



For: YumYuk
(<http://budometer.com/>)

Created on: 6/3/2008 11:11:48 PM

Report on Competition Analysis

Basket name:
General basket

Keywords	Daily World Searches	Search volume	KEI	Pages with keyword	Titles with keyword	Links to #1	Links to #2	Links to #3	Traffic Rank for #1	Traffic Rank for #2	Traffic Rank for #3	PR #1	PR #2	PR #3	Estimated average CPC	Estimated clicks / day	Estim cod
taste interview	< 10		< 0.001	840000	706	-	-	-	3	557	318	n/a	-	-	-	-	-
taste matching	< 10		< 0.001	576000	323	-	1	1	2339	1748707	3742338	3	3	1	-	-	-
wine	< 10		< 0.001	323000000	15900000	2320	249	1210	15060	15060	37538	7	7	6	\$1.31 - \$1.91	8,470 - 10,596	\$11 \$20
wine advice	< 10		< 0.001	463000	9820	119	18	5	193090	1007065	9745101	4	2	2	\$0.76 - \$1.11	0 - 1	\$1
wine guide	< 10		< 0.001	10800000	159000	297	1250	192	323724	83	311282	6	7	5	\$0.68 - \$0.97	9 - 16	\$6
wine pairing	< 10		< 0.001	2800000	32500	28	42	128	994028	1287	137821	4	5	4	\$0.48 - \$0.71	11 - 14	\$6
wine rating	< 10		< 0.001	475000	4410	606	2420	681	43664	43664	152960	6	7	5	\$1.00 - \$1.41	15 - 18	\$20
wine recommendation	< 10		< 0.001	349000	2800	1	3	869	39530	27384	192651	5	4	6	\$0.95 - \$1.31	1	\$1
wine review	< 10		< 0.001	4740000	88300	576	61	647	478005	478005	199166	5	5	6	\$0.88 - \$1.20	22 - 28	\$20



Optimization Advice and Advanced Analysis

For: yumyuk.com

Created on: 2008-06-03 at 22:05

Search engine: **General optimization**

Keyword: **wine rating**

Jump to keywords: [wine rating](#) [wine guide](#) [taste matching](#)

Quick access to:

[1. Optimization advice](#)

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[A. General page properties](#)

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[C. Off-the-page factors influencing your ranking](#)

1. Optimization advice

A. General page properties

Page URL

1. **Your keyword isn't present in the URL!** Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list. By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites. Most major search engines favor websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but do not write them as one word. Otherwise, search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your Title tag has stop words!** Words such as "and, on, a, the, for, to, about, are, that, were, by, of" and other auxiliary words are too common and search engines don't take them into consideration. By using a stop word in your Title tag, you potentially damage your rankings. A rule of thumb: the less stop words you use in your Title tag, the better.

2. **Your keyword is not present in the Title tag!** Your keyword should appear at least once in the Title tag, but it doesn't appear at all. Put the keyword into your Title tag or you'll be unlikely to rank high.

META Keywords

1. **Your keyword is not as close to the beginning of the Meta Keywords tag as it should be!** Your keyword's prominence is only 8.8% while it should be at least 75%. Move your keyword closer to the beginning of Meta Keywords to emphasize its importance.

2. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 11.8%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

META Robots

1. **You have the 'NOINDEX' value set in your META Robots tag!** This value disallows any search engine to read your site, meaning that this page will never appear in search results. If you unintentionally put 'NOINDEX' into your META Robots, remove it with your favorite HTML editor.

2. **You have the 'NOFOLLOW' value set in your META Robots!** This value disallows search engines to read pages linked from this page. If you accidentally put 'NOFOLLOW' into your META Robots, remove it with your favorite HTML editor.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is too far away from the beginning of this page!** Your keyword's prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.

3. **Your keyword doesn't have enough weight on your page!** Your keyword should constitute at least 2 percent, while with your page it is only 0.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

4. **Your keyword is not present at the beginning of this page!** Early appearance of your keyword shows its importance in the context of the entire page because it is mentioned at the very beginning. We recommend that keywords be placed in the first 50 words in the visible text of this page.

5. **Your keyword is not present at the end of your page!** Your page will be more relevant if your keyword appears at the end of the visible text. To achieve this, put your keyword in the last 50 words of your copy.

First heading on the page (H1-H6)

1. **Your page either has no <H1> headings, or has no text in the first heading on the page!** It is crucial that your keyword appears in one of these headings. We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will positively influence your website's overall optimality.

Text in links including ALTs

1. **Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page!** Your keyword should appear at least once in text links, but it doesn't appear at all. We recommend that it be used in such links up to 6 times. You can easily adjust this number with your favorite HTML editor.

ALT image attributes

1. **Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all)!** If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.

2. **Your keyword frequency in ALT image attributes is too low!** Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust this number with your favorite HTML editor.

C. Main off-the-page factors influencing your ranking

Link popularity

1. **Constantly improve the link popularity of your page!** This function shows how many other Web pages are linking to yours. Link popularity is crucial for your search engines rankings. Remember that having few high-quality sites linking to you is far better than many irrelevant links. The only way to achieve Top-10 positions is to have very competitive keywords and good link popularity. **IMPORTANT:** ask other webmasters to include your keywords when they link to this page. Also, make it your everyday task to acquire new links, and follow the overall development of your thematic niche. Try to interest the sites that are ranked high for your keywords so that they link to you.

Theme

1. **Your keyword is poorly present throughout Titles of Web pages across your site!** We have found it in 0.0% Titles. The theme of your site is an important factor which influences your rankings. We recommend that you put your keyword into at least 27% page Titles on your site.

Open Directory Project listing (dmoz.org)

1. **Your site is not presented in DMOZ listing!** Submission to this leading Internet directory is an important step in website maintenance. As it is human-powered directory, all decisions are made by editors, not spiders. The presence of the site in the directory is the sign of high quality and informative value. Moreover, the leading search engines such as Google start indexing new web pages from DMOZ. Please, go to "Suggest URL" page and submit your site. To make the procedure easy and correctly, use "Web CEO Submission", "Manual Submission" tab.

Rank details

1. **Your Google PageRank is 5!** Google Page Rank is one of the most important evaluating factors influencing your ranking. It is practically impossible to manipulate Google PageRank. Due to its workability, relevant and impartial results it gained great popularity. This algorithm defines your link popularity among other thematic resources. Every web page gets its own PageRank, it can vary in 0-10 scale on the Google Toolbar. Though well optimized, your pages will never get in the top results for very competitive keywords without high PageRank. The only way out is to increase constantly your link popularity. Get as many links as you can from authority relevant sites with high PageRank.

2. **Your Alexa Traffic Rank is 1440157!** Alexa is an organization that analyzes world's web traffic. There is a community of people that use Alexa Toolbar, a small utility that gathers information about what websites they visit, how many pages they view. The information then transmitted to Alexa and analyzed. The quantity of Alexa toolbar users and the number of pages viewed by them are adjusted to approximate number of internet users. Then the popularity of different sites is approximately measured. In terms of the Alexa Traffic Rank, the closer a site gets to the number 1 position, the more traffic a site receives. For example, if to take Google, its main page has Alexa TR 3. That means that www.google.com is the third most visited page in the web. There are two main methods to heighten the traffic rank: 1) Work at the content of your site. Rouse interest of your visitors in your site. Interesting and informative content will certainly make them visit your site again and again and make them spread links to you among their friends; 2) Work at you rankings on the search engines. The better the rankings, the more frequently your site is found on the result pages of SEs, the more surfers will click on your site's link.

2. Advanced analysis

A. General page properties

Page:	/
HTML size (Kb)	12.5
Last modified	2008-05-13 03:16:44
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	No
Uses frames	No
Uses external JavaScript	Yes
Uses internal JavaScript	Yes
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	Yes

Page URL

Keyword as a part of URL (domain, folder and page name)	No
Keyword as a separate part of URL (domain, folder and page name)	No

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag	...
Number of Titles	1
First tag in the <HEAD> tag	Yes
Characters in Title	47
Words in Title	10
Stop words in Title	Yes
Keyword frequency in Title	0
Keyword prominence in Title	-

Keyword weight in Title	0.0%
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META Description	...
-------------------------	-----

Number of META Description tags	1
---------------------------------	---

Characters in META Description	123
--------------------------------	-----

Words in META Description	18
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Stop words in META Description	Yes
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Keyword frequency in META Description	0
---------------------------------------	---

Keyword prominence in META Description	0.0%
----------------------------------------	------

Keyword weight in META Description	0.0%
------------------------------------	------

META Keywords	...
----------------------	-----

Characters in META Keywords tag	124
---------------------------------	-----

Number of META Keywords tags	1
------------------------------	---

Words in META Keywords tag	17
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Keyword frequency in META Keywords	1
------------------------------------	---

Keyword prominence in META Keywords	8.8%
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Keyword weight in META Keywords	11.8%
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META Refresh	not present
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Refresh time	-
--------------	---

Redirect	No
----------	----

META Robots	present
--------------------	---------

None	No
------	----

No index	Yes
----------	-----

No follow	Yes
-----------	-----

No archive	No
------------	----

2. <BODY> area:

Visible text	
---------------------	--

Words in Body	603
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Bold keywords in Body	0
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Underlined keywords in Body	0
Keyword frequency in Body	0
Keyword prominence in Body	0.0%
Keyword weight in Body	0.0%
Keyword at the beginning of Body	No
Keyword at the end of Body	No

First heading on the page (H1-H6)	not present
------------------------------------------	-------------

Keyword frequency	0
Keyword prominence	0.0%
Keyword weight	0.0%

All headings	
---------------------	--

Headings on the page	0
Headings containing the keyword	0.0%
Keyword frequency in all headings	0
Keyword weight in all headings	0.0%

Links	
--------------	--

Total links on the page	19
Links to external pages	5

Text in links including ALTs	
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Links with keyword in text or ALT	0
Keyword frequency in links (text and ALT)	0
Keyword weight in links (text and ALT)	0.0%

ALT image attributes	
-----------------------------	--

ALT attributes on the page	8
ALT attributes containing the keyword	0
Keyword matches in the first 3 ALT attributes	0
Keyword frequency in ALT attributes	0
Keyword weight in ALT attributes	0.0%

Comments	...
Words in comments	23
Keyword frequency in comments	0
Keyword weight in comments	0.0%

C. Main off-the-page factors influencing your ranking

Link popularity	
Number of linking pages	Not applicable.

Theme	
Keyword presence throughout the website (any page area)	0.0
Keyword presence throughout the website Titles	0.0
Keyword presence throughout the website META Description	0.0
Keyword presence throughout the website BODY	0.0

Open Directory Project listing (dmoz.org)	
Website presence	No
Keyword presence in the ODP website description	-
Keyword presence in the ODP category name	-
Keyword presence in the ODP site description link	-

Yahoo! Directory listing	
Website presence	Yes
Keyword presence in the Yahoo! website description	0.0%
Keyword presence in the Yahoo! category name	0.0%
Keyword presence in the Yahoo! site description link	0.0%

Rank details	
Google PR	5
Alexa Traffic Rank	1440157

Backlinks Theme	
Keyword presence throughout linking sites (any page area)	-

Keyword presence throughout linking sites Titles	-
Keyword presence throughout linking sites META Description	-
Keyword presence throughout linking sites BODY	-
Keyword presence throughout linking Texts	-

PR Statistics for linking sites	
Not Ranked	-
PR0	-
PR1	-
PR2	-
PR3	-
PR4	-
PR5	-
PR6	-
PR7	-
PR8	-
PR9	-
PR10	-

Search engine: **General optimization**

Keyword: **wine guide**

Jump to keywords: [wine rating](#) [wine guide](#) [taste matching](#)

Quick access to:

1. Optimization advice

2. Advanced analysis

A. General page properties

B. On-the-page factors influencing your ranking

C. Off-the-page factors influencing your ranking

1. Optimization advice

A. General page properties

Page URL

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B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your Title tag has stop words!** Words such as "and, on, a, the, for, to, about, are, that, were, by, of" and other auxiliary words are too common and search engines don't take them into consideration. By using a stop word in your Title tag, you potentially damage your rankings. A rule of thumb: the less stop words you use in your Title tag, the better.

META Keywords

1. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 11.8%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

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2. **You have the 'NOFOLLOW' value set in your META Robots!** This value disallows search engines to read pages linked from this page. If you accidentally put 'NOFOLLOW' into your META Robots, remove it with your favorite HTML editor.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is too far away from the beginning of this page!** Your keyword's prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.

3. **Your keyword doesn't have enough weight on your page!** Your keyword should constitute at least 2 percent, while with your page it is only 0.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

4. **Your keyword is not present at the beginning of this page!** Early appearance of your keyword shows its importance in the context of the entire page because it is mentioned at the very beginning. We recommend that keywords be placed in the first 50 words in the visible text of this page.

5. Your keyword is not present at the end of your page! Your page will be more relevant if your keyword appears at the end of the visible text. To achieve this, put your keyword in the last 50 words of your copy.

First heading on the page (H1-H6)

1. Your page either has no <H1> headings, or has no text in the first heading on the page! It is crucial that your keyword appears in one of these headings. We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will positively influence your website's overall optimality.

Text in links including ALTs

1. Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page! Your keyword should appear at least once in text links, but it doesn't appear at all. We recommend that it be used in such links up to 6 times. You can easily adjust this number with your favorite HTML editor.

ALT image attributes

1. Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all)! If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.

2. Your keyword frequency in ALT image attributes is too low! Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust this number with your favorite HTML editor.

C. Main off-the-page factors influencing your ranking

Link popularity

1. Constantly improve the link popularity of your page! This function shows how many other Web pages are linking to yours. Link popularity is crucial for your search engines rankings. Remember that having few high-quality sites linking to you is far better than many irrelevant links. The only way to achieve Top-10 positions is to have very competitive keywords and good link popularity. **IMPORTANT:** ask other webmasters to include your keywords when they link to this page. Also, make it your everyday task to acquire new links, and follow the overall development of your thematic niche. Try to interest the sites that are ranked high for your keywords so that they link to you.

Open Directory Project listing (dmoz.org)

1. Your site is not presented in DMOZ listing! Submission to this leading Internet directory is an important step in website maintenance. As it is human-powered directory, all decisions are made by editors, not spiders. The presence of the site in the directory is the sign of high quality and informative value. Moreover, the leading search engines such as Google start indexing new web pages from DMOZ. Please, go to "Suggest URL" page and submit your site. To make the procedure easy and correctly, use "Web CEO Submission", "Manual Submission" tab.

Rank details

1. Your Google PageRank is 5! Google Page Rank is one of the most important evaluating factors influencing your ranking. It is practically impossible to manipulate Google PageRank. Due to its workability, relevant and impartial results it gained great popularity. This algorithm defines your link popularity among other thematic resources. Every web page gets its own PageRank, it can vary in 0-10 scale on the Google Toolbar. Though well optimized, your pages will never get in the top results for very competitive keywords without high PageRank. The only way out is to increase constantly your link popularity. Get as many links as you can from authority relevant sites with high PageRank.

2. Your Alexa Traffic Rank is 1440157! Alexa is an organization that analyzes world's web traffic. There is a community of people that use Alexa Toolbar, a small utility that gathers information about what websites they visit, how many pages they view. The information then transmitted to Alexa and analyzed. The quantity of Alexa toolbar users and the number of pages viewed by them are adjusted to approximate number of internet users. Then the popularity of different sites is approximately measured. In terms of the Alexa Traffic Rank, the closer a site gets to the number 1 position, the more traffic a site receives. For example, if to take Google, its main page has Alexa TR 3. That means that www.google.com is the third most visited page

in the web. There are two main methods to heighten the traffic rank: 1) Work at the content of your site. Rouse interest of your visitors in your site. Interesting and informative content will certainly make them visit your site again and again and make them spread links to you among their friends; 2) Work at you rankings on the search engines. The better the rankings, the more frequently your site is found on the result pages of SEs, the more surfers will click on your site's link.

2. Advanced analysis

A. General page properties

Page:	/
HTML size (Kb)	12.5
Last modified	2008-05-13 03:16:44
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	No
Uses frames	No
Uses external JavaScript	Yes
Uses internal JavaScript	Yes
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	Yes

Page URL

Keyword as a part of URL (domain, folder and page name)	No
Keyword as a separate part of URL (domain, folder and page name)	No

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag	...
Number of Titles	1
First tag in the <HEAD> tag	Yes
Characters in Title	47

Words in Title	10
Stop words in Title	Yes
Keyword frequency in Title	1
Keyword prominence in Title	65.0%
Keyword weight in Title	20.0%

META Description	...
Number of META Description tags	1
Characters in META Description	123
Words in META Description	18
Stop words in META Description	Yes
Keyword frequency in META Description	0
Keyword prominence in META Description	0.0%
Keyword weight in META Description	0.0%

META Keywords	...
Characters in META Keywords tag	124
Number of META Keywords tags	1
Words in META Keywords tag	17
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	91.2%
Keyword weight in META Keywords	11.8%

META Refresh	not present
Refresh time	-
Redirect	No

META Robots	present
None	No
No index	Yes
No follow	Yes
No archive	No

2. <BODY> area:

Visible text

Words in Body	603
Bold keywords in Body	0
Underlined keywords in Body	0
Keyword frequency in Body	0
Keyword prominence in Body	0.0%
Keyword weight in Body	0.0%
Keyword at the beginning of Body	No
Keyword at the end of Body	No

First heading on the page (H1-H6)

not present

Keyword frequency	0
Keyword prominence	0.0%
Keyword weight	0.0%

All headings

Headings on the page	0
Headings containing the keyword	0.0%
Keyword frequency in all headings	0
Keyword weight in all headings	0.0%

Links

Total links on the page	19
Links to external pages	5

Text in links including ALTs

Links with keyword in text or ALT	0
Keyword frequency in links (text and ALT)	0
Keyword weight in links (text and ALT)	0.0%

ALT image attributes

ALT attributes on the page	8
ALT attributes containing the keyword	0

Keyword matches in the first 3 ALT attributes	0
Keyword frequency in ALT attributes	0
Keyword weight in ALT attributes	0.0%
Comments	
Words in comments	23
Keyword frequency in comments	0
Keyword weight in comments	0.0%

C. Main off-the-page factors influencing your ranking

Link popularity	
Number of linking pages	Not applicable.

Theme	
Keyword presence throughout the website (any page area)	44.4
Keyword presence throughout the website Titles	44.4
Keyword presence throughout the website META Description	0.0
Keyword presence throughout the website BODY	0.0

Open Directory Project listing (dmoz.org)	
Website presence	No
Keyword presence in the ODP website description	-
Keyword presence in the ODP category name	-
Keyword presence in the ODP site description link	-

Yahoo! Directory listing	
Website presence	Yes
Keyword presence in the Yahoo! website description	0.0%
Keyword presence in the Yahoo! category name	0.0%
Keyword presence in the Yahoo! site description link	0.0%

Rank details	
Google PR	5

Alexa Traffic Rank

1440157

Backlinks Theme

Keyword presence throughout linking sites (any page area)	-
Keyword presence throughout linking sites Titles	-
Keyword presence throughout linking sites META Description	-
Keyword presence throughout linking sites BODY	-
Keyword presence throughout linking Texts	-

PR Statistics for linking sites

Not Ranked	-
PR0	-
PR1	-
PR2	-
PR3	-
PR4	-
PR5	-
PR6	-
PR7	-
PR8	-
PR9	-
PR10	-

Search engine: **General optimization**

Keyword: **taste matching**

Jump to keywords: [wine rating](#) [wine guide](#) [taste matching](#)

Quick access to:

1. Optimization advice

2. Advanced analysis

A. General page properties

B. On-the-page factors influencing your ranking

C. Off-the-page factors influencing your ranking

1. Optimization advice

A. General page properties

Page URL

1. **Your keyword isn't present in the URL!** Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list. By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites. Most major search engines favor websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but do not write them as one word. Otherwise, search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your Title tag has stop words!** Words such as "and, on, a, the, for, to, about, are, that, were, by, of" and other auxiliary words are too common and search engines don't take them into consideration. By using a stop word in your Title tag, you potentially damage your rankings. A rule of thumb: the less stop words you use in your Title tag, the better.

2. **Your keyword is not present in the Title tag!** Your keyword should appear at least once in the Title tag, but it doesn't appear at all. Put the keyword into your Title tag or you'll be unlikely to rank high.

META Keywords

1. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 11.8%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

META Robots

1. **You have the 'NOINDEX' value set in your META Robots tag!** This value disallows any search engine to read your site, meaning that this page will never appear in search results. If you unintentionally put 'NOINDEX' into your META Robots, remove it with your favorite HTML editor.

2. **You have the 'NOFOLLOW' value set in your META Robots!** This value disallows search engines to read pages linked from this page. If you accidentally put 'NOFOLLOW' into your META Robots, remove it with your favorite HTML editor.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is too far away from the beginning of this page!** Your keyword's prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.

3. Your keyword doesn't have enough weight on your page! Your keyword should constitute at least 2 percent, while with your page it is only 0.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

4. Your keyword is not present at the beginning of this page! Early appearance of your keyword shows its importance in the context of the entire page because it is mentioned at the very beginning. We recommend that keywords be placed in the first 50 words in the visible text of this page.

5. Your keyword is not present at the end of your page! Your page will be more relevant if your keyword appears at the end of the visible text. To achieve this, put your keyword in the last 50 words of your copy.

First heading on the page (H1-H6)

1. Your page either has no <H1> headings, or has no text in the first heading on the page! It is crucial that your keyword appears in one of these headings. We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will positively influence your website's overall optimality.

Text in links including ALTs

1. Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page! Your keyword should appear at least once in text links, but it doesn't appear at all. We recommend that it be used in such links up to 6 times. You can easily adjust this number with your favorite HTML editor.

ALT image attributes

1. Your keyword is not present in the first 3 ALT image attributes on your page (or there are no ALT attributes at all)! If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.

2. Your keyword frequency in ALT image attributes is too low! Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust this number with your favorite HTML editor.

C. Main off-the-page factors influencing your ranking

Link popularity

1. Constantly improve the link popularity of your page! This function shows how many other Web pages are linking to yours. Link popularity is crucial for your search engines rankings. Remember that having few high-quality sites linking to you is far better than many irrelevant links. The only way to achieve Top-10 positions is to have very competitive keywords and good link popularity. **IMPORTANT:** ask other webmasters to include your keywords when they link to this page. Also, make it your everyday task to acquire new links, and follow the overall development of your thematic niche. Try to interest the sites that are ranked high for your keywords so that they link to you.

Theme

1. Your keyword is poorly present throughout Titles of Web pages across your site! We have found it in 0.0% Titles. The theme of your site is an important factor which influences your rankings. We recommend that you put your keyword into at least 27% page Titles on your site.

Open Directory Project listing (dmoz.org)

1. Your site is not presented in DMOZ listing! Submission to this leading Internet directory is an important step in website maintenance. As it is human-powered directory, all decisions are made by editors, not spiders. The presence of the site in the directory is the sign of high quality and informative value. Moreover, the leading search engines such as Google start indexing new web pages from DMOZ. Please, go to "Suggest URL" page and submit your site. To make the procedure easy and

correctly, use "Web CEO Submission", "Manual Submission" tab.

Rank details

1. **Your Google PageRank is 5!** Google Page Rank is one of the most important evaluating factors influencing your ranking. It is practically impossible to manipulate Google PageRank. Due to its workability, relevant and impartial results it gained great popularity. This algorithm defines your link popularity among other thematic resources. Every web page gets its own PageRank, it can vary in 0-10 scale on the Google Toolbar. Though well optimized, your pages will never get in the top results for very competitive keywords without high PageRank. The only way out is to increase constantly your link popularity. Get as many links as you can from authority relevant sites with high PageRank.

2. **Your Alexa Traffic Rank is 1440157!** Alexa is an organization that analyzes world's web traffic. There is a community of people that use Alexa Toolbar, a small utility that gathers information about what websites they visit, how many pages they view. The information then transmitted to Alexa and analyzed. The quantity of Alexa toolbar users and the number of pages viewed by them are adjusted to approximate number of internet users. Then the popularity of different sites is approximately measured. In terms of the Alexa Traffic Rank, the closer a site gets to the number 1 position, the more traffic a site receives. For example, if to take Google, its main page has Alexa TR 3. That means that www.google.com is the third most visited page in the web. There are two main methods to heighten the traffic rank: 1) Work at the content of your site. Rouse interest of your visitors in your site. Interesting and informative content will certainly make them visit your site again and again and make them spread links to you among their friends; 2) Work at you rankings on the search engines. The better the rankings, the more frequently your site is found on the result pages of SEs, the more surfers will click on your site's link.

2. Advanced analysis

A. General page properties

Page:	/
HTML size (Kb)	12.5
Last modified	2008-05-13 03:16:44
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	No
Uses frames	No
Uses external JavaScript	Yes
Uses internal JavaScript	Yes
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	Yes
Page URL	
Keyword as a part of URL (domain, folder and page name)	No
Keyword as a separate part of URL (domain, folder and page name)	No

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag	...
Number of Titles	1
First tag in the <HEAD> tag	Yes
Characters in Title	47
Words in Title	10
Stop words in Title	Yes
Keyword frequency in Title	0
Keyword prominence in Title	-
Keyword weight in Title	0.0%
META Description	...
Number of META Description tags	1
Characters in META Description	123
Words in META Description	18
Stop words in META Description	Yes
Keyword frequency in META Description	1
Keyword prominence in META Description	63.9%
Keyword weight in META Description	11.1%
META Keywords	...
Characters in META Keywords tag	124
Number of META Keywords tags	1
Words in META Keywords tag	17
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	79.4%
Keyword weight in META Keywords	11.8%
META Refresh	not present
Refresh time	-

Redirect	No
META Robots	present
None	No
No index	Yes
No follow	Yes
No archive	No

2. <BODY> area:

Visible text	
Words in Body	603
Bold keywords in Body	0
Underlined keywords in Body	0
Keyword frequency in Body	0
Keyword prominence in Body	0.0%
Keyword weight in Body	0.0%
Keyword at the beginning of Body	No
Keyword at the end of Body	No

First heading on the page (H1-H6)	not present
Keyword frequency	0
Keyword prominence	0.0%
Keyword weight	0.0%

All headings	
Headings on the page	0
Headings containing the keyword	0.0%
Keyword frequency in all headings	0
Keyword weight in all headings	0.0%

Links	
Total links on the page	19
Links to external pages	5

Text in links including ALTs

Links with keyword in text or ALT	0
Keyword frequency in links (text and ALT)	0
Keyword weight in links (text and ALT)	0.0%

ALT image attributes

ALT attributes on the page	8
ALT attributes containing the keyword	0
Keyword matches in the first 3 ALT attributes	0
Keyword frequency in ALT attributes	0
Keyword weight in ALT attributes	0.0%

Comments

Words in comments	23
Keyword frequency in comments	0
Keyword weight in comments	0.0%

C. Main off-the-page factors influencing your ranking

Link popularity

Number of linking pages	Not applicable.
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Theme

Keyword presence throughout the website (any page area)	22.2
Keyword presence throughout the website Titles	0.0
Keyword presence throughout the website META Description	11.1
Keyword presence throughout the website BODY	22.2

Open Directory Project listing (dmoz.org)

Website presence	No
Keyword presence in the ODP website description	-
Keyword presence in the ODP category name	-
Keyword presence in the ODP site description link	-

Yahoo! Directory listing

Website presence	Yes
Keyword presence in the Yahoo! website description	0.0%
Keyword presence in the Yahoo! category name	0.0%
Keyword presence in the Yahoo! site description link	0.0%

Rank details

Google PR	5
Alexa Traffic Rank	1440157

Backlinks Theme

Keyword presence throughout linking sites (any page area)	-
Keyword presence throughout linking sites Titles	-
Keyword presence throughout linking sites META Description	-
Keyword presence throughout linking sites BODY	-
Keyword presence throughout linking Texts	-

PR Statistics for linking sites

Not Ranked	-
PR0	-
PR1	-
PR2	-
PR3	-
PR4	-
PR5	-
PR6	-
PR7	-
PR8	-
PR9	-
PR10	-