Report overview

This report helps you to optimize the web page "http://www.mrwiffelure.com/" for a high ranking on Google.com (without Places) for the search term "fishing lures".

Your web page

http://www.mrwiffelure.com/

Title: Do You Remember Mr Wiffle Fishing Lures? | MrWiffelure® is Back

Description: Do You Remember Mr Wiffle fishing lures? | MrWiffelure® is Back and once again fishing the fresh & salt waters. This time, the soft plastic Sonic Tail Jig Lure has been spotted fishing the waters off of Chokoloskee, Florida, a small island nestled in among the mangroves just south of Everglades City and Marco Island.

Your competitors for the search term "fishing lures" on Google.com (without Places)

1

http://www.basspro.com/Lures/_/S-12100004000

Title: Fishing Baits & Lures | Bass Pro Shops

Description: Shop freshwater & saltwater fishing lures, soft baits, hard baits, buzzbaits, lure kits & more at Bass Pro Shops. Find top brands at great prices.

2

http://www.tackledirect.com/lures1.html

Title: Saltwater Fishing Lures

Description: TackleDirect - World's Premier Fishing Outfitter. Selling the finest in premium saltwater, freshwater, and fly fishing tackle. From leading fishing tackle brands such as Penn Reels, Shimano and more.

3

http://www.rapala.com/

Title: Rapala

Description: Rapala has been the world's favorite fishing lure since 1936. Today, Rapala lures, knives, tools and accessories are trusted by fishermen in over 140 countries worldwide. Rapala's

Your competitors for the search term "fishing lures" on Google.com (without Places)		
		reputation stems from a towering list of world record catches, the knowledge of our Pro Anglers and a history of unwavering dedication to quality. Each and every Rapala lure is still hand-tuned and tank-tested to assure it has the Rapala trademark swimming action that big fish can't resist.
4		http://popular.ebay.com/sporting-goods/fishing-lures.htm Title: Fishing Lures - Get great deals for Fishing Lures on eBay! Description: An anglers task of choosing the right fishing lures can be quite daunting. The angler's best lure will depend on the type of fish an angler plans to target. The fishing venue, as well as the angler's fishing technique should also be taken into consideration.Since bass and other game fish seem to hav...
5		http://en.wikipedia.org/wiki/Fishing_lure Title: Fishing lure - Wikipedia, the free encyclopedia Description: [No meta description available.]
6		http://www.mepps.com/ Title: Fishing Lures - Buy Lures and Fishing Accessories | Mepps Description: Shop for fishing lures and accessories from Mepps, the maker of the world's #1 fishing lure!
7		http://www.lindyfishingtackle.com/catalog.aspx%3Fcatid%3Dfishingluresbyspecies The web page could not be accessed because the server returned the HTTP error code 404 (Not found). The web page has not been taken into account. Title: [No document title available.] Description: [No meta description available.]

Your competitors for the search term "fishing lures" on Google.com (without Places)

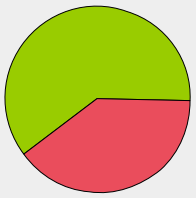
8		http://www.lurenet.com/ Title: Bass Fishing Lures, Tackle & Accessories for Freshwater & Saltwater Description: Lurenet.com brings you all of the most popular fishing lures, fishing line and fishing tips on the Internet. Lurenet offers 12 top brands of freshwater and saltwater fishing lures, including Bomber, Rebel and Heddon lures and over 50,000 different fishing lures.
9		http://www.amazon.com/b%3Fie%3DUTF8%26node%3D6680002011 The web page could not be accessed because the server returned the HTTP error code 404 (Not found). The web page has not been taken into account. Title: [No document title available.] Description: [No meta description available.]
10		http://www.cabelas.com/category/Crankbaits/104284080.uts Title: Shad Rap, Crankbaits & Fishing Lures : Cabela's Description: The Shad Rap is our most popular crankbait and is responsible for more fishing tournament wins than any other hardbait. Check our our huge assortment of Shad Raps and other fishing lures.

Analyzed search terms

1. fishing lures
2. fishing
3. lures

Top 10 Ranking Requirements Score™

60%



The Top 10 Ranking Requirements Score™ of 60% means that the web page www.mrwiffelure.com meets only 60% of the requirements for a top 10 ranking on Google.com (without Places) for the search term "fishing lures".

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):	17	6
Very Important:	9	0
Important:	31	5
Moderately Important:	41	0
Slightly Important:	9	1
Total:	107	12

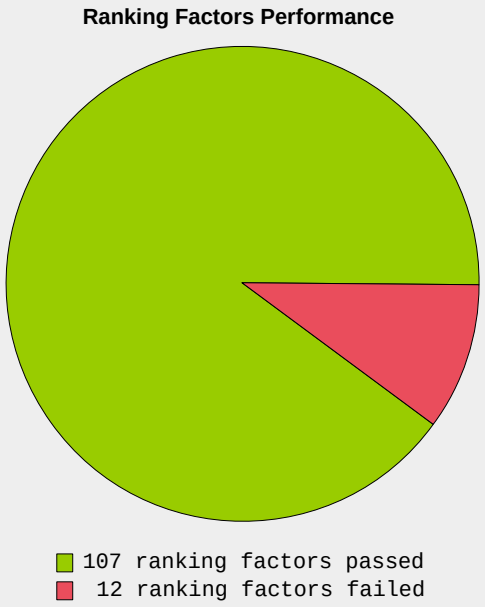


Table of contents

1.	Report overview	18.	Keyword use in outbound anchor texts
2.	Keyword use in document title	19.	Keyword use in same domain link URLs
3.	Number of backlinks	20.	Keyword use in outbound link URLs
4.	Anchor texts of backlinks	21.	Keyword use in meta description
5.	Keyword use in body text	22.	Number of trailing slashes in URL
6.	Age of web site	23.	HTML validation of web page to W3C standards
7.	Keyword use in H1 headline texts	24.	Readability level of web page
8.	Keyword use in domain name	25.	Keyword use in the first sentence of the body text
9.	Keyword use in page URL	26.	Search engine compatibility
10.	Mentions on social sites	27.	Factors that could prevent your top ranking
11.	Server speed	28.	Table: Number of keywords
12.	Keyword use in H2-H6 headline texts	29.	Table: Keyword density
13.	Keyword use in IMG ALT attributes	30.	Table: Keyword position
14.	Top level domain of web site	31.	Table: Number of words
15.	Keyword use in bold body text	32.	Table: Number of characters
16.	Number of visitors to the site	33.	Table: Ranking factors digest
17.	Keyword use in same domain anchor texts		

Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "fishing lures" in the document title and if it's important for Google.com (without Places).

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

Their contents

Rank	Keyword use in document title
1	**Fishing** Baits & **Lures** | Bass Pro Shops
2	Saltwater **Fishing Lures**
3	Rapala
4	**Fishing Lures** - Get great deals for **Fishing Lures** on eBay!
5	**Fishing** lure - Wikipedia, the free encyclopedia
6	**Fishing Lures** - Buy **Lures** and **Fishing** Accessories | Mepps
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	Bass **Fishing Lures**, Tackle & Accessories for Freshwater & Saltwater
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Shad Rap, Crankbaits & **Fishing Lures** : Cabela's

Your contents

Do You Remember Mr Wiffle **Fishing Lures**? | MrWiffelure® is Back

Advice for your document title

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 67%	18%	OK	OK

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 33%	9%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 33%	9%	OK	OK

Advice for your document title

Search term: "fishing lures"

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 33%	9%	OK	OK

Number of backlinks

Essential

This chapter measures how many web pages link to your website domain according to the data providers Alexa.com and SEOprofiler.com. The SEOprofiler service provides the number of unique linking domains, not the number of all linking pages.

Keep in mind that the raw number of linking web pages is not as important as the quality of the web pages that link to your site.

Number of backlinks according to these data providers (the more the better)

	Alexa	SEOprofiler (unique backlinks)	Peak Value
To Your Site:	2	0	2
To Site 1:	4,768	9,349	9,349
To Site 2:	334	628	628
To Site 3:	943	1,359	1,359
To Site 4:	290	n/a	290
To Site 5:	2,091,823	n/a	2,091,823
To Site 6:	305	522	522
To Site 7:	n/a	227	227
To Site 8:	269	422	422
To Site 9:	n/a	3,399,043	3,399,043
To Site 10:	6,970	12,940	12,940
Range:	2 to 2,091,823	0 to 3,399,043	227 to 3,399,043

Advice for the number of backlinks

Summing up all data providers, there are too few web pages that link to your web site "www.mrwiffelure.com". You should increase the number of web pages from different domains that link to your web site.	<<

Anchor texts of backlinks

Essential

Backlinks 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 anchor text used in linking to your site.

This chapter lists the most popular anchor texts used in linking to your site, as well as a sample of the web pages that link to your site, along with the anchor text.

Most popular anchor texts used to link to your site

The data provider SEOprofiler.com did not find any important backlinks to your site.

Sample of the web pages that link to your site

The data provider SEOprofiler.com did not find any important backlinks to your site.

Advice for the anchor texts of backlinks

To get a high ranking on Google.com (without Places), make sure that the web pages that link to your site use the search term "fishing lures" in their anchor texts. The more links to your web site contain "fishing lures" (or a part of it) in the anchor text, the more likely it is that your web site will get a high ranking on Google.com (without Places) for that search term. It is advisable to use different but related keywords for the anchor texts. If all links to your web site use exactly the same anchor text, then Google.com (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.	<
Less than 10% of the analyzed backlink anchor texts contain the search term "fishing lures". You must increase the number of backlinks or anchor texts that contain that search term.	<<
Less than 20% of the analyzed backlink anchor texts contain the search term "fishing lures". You must increase the number of backlinks or anchor texts that contain that search term.	<<
Less than 40% of the analyzed backlink anchor texts contain the search term "fishing lures". You must increase the number of backlinks or anchor texts that contain that search term.	<<
Less than 60% of the analyzed backlink anchor texts contain the search term "fishing lures". You must increase the number of backlinks or anchor texts that contain that search term.	<<
Less than 80% of the analyzed backlink anchor texts contain the search term "fishing lures". You must increase the number of backlinks or anchor texts that	<<

Advice for the anchor texts of backlinks

contain that search term.

The data provider SEOprofiler.com did not find any important backlinks to your site.

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 Contact Our Story **Fishing** Report How To Rig Testimonials Tackle Box Variety Pack 8" Plubber Worms 8" Plubber Worm Sapphire Blue 8" Plubber Worm 'June Bug 8" Plubber Worm 'Purple' 8" Plubber Worm 'Smoke Black' 8" Plubber Worm 'Pumpkin Seed' 8" Plubber Worm 'Motor Oil' 8" Plubber Worm 'Watermelon Seed' 8" Plubber Worm 'Watermelon Red Flake' Variety Pack 7 Color Combination 4" MrWiffelure's 4" MrWiffelure 'Chartreuse Pearl' 4" Mr Wiffelure 'Pearl White' 4" Mr. Wiffelure 'Dark Smoke' 4" MrWiffelure 'White-Iridescent-Pink-Fire-Tail' 4" Mr. Wiffelure 'Rootbeer Glitter Gold' 4" MrWiffelure 'Avocado Glitter Gold' 4" MrWiffelure 'Watermelon Red Flake' My Cart Media Do You Remember Mr Wiffle **Fishing Lures**?

Well, They're BACK..! Click Here To Read Testimonials From People Who Catch Fish.! Click HERE NOW And $ AVE Up To 10% On All Of Your Favorite MrWiffelure & Plubber Worms ..! MrWiffelure Will Hunt And Catch You More Fish For Less Money. It's Like Getting Your Fish for Free. Everybody Catches Fish With MrWiffelure ®... Our Members Are The First To Learn Of New Product Development, Receive Insider **Fishing** Report's, Special Offers And More. Get Your Free Membership Today! MrWiffelure ® Is Made In The USA MrWiffelure® 4-inch lure Is Perfect For Trolling, Casting, or Jigging.

Proven To Catch Nearly Every Kind Of Game Fish..! Here is a little what customers of the former Mr Wiffle have said... " Everybody Catches Fish With MrWiffelure " *"We would like to thank you, for sending us your assortment of Mr. Wiffle **lures**, they work perfect, in all water temperature and conditions.The green over clear with sparkles is productive and green over white worked verygood but the best results have been on the RED OVER WHITE which was what took the big snook." - SEMPLE **FISHING** CHARTERS Tarpon Springs Florida *"The biggest fish by six anglers in six days of hard **fishing** was a 13 pounder by me on a jig with a chartreuse MrWiffle" - 21 Feb. 199 4 Bob Stearns Contributing Editor FIELD & STREAM MrWiffelure® (formerly *MrWiffle) is back in the marketplace and once again **fishing** in the fresh & salt waters around the globe. Presently the soft plastic Sonic Tail Jig Lure has been spotted **fishing** the waters off Marco and Chokoloskee Island. Chokoloskee is an island made entirely oyster shells deposited by the Calusa Indians 3 miles south of Everglades City. Gateway to The Everglades National Park. Some of the best **fishing** in the world can be found right here, right now...

Everybody Catches Fish With MrWiffelure ® CLICK HERE TO ORDER To See All Selections CLICK HERE ..! CLICK HERE TO ORDER To See All Selections CLICK HERE ..! MrWiffelure® is Currently Available in 7 Colors Proven to Catch Fish * Click Here to See Them All.. ! Our Mission: "May Your Drag Always Be Pulled And Many Fish Caught While **Fishing** With MrWiffelure®" All SALES FINAL. NO REFUNDS. Disclaimer | Terms of Service | Privacy Notice | Cancellations | Contact Us US parcel postal ground Shipping offers good for the lower 48 United States only.

Advice for your body text

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 35	2	OK	OK
Keyword density:	0% to 7%	1%	OK	OK
Number of words:	94 to 7,131	562	OK	OK

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	4 to 104	10	OK	OK
Keyword density:	1% to 5%	2%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 460	3	OK	OK
Keyword density:	0% to 7%	1%	OK	OK

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	6 to 564	13	OK	OK
Keyword density:	1% to 4%	1%	OK	OK

Age of web site

Very Important

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

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.mrwiffelure.com/	n/a
1	http://www.basspro.com/Lures/_/S-12100004000	Friday, March 31, 1995
2	http://www.tackledirect.com/lures1.html	Friday, November 14, 1997
3	http://www.rapala.com/	Saturday, January 27, 1996
4	http://popular.ebay.com/sporting-goods/fishing-lures.htm	Friday, August 4, 1995
5	http://en.wikipedia.org/wiki/Fishing_lure	Saturday, January 13, 2001
6	http://www.mepps.com/	Friday, July 26, 1996
7	http://www.lindyfishingtackle.com/catalog.aspx%3Fcatid%3Dfishingluresbyspecies	Tuesday, August 5, 2003 (newest domain)
8	http://www.lurenet.com/	Thursday, February 22, 1996
9	http://www.amazon.com/b%3Fie%3DUTF8%26node%3D6680002011	Tuesday, November 1, 1994 (oldest domain)
10	http://www.cabelas.com/category/Crankbaits/104284080.uts	Wednesday, August 2, 1995
Range	Tuesday, November 1, 1994 to Tuesday, August 5, 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.com (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.com (without Places), too.

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

Your contents

No.	H1 Heading Text
1.	Everybody Catches Fish With MrWiffelure ®...
2.	MrWiffelure ® Is Made In The USA

Advice for your H1 headline texts

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "fishing lures" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "fishing lures" but this is optional.	<

Search term: "fishing"

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

Search term: "lures"

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

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use one of the keywords "fishing" or "lures" at least once but	<

Advice for your H1 headline texts

Search term: "fishing lures"

			this is optional.	
Keyword density:	0% to 50%	0%	You could increase the keyword density for the keywords "fishing" or "lures" but this is optional.	<

Keyword use in domain name

Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.com (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	basspro	http://www.basspro.com/Lures/_/S-12100004000
2	tackledirect	http://www.tackledirect.com/lures1.html
3	rapala	http://www.rapala.com/
4	popular ebay	http://popular.ebay.com/sporting-goods/fishing-lures.htm
5	en wikipedia	http://en.wikipedia.org/wiki/Fishing_lure
6	mepps	http://www.mepps.com/
7	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.lindyfishingtackle.com/catalog.aspx%3Fcatid%3Dfishingluresbyspecies
8	lurenet	http://www.lurenet.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.amazon.com/b%3Fie%3DUTF8%26node%3D6680002011
10	cabelas	http://www.cabelas.com/category/Crankbaits/104284080.uts

Your contents

mrwiffelure (Domain name: "mrwiffelure.com")

Advice for the domain name

The domain name mrwiffelure.com does not contain the search term "fishing lures".

If you have a young web site with only a few backlinks, then consider registering a new domain name that contains the search term "fishing lures".

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

Keyword use in page URL

Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.com (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	**Lures** S 12100004000	http://www.basspro.com/Lures/_/S-12100004000
2	**lures**1	http://www.tackledirect.com/lures1.html
3	[no words]	http://www.rapala.com/
4	sporting goods **fishing lures**	http://popular.ebay.com/sporting-goods/fishing-lures.htm
5	wiki **Fishing** lure	http://en.wikipedia.org/wiki/Fishing_lure
6	[no words]	http://www.mepps.com/
7	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.lindyfishingtackle.com/catalog.aspx%3Fcatid%3Dfishingluresbyspecies
8	[no words]	http://www.lurenet.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.amazon.com/b%3Fie%3DUTF8%26node%3D6680002011
10	category Crankbaits 104284080 uts	http://www.cabelas.com/category/Crankbaits/104284080.uts

Your contents

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

Advice for your page URL

Search term: "fishing lures"

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

Advice for your page URL

Search term: "fishing lures"

Search term: "fishing"

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

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "lures" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "lures" but this is optional.	<

Keywords "fishing" or "lures"

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

Mentions on social sites

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".)

Mentions on social sites (the more the better)

	Delicious.com	Facebook Mentions	Google +1	Twitter Tweets	Total
To Your Site:	0	61	0	0	61
To Site 1:	60	4,771	0	502	5,333
To Site 2:	34	193	0	75	302
To Site 3:	12	453	0	17	482
To Site 4:	26	84	0	141	251
To Site 5:	693	108,659	0	399	109,751
To Site 6:	4	101	0	4	109
To Site 7:	n/a	n/a	n/a	n/a	n/a
To Site 8:	12	796	0	277	1,085
To Site 9:	n/a	n/a	n/a	n/a	n/a
To Site 10:	463	6,715	0	4,940	12,118
Range:	0 to 693	61 to 108,659	all 0	0 to 4,940	12,118 to 109,751

Advice for the mentions on social sites

There are too few web pages that link to your web site "www.mrwiffelure.com". You should 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	2.00s	2.16s	1.98s	1.13s	1.54s	1.00s	n/a	1.42s	n/a	1.54s	1.00s to 2.16s

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	slow: bottom 35%	slow: bottom 30%	slow: bottom 35%	fast: top 30%	average: top 50%	fast: top 30%	n/a	average: top 50%	n/a	average: top 50%	slow: bottom 30% to fast: top 30%

Advice for the server speed

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

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

Your contents

No.	Heading Texts
1.	[H4] Do You Remember Mr Wiffle **Fishing Lures**? Well, They're BACK..!

Advice for your H2-H6 headline texts

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	1	OK	OK
Keyword density:	0% to 9%	20%	The keyword density is too high. It should be 9% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 22	1	OK	OK
Keyword density:	0% to 10%	10%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 19	1	OK	OK
Keyword density:	0% to 5%	10%	The keyword density is too high. It should be 5% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 41	2	OK	OK
Keyword density:	0% to 6%	10%	The keyword density for the keywords "fishing" or "lures" is too high. It should be 6% at maximum. Consider adding more text to lower the keyword density for these words.	<<

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: <img src="logo.gif" width="200" height="75" alt="picture description with keyword">

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	Image	http://mrwiffelure.com/wp-content/uploads/2012/12/mrwiffelure-fishing-lure.png
2.	[empty]	http://mrwiffelure.com/wp-content/uploads/2012/12/4-inch-mrwiffle-combination-color-pack.jpg
3.	mrwiffelure-made--usa	http://mrwiffelure.com/wp-content/uploads/2012/12/mrwiffelure-made-usa.png
4.	Facebook	http://cache.addthiscdn.com/icons/v1/thumbs/32x32/facebook.png
5.	Twitter	http://cache.addthiscdn.com/icons/v1/thumbs/32x32/twitter.png
6.	More...	http://cache.addthiscdn.com/icons/v1/thumbs/32x32/more.png
7.	Capt-scott-brown	http://mrwiffelure.com/wp-content/uploads/2013/01/Capt-scott-brown-150x150.jpg
8.	mrwiffelure-made--usa	http://mrwiffelure.com/wp-content/uploads/2012/12/mrwiffelure-made-usa1.png
9.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/09/KIMG0002-1-320x360.jpg
10.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/09/seabass-mrwiffelure-320x360.jpg
11.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/08/snook-caught-on-mrwiffelure.jpg
12.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/07/050-320x267.jpg
13.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/07/060-320x267.jpg
14.	[empty]	http://mrwiffelure.com/wp-content/upload

Your contents		
No.	Image Alt Attribute Text	Image File Name
		s/2013/07/027-320x267.jpg
15.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/07/054-320x267.jpg
16.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/07/065-320x267.jpg
17.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/06/trout-canada-mrwiffelure-320x315.jpg
18.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/fish-pearl-white-mrwiffelure2-320x317.jpg
19.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/Capt-scott-brown-reds.jpg
20.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/05/bass-mrwiffelure1-300x360.jpg
21.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/02/sonny-pompano-mrwiffelure-320x360.jpg
22.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/imagejpeg_2_4-320x360.jpg
23.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/Man-Drum-Redfish-320x360.jpg
24.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/03/8.7lb-bass2.jpg
25.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/trout-320x360.jpg
26.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/nice-trout-chokoloskee-320x315.jpg
27.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/Big-Trout-Chokoloskee-Bay.jpg
28.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/farm-pond-large-mouth-bass-320x360.jpg
29.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/capt-herb-kehoe1-320x360.jpg
30.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/flounder1-320x315.jpg
31.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/capt-rodney-redfish.jpg
32.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/Valarie-320x360.jpg

Your contents

No.	Image Alt Attribute Text	Image File Name
33.	[empty]	http://mrwiffelure.com/wp-content/uploads/2013/01/mrwiffelure-capt-skip-Copy-320x313.jpg
34.	mrwiffelure-made--usa	http://mrwiffelure.com/wp-content/uploads/2012/12/mrwiffelure-made-usa1.png

Advice for your IMG ALT attributes

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "fishing lures" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "fishing lures" but this is optional.	<

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use the search term "fishing" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "fishing" but this is optional.	<

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 68	0	You could use the search term "lures" at least once but this is optional.	<
Keyword density:	0% to 15%	0%	You could increase the keyword density for the search term "lures" but this is optional.	<

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 78	0	You could use one of the keywords "fishing" or "lures" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the keywords "fishing" or "lures" but this is optional.	<

Top level domain of web site

Important

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

Top level domain results

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

Advice for the top level domain of your web site

Your web site URL www.mrwiffelure.com contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com (without Places).	OK

Keyword use in bold body text

Important

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

Their contents

Rank	Keyword use in bold body text
1	[not used]
2	9er's **Lures** Acme **Lures** Al Gag's Custom **Lures** Al Lemire Wooden **Fishing Lures** Andrus **Lures** A.O.K. Tackle Company Aqua-Clear Tackle Bahama Economy **Lures** Bahama **Lures** Bass Assassin **Lures** and Sprays Berkley Gulp! Soft Baits Bill Lewis **Lures** Binnacle Tackle BioEdge **Fishing** Products Black Bart **Lures** Blue Water Candy **Lures** Bomber **Lures** Boone Bait Company **Fishing Lures** & Teasers Braid **Lures** C&H **Lures** Calcutta Flashfoil Swim Shads Castaic Swimbaits Cotee L [and 1,525 additional characters]
3	[not used]
4	FREE $16.99 $30.00 $11.99 $3.99 $14.99 $15.72 $6.99 $4.99 $18.90 $21.00 $20.00 $3.66 $24.00 $6.99 $16.99 $5.99 $3.59 $11.99
5	**fishing** lure **Fishing** lure ^ ^ ^ **Fishing lures Lures**
6	Todd Kurz - Glen Allen, VA Damien Rzepka - Macedon, New York Ted Najzer - Portage, Indiana Ken Mayer - New York Garett Johnston - Billings, Montana Eugene Chan - Toronto, Canada
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	[not used]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Rapala® Clackin Crank™ Cabela's Fisherman Series Six-Piece Walleye Runner Assortment Rapala® Shad Rap Lure Berkley® Flicker Shad Rapala® Shallow Shad Rap® Cabela's Fisherman Series Walleye Runner Rapala® Dives To Crankbait Rapala® Deep Tail Dancer® Storm® Hot-N-Tot Lure Strike King KVD Series Crankbait Rapala® X-Rap® Deep Shad Rapala® Scatter Rap Countdown Rapala® Scatter Rap Shad Rapala® Glass Shad Rap® Cabela's RealImage® HD [and 1,040 additional characters]

Your contents

Click Here To Read Testimonials From People Who Catch Fish.! MrWiffelure Will Hunt And Catch You More Fish For Less Money. It's Like Getting Your Fish for Free. Everybody Catches Fish With MrWiffelure ®... MrWiffelure® 4-inch lure Is Perfect For Trolling, Casting, or Jigging. Proven To Catch Nearly Every Kind Of Game Fish..! Everybody Catches Fish With MrWiffelure SEMPLE **FISHING** CHARTERS Bob Stearns Contributing Editor FIELD & STREAM MrWiffelure® is Currently Available in 7 Colors Proven to Catch Fish Click Here to See Them All.. Our Mission: "May Your Drag Always Be Pulled And Many Fish

Your contents

Caught While **Fishing** With MrWiffelure®” MrWiffelure ® Is Made In The USA

Advice for your bold body text

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "fishing lures" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "fishing lures" but this is optional.	<

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	2	OK	OK
Keyword density:	0% to 30%	2%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 68	0	You could use the search term "lures" at least once but this is optional.	<
Keyword density:	0% to 22%	0%	You could increase the keyword density for the search term "lures" but this is optional.	<

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 74	2	OK	OK
Keyword density:	0% to 25%	1%	OK	OK

Number of visitors to the site

Important

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

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

	URL	Alexa Traffic Rank
Your Site	http://www.mrwiffelure.com/	Rank #10,472,237
1	http://www.basspro.com/Lures/_/S-12100004000	Rank #6,469
2	http://www.tackledirect.com/lures1.html	Rank #106,382
3	http://www.rapala.com/	Rank #202,269
4	http://popular.ebay.com/sporting-goods/fishing-lures.htm	Rank #21
5	http://en.wikipedia.org/wiki/Fishing_lure	Rank #7
6	http://www.mepps.com/	Rank #771,280
7	http://www.lindyfishingtackle.com/catalog.aspx%3Fcatid%3Dfishingluresbyspecies	Rank #1,128,895 (least visitors of the competitors)
8	http://www.lurenet.com/	Rank #642,516
9	http://www.amazon.com/b%3Fie%3DUTF8%26node%3D6680002011	Rank #6 (most visitors of the competitors)
10	http://www.cabelas.com/category/Crankbaits/104284080.uts	Rank #2,349
Range		6 to 1,128,895 (average rank: #286,019)

Advice for the number of visitors to your site

Your web site www.mrwiffelure.com does not appear to attract many visitors because your traffic rank is above #100,000 and you have less visitors than the average of your competitors. This could be disadvantageous to your rankings on Google.com (without Places). <<

Keyword use in same domain anchor texts

Moderately Important

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

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

Your contents

No.	Same Domain Link Text	Link URL
1.	Home	/mrwiffelure/
2.	Contact	/contact-us/
3.	Our Story	/about/
4.	**Fishing** Report	/fishing-reports/
5.	How To Rig	/how-to-rig-mrwiffelure/
6.	Testimonials	/leave-a-testimonial/
7.	Tackle Box	/store/
8.	Variety Pack 8" Plubber Worms	/variety-pack-plubber-worms/
9.	8" Plubber Worm Sapphire Blue	/sapphire-blue-plubber-worm/
10.	8" Plubber Worm 'June Bug	/plubber-worm-june-bug/
11.	8" Plubber Worm 'Purple'	/plubber-worm-purple/
12.	8" Plubber Worm 'Smoke Black'	/plubber-worm-smoke-black/
13.	8" Plubber Worm 'Pumpkin Seed'	/plubber-worm-pumpkin-seed/
14.	8" Plubber Worm 'Motor Oil'	/motor-oil-plubber-worm/
15.	8" Plubber Worm 'Watermelon Seed'	/plubber-worm-watermelon-seed/
16.	8" Plubber Worm 'Watermelon Red Flake'	/plubber-watermelon-red-flake/
17.	Variety Pack 7 Color Combination 4" MrWiffelure's	/variety-pack-mrwiffelure/
18.	4" MrWiffelure 'Chartreuse Pearl'	/chartreuse-pearl/
19.	4" Mr Wiffelure 'Pearl White'	/pearl-white/
20.	4" Mr. Wiffelure 'Dark Smoke'	/dark-smoke/
21.	4" MrWiffelure 'White-Iridescent-Pink-Fire-Tail'	/white-iridescent-pink-fire-tail/
22.	4" Mr. Wiffelure 'Rootbeer Glitter Gold'	/rootbeer-glitter-gold/
23.	4" MrWiffelure 'Avocado Glitter Gold'	/avocado-glitter-gold/
24.	4" MrWiffelure 'Watermelon Red Flake'	/watermelon-red-flake-soft-fish-lure/
25.	My Cart	/my-cart/

Your contents

No.	Same Domain Link Text	Link URL
26.	Media	/media/
27.	Click Here	/post-type-widget-content/testimonials/
28.	Click HERE NOW And $ AVE Up To 10% On All Of Your Favorite MrWiffelure & Plubber Worms ..! MrWiffelure Will Hunt And Catch You More Fish For Less Money. It's Like Getting Your Fish for Free.	/store/
29.	Everybody Catches Fish With MrWiffelure ®...	/store/
30.	MrWiffelure ® Is Made In The USA	/
31.	CLICK HERE TO ORDER	/store/
32.	To See All Selections CLICK HERE ..!	/store/
33.	CLICK HERE TO ORDER	/store/
34.	To See All Selections CLICK HERE ..!	/store/
35.	Click Here to See Them All..	/store/
36.	!	/store/
37.	Disclaimer	/disclaimer
38.	Terms of Service	/terms-and-conditions-of-use/
39.	Privacy Notice	/privacy/
40.	Cancellations	/cancelations/
41.	Contact Us	/contact-us/
42.	MrWiffelure ® Is Back Catching More Fish Than Ever. Get Yours By Clicking Here..!	/store

Advice for your same domain anchor texts

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 27	0	You could use the search term "fishing lures" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the search term "fishing lures" but this is optional.	<

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 101	1	OK	OK
Keyword density:	0% to 10%	1%	OK	OK

Advice for your same domain anchor texts

Search term: "fishing lures"

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 457	0	You could use the search term "lures" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "lures" but this is optional.	<

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 558	1	OK	OK
Keyword density:	0% to 8%	0%	OK	OK

Keyword use in outbound anchor texts

Moderately Important

Anchor texts are words and sentences that are used as links. Outbound anchor texts are the texts within the <a>... tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.com (without Places) gives relevance to search terms in outbound anchor texts.

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

Your contents

No.	Outbound Link Text	Link URL
1.	[empty]	http://addthis.com/bookmark.php?s=facebook&source=tbx32nj-1.0&pubid=ra-50eed66700132bf5
2.	[empty]	http://addthis.com/bookmark.php?s=twitter&source=tbx32nj-1.0&pubid=ra-50eed66700132bf5
3.	[empty]	http://www.addthis.com/bookmark.php?v=300&pubid=ra-50eed66700132bf5
4.	iThemes Builder	http://ithemes.com/purchase/builder-theme/
5.	iThemes	http://ithemes.com/
6.	WordPress	http://wordpress.org

Advice for your outbound anchor texts

Search term: "fishing lures"

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

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "fishing" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "fishing" but this is optional.	<

Search term: "lures"

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

Advice for your outbound anchor texts

Search term: "fishing lures"

Keyword density:	all 0%	0%	OK	OK

Keywords "fishing" or "lures"

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

Keyword use in same domain link URLs

Moderately Important

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

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

Your contents

No.	Same Domain Link URL	Link Text
1.	mrwiffelure [/mrwiffelure/]	Home
2.	contact us [/contact-us/]	Contact
3.	about [/about/]	Our Story
4.	**fishing** reports [/**fishing**-reports/]	Fishing Report
5.	how to rig mrwiffelure [/how-to-rig-mrwiffelure/]	How To Rig
6.	leave a testimonial [/leave-a-testimonial/]	Testimonials
7.	store [/store/]	Tackle Box
8.	variety pack plubber worms [/variety-pack-plubber-worms/]	Variety Pack 8" Plubber Worms
9.	sapphire blue plubber worm [/sapphire-blue-plubber-worm/]	8" Plubber Worm Sapphire Blue
10.	plubber worm june bug [/plubber-worm-june-bug/]	8" Plubber Worm 'June Bug
11.	plubber worm purple [/plubber-worm-purple/]	8" Plubber Worm 'Purple'
12.	plubber worm smoke black [/plubber-worm-smoke-black/]	8" Plubber Worm 'Smoke Black'
13.	plubber worm pumpkin seed [/plubber-worm-pumpkin-seed/]	8" Plubber Worm 'Pumpkin Seed'
14.	motor oil plubber worm [/motor-oil-plubber-worm/]	8" Plubber Worm 'Motor Oil'
15.	plubber worm watermelon seed [/plubber-worm-watermelon-seed/]	8" Plubber Worm 'Watermelon Seed'
16.	plubber watermelon red flake [/plubber-watermelon-red-flake/]	8" Plubber Worm 'Watermelon Red Flake'
17.	variety pack mrwiffelure [/variety-pack-mrwiffelure/]	Variety Pack 7 Color Combination 4" MrWiffelure's
18.	chartreuse pearl [/chartreuse-pearl/]	4" MrWiffelure 'Chartreuse Pearl'

Your contents		
No.	Same Domain Link URL	Link Text
19.	pearl white [/pearl-white/]	4" Mr Wiffelure 'Pearl White'
20.	dark smoke [/dark-smoke/]	4" Mr. Wiffelure 'Dark Smoke'
21.	white iridescent pink fire tail [/white-iridescent-pink-fire-tail/]	4" MrWiffelure 'White-Iridescent-Pink-Fire-Tail'
22.	rootbeer glitter gold [/rootbeer-glitter-gold/]	4" Mr. Wiffelure 'Rootbeer Glitter Gold'
23.	avocado glitter gold [/avocado-glitter-gold/]	4" MrWiffelure 'Avocado Glitter Gold'
24.	watermelon red flake soft fish lure [/watermelon-red-flake-soft-fish-lure/]	4" MrWiffelure 'Watermelon Red Flake'
25.	my cart [/my-cart/]	My Cart
26.	media [/media/]	Media
27.	post type widget content testimonials [/post-type-widget-content/testimonials/]	Click Here
28.	store [/store/]	Click HERE NOW And $ AVE Up To 10% On All Of Your Favorite MrWiffelure & Plubber Worms ..! MrWiffelure Will Hunt And Catch You More Fish For Less Money. It's Like Getting Your Fish for Free.
29.	store [/store/]	Everybody Catches Fish With MrWiffelure ®...
30.	[empty] [/]	MrWiffelure ® Is Made In The USA
31.	store [/store/]	CLICK HERE TO ORDER
32.	store [/store/]	To See All Selections CLICK HERE ..!
33.	store [/store/]	CLICK HERE TO ORDER
34.	store [/store/]	To See All Selections CLICK HERE ..!
35.	store [/store/]	Click Here to See Them All..
36.	store [/store/]	!
37.	disclaimer [/disclaimer]	Disclaimer
38.	terms and conditions of use [/terms-and-conditions-of-use/]	Terms of Service
39.	privacy [/privacy/]	Privacy Notice
40.	cancelations [/cancelations/]	Cancellations
41.	contact us [/contact-us/]	Contact Us
42.	store [/store]	MrWiffelure ® Is Back Catching More Fish Than Ever. Get Yours By Clicking Here..!

Advice for your same domain link URLs

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 43	0	You could use the search term "fishing lures" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "fishing lures" but this is optional.	<

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 118	1	OK	OK
Keyword density:	0% to 9%	1%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 494	0	You could use the search term "lures" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "lures" but this is optional.	<

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 570	1	OK	OK
Keyword density:	0% to 6%	1%	OK	OK

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com (without Places) 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.	addthis bookmark s facebook amp source tbx32nj 1 0 amp pubid ra 50eed66700132bf5 [http://addthis.com/bookmark.php?s=facebook&source=tbx32nj-1.0&pubid=ra-50eed66700132bf5]	[empty]
2.	addthis bookmark s twitter amp source tbx32nj 1 0 amp pubid ra 50eed66700132bf5 [http://addthis.com/bookmark.php?s=twitter&source=tbx32nj-1.0&pubid=ra-50eed66700132bf5]	[empty]
3.	www addthis bookmark v 300 amp pubid ra 50eed66700132bf5 [http://www.addthis.com/bookmark.php?v=300&pubid=ra-50eed66700132bf5]	[empty]
4.	ithemes purchase builder theme [http://ithemes.com/purchase/builder-theme/]	iThemes Builder
5.	ithemes [http://ithemes.com/]	iThemes
6.	wordpress [http://wordpress.org]	WordPress

Advice for your outbound link URLs

Search term: "fishing lures"

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

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "fishing"	<

Advice for your outbound link URLs

Search term: "fishing lures"

			at least once but this is optional.	
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "fishing" but this is optional.	<

Search term: "lures"

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

Keywords "fishing" or "lures"

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

Keyword use in meta description

Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.com (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	Shop freshwater & saltwater **fishing lures**, soft baits, hard baits, buzzbaits, lure kits & more at Bass Pro Shops. Find top brands at great prices.
2	TackleDirect - World's Premier **Fishing** Outfitter. Selling the finest in premium saltwater, freshwater, and fly **fishing** tackle. From leading **fishing** tackle brands such as Penn Reels, Shimano and more.
3	Rapala has been the world's favorite **fishing** lure since 1936. Today, Rapala **lures**, knives, tools and accessories are trusted by fishermen in over 140 countries worldwide. Rapala's reputation stems from a towering list of world record catches, the knowledge of our Pro Anglers and a history of unwavering dedication to quality. Each and every Rapala lure is still hand-tuned and tank-tested to assure it has the Rapala trademark swimming action that big fish can't resist.
4	An anglers task of choosing the right **fishing lures** can be quite daunting. The angler's best lure will depend on the type of fish an angler plans to target. The **fishing** venue, as well as the angler's **fishing** technique should also be taken into consideration.Since bass and other game fish seem to hav...
5	[not used]
6	Shop for **fishing lures** and accessories from Mepps, the maker of the world's #1 **fishing** lure!
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	Lurenet.com brings you all of the most popular **fishing lures**, **fishing** line and **fishing** tips on the Internet. Lurenet offers 12 top brands of freshwater and saltwater **fishing lures**, including Bomber, Rebel and Heddon **lures** and over 50,000 different **fishing lures**.
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	The Shad Rap is our most popular crankbait and is responsible for more **fishing** tournament wins than any other hardbait. Check our our huge assortment of Shad Raps and other **fishing lures**.

Your contents

Do You Remember Mr Wiffle **fishing lures**? | MrWiffelure® is Back and once again **fishing** the fresh & salt waters. This time, the soft plastic Sonic Tail Jig Lure has been spotted **fishing** the waters off of Chokoloskee, Florida, a small island nestled in among the mangroves just south of Everglades City and Marco Island.

Advice for your meta description

Search term: "fishing lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 14%	4%	OK	OK

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	3	OK	OK
Keyword density:	0% to 13%	6%	OK	OK

Search term: "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	1	OK	OK
Keyword density:	0% to 10%	2%	OK	OK

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	4	OK	OK
Keyword density:	0% to 11%	4%	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	2	0	0	1	1	0	0	0	0	2	0 to 2

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

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

OK

HTML validation of web page to W3C standards

Slightly Important

Web pages are written in special languages called HTML and CSS. If there are errors in the HTML code of your web page, then search engines might not be able to read everything of your web page. You should also check the CSS code of your web page (see link below).

Validation results

	Validity
HTML:	98 errors, not valid
	http://validator.w3.org/check?uri=http://www.mrwiffelure.com/
CSS:	http://jigsaw.w3.org/css-validator/validator?uri=http://www.mrwiffelure.com/

Advice regarding the validity of your web site

The HTML code validation of your web page www.mrwiffelure.com failed. This means that Google.com (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	2	3	4	5	6	7	8	9	10	Range
69	65	47	37	66	74	79	n/a	61	n/a	58	37 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
6	7	8	14	8	6	5	n/a	10	n/a	7	5 to 14

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.mrwiffelure.com is 69. 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 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	[header-1] [header-2] [header-3] Welcome, Outdoorsman Sign In Search [header-4] Contact Us FAQs Email 1.800.227.7776 Live chat - available 7a-10p CT 7 days a week Sign up for email Gift Cards FREE Catalogs My Cart 0 My Account [header-7] Sign in to your account Create an account Shop 1Source - News & Tips Stores Tracker Marine Big Cedar Lodge **Fishing** [tab1_dept1_espot1] **Fishing** Reels Baitcasting Reels Spinning Reels Saltwater **Fishing** Reels Shop a [and 820 additional characters]
2	Tackle Direct World's Premier **Fishing** Outfitter Welcome, Login or Register | Order Status | Visit Our Retail Store | Help & Info Welcome $$firstName$$, View Account | Logout | Visit Our Retail Store | Help & Info TOLL FREE 1-888-354-7335
3	International Rapala Website LOCAL RAPALA DISTRIBUTOR SITES: United States Finland Australia China Czech Republic Denmark Canada France Japan Norway Poland Portugal Russia South Africa South Korea Spain Sweden Switzerland
4	Skip to main content eBay Shop by category Enter your search keyword
5	**Fishing** lure From Wikipedia, the free encyclopedia Jump to: navigation , search In-line spinner lure with ring, dish, body/weight and hook **Fishing lures** are made in various creative designs like this top-water lure Attaching a bass **fishing** lure to a **fishing** line A copper **fishing** lure Poppers
6	Online Shopping $0.00 (0 item) Checkout View Cart Search Site Home Products **Lures** Clothing & Accessories Discontinued Products Order by Stock No.
7	[Web page was not analyzed. Reason: see at the top of the report.]
8	Pause Play INTERNET SPECIALS NEW PRODUCTS FEATURED PRODUCTS
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Skip main navigation

Your contents

Home Contact Our Story **Fishing** Report How To Rig Testimonials Tackle Box Variety Pack 8" Plubber Worms 8" Plubber Worm Sapphire Blue 8" Plubber Worm 'June Bug 8" Plubber Worm 'Purple' 8" Plubber Worm 'Smoke Black' 8" Plubber Worm 'Pumpkin Seed' 8" Plubber Worm 'Motor Oil' 8" Plubber Worm 'Watermelon Seed' 8" Plubber Worm 'Watermelon Red Flake' Variety Pack 7 Color Combination 4" MrWiffelure's 4" MrWiffelure 'Chartreuse Pearl' 4" Mr Wiffelure 'Pearl White' 4" Mr.

Advice for your first sentence of the body text

Search term: "fishing lures"

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

Search term: "fishing"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	1	OK	OK
Keyword density:	0% to 10%	1%	OK	OK

Search term: "lures"

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

Keywords "fishing" or "lures"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	1	OK	OK
Keyword density:	0% to 6%	1%	OK	OK

Search engine compatibility

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

Advice	
Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.mrwiffelure.com" contains 573 words which should be enough for search engines.	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 uses the Meta Robots tag to allow search engines to index your web page.	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
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.mrwiffelure.com" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	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.mrwiffelure.com on Google.com (without Places).

Advice

Backlinks to your web page

Are the web pages linking to your web page relevant to the search term "fishing lures"?
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 "fishing lures"?

Your web page

How many important links from your other pages point to your web page?
Do the links on your web page point to high quality, topically-related pages?
How often and how many changes do you make to your web page over time? Is your content up-to-date?
How often and how many web pages do you add to your web site?
How long do your visitors spend time on your web page?

Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.com (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.com (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 backlinks 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.
(AT = anchor text, LU = link URL, SD = same domain.)

Search term: "fishing lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	0	1	0	2	0	1	n/a	1	n/a	1	0 to 2
Body Text:	2	0	15	2	35	6	0	n/a	0	n/a	0	0 to 35
H1 Texts:	0	0	1	0	1	0	0	n/a	0	n/a	0	0 to 1
Domain:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Page URL:	0	0	0	0	1	0	0	n/a	0	n/a	0	0 to 1
H2-H6 Texts:	1	0	0	0	15	0	0	n/a	0	n/a	0	0 to 15
IMG ALT:	0	0	4	0	14	0	2	n/a	2	n/a	0	0 to 14
Bold Text:	0	0	4	0	0	1	0	n/a	0	n/a	0	0 to 4
SD AT:	0	0	12	0	27	0	0	n/a	0	n/a	0	0 to 27
Outbound AT:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
SD LU:	0	0	11	0	43	2	0	n/a	0	n/a	0	0 to 43
Outbound LU:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Meta Descr.:	1	1	0	0	1	0	1	n/a	3	n/a	1	0 to 3
First Sentence:	0	0	0	0	0	1	0	n/a	0	n/a	0	0 to 1

Search term: "fishing"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	1	1	0	2	1	2	n/a	1	n/a	1	0 to 2
Body Text:	10	29	104	4	45	74	9	n/a	15	n/a	10	4 to 104
H1 Texts:	0	0	1	0	1	1	0	n/a	0	n/a	0	0 to 1
Domain:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Page URL:	0	0	0	0	1	1	0	n/a	0	n/a	0	0 to 1
H2-H6 Texts:	1	6	0	0	22	0	2	n/a	1	n/a	1	0 to 22
IMG ALT:	0	0	10	0	20	0	4	n/a	10	n/a	1	0 to 20
Bold Text:	2	0	6	0	0	3	0	n/a	0	n/a	0	0 to 6
SD AT:	1	27	101	0	35	54	3	n/a	10	n/a	9	0 to 101
Outbound AT:	0	0	0	0	0	2	0	n/a	0	n/a	1	0 to 2
SD LU:	1	92	76	0	58	118	7	n/a	46	n/a	106	0 to 118
Outbound LU:	0	0	0	0	0	2	0	n/a	1	n/a	0	0 to 2
Meta Descr.:	3	1	3	1	3	0	2	n/a	5	n/a	2	0 to 5
First Sentence:	1	14	1	0	0	5	0	n/a	0	n/a	0	0 to 14

Search term: "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	1	1	0	2	0	2	n/a	1	n/a	1	0 to 2
Body Text:	3	17	460	2	39	26	6	n/a	1	n/a	1	1 to 460
H1 Texts:	0	2	1	0	1	0	0	n/a	0	n/a	0	0 to 2
Domain:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Page URL:	0	1	1	0	1	0	0	n/a	0	n/a	0	0 to 1
H2-H6 Texts:	1	3	0	0	19	0	0	n/a	0	n/a	0	0 to 19
IMG ALT:	0	0	68	0	18	0	2	n/a	2	n/a	0	0 to 68
Bold Text:	0	0	68	0	0	2	0	n/a	0	n/a	0	0 to 68
SD AT:	0	11	457	0	31	2	4	n/a	1	n/a	1	0 to 457
Outbound AT:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
SD LU:	0	97	494	0	51	3	4	n/a	51	n/a	1	0 to 494
Outbound LU:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Meta Descr.:	1	1	0	1	1	0	1	n/a	4	n/a	1	0 to 4
First Sentence:	0	6	0	0	0	1	1	n/a	0	n/a	0	0 to 6

Keywords "fishing" or "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	2	2	0	4	1	4	n/a	2	n/a	2	0 to 4
Body Text:	13	46	564	6	84	100	15	n/a	16	n/a	11	6 to 564
H1 Texts:	0	2	2	0	2	1	0	n/a	0	n/a	0	0 to 2
Domain:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Page URL:	0	1	1	0	2	1	0	n/a	0	n/a	0	0 to 2
H2-H6 Texts:	2	9	0	0	41	0	2	n/a	1	n/a	1	0 to 41
IMG ALT:	0	0	78	0	38	0	6	n/a	12	n/a	1	0 to 78
Bold Text:	2	0	74	0	0	5	0	n/a	0	n/a	0	0 to 74
SD AT:	1	38	558	0	66	56	7	n/a	11	n/a	10	0 to 558
Outbound AT:	0	0	0	0	0	2	0	n/a	0	n/a	1	0 to 2
SD LU:	1	189	570	0	109	121	11	n/a	97	n/a	107	0 to 570
Outbound LU:	0	0	0	0	0	2	0	n/a	1	n/a	0	0 to 2
Meta Descr.:	4	2	3	2	4	0	3	n/a	9	n/a	3	0 to 9
First Sentence:	1	20	1	0	0	6	1	n/a	0	n/a	0	0 to 20

Table: Keyword density

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

Search term: "fishing lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	18%	0%	67%	0%	40%	0%	22%	n/a	20%	n/a	25%	0% to 67%
Body Text:	1%	0%	0%	4%	7%	1%	0%	n/a	0%	n/a	0%	0% to 7%
H1 Texts:	0%	0%	67%	0%	100%	0%	0%	n/a	0%	n/a	0%	0% to 100%
Domain:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Page URL:	0%	0%	0%	0%	50%	0%	0%	n/a	0%	n/a	0%	0% to 50%
H2-H6 Texts:	20%	0%	0%	0%	9%	0%	0%	n/a	0%	n/a	0%	0% to 9%
IMG ALT:	0%	0%	2%	0%	6%	0%	7%	n/a	2%	n/a	0%	0% to 7%
Bold Text:	0%	0%	3%	0%	0%	20%	0%	n/a	0%	n/a	0%	0% to 20%
SD AT:	0%	0%	0%	0%	12%	0%	0%	n/a	0%	n/a	0%	0% to 12%
Outbound AT:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
SD LU:	0%	0%	0%	0%	9%	0%	0%	n/a	0%	n/a	0%	0% to 9%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Meta Descr.:	4%	8%	0%	0%	4%	0%	13%	n/a	14%	n/a	6%	0% to 14%
First Sentence:	0%	0%	0%	0%	0%	4%	0%	n/a	0%	n/a	0%	0% to 4%

Search term: "fishing"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	13%	33%	0%	20%	17%	22%	n/a	10%	n/a	13%	0% to 33%
Body Text:	2%	2%	2%	4%	5%	4%	1%	n/a	2%	n/a	1%	1% to 5%
H1 Texts:	0%	0%	33%	0%	50%	50%	0%	n/a	0%	n/a	0%	0% to 50%
Domain:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Page URL:	0%	0%	0%	0%	25%	33%	0%	n/a	0%	n/a	0%	0% to 33%
H2-H6 Texts:	10%	2%	0%	0%	6%	0%	10%	n/a	2%	n/a	3%	0% to 10%
IMG ALT:	0%	0%	2%	0%	4%	0%	7%	n/a	4%	n/a	0%	0% to 7%
Bold Text:	2%	0%	2%	0%	0%	30%	0%	n/a	0%	n/a	0%	0% to 30%
SD AT:	1%	2%	1%	0%	8%	10%	1%	n/a	3%	n/a	2%	0% to 10%
Outbound AT:	0%	0%	0%	0%	0%	14%	0%	n/a	0%	n/a	3%	0% to 14%
SD LU:	1%	2%	1%	0%	6%	9%	2%	n/a	5%	n/a	3%	0% to 9%
Outbound LU:	0%	0%	0%	0%	0%	5%	0%	n/a	7%	n/a	0%	0% to 7%
Meta Descr.:	6%	4%	11%	1%	6%	0%	13%	n/a	12%	n/a	6%	0% to 13%

Search term: "fishing"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	1%	7%	2%	0%	0%	10%	0%	n/a	0%	n/a	0%	0% to 10%

Search term: "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	13%	33%	0%	20%	0%	22%	n/a	10%	n/a	13%	0% to 33%
Body Text:	1%	1%	7%	2%	4%	1%	1%	n/a	0%	n/a	0%	0% to 7%
H1 Texts:	0%	33%	33%	0%	50%	0%	0%	n/a	0%	n/a	0%	0% to 50%
Domain:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Page URL:	0%	33%	100%	0%	25%	0%	0%	n/a	0%	n/a	0%	0% to 100%
H2-H6 Texts:	10%	1%	0%	0%	5%	0%	0%	n/a	0%	n/a	0%	0% to 5%
IMG ALT:	0%	0%	15%	0%	4%	0%	4%	n/a	1%	n/a	0%	0% to 15%
Bold Text:	0%	0%	22%	0%	0%	20%	0%	n/a	0%	n/a	0%	0% to 22%
SD AT:	0%	1%	7%	0%	7%	0%	2%	n/a	0%	n/a	0%	0% to 7%
Outbound AT:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
SD LU:	0%	2%	8%	0%	5%	0%	1%	n/a	6%	n/a	0%	0% to 8%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Meta Descr.:	2%	4%	0%	1%	2%	0%	6%	n/a	10%	n/a	3%	0% to 10%
First Sentence:	0%	3%	0%	0%	0%	2%	5%	n/a	0%	n/a	0%	0% to 5%

Keywords "fishing" or "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9%	13%	33%	0%	20%	8%	22%	n/a	10%	n/a	13%	0% to 33%
Body Text:	1%	1%	4%	3%	4%	3%	1%	n/a	1%	n/a	1%	1% to 4%
H1 Texts:	0%	17%	33%	0%	50%	25%	0%	n/a	0%	n/a	0%	0% to 50%
Domain:	0%	0%	0%	0%	0%	0%	0%	n/a	0%	n/a	0%	all 0%
Page URL:	0%	17%	50%	0%	25%	17%	0%	n/a	0%	n/a	0%	0% to 50%
H2-H6 Texts:	10%	2%	0%	0%	6%	0%	5%	n/a	1%	n/a	2%	0% to 6%
IMG ALT:	0%	0%	9%	0%	4%	0%	5%	n/a	2%	n/a	0%	0% to 9%
Bold Text:	1%	0%	12%	0%	0%	25%	0%	n/a	0%	n/a	0%	0% to 25%
SD AT:	0%	1%	4%	0%	8%	5%	1%	n/a	2%	n/a	1%	0% to 8%
Outbound AT:	0%	0%	0%	0%	0%	7%	0%	n/a	0%	n/a	2%	0% to 7%
SD LU:	1%	2%	4%	0%	5%	5%	1%	n/a	6%	n/a	2%	0% to 6%
Outbound LU:	0%	0%	0%	0%	0%	3%	0%	n/a	4%	n/a	0%	0% to 4%
Meta Descr.:	4%	4%	5%	1%	4%	0%	9%	n/a	11%	n/a	5%	0% to 11%

Keywords "fishing" or "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	1%	5%	1%	0%	0%	6%	2%	n/a	0%	n/a	0%	0% to 6%

Table: Keyword position

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

Search term: "fishing lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	27	n/a	11	n/a	1	n/a	1	n/a	6	n/a	24	n/a to 24
Body Text:	723	n/a	6,311	250	243	144	n/a	n/a	n/a	n/a	n/a	n/a to 6,311
H1 Texts:	n/a	n/a	11	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 11
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 16
H2-H6 Texts:	27	n/a	n/a	n/a	37	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 37
IMG ALT:	n/a	n/a	329	n/a	25	n/a	7	n/a	990	n/a	n/a	n/a to 990
Bold Text:	n/a	n/a	63	n/a	n/a	33	n/a	n/a	n/a	n/a	n/a	n/a to 63
SD AT:	n/a	n/a	6,226	n/a	170	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 6,226
Outbound AT:	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	4,965	n/a	252	127	n/a	n/a	n/a	n/a	n/a	n/a to 4,965
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.:	27	29	n/a	n/a	39	n/a	10	n/a	48	n/a	174	n/a to 174
First Sentence:	n/a	n/a	n/a	n/a	n/a	140	n/a	n/a	n/a	n/a	n/a	n/a to 140

Search term: "fishing"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	27	1	11	n/a	1	1	1	n/a	6	n/a	24	n/a to 24
Body Text:	27	371	31	250	243	1	265	n/a	2,662	n/a	288	1 to 2,662
H1 Texts:	n/a	n/a	11	n/a	1	1	n/a	n/a	n/a	n/a	n/a	n/a to 11
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	16	6	n/a	n/a	n/a	n/a	n/a	n/a to 16
H2-H6 Texts:	27	1	n/a	n/a	37	n/a	72	n/a	194	n/a	1	n/a to 194
IMG ALT:	n/a	n/a	38	n/a	25	n/a	7	n/a	128	n/a	93	n/a to 128

Search term: "fishing"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Bold Text:	382	n/a	63	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a to 63
SD AT:	24	240	32	n/a	170	19	215	n/a	1,680	n/a	139	n/a to 1,680
Outbound AT:	n/a	n/a	n/a	n/a	n/a	18	n/a	n/a	n/a	n/a	20	n/a to 20
SD LU:	30	1,424	351	n/a	252	95	286	n/a	3,538	n/a	569	n/a to 3,538
Outbound LU:	n/a	n/a	n/a	n/a	n/a	22	n/a	n/a	83	n/a	n/a	n/a to 83
Meta Descr.:	27	29	32	38	39	n/a	10	n/a	48	n/a	72	n/a to 72
First Sentence:	24	346	31	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a to 346

Search term: "lures"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	35	17	19	n/a	9	n/a	9	n/a	14	n/a	32	n/a to 32
Body Text:	731	635	370	258	251	152	82	n/a	3,134	n/a	669	82 to 3,134
H1 Texts:	n/a	9	19	n/a	9	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 19
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	1	1	n/a	24	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 24
H2-H6 Texts:	35	70	n/a	n/a	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 70
IMG ALT:	n/a	n/a	273	n/a	33	n/a	15	n/a	998	n/a	n/a	n/a to 998
Bold Text:	n/a	n/a	7	n/a	n/a	41	n/a	n/a	n/a	n/a	n/a	n/a to 41
SD AT:	n/a	472	285	n/a	178	321	34	n/a	1,360	n/a	460	n/a to 1,360
Outbound AT:	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	1,888	244	n/a	260	135	38	n/a	1	n/a	2,645	n/a to 2,645
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.:	35	37	n/a	77	47	n/a	18	n/a	56	n/a	182	n/a to 182
First Sentence:	n/a	597	n/a	n/a	n/a	148	77	n/a	n/a	n/a	n/a	n/a to 597

Table: Number of words

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	11	8	3	1	10	6	9	n/a	10	n/a	8	1 to 10
Body Text:	562	1,744	7,131	94	968	1,836	928	n/a	681	n/a	1,107	94 to 7,131
H1 Texts:	13	6	3	0	2	2	0	n/a	0	n/a	1	0 to 6
Domain:	1	1	1	1	2	2	1	n/a	1	n/a	1	1 to 2
Page URL:	0	3	1	0	4	3	0	n/a	0	n/a	4	0 to 4
H2-H6 Texts:	10	273	0	0	352	60	20	n/a	41	n/a	33	0 to 352
IMG ALT:	16	6	442	20	450	14	57	n/a	259	n/a	707	6 to 707
Bold Text:	110	0	306	0	19	10	32	n/a	0	n/a	215	0 to 306
SD AT:	208	1,459	7,039	2	437	560	258	n/a	359	n/a	501	2 to 7,039
Outbound AT:	4	13	15	31	2	14	9	n/a	3	n/a	31	2 to 31
SD LU:	102	4,003	6,468	2	1,003	1,339	396	n/a	850	n/a	3,379	2 to 6,468
Outbound LU:	41	54	92	42	2	40	22	n/a	14	n/a	88	2 to 92
Meta Descr.:	55	25	28	77	53	0	16	n/a	42	n/a	32	0 to 77
First Sentence:	75	213	43	29	12	48	22	n/a	8	n/a	3	3 to 213

Table: Number of characters

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	63	38	23	6	58	47	57	n/a	67	n/a	47	6 to 67
Body Text:	3,306	11,380	44,476	639	5,620	10,884	5,055	n/a	4,118	n/a	6,974	639 to 44,476
H1 Texts:	78	27	23	0	13	12	0	n/a	0	n/a	10	0 to 27
Domain:	11	7	12	6	12	12	5	n/a	7	n/a	7	5 to 12
Page URL:	0	19	6	0	28	17	0	n/a	0	n/a	33	0 to 33
H2-H6 Texts:	62	1,698	0	0	2,064	321	118	n/a	246	n/a	204	0 to 2,064
IMG ALT:	106	29	2,765	83	2,463	105	345	n/a	1,574	n/a	4,008	29 to 4,008
Bold Text:	662	0	1,876	0	105	45	172	n/a	0	n/a	1,442	0 to 1,876
SD AT:	1,218	9,005	43,935	13	2,586	3,601	1,451	n/a	2,130	n/a	3,124	13 to 43,935
Outbound AT:	31	102	99	219	10	82	60	n/a	21	n/a	205	10 to 219
SD LU:	634	26,844	42,003	4	5,878	7,807	2,599	n/a	5,706	n/a	24,815	4 to 42,003
Outbound LU:	261	360	515	235	11	255	156	n/a	99	n/a	579	11 to 579
Meta Descr.:	318	146	199	471	303	0	92	n/a	262	n/a	187	0 to 471
First Sentence:	466	1,270	237	221	68	292	145	n/a	59	n/a	20	20 to 1,270

Table: Ranking factors digest

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

Digest

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of backlinks according to these data providers (the more the better)												
Alexa:	2	5k	334	943	290	2,092k	305	n/a	269	n/a	7k	269 to 2,092k
SEOprofiler:	0	9k	628	1k	n/a	n/a	522	227	422	3,399k	13k	227 to 3,399k
Mentions on social sites (the more the better)												
Delicious.com:	0	60	34	12	26	693	4	n/a	12	n/a	463	4 to 693
Facebook Mentions:	61	5k	193	453	84	109k	101	n/a	796	n/a	7k	84 to 109k
Google +1:	0	0	0	0	0	0	0	n/a	0	n/a	0	all 0
Twitter Tweets:	0	502	75	17	141	399	4	n/a	277	n/a	5k	4 to 5k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	n/a	Mar 1995	Nov 1997	Jan 1996	Aug 1995	Jan 2001	Jul 1996	Aug 2003	Feb 1996	Nov 1994	Aug 1995	Nov 1994 to Aug 2003
Server Speed:	n/a	2.00 s	2.16 s	1.98 s	1.13 s	1.54 s	1.00 s	n/a	1.42 s	n/a	1.54 s	1.00s to 2.16s
Alexa Traffic Rank:	10,472k	6k	106k	202k	21	7	771k	1,129k	643k	6	2k	6 to 1,129k