimisation" in the document title but you should try to achieve a keyword density of at least 4.5% in the document title.
>>	Position: You should use the search term "Search Engine Optimisation" at least once in the document title.
>	Quantity: You could use the search term "Search" more than once in the document title but this is optional.
>>	Density: The keyword density for the search term "Search" is 20.0%. This is too high in the document title (it should be 18.2% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Search" at the beginning of the document title. This meets the requirements.
>	Quantity: You could use the search term "Engine" more than once in the document title but this is optional.
>>	Density: The keyword density for the search term "Engine" is 20.0%. This is too high in the document title (it should be 18.2% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Engine" at character position 8 of the document title. This meets the requirements.
>>	Quantity: You should use the search term "Optimisation" exactly once in the document title.
>>	Density: You don't use the search term "Optimisation" in the document title but you should try to achieve a keyword density of at least 4.5% in the document title.

## Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- >> Position: You should use the search term "Optimisation" at least once in the document title.
- >> Number of words: You use 5 words in the document title but you should use more words. Use at least 9 words.
- >> Number of characters: You use 34 characters in the document title but you should use more characters. Use at least 69 characters.

### Detailed Analysis of "Document Title"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	1	1	1	1	all 1
Density	0.0%	4.5%	7.7%	11.1%	9.1%	5.6%	4.5% to 11.1%
Position	n/a	1	1	23	1	31	1 to 31

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	2	1	2	1	1 to 2
Density	20.0%	4.5%	15.4%	11.1%	18.2%	5.6%	4.5% to 18.2%
Position	1	1	1	23	1	31	1 to 31

#### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	2	1	2	1	1 to 2
Density	20.0%	4.5%	15.4%	11.1%	18.2%	5.6%	4.5% to 18.2%
Position	8	8	8	30	8	38	8 to 38

#### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	1	1	1	1	all 1
Density	0.0%	4.5%	7.7%	11.1%	9.1%	5.6%	4.5% to 11.1%
Position	n/a	15	15	37	15	45	15 to 45

#### Document Title Contents

	Your Site	#1	#2	#3	#4	#5	Range
Words	5	22	13	9	11	18	9 to 22
Characters	34	162	117	69	72	143	69 to 162



## 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 MSN.co.uk gives relevance to search terms in the Meta Keywords tag.

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

### Their Contents

No.	Meta Keywords
1.	<b>Search engine optimisation</b> , SEO, <b>search engine</b> positioning, <b>search engine</b> friendly website, promotion, online marketing, north east
2.	<b>Search engine optimisation</b> (optimization), <b>Search engine</b> marketing and internet marketing services by Bigmouthmedia UK
3.	<b>search engine optimisation</b> optimization, <b>search engine</b> marketing, online marketing, best website ranking, position
4.	<b>search engine optimisation</b> , seo, <b>search engine</b> marketing, internet marketing news, pay per click, ppc management, website evaluation, uk, website accessibility, website usability
5.	britecorp, internet marketing, internet, marketing, design, development, web, website, webhosting, web hosting, UK, Yorkshire, Hull, Kingston Upon Hull, East Yorkshire, Britain, British, United Kingdom

### Your Contents

**Search Engine Optimisation,search,engine,optimisation,get-ranked,ranking,keywords, search engines**

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>>	Quantity: You use the search term "Search Engine Optimisation" 2 times but you should use it at most once in the Meta Keywords tag.
>>	Density: The keyword density for the search term "Search Engine Optimisation" is 16.7%. This is too high in the Meta Keywords tag (it should be 7.7% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Search Engine Optimisation" at the beginning of the Meta Keywords tag. This meets the requirements.
OK	Quantity: You use the search term "Search" 3 times in the Meta Keywords tag. This meets the requirements.
>>	Density: The keyword density for the search term "Search" is 25.0%. This is too high in the Meta Keywords tag (it should be 18.8% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Search" at the beginning of the Meta Keywords tag. This meets the requirements.
OK	Quantity: You use the search term "Engine" 2 times in the Meta Keywords tag. This meets the requirements.
OK	Density: The keyword density for the search term "Engine" is 16.7%. This meets the requirements in the Meta Keywords tag.
OK	Position: You've placed the search term "Engine" at character position 8 of the Meta Keywords tag. This meets the requirements.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>>	Quantity: You use the search term "Optimisation" 2 times but you should use it at most once in the Meta Keywords tag.
>>	Density: The keyword density for the search term "Optimisation" is 16.7%. This is too high in the Meta Keywords tag (it should be 7.7% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Optimisation" at character position 15 of the Meta Keywords tag. This meets the requirements.
>>	Number of words: You use 12 words in the Meta Keywords tag but you should use more words. Use at least 13 words.
>>	Number of characters: You use 97 characters in the Meta Keywords tag but you should use more characters. Use at least 114 characters.

### Detailed Analysis of "Meta Keywords"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	2	1	1	1	1	0	0 to 1
Density	16.7%	6.3%	7.1%	7.7%	4.5%	0.0%	0.0% to 7.7%
Position	1	1	1	1	1	n/a	n/a to 1

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	3	2	2	2	0	0 to 3
Density	25.0%	18.8%	14.3%	15.4%	9.1%	0.0%	0.0% to 18.8%
Position	1	1	1	1	1	n/a	n/a to 1

#### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	2	3	2	2	2	0	0 to 3
Density	16.7%	18.8%	14.3%	15.4%	9.1%	0.0%	0.0% to 18.8%
Position	8	8	8	8	8	n/a	n/a to 8

#### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	2	1	1	1	1	0	0 to 1
Density	16.7%	6.3%	7.1%	7.7%	4.5%	0.0%	0.0% to 7.7%
Position	15	15	15	15	15	n/a	n/a to 15

**Meta Keywords Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	12	16	14	13	22	24	13 to 24
Characters	97	131	117	114	169	201	114 to 201

## Meta Description

The Meta description tag allows you to describe your web page. This chapter tries to find out if MSN.co.uk 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.	<b>Search engine optimisation</b> , promotion and marketing
2.	<b>Search engine optimisation</b> (optimization), <b>Search engine</b> marketing and internet marketing services by Bigmouthmedia UK
3.	Guaranteed affordable <b>search engine optimisation</b> services in the UK and SEO help
4.	SEO marketing from one of the UKs longest serving and most respected <b>search engine optimisation</b> , marketing and PPC management companies. Website usability, accessibility and online marketing strategy developed for UK and worldwide campaigns. Daily internet marketing news, a large resources area and free web site evaluations.
5.	Britecorp: internet marketing, <b>search engine optimisation</b> (SEO), link building and website development - based in Kingston Upon Hull, East Yorkshire.

### Your Contents

**Search Engine Optimisation** is to increase web visitors by getting your **search engine** ranking very high in the results of searches using the most appropriate keywords describing the content of your site.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

OK	Quantity: You use the search term "Search Engine Optimisation" once in the Meta Description tag. This fully meets the requirements.
OK	Density: The keyword density for the search term "Search Engine Optimisation" is 3.1%. This meets the requirements in the Meta Description tag.
OK	Position: You've placed the search term "Search Engine Optimisation" at the beginning of the Meta Description tag. This meets the requirements.
OK	Quantity: You use the search term "Search" 2 times in the Meta Description tag. This meets the requirements.
OK	Density: The keyword density for the search term "Search" is 6.3%. This meets the requirements in the Meta Description tag.
OK	Position: You've placed the search term "Search" at the beginning of the Meta Description tag. This meets the requirements.
OK	Quantity: You use the search term "Engine" 2 times in the Meta Description tag. This meets the requirements.
OK	Density: The keyword density for the search term "Engine" is 6.3%. This meets the requirements in the Meta Description tag.
OK	Position: You've placed the search term "Engine" at character position 8 of the Meta Description tag. This meets the requirements.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

OK	Quantity: You use the search term "Optimisation" once in the Meta Description tag. This fully meets the requirements.
OK	Density: The keyword density for the search term "Optimisation" is 3.1%. This meets the requirements in the Meta Description tag.
OK	Position: You've placed the search term "Optimisation" at character position 15 of the Meta Description tag. This meets the requirements.
OK	Number of words: You use 32 words in the Meta Description tag. This meets the requirements.
OK	Number of characters: You use 202 characters in the Meta Description tag. This meets the requirements.

### Detailed Analysis of "Meta Description"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	1	1	1	1	all 1
Density	3.1%	16.7%	7.1%	8.3%	2.2%	5.3%	2.2% to 16.7%
Position	1	1	1	23	70	32	1 to 70

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	2	1	2	1	1	1	1 to 2
Density	6.3%	16.7%	14.3%	8.3%	2.2%	5.3%	2.2% to 16.7%
Position	1	1	1	23	70	32	1 to 70

#### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	2	1	2	1	1	1	1 to 2
Density	6.3%	16.7%	14.3%	8.3%	2.2%	5.3%	2.2% to 16.7%
Position	8	8	8	30	77	39	8 to 77

#### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	1	1	1	1	all 1
Density	3.1%	16.7%	7.1%	8.3%	2.2%	5.3%	2.2% to 16.7%
Position	15	15	15	37	84	46	15 to 84

**Meta Description Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	32	6	14	12	46	19	6 to 46
Characters	202	51	117	80	326	149	51 to 326

## 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

Get-Ranked Home **Search Engine** Ranking **Search engine** Submission **Search engine** Audits Contact **Search Engine** Audits GET-RANKED™ The objective of Ibex Internets **Search Engine** Audit is to help you understand how your website is set-up for **search engine** ranking. We will compare it to the top 5 sites in a **search engine** of your choice. Nobody looks past the 3rd page of a **search engine**. It's a fact nobody looks past the 3rd page, You are very lucky if they look past the first. Here at Get-Ranked we will look at your site and get the best **search engine** ranking for you.

We can analyze your site look at the **search** terms YOU want. Then make the necessary **search engine** audit. We will achieve front page rankings guaranteed! We do not advise you of your **search** terms, (we can if you are not sure!) Why? well any body can get rankings on some long string of words like "**search engine** audit on a bicycle in Brighton" that is easy! DO NOT let people convince this is the best way for your **search engine** terms, makes them look good and you not get any web traffic! Get-Ranked™ Why are you looking at this page!

Well we are setting up a new site, for our **search engine** ranking service We at Ibex Internet Ltd have been designing, deploying and optimising sites for years. So many clients ask for rankings and now new clients just wanting **search engine** audit that we have decided to launch a dedicated service. To get this site ranking well (You are only as good as your word!) we need to get it through the submitting process so we have put this page up to do that. Then we can then really get going on it's own rankings. If you are viewing this after using a **search engine** Well there you go it's working!

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### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- >> Quantity: You don't use the search term "Search Engine Optimisation" in the body text but you should use it at least 4 times.
- >> Density: You don't use the search term "Search Engine Optimisation" in the body text but you should try to achieve a keyword density of at least 1.4% in the body text.
- >> Position: You should use the search term "Search Engine Optimisation" at least once in the body text.
- OK Quantity: You use the search term "Search" 17 times in the body text. This meets the requirements.
- OK Density: The keyword density for the search term "Search" is 5.2%. This meets the requirements in the body text.
- OK Position: You've placed the search term "Search" at character position 17 of the body text. This meets the requirements.
- OK Quantity: You use the search term "Engine" 15 times in the body text. This meets the requirements.
- OK Density: The keyword density for the search term "Engine" is 4.6%. This meets the requirements in the body text.
- OK Position: You've placed the search term "Engine" at character position 24 of the body text. This meets the requirements.
- >> Quantity: You don't use the search term "Optimisation" in the body text but you should use it at least 4 times.
- >> Density: You don't use the search term "Optimisation" in the body text but you should try to achieve a keyword density of at least 1.5% in the body text.
- >> Position: You should use the search term "Optimisation" at least once in the body text.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

OK Number of words: You use 325 words in the body text. This meets the requirements.

>> Number of characters: You use 1,736 characters in the body text but you should use more characters. Use at least 1,759 characters.

### Detailed Analysis of "Body Text"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	8	46	10	8	4	4 to 46
Density	0.0%	2.3%	3.1%	2.0%	1.4%	1.5%	1.4% to 3.1%
Position	n/a	51	3	387	1	332	1 to 387

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	17	22	96	23	26	5	5 to 96
Density	5.2%	6.3%	6.5%	4.7%	4.6%	1.9%	1.9% to 6.5%
Position	17	51	3	33	1	116	1 to 116

#### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	15	20	86	20	22	5	5 to 86
Density	4.6%	5.7%	5.9%	4.1%	3.9%	1.9%	1.9% to 5.8%
Position	24	58	10	40	8	123	8 to 123

#### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	8	50	11	9	4	4 to 50
Density	0.0%	2.3%	3.4%	2.2%	1.6%	1.5%	1.5% to 3.4%
Position	n/a	65	17	401	15	346	15 to 401

**Body Text Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	325	349	1,468	489	568	260	260 to 1,468
Characters	1,736	2,307	9,884	3,225	3,715	1,759	1,759 to 9,884

## 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.	Home Education Marketing Websolutions Recruitment
2.	A <b>Search Engine Optimisation</b> and Internet Marketing Specialist New Media Agency
3.	website development, design and <b>search engine</b> marketing
4.	<b>Search Engine Optimisation</b> , Promotion and Internet Marketing <b>Search Engine Optimisation</b> , Pay Per Click <b>Search Engine</b> Marketing & more
5.	Home About Services Resources Contact Special offers

### Your Contents

Get-Ranked Home **Search Engine** Ranking **Search engine** Submission **Search engine** Audits Contact **Search Engine** Audits GET-RANKED™

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>	Quantity: You could use the search term "Search Engine Optimisation" 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 "Search Engine Optimisation" in the first sentence of the body text but this is optional.
>	Position: You could use the search term "Search Engine Optimisation" at least once in the first sentence of the body text but this is optional.
>>	Quantity: You use the search term "Search" 4 times in the first sentence of the body text. This is too often.
>>	Density: The keyword density for the search term "Search" is 22.2%. This is too high in the first sentence of the body text (it should be 16.7% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Search" at character position 17 of the first sentence of the body text. This meets the requirements.
>>	Quantity: You use the search term "Engine" 4 times in the first sentence of the body text. This is too often.
>>	Density: The keyword density for the search term "Engine" is 22.2%. This is too high in the first sentence of the body text (it should be 16.7% at maximum). Consider adding more text.
OK	Position: You've placed the search term "Engine" at character position 24 of the first sentence of the body text. This meets the requirements.
>	Quantity: You could use the search term "Optimisation" at least once in the first sentence of the body text but this is optional.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- > Density: You could increase the keyword density for the search term "Optimisation" in the first sentence of the body text but this is optional.
- > Position: You could use the search term "Optimisation" at least once in the first sentence of the body text but this is optional.
- OK Number of words: You use 18 words in the first sentence of the body text. This meets the requirements.
- OK Number of characters: You use 124 characters in the first sentence of the body text. This meets the requirements.

### Detailed Analysis of "First Sentence of the Body Text"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	1	0	2	0	0 to 2
Density	0.0%	0.0%	9.1%	0.0%	11.1%	0.0%	0.0% to 11.1%
Position	n/a	n/a	3	n/a	1	n/a	n/a to 3

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	4	0	1	1	3	0	0 to 3
Density	22.2%	0.0%	9.1%	14.3%	16.7%	0.0%	0.0% to 16.7%
Position	17	n/a	3	33	1	n/a	n/a to 33

#### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	4	0	1	1	3	0	0 to 3
Density	22.2%	0.0%	9.1%	14.3%	16.7%	0.0%	0.0% to 16.7%
Position	24	n/a	10	40	8	n/a	n/a to 40

#### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	1	0	2	0	0 to 2
Density	0.0%	0.0%	9.1%	0.0%	11.1%	0.0%	0.0% to 11.1%
Position	n/a	n/a	17	n/a	15	n/a	n/a to 17

**First Sentence of the Body Text Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	18	5	11	7	18	7	5 to 18
Characters	124	49	79	55	133	52	49 to 133

## Link Popularity

Link popularity is the total number of web pages that link to your site. However, the "popularity" is only part of the link analysis. All major search engines also take the quality and the context of the links into account. The idea behind evaluating the link popularity is that your web page must offer good content when many quality sites link to it.

**Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"**

>> No web page from a different domain has been found that links to your web site "http://www.get-ranked.com/search-engine-audits.htm". Try to get at least one web page from a different domain to link to your web page.

### Link Popularity Analysis

	Your Site	#1	#2	#3	#4	#5	Range
Number of Inbound Links	0	343,000	33,200	2,180	11,400	168,000	2,180 to 343,000

## URL

The URL is the address of a web page, for example "www.domain.com/index.htm". This chapter tries to find out if MSN.co.uk 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.visualsoft <b>search engine optimisation</b> ( <a href="http://www.visualsoft.co.uk/search_engine_optimisation.html">http://www.visualsoft.co.uk/search_engine_optimisation.html</a> )
2.	www.bigmouthmedia ( <a href="http://www.bigmouthmedia.com/">http://www.bigmouthmedia.com/</a> )
3.	www.nvisage.whatwedo <b>search engine optimisation</b> ( <a href="http://www.nvisage.co.uk/whatwedo/search_engine_optimisation.asp">http://www.nvisage.co.uk/whatwedo/search_engine_optimisation.asp</a> )
4.	www.weboptimiser ( <a href="http://www.weboptimiser.com/">http://www.weboptimiser.com/</a> )
5.	www.britecorp ( <a href="http://www.britecorp.co.uk/">http://www.britecorp.co.uk/</a> )

### Your Contents

www.getranked **search engine** audits [<http://www.get-ranked.com/search-engine-audits.htm>]

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>	Quantity: You could use the search term "Search Engine Optimisation" at least once in the URL but this is optional.
>	Density: You could increase the keyword density for the search term "Search Engine Optimisation" in the URL but this is optional.
>	Position: You could use the search term "Search Engine Optimisation" at least once in the URL but this is optional.
OK	Quantity: You use the search term "Search" once in the URL. This meets the requirements.
OK	Density: The keyword density for the search term "Search" is 16.7%. This meets the requirements in the URL.
OK	Position: You've placed the search term "Search" at character position 16 of the URL. This meets the requirements.
OK	Quantity: You use the search term "Engine" once in the URL. This meets the requirements.
OK	Density: The keyword density for the search term "Engine" is 16.7%. This meets the requirements in the URL.
OK	Position: You've placed the search term "Engine" at character position 23 of the URL. This meets the requirements.
>	Quantity: You could use the search term "Optimisation" at least once in the URL but this is optional.
>	Density: You could increase the keyword density for the search term "Optimisation" in the URL but this is optional.
>	Position: You could use the search term "Optimisation" at least once in the URL but this is optional.
OK	Number of words: You use 6 words in the URL. This meets the requirements.
OK	Number of characters: You use 35 characters in the URL. This meets the requirements.

## Detailed Analysis of "URL"

## Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	0	1	0	0	0 to 1
Density	0.0%	20.0%	0.0%	16.7%	0.0%	0.0%	0.0% to 20.0%
Position	n/a	16	n/a	22	n/a	n/a	n/a to 22

## Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	0	1	0	0	0 to 1
Density	16.7%	20.0%	0.0%	16.7%	0.0%	0.0%	0.0% to 20.0%
Position	16	16	n/a	22	n/a	n/a	n/a to 22

## Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	0	1	0	0	0 to 1
Density	16.7%	20.0%	0.0%	16.7%	0.0%	0.0%	0.0% to 20.0%
Position	23	23	n/a	29	n/a	n/a	n/a to 29

## Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	0	1	0	0	0 to 1
Density	0.0%	20.0%	0.0%	16.7%	0.0%	0.0%	0.0% to 20.0%
Position	n/a	30	n/a	36	n/a	n/a	n/a to 36

## URL Contents

	Your Site	#1	#2	#3	#4	#5	Range
Words	6	5	2	6	2	2	2 to 6
Characters	35	41	17	47	16	13	13 to 47

## 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 MSN.co.uk, too.

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

### Your Contents

No.	H1 Heading Text
1.	<b>Search Engine</b> Audits GET-RANKED™

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>	Quantity: You could use the search term "Search Engine Optimisation" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "Search Engine Optimisation" in the H1 headline texts but this is optional.
OK	Quantity: You use the search term "Search" once in the H1 headline texts. This meets the requirements.
OK	Density: The keyword density for the search term "Search" is 20.0%. This meets the requirements in the H1 headline texts.
OK	Quantity: You use the search term "Engine" once in the H1 headline texts. This meets the requirements.
OK	Density: The keyword density for the search term "Engine" is 20.0%. This meets the requirements in the H1 headline texts.
>	Quantity: You could use the search term "Optimisation" at least once in the H1 headline texts but this is optional.
>	Density: You could increase the keyword density for the search term "Optimisation" in the H1 headline texts but this is optional.
OK	Number of words: You use 5 words in the H1 headline texts. This meets the requirements.
OK	Number of characters: You use 32 characters in the H1 headline texts. This meets the requirements.

### Detailed Analysis of "H1 Headline Texts"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	1	0	1	0	0 to 1
Density	0.0%	33.3%	9.1%	0.0%	14.3%	0.0%	0.0% to 33.3%

**Analysis of "Search":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	1	0	1	0	0 to 1
Density	20.0%	33.3%	9.1%	0.0%	14.3%	0.0%	0.0% to 33.3%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	1	0	1	0	0 to 1
Density	20.0%	33.3%	9.1%	0.0%	14.3%	0.0%	0.0% to 33.3%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	1	0	1	0	0 to 1
Density	0.0%	33.3%	9.1%	0.0%	14.3%	0.0%	0.0% to 33.3%

**H1 Headline Texts Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	5	3	11	0	7	0	0 to 11
Characters	32	26	79	0	60	0	0 to 79

## H2 Headline Texts

H2 headline texts are the texts that are written between the <h2>...</h2> 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 MSN.co.uk, too.

Example: <h2>your big headline text</h2>

### Your Contents

[not used]

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- > Quantity: You could use the search term "Search Engine Optimisation" at least once in the H2 headline texts but this is optional.
  - > Density: You could increase the keyword density for the search term "Search Engine Optimisation" in the H2 headline texts but this is optional.
  - > Quantity: You could use the search term "Search" at least once in the H2 headline texts but this is optional.
  - > Density: You could increase the keyword density for the search term "Search" in the H2 headline texts but this is optional.
  - > Quantity: You could use the search term "Engine" at least once in the H2 headline texts but this is optional.
  - > Density: You could increase the keyword density for the search term "Engine" in the H2 headline texts but this is optional.
  - > Quantity: You could use the search term "Optimisation" at least once in the H2 headline texts but this is optional.
  - > Density: You could increase the keyword density for the search term "Optimisation" in the H2 headline texts but this is optional.
- OK Number of words: You don't use H2 headline texts. This complies with the requirements.
- OK Number of characters: You don't use H2 headline texts. This meets the requirements.

### Detailed Analysis of "H2 Headline Texts"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	1	1	0 to 1
Density	0.0%	0.0%	0.0%	0.0%	9.1%	12.5%	0.0% to 12.5%

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	2	1	0 to 2
Density	0.0%	0.0%	0.0%	0.0%	18.2%	12.5%	0.0% to 18.2%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	2	1	0 to 2
Density	0.0%	0.0%	0.0%	0.0%	18.2%	12.5%	0.0% to 18.2%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	1	1	0 to 1
Density	0.0%	0.0%	0.0%	0.0%	9.1%	12.5%	0.0% to 12.5%

**H2 Headline Texts Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	0	0	19	0	11	8	0 to 19
Characters	0	0	123	0	72	66	0 to 123

## 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 MSN.co.uk takes search terms in same site link texts into account.

Example: The HTML tag `<a href="contact.htm">Contact information</a>` contains the same site link text "Contact information".

### Your Contents

No.	Same Site Link Text	Link URL
1.	Get-Ranked Home	/index.php
2.	<b>Search Engine</b> Ranking	/search-engine-ranking.htm
3.	<b>Search engine</b> Submission	/search-engine-submission.htm
4.	<b>Search engine</b> Audits	/search-engine-audits.htm
5.	Contact	/get-ranked-contact.htm

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- >> Quantity: You should use the search term "Search Engine Optimisation" at least once in the same site link texts.
- >> Density: You don't use the search term "Search Engine Optimisation" in the same site link texts but you should try to achieve a keyword density of at least 3.3% in the same site link texts.
- OK Quantity: You use the search term "Search" 3 times in the same site link texts. This meets the requirements.
- >> Density: The keyword density for the search term "Search" is 23.1%. This is too high in the same site link texts (it should be 21.1% at maximum). Consider adding more text.
- OK Quantity: You use the search term "Engine" 3 times in the same site link texts. This meets the requirements.
- >> Density: The keyword density for the search term "Engine" is 23.1%. This is too high in the same site link texts (it should be 18.7% at maximum). Consider adding more text.
- >> Quantity: You should use the search term "Optimisation" at least once in the same site link texts.
- >> Density: You don't use the search term "Optimisation" in the same site link texts but you should try to achieve a keyword density of at least 3.3% in the same site link texts.
- >> Number of words: You use 13 words in the same site link texts but you should use more words. Use at least 16 words.
- >> Number of characters: You use 87 characters in the same site link texts but you should use more characters. Use at least 113 characters.

## Detailed Analysis of "Same Site Link Texts"

### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	40	4	3	2	1 to 40
Density	0.0%	6.3%	10.5%	4.8%	3.3%	4.0%	3.3% to 10.5%

### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	1	80	6	10	2	1 to 80
Density	23.1%	6.3%	21.1%	7.1%	10.9%	4.0%	4.0% to 21.1%

### Analysis of "Engine":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	1	71	6	11	2	1 to 71
Density	23.1%	6.3%	18.7%	7.1%	12.0%	4.0%	4.0% to 18.7%

### Analysis of "Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	42	4	3	2	1 to 42
Density	0.0%	6.3%	11.1%	4.8%	3.3%	4.0%	3.3% to 11.1%

### Same Site Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	Range
Words	13	16	380	84	92	50	16 to 380
Characters	87	113	2,906	559	670	364	113 to 2,906

## Outbound Link Texts

Link texts are words and sentences that are used as links. Outbound link texts are the texts within the <a>...</a> tags when the <a> tag links to a web page on a different domain. This chapter examines if MSN.co.uk gives relevance to search terms in outbound link texts.

Example: The HTML tag <a href="http://www.not-your-site.com/about.htm">About the company</a> contains the outbound link text "About the company".

### Your Contents

No.	Outbound Link Text	Link URL
1.	Ibex Internet Ltd	<a href="http://www.ibexinternet.co.uk">http://www.ibexinternet.co.uk</a>

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- OK Quantity: You don't use the search term "Search Engine Optimisation" in the outbound link texts. This meets the requirements.
- > Quantity: You could use the search term "Search" at least once in the outbound link texts but this is optional.
- > Density: You could increase the keyword density for the search term "Search" in the outbound link texts but this is optional.
- > Quantity: You could use the search term "Engine" at least once in the outbound link texts but this is optional.
- > Density: You could increase the keyword density for the search term "Engine" in the outbound link texts but this is optional.
- OK Quantity: You don't use the search term "Optimisation" in the outbound link texts. This meets the requirements.
- OK Number of words: You use 3 words in the outbound link texts. This meets the requirements.
- OK Number of characters: You use 17 characters in the outbound link texts. This meets the requirements.

### Detailed Analysis of "Outbound Link Texts"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	1	0	1	0	0 to 1
Density	0.0%	0.0%	1.4%	0.0%	25.0%	0.0%	0.0% to 25.0%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	1	0	0 to 1
Density	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0% to 25.0%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

**Outbound Link Texts Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	3	0	74	20	4	0	0 to 74
Characters	17	0	430	164	32	0	0 to 430

## Inbound Links

"Inbound links" are links on other web pages that point to your web page. Many search engines take the wording and the exact address of the inbound links into account when determining the ranking of your web site.

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

General advice about inbound links: Many search engines think that your web page must be relevant for the search term "Search Engine Optimisation" if other web pages link to your page with "Search Engine Optimisation" in the link text.

If many web pages link to your page with the link text "Search Engine Optimisation", then it's more likely that your web page will obtain a good ranking for the search term "Search Engine Optimisation".

How inbound links to your site should look like: When you exchange links with other web sites, make sure that your important keywords are in the link texts.

For example, if 20 other web sites link to your page with the HTML source '`Click here for <a href="http://www.get-ranked.com/search-engine-audits.htm">Search Engine Optimisation</a>`', then it's much more likely that you'll obtain a good ranking for the search term "Search Engine Optimisation" than if 100 web sites link to your page with '`<a href="http://www.get-ranked.com/search-engine-audits.htm">Click here for more information</a>`.'

## 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 MSN.co.uk.

Example: The HTML tag <a href="contact.htm">Contact information</a> contains the same site link URL "contact.htm".

### Your Contents

No.	Same Site Link URL	Link Text
1.	index [/index.php]	Get-Ranked Home
2.	<b>search engine</b> ranking [/search-engine-ranking.htm]	Search Engine Ranking
3.	<b>search engine</b> submission [/search-engine-submission.htm]	Search engine Submission
4.	<b>search engine</b> audits [/search-engine-audits.htm]	Search engine Audits
5.	get ranked contact [/get-ranked-contact.htm]	Contact

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- >> Quantity: You should use the search term "Search Engine Optimisation" at least once in the same site link URLs.
- >> Density: You don't use the search term "Search Engine Optimisation" in the same site link URLs but you should try to achieve a keyword density of at least 4.5% in the same site link URLs.
- OK Quantity: You use the search term "Search" 3 times in the same site link URLs. This meets the requirements.
- >> Density: The keyword density for the search term "Search" is 23.1%. This is too high in the same site link URLs (it should be 17.6% at maximum). Consider adding more text.
- OK Quantity: You use the search term "Engine" 3 times in the same site link URLs. This meets the requirements.
- >> Density: The keyword density for the search term "Engine" is 23.1%. This is too high in the same site link URLs (it should be 15.3% at maximum). Consider adding more text.
- >> Quantity: You should use the search term "Optimisation" at least once in the same site link URLs.
- >> Density: You don't use the search term "Optimisation" in the same site link URLs but you should try to achieve a keyword density of at least 4.5% in the same site link URLs.
- >> Number of words: You use 13 words in the same site link URLs but you should use more words. Use at least 15 words.
- >> Number of characters: You use 88 characters in the same site link URLs but you should use more characters. Use at least 117 characters.

### Detailed Analysis of "Same Site Link URLs"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	65	3	4	8	1 to 65
Density	0.0%	6.7%	10.1%	4.5%	4.6%	12.5%	4.5% to 12.5%

**Analysis of "Search":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	1	113	8	9	8	1 to 113
Density	23.1%	6.7%	17.6%	11.9%	10.3%	12.5%	6.7% to 17.6%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	1	98	8	9	8	1 to 98
Density	23.1%	6.7%	15.3%	11.9%	10.3%	12.5%	6.7% to 15.3%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	1	65	3	4	8	1 to 65
Density	0.0%	6.7%	10.1%	4.5%	4.6%	12.5%	4.5% to 12.5%

**Same Site Link URLs Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	13	15	641	67	87	64	15 to 641
Characters	88	117	5,390	555	689	510	117 to 5,390

## Outbound Link URLs

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

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

### Your Contents

No.	Outbound Link URL	Link Text
1.	www ibexinternet [http://www.ibexinternet.co.uk]	Ibex Internet Ltd

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

OK	Quantity: You don't use the search term "Search Engine Optimisation" in the outbound link URLs. This meets the requirements.
>	Quantity: You could use the search term "Search" at least once in the outbound link URLs but this is optional.
>	Density: You could increase the keyword density for the search term "Search" in the outbound link URLs but this is optional.
>	Quantity: You could use the search term "Engine" at least once in the outbound link URLs but this is optional.
>	Density: You could increase the keyword density for the search term "Engine" in the outbound link URLs but this is optional.
OK	Quantity: You don't use the search term "Optimisation" in the outbound link URLs. This meets the requirements.
OK	Number of words: You use 2 words in the outbound link URLs. This meets the requirements.
OK	Number of characters: You use 16 characters in the outbound link URLs. This meets the requirements.

### Detailed Analysis of "Outbound Link URLs"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	2	0	0	0	0 to 2
Density	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0% to 2.3%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	1	0	0	0	0 to 1
Density	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0% to 1.2%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

**Outbound Link URLs Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	2	0	86	27	11	0	0 to 86
Characters	16	0	528	157	82	0	0 to 528

## IMG ALT Attributes

The <img alt> 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 <img alt> attributes to improve your rankings.

Example: 

### Your Contents

No.	Image Alt Attribute Text	Image File Name
1.	<b>search Engine</b> optimization - get ranked	pics/get_ranked.jpg

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

>	Quantity: You could use the search term "Search Engine Optimisation" at least once in the IMG ALT attributes but this is optional.
>	Density: You could increase the keyword density for the search term "Search Engine Optimisation" in the IMG ALT attributes but this is optional.
OK	Quantity: You use the search term "Search" once in the IMG ALT attributes. This meets the requirements.
>>	Density: The keyword density for the search term "Search" is 20.0%. This is too high in the IMG ALT attributes (it should be 11.8% at maximum). Consider adding more text.
OK	Quantity: You use the search term "Engine" once in the IMG ALT attributes. This meets the requirements.
>>	Density: The keyword density for the search term "Engine" is 20.0%. This is too high in the IMG ALT attributes (it should be 11.8% at maximum). Consider adding more text.
>	Quantity: You could use the search term "Optimisation" at least once in the IMG ALT attributes but this is optional.
>	Density: You could increase the keyword density for the search term "Optimisation" in the IMG ALT attributes but this is optional.
>>	Number of words: You use 5 words in the IMG ALT attributes but you should use more words. Use at least 15 words.
>>	Number of characters: You use 39 characters in the IMG ALT attributes but you should use more characters. Use at least 109 characters.

### Detailed Analysis of "IMG ALT Attributes"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	2	3	1	1	0	0 to 3
Density	0.0%	11.8%	4.0%	6.7%	5.3%	0.0%	0.0% to 11.8%

**Analysis of "Search":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	2	3	1	1	0	0 to 3
Density	20.0%	11.8%	4.0%	6.7%	5.3%	0.0%	0.0% to 11.8%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	2	3	1	1	0	0 to 3
Density	20.0%	11.8%	4.0%	6.7%	5.3%	0.0%	0.0% to 11.8%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	0	2	3	1	1	0	0 to 3
Density	0.0%	11.8%	4.0%	6.7%	5.3%	0.0%	0.0% to 11.8%

**IMG ALT Attributes Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	5	17	75	15	19	71	15 to 75
Characters	39	127	541	109	121	502	109 to 541

## HTML Comment Tags

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

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

### Your Contents

No.	HTML Comment Text
1.	<b>Search Engine Optimisation,search,engine,optimisatio,get-ranked,ranking,keywords, search engine</b>

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

OK	Quantity: You use the search term "Search Engine Optimisation" once in the HTML comment tags. This meets the requirements.
>>	Density: The keyword density for the search term "Search Engine Optimisation" is 8.3%. This is too high in the HTML comment tags (it should be 4.8% at maximum). Consider adding more text.
OK	Quantity: You use the search term "Search" 3 times in the HTML comment tags. This meets the requirements.
>>	Density: The keyword density for the search term "Search" is 25.0%. This is too high in the HTML comment tags (it should be 23.8% at maximum). Consider adding more text.
OK	Quantity: You use the search term "Engine" 3 times in the HTML comment tags. This meets the requirements.
>>	Density: The keyword density for the search term "Engine" is 25.0%. This is too high in the HTML comment tags (it should be 23.8% at maximum). Consider adding more text.
OK	Quantity: You use the search term "Optimisation" once in the HTML comment tags. This meets the requirements.
>>	Density: The keyword density for the search term "Optimisation" is 8.3%. This is too high in the HTML comment tags (it should be 4.8% at maximum). Consider adding more text.
OK	Number of words: You use 12 words in the HTML comment tags. This meets the requirements.
OK	Number of characters: You use 95 characters in the HTML comment tags. This meets the requirements.

### Detailed Analysis of "HTML Comment Tags"

#### Analysis of "Search Engine Optimisation":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	0	0	0	0	0 to 1
Density	8.3%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0% to 4.8%

#### Analysis of "Search":

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	5	0	0	0	0	0 to 5
Density	25.0%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0% to 23.8%

**Analysis of "Engine":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	3	5	0	0	0	0	0 to 5
Density	25.0%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0% to 23.8%

**Analysis of "Optimisation":**

	Your Site	#1	#2	#3	#4	#5	Range
Quantity	1	1	0	0	0	0	0 to 1
Density	8.3%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0% to 4.8%

**HTML Comment Tags Contents**

	Your Site	#1	#2	#3	#4	#5	Range
Words	12	21	2	74	0	21	0 to 74
Characters	95	165	19	470	0	148	0 to 470

## General Advice

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

### Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"

- 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.get-ranked.com/search-engine-audits.htm" contains 330 words which should be enough for the search engines.
- >> Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "Search Engine Optimisation" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "optimisation" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "keywords" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "search engines" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- 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.
- >> Your web page uses the Meta Robots tag to allow search engines to index your web page. Actually, you can remove this tag as search engines will also index your web page if this tag is missing.
- 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 doesn't use any scripts at all so there won't be any problems with the search engines in this aspect.
- 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.

**Do the following to improve the ranking for your web site on MSN.co.uk for the search term "Search Engine Optimisation"**

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.get-ranked.com/search-engine-audits.htm" 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.get-ranked.com/search-engine-audits.htm" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.
OK	Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.