



Top 10 Optimisation Report

Date: 11/01/2011
Recipient: e-weddinglist
www.e-weddinglist.co.uk

Please find herewith the specially prepared Top 10 Optimisation report for your website.

This comprehensive document provides a snapshot of where your website sits in terms of its nature search engine optimisation (SEO) at present; based on relevant keyword searches for the main directories and specified key competitors.

It also provides a series of recommendations advising you on how you can boost your SEO ranking and, if you follow this advice, you will stand a good chance of achieving top 10 rankings for the relevant terms.

If required, we are on hand to implement the actions on your behalf; making the recommended changes to your website based on our support rate of £45/hour.

Please do not hesitate to contact us should you have any queries or would like an estimate for our time to undertake the recommended work.

Yours,

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Report overview

This report helps you to optimize the web page "http://www.e-weddinglist.co.uk/" for a high ranking on Google.co.uk (pages from the UK) for the search term "online wedding list".

Your web page



<http://www.e-weddinglist.co.uk/>

Title: Online wedding gift list written by yourself and wedding guests choose where they shop :: e-weddinglist.co.uk

Description: e-weddinglist.co.uk is the online wedding gift list which you write yourself, listing gifts from any store

Your competitors for the search term "online wedding list" on Google.co.uk (pages from the UK)



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

Title: Create and manage your wedding gift list online, using Marriage Gift List

Description: Free online wedding gift list service using Debenhams, John Lewis, Argos and many more. Create your wedding gift list online so that friends and family can purchase your wedding gifts from the comfort of their own home.



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

Title: WhatToGive.com - Your online gift list - Wedding list, Birthday list, Baby Shower, Any occasion

Description: Start your free Birthday, Baby or Wedding list today. Simple signup. Friends can view your list online and know what to give you.

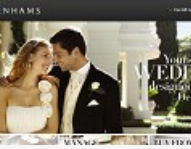






<http://www.ourweddinglist.com/>



Title: Our Wedding List - create a free and secure online wedding list, or gift registry of the gifts that you and your partner desire for your wedding.

Description: Our Wedding List - create a free and secure online wedding list, or gift registry of the gifts that you and your partner desire for your wedding.

Your competitors for the search term "online wedding list" on Google.co.uk (pages from the UK)

4		<p>http://www.debenhamsweddings.com/</p> <p>Title: Debenhams Weddings: Online Wedding Gift List, Stationery, Dresses and Bridal Service</p> <p>Description: Offering a complete wedding service, Debenhams offers dresses and outfits, wedding stationery and an online gift list for guests.</p>
5		<p>http://www.houseoffraserweddinglist.co.uk/</p> <p>Title: House of Fraser online wedding gift list service</p> <p>Description: Online Wedding Gift List from House of Fraser, Create and manage your wedding gift list online.</p>
6		<p>http://www.timesonline.co.uk/tol/comment/letters/article4507271.ece</p> <p>Title: A wedding list is not always a good idea -Times Online</p> <p>Description: Sir, I have always interpreted wedding gift lists as the ne plus ultra of chutzpah, and the liquidation of the online wedding gift service Wrapit (<a href=http://www.</p>
7		<p>http://www.onlineweddinglist.co.uk/</p> <p>Title: Online Wedding List Build a Wedding List from ANY Online Store</p> <p>Description: [No meta description available.]</p>
8		<p>http://lilacbluweddings.com/</p> <p>Title: Lilac Blue Weddings - Wedding List Service Online - Exclusive Gift List Service, Unique and Tasteful Wedding Gifts, Rare & Special Wedding Presents</p> <p>Description: A personal and exclusive Wedding List service with wedding gift ideas you'll love. Wedding couples simply register online and create their wedding list. Wedding guests, select a wedding then chose and purchase gifts from the wedding list using secure online payment by credit card. All gifts are delivered according to the address, date and time you specify. Personal, friendly assistance is available at all times to couples and guests alike, ensuring your special day is perfect. See us at the Designer Wedding Show 2010, London.</p>

Your competitors for the search term "online wedding list" on Google.co.uk (pages from the UK)

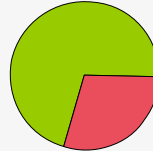
9		http://www.zankyou.com/uk
<p>Title: Online Wedding List - - Zankyou</p>		
<p>Description: Create your online wedding gift list and get the full cash equivalent in your bank account. Great for collecting money for your honeymoon, charity or just for a rainy day! Free, flexible, UK based and international.</p>		
10		https://www.johnlewisgiftlist.com/
<p>Title: John Lewis Gift List</p>		
<p>Description: [No meta description available.]</p>		

Analyzed search terms

1. online wedding list
2. online
3. wedding
4. list

Top 10 Ranking Requirements Score™

70%



The Top 10 Ranking Requirements Score™ of 70% means that the web page www.e-weddinglist.co.uk meets only 70% of the requirements for a top 10 ranking on Google.co.uk (pages from the UK) for the search term "online wedding list".

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):	23	5
Very Important:	11	0
Important:	36	8
Moderately Important:	44	7
Slightly Important:	30	2
Total:	144	22

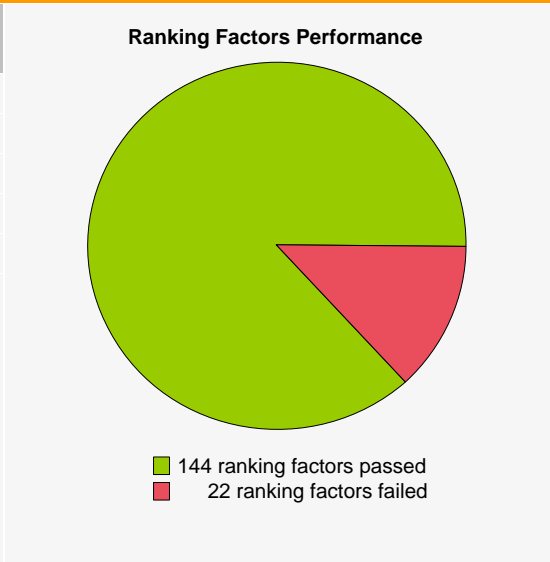


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Keyword use in document title

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 "online wedding list" in the document title and if it's important for Google.co.uk (pages from the UK).

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

Their contents

Rank	Keyword use in document title
1	Create and manage your wedding gift list online , using Marriage Gift List
2	WhatToGive.com - Your online gift list - Wedding list , Birthday list , Baby Shower, Any occasion
3	Our Wedding List - create a free and secure online wedding list , or gift registry of the gifts that you and your partner desire for your wedding .
4	Debenhams Weddings: Online Wedding Gift List , Stationery, Dresses and Bridal Service
5	House of Fraser online wedding gift list service
6	A wedding list is not always a good idea -Times Online
7	Online Wedding List Build a Wedding List from ANY Online Store
8	Lilac Blue Weddings - Wedding List Service Online - Exclusive Gift List Service, Unique and Tastefu Wedding Gifts, Rare & Special Wedding Presents
9	Online Wedding List . . Zankyou
10	John Lewis Gift List

Your contents

Online wedding gift list written by yourself and **wedding** guests choose where they shop :: e-**weddinglis**.co.uk

Advice for your document title

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "online wedding list" at least once.	<<
Keyword density:	0% to 50%	0%	You should increase the keyword density for the search term "online wedding list".	<<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 17%	6%	OK	OK

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	3	OK	OK

Advice for your document title**Search term: "online wedding list"**

Keyword density:	0% to 19%	18% OK	OK
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Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 3	2	OK	OK
Keyword density:	8% to 25%	12%	OK	OK

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 7	6	OK	OK
Keyword density:	8% to 17%	12%	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	AltaVista.co.uk (Worldwide)	Google.co.uk (without Places)	Yahoo.co.uk (All of the web)	Peak Value
To Your Site:	13	32	2	32	32
To Site 1:	23	119	5	119	119
To Site 2:	32	118	7	118	118
To Site 3:	6	3	0	3	6
To Site 4:	47	146	4	146	146
To Site 5:	20	3	32	3	32
To Site 6:	39,534	0	0	0	39,534
To Site 7:	1	2	0	2	2
To Site 8:	11	2	3	2	11
To Site 9:	225	61	116	61	225
To Site 10:	24	138	0	138	138
Range:	1 to 39,534	0 to 146	0 to 116	0 to 146	2 to 39,534

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average popularity of the top ranked pages is 3,666, the link popularity of your web page is 32. 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.

Google can find at least as many web pages linking to your page as to the top ranked pages. This meets the basic requirements for getting high rankings on Google.

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.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
[empty]	http://www.e-weddinglist.co.uk/	http://www.staffordwebsitecompany.co.uk/portfolio.htm
E Weddinglist .co.uk	http://www.e-weddinglist.co.uk/	http://www.yakeo.co.uk/wedding_gifts/
E-Wedding List	http://www.e-weddinglist.co.uk/	http://www.passthesource.co.uk/weddings.htm
e-weddinglist	http://www.e-weddinglist.co.uk/	http://www.staffordwebsitecompany.co.uk/portfolio.htm
e-weddinglist .co.uk	http://www.e-weddinglist.co.uk/	http://ukweddingstore.co.uk/wedding_gifts.html
e-weddinglist .co.uk	http://www.e-weddinglist.co.uk/	http://www.staffordwebsitecompany.co.uk/portfolio.htm
Online wedding gift list written by yourself and wedding	http://www.e-weddinglist.co.uk/	http://linkcentre.com/gifts/wedding_gifts/5.php
online wedding list	http://www.e-weddinglist.co.uk/	http://www.staffordwebsitecompany.co.uk/portfolio.htm
traditional wedding list	http://www.e-weddinglist.co.uk/	http://www.staffordwebsitecompany.co.uk/portfolio.htm
www.e-weddinglist .co.uk	http://www.e-weddinglist.co.uk/	http://www.stagsandhens.com/165,0,-hen-stag-weekend-directory/wedding-lists/

Advice for the link texts of inbound links

To get a high ranking on Google.co.uk (pages from the UK), make sure that the web pages that link to your site use the search term "online wedding list" in their link texts. The more links to your web site contain "online wedding list" (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 (pages from the UK) 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 (pages from the UK) 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

Advice for the link texts of inbound links

important to the search engines.

At least 10% of the analyzed inbound link texts contain the search term "online wedding list". This is good.

OK

At least 20% of the analyzed inbound link texts contain the search term "online wedding list". This is good.

OK

At least 40% of the analyzed inbound link texts contain the search term "online wedding list". This is good.

OK

At least 60% of the analyzed inbound link texts contain the search term "online wedding list". This is good.

OK

At least 80% of the analyzed inbound link texts contain the search term "online wedding list". This is good.

OK

Keyword use in body text

Essential

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

Your contents

home brides & grooms **wedding** guest about us contact us advice and ideas Welcome. Sign in register as a couple or register as a guest The **weddinglis.co.uk** is an **online wedding gift list** that is simple to use, completely flexibility and enables you **list** any gifts. Just like with a traditional **wedding gift list**, couples write a **list** of gifts that they would appreciate. Then instead of passing around a paper **list**, it is published here, **online**, for family and friends to view. This website manages who 'promises to buy' which gift.

Friends and family can buy their **wedding** gift from the shop of their choice, before wrapping and giving the **wedding** gift personally to the couple. Brides & Groom **Wedding** Guests Receive gifts directly from your **wedding** guests; no waiting for late deliveries Enjoy writing your own **wedding gift list online**; **list** anything you like An easy to use **online wedding gift list** with lots of useful features more information Choose **wedding** gift and buy it yourself from the shop of your choice ...

updated regularly Find stag and hen party ideas and unusu **wedding** gifts press information :: testimonials :: sign in :: links :: site map website designed by stafford website company

Advice for your body text

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 3%	1%	OK	OK
Number of words:	94 to 821	244	OK	OK

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	5	OK	OK
Keyword density:	0% to 2%	2%	OK	OK

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 30	15	OK	OK
Keyword density:	1% to 5%	6%	The keyword density is too high. It should be 5% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 24	12	OK	OK
Keyword density:	1% to 9%	5%	OK	OK

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	8 to 39	32	OK	OK

Advice for your body text

Search term: "online wedding list"

Keyword density:	1% to 3%	4% The keyword density for the keywords "online", "wedding" or "list" is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density for these words.	<<
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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	http://www.e-weddinglist.co.uk/	06 September 2007
1	http://www.marriagegiftlist.com/	05 November 2001
2	http://www.whattogive.com/	14 May 2003
3	http://www.ourweddinglist.com/	22 May 2001
4	http://www.debenhamsweddings.com/	19 September 2000
5	http://www.houseoffraserweddinglist.co.uk/	n/a
6	http://www.timesonline.co.uk/tol/comment/letters/article4507271.ece	18 March 1999 (oldest domain)
7	http://www.onlineweddinglist.co.uk/	n/a
8	http://lilacbluweddings.com/	02 February 2006 (newest domain)
9	http://www.zankyoun.com/uk	n/a
10	https://www.johnlewisgiftlist.com/	10 May 2001
Range	18 March 1999 to 02 February 2006	

Advice for the web site age

Your web site is about 4 years old. This is very good because the older your web site, the better it is for your rankings on Google.co.uk (pages from the UK). OK

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 (pages from the UK), too

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

Your contents

[not used]

Advice for your H1 headline texts

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online wedding list" at least once but this is optional.	<
Keyword density:	0% to 38%	0%	You could increase the keyword density for the search term "online wedding list" but this is optional.	<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "online" but this is optional.	<

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "wedding" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "wedding" but this is optional.	<

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 18%	0%	You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use one of the keywords "online", "wedding" or "list" at least once	<

Advice for your H1 headline texts**Search term: "online wedding list"**

Keyword density:	0% to 13%	0% but this is optional. You could increase the keyword density for the keywords "online", "wedding" or "list" but this is optional.	<
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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 (pages from the UK) 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	marriagegiftlist	http://www.marriagegiftlist.com/
2	whattogive	http://www.whattogive.com/
3	ourweddinglist	http://www.ourweddinglist.com/
4	debenhamsweddings	http://www.debenhamsweddings.com/
5	houseoffraserweddinglist	http://www.houseoffraserweddinglist.co.uk/
6	timesonline	http://www.timesonline.co.uk/tol/comment/letters/article4507271.ece
7	onlineweddinglist	http://www.onlineweddinglist.co.uk/
8	lilacbluweddings	http://lilacbluweddings.com/
9	zankyou	http://www.zankyou.com/uk
10	johnlewisgiftlist	https://www.johnlewisgiftlist.com/

Your contents

e weddinglis' (Domain name: "e-weddinglis.co.uk")

Advice for the domain name

The domain name e-weddinglist.co.uk contains only a part of the search term "online wedding list". 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 (pages from the UK) gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores

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

Their contents

Rank	Words In Page URL	URL
1	[no words]	http://www.marriagegiftlist.com/
2	[no words]	http://www.whattogive.com/
3	[no words]	http://www.ourweddinglist.com/
4	[no words]	http://www.debenhamsweddings.com/
5	[no words]	http://www.houseoffraserweddinglist.co.uk/
6	tol comment letters article4507271 ece	http://www.timesonline.co.uk/tol/comment/letters/article4507271.ece
7	[no words]	http://www.onlineweddinglist.co.uk/
8	[no words]	http://lilacbluweddings.com/
9	uk	http://www.zanky.com/uk
10	[no words]	https://www.johnlewisgiftlist.com/

Your contents

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

Advice for your page URL

Search term: "online wedding list"

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

Search term: "online"

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

Search term: "wedding"

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

Search term: "list"

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

Advice for your page URL

Search term: "online wedding list"

Keyword density:	all 0%	0% OK	OK
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Keywords "online", "wedding" or "list"

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

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	Facebook Mentions	Twitter Tweets	Total
To Your Site:	1	4	0	5
To Site 1:	15	6	0	21
To Site 2:	28	9	0	37
To Site 3:	2	0	0	2
To Site 4:	3	20	0	23
To Site 5:	0	3	0	3
To Site 6:	899	28,600	706	30,205
To Site 7:	0	0	0	0
To Site 8:	0	0	0	0
To Site 9:	34	1,320	315	1,669
To Site 10:	1	72	0	73
Range:	0 to 899	0 to 28,600	0 to 706	0 to 30,205

Advice for the links from social networks

In average, less web pages link to your page than to the top ranked pages on these social networks. The average link popularity of the top ranked pages is 2,912, the link popularity your web page is 5. You must increase the number of web pages that link to your web site on these social networks. <<

Server speed

Important

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

Server speed results

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	n/a	n/a	n/a	2.87s	n/a	1.91s	n/a	n/a	1.49s	0.90s	0.90s to 2.87s

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	n/a	n/a	n/a	slow: bottom 20%	n/a	average: bottom 40%	n/a	n/a	average: top 50%	fast: top 25%	slow: bottom 20% to fast: top 25%

Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.co.uk (pages from the UK). 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 (pages from the UK), too.

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

Your contents

[not used]

Advice for your H2-H6 headline texts

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online wedding list" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "online wedding list" but this is optional.	<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "online" but this is optional.	<

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use the search term "wedding" at least once but this is optional.	<
Keyword density:	0% to 18%	0%	You could increase the keyword density for the search term "wedding" but this is optional.	<

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	0	You could use one of the keywords	<

Advice for your H2-H6 headline texts**Search term: "online wedding list"**

		"online", "wedding" or "list" at least once but this is optional.	
Keyword density:	0% to 9%	0% You could increase the keyword density for the keywords "online", "wedding" or "list" but this is optional.	<

Keyword use in IMG ALT attributes

Important

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

Example:

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	e-weddinglis.co.uk logo	images/e-wedding_logo.jpg
2.	e-weddinglis.co.uk - Online Wedding Gift List	images/header_pics.png
3.	Independent and flexible online wedding gift lists	images/e-wedding_stapline.jpg
4.	pretty graphic	images/box_topleft.jpg
5.	pretty graphic	images/box_topright.jpg
6.	online wedding gift list	images/script_top.jpg
7.	more information button	images/i-logo.jpg
8.	pretty graphic	images/script_bottom.jpg
9.	pretty graphic	images/box_bottomleft.jpg
10.	pretty graphic	images/box_bottomright.jpg
11.	Spacer image	images/box_topleft.jpg
12.	Spacer image	images/box_topright.jpg
13.	online wedding gift list	images/script_top.jpg
14.	more inforamtion on the wedding gift list	images/i-logo.jpg
15.	Spacer image	images/script_bottom.jpg
16.	Spacer image	images/box_bottomleft.jpg
17.	Spacer image	images/box_bottomright.jpg
18.	spacer graphic	images/box_topleft.jpg
19.	spacer graphic	images/box_topright.jpg
20.	spacer graphic	images/box_bottomleft.jpg
21.	spacer graphic	images/box_bottomright.jpg
22.	featured in wedding path	images/weddingpath_featured2.jpg
23.	featured in Wedding ideas magazine	images/weddingideas_featured.jpg
24.	featured in Brides Magazine.co.uk	images/brides_featured.jpg
25.	wedding ideas	http://www.topweddingsites.com/rank/votinganners/120x90team.gif
26.	Find us on FreeIndex	images/freeindex_logo.jpg

Advice for your IMG ALT attributes

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online wedding list" at least once but this is optional.	<
Keyword density:	0% to 23%	0%	You could increase the keyword density for the search term "online wedding list" but this is optional.	<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	4	Use the search term "online" at most once	<<
Keyword density:	0% to 8%	5%	OK	OK

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	10	Use the search term "wedding" at most 3 times.	<<
Keyword density:	0% to 12%	13%	The keyword density is too high. It should be 12% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	7	Use the search term "list" at most 3 times.	<<
Keyword density:	0% to 25%	9%	OK	OK

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	21	Use the keywords "online", "wedding" or "list" at most 5 times.	<<
Keyword density:	0% to 8%	9%	The keyword density for the keywords "online", "wedding" or "list" is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Top level domain of web site

Important

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

Top level domain results

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

Advice for the top level domain of your web site

Your web site URL www.e-weddinglist.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 `...` or `...` tags in the HTML source of your web page. CSS is not recognized. The statistics include spaces and punctuation marks.

Their contents

Rank	Keyword use in bold body text
1	[not used]
2	Today's stats: 150006 items on 5305 lists WhatToGive.com any It's quick, totally free and easy to use! Your email address: Choose a username: Forgotten password?
3	Welcome
4	[not used]
5	[not used]
6	[not used]
7	Configure your website Enable additional functionality Customize your website design Start posting content
8	[not used]
9	02030263642 freedom online wedding list wedding website wedding list Royal Wedding Mad at Zankyou Roya Wedding Predictions 2011 bridal collections online wedding list service cheapest on the market Helen Jones
10	[not used]

Your contents

Welcome.

Advice for your bold body text

Search term: "online wedding list"

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

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "online" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "online" but this is optional.	<

Search term: "wedding"

Advice for your bold body text**Search term: "online wedding list"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use the search term "wedding" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "wedding" but this is optional.	<

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use one of the keywords "online", "wedding" or "list" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the keywords "online", "wedding" or "list" 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, determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

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

	URL	Alexa Traffic Rank
Your Site	http://www.e-weddinglist.co.uk/	Rank #5,579,352
1	http://www.marriagegiftlist.com/	Rank #3,045,466
2	http://www.whattogive.com/	Rank #933,629
3	http://www.ourweddinglist.com/	Rank #24,568,844 (least visitors of the competitors)
4	http://www.debenhamsweddings.com/	Rank #711,637
5	http://www.houseoffraserweddinglist.co.uk/	Rank #1,592,427
6	http://www.timesonline.co.uk/tol/comment/letters/article4507271.ece	Rank #2,670 (most visitors of the competitors)
7	http://www.onlineweddinglist.co.uk/	n/a
8	http://lilacbluweddings.com/	n/a
9	http://www.zankyou.com/uk	Rank #44,750
10	https://www.johnlewisgiftlist.com/	Rank #519,198
Range		2,670 to 24,568,844 (average rank: #3,927,327)

Advice for the number of visitors to your site

Your web site www.e-weddinglist.co.uk does not appear to attract many visitors because your traffic rank is above #100,000 and you have less visitors than the average of your competitors. This could be disadvantageous to your rankings on Google.co.uk (pages from the UK). <<

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 (pages from the UK) takes search terms in same domain link texts into account.

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

Your contents

No.	Same Domain Link Text	Link URL
1.	[empty]	/
2.	home	/index.php
3.	brides & grooms	/register_bride-groom.php?step=1
4.	wedding guest	/weddingguests.php
5.	about us	/aboutus.php
6.	contact us	/contactus.php
7.	advice and ideas	/wordpress
8.	Sign in	/signin.php
9.	register as a couple	/register_bride-groom.php?step=1
10.	register as a guest	/weddingguests.php
11.	online wedding gift list	/register_bride-groom.php?step=1
12.	Brides & Grooms	/register_bride-groom.php?step=1
13.	Wedding Guests	/weddingguests.php
14.	online wedding gift list	/register_bride-groom.php?step=1
15.	more information	/register_bride-groom.php?step=1
16.	more information	/weddingguests.php
17.	Ideas and advice for your giftlist .	/wordpress
18.	testimonials	/testimonials.php
19.	sign in	/signin.php
20.	links	/weddinglinks.htm
21.	site map	././sitemap.php

Advice for your same domain link texts

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online wedding list" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the search term "online wedding list" but this is optional.	<

Advice for your same domain link texts

Search term: "online wedding list"

Search term: "online"

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

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 22	4	OK	OK
Keyword density:	0% to 8%	8%	OK	OK

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	3	OK	OK
Keyword density:	0% to 18%	6%	OK	OK

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 26	9	OK	OK
Keyword density:	0% to 6%	6%	OK	OK

Keyword use in outbound link texts

Moderately Important

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

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

Your contents

No.	Outbound Link Text	Link URL
1.	[empty]	http://www.weddingpath.co.uk/
2.	[empty]	http://www.weddingideasmagazine.co.uk/
3.	[empty]	http://www.bridesmagazine.co.uk/
4.	[empty]	http://www.topweddingsites.co.uk/
5.	stag and hen party ideas	http://www.topweddingsites.co.uk/stag-and-hen-party-ideas.html
6.	unusual wedding gifts	http://www.topweddingsites.co.uk/gifts-and-registry.html
7.	[empty]	http://www.freeindex.co.uk/
8.	website designed by stafford website company	http://www.staffordwebsitecompany.co.uk

Advice for your outbound link texts

Search term: "online wedding list"

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

Search term: "online"

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

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 3%	7%	The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "list"

	Competitors	Your Site	Advice	

Advice for your outbound link texts

Search term: "online wedding list"

Number of keywords:	0 to 3	0 You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 6%	0% You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 2%	2%	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 (pages from the UK).

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

Your contents

No.	Same Domain Link URL	Link Text
1.	[empty] [/]	[empty]
2.	index [/index.php]	home
3.	register bride groom step 1 [/register_bride-groom.php?step=1]	brides & grooms
4.	wedding guests [/weddingguests.php]	wedding guest
5.	aboutus [/aboutus.php]	about us
6.	contactus [/contactus.php]	contact us
7.	wordpress [/wordpress]	advice and ideas
8.	signin [/signin.php]	Sign in
9.	register bride groom step 1 [/register_bride-groom.php?step=1]	register as a couple
10.	wedding guests [/weddingguests.php]	register as a guest
11.	register bride groom step 1 [/register_bride-groom.php?step=1]	online wedding gift list
12.	register bride groom step 1 [/register_bride-groom.php?step=1]	Brides & Grooms
13.	wedding guests [/weddingguests.php]	Wedding Guests
14.	register bride groom step 1 [/register_bride-groom.php?step=1]	online wedding gift list
15.	register bride groom step 1 [/register_bride-groom.php?step=1]	more information
16.	wedding guests [/weddingguests.php]	more information
17.	wordpress [/wordpress]	Ideas and advice for your gift list.
18.	testimonials [/testimonials.php]	testimonials
19.	signin [/signin.php]	sign in
20.	wedding links [/weddinglinks.htm]	links
21.	sitemap [././sitemap.php]	site map

Advice for your same domain link URLs

Search term: "online wedding list"

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

Advice for your same domain link URLs

Search term: "online wedding list"

Keyword density:	all 0%	0% OK	OK
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Search term: "online"

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

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 30	5	OK	OK
Keyword density:	0% to 13%	11%	OK	OK

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 28	0	You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 36	5	OK	OK
Keyword density:	0% to 16%	4%	OK	OK

Keyword use in outbound link URLs

Moderately Important

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

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

Your contents

No.	Outbound Link URL	Link Text
1.	www wedding path [http://www wedding path.co.uk/]	[empty]
2.	www wedding ideasmagazine [http://www. wedding ideasmagazine.co.uk/]	[empty]
3.	www bridesmagazine [http://www.bridesmagazine.co.uk/]	[empty]
4.	www top weddings ites [http://www.top weddings ites.co.uk/]	[empty]
5.	www top weddings ites stag and hen party ideas [http://www.to wedding sites.co.uk/stag-and-hen-party-ideas.html]	stag and hen party ideas
6.	www top weddings ites gifts and registry [http://www.to wedding sites.co.uk/gifts-and-registry.html]	unusual wedding gifts
7.	www freeindex [http://www.freeindex.co.uk/]	[empty]
8.	www staffordwebsitecompany [http://www.staffordwebsitecompany.co.uk]	website designed by stafford website company

Advice for your outbound link URLs

Search term: "online wedding list"

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

Search term: "online"

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

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	5	Use the search term "wedding" at most 2 times.	<<

Advice for your outbound link URLs

Search term: "online wedding list"

Keyword density:	0% to 3%	21%	The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density.	<<
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Search term: "list"

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

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	5	OK	OK
Keyword density:	0% to 3%	7%	The keyword density for the keywords "online", "wedding" or "list" is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density for these words.	<<

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 (pages from the UK) takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

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

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	Free online wedding gift list service using Debenhams, John Lewis, Argos and many more. Create your wedding gift list online so that friends and family can purchase your wedding gifts from the comfort of their own home.
2	Start your free Birthday, Baby or Wedding list today. Simple signup. Friends can view your list online and know what to give you.
3	Our Wedding List - create a free and secure online wedding list , or gift registry of the gifts that you and your partner desire for your wedding .
4	Offering a complete wedding service, Debenhams offers dresses and outfits wedding stationery and an online gift list for guests.
5	Online Wedding Gift List from House of Fraser, Create and manage your wedding gift list online .
6	Sir, I have always interpreted wedding gift lists as the ne plus ultra of chutzpah, and the liquidation of the online wedding gift service Wrapit (<a href=
7	[not used]
8	A personal and exclusive Wedding List service with wedding gift ideas you'll love. Wedding couples simply register online and create their wedding list . Wedding guests, select a wedding then chose and purchase gifts from the wedding list using secure online payment by credit card. All gifts are delivered according to the address, date and time you specify. Personal, friendly assistance is available at all times to couples and guests alike, ensuri [and 81 additional characters]
9	Create your online wedding gift list and get the full cash equivalent in your bank account. Great for collecting money for your honeymoon, charity or just for a rainy day! Free, flexible, UK based and international.
10	[not used]

Your contents

e-**weddinglis**.co.uk is the **online wedding** gift **list** which you write yourself, **listing** gifts from any store

Advice for your meta description**Search term: "online wedding list"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "online wedding list" at least once.	<<
Keyword density:	0% to 12%	0%	You should increase the keyword density for the search term "online wedding list".	<<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 13%	6%	OK	OK

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	2	OK	OK
Keyword density:	0% to 13%	12%	OK	OK

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	3	OK	OK
Keyword density:	0% to 13%	18%	The keyword density is too high. It should be 13% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	6	OK	OK
Keyword density:	0% to 13%	12%	OK	OK

Number of trailing slashes in URL

Moderately Important

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

Number of trailing slashes

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

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

The URL www.e-weddinglist.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:	3 errors, not valid http://validator.w3.org/check?uri=http://www.e-weddinglist.co.uk/
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.e-weddinglist.co.uk/

Advice regarding the validity of your web site

The HTML code validation of your web page www.e-weddinglist.co.uk failed. This means that Google.co.uk (pages from the UK) 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	2	3	4	5	6	7	8	9	10	Range
97	78	79	71	55	29	52	58	43	76	67	29 to 79

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
1	5	4	7	7	18	11	9	12	5	9	4 to 18

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.e-weddinglist.co.uk is 97. 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 (pages from the UK) give 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	wedding planning, wedding gift list, wedding gifts, gift list service, wedding present, marriage gift list, wedding gift, presents, marriage, wedding , wedding uk
2	Gift list, Gift registry, WhatToGive, What to give Wedding list, Baby Shower, Birthday list, Birthday, Christmas, Alternative Wedding List, Charity Wedding List
3	online wedding list, gift registry, gift list, wedding list, free, marriage gifts
4	debenhams wedding gift list bridal outfits dresses stationery stationary service groom bridesmaid
5	House of Fraser, Weddings , Wedding Gift List, Gift List, Online Wedding Gift List Service, bridal outfits, dresses, stationery, stationary service, groom, bridesmaid
6	[not used]
7	[not used]
8	designer wedding show, wedding list, wedding lists, wedding gift, wedding gifts, wedding gift list, wedding gift lists, wedding present, wedding presents, lilac blue weddings , lilac blue, lilacblue weddings , lilacblue
9	[not used]
10	[not used]

Your contents

wedding list, **online**, company, gifts, traditional, independent

Advice for your meta keywords

Search term: "online wedding list"

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

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 8%	14%	The keyword density is too high. It should	<<

Advice for your meta keywords

Search term: "online wedding list"

be 8% at maximum. Consider adding more text to lower the keyword density.

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	1	OK	OK
Keyword density:	0% to 39%	14%	OK	OK

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	1	OK	OK
Keyword density:	0% to 25%	14%	OK	OK

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	3	OK	OK
Keyword density:	0% to 18%	14%	OK	OK

Keyword use in the first sentence of the body text

Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code your web page. Some search engines give more relevance to search terms when they appear 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	home tour stores register login help Create & manage your wedding list online
2	As featured by Graham Liver on BBC Radio Leeds and by Lisa McCormick on BBC Radio Tees
3	login forgotten password register Welcome
4	Your Gift List : 0 Login / register
5	HOME WEDDING LIST SERVICE CREATE A LIST MANAGE A LIST BUY A GIFT WEDDING LIST DIRECTORY
6	THE TIMES THE SUNDAY TIMES TIMES+ The Times The Sunday Times Archive Article Please enjoy this article from The Times & The Sunday Times archives.
7	Skip to main content Online Wedding List Build a Wedding List from ANY Online Store Welcome to your new Drupal website!
8	Lilac Blue Weddings provides a personal, high-end Wedding List Service that allows couples to mix exclusive and tasteful wedding gifts for the home and garden with less usual gift ideas including cooking classes in Provence, a retro jukebox or commissioned artwork.
9	Loading new data uk us de fr it es ie br mx ar at be cl co ec pe pt ch am ve more.
10	About us Customer service Home page

Your contents

home brides & grooms **wedding** guest about us contact us advice and ideas

Advice for your first sentence of the body text

Search term: "online wedding list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "online wedding list" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "online wedding list" but this is optional.	<

Search term: "online"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "online" at least once but this is optional.	<

Advice for your first sentence of the body text

Search term: "online wedding list"

Keyword density:	0% to 10%	0% You could increase the keyword density for the search term "online" but this is optional.	<
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Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 13%	8%	OK	OK

Search term: "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "list" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "list" but this is optional.	<

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	1	OK	OK
Keyword density:	0% to 13%	3%	OK	OK

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 (pages from the UK).

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

Your contents

[not used]

Advice for your HTML comments

Search term: "online wedding list"

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

Search term: "online"

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

Search term: "wedding"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	0	You could use the search term "wedding" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "wedding" but this is optional.	<

Search term: "list"

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

Keywords "online", "wedding" or "list"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	0	You could use one of the keywords "online", "wedding" or "list" at least once but this is optional.	<
Keyword density:	0% to 1%	0%	You could increase the keyword density for the keywords "online", "wedding" or "list" but this is optional.	<

Search engine compatibility

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

Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.e-weddinglist.co.uk" contains 261 words which should be enough for search engines. OK

Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "independent" of your Meta Keywords tag does not seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page. <<

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.e-weddinglist.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.e-weddinglist.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 does OK

Advice

seem to be hosted at a free web space provider. If it does, consider getting your own domain name.

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.e-weddinglist.co.uk on Google.co.uk (pages from the UK).

Advice

Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "online wedding list"?

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 "online wedding list"?

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 (pages from the UK), 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 (pages from the UK)?

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: "online wedding list"

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

Search term: "online"

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

Search term: "wedding"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	3	1	1	3	2	1	1	2	4	1	0	0 to 4
Body Text:	15	4	3	9	1	9	12	2	6	30	2	1 to 30
H1 Texts:	0	0	0	0	0	1	1	1	0	1	0	0 to 1
Domain:	1	0	0	1	1	1	0	1	1	0	0	0 to 1
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	1	0	0	1	0	1	0	0	6	0	0 to 6
IMG ALT:	10	0	0	3	1	0	0	1	0	0	0	0 to 3
Bold Text:	0	0	0	0	0	0	0	0	0	6	0	0 to 6
SD LT:	4	1	0	0	0	0	0	1	1	22	0	0 to 22
Outbound LT:	1	0	0	0	0	0	0	0	0	0	1	0 to 1
SD LU:	5	0	0	0	6	2	0	0	2	30	0	0 to 30
Outbound LU:	5	0	0	0	0	0	0	0	0	0	2	0 to 2
Meta Descr.:	2	3	1	3	2	2	2	0	8	1	0	0 to 8
Meta Keyw.:	1	7	3	2	1	3	0	0	11	0	0	0 to 11
First Sentence:	1	1	0	0	0	2	0	2	3	0	0	0 to 3
HTML Comm.:	0	0	0	0	1	0	0	0	8	0	0	0 to 8

Search term: "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	2	3	2	1	1	1	2	2	1	1	1 to 3
Body Text:	12	7	24	9	8	9	13	3	2	6	11	2 to 24
H1 Texts:	0	0	0	0	0	1	1	1	0	1	3	0 to 3
Domain:	1	1	0	1	0	1	0	1	0	0	1	0 to 1
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	1	0	0	1	0	0	0	0	1	0	0 to 1
IMG ALT:	7	2	0	2	3	1	0	1	0	0	1	0 to 3
Bold Text:	0	0	1	0	0	0	0	0	0	3	0	0 to 3
SD LT:	3	0	12	0	4	0	0	2	0	3	7	0 to 12
Outbound LT:	0	0	0	0	3	0	0	0	0	0	1	0 to 3
SD LU:	0	0	0	0	1	5	0	0	1	6	28	0 to 28
Outbound LU:	0	0	0	0	0	0	0	0	0	0	3	0 to 3
Meta Descr.:	3	2	2	2	1	2	1	0	3	1	0	0 to 3
Meta Keyw.:	1	3	5	3	1	3	0	0	4	0	0	0 to 5
First Sentence:	0	1	0	0	1	4	0	2	1	0	0	0 to 4
HTML Comm.:	0	0	0	0	0	0	1	0	0	0	0	0 to 1

Keywords "online", "wedding" or "list"

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

Keywords "online", "wedding" or "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Body Text:	32	13	30	23	9	20	26	8	10	39	13	8 to 39
H1 Texts:	0	0	0	0	0	2	2	3	0	3	3	0 to 3
Domain:	2	1	0	2	1	2	1	3	1	0	1	0 to 3
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	3	0	0	2	0	1	0	0	8	0	0 to 8
IMG ALT:	21	2	0	5	4	1	0	3	0	0	1	0 to 5
Bold Text:	0	0	1	0	0	0	0	0	0	11	0	0 to 11
SD LT:	9	1	14	0	4	0	0	4	1	26	7	0 to 26
Outbound LT:	1	0	0	0	3	0	0	1	0	0	2	0 to 3
SD LU:	5	0	0	0	7	7	0	0	3	36	28	0 to 36
Outbound LU:	5	0	0	0	0	0	1	0	0	0	6	0 to 6
Meta Descr.:	6	7	4	6	4	6	4	0	13	3	0	0 to 13
Meta Keyw.:	3	10	8	6	2	7	0	0	15	0	0	0 to 15
First Sentence:	1	3	0	0	1	6	0	6	4	0	0	0 to 6
HTML Comm.:	0	0	0	0	1	0	1	0	8	0	0	0 to 8

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: "online wedding list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	0%	0%	12%	0%	0%	0%	25%	0%	50%	0%	0% to 50%
Body Text:	1%	0%	0%	1%	0%	0%	0%	2%	3%	2%	0%	0% to 3%
H1 Texts:	0%	0%	0%	0%	0%	0%	0%	33%	0%	38%	0%	0% to 38%
Domain:	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0% to 9%
IMG ALT:	0%	0%	0%	0%	0%	0%	0%	23%	0%	0%	0%	0% to 23%
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0% to 20%
SD LT:	0%	0%	0%	0%	0%	0%	0%	12%	0%	1%	0%	0% to 12%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	0%	0%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0% to 12%
Meta Keyw.:	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0% to 25%
First Sentence:	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0% to 14%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "online"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	6%	8%	8%	4%	9%	13%	9%	17%	5%	17%	0%	0% to 17%
Body Text:	2%	2%	1%	1%	0%	0%	0%	2%	2%	1%	0%	0% to 2%
H1 Texts:	0%	0%	0%	0%	0%	0%	0%	11%	0%	13%	0%	0% to 13%
Domain:	0%	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	9%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0% to 9%
IMG ALT:	5%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0% to 8%

Search term: "online"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0% to 7%
SD LT:	4%	0%	1%	0%	0%	0%	0%	4%	0%	0%	0%	0% to 4%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0% to 6%
SD LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Outbound LU:	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0% to 2%
Meta Descr.:	6%	5%	4%	4%	5%	13%	4%	0%	2%	3%	0%	0% to 13%
Meta Keyw.:	14%	0%	0%	8%	0%	5%	0%	0%	0%	0%	0%	0% to 8%
First Sentence:	0%	8%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0% to 10%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "wedding"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	18%	8%	8%	12%	18%	13%	9%	17%	19%	17%	0%	0% to 19%
Body Text:	6%	3%	1%	2%	1%	1%	2%	1%	5%	5%	1%	1% to 5%
H1 Texts:	0%	0%	0%	0%	0%	11%	7%	11%	0%	13%	0%	0% to 13%
Domain:	50%	0%	0%	100%	100%	100%	0%	100%	100%	0%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	9%	0%	0%	10%	0%	8%	0%	0%	18%	0%	0% to 18%
IMG ALT:	13%	0%	0%	12%	6%	0%	0%	8%	0%	0%	0%	0% to 12%
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0% to 20%
SD LT:	8%	4%	0%	0%	0%	0%	0%	4%	3%	8%	0%	0% to 8%
Outbound LT:	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0% to 3%
SD LU:	11%	0%	0%	0%	10%	13%	0%	0%	4%	7%	0%	0% to 13%
Outbound LU:	21%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0% to 3%
Meta Descr.:	12%	8%	4%	12%	11%	13%	7%	0%	9%	3%	0%	0% to 13%
Meta Keyw.:	14%	32%	14%	17%	8%	14%	0%	0%	39%	0%	0%	0% to 39%
First Sentence:	8%	8%	0%	0%	0%	13%	0%	10%	7%	0%	0%	0% to 13%
HTML Comm.:	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0% to 2%

Search term: "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	12%	17%	23%	8%	9%	13%	9%	17%	10%	17%	25%	8% to 25%
Body Text:	5%	6%	8%	2%	9%	1%	2%	2%	2%	1%	7%	1% to 9%
H1 Texts:	0%	0%	0%	0%	0%	11%	7%	11%	0%	13%	18%	0% to 18%
Domain:	50%	100%	0%	100%	0%	100%	0%	100%	0%	0%	100%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	9%	0%	0%	10%	0%	0%	0%	0%	3%	0%	0% to 10%
IMG ALT:	9%	15%	0%	8%	18%	25%	0%	8%	0%	0%	10%	0% to 25%
Bold Text:	0%	0%	4%	0%	0%	0%	0%	0%	0%	10%	0%	0% to 10%
SD LT:	6%	0%	8%	0%	18%	0%	0%	8%	0%	1%	11%	0% to 18%
Outbound LT:	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	3%	0% to 6%
SD LU:	0%	0%	0%	0%	2%	33%	0%	0%	2%	2%	30%	0% to 33%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0% to 4%
Meta Descr.:	18%	5%	9%	8%	5%	13%	4%	0%	4%	3%	0%	0% to 13%
Meta Keyw.:	14%	14%	23%	25%	8%	14%	0%	0%	14%	0%	0%	0% to 25%
First Sentence:	0%	8%	0%	0%	13%	25%	0%	10%	2%	0%	0%	0% to 25%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 0%

Keywords "online", "wedding" or "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	12%	11%	13%	8%	12%	13%	9%	17%	11%	17%	8%	8% to 17%
Body Text:	4%	3%	3%	2%	3%	1%	1%	1%	3%	2%	3%	1% to 3%
H1 Texts:	0%	0%	0%	0%	0%	7%	5%	11%	0%	13%	6%	0% to 13%
Domain:	33%	33%	0%	67%	33%	67%	33%	100%	33%	0%	33%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	9%	0%	0%	7%	0%	3%	0%	0%	8%	0%	0% to 9%
IMG ALT:	9%	5%	0%	6%	8%	8%	0%	8%	0%	0%	3%	0% to 8%
Bold Text:	0%	0%	1%	0%	0%	0%	0%	0%	0%	12%	0%	0% to 12%
SD LT:	6%	1%	3%	0%	6%	0%	0%	5%	1%	3%	4%	0% to 6%

Keywords "online", "wedding" or "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Outbound LT:	2%	0%	0%	0%	2%	0%	0%	2%	0%	0%	2%	0% to 2%
SD LU:	4%	0%	0%	0%	4%	16%	0%	0%	2%	3%	10%	0% to 16%
Outbound LU:	7%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0% to 3%
Meta Descr.:	12%	6%	6%	8%	7%	13%	5%	0%	5%	3%	0%	0% to 13%
Meta Keyw.:	14%	15%	12%	17%	6%	11%	0%	0%	18%	0%	0%	0% to 18%
First Sentence:	3%	8%	0%	0%	4%	13%	0%	10%	3%	0%	0%	0% to 13%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0% to 1%

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: "online wedding list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	n/a	n/a	45	n/a	n/a	n/a	1	n/a	1	n/a	n/a to 45
Body Text:	1,255	n/a	n/a	229	n/a	n/a	n/a	23	506	233	n/a	n/a to 506
H1 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	31	n/a	n/a to 31
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a to 1
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	41	n/a	n/a to 41
IMG ALT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a to 1
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	21	n/a	n/a to 21
SD LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	22	n/a	316	n/a	n/a to 316
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	n/a	n/a	n/a	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 45
Meta Keyw.:	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 1
First Sentence:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	22	n/a	n/a	n/a	n/a to 22
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "online"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	42	23	45	21	17	49	1	44	1	n/a	n/a to 49
Body Text:	175	73	227	229	n/a	4,736	483	23	466	233	n/a	n/a to 4,736
H1 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	31	n/a	n/a to 31
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	6	1	n/a	n/a	n/a	n/a to 6
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	35	n/a	n/a	n/a	n/a	n/a	n/a	n/a	41	n/a	n/a to 41
IMG ALT:	48	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a to 1
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	21	n/a	n/a to 21
SD LT:	123	n/a	179	n/a	n/a	n/a	n/a	22	n/a	316	n/a	n/a to 316
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	65	n/a	n/a	n/a	n/a to 65
SD LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	141	n/a	n/a	n/a	151	n/a to 151
Meta Descr.:	28	6	97	45	102	1	112	n/a	116	13	n/a	n/a to 116
Meta Keyw.:	15	n/a	n/a	1	n/a	58	n/a	n/a	n/a	n/a	n/a	n/a to 58
First Sentence:	n/a	72	n/a	n/a	n/a	n/a	n/a	22	n/a	n/a	n/a	n/a to 72

Search term: "online"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "wedding"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	8	24	42	5	11	24	3	8	12	8	n/a	n/a to 42
Body Text:	24	60	292	80	117	7	256	30	12	174	295	7 to 295
H1 Texts:	n/a	n/a	n/a	n/a	n/a	32	34	8	n/a	38	n/a	n/a to 38
Domain:	3	n/a	n/a	4	10	14	n/a	7	10	n/a	n/a	n/a to 14
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	22	n/a	n/a	1	n/a	61	n/a	n/a	13	n/a	n/a to 61
IMG ALT:	3	n/a	n/a	5	11	n/a	n/a	8	n/a	n/a	n/a	n/a to 11
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	28	n/a	n/a to 28
SD LT:	23	69	n/a	n/a	n/a	n/a	n/a	29	65	136	n/a	n/a to 136
Outbound LT:	35	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	105	n/a to 105
SD LU:	35	n/a	n/a	n/a	98	73	n/a	n/a	1	129	n/a	n/a to 129
Outbound LU:	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	251	n/a to 251
Meta Descr.:	3	13	35	5	21	8	32	n/a	26	20	n/a	n/a to 35
Meta Keyw.:	1	1	53	8	11	18	n/a	n/a	10	n/a	n/a	n/a to 53
First Sentence:	22	59	n/a	n/a	n/a	6	n/a	29	12	n/a	n/a	n/a to 59
HTML Comm.:	n/a	n/a	n/a	n/a	716	n/a	n/a	n/a	1,000	n/a	n/a	n/a to 1,000

Search term: "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	21	37	35	13	41	37	11	16	31	16	17	11 to 41
Body Text:	158	68	126	88	11	15	264	38	59	248	54	11 to 264
H1 Texts:	n/a	n/a	n/a	n/a	n/a	40	42	16	n/a	46	28	n/a to 46
Domain:	10	13	n/a	11	n/a	21	n/a	14	n/a	n/a	14	n/a to 21
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	30	n/a	n/a	14	n/a	n/a	n/a	n/a	56	n/a	n/a to 56
IMG ALT:	10	15	n/a	13	49	23	n/a	16	n/a	n/a	17	n/a to 49
Bold Text:	n/a	n/a	38	n/a	n/a	n/a	n/a	n/a	n/a	36	n/a	n/a to 38
SD LT:	143	n/a	129	n/a	13	n/a	n/a	37	n/a	331	52	n/a to 331
Outbound LT:	n/a	n/a	n/a	n/a	13	n/a	n/a	n/a	n/a	n/a	171	n/a to 171
SD LU:	n/a	n/a	n/a	n/a	364	24	n/a	n/a	267	214	18	n/a to 364
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	71	n/a to 71
Meta Descr.:	10	26	43	13	114	21	45	n/a	34	33	n/a	n/a to 114
Meta Keyw.:	9	31	6	16	24	41	n/a	n/a	31	n/a	n/a	n/a to 41
First Sentence:	n/a	67	n/a	n/a	11	14	n/a	37	59	n/a	n/a	n/a to 67

Search term: "list"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	1,402	n/a	n/a	n/a	n/a	n/a to 1,402

Table: Number of words

This chapter lists the analyzed keyword ranking factors in tabular form.
(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	17	12	13	26	11	8	11	12	21	6	4	4 to 26
Body Text:	244	127	299	397	94	821	716	190	122	583	158	94 to 821
H1 Texts:	0	0	0	0	0	9	14	9	0	8	17	0 to 17
Domain:	2	1	1	1	1	1	1	1	1	1	1	all 1
Page URL:	0	0	0	0	0	0	5	0	0	1	0	0 to 5
H2-H6 Texts:	0	11	0	0	10	0	13	2	0	33	0	0 to 33
IMG ALT:	80	13	10	26	17	4	0	13	0	4	10	0 to 26
Bold Text:	1	0	25	1	0	0	0	13	0	30	0	0 to 30
SD LT:	53	26	156	7	22	22	12	26	31	285	66	7 to 285
Outbound LT:	14	0	6	0	50	5	44	16	0	14	29	0 to 50
SD LU:	44	18	6	12	60	15	34	17	52	413	94	6 to 413
Outbound LU:	24	0	12	0	269	17	65	13	0	10	71	0 to 269
Meta Descr.:	17	37	23	26	19	16	27	0	85	36	0	0 to 85
Meta Keyw.:	7	22	22	12	12	22	0	0	28	0	0	0 to 28
First Sentence:	13	13	17	7	8	16	25	21	42	24	6	6 to 42
HTML Comm.:	0	29	14	39	106	6	326	30	329	131	0	0 to 329

Table: Number of characters

This chapter lists the analyzed keyword ranking factors in tabular form.
(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	109	73	96	145	84	48	54	64	147	31	20	20 to 147
Body Text:	1,510	739	1,744	2,229	558	5,307	4,122	1,134	750	3,286	889	558 to 5,307
H1 Texts:	0	0	0	0	0	51	69	56	0	49	80	0 to 80
Domain:	13	16	10	14	17	24	11	17	17	7	17	7 to 24
Page URL:	0	0	0	0	0	0	38	0	0	2	0	0 to 38
H2-H6 Texts:	0	64	0	0	53	0	89	10	0	226	0	0 to 226
IMG ALT:	541	79	60	130	91	24	0	83	0	42	58	0 to 130
Bold Text:	8	0	157	7	0	0	0	103	0	200	0	0 to 200
SD LT:	291	151	932	40	106	134	60	173	188	1,660	332	40 to 1,660
Outbound LT:	89	0	29	0	304	22	256	117	0	77	209	0 to 304
SD LU:	296	97	25	73	419	153	250	100	604	2,204	919	25 to 2,204
Outbound LU:	197	0	61	0	1,799	92	405	91	0	70	548	0 to 1,799
Meta Descr.:	106	219	129	145	129	95	155	0	531	215	0	0 to 531
Meta Keyw.:	62	151	161	81	97	165	0	0	204	0	0	0 to 204
First Sentence:	71	77	86	45	36	87	146	119	265	82	35	35 to 265
HTML Comm.:	0	276	125	228	877	44	2,255	257	2,762	892	0	0 to 2,762

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 1000. ("n/a" means "data not available".)

Digest												
	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of inbound links according to these search engines (the more the better)												
Alexa:	13	23	32	6	47	20	40k	1	11	225	24	1 to 40k
AltaVista.co.uk (Worldwide):	32	119	118	3	146	3	0	2	2	61	138	0 to 146
Google.co.uk (without Places):	2	5	7	0	4	32	0	0	3	116	0	0 to 116
Yahoo.co.uk (All of the web):	32	119	118	3	146	3	0	2	2	61	138	0 to 146
Links from social networks (the more the better)												
Del.icio.us:	1	15	28	2	3	0	899	0	0	34	1	0 to 899
Facebook Mentions:	4	6	9	0	20	3	29k	0	0	1k	72	0 to 29k
Twitter Tweets:	0	0	0	0	0	0	706	0	0	315	0	0 to 706
Other ranking factors results (the older or the lower the better)												
Web Site Age:	Sep 2007	Nov 2001	May 2003	May 2001	Sep 2000	n/a	Mar 1999	n/a	Feb 2006	n/a	May 2001	Mar 1999 to Feb 2006
Server Speed:	n/a	n/a	n/a	n/a	2.87 s	n/a	1.91 s	n/a	n/a	1.49 s	0.90 s	0.90s to 2.87s
Alexa Traffic Rank:	5,579k	3,045k	934k	24,569k	712k	1,592k	3k	n/a	n/a	45k	519k	3k to 24,569k