



Website Optimization Report

Suite 105,501 silverside
Road
Wilmington, DE 19809
USA

Date: Friday, November 20, 2009

Recipient: Broadcastconsult

Example Street 123
Example City
12345
Country

Report overview

This report helps you to optimize the web page "http://www.broadcostconsult.com/" for a high ranking on Google.com for the search term "Project Management".

Your web page



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

Title: Broad Cost Consult

Description: [No meta description available.]

Your competitors for the search term "Project Management" on Google.com

1		<p>http://www.pmi.org/</p> <p>The web page "www.pmi.org/" does not contain the search term. It may have received the high ranking through many incoming links, or it uses cloaking, or the web page was changed after the search engine had indexed it.</p> <p>Title: Undergoing Routine Maintenance</p> <p>Description: [No meta description available.]</p>
3		<p>http://basecamp.com/</p> <p>Title: Project management, collaboration, and task software: Basecamp</p> <p>Description: Trusted by millions, Basecamp is the leading web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.</p>
4		<p>http://www.apm.org.uk/</p> <p>Title: Association for Project Management</p> <p>Description: Association for Project Management</p>

Your competitors for the search term "Project Management" on Google.com

5		<p>http://managementhelp.org/plan_dec/project/project.htm</p> <p>Title: Project Management</p> <p>Description: [No meta description available.]</p>
6		<p>http://www.projectmanagement.com/</p> <p>Title: projectmanagement.com</p> <p>Description: [No meta description available.]</p>
8		<p>http://www.prince2.com/</p> <p>Title: PRINCE2 Foundation & PRINCE2 Practitioner Project Management Training - ILX Group plc, UK & worldwide</p> <p>Description: PRINCE2 project management training resource. Improve project management skills, employment prospects with PRINCE2 certification. PRINCE2 project management methodology helps you manage projects more successfully.</p>

Analyzed search terms

1. Project Management
2. Project
3. Management

Top 10 Ranking Requirements Score™

53%

The Top 10 Ranking Requirements Score™ of 53% means that the web page <http://www.broadcostconsult.com/> meets 53% of the requirements for a top 10 ranking on Google.com for the search term "Project Management".

Note that some ranking factors 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:	10	14
Very Important:	9	0
Important:	35	2
Moderately Important:	33	8
Slightly Important:	24	2
Total:	111	26

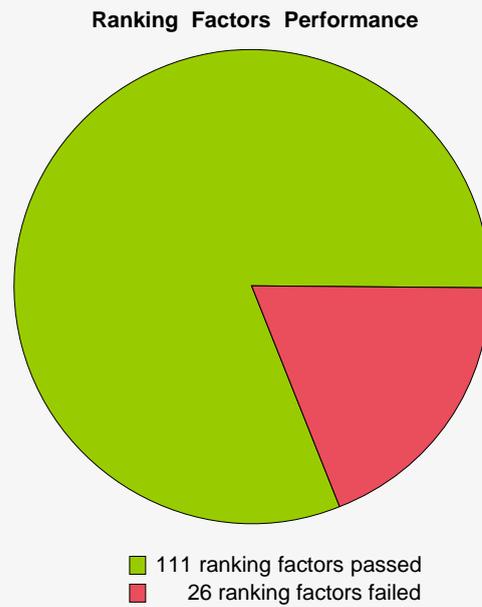


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Keyword use in document title

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 "Project Management" 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	Undergoing Routine Maintenance
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	Project management , collaboration, and task software: Basecamp
4	Association for Project Management
5	Project Management
6	projectmanagement.com
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	PRINCE2 Foundation & PRINCE2 Practitioner Project Management Training - ILX Group plc, UK & worldwide
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

Broad Cost Consult

Advice for your document title

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Project Management" at least once.	<<
Keyword density:	0% to 100%	0%	You should increase the keyword density for the search term "Project Management".	<<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Project" at least once.	<<
Keyword density:	0% to 100%	0%	You should increase the keyword density for the search term "Project".	<<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Management" at least once.	<<

Advice for your document title

Search term: "Project Management"

Keyword density:	0% to 100%	0%	You should increase the keyword density for the search term "Management".	<<
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Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You should use one of the keywords "Project" or "Management" at least once.	<<
Keyword density:	0% to 100%	0%	You should increase the keyword density for the keywords "Project" or "Management".	<<

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	AllTheWeb (preset settings)	Google.com	Yahoo.com
To Your Site:	n/a	1	0	1
To Site 1:	2,731	51,000	1,790	0
To Site 3:	4,188	19,200	1,300	42,358
To Site 4:	307	6,460	186	6,412
To Site 5:	1,150	20	14	24
To Site 6:	83	386	51	553
To Site 8:	171	0	62	0
Range:	83 to 4,188	0 to 51,000	14 to 1,790	0 to 42,358

Advice for the global link popularity

Summing up all analyzed search engines, you have at least as many web pages linking to your web page as the top ranking web pages. This meets the basic requirements for getting high rankings in general.

However, Google.com also evaluates the quality of the web pages that link to your web site.

Google found less web pages that link to your web page than to the top ranked pages. Try to increase the number of web pages from different domains that link to your site.

<

<<

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 sampling 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.

Sampling of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
www.broadcostconsult.com	http://www.broadcostconsult.com	http://www.ie-logic.com/Portfolio.aspx

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

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

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

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

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

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

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

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

<

<<

<<

<<

<<

<<

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

Home About Us Services Portfolio Our Team Contact Our Consultancy We undertake consultancy work in building construction, civil engineering works and related building trades. With our competent team of seasoned professionals, we are able to meet and exceed our clients' needs. More... Latest **Projects** Luxury Flats, Ikoyi, Lagos A set of luxury flats being developed at Temple road, Ikoyi, Lagos Silverbird Galleria Extension An extension for Silverbird Galleria to the car park. Oceanwind Hotel & Wellness Centre A very posh hotel in a prime area of Lagos (Victoria Island). View Porfolio... Our Services Feasibility Studies of Capital **Projects** Cost Modelling Contract Documentation Contract Administration **Project Management** View Services... © 2009 Broad Cost Consult. | Admin | Internal | Webmail

Advice for your body text

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 21	1	OK	OK
Keyword density:	0% to 6%	2%	OK	OK
Number of words:	34 to 688	119	OK	OK

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 44	3	OK	OK
Keyword density:	0% to 7%	3%	OK	OK

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 34	1	OK	OK
Keyword density:	0% to 5%	1%	OK	OK

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 78	4	OK	OK
Keyword density:	0% to 6%	2%	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.broadcostconsult.com/	n/a
1	http://www.pmi.org/	Thursday, March 16, 1995 (oldest domain)
3	http://basecampHQ.com/	Monday, January 19, 2004 (newest domain)
4	http://www.apm.org.uk/	Wednesday, November 27, 1996
5	http://managementhelp.org/plan_dec/project/project.htm	Friday, March 17, 2000
6	http://www.projectmanagement.com/	Thursday, March 07, 1996
8	http://www.prince2.com/	Tuesday, September 02, 1997
Range	Thursday, March 16, 1995 to Monday, January 19, 2004	

Advice for the web site age

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



Keyword use in H1 headline texts

Very Important

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

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

Your contents

[not used]

Advice for your H1 headline texts

Search term: "Project Management"

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

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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	pmi	http://www.pmi.org/
2	[Web page was not analyzed. Reason: see at the top of the report.]	
3	basecampHQ	http://basecampHQ.com/
4	apm	http://www.apm.org.uk/
5	managementhelp	http://managementhelp.org/plan_dec/project/project.htm
6	projectmanagement	http://www.projectmanagement.com/
7	[Web page was not analyzed. Reason: see at the top of the report.]	
8	prince2	http://www.prince2.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	
10	[Web page was not analyzed. Reason: see at the top of the report.]	

Your contents

broadcostconsult (Domain name: "broadcostconsult.com")

Advice for the domain name

The domain name broadcostconsult.com does not contain the search term "Project Management".

If you have a young web site with only a few inbound links, then consider registering a new domain name that contains the search term "Project Management".

If you have an established web site with a lot of inbound links, then you must compensate by improving the other search engine ranking factors.

<<

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.pmi.org/
2	[Web page was not analyzed. Reason: see at the top of the report.]	
3	[no words]	http://basecampHQ.com/
4	[no words]	http://www.apm.org.uk/
5	plan dec project project	http://managementhelp.org/plan_dec/project/project.htm
6	[no words]	http://www.projectmanagement.com/
7	[Web page was not analyzed. Reason: see at the top of the report.]	
8	[no words]	http://www.prince2.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	
10	[Web page was not analyzed. Reason: see at the top of the report.]	

Your contents

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

Advice for your page URL

Search term: "Project Management"

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

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Advice for your page URL

Search term: "Project Management"

Search term: "Management"

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

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the keywords "Project" or "Management" 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
To Your Site:	n/a	0
To Site 1:	238	10
To Site 3:	13,260	13
To Site 4:	114	0
To Site 5:	1,706	2
To Site 6:	61	0
To Site 8:	n/a	1
Range:	61 to 13,260	0 to 13

Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.broadcastconsult.com". 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	3	4	5	6	8	Range
n/a	6.02s	1.23s	0.82s	1.77s	0.94s	0.88s	0.82s to 6.02s

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

Your Site	1	3	4	5	6	8	Range
n/a	very slow: bottom 15%	very fast: top 20%	very fast: top 10%	fast: top 35%	fast: top 25%	very fast: top 15%	very slow: bottom 15% to very fast: top 10%

Advice for the server speed

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



Keyword use in H2-H6 headline texts

Important

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

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

Your contents

[not used]

Advice for your H2-H6 headline texts

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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

[not used]

Advice for your IMG ALT attributes

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

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

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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	3	4	5	6	8
.com	.org	.com	.org.uk	.org	.com	.com

Advice for the top level domain of your web site

Your web site URL www.broadcostconsult.com 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	[not used]
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[not used]
4	[not used]
5	[not used]
6	Running on New Rails (Part 1) - by Ian Whittingham, PMP PPM Success: Use the right metrics! Click here to register and earn one free PDU. Project Management Topic Originator Last Post Total
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	+44 (0) 1270 611 600
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

[not used]

Advice for your bold body text

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Management" at least once but	<

Advice for your bold body text

Search term: "Project Management"

			this is optional.	
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

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

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.broadcostconsult.com/	n/a
1	http://www.pmi.org/	Rank #27,788
3	http://basecampHQ.com/	Rank #1,096 (most visitors of the competitors)
4	http://www.apm.org.uk/	Rank #769,861 (least visitors of the competitors)
5	http://managementhelp.org/plan_dec/project/project.htm	Rank #26,921
6	http://www.projectmanagement.com/	Rank #591,461
8	http://www.prince2.com/	Rank #251,444
Range		1,096 to 769,861

Advice for the number of visitors to your site

The number of visitors to www.broadcostconsult.com could not be determined. In general, the more visitors you have, the more advantageous it could be to your rankings on Google.com.



Keyword use in same site link texts

Moderately Important

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

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

Your contents

No.	Same Site Link Text	Link URL
1.	Home	/Default.aspx
2.	About Us	/About.aspx
3.	Services	/Services.aspx
4.	Portfolio	/Portfolio.aspx
5.	Our Team	/Team.aspx
6.	Contact	/Contact.aspx
7.	More...	/About.aspx
8.	[empty]	/Portfolio.aspx?rd=1
9.	Luxury Flats, Ikoyi, Lagos	/Portfolio.aspx?rd=1
10.	[empty]	/Portfolio.aspx?rd=2
11.	Silverbird Galleria Extension	/Portfolio.aspx?rd=2
12.	[empty]	/Portfolio.aspx?rd=3
13.	Oceanwind Hotel & Wellness Centre	/Portfolio.aspx?rd=3
14.	View Porfolio...	/Portfolio.aspx
15.	Feasibility Studies of Capital Projects	/Services.aspx?rd=1
16.	Cost Modelling	/Services.aspx?rd=2
17.	Contract Documentation	/Services.aspx?rd=3
18.	Contract Administration	/Services.aspx?rd=4
19.	Project Management	/Services.aspx?rd=5
20.	View Services...	/Services.aspx
21.	Webmail	/

Advice for your same site link texts

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK

Advice for your same site link texts

Search term: "Project Management"

Keyword density:	0% to 17%	9%	OK	OK
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Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	2	OK	OK
Keyword density:	0% to 15%	9%	OK	OK

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	1	OK	OK
Keyword density:	0% to 10%	5%	OK	OK

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	3	OK	OK
Keyword density:	0% to 12%	7%	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.	[empty]	http://www.ie-logic.com

Advice for your outbound link texts

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 22	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 16	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 38	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

Keyword use in same site link URLs

Moderately Important

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

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

Your contents

No.	Same Site Link URL	Link Text
1.	Default [/Default.aspx]	Home
2.	About [/About.aspx]	About Us
3.	Services [/Services.aspx]	Services
4.	Portfolio [/Portfolio.aspx]	Portfolio
5.	Team [/Team.aspx]	Our Team
6.	Contact [/Contact.aspx]	Contact
7.	About [/About.aspx]	More...
8.	Portfolio rd 1 [/Portfolio.aspx?rd=1]	[empty]
9.	Portfolio rd 1 [/Portfolio.aspx?rd=1]	Luxury Flats, Ikoyi, Lagos
10.	Portfolio rd 2 [/Portfolio.aspx?rd=2]	[empty]
11.	Portfolio rd 2 [/Portfolio.aspx?rd=2]	Silverbird Galleria Extension
12.	Portfolio rd 3 [/Portfolio.aspx?rd=3]	[empty]
13.	Portfolio rd 3 [/Portfolio.aspx?rd=3]	Oceanwind Hotel & Wellness Centre
14.	Portfolio [/Portfolio.aspx]	View Porfolio...
15.	Services rd 1 [/Services.aspx?rd=1]	Feasibility Studies of Capital Projects
16.	Services rd 2 [/Services.aspx?rd=2]	Cost Modelling
17.	Services rd 3 [/Services.aspx?rd=3]	Contract Documentation
18.	Services rd 4 [/Services.aspx?rd=4]	Contract Administration
19.	Services rd 5 [/Services.aspx?rd=5]	Project Management
20.	Services [/Services.aspx]	View Services...
21.	[empty] [/]	Webmail

Advice for your same site link URLs

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term	<

Advice for your same site link URLs

Search term: "Project Management"

			"Project Management" but this is optional.	
--	--	--	--	--

Search term: "Project"

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

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 3%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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 ie logic [http://www.ie-logic.com]	[empty]

Advice for your outbound link URLs

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 3%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the keywords "Project" or "Management" 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	[not used]
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	Trusted by millions, Basecamp is the leading web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.
4	Association for Project Management
5	[not used]
6	[not used]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	PRINCE2 project management training resource. Improve project management skills, employment prospects with PRINCE2 certification. PRINCE2 project management methodology helps you manage projects more successfully.
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

[not used]

Advice for your meta description

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "Project Management" at least once.	<<
Keyword density:	0% to 50%	0%	You should increase the keyword density for the search term "Project Management".	<<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You should use the search term "Project" at least once.	<<

Advice for your meta description

Search term: "Project Management"

Keyword density:	0% to 25%	0%	You should increase the keyword density for the search term "Project".	<<
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Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You should use the search term "Management" at least once.	<<
Keyword density:	0% to 25%	0%	You should increase the keyword density for the search term "Management".	<<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You should use one of the keywords "Project" or "Management" at least once.	<<
Keyword density:	0% to 25%	0%	You should increase the keyword density for the keywords "Project" or "Management".	<<

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	3	4	5	6	8	Range
0	0	0	0	2	0	0	0 to 2

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

The URL www.broadcostconsult.com 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:	39 errors, not valid http://validator.w3.org/check?uri=http://www.broadcostconsult.com/
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.broadcostconsult.com/

Advice regarding the validity of your web site

The HTML validation of your web page www.broadcostconsult.com failed. This means that Google.com might not be able to read your web page. You should fix any HTML errors.



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	3	4	5	6	8	Range
51	63	47	71	26	41	36	26 to 71

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

Your Site	1	3	4	5	6	8	Range
8	7	9	6	14	11	12	6 to 14

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.broadcostconsult.com is 51. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

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

<<

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	[not used]
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[not used]
4	Project Management , PM, APM, SIG, Risk, PRINCE, manager, manage, projects
5	[not used]
6	[not used]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	prince2, prince 2, prince two, training, foundation, practitioner, project management , project management methodology, processes, courses, certification, certificate, ilx, ilx group, process model, course, courses, training resource, forum, news, newsletter, tools, templates, exam, examinations, UK
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

[not used]

Advice for your meta keywords

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Advice for your meta keywords

Search term: "Project Management"

Search term: "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Management" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Management" but this is optional.	<

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 15%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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	Undergoing Routine Maintenance
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	Start a Basecamp account x Close Home Tour Who uses Basecamp?
4	Log In / Register Search Contact us Site Map
5	Your Guide Kevin Lonergan free tips website email me About Library What It Is How to Use It Copyright, Reprint FAQ Add to Library Community Rules How to Add Contact Us Report Abuse Broken Links Provide Feedback Help Using Library Developed by Authenticity Consulting, LLC Project Management
6	
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	+44 (0) 1270 611 600 PRINCE2® ITIL® MSP™ PPS APM South East Asia change
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

Home About Us Services Portfolio Our Team Contact

Advice for your first sentence of the body text

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

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

Advice for your first sentence of the body text

Search term: "Project Management"

Search term: "Management"

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

Keywords "Project" or "Management"

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

Keyword use in HTML comments

Slightly Important

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

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

Your contents

No.	HTML Comment Text
1.	Outer Layout
2.	Inner Layout
3.	End of Inner Layout
4.	End of Outer Layout

Advice for your HTML comments

Search term: "Project Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Project Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "Project Management" but this is optional.	<

Search term: "Project"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "Project" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "Project" but this is optional.	<

Search term: "Management"

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

Keywords "Project" or "Management"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use one of the keywords "Project" or "Management" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the keywords "Project" or "Management" but this is optional.	<

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.broadcostconsult.com" contains only 122 words. It is strongly recommended to add more text to 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. You don't use the Meta Keywords tag so there will not be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.	OK
Your web page uses 330 bytes of script code which makes it harder for search engines to index your page. Consider putting the script code in an external file with the <script src="myscripts.js"></script> commands. The file "myscripts.js" should be a simple text file that contains only the script code without any HTML markup. The next time your page is spidered by the search engine robots, the important content on your page will be closer to the top of the page, and you might have a better keyword density.	<<
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.broadcostconsult.com" 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.broadcostconsult.com" 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	OK

Advice

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.

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.broadcostconsult.com on Google.com.

Advice

Inbound links to your web page

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

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 "Project Management"?

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](http://Amazon.com) or [Wikipedia](http://Wikipedia.com)?

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

Search term: "Project Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0	0	1	1	1	1	1	0 to 1
Body Text:	1	0	3	0	21	6	6	0 to 21
H1 Texts:	0	0	0	0	1	0	2	0 to 2
Domain:	0	0	0	0	0	1	0	0 to 1
Page URL:	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	0	1	0	3	0	0	0 to 3
IMG ALT:	0	0	0	1	0	0	0	0 to 1
Bold Text:	0	0	0	0	0	1	0	0 to 1
Same Texts:	1	0	0	1	0	4	0	0 to 4
Outb. Texts:	0	0	0	0	11	0	0	0 to 11
Same URLs:	0	0	0	1	0	0	1	0 to 1
Outb. URLs:	0	0	0	0	5	0	0	0 to 5
Meta Descr.:	0	0	1	1	0	0	3	0 to 3
Meta Keyw.:	0	0	0	1	0	0	2	0 to 2
First Sentence:	0	0	0	0	1	0	0	0 to 1
HTML Comm.:	0	0	0	0	1	0	0	0 to 1

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0	0	1	1	1	1	1	0 to 1
Body Text:	3	0	11	6	44	9	7	0 to 44
H1 Texts:	0	0	1	0	1	0	2	0 to 2
Domain:	0	0	0	0	0	1	0	0 to 1
Page URL:	0	0	0	0	2	0	0	0 to 2
H2-H6 Texts:	0	0	5	0	5	0	0	0 to 5
IMG ALT:	0	0	0	3	0	0	0	0 to 3
Bold Text:	0	0	0	0	0	1	0	0 to 1
Same Texts:	2	0	0	5	0	6	0	0 to 6
Outb. Texts:	0	0	0	0	22	0	0	0 to 22
Same URLs:	0	0	0	5	0	0	1	0 to 5
Outb. URLs:	0	0	0	0	11	0	1	0 to 11
Meta Descr.:	0	0	1	1	0	0	4	0 to 4
Meta Keyw.:	0	0	0	2	0	0	2	0 to 2
First Sentence:	0	0	0	0	1	0	0	0 to 1

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
HTML Comm.:	0	0	0	0	3	0	0	0 to 3

Search term: "Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0	0	1	1	1	1	1	0 to 1
Body Text:	1	0	3	5	34	6	7	0 to 34
H1 Texts:	0	0	0	0	1	0	2	0 to 2
Domain:	0	0	0	0	1	1	0	0 to 1
Page URL:	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	0	1	0	5	0	0	0 to 5
IMG ALT:	0	0	0	1	0	0	0	0 to 1
Bold Text:	0	0	0	0	0	1	0	0 to 1
Same Texts:	1	0	0	5	2	4	0	0 to 5
Outb. Texts:	0	0	0	0	16	0	0	0 to 16
Same URLs:	0	0	0	4	0	0	1	0 to 4
Outb. URLs:	0	0	0	0	9	0	0	0 to 9
Meta Descr.:	0	0	1	1	0	0	3	0 to 3
Meta Keyw.:	0	0	0	1	0	0	2	0 to 2
First Sentence:	0	0	0	0	1	0	0	0 to 1
HTML Comm.:	0	0	0	0	1	0	0	0 to 1

Keywords "Project" or "Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0	0	2	2	2	2	2	0 to 2
Body Text:	4	0	14	11	78	15	14	0 to 78
H1 Texts:	0	0	1	0	2	0	4	0 to 4
Domain:	0	0	0	0	1	2	0	0 to 2
Page URL:	0	0	0	0	2	0	0	0 to 2
H2-H6 Texts:	0	0	6	0	10	0	0	0 to 10
IMG ALT:	0	0	0	4	0	0	0	0 to 4
Bold Text:	0	0	0	0	0	2	0	0 to 2
Same Texts:	3	0	0	10	2	10	0	0 to 10
Outb. Texts:	0	0	0	0	38	0	0	0 to 38
Same URLs:	0	0	0	9	0	0	2	0 to 9
Outb. URLs:	0	0	0	0	20	0	1	0 to 20
Meta Descr.:	0	0	2	2	0	0	7	0 to 7

Keywords "Project" or "Management"

	Your Site	1	3	4	5	6	8	Range
Meta Keyw.:	0	0	0	3	0	0	4	0 to 4
First Sentence:	0	0	0	0	2	0	0	0 to 2
HTML Comm.:	0	0	0	0	4	0	0	0 to 4

Table: Keyword density

Search term: "Project Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0%	0%	29%	50%	100%	100%	14%	0% to 100%
Body Text:	2%	0%	1%	0%	6%	4%	4%	0% to 6%
H1 Texts:	0%	0%	0%	0%	100%	0%	20%	0% to 100%
Domain:	0%	0%	0%	0%	0%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	0%	1%	0%	9%	0%	0%	0% to 9%
IMG ALT:	0%	0%	0%	6%	0%	0%	0%	0% to 6%
Bold Text:	0%	0%	0%	0%	0%	8%	0%	0% to 8%
Same Texts:	9%	0%	0%	3%	0%	17%	0%	0% to 17%
Outb. Texts:	0%	0%	0%	0%	13%	0%	0%	0% to 13%
Same URLs:	0%	0%	0%	1%	0%	0%	4%	0% to 4%
Outb. URLs:	0%	0%	0%	0%	3%	0%	0%	0% to 3%
Meta Descr.:	0%	0%	10%	50%	0%	0%	25%	0% to 50%
Meta Keyw.:	0%	0%	0%	20%	0%	0%	12%	0% to 20%
First Sentence:	0%	0%	0%	0%	4%	0%	0%	0% to 4%
HTML Comm.:	0%	0%	0%	0%	4%	0%	0%	0% to 4%

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0%	0%	14%	25%	50%	100%	7%	0% to 100%
Body Text:	3%	0%	2%	3%	7%	3%	2%	0% to 7%
H1 Texts:	0%	0%	6%	0%	50%	0%	10%	0% to 50%
Domain:	0%	0%	0%	0%	0%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	50%	0%	0%	0% to 50%
H2-H6 Texts:	0%	0%	3%	0%	7%	0%	0%	0% to 7%
IMG ALT:	0%	0%	0%	8%	0%	0%	0%	0% to 8%
Bold Text:	0%	0%	0%	0%	0%	4%	0%	0% to 4%
Same Texts:	9%	0%	0%	8%	0%	15%	0%	0% to 15%
Outb. Texts:	0%	0%	0%	0%	13%	0%	0%	0% to 13%
Same URLs:	0%	0%	0%	4%	0%	0%	2%	0% to 4%
Outb. URLs:	0%	0%	0%	0%	4%	0%	4%	0% to 4%
Meta Descr.:	0%	0%	5%	25%	0%	0%	17%	0% to 25%
Meta Keyw.:	0%	0%	0%	20%	0%	0%	6%	0% to 20%
First Sentence:	0%	0%	0%	0%	2%	0%	0%	0% to 2%

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
HTML Comm.:	0%	0%	0%	0%	5%	0%	0%	0% to 5%

Search term: "Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0%	0%	14%	25%	50%	100%	7%	0% to 100%
Body Text:	1%	0%	1%	3%	5%	2%	2%	0% to 5%
H1 Texts:	0%	0%	0%	0%	50%	0%	10%	0% to 50%
Domain:	0%	0%	0%	0%	100%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	0%	1%	0%	7%	0%	0%	0% to 7%
IMG ALT:	0%	0%	0%	3%	0%	0%	0%	0% to 3%
Bold Text:	0%	0%	0%	0%	0%	4%	0%	0% to 4%
Same Texts:	5%	0%	0%	8%	3%	10%	0%	0% to 10%
Outb. Texts:	0%	0%	0%	0%	10%	0%	0%	0% to 10%
Same URLs:	0%	0%	0%	3%	0%	0%	2%	0% to 3%
Outb. URLs:	0%	0%	0%	0%	4%	0%	0%	0% to 4%
Meta Descr.:	0%	0%	5%	25%	0%	0%	13%	0% to 25%
Meta Keyw.:	0%	0%	0%	10%	0%	0%	6%	0% to 10%
First Sentence:	0%	0%	0%	0%	2%	0%	0%	0% to 2%
HTML Comm.:	0%	0%	0%	0%	2%	0%	0%	0% to 2%

Keywords "Project" or "Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	0%	0%	14%	25%	50%	100%	7%	0% to 100%
Body Text:	2%	0%	1%	3%	6%	3%	2%	0% to 6%
H1 Texts:	0%	0%	3%	0%	50%	0%	10%	0% to 50%
Domain:	0%	0%	0%	0%	50%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	25%	0%	0%	0% to 25%
H2-H6 Texts:	0%	0%	2%	0%	7%	0%	0%	0% to 7%
IMG ALT:	0%	0%	0%	6%	0%	0%	0%	0% to 6%
Bold Text:	0%	0%	0%	0%	0%	4%	0%	0% to 4%
Same Texts:	7%	0%	0%	8%	2%	12%	0%	0% to 12%
Outb. Texts:	0%	0%	0%	0%	12%	0%	0%	0% to 12%
Same URLs:	0%	0%	0%	4%	0%	0%	2%	0% to 4%
Outb. URLs:	0%	0%	0%	0%	4%	0%	2%	0% to 4%
Meta Descr.:	0%	0%	5%	25%	0%	0%	15%	0% to 25%

Keywords "Project" or "Management"

	Your Site	1	3	4	5	6	8	Range
Meta Keyw.:	0%	0%	0%	15%	0%	0%	6%	0% to 15%
First Sentence:	0%	0%	0%	0%	2%	0%	0%	0% to 2%
HTML Comm.:	0%	0%	0%	0%	4%	0%	0%	0% to 4%

Table: Keyword position

Search term: "Project Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	n/a	n/a	1	17	1	1	43	n/a to 43
Body Text:	699	n/a	598	901	273	356	215	n/a to 901
H1 Texts:	n/a	n/a	n/a	n/a	1	n/a	24	n/a to 24
Domain:	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a to 1
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	n/a	554	n/a	122	n/a	n/a	n/a to 554
IMG ALT:	n/a	n/a	n/a	21	n/a	n/a	n/a	n/a to 21
Bold Text:	n/a	n/a	n/a	n/a	n/a	136	n/a	n/a to 136
Same Texts:	254	n/a	n/a	616	n/a	43	n/a	n/a to 616
Outb. Texts:	n/a	n/a	n/a	n/a	32	n/a	n/a	n/a to 32
Same URLs:	n/a	n/a	n/a	1,082	n/a	n/a	84	n/a to 1,082
Outb. URLs:	n/a	n/a	n/a	n/a	141	n/a	n/a	n/a to 141
Meta Descr.:	n/a	n/a	56	17	n/a	n/a	9	n/a to 56
Meta Keyw.:	n/a	n/a	n/a	1	n/a	n/a	62	n/a to 62
First Sentence:	n/a	n/a	n/a	n/a	273	n/a	n/a	n/a to 273
HTML Comm.:	n/a	n/a	n/a	n/a	459	n/a	n/a	n/a to 459

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
Document Title:	n/a	n/a	1	17	1	1	43	n/a to 43
Body Text:	293	n/a	151	183	273	356	215	n/a to 356
H1 Texts:	n/a	n/a	23	n/a	1	n/a	24	n/a to 24
Domain:	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a to 1
Page URL:	n/a	n/a	n/a	n/a	10	n/a	n/a	n/a to 10
H2-H6 Texts:	n/a	n/a	61	n/a	122	n/a	n/a	n/a to 122
IMG ALT:	n/a	n/a	n/a	21	n/a	n/a	n/a	n/a to 21
Bold Text:	n/a	n/a	n/a	n/a	n/a	136	n/a	n/a to 136
Same Texts:	187	n/a	n/a	159	n/a	43	n/a	n/a to 159
Outb. Texts:	n/a	n/a	n/a	n/a	32	n/a	n/a	n/a to 32
Same URLs:	n/a	n/a	n/a	223	n/a	n/a	84	n/a to 223
Outb. URLs:	n/a	n/a	n/a	n/a	27	n/a	77	n/a to 77
Meta Descr.:	n/a	n/a	56	17	n/a	n/a	9	n/a to 56
Meta Keyw.:	n/a	n/a	n/a	1	n/a	n/a	62	n/a to 62
First Sentence:	n/a	n/a	n/a	n/a	273	n/a	n/a	n/a to 273

Search term: "Project"

	Your Site	1	3	4	5	6	8	Range
HTML Comm.:	n/a	n/a	n/a	n/a	123	n/a	n/a	n/a to 123

Search term: "Management"

	Your Site	1	3	4	5	6	8	Range
Document Title:	n/a	n/a	9	25	9	8	51	n/a to 51
Body Text:	707	n/a	606	719	281	364	223	n/a to 719
H1 Texts:	n/a	n/a	n/a	n/a	9	n/a	32	n/a to 32
Domain:	n/a	n/a	n/a	n/a	1	8	n/a	n/a to 8
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	n/a	562	n/a	130	n/a	n/a	n/a to 562
IMG ALT:	n/a	n/a	n/a	29	n/a	n/a	n/a	n/a to 29
Bold Text:	n/a	n/a	n/a	n/a	n/a	144	n/a	n/a to 144
Same Texts:	262	n/a	n/a	438	215	51	n/a	n/a to 438
Outb. Texts:	n/a	n/a	n/a	n/a	40	n/a	n/a	n/a to 40
Same URLs:	n/a	n/a	n/a	918	n/a	n/a	92	n/a to 918
Outb. URLs:	n/a	n/a	n/a	n/a	149	n/a	n/a	n/a to 149
Meta Descr.:	n/a	n/a	64	25	n/a	n/a	17	n/a to 64
Meta Keyw.:	n/a	n/a	n/a	9	n/a	n/a	70	n/a to 70
First Sentence:	n/a	n/a	n/a	n/a	281	n/a	n/a	n/a to 281
HTML Comm.:	n/a	n/a	n/a	n/a	467	n/a	n/a	n/a to 467

Table: Number of words

	Your Site	1	3	4	5	6	8	Range
Document Title:	3	3	7	4	2	1	14	1 to 14
Body Text:	119	34	498	189	688	247	297	34 to 688
H1 Texts:	0	0	15	0	2	0	20	0 to 20
Domain:	1	1	1	1	1	1	1	all 1
Page URL:	0	0	0	0	4	0	0	0 to 4
H2-H6 Texts:	0	0	191	12	91	0	49	0 to 191
IMG ALT:	0	0	28	49	7	0	41	0 to 49
Bold Text:	0	0	0	0	0	32	5	0 to 32
Same Texts:	39	0	34	104	99	64	58	0 to 104
Outb. Texts:	0	0	43	0	195	9	4	0 to 195
Same URLs:	42	0	37	173	130	117	80	0 to 173
Outb. URLs:	3	0	67	0	298	24	30	0 to 298
Meta Descr.:	0	0	21	4	0	0	24	0 to 24
Meta Keyw.:	0	0	0	10	0	0	34	0 to 34
First Sentence:	8	3	13	9	47	1	14	1 to 47
HTML Comm.:	12	0	0	44	64	11	114	0 to 114

Table: Number of characters

	Your Site	1	3	4	5	6	8	Range
Document Title:	18	30	62	34	18	21	101	18 to 101
Body Text:	789	223	3,158	1,284	4,946	1,591	2,001	223 to 4,946
H1 Texts:	0	0	83	0	18	0	156	0 to 156
Domain:	16	3	10	3	14	17	7	3 to 17
Page URL:	0	0	0	0	24	0	0	0 to 24
H2-H6 Texts:	0	0	1,229	72	599	0	360	0 to 1,229
IMG ALT:	0	0	201	343	38	0	264	0 to 343
Bold Text:	0	0	0	0	0	182	20	0 to 182
Same Texts:	294	0	184	725	687	446	443	0 to 725
Outb. Texts:	0	0	272	0	1,474	46	19	0 to 1,474
Same URLs:	211	0	212	1,324	758	934	606	0 to 1,324
Outb. URLs:	12	0	549	0	1,940	159	200	0 to 1,940
Meta Descr.:	0	0	149	34	0	0	213	0 to 213
Meta Keyw.:	0	0	0	73	0	0	274	0 to 274
First Sentence:	49	30	65	44	290	5	71	5 to 290
HTML Comm.:	62	0	0	396	626	75	1,172	0 to 1,172

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	3	4	5	6	8	Range
Number of inbound links according to these search engines (the more the better)								
Alexa:	0	3k	4k	307	1k	83	171	83 to 4k
AllTheWeb (preset settings):	1	51k	19k	6k	20	386	0	0 to 51k
Google.com:	0	2k	1k	186	14	51	62	14 to 2k
Yahoo.com:	1	0	42k	6k	24	553	0	0 to 42k
Links from social networks (the more the better)								
Del.icio.us:	n/a	238	13k	114	2k	61	n/a	61 to 13k
Digg:	0	10	13	0	2	0	1	0 to 13
Other ranking factors results (the older or the lower the better)								
Web Site Age:	n/a	Mar 1995	Jan 2004	Nov 1996	Mar 2000	Mar 1996	Sep 1997	Mar 1995 to Jan 2004
Server Speed:	n/a	6.02s	1.23s	0.82s	1.77s	0.94s	0.88s	0.82s to 6.02s
Alexa Traffic Rank:	n/a	28k	1k	770k	27k	591k	251k	1k to 770k