





Report overview

This report helps you to optimize the web page "<http://www.ideservepageone.com/heatmap.html>" for a high ranking on Google.com (without Places) for the search term "free heatmap tool".



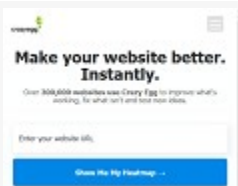


Your web page

	<p>http://www.ideservepageone.com/heatmap.html</p> <p>Title: Inexpensive SEO, Inexpensive SMO & Inexpensive Linkbuilding</p> <p>Description: [No meta description available.]</p>
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Your competitors for the search term "free heatmap tool" on Google.com (without Places)

<p>1</p> 	<p>https://www.paulolyslager.com/heatmap-hot-or-not/</p> <p>Title: Heatmaps, hot or not? Free alternatives for Crazy Egg » paul olysleger</p> <p>Description: A heatmap is a graphical overlay of your website which points out what content is hot and what not. This post is a summery of really cheap or free heatmaps.</p>
<p>2</p> 	<p>https://en.userheat.com/</p> <p>Title: UserHeat: Free Heatmap Analytics Tool : Free Heatmap Analytics</p> <p>Description: Free Heatmap web analytics provided by UserLocal, Inc. You can undergo vicarious experience of an eye tracking.</p>
<p>3</p> 	<p>https://www.mockingfish.com/products/heatmap/</p> <p>Title: [No document title available.]</p> <p>Description: Improve Conversions & Raise ROI with Mockingfish Life Time Risk-Free Website Heatmap Tool. Start Now!</p>

Your competitors for the search term "free heatmap tool" on Google.com (without Places)

4		<p>https://www.smartlook.com/features/heatmaps</p> <p>Title: Free website heatmap analytic tool Smartlook</p> <p>Description: If you're looking for a free website and mobile app heatmap analytic tool, Smartlook's what you want. With click, move, and scroll heatmaps, discover the weak parts of your pages and immediately fix them. Try out Smartlook for free, and start getting better insights today!</p>
5		<p>https://growtraffic.com/blog/2018/05/good-free-heatmap-tools</p> <p>Title: Are There Any Good Free Website Heatmap Tools?</p> <p>Description: There are dozens of popular website heatmap tools, but many of them cost between \$50 and \$100, and even more for some of the professional tools. There are some free options available, but most of them don't have nearly as many features as the paid versions. If you need a basic heatmap service, these are a good start.</p>
6		<p>https://www.crazyegg.com/</p> <p>Title: Crazy Egg - Visualize where your visitors click</p> <p>Description: Crazy Egg provides a host of interesting information about your users. You can see what's hot and what's not, knowing exactly where your visitors are coming from with tools like heatmaps, scrollmaps, A/B testing and recordings. Get all the information you need about your visitors in one report and start generating a website conversion-rate increase right now!</p>
7		<p>http://www.openheatmap.com/</p> <p>Title: OpenHeatMap</p> <p>Description: [No meta description available.]</p>
8		<p>https://www.hotjar.com/</p> <p>Title: Hotjar - Heatmaps, Visitor Recordings, Conversion Funnels, Form Analytics, Feedback Polls and Surveys in One Platform</p> <p>Description: See how visitors are really using your website, collect user feedback and turn more visitors into customers.</p>

Your competitors for the search term "free heatmap tool" on Google.com (without Places)

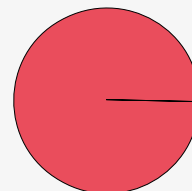
9		<p>http://www.ptengine.com/</p> <p>The web page could not be accessed because the server returned the HTTP error code 501 (Not implemented). The web page has not been taken into account.</p> <p>Title: [No document title available.]</p> <p>Description: [No meta description available.]</p>
10		<p>https://www.quora.com/What-is-the-best-free-heat-map-creation-tool</p> <p>Title: What is the best free heat map creation tool? - Quora</p> <p>Description: [No meta description available.]</p>

Analyzed search terms

1. free heatmap tool
2. free
3. heatmap
4. tool

Top 10 Ranking Requirements Score™

0%



The Top 10 Ranking Requirements Score™ of 0% means that the web page www.ideservepageone.com/heatmap.html meets only 0% of the requirements for a top 10 ranking on Google.com (without Places) for the search term "free heatmap tool".

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):	5	22
Very Important:	11	0
Important:	41	3
Moderately Important:	43	8
Slightly Important:	11	1
Total:	111	34

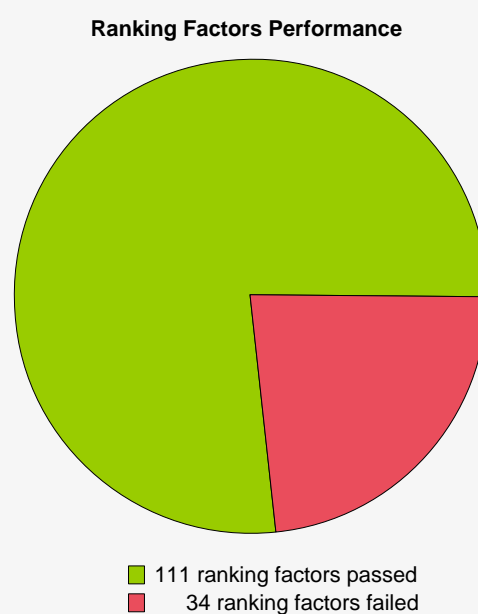


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Keyword use in document title

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 "free heatmap tool" 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	Heatmap s, hot or not? Free alternatives for Crazy Egg » paul olyslager
2	UserHeat: Free Heatmap Analytics Tool : Free Heatmap Analytics
3	Free Website Heatmap Tool to Track Your Click, Scroll, Attention
4	Free website heatmap analytic tool Smartlook
5	Are There Any Good Free Website Heatmap Tools ?
6	Crazy Egg - Visualize where your visitors click
7	Open HeatMap
8	Hotjar - Heatmap s, Visitor Recordings, Conversion Funnels, Form Analytics, Feedback Polls and Surveys in One Platform
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	What is the best free heat map creation tool ? - Quora

Your contents

Inexpensive SEO, Inexpensive SMO & Inexpensive Linkbuilding

Advice for your document title

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You should use the search term "free" at least once.	<<
Keyword density:	0% to 22%	0%	You should increase the keyword density for the search term "free".	<<

Search term: "heatmap"

Advice for your document title

Search term: "free heatmap tool"

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

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "tool" at least once.	<<
Keyword density:	0% to 14%	0%	You should increase the keyword density for the search term "tool".	<<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You should use one of the keywords "free", "heatmap" or "tool" at least once.	<<
Keyword density:	0% to 33%	0%	You should increase the keyword density for the keywords "free", "heatmap" or "tool".	<<

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:	n/a	20	20
To Site 1:	n/a	314	314
To Site 2:	n/a	n/a	n/a
To Site 3:	n/a	73	73
To Site 4:	n/a	1,148	1,148
To Site 5:	n/a	402	402
To Site 6:	n/a	16,351	16,351
To Site 7:	n/a	493	493
To Site 8:	n/a	17,295	17,295
To Site 9:	n/a	163	163
To Site 10:	n/a	118,599	118,599
Range:	n/a	20 to 118,599	73 to 118,599

Advice for the number of backlinks

Summing up all data providers, there are too few web pages that link to your web site "www.ideservepageone.com/heatmap.html". 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

Anchor Text	Popularity
http://www.ideservepageone.com	14.3%
inexpensive link building	14.3%
inexpensive seo	14.3%
latisha	14.3%
link wheels	14.3%
sample seo report.	14.3%
search-engine-optimization	14.3%

Sample of the web pages that link to your site

Anchor Text	Linked URL	Web Page That Links To Your Site
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=169
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=170
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=171
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=172
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=173
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=174
http://www.IDeservePageOne.com	http://www.ideservepageone.com/	http://xx251.com/?p=175
inexpensive link building	http://www.ideservepageone.com/	http://siteolytics.com/last-analyzed/?pos=2544
inexpensive link building	http://www.ideservepageone.com/	http://siteolytics.com/last-analyzed/?pos=2560

Sample of the web pages that link to your site

Anchor Text	Linked URL	Web Page That Links To Your Site
Inexpensive Seo	http://www.ideservepageone.com/	http://www.cceb.org/new-website-new-blog/
Latisha	http://www.ideservepageone.com/	http://writesolutions.co/blogging-made-super-easy/#!parentId=937
Link Wheels	http://www.ideservepageone.com/	http://www.e-diots.net/2010/05/an-oily-mess-2/comment-page-48/
Sample SEO Report.	http://www.ideservepageone.com/seoreportsample.pdf	http://www.thefirstpageplan.com/
Sample SEO Report.	http://www.ideservepageone.com/seoreportsample.pdf	http://www.thefirstpageplan.com/index.html
search-engine-optimization	http://www.ideservepageone.com/	http://www.blackacrepolicyforum.org/where-do-we-go-from-here-3/

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 "free heatmap tool" in their anchor texts. The more links to your web site contain "free heatmap tool" (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 "free heatmap tool". 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 "free heatmap tool". 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 "free heatmap tool". 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 "free heatmap tool". 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 "free heatmap tool". You must increase the number of backlinks or anchor texts that contain that search term.

Keyword use in body text

Essential

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

Your contents

Toggle navigation Home What I'll Do Services About FAQ Pricing Contact iDeserve Heat Map This simple implimentation tripled sales and boosted leads by 300% and increased opt ins by 15x in a day for a client... WITH LESS traffic than the previous day. Ethically Spy on Your Visitors with Real-Time Visitor Recordings, Heat Maps, & Conversion Optimization that's Guaranteed to Increase Engagement & Sales. iDeserve Heat Mapper Supports Any Website or CMS See EXACTLY What Each Visitor Does Instantly When They Hit Your Page, and Gently Persuade Them to Do What YOU Want Them To Do. It's kind of like looking over their shoulder as your visitors move around your site, make a purchase, sign-up to your list or click away. You'll be able to instantly see when, where and why they leave the page, which parts of the page turn them off, the 'blockages' that are preventing the sale, etc. Essentially you'll be able to see EXACTLY what each visitor does when they view your Site and gently persuade them to do what you'd like them to do. With that kind of intel you'd be able to remedy any web page in seconds. In fact, I'll help you make those adjustments once you start to discover what's needed. 100% Mobile Friendly - The iDeserve Heat Mapper accurately tracks your visitors from all mobile devices. No matter how your visitors are viewing your pages, iDeserve Heat Mapper will help convert those visitors into buyers. Understand how visitors experience your site from smartphones and tablets. Nearly 60% of internet usage comes from mobile devices, you see how many people are using smartphones and pads nowadays. The time is yesterday to find out how to make sure your site is compatible/ready for this technology. Absolutely NO SITE or SESSION LIMITATIONS like the Other Guys. See How IDeserve heat mapper Stacks Up Against The Rest...

Some of the Scenarios You could use ideserve Heat Mapper *Creating A/B Split Test Ideas *During a Website Redesign *"Above the Fold" Testing *Identifying if Content Needs to be Added / Edited / Removed *Conversion Rate Optimization for Forms, Checkout Processes and Subscriptions *Engagement with your Videos *Screen Resolution Optimization *Navigation Refinements *Comparing Visitors Clicking Images vs Buttons vs Text Links *Give Executives Real Data of What Works and What Doesn't *For "Before" and "After" Case Studies *How Specific User Segments Engage with Your *Site Compared to Others *Confirm Site Security and Potential Vulnerabilities [CLICK HERE TO GO BACK TO THE MAIN PAGE](#) Genesis Discoveries, DBA IDeservepage1.com / My Traffic Butler © 2015

Advice for your body text

Search term: "free heatmap tool"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Keyword density:	all 0%	0%	Although none of the other pages uses this search term, it's usually advisable to add it.	<
Number of words:	64 to 5,518	483	OK	OK

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 56	0	You should use the search term "free" at least once.	<<
Keyword density:	0% to 2%	0%	You should increase the keyword density for the search term	<<

Advice for your body text

Search term: "free heatmap tool"

			"free".	
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Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 53	0	You should use the search term "heatmap" at least once.	<<
Keyword density:	0% to 6%	0%	You should increase the keyword density for the search term "heatmap".	<<

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 31	0	You should use the search term "tool" at least once.	<<
Keyword density:	0% to 2%	0%	You should increase the keyword density for the search term "tool".	<<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 140	0	You should use one of the keywords "free", "heatmap" or "tool" at least once.	<<
Keyword density:	0% to 3%	0%	You should increase the keyword density for the keywords "free", "heatmap" or "tool".	<<

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.ideservepageone.com/heatmap.html	Sunday, January 14, 2007
1	https://www.paulolyslager.com/heatmap-hot-or-not/	Tuesday, January 16, 2007
2	https://en.userheat.com/	n/a
3	https://www.mockingfish.com/products/heatmap/	Friday, March 13, 2015 (newest domain)
4	https://www.smartlook.com/features/heatmaps	Monday, December 1, 1997 (oldest domain)
5	https://growtraffic.com/blog/2018/05/good-free-heatmap-tools	Saturday, August 22, 2009
6	https://www.crazyegg.com/	Wednesday, December 18, 2002
7	http://www.openheatmap.com/	Saturday, April 24, 2010
8	https://www.hotjar.com/	Tuesday, January 23, 2007
9	http://www.ptengine.com/	Tuesday, March 30, 2004
10	https://www.quora.com/What-is-the-best-free-heatmap-creation-tool	Wednesday, March 29, 2000
Range	Monday, December 1, 1997 to Friday, March 13, 2015	

Advice for the web site age

Your web site is about 11 years old. This is very good because the older your web site, the better it is for your rankings on Google.com (without Places).

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.com (without Places), too.

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

Your contents

No.	H1 Heading Text
1.	CLICK HERE TO GO BACK TO THE MAIN PAGE

Advice for your H1 headline texts

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Search term: "heatmap"

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

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "tool" at least once but this is optional.	<
Keyword density:	0% to 11%	0%	You could increase the keyword density for the search term "tool" but this is optional.	<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<

Advice for your H1 headline texts

Search term: "free heatmap tool"

Keyword density:	0% to 8%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" 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.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	paulolyslager	https://www.paulolyslager.com/heatmap-hot-or-not/
2	en userheat	https://en.userheat.com/
3	mockingfish	https://www.mockingfish.com/products/heatmap/
4	smartlook	https://www.smartlook.com/features/heatmaps
5	growtraffic	https://growtraffic.com/blog/2018/05/good-free-heatmap-tools
6	crazyegg	https://www.crazyegg.com/
7	open heatmap	http://www.openheatmap.com/
8	hotjar	https://www.hotjar.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.ptengine.com/
10	quora	https://www.quora.com/What-is-the-best-free-heat-map-creation-tool

Your contents

ideservepageone (Domain name: "ideservepageone.com")

Advice for the domain name

The domain name ideservepageone.com does not contain the search term "free heatmap tool".

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

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	heatmap hot or not	https://www.paulolyslager.com/heatmap-hot-or-not/
2	[no words]	https://en.userheat.com/
3	products heatmap	https://www.mockingfish.com/products/heatmap/
4	features heatmap s	https://www.smartlook.com/features/heatmaps
5	blog 2018 05 good free heatmap tools	https://growtraffic.com/blog/2018/05/good-free-heatmap-tools
6	[no words]	https://www.crazyegg.com/
7	[no words]	http://www.openheatmap.com/
8	[no words]	https://www.hotjar.com/
9	[Web page was not analyzed. Reason: see at the top of the report.]	http://www.ptengine.com/
10	What is the best free heat map creation tool	https://www.quora.com/What-is-the-best-free-heat-map-creation-tool

Your contents

heatmap (Page URL: "/heatmap.html")

Advice for your page URL

Search term: "free heatmap tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "free heatmap tool" at least once but this is optional.	<
Keyword density:	0% to 43%	0%	You could increase the keyword density for the search term "free heatmap tool" but this is optional.	<

Search term: "free"

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

Advice for your page URL

Search term: "free heatmap tool"

Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "free" but this is optional.	<
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Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 50%	100%	The keyword density is too high. It should be 50% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 17%	33%	The keyword density for the keywords "free", "heatmap" or "tool" is too high. It should be 17% at maximum. Consider adding more text to lower the keyword density for these words.	<<

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)

	Facebook Mentions	Google +1	LinkedIn	Total
To Your Site:	0	0	0	0
To Site 1:	0	0	0	0
To Site 2:	0	0	0	0
To Site 3:	0	0	0	0
To Site 4:	0	0	0	0
To Site 5:	0	0	0	0
To Site 6:	0	0	0	0
To Site 7:	0	0	0	0
To Site 8:	0	0	0	0
To Site 9:	n/a	n/a	n/a	n/a
To Site 10:	0	0	0	0
Range:	all 0	all 0	all 0	all 0

Advice for the mentions on social sites

None of the selected social network sites found pages that link to your web site "www.ideservepageone.com/heatmap.html". Try to get at least one web page to link to your web page on these social networks.



Server speed

Important

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

Server speed results

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

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

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	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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.	[H2] iDeserve Heat Map
2.	[H2] iDeserve Heat Mapper Supports Any Website or CMS
3.	[H2] See EXACTLY What Each Visitor Does Instantly When They Hit Your Page, and Gently Persuade Them to Do What YOU Want Them To Do.
4.	[H2] 100% Mobile Friendly - The iDeserve Heat Mapper accurately tracks your visitors from all mobile devices.
5.	[H2] Servers
6.	[H3] Project Name
7.	[H3] Project Name
8.	[H3] Project Name
9.	[H3] Project Name
10.	[H3] Project Name
11.	[H3] Project Name
12.	[H3] Project Name
13.	[H3] Project Name
14.	[H2] Some of the Scenarios You could use ideserve Heat Mapper

Advice for your H2-H6 headline texts

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Advice for your H2-H6 headline texts

Search term: "free heatmap tool"

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 27%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" but this is optional.	<

Keyword use in IMG ALT attributes

Important

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

Example:

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	logo	images/logo.png
2.	[empty]	images/cms.jpg
3.	[empty]	images/pricing-table.png
4.	[empty]	images/portfolio/01.jpg
5.	[empty]	images/portfolio/02.jpg
6.	[empty]	images/portfolio/03.jpg
7.	[empty]	images/portfolio/04.jpg
8.	[empty]	images/portfolio/05.jpg
9.	[empty]	images/portfolio/06.jpg
10.	[empty]	images/portfolio/07.jpg
11.	[empty]	images/portfolio/08.jpg

Advice for your IMG ALT attributes

Search term: "free heatmap tool"

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

Search term: "free"

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

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "heatmap" at least once but this is optional.	<

Advice for your IMG ALT attributes

Search term: "free heatmap tool"

Keyword density:	0% to 26%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<
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Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" 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	.com	.com	.com	.com	.com	.com

Advice for the top level domain of your web site

Your web site URL www.ideservepageone.com/heatmap.html 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	· · clicks, movement and scroll depth analyse the clicking behavior how people move their mouse how far the page people scroll subscribe for a 60 day free trial heatmap s per device and per type include live recordings, funnel analysis, polls, surveys and even live user tests via screen sharing basic (free) account detailed mouse click heatmap mouse movement scroll heatmap powerful web analytics package live streaming IMPORTANT NOTE: session recor [and 794 additional characters]
2	[not used]
3	MockingFish Website Tracking Services
4	[not used]
5	a heatmap monitors cursor and/or screen activity. a script that runs on a page Heatmap software is often sophisticated and complex generally going to be less sophisticated Crazy Egg is probably the single best website-based heatmap in the industry. \$30 per month. You might like: Smartlook MetricBuzz Heatmap .me ClickHeat HotJar
6	300,000 websites use Crazy Egg
7	Excel or CSV file Google Docs Not sure about all this?
8	[not used]
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	Install Google Chrome upgrade Internet Explorer Heat Map visualization JSON/CSV/OLAP cube

Your contents

iDeserve Heat Map [CLICK HERE TO GO BACK TO THE MAIN PAGE](#)

Advice for your bold body text

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "free" at least once but this is optional.	<

Advice for your bold body text

Search term: "free heatmap tool"

Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "free" but this is optional.	<
------------------	----------	----	---	---

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 3%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" but this is optional.	<

Number of visitors to the site

Important

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

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

	URL	Alexa Traffic Rank
Your Site	http://www.ideservepageone.com/heatmap.html	n/a
1	https://www.paulolyslager.com/heatmap-hot-or-not/	Rank #1,122,394 (least visitors of the competitors)
2	https://en.userheat.com/	Rank #102,249
3	https://www.mockingfish.com/products/heatmap/	Rank #861,551
4	https://www.smartlook.com/features/heatmaps	Rank #50,005
5	https://growtraffic.com/blog/2018/05/good-free-heatmap-tools	Rank #122,565
6	https://www.crazyegg.com/	Rank #26,994
7	http://www.openheatmap.com/	Rank #514,192
8	https://www.hotjar.com/	Rank #7,415
9	http://www.ptengine.com/	n/a
10	https://www.quora.com/What-is-the-best-free-heatmap-creation-tool	Rank #93 (most visitors of the competitors)
Range		93 to 1,122,394 (average rank: #311,939)

Advice for the number of visitors to your site

The number of visitors to www.ideservepageone.com/heatmap.html could not be determined. In general, the more visitors you have, the more advantageous it could be 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.	[empty]	/index.html
2.	Home	/
3.	What I'll Do	/
4.	Services	/
5.	About	/
6.	FAQ	/
7.	Pricing	/
8.	Contact	/
9.	All Works	/
10.	Designing	/
11.	Mobile App	/
12.	Development	/
13.	[empty]	/images/portfolio/01.jpg
14.	[empty]	/images/portfolio/02.jpg
15.	[empty]	/images/portfolio/03.jpg
16.	[empty]	/images/portfolio/04.jpg
17.	[empty]	/images/portfolio/05.jpg
18.	[empty]	/images/portfolio/06.jpg
19.	[empty]	/images/portfolio/07.jpg
20.	[empty]	/images/portfolio/08.jpg
21.	CLICK HERE TO GO BACK TO THE MAIN PAGE	/index.html
22.	[empty]	/
23.	[empty]	/
24.	[empty]	/
25.	[empty]	/
26.	[empty]	/

Your contents

No.	Same Domain Link Text	Link URL
27.	[empty]	/

Advice for your same domain anchor texts

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Search term: "heatmap"

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

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 16	0	You could use the search term "tool" at least once but this is optional.	<
Keyword density:	0% to 4%	0%	You could increase the keyword density for the search term "tool" but this is optional.	<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 26	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" but this is optional.	<

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

[not used]

Advice for your outbound anchor texts

Search term: "free heatmap tool"

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

Search term: "free"

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

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "tool" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "tool" but this is optional.	<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<

Advice for your outbound anchor texts**Search term: "free heatmap tool"**

Keyword density:	0% to 2%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" but this is optional.	<
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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.	index [/index.html]	[empty]
2.	[empty] [/]	Home
3.	[empty] [/]	What I'll Do
4.	[empty] [/]	Services
5.	[empty] [/]	About
6.	[empty] [/]	FAQ
7.	[empty] [/]	Pricing
8.	[empty] [/]	Contact
9.	[empty] [/]	All Works
10.	[empty] [/]	Designing
11.	[empty] [/]	Mobile App
12.	[empty] [/]	Development
13.	images portfolio 01 jpg [/images/portfolio/01.jpg]	[empty]
14.	images portfolio 02 jpg [/images/portfolio/02.jpg]	[empty]
15.	images portfolio 03 jpg [/images/portfolio/03.jpg]	[empty]
16.	images portfolio 04 jpg [/images/portfolio/04.jpg]	[empty]
17.	images portfolio 05 jpg [/images/portfolio/05.jpg]	[empty]
18.	images portfolio 06 jpg [/images/portfolio/06.jpg]	[empty]
19.	images portfolio 07 jpg [/images/portfolio/07.jpg]	[empty]
20.	images portfolio 08 jpg [/images/portfolio/08.jpg]	[empty]
21.	index [/index.html]	CLICK HERE TO GO BACK TO THE MAIN PAGE
22.	[empty] [/]	[empty]
23.	[empty] [/]	[empty]
24.	[empty] [/]	[empty]
25.	[empty] [/]	[empty]
26.	[empty] [/]	[empty]

Your contents

No.	Same Domain Link URL	Link Text
27.	[empty] [/]	[empty]

Advice for your same domain link URLs

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 14	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 23	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 19%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 34	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" but this is optional.	<

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com (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

[not used]

Advice for your outbound link URLs

Search term: "free heatmap tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	0	You could use the search term "free heatmap tool" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the search term "free heatmap tool" but this is optional.	<

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	0	You could use the search term "tool" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "tool" but this is optional.	<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
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Advice for your outbound link URLs**Search term: "free heatmap tool"**

Number of keywords:	0 to 35	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 6%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" 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	A heatmap is a graphical overlay of your website which points out what content is hot and what not. This post is a summary of really cheap or free heatmap s.
2	Free Heatmap web analytics provided by UserLocal, Inc. You can undergo vicarious experience of an eye tracking.
3	Improve Conversions & Raise ROI with Mockingfish Life Time Risk Free Website Heatmap Tool . Start Now!
4	If you're looking for a free website and mobile app heatmap analytic tool , Smartlook's what you want. With click, move, and scroll heatmap s, discover the weak parts of your pages and immediately fix them. Try out Smartlook for free , and start getting better insights today!
5	There are dozens of popular website heatmap tools , but many of them cost between \$50 and \$100, and even more for some of the professional tools . There are some free options available, but most of them don't have nearly as many features as the paid versions. If you need a basic heatmap service, these are a good start.
6	Crazy Egg provides a host of interesting information about your users. You can see what's hot and what's not, knowing exactly where your visitors are coming from with tools like heatmap s, scrollmaps, A/B testing and recordings. Get all the information you need about your visitors in one report and start generating a website conversion-rate increase right now!
7	[not used]
8	See how visitors are really using your website, collect user feedback and turn more visitors into customers.
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[not used]

Your contents

[not used]

Advice for your meta description

Search term: "free heatmap tool"

Competitors	Your Site	Advice
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Advice for your meta description

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You should use the search term "free" at least once.	<<
Keyword density:	0% to 6%	0%	You should increase the keyword density for the search term "free".	<<

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You should use the search term "heatmap" at least once.	<<
Keyword density:	0% to 7%	0%	You should increase the keyword density for the search term "heatmap".	<<

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You should use the search term "tool" at least once.	<<
Keyword density:	0% to 6%	0%	You should increase the keyword density for the search term "tool".	<<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You should use one of the keywords "free", "heatmap" or "tool" at least once.	<<
Keyword density:	0% to 6%	0%	You should increase the keyword density for the keywords "free", "heatmap" or "tool".	<<

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	1	0	2	1	3	0	0	0	0	0	0 to 3

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

The URL www.ideservepageone.com/heatmap.html 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:	no errors, valid http://validator.w3.org/check?uri=http://www.ideservepageone.com/heatmap.html
CSS:	http://jigsaw.w3.org/css-validator/validator?uri=http://www.ideservepageone.com/heatmap.html

Advice regarding the validity of your web site

The HTML code of your web page www.ideservepageone.com/heatmap.html is valid according to the W3C specification. This means that Google.com (without Places) does not have problems reading your web page.

OK

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
56	68	61	58	60	67	64	73	44	n/a	70	44 to 73

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
8	7	6	9	8	8	7	7	14	n/a	7	6 to 14

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.ideservepageone.com/heatmap.html is 56. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

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

<<

Keyword use in 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	About Advertise Contact Newsletter Articles UX Books Reviews Write for Us Paul Olyslager
2	UserHeat: Free Heatmap Analytics Tool
3	DON'T GO!
4	en Choose language English Deutsch Español Français Nederlands Polski Português Čeština Features Website analytics Recordings Heatmap s Events Funnels Mobile app analytics See how your users interact with your app, and make it even better.
5	Toggle navigation Home Pricing Resellers FAQ Contact Blog
6	Crazy Egg Products Snapshots Recordings A/B Testing Pricing Log In Make your website better.
7	Excel or CSV file Google Docs Not sure about all this?
8	Product Tour Pricing Testimonials Blog Support Try It For Free Sign In All-in-one Analytics & Feedback Hotjar is a new and easy way to truly understand your web and mobile site visitors.
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	This page may be out of date.

Your contents

Toggle navigation Home What I'll Do Services About FAQ Pricing Contact iDeserve Heat Map

Advice for your first sentence of the body text

Search term: "free heatmap tool"

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

Search term: "free"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "free" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "free" but this is optional.	<

Advice for your first sentence of the body text

Search term: "free heatmap tool"

Search term: "heatmap"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "heatmap" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "heatmap" but this is optional.	<

Search term: "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "tool" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the search term "tool" but this is optional.	<

Keywords "free", "heatmap" or "tool"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use one of the keywords "free", "heatmap" or "tool" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the keywords "free", "heatmap" or "tool" 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.ideservepageone.com/heatmap.html" contains 490 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 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
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.ideservepageone.com/heatmap.html" 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.ideservepageone.com/heatmap.html 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 "free heatmap tool"?

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 "free heatmap tool"?

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: "free heatmap tool"

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

Search term: "free"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	2	1	1	1	0	0	0	n/a	1	0 to 2
Body Text:	0	56	3	2	2	35	3	0	2	n/a	14	0 to 56
H1 Texts:	0	1	1	0	0	0	0	0	0	n/a	1	0 to 1
Domain:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
Page URL:	0	0	0	0	0	1	0	0	0	n/a	1	0 to 1
H2-H6 Texts:	0	1	1	0	0	3	0	0	0	n/a	0	0 to 3
IMG ALT:	0	3	2	0	0	0	0	0	1	n/a	0	0 to 3
Bold Text:	0	3	0	0	0	0	0	0	0	n/a	0	0 to 3
SD AT:	0	6	0	1	1	6	0	0	2	n/a	10	0 to 10
Outbound AT:	0	1	0	0	0	0	0	0	0	n/a	1	0 to 1
SD LU:	0	5	0	0	0	6	0	0	0	n/a	14	0 to 14
Outbound LU:	0	5	0	0	0	10	0	0	0	n/a	4	0 to 10
Meta Descr.:	0	1	1	1	2	1	0	0	0	n/a	0	0 to 2

Search term: "free"

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

Search term: "heatmap"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	2	1	1	1	0	1	1	n/a	0	0 to 2
Body Text:	0	53	8	24	14	49	0	0	1	n/a	6	0 to 53
H1 Texts:	0	1	1	2	1	0	0	0	0	n/a	0	0 to 2
Domain:	0	0	0	0	0	0	0	1	0	n/a	0	0 to 1
Page URL:	1	1	0	1	1	1	0	0	0	n/a	0	0 to 1
H2-H6 Texts:	0	1	3	6	6	4	0	0	1	n/a	0	0 to 6
IMG ALT:	0	0	4	0	14	2	1	0	2	n/a	0	0 to 14
Bold Text:	0	7	0	0	0	4	0	0	0	n/a	0	0 to 7
SD AT:	0	4	1	11	3	1	0	0	0	n/a	0	0 to 11
Outbound AT:	0	2	0	0	0	1	0	0	0	n/a	0	0 to 2
SD LU:	0	23	2	19	20	2	0	0	0	n/a	0	0 to 23
Outbound LU:	0	15	0	0	0	14	0	2	0	n/a	0	0 to 15
Meta Descr.:	0	2	1	1	2	2	1	0	0	n/a	0	0 to 2
First Sentence:	0	0	1	0	1	0	0	0	0	n/a	0	0 to 1

Search term: "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	0	1	1	1	1	0	0	0	n/a	1	0 to 1
Body Text:	0	31	1	4	0	9	1	0	2	n/a	21	0 to 31
H1 Texts:	0	0	0	1	0	0	0	0	0	n/a	1	0 to 1
Domain:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
Page URL:	0	0	0	0	0	1	0	0	0	n/a	1	0 to 1
H2-H6 Texts:	0	0	0	0	0	1	0	0	0	n/a	0	0 to 1
IMG ALT:	0	1	1	0	0	0	3	0	0	n/a	0	0 to 3
Bold Text:	0	1	0	0	0	0	0	0	0	n/a	0	0 to 1
SD AT:	0	2	0	2	0	5	0	0	0	n/a	16	0 to 16
Outbound AT:	0	3	0	0	0	0	0	0	0	n/a	2	0 to 3
SD LU:	0	5	0	0	0	5	0	0	0	n/a	20	0 to 20
Outbound LU:	0	4	0	0	0	11	0	0	0	n/a	0	0 to 11
Meta Descr.:	0	0	0	1	1	2	1	0	0	n/a	0	0 to 2

Search term: "tool"

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

Keywords "free", "heatmap" or "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	2	5	3	3	3	0	1	1	n/a	2	0 to 5
Body Text:	0	140	12	30	16	93	4	0	5	n/a	41	0 to 140
H1 Texts:	0	2	2	3	1	0	0	0	0	n/a	2	0 to 3
Domain:	0	0	0	0	0	0	0	1	0	n/a	0	0 to 1
Page URL:	1	1	0	1	1	3	0	0	0	n/a	2	0 to 3
H2-H6 Texts:	0	2	4	6	6	8	0	0	1	n/a	0	0 to 8
IMG ALT:	0	4	7	0	14	2	4	0	3	n/a	0	0 to 14
Bold Text:	0	11	0	0	0	4	0	0	0	n/a	0	0 to 11
SD AT:	0	12	1	14	4	12	0	0	2	n/a	26	0 to 26
Outbound AT:	0	6	0	0	0	1	0	0	0	n/a	3	0 to 6
SD LU:	0	33	2	19	20	13	0	0	0	n/a	34	0 to 34
Outbound LU:	0	24	0	0	0	35	0	2	0	n/a	4	0 to 35
Meta Descr.:	0	3	2	3	5	5	2	0	0	n/a	0	0 to 5
First Sentence:	0	0	3	0	1	0	0	0	1	n/a	0	0 to 3

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: "free heatmap tool"

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

Search term: "free"

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

Search term: "free"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	0%	0%	20%	0%	0%	0%	0%	0%	3%	n/a	0%	0% to 20%

Search term: "heatmap"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	8%	22%	10%	14%	13%	0%	100%	7%	n/a	0%	0% to 100%
Body Text:	0%	1%	6%	3%	4%	2%	0%	0%	0%	n/a	1%	0% to 6%
H1 Texts:	0%	11%	10%	17%	20%	0%	0%	0%	0%	n/a	0%	0% to 20%
Domain:	0%	0%	0%	0%	0%	0%	0%	100%	0%	n/a	0%	0% to 100%
Page URL:	100%	25%	0%	50%	50%	14%	0%	0%	0%	n/a	0%	0% to 50%
H2-H6 Texts:	0%	2%	10%	27%	20%	10%	0%	0%	1%	n/a	0%	0% to 27%
IMG ALT:	0%	0%	17%	0%	26%	7%	6%	0%	1%	n/a	0%	0% to 26%
Bold Text:	0%	4%	0%	0%	0%	8%	0%	0%	0%	n/a	0%	0% to 8%
SD AT:	0%	1%	3%	13%	3%	1%	0%	0%	0%	n/a	0%	0% to 13%
Outbound AT:	0%	1%	0%	0%	0%	5%	0%	0%	0%	n/a	0%	0% to 5%
SD LU:	0%	7%	11%	19%	14%	2%	0%	0%	0%	n/a	0%	0% to 19%
Outbound LU:	0%	3%	0%	0%	0%	7%	0%	8%	0%	n/a	0%	0% to 8%
Meta Descr.:	0%	7%	6%	6%	4%	3%	2%	0%	0%	n/a	0%	0% to 7%
First Sentence:	0%	0%	20%	0%	3%	0%	0%	0%	0%	n/a	0%	0% to 20%

Search term: "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	0%	11%	10%	14%	13%	0%	0%	0%	n/a	10%	0% to 14%
Body Text:	0%	1%	1%	0%	0%	0%	0%	0%	0%	n/a	2%	0% to 2%
H1 Texts:	0%	0%	0%	8%	0%	0%	0%	0%	0%	n/a	11%	0% to 11%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	n/a	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	14%	0%	0%	0%	n/a	11%	0% to 14%
H2-H6 Texts:	0%	0%	0%	0%	0%	2%	0%	0%	0%	n/a	0%	0% to 2%
IMG ALT:	0%	2%	4%	0%	0%	0%	19%	0%	0%	n/a	0%	0% to 19%
Bold Text:	0%	1%	0%	0%	0%	0%	0%	0%	0%	n/a	0%	0% to 1%
SD AT:	0%	1%	0%	2%	0%	4%	0%	0%	0%	n/a	4%	0% to 4%
Outbound AT:	0%	2%	0%	0%	0%	0%	0%	0%	0%	n/a	2%	0% to 2%
SD LU:	0%	2%	0%	0%	0%	4%	0%	0%	0%	n/a	4%	0% to 4%
Outbound LU:	0%	1%	0%	0%	0%	5%	0%	0%	0%	n/a	0%	0% to 5%
Meta Descr.:	0%	0%	0%	6%	2%	3%	2%	0%	0%	n/a	0%	0% to 6%

Search term: "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	0%	0%	20%	0%	0%	0%	0%	0%	0%	n/a	0%	0% to 20%

Keywords "free", "heatmap" or "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	6%	19%	10%	14%	13%	0%	33%	2%	n/a	7%	0% to 33%
Body Text:	0%	1%	3%	1%	1%	1%	0%	0%	0%	n/a	1%	0% to 3%
H1 Texts:	0%	7%	7%	8%	7%	0%	0%	0%	0%	n/a	7%	0% to 8%
Domain:	0%	0%	0%	0%	0%	0%	0%	33%	0%	n/a	0%	0% to 33%
Page URL:	33%	8%	0%	17%	17%	14%	0%	0%	0%	n/a	7%	0% to 17%
H2-H6 Texts:	0%	1%	4%	9%	7%	6%	0%	0%	0%	n/a	0%	0% to 9%
IMG ALT:	0%	2%	10%	0%	9%	2%	8%	0%	0%	n/a	0%	0% to 10%
Bold Text:	0%	2%	0%	0%	0%	3%	0%	0%	0%	n/a	0%	0% to 3%
SD AT:	0%	1%	1%	5%	1%	3%	0%	0%	1%	n/a	2%	0% to 5%
Outbound AT:	0%	1%	0%	0%	0%	2%	0%	0%	0%	n/a	1%	0% to 2%
SD LU:	0%	3%	4%	7%	5%	4%	0%	0%	0%	n/a	3%	0% to 7%
Outbound LU:	0%	2%	0%	0%	0%	6%	0%	3%	0%	n/a	1%	0% to 6%
Meta Descr.:	0%	3%	4%	6%	4%	3%	1%	0%	0%	n/a	0%	0% to 6%
First Sentence:	0%	0%	20%	0%	1%	0%	0%	0%	1%	n/a	0%	0% to 20%

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: "free heatmap tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Body Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H1 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
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	n/a	19	n/a	n/a	n/a	n/a	n/a	n/a to 19
H2-H6 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
IMG ALT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bold Text:	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 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
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	n/a	n/a	n/a	99	n/a	n/a	n/a	n/a	n/a	n/a to 99
Outbound LU:	n/a	n/a	n/a	n/a	n/a	121	n/a	n/a	n/a	n/a	n/a	n/a to 121
Meta Descr.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
First Sentence:	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: "free"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	23	11	1	1	20	n/a	n/a	n/a	n/a	18	n/a to 23
Body Text:	n/a	193	11	16	2,272	209	213	n/a	64	n/a	413	n/a to 2,272
H1 Texts:	n/a	22	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	18	n/a to 22
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	n/a	19	n/a	n/a	n/a	n/a	18	n/a to 19
H2-H6 Texts:	n/a	151	6	n/a	n/a	20	n/a	n/a	n/a	n/a	n/a	n/a to 151
IMG ALT:	n/a	237	11	n/a	n/a	n/a	n/a	n/a	1,847	n/a	n/a	n/a to 1,847
Bold Text:	n/a	151	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 151
SD AT:	n/a	263	n/a	2	501	106	n/a	n/a	60	n/a	190	n/a to 501
Outbound AT:	n/a	1,624	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	640	n/a to 1,624
SD LU:	n/a	398	n/a	n/a	n/a	99	n/a	n/a	n/a	n/a	146	n/a to 398
Outbound LU:	n/a	47	n/a	n/a	n/a	121	n/a	n/a	n/a	n/a	112	n/a to 121
Meta Descr.:	n/a	143	1	65	25	161	n/a	n/a	n/a	n/a	n/a	n/a to 161

Search term: "free"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	n/a	n/a	11	n/a	n/a	n/a	n/a	n/a	59	n/a	n/a	n/a to 59

Search term: "heatmap"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	1	16	14	14	33	n/a	5	10	n/a	n/a	n/a to 33
Body Text:	n/a	172	16	136	138	222	n/a	n/a	318	n/a	1,786	n/a to 1,786
H1 Texts:	n/a	1	8	49	31	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 49
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	5	n/a	n/a	n/a	n/a to 5
Page URL:	1	1	n/a	10	10	24	n/a	n/a	n/a	n/a	n/a	n/a to 24
H2-H6 Texts:	n/a	130	11	61	7	33	n/a	n/a	135	n/a	n/a	n/a to 135
IMG ALT:	n/a	n/a	16	n/a	22	1	11	n/a	188	n/a	n/a	n/a to 188
Bold Text:	n/a	162	n/a	n/a	n/a	3	n/a	n/a	n/a	n/a	n/a	n/a to 162
SD AT:	n/a	268	31	50	120	119	n/a	n/a	n/a	n/a	n/a	n/a to 268
Outbound AT:	n/a	902	n/a	n/a	n/a	78	n/a	n/a	n/a	n/a	n/a	n/a to 902
SD LU:	n/a	317	21	38	18	104	n/a	n/a	n/a	n/a	n/a	n/a to 317
Outbound LU:	n/a	27	n/a	n/a	n/a	126	n/a	7	n/a	n/a	n/a	n/a to 126
Meta Descr.:	n/a	3	6	78	53	37	179	n/a	n/a	n/a	n/a	n/a to 179
First Sentence:	n/a	n/a	16	n/a	127	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 127

Search term: "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	n/a	34	22	31	41	n/a	n/a	n/a	n/a	41	n/a to 41
Body Text:	n/a	796	34	130	n/a	230	1,108	n/a	1,851	n/a	436	n/a to 1,851
H1 Texts:	n/a	n/a	n/a	57	n/a	n/a	n/a	n/a	n/a	n/a	41	n/a to 57
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	n/a	32	n/a	n/a	n/a	n/a	41	n/a to 41
H2-H6 Texts:	n/a	n/a	n/a	n/a	n/a	41	n/a	n/a	n/a	n/a	n/a	n/a to 41
IMG ALT:	n/a	232	34	n/a	n/a	n/a	19	n/a	n/a	n/a	n/a	n/a to 232
Bold Text:	n/a	1,009	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 1,009
SD AT:	n/a	354	n/a	45	n/a	127	n/a	n/a	n/a	n/a	354	n/a to 354
Outbound AT:	n/a	991	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	556	n/a to 991
SD LU:	n/a	93	n/a	n/a	n/a	112	n/a	n/a	n/a	n/a	169	n/a to 169
Outbound LU:	n/a	2,620	n/a	n/a	n/a	134	n/a	n/a	n/a	n/a	n/a	n/a to 2,620
Meta Descr.:	n/a	n/a	n/a	86	70	45	168	n/a	n/a	n/a	n/a	n/a to 168

Search term: "tool"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	n/a	n/a	34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 34

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:	7	12	9	10	7	8	7	1	15	n/a	10	1 to 15
Body Text:	483	5,518	143	906	398	2,315	314	64	507	n/a	1,068	64 to 5,518
H1 Texts:	9	9	10	12	5	0	13	0	6	n/a	9	0 to 13
Domain:	1	1	2	1	1	1	1	1	1	n/a	1	1 to 2
Page URL:	1	4	0	2	2	7	0	0	0	n/a	9	0 to 9
H2-H6 Texts:	77	50	31	22	30	42	32	19	90	n/a	11	11 to 90
IMG ALT:	1	55	23	3	53	28	16	0	272	n/a	8	0 to 272
Bold Text:	12	186	0	4	0	51	6	11	0	n/a	11	0 to 186
SD AT:	24	292	35	86	94	135	69	7	73	n/a	400	7 to 400
Outbound AT:	0	166	2	1	0	22	4	7	0	n/a	107	0 to 166
SD LU:	34	328	19	98	145	123	30	4	86	n/a	462	4 to 462
Outbound LU:	0	500	3	36	9	204	15	26	16	n/a	122	3 to 500
Meta Descr.:	0	30	17	16	45	58	58	0	17	n/a	0	0 to 58
First Sentence:	14	16	5	2	34	8	14	11	34	n/a	7	2 to 34

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:	59	70	62	64	46	46	47	11	117	n/a	53	11 to 117
Body Text:	3,021	32,029	880	5,634	2,468	12,925	1,915	371	3,098	n/a	5,952	371 to 32,029
H1 Texts:	38	52	52	73	38	0	77	0	31	n/a	45	0 to 77
Domain:	15	13	11	11	9	11	8	11	6	n/a	5	5 to 13
Page URL:	7	18	0	16	17	36	0	0	0	n/a	44	0 to 44
H2-H6 Texts:	454	300	176	158	194	248	200	109	576	n/a	81	81 to 576
IMG ALT:	4	315	161	31	369	189	83	0	1,824	n/a	53	0 to 1,824
Bold Text:	55	1,182	0	37	0	318	30	52	0	n/a	86	0 to 1,182
SD AT:	124	1,881	216	590	613	766	389	35	429	n/a	2,188	35 to 2,188
Outbound AT:	0	1,572	8	12	0	133	30	52	1	n/a	681	0 to 1,572
SD LU:	194	1,890	137	807	986	723	190	32	580	n/a	2,485	32 to 2,485
Outbound LU:	0	3,183	16	281	75	1,280	120	195	115	n/a	741	16 to 3,183
Meta Descr.:	0	156	111	101	273	318	361	0	108	n/a	0	0 to 361
First Sentence:	88	94	37	9	238	57	92	54	186	n/a	29	9 to 238

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:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
SEOprowler:	20	314	n/a	73	1k	402	16k	493	17k	163	119k	73 to 119k
Mentions on social sites (the more the better)												
Facebook Mentions:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
Google +1:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
LinkedIn:	0	0	0	0	0	0	0	0	0	n/a	0	all 0
Other ranking factors results (the older or the lower the better)												
Web Site Age:	Jan 2007	Jan 2007	n/a	Mar 2015	Dec 1997	Aug 2009	Dec 2002	Apr 2010	Jan 2007	Mar 2004	Mar 2000	Dec 1997 to Mar 2015
Server Speed:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexa Traffic Rank:	n/a	1,122k	102k	862k	50k	123k	27k	514k	7k	n/a	93	93 to 1,122k