

SEO - Search Engine Optimization



NetBoost PRO - WEB-AID

Top 10 Optimization Report

Date: 4/24/2010

Report overview

This report helps you to optimize the web page "http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html" for a high ranking on Google.com for the search term "driveway markers".

Your web page



<http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html>

Title: Driveway Delights - High quality and low cost reflective Driveway Markers and Posts

Description: Practical and stylish driveway markers and reflective markers that make your driveway easy to spot at night and enhance your driveway's appearance during the day.

Your competitors for the search term "driveway markers" on Google.com



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

Title: Hydrant markers in ANY style!, driveway markers, pavement markers, reflective clothing and more!

Description: Hy-Viz hydrant markers. Custom made Hydrant markers in ANY style. Driveway markers, pavement markers, clothing and more safety products!



<http://www.hyviz.com/hyvis/drive.htm>

Title: Hy-Viz driveway markers! Custom made driveway markers direct from the source!

Description: Hy Viz driveway markers! Buy Custom made driveway markers direct from the source! Any color driveway markers and 6 styles!



<http://www.nextag.com/driveway-marker/stores-html>

Title: Driveway Marker - Home & Garden - Compare Prices, Reviews and Buy at NexTag - Price - Review

Description: Driveway Marker - 16 results like the SOLAR DRIVEWAY MARKER, Solar Driveway Marker, Improvements Decorative Driveway Markers, Style: BIRD, Whatever Works Set of 2 Solar Driveway Markers, SOLAR LIGHT STICKS, Rebound Driveway Marker 09-001 Reflective Marker 48" (Pack of 50), and more... Driveway Marker - Home & Garden



<http://www.amazon.com/Lifesafe-4-Ft-Fiberglass-Driveway-Marker/dp/B000O50T0W>

Title: Amazon.com: Lifesafe 4-Ft. Fiberglass Driveway Marker: Patio, Lawn & Garden






Description: Amazon.com: Lifesafe 4-Ft. Fiberglass Driveway Marker: Patio, Lawn & Garden



http://www.bfproducts.com/comersus/store/comersus_viewItem.asp?idProduct=180

Title: 48in Reflective Driveway Markers, Snow Poles at BF Products

Your competitors for the search term "driveway markers" on Google.com

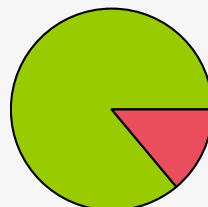
		<p>Description: Driveway marker reflector, Snow markers from BF Products are available in a variety of colors and sizes used to mark roadways, hazards, and other areas with our driveway markers reflector.</p>
6		<p>http://hardware.hardwarestore.com/28-462-driveway-markers.aspx</p> <p>Title: Find Driveway Markers and other Signs & Reflectors at Aubuchon Hardware</p> <p>Description: Research a variety of Driveway Markers and other related Signs & Reflectors at Aubuchon Hardware. Learn more by visiting our General Hardware and Hardware departments.</p>
7		<p>http://www.improvementscatalog.com/home/improvements/792929467-decorative-driveway-markers.html</p> <p>Title: Decorative Driveway Markers</p> <p>Description: Decorative Driveway Markers. So much more inviting than standard wood stakes, these cast iron Decorative Driveway Markers have a reflective strip to show the way. By day, the reflective driveway markers add a charming look to your landscape with their Victorian-style finial toppers. At night, the Decorative Driveway Marker's reflective silver strip catches the light from your car's headlights to keep you from veering off into the lawn. Each reflective driveway marker has an H-bracket post for secure positioning. You get 2.</p>
8		<p>http://www.northerntool.com/webapp/wcs/stores/servlet/product_6970_200332781_200332781</p> <p>Title: Lifesafe 4-Ft. Fiberglass Driveway Marker Driveway Markers Northern Tool + Equipment</p> <p>Description: An economical way to mark your parking lots and passageways. Sturdy, reusable, strong lime green 3/8in. diameter fiberglass rod features red 360° reflective band. Smooth finish. Pointed end for easy installation. PVC cap.</p>
9		<p>http://www.lowcostmarkers.com/</p> <p>Title: Star Products - Your company for high quality low cost driveway markers</p> <p>Description: Your company for high quality low cost driveway markers</p>
10		<p>http://www.gemplers.com/product/173466/Rebound-Driveway-Markers</p> <p>Title: Rebound Driveway Markers, Property Markers, Marking Supplies - GEMPLER'S</p> <p>Description: Unique, highly reflective driveway markers feature a flexible fiberglass rod on a rugged stainless steel spring. Marker spring will bend flush to the</p>

Analyzed search terms

1. driveway markers
2. driveway
3. markers

Top 10 Ranking Requirements Score™

86%



The web page www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html meets only 86% of the requirements for a top 10 ranking on Google.com for the search term "driveway markers".

It is not likely yet that the web page will get a top 10 ranking for "driveway markers" on Google.com. Try to achieve at least 95% and improve the link popularity of www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html.

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

Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential (weighted most):	22	2
Very Important:	9	0
Important:	34	2
Moderately Important:	41	0
Slightly Important:	23	3
Total:	129	7

Ranking Factors Performance

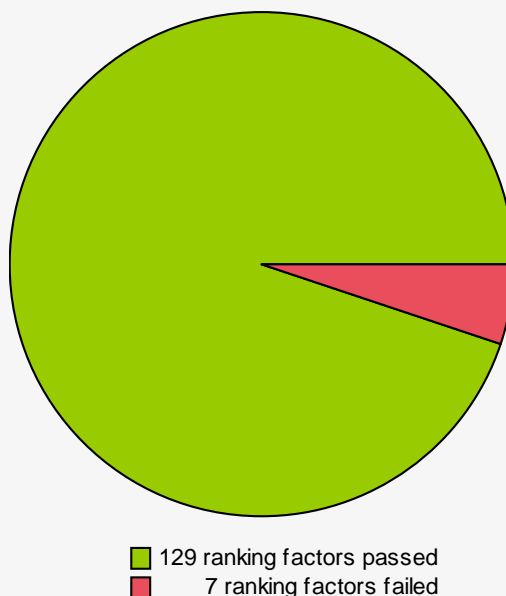


Table of contents

1. [Report overview](#)
2. [Keyword use in document title](#)
3. [Global link popularity of web site](#)
4. [Link texts of inbound links](#)
5. [Keyword use in body text](#)
6. [Age of web site](#)
7. [Keyword use in H1 headline texts](#)
8. [Keyword use in domain name](#)
9. [Keyword use in page URL](#)
10. [Links from social networks](#)
19. [Keyword use in same domain link URLs](#)
20. [Keyword use in outbound link URLs](#)
21. [Keyword use in meta description](#)
22. [Number of trailing slashes in URL](#)
23. [HTML validation of web page to W3C standards](#)
24. [Readability level of web page](#)
25. [Keyword use in meta keywords](#)
26. [Keyword use in the first sentence of the body text](#)
27. [Keyword use in HTML comments](#)
28. [Search engine compatibility](#)

11	Server speed	29.	Factors that could prevent your top ranking
12	Keyword use in H2-H6 headline texts	30.	Table: Number of keywords
13	Keyword use in IMG ALT attributes	31.	Table: Keyword density
14	Top level domain of web site	32.	Table: Keyword position
15	Keyword use in bold body text	33.	Table: Number of words
16	Number of visitors to the site	34.	Table: Number of characters
17	Keyword use in same domain link texts	35.	Table: Ranking factors digest
18	Keyword use in outbound link texts		

Keyword use in document title

Essential

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

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

Their contents

Rank	Keyword use in document title
1	Hydrant markers in ANY style!, driveway markers , pavement markers , reflective clothing and more!
2	Hy-Viz driveway markers ! Custom made driveway markers direct from the source!
3	Driveway Marker - Home & Garden - Compare Prices, Reviews and Buy at NexTag - Price - Review
4	Amazon.com: Lifesafe 4-Ft. Fiberglass Driveway Marker: Patio, Lawn & Garden
5	48in Reflective Driveway Markers , Snow Poles at BF Products
6	Find Driveway Markers and other Signs & Reflectors at Aubuchon Hardware
7	Decorative Driveway Markers
8	Lifesafe 4-Ft. Fiberglass Driveway Marker Driveway Markers Northern Tool + Equipment
9	Star Products - Your company for high quality low cost driveway markers
10	Rebound Driveway Markers , Property Markers , Marking Supplies - GEMPLER'S

Your contents

Driveway Delights - High quality and low cost reflective **Driveway Markers** and Posts

Advice for your document title

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 67%	17%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	2	OK	OK
Keyword density:	7% to 33%	17%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 33%	8%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 4	3	OK	OK
Keyword density:	4% to 33%	13%	OK	OK

Global link popularity of web site

Essential

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

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

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

	Alexa	Google.com	Yahoo.com	Peak Value
To Your Site:	44	0	190	190
To Site 1:	10	0	138	138
To Site 2:	10	0	91	91
To Site 3:	4,400	0	997	4,400
To Site 4:	283,317	4	28	283,317
To Site 5:	89	0	4	89
To Site 6:	80	1	202	202
To Site 7:	860	3	218	860
To Site 8:	1,188	1	22	1,188
To Site 9:	1	0	49	49
To Site 10:	308	2	94	308
Range:	1 to 283,317	0 to 4	4 to 997	49 to 283,317

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 26,422, the link popularity of your web page is 190. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

<<

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

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

<<

Link texts of inbound links

Essential

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

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

The more inbound link texts are analyzed, the more meaningful is the quality of the advice. To get statistically significant results, you should analyze at least 50 inbound link texts. You can change the number of analyzed inbound link texts by selecting Top 10 Optimizer > Report Contents > Link Popularity.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
[empty]	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.makeseodirectory.com/Home/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://consolidations.org.uk/Family - Home /
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://directorybus.com/Home/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://findyourcompanydomain.com/Home/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://hqdirectory.com/Home/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.cannuke.com/Home/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.evillasio.org/index.php?c=659
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.localseofirms.com/ArizonaSEOFirms/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.localseopro.com/ArkansasSEOFirms/
Driveway Delights - High quality and low cost reflective Driveway Markers and Posts	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	http://www.pivotab.com/Home/

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
High quality and low cost reflective Driveway...	eDecor/ReflectiveHomeMarker.html	

Advice for the link texts of inbound links

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

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

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

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

At least 10% of the analyzed inbound link texts contain the search term "driveway markers". This is good.

<

OK

At least 20% of the analyzed inbound link texts contain the search term "driveway markers". This is good.

OK

At least 40% of the analyzed inbound link texts contain the search term "driveway markers". This is good.

OK

At least 60% of the analyzed inbound link texts contain the search term "driveway markers". This is good.

OK

At least 80% of the analyzed inbound link texts contain the search term "driveway markers". This is good.

OK

Keyword use in body text

Essential

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

Your contents

Driveway Markers These reflective **driveway markers** make it easy to find your home at night. Related Products Address **Markers** Plant Stands SUPER SPRING SALE! Don't miss your **driveway** by letting this opportunity pass you by. Price Buy Now \$54.95 \$44.95 (pair) Improve your **Driveways** appearance Great gifts for any occasion. **Driveway Markers** (Pair - 2 **Markers**) - Improve your **Driveway** One for each side! Practical and stylish, these reflective posts make your entry way easy to spot at night and enhance your home's appearance during the day.

Highly visible and easy to install, these reflective **markers** are sure to make your home eye-catching. No digging! Adding beauty and elegance doesn't have to be hard work. These home **markers** are sturdy and well built. Installation is quick and easy, no digging involved, and all products are easily repositioned. Custom options are available for reflector color, post color, and ornament. If you don't find the color you're looking for or you are looking for small weekend project, simply purchase the product in Kit form.

Driveway Markers , **Driveway** Posts Dimensions Post (4x4) Height: 26 inches Ornament Diameter: 17 inches Reflector Diameter: 3 inches Marker Without Ornament Customize your options Reflector Color Blue Green Red White Amber Ornament Ship Wheel Without Ornament The Post color Golden Oak (Stain) Dark Walnut (Stain) Neutral (Solid) White (Solid) Black (Solid) Kit (Unfinished) Product Name Price Buy Now **Driveway** Marker \$54.95 \$44.95 (pair) Improve your **Driveways** appearance Privacy Notice | Terms & Conditions | Shipping & Return Policy Copyright © 2009 LB&AS, LLC Powered by osCommerce

Advice for your body text

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 32	4	OK	OK
Keyword density:	0% to 7%	3%	OK	OK
Number of words:	255 to 10,252	257	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	3 to 83	10	OK	OK
Keyword density:	0% to 5%	4%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	3 to 83	8	OK	OK
Keyword density:	0% to 4%	3%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	6 to 101	18	OK	OK
Keyword density:	0% to 4%	4%	OK	OK

Age of web site

Very Important

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

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	n/a
1	http://www.hyviz.com/	Wednesday, January 17, 2001 (newest domain)
2	http://www.hyviz.com/hyvis/drive.htm	Wednesday, January 17, 2001 (newest domain)
3	http://www.nextag.com/driveway-marker/stores-html	Thursday, October 15, 1998
4	http://www.amazon.com/Lifesafe-4-Ft-Fiberglass-Driveway-Marker/dp/B000O50T0W	Tuesday, November 01, 1994 (oldest domain)
5	http://www.bfproducts.com/comersus/store/comersus_viewItem.asp?idProduct=180	Sunday, April 11, 1999
6	http://hardware.hardwarestore.com/28-462-driveway-markers.aspx	Thursday, August 10, 1995
7	http://www.improvementscatalog.com/home/improvements/792929467-decorative-driveway-markers.html	Tuesday, April 22, 1997
8	http://www.northerntool.com/webapp/wcs/stores/servlet/product_6970_200332781_200332781	Wednesday, September 02, 1998
9	http://www.lowcostmarkers.com/	n/a
10	http://www.gemplers.com/product/173466/Rebound-Driveway-Markers	Monday, October 14, 1996
Range	Tuesday, November 01, 1994 to Wednesday, January 17, 2001	

Advice for the web site age

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



Keyword use in H1 headline texts

Very Important

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

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

Your contents

No.	H1 Heading Text
1.	Driveway Markers
2.	,
3.	Driveway Posts

Advice for your H1 headline texts

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	1	OK	OK
Keyword density:	0% to 100%	50%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	2	OK	OK
Keyword density:	0% to 50%	50%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 32	1	OK	OK
Keyword density:	0% to 50%	25%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 35	3	OK	OK
Keyword density:	2% to 50%	38%	OK	OK

Keyword use in domain name

Important

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

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

Their contents

Rank	Words In Domain Name	URL
1	hyviz	http://www.hyviz.com/
2	hyviz	http://www.hyviz.com/hyvis/drive.htm
3	nextag	http://www.nextag.com/driveway-marker/stores-html
4	amazon	http://www.amazon.com/Lifesafe-4-Ft-Fiberglass-Driveway-Marker/dp/B000O50T0W
5	bfproducts	http://www.bfproducts.com/comersus/store/comersus_viewItem.asp?idProduct=180
6	hardware hardwarestore	http://hardware.hardwarestore.com/28-462-driveway-markers.aspx
7	improvementscatalog	http://www.improvementscatalog.com/home/improvements/792929467-decorative-driveway-markers.html
8	northerntool	http://www.northerntool.com/webapp/wcs/stores/servlet/product_6970_200332781_200332781
9	lowcost markers	http://www.lowcostmarkers.com/
10	gemplers	http://www.gemplers.com/product/173466/Rebound-Driveway-Markers

Your contents

drivewaydelights (Domain name: "**drivewaydelights.com**")

Advice for the domain name

The domain name drivewaydelights.com contains only a part of the search term "driveway markers". This is acceptable.



Keyword use in page URL

Important

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

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

Their contents

Rank	Words In Page URL	URL
1	[no words]	http://www.hyviz.com/
2	hyvis drive	http://www.hyviz.com/hyvis/drive.htm
3	driveway marker stores html	http://www.nextag.com/driveway-marker/stores-html
4	Lifesafe 4 Ft Fiberglass Driveway Marker dp B000O50T0W	http://www.amazon.com/Lifesafe-4-Ft-Fiberglass-Driveway-Marker/dp/B000O50T0W
5	comersus store comersus viewItem idProduct 180	http://www.bfproducts.com/comersus/store/comersus_viewItem.asp?idProduct=180
6	28 462 driveway markers	http://hardware.hardwarestore.com/28-462-driveway-markers.aspx
7	home improvements 792929467 decorative driveway markers	http://www.improvementscatalog.com/home/improvements/792929467-decorative-driveway-markers.html
8	webapp wcs stores servlet product 6970 200332781 200332781	http://www.northerntool.com/webapp/wcs/stores/servlet/product_6970_200332781_200332781
9	[no words]	http://www.lowcostmarkers.com/
10	product 173466 Rebound Driveway Markers	http://www.gemplers.com/product/173466/Rebound-Driveway-Markers

Your contents

OutdoorHomeDecor ReflectiveHomeMarker (Page URL: "/OutdoorHomeDecor/ReflectiveHomeMarker.html")

Advice for your page URL

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "driveway markers" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "driveway markers" but this is optional.	<

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "driveway" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "driveway" but this is optional.	<

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "markers" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "markers" but this is optional.	<

Keywords "driveway" or "markers"

Advice for your page URL

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "driveway" or "markers" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the keywords "driveway" or "markers" but this is optional.	<

Links from social networks

Important

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

Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	0	0	0
To Site 1:	0	0	0
To Site 2:	0	0	0
To Site 3:	2,092	15	2,107
To Site 4:	19,432	6,784	26,216
To Site 5:	0	1	1
To Site 6:	0	0	0
To Site 7:	87	3	90
To Site 8:	389	5	394
To Site 9:	0	0	0
To Site 10:	228	0	228
Range:	0 to 19,432	0 to 6,784	0 to 26,216

Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html". Try to get at least one web page to link to your web page on these social networks.

<<

Server speed

Important

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

Server speed results

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	n/a	n/a	2.19s	2.84s	n/a	2.64s	6.12s	3.14s	1.38s	1.89s	1.38s to 6.12s

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	n/a	n/a	average: top 50%	average: bottom 40%	n/a	average: bottom 45%	very slow: bottom 10%	slow: bottom 35%	fast: top 25%	fast: top 40%	very slow: bottom 10% to fast: top 25%

Advice for the server speed

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



Keyword use in H2-H6 headline texts

Important

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

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

Your contents

No.	Heading Texts
1.	[H2] These reflective driveway markers make it easy to find your home at night.
2.	[H2] Custom options are available for reflector color, post color, and ornament. If you don't find the color you're looking for or you are looking for small weekend project, simply purchase the product in Kit form.

Advice for your H2-H6 headline texts

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 20%	4%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 10%	2%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	1	OK	OK
Keyword density:	0% to 10%	2%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	2	OK	OK
Keyword density:	0% to 10%	2%	OK	OK

Keyword use in IMG ALT attributes

Important

The attribute defines an alternative text for an image when the user uses a text browser or when the user has turned off the display of images in the web browser application. Microsoft's Internet Explorer displays the alternative text if the user puts the cursor over the graphic. This chapter tries to find out if it makes sense to include the search term in the attributes to improve your rankings.

Example:

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	Buy Now - Driveway Marker Sale.	./images/Sale.png
2.	Buy Now - Enhance your driveway and start enjoying the elegance.	includes/languages/english/images/buttons/button_buy_now.gif
3.	Driveway Markers - Picture shown in Neutral color with Ships Wheel ornament.	./images/p14.png
4.	Driveway Markers	./images/p17.png
5.	[empty]	images/pixel_trans.gif
6.	Driveway Markers	images/DrivewayMarkers.png
7.	Buy Now	includes/languages/english/images/buttons/button_buy_now.gif

Advice for your IMG ALT attributes

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 70	3	OK	OK
Keyword density:	0% to 32%	19%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 72	5	OK	OK
Keyword density:	0% to 16%	16%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 92	3	OK	OK
Keyword density:	0% to 21%	9%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 164	8	OK	OK
Keyword density:	2% to 19%	13%	OK	OK

Top level domain of web site

Important

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

Top level domain results

Your Site	1	2	3	4	5	6	7	8	9	10
.com	.com	.com	.com	.com	.com	.com	.com	.com	.com	.com

Advice for the top level domain of your web site

Your web site URL www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com.

OK

Keyword use in bold body text

Important

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

Their contents

Rank	Keyword use in bold body text
1	Year round hydrant marker solutions. Year round service and safety! ph~ 973.478.1464 fax~ 973.478.1943 23a Vreeland Street ~ Lodi, New Jersey 07644 info@hyviz.com - Where time is critical, depend on Hy-Viz Inc. - the hydrant marker and reflective safety product specialists!" Need something along with your hydrant markers ? What else can we supply? -- Much more than you think! Can't find what you are looking for? Just call [and 8,992 additional characters]
2	"The very BEST Driveway Markersfrom Plain to Double Swirl! Driveway markers , reflective clothing, traffic safety supplies & more! ph~ 973.478.1464 fax~ 973.478.1943 23a Vreeland Street, Lodi, New Jersey 07644 ^ swirl samples (click me!) Patriot Banding! "Winter Swirl" Driveway marker "your choice" double band Driveway marker single red swirl Driveway Markers "Springtime" Swirls Driveway markers Border, Locator & Dri [and 6,385 additional characters]
3	View all 12 (a-z) m.nextag.com Install NexTag for: DRIVEWAY MARKER driveway marker driveway Find Other Lighting ... Like this One Related Searches: Driveway Marker driveway marker Find Other Outdoor Patio Furniture ... Like this One Related Searches: Driveway Markers Driveway Markers Find Other Furnishings ... Related Searches: Driveway Markers driveway . Find Other Lighting ... Like this One Related Searches: driveway markers driveways Find Other [and 618 additional characters]
4	\$3.99 Northern Tool & Equipment or 1 Review \$3.99 Northern Tool & Equipment Price For All Three: \$14.27 This item: Northern Tool & Equipment Northern Tool & Equipment Northern Tool & Equipment Northern Tool & Equipment acehardwareoutlet acehardwareoutlet Shipping Weight: ASIN: Average Customer Review: 1 Review Amazon.com Sales Rank: Snowplows update product info give feedback on images Fiberglass markers Fiberglass Markers Driveway Markers Fiber [and 668 additional characters]
5	Subtotal: \$0.00 664 48in REFLECTIVE DRIVEWAY MARKER (YELLOW) Suggestion Box . . .
6	800-431-2712 10 Driveway Marker, 48" \$2.59 Driveway Marker, 48" Orange \$4.99 Fiberglass Driveway Marker, 72" Orange \$5.29 Red Driveway Marker, 48" \$2.59 Solid Steel Driveway Maker, 48" Lime \$7.99 Driveway Marker, 3' Blue \$2.49 Driveway Marker, 36" Red \$2.49 Red Driveway Marker, 48" \$6.49 Yellow Driveway Marker, 48" \$4.99 Plastic Driveway Marker, 36" Red \$1.59 Browse all Brands Learning Center New:
7	Benefits of the Decorative Driveway Markers : What's Included: Cast Iron Hose Guides Dimensions: Weight: Materials: Available Styles: Decorative Driveway Markers
8	Color Reflective Stripe Color Material Type Reflector Size L x W (in.) Reflectors Included (qty.) Manufacturer Warranty Ship Weight Item#
9	Please call us at 440-394-9909 Shopping Cart Click Here To Watch Our Demonstration Video Minimum Order Quantity 100 Minimum Order Quantity 100 Minimum Order Quantity 100 Minimum Order Quantity 100 Best Seller 3x4 Orange Clip on Flags .89ea "SLUGGO-OX-JR" Driveway Marker Installation Tool... \$25.00 Shovel Best Seller \$8.24 Shovel with Wear Strip Best Seller \$8.74 HOME NEW PRODUCTS MY ACCOUNT SHOPPING CART CHECKOUT CONTACT U [and 85 additional characters]
10	Save on Shipping Costs . . . All Year Item No: Rebound Driveway Markers

Your contents

Related Products SUPER SPRING SALE! **Driveway Markers (Pair - 2 Markers)** - Improve your **Driveway** No digging! Adding beauty and elegance doesn't have to be hard work.

Advice for your bold body text

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 18	1	OK	OK
Keyword density:	0% to 20%	8%	OK	OK

Search term: "driveway"

Advice for your bold body text

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 26	2	OK	OK
Keyword density:	0% to 16%	8%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 48	2	OK	OK
Keyword density:	0% to 10%	8%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 61	4	OK	OK
Keyword density:	0% to 10%	8%	OK	OK

Number of visitors to the site

Important

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

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

	URL	Alexa Traffic Rank
Your Site	http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html	Rank #10,051,436
1	http://www.hyviz.com/	Rank #8,635,162 (least visitors of the competitors)
2	http://www.hyviz.com/hyvis/drive.htm	Rank #8,635,162 (least visitors of the competitors)
3	http://www.nextag.com/driveway-marker/stores-html	Rank #534
4	http://www.amazon.com/Lifesafe-4-Ft-Fiberglass-Driveway-Marker/dp/B000O50T0W	Rank #22 (most visitors of the competitors)
5	http://www.bfproducts.com/comersus/store/comersus_viewItem.asp?idProduct=180	Rank #6,711,672
6	http://hardware.hardwarestore.com/28-462-driveway-markers.aspx	Rank #41,294
7	http://www.improvementscatalog.com/home/improvements/792929467-decorative-driveway-markers.html	Rank #33,259
8	http://www.northerntool.com/webapp/wcs/stores/servlet/product_6970_200332781_200332781	Rank #9,702
9	http://www.lowcostmarkers.com/	n/a
10	http://www.gemplers.com/product/173466/Rebound-Driveway-Markers	Rank #90,107
Range		22 to 8,635,162 (average rank: #2,684,101)

Advice for the number of visitors to your site

Your web site www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html does not appear to attract many visitors because your traffic rank is above #100,000 and you have less visitors than the average of your competitors. This could be disadvantageous to your rankings on Google.com.

<<

Keyword use in same domain link texts

Moderately Important

Link texts are words and sentences that are used as links. Same domain link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.com takes search terms in same domain link texts into account.

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

Your contents

No.	Same Domain Link Text	Link URL
1.	Related Products	/catalog/Home.php
2.	Address Markers	/AddressSigns/DecorativeOutdoorHouseSigns.html
3.	Plant Stands	/PlantPosts/PlantPosts.html
4.	Improve your Driveways appearance	/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32
5.	Great gifts for any occasion.	/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32
6.	[empty]	/catalog/images/DrivewayMarkers.png
7.	Improve your Driveways appearance	/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32
8.	Privacy Notice	/privpolicy.php
9.	Terms & Conditions	/condofuse.php
10.	Shipping & Return Policy	/shipreturn.php

Advice for your same domain link texts

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use the search term "driveway markers" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "driveway markers" but this is optional.	<

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 68	2	OK	OK
Keyword density:	0% to 9%	7%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 15	1	You could use the search term "markers" more than once but this is optional.	<
Keyword density:	0% to 7%	4%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 77	3	OK	OK
Keyword density:	1% to 5%	5%	OK	OK

Keyword use in outbound link texts

Moderately Important

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

Example: The HTML tag About the company contains the outbound link text "About the company".

Your contents

No.	Outbound Link Text	Link URL
1.	osCommerce	http://www.oscommerce.com

Advice for your outbound link texts

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "driveway markers" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "driveway markers" but this is optional.	<

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "driveway" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "driveway" but this is optional.	<

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "markers" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "markers" but this is optional.	<

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use one of the keywords "driveway" or "markers" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the keywords "driveway" or "markers" but this is optional.	<

Keyword use in same domain link URLs

Moderately Important

Links connect one web page to another. Same domain links are the links in <a href> attributes that point to other pages on the same domain. This chapter examines if search terms in same domain link URLs are relevant to Google.com.

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

Your contents

No.	Same Domain Link URL	Link Text
1.	catalog Home [/catalog/Home.php]	Related Products
2.	AddressSigns DecorativeOutdoorHouseSigns [/AddressSigns/DecorativeOutdoorHouseSigns.html]	Address Markers
3.	PlantPosts PlantPosts [/PlantPosts/PlantPosts.html]	Plant Stands
4.	catalog index cPath 21 amp sort 2a amp action buy now amp products id 32 [/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32]	Improve your Driveways appearance
5.	catalog index cPath 21 amp sort 2a amp action buy now amp products id 32 [/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32]	Great gifts for any occasion.
6.	catalog images DrivewayMarkers png [/catalog/images/ DrivewayMarkers .png]	[empty]
7.	catalog index cPath 21 amp sort 2a amp action buy now amp products id 32 [/catalog/index.php?cPath=21&sort=2a&action=buy_now&products_id=32]	Improve your Driveways appearance
8.	privpolicy [/privpolicy.php]	Privacy Notice
9.	condofuse [/condofuse.php]	Terms & Conditions
10.	shipreturn [/shipreturn.php]	Shipping & Return Policy

Advice for your same domain link URLs

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 35	1	OK	OK
Keyword density:	0% to 16%	2%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 97	1	OK	OK
Keyword density:	0% to 15%	2%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 35	1	OK	OK
Keyword density:	0% to 8%	2%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

Advice for your same domain link URLs

Search term: "driveway markers"

Number of keywords:	0 to 104	2	OK	OK
Keyword density:	0% to 12%	2%	OK	OK

Keyword use in outbound link URLs

Moderately Important

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

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

Your contents

No.	Outbound Link URL	Link Text
1.	www oscommerce [http://www.oscommerce.com]	osCommerce

Advice for your outbound link URLs

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "driveway" at least once but this is optional.	<
Keyword density:	0% to 3%	0%	You could increase the keyword density for the search term "driveway" but this is optional.	<

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "markers" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "markers" but this is optional.	<

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "driveway" or "markers" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the keywords "driveway" or "markers" but this is optional.	<

Keyword use in meta description

Moderately Important

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

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

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

Their contents

Rank	Keyword use in meta description
1	Hy-Viz hydrant markers . Custom made Hydrant markers in ANY style. Driveway markers , pavement markers , clothing and more safety products!
2	Hy Viz driveway markers ! Buy Custom made driveway markers direct from the source! Any color driveway markers and 6 styles!
3	Driveway Marker - 16 results like the SOLAR DRIVEWAY MARKER , Solar Driveway Marker , Improvements Decorative Driveway Markers , Style: BIRD, Whatever Works Set of 2 Solar Driveway Markers , SOLAR LIGHT STICKS, Rebound Driveway Marker 09-001 Reflective Marker 48" (Pack of 50), and more... Driveway Marker - Home & Garden
4	Amazon.com: Lifesafe 4-Ft. Fiberglass Driveway Marker : Patio, Lawn & Garden
5	Driveway marker reflector , Snow markers from BF Products are available in a variety of colors and sizes used to mark roadways, hazards, and other areas with our driveway markers reflector.
6	Research a variety of Driveway Markers and other related Signs & Reflectors at Aubuchon Hardware. Learn more by visiting our General Hardware and Hardware departments.
7	Decorative Driveway Markers . So much more inviting than standard wood stakes, these cast iron Decorative Driveway Markers have a reflective strip to show the way. By day, the reflective driveway markers add a charming look to your landscape with their Victorian-style finial toppers. At night, the Decorative Driveway Marker's reflective silver strip catches the light from your car's headlights to keep you from veering off into the lawn. Each refle [and 78 additional characters]
8	An economical way to mark your parking lots and passageways. Sturdy, reusable, strong lime green 3/8in. diameter fiberglass rod features red 360° reflective band. Smooth finish. Pointed end for easy installation. PVC cap.
9	Your company for high quality low cost driveway markers
10	Unique, highly reflective driveway markers feature a flexible fiberglass rod on a rugged stainless steel spring. Marker spring will bend flush to the

Your contents

Practical and stylish **driveway markers** and reflective **markers** that make your **driveway** easy to spot at night and enhance your **driveway's** appearance during the day.

Advice for your meta description

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 30%	8%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	3	OK	OK
Keyword density:	0% to 15%	12%	OK	OK

Advice for your meta description

Search term: "driveway markers"

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 21%	8%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	5	OK	OK
Keyword density:	0% to 15%	10%	OK	OK

Number of trailing slashes in URL

Moderately Important

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

Number of trailing slashes

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

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

The URL www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

HTML validation of web page to W3C standards

Slightly Important

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

Validation results

	Validity
HTML:	no errors, valid http://validator.w3.org/check?uri=http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html

Advice regarding the validity of your web site

Both the CSS code and the HTML code of your web page www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html is valid according to the W3C specifications. This means that Google.com does not have problems reading your web page.

OK

Readability level of web page

Slightly Important

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

Readability results

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
63	62	64	43	64	n/a	48	65	13	33	58	13 to 65

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
7	8	8	13	7	1304	8	8	13	11	7	7 to 1,304

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html is 63. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is easy to comprehend.

OK

Keyword use in meta keywords

Slightly Important

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

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

Their contents

Rank	Keyword use in meta keywords
1	hydrant markers , hydrant marker, driveway markers , fire hydrant marker, raised pavement markers , botts dots, bots dots, driveway marker, reflective clothing, survey vests, ANSI vests, traffic control, traffic safety, traffic and safety vests, construction, ANSI, high visibility clothing, vinatronics
2	driveway marker, driveway markers , border markers , cheap snow markers , custom driveway markers , driveway , free, landscape marker, tree, property lines
3	Home & Garden, Buy, Reviews, Prices, Compare, Price, Guide, Lowest, Best, Cheapest
4	Lifesafe 4-Ft. Fiberglass Driveway Marker, Lifesafe
5	driveway markers reflector, snow markers , driveway marker reflectors, driveway markers reflector, driveway markers reflectors, driveway marker, driveway markers
6	Driveway Markers , Signs & Reflectors, General Hardware, Hardware, Driveway Markers , hardware store, hardwarestore.com, aubuchon, aubuchon hardware
7	car and garage, outdoor living, decorative driveway markers , driveway markers and alert systems, reflective driveway markers
8	Lifesafe Snow + Ice Removal Snowplow Accessories Driveway Markers
9	driveway markers , driveway , markers , low cost, orange reflective, star products, fiberglass, snow removal, wholesale, driveway marker installation tool
10	driveway markers property rebound fiberglass rods stainless steel springs hi-vis

Your contents

driveway markers, **driveway** posts, **driveway** signs, **driveway** marker, **driveway** post, **driveway** sign, reflective **markers**, post signs, reflective marker, post sign, decorative house **markers**, lawn, yard, gift, gifts

Advice for your meta keywords

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 44%	7%	OK	OK

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	6	OK	OK
Keyword density:	0% to 33%	22%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	3	OK	OK
Keyword density:	0% to 28%	11%	OK	OK

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

Advice for your meta keywords

Search term: "driveway markers"

Number of keywords:	0 to 11	9	OK	OK
Keyword density:	0% to 31%	17%	OK	OK

Keyword use in the first sentence of the body text

Slightly Important

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

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

Their contents

Rank	Keyword use in the first sentence of the body text
1	Hydrant Markers - in ANY style, Reflective Clothing, Traffic Safety Supplies & more!
2	"The very BEST Driveway Markersfrom Plain to Double Swirl!
3	Products Degrees Travel Deals more Sign In My Lists Sell at NexTag related: solar driveway markers , driveway marker light , driveway lighting , driveway solar light , driveway gates , driveway guard , driveway alert , driveway security , driveway sealer , wireless driveway , driveway pavers , driveway fence , driveway sensor , cleaner driveway All Categories : Home & Garden : driveway marker See additional matches in Automotive or all catego [and 255 additional characters]
4	amazon.com Hello.
5	PRODUCT CATEGORIES
6	Store Locator Order Status Help Order online or call 800-431-2712 Hardware General Hardware Signs & Reflectors Driveway Markers Driveway Markers 10
7	Home > Outdoor Living > Car and Garage > Driveway Markers and Alert Systems > Decorative Driveway Markers Previous: Decorative Bird Feeder and Bird House Next: Decorative Garden Fencing
8	Categories Snow + Ice Removal Snowplow Accessories Driveway Markers Item# 174301 Print Lifesafe 4-Ft.
9	Specials Site search Contact us Create an account Customer login
10	Sign In Your Account Track Orders 1-800-382-8473 Shopping Cart (0 Items : \$0.00) Wish List Express Order Ordering Info Customer Service 100% Guarantee About Us Saturday Apr.

Your contents

Driveway Markers These reflective **driveway markers** make it easy to find your home at night.

Advice for your first sentence of the body text

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 20%	27%	The keyword density is too high. It should be 20% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	2	OK	OK
Keyword density:	0% to 14%	13%	OK	OK

Search term: "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 10%	13%	The keyword density is too high. It should be 10% at maximum. Consider adding more text to lower the keyword density.	<<

Advice for your first sentence of the body text

Search term: "driveway markers"

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 16	4	OK	OK
Keyword density:	0% to 10%	13%	The keyword density for the keywords "driveway" or "markers" is too high. It should be 10% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Keyword use in HTML comments

Slightly Important

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

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

Your contents	
No.	HTML Comment Text
1.	header /
2.	header_eof /
3.	body /
4.	Page Description - Driveway Delights - created August 7th 2009 - last modified November 21st 2009 - Outdoor Home lawn and yard driveway signs, makers, and post
5.	body_text /
6.	body_text_eof /
7.	shopping_cart_eof /
8.	reviews /
9.	reviews_eof /
10.	languages /
11.	languages_eof /
12.	currencies /
13.	currencies_eof /
14.	right_navigation_eof /
15.	body_eof /
16.	footer /
17.	footer_eof /

Advice for your HTML comments

Search term: "driveway markers"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "driveway markers" at least once but this is optional.	<
Keyword density:	0% to 1%	0%	You could increase the keyword density for the search term "driveway markers" but this is optional.	<

Search term: "driveway"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 4%	3%	OK	OK

Search term: "markers"

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

Keywords "driveway" or "markers"

	Competitors	Your Site	Advice	
--	-------------	-----------	--------	--

Advice for your HTML comments

Search term: "driveway markers"

Number of keywords:	0 to 6	2	OK	OK
Keyword density:	0% to 2%	2%	OK	OK

Search engine compatibility

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

Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html" contains 269 words which should be enough for search engines.	OK
Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search terms "decorative house markers", "driveway sign", "driveway signs", "lawn", "post sign", "post signs" and "yard" of your Meta Keywords tag do not seem to be mentioned in the body text of your web page. You should either remove these search terms from your Meta Keywords tag, or add the search terms to the body text of your web page.	<<
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in 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 "www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.drivewaydelights.com/OutdoorHomeDecor/ReflectiveHomeMarker.html on Google.com.

Advice

Inbound links to your web page

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

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

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

Since when do the links to your page exist?

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

Your web page

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

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

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

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

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

Search engine result page

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

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

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

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

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

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

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

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

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

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

Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	1	2	0	0	1	1	1	1	1	1	0 to 2
Body Text:	4	10	32	7	11	2	7	29	3	2	5	2 to 32
H1 Texts:	1	2	11	0	0	0	1	1	0	1	1	0 to 11
Domain:	0	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	0	0	0	1	1	0	0	1	0 to 1
H2-H6 Texts:	1	0	2	0	0	1	0	3	0	0	0	0 to 3
IMG ALT:	3	19	70	2	0	0	0	5	1	0	0	0 to 70
Bold Text:	1	6	18	5	6	0	0	2	0	0	1	0 to 18
SD LT:	0	3	0	9	1	1	1	2	2	1	1	0 to 9
Outbound LT:	0	0	0	0	2	0	0	0	0	0	0	0 to 2
SD LU:	1	0	0	7	3	0	35	3	2	0	0	0 to 35
Outbound LU:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Descr.:	1	1	3	2	0	1	1	3	0	1	1	0 to 3
Meta Keyw.:	1	1	2	0	0	4	2	3	1	1	1	0 to 4
First Sentence:	2	0	1	1	0	0	2	2	1	0	0	0 to 2
HTML Comm.:	0	0	0	0	0	0	0	0	2	0	0	0 to 2

Search term: "driveway"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	1	2	1	1	1	1	1	2	1	1	1 to 2
Body Text:	10	18	39	83	22	3	22	37	10	4	5	3 to 83
H1 Texts:	2	3	11	1	1	0	1	1	1	1	1	0 to 11
Domain:	1	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	1	1	0	1	1	0	0	1	0 to 1
H2-H6 Texts:	1	0	3	0	0	1	0	3	0	0	0	0 to 3
IMG ALT:	5	19	72	11	4	1	10	5	5	0	0	0 to 72
Bold Text:	2	13	23	26	7	1	10	2	0	1	1	0 to 26
SD LT:	2	3	0	68	10	1	11	4	7	1	1	0 to 68
Outbound LT:	0	0	1	0	2	0	0	0	0	0	0	0 to 2
SD LU:	1	0	11	97	34	2	69	5	2	0	0	0 to 97
Outbound LU:	0	0	1	0	0	0	0	0	1	0	0	0 to 1
Meta Descr.:	3	1	3	7	1	2	1	5	0	1	1	0 to 7
Meta Keyw.:	6	2	4	0	1	6	2	3	1	3	1	0 to 6
First Sentence:	2	0	1	15	0	0	2	2	1	0	0	0 to 15
HTML Comm.:	2	0	0	4	0	0	0	0	4	0	0	0 to 4

Search term: "markers"

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

Table: Number of keywords

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Title:												
Body Text:	8	83	56	13	18	3	7	31	3	7	9	3 to 83
H1 Texts:	1	32	17	0	0	1	1	1	0	1	1	0 to 32
Domain:	0	0	0	0	0	0	0	0	0	1	0	0 to 1
Page URL:	0	0	0	0	0	0	1	1	0	0	1	0 to 1
H2-H6 Texts:	1	9	2	0	0	1	0	3	0	0	1	0 to 9
IMG ALT:	3	66	92	2	0	0	0	5	1	4	3	0 to 92
Bold Text:	2	48	34	6	12	0	0	2	0	0	1	0 to 48
SD LT:	1	15	3	9	1	1	1	3	2	6	5	1 to 15
Outbound LT:	0	2	0	0	3	0	0	0	0	0	0	0 to 3
SD LU:	1	0	0	7	3	0	35	4	2	0	7	0 to 35
Outbound LU:	0	2	0	0	0	0	0	0	0	0	0	0 to 2
Meta Descr.:	2	4	3	2	0	2	1	3	0	1	1	0 to 4
Meta Keyw.:	3	3	4	0	0	5	2	3	1	2	1	0 to 5
First Sentence:	2	1	1	1	0	0	2	2	1	0	0	0 to 2
HTML Comm.:	0	0	0	0	0	0	0	0	2	0	0	0 to 2

Keywords "driveway" or "markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	3	4	4	1	1	2	2	2	3	2	3	1 to 4
Body Text:	18	101	95	96	40	6	29	68	13	11	14	6 to 101
H1 Texts:	3	35	28	1	1	1	2	2	1	2	2	1 to 35
Domain:	1	0	0	0	0	0	0	0	0	1	0	0 to 1
Page URL:	0	0	0	1	1	0	2	2	0	0	2	0 to 2
H2-H6 Texts:	2	9	5	0	0	2	0	6	0	0	1	0 to 9
IMG ALT:	8	85	164	13	4	1	10	10	6	4	3	1 to 164
Bold Text:	4	61	57	32	19	1	10	4	0	1	2	0 to 61
SD LT:	3	18	3	77	11	2	12	7	9	7	6	2 to 77
Outbound LT:	0	2	1	0	5	0	0	0	0	0	0	0 to 5
SD LU:	2	0	11	104	37	2	104	9	4	0	7	0 to 104
Outbound LU:	0	2	1	0	0	0	0	0	1	0	0	0 to 2
Meta Descr.:	5	5	6	9	1	4	2	8	0	2	2	0 to 9
Meta Keyw.:	9	5	8	0	1	11	4	6	2	5	2	0 to 11
First Sentence:	4	1	2	16	0	0	4	4	2	0	0	0 to 16
HTML Comm.:	2	0	0	4	0	0	0	0	6	0	0	0 to 6

Table: Keyword density

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	17%	15%	33%	0%	0%	22%	18%	67%	14%	18%	25%	0% to 67%
Body Text:	3%	1%	3%	1%	1%	0%	2%	7%	2%	2%	3%	0% to 7%
H1 Texts:	50%	1%	10%	0%	0%	0%	100%	67%	0%	22%	22%	0% to 100%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	0%	50%	33%	0%	0%	40%	0% to 50%
H2-H6 Texts:	4%	0%	3%	0%	0%	20%	0%	19%	0%	0%	0%	0% to 20%
IMG ALT:	19%	9%	32%	3%	0%	0%	0%	22%	4%	0%	0%	0% to 32%
Bold Text:	8%	1%	3%	6%	7%	0%	0%	20%	0%	0%	14%	0% to 20%
SD LT:	0%	3%	0%	2%	0%	2%	1%	2%	5%	2%	1%	0% to 5%
Outbound LT:	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0% to 4%
SD LU:	2%	0%	0%	1%	0%	0%	16%	2%	4%	0%	0%	0% to 16%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	8%	11%	30%	9%	0%	7%	8%	7%	0%	22%	9%	0% to 30%
Meta Keyw.:	7%	5%	21%	0%	0%	44%	25%	38%	22%	11%	18%	0% to 44%
First Sentence:	27%	0%	20%	2%	0%	0%	17%	13%	13%	0%	0%	0% to 20%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0% to 1%

Search term: "driveway"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	17%	8%	17%	7%	9%	11%	9%	33%	14%	9%	13%	7% to 33%
Body Text:	4%	1%	2%	5%	1%	0%	4%	4%	4%	2%	1%	0% to 5%
H1 Texts:	50%	0%	5%	50%	17%	0%	50%	33%	17%	11%	11%	0% to 50%
Domain:	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	25%	13%	0%	25%	17%	0%	0%	20%	0% to 25%
H2-H6 Texts:	2%	0%	3%	0%	0%	10%	0%	10%	0%	0%	0%	0% to 10%
IMG ALT:	16%	5%	16%	9%	12%	11%	8%	11%	9%	0%	0%	0% to 16%
Bold Text:	8%	1%	2%	16%	4%	8%	16%	10%	0%	1%	7%	0% to 16%
SD LT:	7%	1%	0%	9%	2%	1%	4%	2%	8%	1%	1%	0% to 9%
Outbound LT:	0%	0%	11%	0%	3%	0%	0%	0%	0%	0%	0%	0% to 11%
SD LU:	2%	0%	10%	3%	1%	1%	15%	2%	2%	0%	0%	0% to 15%
Outbound LU:	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0% to 3%
Meta Descr.:	12%	5%	15%	15%	9%	7%	4%	6%	0%	11%	4%	0% to 15%
Meta Keyw.:	22%	5%	21%	0%	14%	33%	13%	19%	11%	17%	9%	0% to 33%
First Sentence:	13%	0%	10%	14%	0%	0%	9%	7%	7%	0%	0%	0% to 14%
HTML Comm.:	3%	0%	0%	4%	0%	0%	0%	0%	1%	0%	0%	0% to 4%

Search term: "markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document	8%	23%	17%	0%	0%	11%	9%	33%	7%	9%	25%	0% to 33%

Table: Keyword density

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Title:												
Body Text:	3%	3%	3%	1%	1%	0%	1%	4%	1%	3%	2%	0% to 4%
H1 Texts:	25%	4%	8%	0%	0%	25%	50%	33%	0%	11%	11%	0% to 50%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	25%	17%	0%	0%	20%	0% to 25%
H2-H6 Texts:	2%	3%	2%	0%	0%	10%	0%	10%	0%	0%	7%	0% to 10%
IMG ALT:	9%	16%	21%	2%	0%	0%	0%	11%	2%	4%	4%	0% to 21%
Bold Text:	8%	3%	3%	4%	7%	0%	0%	10%	0%	0%	7%	0% to 10%
SD LT:	4%	7%	4%	1%	0%	1%	0%	2%	2%	5%	3%	0% to 7%
Outbound LT:	0%	13%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0% to 13%
SD LU:	2%	0%	0%	0%	0%	0%	8%	1%	2%	0%	3%	0% to 8%
Outbound LU:	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 4%
Meta Descr.:	8%	21%	15%	4%	0%	7%	4%	4%	0%	11%	4%	0% to 21%
Meta Keyw.:	11%	8%	21%	0%	0%	28%	13%	19%	11%	11%	9%	0% to 28%
First Sentence:	13%	8%	10%	1%	0%	0%	9%	7%	7%	0%	0%	0% to 10%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 0%

Keywords "driveway" or "markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	13%	15%	17%	4%	5%	11%	9%	33%	11%	9%	19%	4% to 33%
Body Text:	4%	2%	3%	3%	1%	0%	2%	4%	3%	2%	2%	0% to 4%
H1 Texts:	38%	2%	6%	25%	8%	13%	50%	33%	8%	11%	11%	2% to 50%
Domain:	50%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	0% to 50%
Page URL:	0%	0%	0%	13%	6%	0%	25%	17%	0%	0%	20%	0% to 25%
H2-H6 Texts:	2%	1%	2%	0%	0%	10%	0%	10%	0%	0%	4%	0% to 10%
IMG ALT:	13%	11%	19%	6%	6%	6%	4%	11%	5%	2%	2%	2% to 19%
Bold Text:	8%	2%	3%	10%	6%	4%	8%	10%	0%	1%	7%	0% to 10%
SD LT:	5%	4%	2%	5%	1%	1%	2%	2%	5%	3%	2%	1% to 5%
Outbound LT:	0%	6%	6%	0%	4%	0%	0%	0%	0%	0%	0%	0% to 6%
SD LU:	2%	0%	5%	2%	1%	1%	12%	1%	2%	0%	2%	0% to 12%
Outbound LU:	0%	2%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0% to 2%
Meta Descr.:	10%	13%	15%	10%	5%	7%	4%	5%	0%	11%	4%	0% to 15%
Meta Keyw.:	17%	7%	21%	0%	7%	31%	13%	19%	11%	14%	9%	0% to 31%
First Sentence:	13%	4%	10%	8%	0%	0%	9%	7%	7%	0%	0%	0% to 10%
HTML Comm.:	2%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0% to 2%

Table: Keyword position

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	58	32	8	n/a	n/a	17	6	12	45	56	9	n/a to 56
Body Text:	1	10,911	16	99	4,153	814	116	48	55	150	895	16 to 10,911
H1 Texts:	1	4,603	1	n/a	n/a	n/a	1	12	n/a	40	9	n/a to 4,603
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	8	40	n/a	n/a	24	n/a to 40
H2-H6 Texts:	18	n/a	129	n/a	n/a	15	n/a	42	n/a	n/a	n/a	n/a to 129
IMG ALT:	98	31	1	76	n/a	n/a	n/a	57	325	n/a	n/a	n/a to 325
Bold Text:	37	4,852	16	252	429	n/a	n/a	28	n/a	n/a	56	n/a to 4,852
SD LT:	n/a	589	n/a	75	1,813	700	1,400	92	52	131	662	n/a to 1,813
Outbound LT:	n/a	n/a	n/a	n/a	117	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 117
SD LU:	238	n/a	n/a	242	7,532	n/a	123	156	162	n/a	n/a	n/a to 7,532
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	23	66	8	109	n/a	162	23	12	n/a	40	27	n/a to 162
Meta Keyw.:	1	32	17	n/a	n/a	1	1	44	50	1	1	n/a to 50
First Sentence:	1	n/a	16	87	n/a	n/a	112	42	52	n/a	n/a	n/a to 112
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,004	n/a	n/a	n/a to 2,004

Search term: "driveway"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	32	8	1	39	17	6	12	27	56	9	1 to 56
Body Text:	1	9,518	16	99	936	717	116	48	55	150	895	16 to 9,518
H1 Texts:	1	4,603	1	1	27	n/a	1	12	27	40	9	n/a to 4,603
Domain:	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	1	26	n/a	8	40	n/a	n/a	24	n/a to 40
H2-H6 Texts:	18	n/a	49	n/a	n/a	15	n/a	42	n/a	n/a	n/a	n/a to 49
IMG ALT:	11	31	1	14	27	29	168	57	44	n/a	n/a	n/a to 168
Bold Text:	37	4,724	16	52	429	37	17	28	n/a	256	56	n/a to 4,724
SD LT:	63	589	n/a	75	674	700	98	92	52	131	662	n/a to 700
Outbound LT:	n/a	n/a	51	n/a	117	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 117
SD LU:	238	n/a	51	242	2,119	1,809	123	156	162	n/a	n/a	n/a to 2,119
Outbound LU:	n/a	n/a	283	n/a	n/a	n/a	n/a	n/a	115	n/a	n/a	n/a to 283
Meta Descr.:	23	66	8	1	39	1	23	12	n/a	40	27	n/a to 66
Meta Keyw.:	1	32	1	n/a	27	1	1	44	50	1	1	n/a to 50
First Sentence:	1	n/a	16	87	n/a	n/a	112	42	52	n/a	n/a	n/a to 112
HTML Comm.:	49	n/a	n/a	389	n/a	n/a	n/a	n/a	2,004	n/a	n/a	n/a to 2,004

Search term: "markers"

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

Table: Keyword position

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

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

Search term: "driveway markers"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	67	9	17	n/a	n/a	26	15	21	54	65	18	n/a to 65
Body Text:	10	9	25	108	4,036	791	125	57	64	159	795	9 to 4,036
H1 Texts:	10	9	10	n/a	n/a	25	10	21	n/a	49	18	n/a to 49
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8	n/a	n/a to 8
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	17	49	n/a	n/a	33	n/a to 49
H2-H6 Texts:	27	9	138	n/a	n/a	24	n/a	51	n/a	n/a	45	n/a to 138
IMG ALT:	107	22	10	85	n/a	n/a	n/a	66	334	59	299	n/a to 334
Bold Text:	46	340	25	261	402	n/a	n/a	37	n/a	n/a	65	n/a to 402
SD LT:	27	271	273	84	1,822	709	1,409	101	61	140	580	61 to 1,822
Outbound LT:	n/a	35	n/a	n/a	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 67
SD LU:	246	n/a	n/a	251	7,541	n/a	132	165	171	n/a	629	n/a to 7,541
Outbound LU:	n/a	161	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 161
Meta Descr.:	32	16	17	118	n/a	33	32	21	n/a	49	36	n/a to 118
Meta Keyw.:	10	9	26	n/a	n/a	10	10	53	59	10	10	n/a to 59
First Sentence:	10	9	25	96	n/a	n/a	121	51	61	n/a	n/a	n/a to 121
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,013	n/a	n/a	n/a to 2,013

Table: Number of words

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

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	12	13	12	14	11	9	11	3	14	11	8	3 to 14
Body Text:	257	3,130	1,917	1,561	1,808	10,252	612	882	255	256	398	255 to 10,252
H1 Texts:	4	815	222	2	6	4	2	3	6	9	9	2 to 815
Domain:	1	1	1	1	1	1	2	1	1	1	1	1 to 2
Page URL:	2	0	2	4	8	6	4	6	8	0	5	0 to 8
H2-H6 Texts:	48	330	116	25	57	10	0	31	19	0	14	0 to 330
IMG ALT:	32	406	442	118	34	9	124	45	57	94	68	9 to 442
Bold Text:	25	1,567	1,155	161	164	13	63	20	20	82	14	13 to 1,567
SD LT:	28	223	82	738	676	116	302	201	84	130	172	82 to 738
Outbound LT:	1	16	9	7	68	0	0	0	2	6	3	0 to 68
SD LU:	58	212	107	2,936	3,659	207	447	341	111	335	235	107 to 3,659
Outbound LU:	2	53	42	14	238	0	26	0	33	2	25	0 to 238
Meta Descr.:	25	19	20	47	11	30	25	84	33	9	23	9 to 84
Meta Keyw.:	27	38	19	12	7	18	16	16	9	18	11	7 to 38
First Sentence:	15	12	10	106	2	2	23	30	15	14	34	2 to 106
HTML Comm.:	68	36	33	104	95	59	90	40	598	92	6	6 to 598

Table: Number of characters

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

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	83	96	77	92	75	59	71	27	88	71	72	27 to 96
Body Text:	1,647	18,930	11,353	9,029	10,314	50,441	3,960	5,456	1,836	1,644	2,529	1,644 to 50,441
H1 Texts:	33	5,021	1,420	15	41	31	16	27	41	56	69	15 to 5,021
Domain:	16	5	5	6	6	10	22	19	12	14	8	5 to 22
Page URL:	37	0	11	27	54	46	23	55	58	0	39	0 to 58
H2-H6 Texts:	283	2,002	689	142	383	67	0	188	122	0	93	0 to 2,002
IMG ALT:	210	2,796	2,777	744	216	65	768	333	337	479	377	65 to 2,796
Bold Text:	161	9,188	6,681	967	1,059	75	376	154	130	502	68	68 to 9,188
SD LT:	200	1,449	494	4,565	3,970	686	1,856	1,288	524	802	1,091	494 to 4,565
Outbound LT:	10	121	57	40	504	0	0	0	15	39	22	0 to 504
SD LU:	352	1,294	703	37,214	21,068	2,149	2,810	2,378	890	1,856	1,460	703 to 37,214
Outbound LU:	14	360	286	70	4,412	0	148	0	227	15	151	0 to 4,412
Meta Descr.:	162	134	122	317	75	188	167	528	221	55	149	55 to 528
Meta Keyw.:	208	283	141	73	50	160	138	124	65	151	80	50 to 283
First Sentence:	91	84	64	705	17	18	147	187	101	72	181	17 to 705
HTML Comm.:	359	240	238	4,670	796	449	544	268	4,790	492	35	35 to 4,790

Table: Ranking factors digest

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

Digest												
	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of inbound links according to these search engines (the more the better)												
Alexa:	44	10	10	4k	283k	89	80	860	1k	1	308	1 to 283k
Google.com :	0	0	0	0	4	0	1	3	1	0	2	0 to 4
Yahoo.com:	190	138	91	997	28	4	202	218	22	49	94	4 to 997
Links from social networks (the more the better)												
Del.icio.us:	0	0	0	2k	19k	0	0	87	389	0	228	0 to 19k
Digg:	0	0	0	15	7k	1	0	3	5	0	0	0 to 7k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	n/a	Jan 2001	Jan 2001	Oct 1998	Nov 1994	Apr 1999	Aug 1995	Apr 1997	Sep 1998	n/a	Oct 1996	Nov 1994 to Jan 2001
Server Speed:	n/a	n/a	n/a	2.19s	2.84s	n/a	2.64s	6.12s	3.14s	1.38s	1.89s	1.38s to 6.12s
Alexa Traffic Rank:	10,051k	8,635k	8,635k	534	22	6,712k	41k	33k	10k	n/a	90k	22 to 8,635k