



## Search Engine Optimization Report

Date: 17/05/2011  
Recipient: St. Stephen's Church  
Bentilee  
Stoke-on-Trent  
ST2 0EL

## Report overview

This report helps you to optimize the web page "<http://www.st-stephens-bentilee.co.uk/>" for a high ranking on Google.co.uk (without Places) for the search term "church bentilee".

### Your web page





<http://www.st-stephens-bentilee.co.uk/>

Title: St Stephens Community Church, Bentilee, Stoke-on-Trent

Description: St Stephens Community Church Stoke-on-Trent, at the heart of Bentilee housing estate both geographically and spiritually

### Your competitors for the search term "church bentilee" on Google.co.uk (without Places)

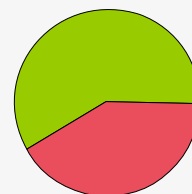
- |    |   |   |
|----|---|---|
| 1  |   | <p><a href="http://www.achurchnearyou.com/bentilee-st-stephen/">http://www.achurchnearyou.com/bentilee-st-stephen/</a></p> <p>Title: Bentilee S.Stephen, Bentilee - Staffordshire   Diocese of Lichfield</p> <p>Description: Bentilee S.Stephen, Local information about Bentilee S.Stephen, Bentilee and the parish of Bucknall, services times, pictures, maps, local info.</p> |
| 10 |  | <p><a href="http://www.gracechurch.xtn.org/">http://www.gracechurch.xtn.org/</a></p> <p>Title: Grace Church Stoke-On-Trent &gt; Home</p> <p>Description: [No meta description available.]</p>   |

### Analyzed search terms

1. church bentilee
2. church
3. bentilee

## Top 10 Ranking Requirements Score™

# 58%



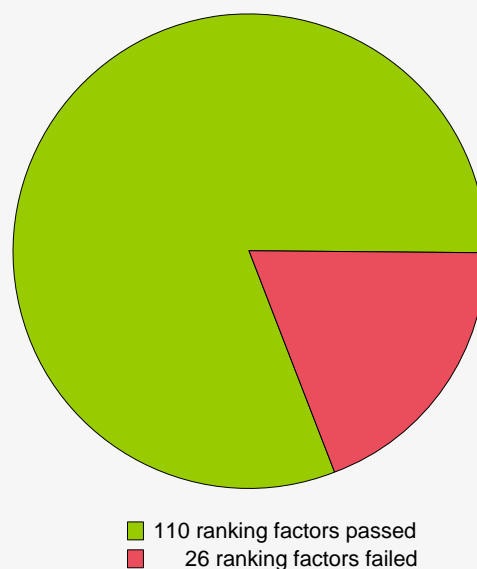
The Top 10 Ranking Requirements Score™ of 58% means that the web page [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) meets only 58% of the requirements for a top 10 ranking on Google.co.uk (without Places) for the search term "church bentilee".

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

## Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential (weighted most):	18	6
Very Important:	7	2
Important:	35	1
Moderately Important:	35	6
Slightly Important:	15	11
<b>Total:</b>	<b>110</b>	<b>26</b>

Ranking Factors Performance



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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 "church bentilee" in the document title and if it's important for Google.co.uk (without Places).

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

### Their contents

Rank	Keyword use in document title
1	<b>Bentilee</b> S.Stephen, <b>Bentilee</b> - Staffordshire   Diocese of Lichfield
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[Web page was not analyzed. Reason: see at the top of the report.]
4	[Web page was not analyzed. Reason: see at the top of the report.]
5	[Web page was not analyzed. Reason: see at the top of the report.]
6	[Web page was not analyzed. Reason: see at the top of the report.]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[Web page was not analyzed. Reason: see at the top of the report.]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Grace <b>Church</b> Stoke-On-Trent > Home

### Your contents

St Stephens Community **Church, Bentilee** , Stoke-on-Trent

### Advice for your document title

#### Search term: "church bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 14%	13%	OK	OK

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK

**Advice for your document title****Search term: "church bentilee"**

Keyword density:	0% to 25%	13%	OK	OK
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**Keywords "church" or "bentilee"**

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	2	OK	OK
Keyword density:	7% to 13%	13%	OK	OK

## Global link popularity of web site

### Essential

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

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

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

	Alexa	Google.co.uk (without Places)	Yahoo.co.uk (All of the web)	Peak Value
To Your Site:	1	0	8	8
To Site 1:	256	0	2	256
To Site 10:	2	0	2	2
Range:	1 to 256	all 0	2 to 8	2 to 256

### Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 22, the link popularity of your web page is 8. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

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

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

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## Link texts of inbound links

### Essential

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

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

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

### Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
<b>church</b> in stoke on trent	<a href="http://www.st-stephens-bentilee.co.uk">http://www.st-stephens-bentilee.co.uk</a>	<a href="http://marcushoneysett.squarespace.com/blog/discipling-leaders.html">http://marcushoneysett.squarespace.com/blog/discipling-leaders.html</a>
<b>church</b> in Stoke on Trent.	<a href="http://www.st-stephens-bentilee.co.uk">http://www.st-stephens-bentilee.co.uk</a>	<a href="http://theconnexion.net/wp/?p=9293">http://theconnexion.net/wp/?p=9293</a>
<b>church</b> in Stoke on Trent.	<a href="http://www.st-stephens-bentilee.co.uk">http://www.st-stephens-bentilee.co.uk</a>	<a href="http://theconnexion.net/wp/?p=9293&amp;cpage=1">http://theconnexion.net/wp/?p=9293&amp;cpage=1</a>
Please click	<a href="http://www.st-stephens-bentilee.co.uk/">http://www.st-stephens-bentilee.co.uk/</a>	<a href="http://www.bucknallteam.org.uk/ststephen.htm">http://www.bucknallteam.org.uk/ststephen.htm</a>

### Advice for the link texts of inbound links

To get a high ranking on Google.co.uk (without Places), make sure that the web pages that link to your site use the search term "church bentilee" in their link texts. The more links to your web site contain "church bentilee" (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.co.uk (without Places) 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.co.uk (without Places) might lower your rankings because of unnatural linking patterns.

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

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

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

OK

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

OK

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

OK

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

OK

Less than 80% of the analyzed inbound link texts contain the search term "church bentilee". You must increase

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**Advice for the link texts of inbound links**

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

Welcome to St. Stephen's Community **Church** website St. Stephens Community **Church** is at the heart of **Bentilee** in Stoke on Trent and not just geographically. As a **church** we take very seriously the word of God and His heart for our community. Our teaching is both contextual and relevant to everyday life. Our outreach and services are totally inclusive; we are cross generational, cross cultural and embrace people from all backgrounds and abilities. All in all we are a fun and vibrant **church** with lively worship and a passion to serve our Lord and King, our brother and co-heir, our saviour and redeemer, Jesus Christ.

Please feel free to look around our website and to visit us whenever you like, we guarantee you a warm welcome. Service times and themes for the coming weeks... Date Times Theme 1st May 10:30am Morning Worship 6:00pm Bible Study 2nd Sunday of Easter 8th May 10:30am Holy Communion 6:00pm Bible Study 3rd Sunday of Easter 15th May 10:30am Morning Worship 6:00pm Bible Study 4th Sunday of Easter 22nd May 10:30am Holy Communion 6:30pm Parish Worship at St. Mary's, Bucknall 5th Sunday of Easter 29th May 10:30am Family Worship 6:00pm Bible Study 6th Sunday of Easter 5th June 10:30am Morning Worship 6:00pm Bible Study 7th Sunday of Easter Bible Verse of the day...

View RSS feed website by [NetDesignAndHost.com](#)

### Advice for your body text

#### Search term: "church bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Number of words:	135 to 468	225	OK	OK

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	6 to 8	4	Use the search term "church" more often, at least 6 times.	<<
Keyword density:	2% to 4%	2%	OK	OK

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	1	OK	OK
Keyword density:	0% to 3%	0%	OK	OK

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	6 to 20	5	Use the keywords "church" or "bentilee" more often, at least 6 times.	<<

**Advice for your body text****Search term: "church bentilee"**

Keyword density:	2% to 2%	1%	You should increase the keyword density for the keywords "church" or "bentilee" to up to 2%. You can do this by adding the words "church" or "bentilee", or by removing some text.
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## 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	<a href="http://www.st-stephens-bentilee.co.uk/">http://www.st-stephens-bentilee.co.uk/</a>	n/a
1	<a href="http://www.achurchnearyou.com/bentilee-st-stephen/">http://www.achurchnearyou.com/bentilee-st-stephen/</a>	19 February 2003 (newest domain)
10	<a href="http://www.gracechurch.xtn.org/">http://www.gracechurch.xtn.org/</a>	31 July 1998 (oldest domain)
Range	31 July 1998 to 19 February 2003	

### 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.co.uk (without Places). 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.co.uk (without Places), too.

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

### Your contents

[not used]

### Advice for your H1 headline texts

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "church" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "church" but this is optional.	<

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "bentilee" at least once but this is optional.	<
Keyword density:	0% to 22%	0%	You could increase the keyword density for the search term "bentilee" but this is optional.	<

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	0	You should use the keywords "church" or "bentilee" at least once.	<<
Keyword density:	11% to 17%	0%	You should try to achieve a keyword density for the keywords "church" or "bentilee" of at least 11%.	<<

## 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.co.uk (without Places) 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	<b>achurch</b> nearyou	<a href="http://www.achurchnearyou.com/bentilee-st-stephen/">http://www.achurchnearyou.com/bentilee-st-stephen/</a>
2	[Web page was not analyzed. Reason: see at the top of the report.]	
3	[Web page was not analyzed. Reason: see at the top of the report.]	
4	[Web page was not analyzed. Reason: see at the top of the report.]	
5	[Web page was not analyzed. Reason: see at the top of the report.]	
6	[Web page was not analyzed. Reason: see at the top of the report.]	
7	[Web page was not analyzed. Reason: see at the top of the report.]	
8	[Web page was not analyzed. Reason: see at the top of the report.]	
9	[Web page was not analyzed. Reason: see at the top of the report.]	
10	grace <b>church</b> xtn	<a href="http://www.gracechurch.xtn.org/">http://www.gracechurch.xtn.org/</a>

### Your contents

st stephens **bentilee** (Domain name: "st-stephens-**bentilee** .co.uk")

### Advice for the domain name

The domain name st-stephens-bentilee.co.uk contains only a part of the search term "church bentilee". This is acceptable.



## Keyword use in page URL

### Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.co.uk (without Places) 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	<b>bentilee</b> st stephen	<a href="http://www.achurchnearyou.com/bentilee-st-stephen/">http://www.achurchnearyou.com/bentilee-st-stephen/</a>
2	[Web page was not analyzed. Reason: see at the top of the report.]	
3	[Web page was not analyzed. Reason: see at the top of the report.]	
4	[Web page was not analyzed. Reason: see at the top of the report.]	
5	[Web page was not analyzed. Reason: see at the top of the report.]	
6	[Web page was not analyzed. Reason: see at the top of the report.]	
7	[Web page was not analyzed. Reason: see at the top of the report.]	
8	[Web page was not analyzed. Reason: see at the top of the report.]	
9	[Web page was not analyzed. Reason: see at the top of the report.]	
10	[no words]	<a href="http://www.gracechurch.xtn.org/">http://www.gracechurch.xtn.org/</a>

### Your contents

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

### Advice for your page URL

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK

### Advice for your page URL

#### Search term: "church bentilee"

Keyword density: all 0% 0% OK OK

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "bentilee" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "bentilee" but this is optional.	<

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use one of the keywords "church" or "bentilee" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the keywords "church" or "bentilee" but this is optional.	<

## Links from social networks

### Important

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

### Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	0	0	0
To Site 1:	0	0	0
To Site 10:	0	0	0
Range:	all 0	all 0	all 0

### Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.st-stephens-bentilee.co.uk".  
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	10	Range
n/a	0.93s	n/a	all 0.93s

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

Your Site	1	10	Range
n/a	fast: top 25%	n/a	all fast: top 25%

### Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.co.uk (without Places). 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.co.uk (without Places), too.

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

### Your contents

[not used]

### Advice for your H2-H6 headline texts

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "church" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "church" but this is optional.	<

#### Search term: "bentilee"

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

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use one of the keywords "church" or "bentilee" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the keywords "church" or "bentilee" but this is optional.	<

## Keyword use in IMG ALT attributes

### Important

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

Example: 

### Your contents

No.	Image Alt Attribute Text	Image File Name
1.	St. Stephens Community <b>Church</b>	images/header.jpg
2.	Home	images/home_btn_out.jpg
3.	About us	images/about_btn_out.jpg
4.	Community	images/community_btn_out.jpg
5.	Sermons	images/sermons_btn_out.jpg
6.	Worship videos	images/videos_btn_out.jpg
7.	World mission	images/mission_btn_out.jpg
8.	Daily Study	images/study_btn_out.jpg
9.	Code Life for Men	images/codelife_btn_out.jpg
10.	Join the Quest	images/quest_btn_out.jpg
11.	Contact us	images/cotact_btn_out.jpg
12.	Rev. Darren Fraser	images/darren_fraser.jpg

### Advice for your IMG ALT attributes

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	1	You could use the search term "church" more than once but this is optional.	<
Keyword density:	6% to 20%	6%	OK	OK

#### Search term: "bentilee"

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

**Advice for your IMG ALT attributes****Search term: "church bentilee"****Keywords "church" or "bentilee"**

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	1	You could use the keywords "church" or "bentilee" more than once but this is optional.	<
Keyword density:	3% to 10%	3%	OK	OK

## Top level domain of web site

### Important

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

### Top level domain results

Your Site	1	10
.co.uk	.com	.org

### Advice for the top level domain of your web site

Your web site URL [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) contains the country top level domain .co.uk. This can be advantageous for rankings in the country's local search results, but it can be disadvantageous for rankings in international search results.



## 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 `<b>...</b>` or `<strong>...</strong>` 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	You must be logged in to edit this page. Services and Events Services and Events Services and Events Services and Events Services and Events Services and Events Services and Events Bookings Visit our <b>Church</b> Nurture Courses Other information The Revd Nigel William Reid EVANS
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[Web page was not analyzed. Reason: see at the top of the report.]
4	[Web page was not analyzed. Reason: see at the top of the report.]
5	[Web page was not analyzed. Reason: see at the top of the report.]
6	[Web page was not analyzed. Reason: see at the top of the report.]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[Web page was not analyzed. Reason: see at the top of the report.]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	GCHQ

### Your contents

[not used]

### Advice for your bold body text

#### Search term: "church bentilee"

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

#### Search term: "church"

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

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK

### Advice for your bold body text

#### Search term: "church bentilee"

Keyword density: all 0% 0% OK OK

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use one of the keywords "church" or "bentilee" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the keywords "church" or "bentilee" 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	<a href="http://www.st-stephens-bentilee.co.uk/">http://www.st-stephens-bentilee.co.uk/</a>	n/a
1	<a href="http://www.achurchnearyou.com/bentilee-st-stephen/">http://www.achurchnearyou.com/bentilee-st-stephen/</a>	Rank #234,416 (most visitors of the competitors)
10	<a href="http://www.gracechurch.xtn.org/">http://www.gracechurch.xtn.org/</a>	Rank #26,974,709 (least visitors of the competitors)
Range		234,416 to 26,974,709 (average rank: #13,604,562)

### Advice for the number of visitors to your site

The number of visitors to [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) could not be determined. In general, the more visitors you have, the more advantageous it could be to your rankings on Google.co.uk (without Places).

&lt;

## Keyword use in same domain link texts

### Moderately Important

Link texts are words and sentences that are used as links. Same domain link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.co.uk (without Places) takes search terms in same domain link texts into account.

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

### Your contents

No.	Same Domain Link Text	Link URL
1.	[empty]	/
2.	[empty]	/about.php
3.	[empty]	/community.php
4.	[empty]	/sermons.php
5.	[empty]	/videos.php
6.	[empty]	/world_mission_link_romania.php
7.	[empty]	/daily_study.php
8.	[empty]	/codelife.php
9.	[empty]	/quest.php
10.	[empty]	/contact.php
11.	View RSS feed	/feed/feed2js.php?src=http%3A%2F%2Fwww.biblegateway.com%2Fusage%2Fvotd%2Frss%2Fvotd.rdf%3FF31&amp;desc=1&utf=y&html=y

### Advice for your same domain link texts

#### Search term: "church bentilee"

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

#### Search term: "church"

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

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "bentilee" at least once but this is optional.	<

### Advice for your same domain link texts

#### Search term: "church bentilee"

Keyword density:	0% to 3%	0%	You could increase the keyword density for the search term "bentilee" but this is optional.	<
------------------	----------	----	---	---

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use one of the keywords "church" or "bentilee" at least once but this is optional.	<
Keyword density:	0% to 1%	0%	You could increase the keyword density for the keywords "church" or "bentilee" but this is optional.	<

## 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>...</a> tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.co.uk (without Places) gives relevance to search terms in outbound link texts.

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

### Your contents

No.	Outbound Link Text	Link URL
1.	NetDesignAndHost.com	<a href="http://www.netdesignandhost.com">http://www.netdesignandhost.com</a>

### Advice for your outbound link texts

#### Search term: "church bentilee"

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

#### Search term: "church"

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

#### Search term: "bentilee"

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

#### Keywords "church" or "bentilee"

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

## Keyword use in same domain link URLs

### Moderately Important

Links connect one web page to another. Same domain links are the links in <a href> attributes that point to other pages on the same domain. This chapter examines if search terms in same domain link URLs are relevant to Google.co.uk (without Places).

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

### Your contents

No.	Same Domain Link URL	Link Text
1.	[empty] [/]	[empty]
2.	about [/about.php]	[empty]
3.	community [/community.php]	[empty]
4.	sermons [/sermons.php]	[empty]
5.	videos [/videos.php]	[empty]
6.	world mission link romania [/world_mission_link_romania.php]	[empty]
7.	daily study [/daily_study.php]	[empty]
8.	codelife [/codelife.php]	[empty]
9.	quest [/quest.php]	[empty]
10.	contact [/contact.php]	[empty]
11.	feed feed2js src http 3A 2F 2Fwww biblegateway 2Fusage 2Fvotd 2Frss 2Fvotd rdf 3FF31 amp desc 1 amp utf y amp html y [/feed/feed2js.php?src=http%3A%2F%2Fwww.biblegatew ay.com%2Fusage%2Fvotd%2Frss%2Fvotd.rdf%3FF31& amp;desc=1&utf=y&html=y]	View RSS feed

### Advice for your same domain link URLs

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "church" at least once but this is optional.	<
Keyword density:	0% to 19%	0%	You could increase the keyword density for the search term "church" but this is optional.	<

### Advice for your same domain link URLs

**Search term: "church bentilee"**

**Search term: "bentilee"**

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

**Keywords "church" or "bentilee"**

	Competitors	Your Site	Advice	
Number of keywords:	all 3	0	Use the keywords "church" or "bentilee" exactly 3 times.	<<
Keyword density:	2% to 9%	0%	You should try to achieve a keyword density for the keywords "church" or "bentilee" of at least 2%.	<<

## 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.co.uk (without Places) gives relevance to search terms in outbound links

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

### Your contents

No.	Outbound Link URL	Link Text
1.	www netdesignandhost [http://www.netdesignandhost.com]	NetDesignAndHost.com

### Advice for your outbound link URLs

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	0	You should use the search term "church" at least once.	<<
Keyword density:	13% to 20%	0%	You should try to achieve a keyword density of at least 13%.	<<

#### Search term: "bentilee"

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

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	0	You should use the keywords "church" or "bentilee" at least once.	<<
Keyword density:	6% to 10%	0%	You should try to achieve a keyword density for the keywords "church" or "bentilee" of at least 6%.	<<

## 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.co.uk (without Places) 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	<b>Bentilee</b> S.Stephen, Local information about <b>Bentilee</b> S.Stephen, <b>Bentilee</b> and the parish of Bucknall, services times, pictures, maps, local info.
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[Web page was not analyzed. Reason: see at the top of the report.]
4	[Web page was not analyzed. Reason: see at the top of the report.]
5	[Web page was not analyzed. Reason: see at the top of the report.]
6	[Web page was not analyzed. Reason: see at the top of the report.]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[Web page was not analyzed. Reason: see at the top of the report.]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[not used]

### Your contents

St Stephens Community **Church** Stoke-on-Trent, at the heart of **Bentilee** housing estate both geographically and spiritually

### Advice for your meta description

#### Search term: "church bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	1	Although none of the other pages uses the search term	<

### Advice for your meta description

#### Search term: "church bentilee"

			"church", it's usually advisable to keep it.	
Keyword density:	all 0%	6%	None of the other pages uses the search term so you might want to keep the keyword density as low as possible for this search term.	<

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 16%	6%	OK	OK

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	2	OK	OK
Keyword density:	0% to 8%	6%	OK	OK

## Number of trailing slashes in URL

### Moderately Important

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

### Number of trailing slashes

Your Site	1	10	Range
0	1	0	0 to 1

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

The URL [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) 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:	5 errors, not valid <a href="http://validator.w3.org/check?uri=http://www.st-stephens-bentilee.co.uk/">http://validator.w3.org/check?uri=http://www.st-stephens-bentilee.co.uk/</a>
CSS:	no errors, valid <a href="http://jigsaw.w3.org/css-validator/validator?uri=http://www.st-stephens-bentilee.co.uk/">http://jigsaw.w3.org/css-validator/validator?uri=http://www.st-stephens-bentilee.co.uk/</a>

### Advice regarding the validity of your web site

The HTML validation of your web page [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) failed. This means that Google.co.uk (without Places) 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	10	Range
81	35	80	35 to 80

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

Your Site	1	10	Range
3	13	6	6 to 13

### Advice for the readability of your web site

The Flesch Reading Ease Score of your web page [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) is 81. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is easy to comprehend.

OK

## Keyword use in meta keywords

### Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.co.uk (without Places) 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	<b>church</b> in <b>Bentilee</b> , <b>churches</b> near <b>Bentilee</b> , <b>Bentilee church</b> , <b>Bentilee</b> local, <b>Bentilee</b> , S.Stephen, <b>Bentilee</b> , Staffordshire, Lichfield, local, find, <b>church</b> , where, <b>churches</b> , nearest <b>church</b> , christening, baptism, wedding, marriage, <b>churches</b> , location, find, services, service times, times of services, directory
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[Web page was not analyzed. Reason: see at the top of the report.]
4	[Web page was not analyzed. Reason: see at the top of the report.]
5	[Web page was not analyzed. Reason: see at the top of the report.]
6	[Web page was not analyzed. Reason: see at the top of the report.]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[Web page was not analyzed. Reason: see at the top of the report.]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[not used]

### Your contents

[not used]

### Advice for your meta keywords

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "church" at least once but this is optional.	<
Keyword density:	0% to 19%	0%	You could increase the keyword density for the search term "church" but this is optional.	<

#### Search term: "bentilee"

### Advice for your meta keywords

#### Search term: "church bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use the search term "bentilee" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the search term "bentilee" but this is optional.	<

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	0	You could use one of the keywords "church" or "bentilee" at least once but this is optional.	<
Keyword density:	0% to 18%	0%	You could increase the keyword density for the keywords "church" or "bentilee" 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	A Christian presence in every community Find: <b>Churches:</b> Services & Events Home Login Register Help Edit You must be logged in to edit this page.
2	[Web page was not analyzed. Reason: see at the top of the report.]
3	[Web page was not analyzed. Reason: see at the top of the report.]
4	[Web page was not analyzed. Reason: see at the top of the report.]
5	[Web page was not analyzed. Reason: see at the top of the report.]
6	[Web page was not analyzed. Reason: see at the top of the report.]
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[Web page was not analyzed. Reason: see at the top of the report.]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Grace <b>Church</b> Stoke Home About Us Who Are We What Are We Doing Where Are We Going Leadership NewFrontiers <b>Church</b> Life Community Groups Children Students Community Alpha In The Community Events Media Audio Video Members Contact Us Map

### Your contents

Welcome to St.

### Advice for your first sentence of the body text

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	0	You should use the search term "church" at least once.	<<
Keyword density:	4% to 5%	0%	You should try to achieve a keyword density of at least 4%.	<<

#### Search term: "bentilee"

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

### Advice for your first sentence of the body text

#### Search term: "church bentilee"

Number of keywords:	all 0	0 OK	OK
Keyword density:	all 0%	0% OK	OK

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 2	0	You should use the keywords "church" or "bentilee" at least once.	<<
Keyword density:	2% to 3%	0%	You should try to achieve a keyword density for the keywords "church" or "bentilee" of at least 2%.	<<

## 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.co.uk (without Places).

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

### Your contents

No.	HTML Comment Text
1.	St Stephens Community <b>Church</b> Stoke-on-Trent, at the heart of <b>Bentilee</b> housing estate both geographically and spiritually
2.	end #header
3.	This param tag prompts users with Flash Player 6.0 r65 and higher to download the latest version of Flash Player. Delete it if you don't want users to see the prompt.
4.	Next object tag is for non-IE browsers. So hide it from IE using IECC.
5.	[if !IE]
6.	< ![endif
7.	The browser displays the following alternative content for users with Flash Player 6.0 and older.
8.	[if !IE]
9.	< ![endif
10.	end #sidebar1
11.	end #mainContent
12.	end #inner_container
13.	end #container

### Advice for your HTML comments

#### Search term: "church bentilee"

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

#### Search term: "church"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	1	Remove the search term "church".	<<
Keyword density:	all 0%	1%	It seems to be better to remove the search term "church".	<<

#### Search term: "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	1	Remove the search term "bentilee".	<<

### Advice for your HTML comments

#### Search term: "church bentilee"

Keyword density:	all 0%	1%	It seems to be better to remove the search term "bentilee".	<<
------------------	--------	----	---	----

#### Keywords "church" or "bentilee"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	2	It seems to be better to remove the keywords "church" or "bentilee".	<<
Keyword density:	all 0%	1%	It seems to be better to remove the keywords "church" or "bentilee".	<<

## 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.st-stephens-bentilee.co.uk" contains 233 words which should be enough for search engines.	OK
Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. 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 script code in an external file so you've already minimized the problems with scripts and the search engines.	OK
Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.	OK
Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.	OK
Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.st-stephens-bentilee.co.uk" 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.st-stephens-bentilee.co.uk" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK



## Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for [www.st-stephens-bentilee.co.uk](http://www.st-stephens-bentilee.co.uk) on [Google.co.uk](http://Google.co.uk) (without Places).

### Advice

#### Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "church bentilee"?

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 "church bentilee"?

#### 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.co.uk](http://Google.co.uk) (without Places), for example Amazon or Wikipedia?

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

How often do search engine visitors search for your company name or web page URL on [Google.co.uk](http://Google.co.uk) (without Places)?

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

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

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

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

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

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

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

Does your web page have any spelling or grammar mistakes?

## Table: Number of keywords

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

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

### Search term: "church bentilee"

	Your Site	1	10	Range
Document Title:	0	0	0	all 0
Body Text:	0	0	0	all 0
H1 Texts:	0	0	0	all 0
Domain:	0	0	0	all 0
Page URL:	0	0	0	all 0
H2-H6 Texts:	0	0	0	all 0
IMG ALT:	0	0	0	all 0
Bold Text:	0	0	0	all 0
SD LT:	0	0	0	all 0
Outbound LT:	0	0	0	all 0
SD LU:	0	0	0	all 0
Outbound LU:	0	0	0	all 0
Meta Descr.:	0	0	0	all 0
Meta Keyw.:	0	0	0	all 0
First Sentence:	0	0	0	all 0
HTML Comm.:	0	0	0	all 0

### Search term: "church"

	Your Site	1	10	Range
Document Title:	1	0	1	0 to 1
Body Text:	4	8	6	6 to 8
H1 Texts:	0	0	1	0 to 1
Domain:	0	1	1	all 1
Page URL:	0	0	0	all 0
H2-H6 Texts:	0	1	0	0 to 1
IMG ALT:	1	2	1	1 to 2
Bold Text:	0	1	0	0 to 1
SD LT:	0	0	0	all 0
Outbound LT:	0	0	0	all 0
SD LU:	0	0	3	0 to 3
Outbound LU:	0	1	2	1 to 2
Meta Descr.:	1	0	0	all 0

**Search term: "church"**

	Your Site	1	10	Range
Meta Keyw.:	0	7	0	0 to 7
First Sentence:	0	1	2	1 to 2
HTML Comm.:	1	0	0	all 0

**Search term: "bentilee"**

	Your Site	1	10	Range
Document Title:	1	2	0	0 to 2
Body Text:	1	12	0	0 to 12
H1 Texts:	0	2	0	0 to 2
Domain:	1	0	0	all 0
Page URL:	0	1	0	0 to 1
H2-H6 Texts:	0	0	0	all 0
IMG ALT:	0	0	0	all 0
Bold Text:	0	0	0	all 0
SD LT:	0	1	0	0 to 1
Outbound LT:	0	0	0	all 0
SD LU:	0	3	0	0 to 3
Outbound LU:	0	0	0	all 0
Meta Descr.:	1	3	0	0 to 3
Meta Keyw.:	0	6	0	0 to 6
First Sentence:	0	0	0	all 0
HTML Comm.:	1	0	0	all 0

**Keywords "church" or "bentilee"**

	Your Site	1	10	Range
Document Title:	2	2	1	1 to 2
Body Text:	5	20	6	6 to 20
H1 Texts:	0	2	1	1 to 2
Domain:	1	1	1	all 1
Page URL:	0	1	0	0 to 1
H2-H6 Texts:	0	1	0	0 to 1
IMG ALT:	1	2	1	1 to 2
Bold Text:	0	1	0	0 to 1
SD LT:	0	1	0	0 to 1
Outbound LT:	0	0	0	all 0
SD LU:	0	3	3	all 3

**Keywords "church" or "bentilee"**

	Your Site	1	10	Range
Outbound LU:	0	1	2	1 to 2
Meta Descr.:	2	3	0	0 to 3
Meta Keyw.:	0	13	0	0 to 13
First Sentence:	0	1	2	1 to 2
HTML Comm.:	2	0	0	all 0

## Table: Keyword density

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

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

### Search term: "church bentilee"

	Your Site	1	10	Range
Document Title:	0%	0%	0%	all 0%
Body Text:	0%	0%	0%	all 0%
H1 Texts:	0%	0%	0%	all 0%
Domain:	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	all 0%
H2-H6 Texts:	0%	0%	0%	all 0%
IMG ALT:	0%	0%	0%	all 0%
Bold Text:	0%	0%	0%	all 0%
SD LT:	0%	0%	0%	all 0%
Outbound LT:	0%	0%	0%	all 0%
SD LU:	0%	0%	0%	all 0%
Outbound LU:	0%	0%	0%	all 0%
Meta Descr.:	0%	0%	0%	all 0%
Meta Keyw.:	0%	0%	0%	all 0%
First Sentence:	0%	0%	0%	all 0%
HTML Comm.:	0%	0%	0%	all 0%

### Search term: "church"

	Your Site	1	10	Range
Document Title:	13%	0%	14%	0% to 14%
Body Text:	2%	2%	4%	2% to 4%
H1 Texts:	0%	0%	33%	0% to 33%
Domain:	0%	100%	50%	50% to 100%
Page URL:	0%	0%	0%	all 0%
H2-H6 Texts:	0%	33%	0%	0% to 33%
IMG ALT:	6%	6%	20%	6% to 20%
Bold Text:	0%	3%	0%	0% to 3%
SD LT:	0%	0%	0%	all 0%
Outbound LT:	0%	0%	0%	all 0%
SD LU:	0%	0%	19%	0% to 19%
Outbound LU:	0%	20%	13%	13% to 20%

**Search term: "church"**

	Your Site	1	10	Range
Meta Descr.:	6%	0%	0%	all 0%
Meta Keyw.:	0%	19%	0%	0% to 19%
First Sentence:	0%	4%	5%	4% to 5%
HTML Comm.:	1%	0%	0%	all 0%

**Search term: "bentilee"**

	Your Site	1	10	Range
Document Title:	13%	25%	0%	0% to 25%
Body Text:	0%	3%	0%	0% to 3%
H1 Texts:	0%	22%	0%	0% to 22%
Domain:	33%	0%	0%	all 0%
Page URL:	0%	33%	0%	0% to 33%
H2-H6 Texts:	0%	0%	0%	all 0%
IMG ALT:	0%	0%	0%	all 0%
Bold Text:	0%	0%	0%	all 0%
SD LT:	0%	3%	0%	0% to 3%
Outbound LT:	0%	0%	0%	all 0%
SD LU:	0%	4%	0%	0% to 4%
Outbound LU:	0%	0%	0%	all 0%
Meta Descr.:	6%	16%	0%	0% to 16%
Meta Keyw.:	0%	17%	0%	0% to 17%
First Sentence:	0%	0%	0%	all 0%
HTML Comm.:	1%	0%	0%	all 0%

**Keywords "church" or "bentilee"**

	Your Site	1	10	Range
Document Title:	13%	13%	7%	7% to 13%
Body Text:	1%	2%	2%	2% to 2%
H1 Texts:	0%	11%	17%	11% to 17%
Domain:	17%	50%	25%	25% to 50%
Page URL:	0%	17%	0%	0% to 17%
H2-H6 Texts:	0%	17%	0%	0% to 17%
IMG ALT:	3%	3%	10%	3% to 10%
Bold Text:	0%	2%	0%	0% to 2%
SD LT:	0%	1%	0%	0% to 1%
Outbound LT:	0%	0%	0%	all 0%

**Keywords "church" or "bentilee"**

	Your Site	1	10	Range
SD LU:	0%	2%	9%	2% to 9%
Outbound LU:	0%	10%	6%	6% to 10%
Meta Descr.:	6%	8%	0%	0% to 8%
Meta Keyw.:	0%	18%	0%	0% to 18%
First Sentence:	0%	2%	3%	2% to 3%
HTML Comm.:	1%	0%	0%	all 0%

## Table: Keyword position

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

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

### Search term: "church bentilee"

	Your Site	1	10	Range
Document Title:	n/a	n/a	n/a	n/a
Body Text:	n/a	n/a	n/a	n/a
H1 Texts:	n/a	n/a	n/a	n/a
Domain:	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	n/a	n/a	n/a
IMG ALT:	n/a	n/a	n/a	n/a
Bold Text:	n/a	n/a	n/a	n/a
SD LT:	n/a	n/a	n/a	n/a
Outbound LT:	n/a	n/a	n/a	n/a
SD LU:	n/a	n/a	n/a	n/a
Outbound LU:	n/a	n/a	n/a	n/a
Meta Descr.:	n/a	n/a	n/a	n/a
Meta Keyw.:	n/a	n/a	n/a	n/a
First Sentence:	n/a	n/a	n/a	n/a
HTML Comm.:	n/a	n/a	n/a	n/a

### Search term: "church"

	Your Site	1	10	Range
Document Title:	23	n/a	7	n/a to 7
Body Text:	36	48	7	7 to 48
H1 Texts:	n/a	n/a	7	n/a to 7
Domain:	n/a	2	6	2 to 6
Page URL:	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	11	n/a	n/a to 11
IMG ALT:	24	5	25	5 to 25
Bold Text:	n/a	201	n/a	n/a to 201
SD LT:	n/a	n/a	n/a	n/a
Outbound LT:	n/a	n/a	n/a	n/a
SD LU:	n/a	n/a	102	n/a to 102
Outbound LU:	n/a	5	6	5 to 6
Meta Descr.:	23	n/a	n/a	n/a

**Search term: "church"**

	Your Site	1	10	Range
Meta Keyw.:	n/a	1	n/a	n/a to 1
First Sentence:	n/a	47	7	7 to 47
HTML Comm.:	23	n/a	n/a	n/a

**Search term: "bentilee"**

	Your Site	1	10	Range
Document Title:	31	1	n/a	n/a to 1
Body Text:	101	215	n/a	n/a to 215
H1 Texts:	n/a	42	n/a	n/a to 42
Domain:	13	n/a	n/a	n/a
Page URL:	n/a	1	n/a	n/a to 1
H2-H6 Texts:	n/a	n/a	n/a	n/a
IMG ALT:	n/a	n/a	n/a	n/a
Bold Text:	n/a	n/a	n/a	n/a
SD LT:	n/a	78	n/a	n/a to 78
Outbound LT:	n/a	n/a	n/a	n/a
SD LU:	n/a	42	n/a	n/a to 42
Outbound LU:	n/a	n/a	n/a	n/a
Meta Descr.:	62	1	n/a	n/a to 1
Meta Keyw.:	n/a	11	n/a	n/a to 11
First Sentence:	n/a	n/a	n/a	n/a
HTML Comm.:	62	n/a	n/a	n/a

## Table: Number of words

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

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

	Your Site	1	10	Range
Document Title:	8	8	7	7 to 8
Body Text:	225	468	135	135 to 468
H1 Texts:	0	9	3	3 to 9
Domain:	3	1	2	1 to 2
Page URL:	0	3	0	0 to 3
H2-H6 Texts:	0	3	0	0 to 3
IMG ALT:	16	35	5	5 to 35
Bold Text:	0	32	1	1 to 32
SD LT:	3	36	31	31 to 36
Outbound LT:	1	10	3	3 to 10
SD LU:	27	75	16	16 to 75
Outbound LU:	2	5	16	5 to 16
Meta Descr.:	18	19	0	0 to 19
Meta Keyw.:	0	36	0	0 to 36
First Sentence:	3	25	38	25 to 38
HTML Comm.:	86	60	25	25 to 60

## Table: Number of characters

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

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

	Your Site	1	10	Range
Document Title:	54	67	34	34 to 67
Body Text:	1,363	3,143	859	859 to 3,143
H1 Texts:	0	69	18	18 to 69
Domain:	20	14	15	14 to 15
Page URL:	0	19	0	0 to 19
H2-H6 Texts:	0	75	0	0 to 75
IMG ALT:	165	325	41	41 to 325
Bold Text:	0	274	4	4 to 274
SD LT:	14	370	231	231 to 370
Outbound LT:	21	64	24	24 to 64
SD LU:	209	458	345	345 to 458
Outbound LU:	20	95	162	95 to 162
Meta Descr.:	120	144	0	0 to 144
Meta Keyw.:	0	286	0	0 to 286
First Sentence:	14	144	232	144 to 232
HTML Comm.:	573	471	203	203 to 471

## 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	10	Range
<b>Number of inbound links according to these search engines (the more the better)</b>				
Alexa:	1	256	2	2 to 256
Google.co.uk (without Places):	0	0	0	all 0
Yahoo.co.uk (All of the web):	8	2	2	all 2
<b>Links from social networks (the more the better)</b>				
Del.icio.us:	0	0	0	all 0
Digg:	0	0	0	all 0
<b>Other ranking factors results (the older or the lower the better)</b>				
Web Site Age:	n/a	Feb 2003	Jul 1998	Jul 1998 to Feb 2003
Server Speed:	n/a	0.93s	n/a	all 0.93s
Alexa Traffic Rank:	n/a	234k	26,975k	234k to 26,975k