

Optimization Advice and Advanced Analysis

Search engine: **General optimization**

Keyword: **bellingham mortgage**

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1. Optimization advice

A. General page properties

Page URL

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

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

1. <HEAD> area:

META Keywords

1. Your keyword weight in the META Keywords is too low! When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 20.0%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

2. <BODY> area:

Visible text

1. **Your keyword doesn't have enough weight on your page!** Your keyword should constitute at least 2 percent, while with your page it is only 1.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

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

ALT image attributes

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

2. Advanced analysis

A. General page properties

Page:	/
HTML size (Kb)	10.9
Last modified	Not detected.
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	No
Uses frames	No
Uses external JavaScript	Yes
Uses internal JavaScript	No
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	No
Page URL	
Keyword as a part of URL (domain, folder and page name)	No
Keyword as a separate part of URL (domain, folder and page name)	No

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

1. <HEAD> area:

<TITLE> tag	...
Number of Titles	1
First tag in the <HEAD> tag	Yes
Characters in Title	103
Words in Title	10
Stop words in Title	No
Keyword frequency in Title	2
Keyword prominence in Title	100.0%
Keyword weight in Title	40.0%
META Description	...
Number of META Description tags	1
Characters in META Description	116
Words in META Description	16
Stop words in META Description	Yes
Keyword frequency in META Description	1
Keyword prominence in META Description	100.0%
Keyword weight in META Description	12.5%
META Keywords	...
Characters in META Keywords tag	94
Number of META Keywords tags	1
Words in META Keywords tag	10
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	100.0%
Keyword weight in META Keywords	20.0%
META Refresh	not present

Refresh time	-
Redirect	No

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

2. <BODY> area:

Visible text

Words in Body	418
Bold keywords in Body	2
Underlined keywords in Body	0
Keyword frequency in Body	2
Keyword prominence in Body	100.0%
Keyword weight in Body	1.0%
Keyword at the beginning of Body	Yes
Keyword at the end of Body	No

First heading on the page (H1-H6)	...
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Keyword frequency	1
Keyword prominence	100.0%
Keyword weight	100.0%

All headings

Headings on the page	13
Headings containing the keyword	7.7%
Keyword frequency in all headings	1
Keyword weight in all headings	6.1%

Links

Total links on the page	44
Links to external pages	29

Text in links including ALTs

Links with keyword in text or ALT	3
Keyword frequency in links (text and ALT)	3
Keyword weight in links (text and ALT)	4.7%

ALT image attributes

ALT attributes on the page	5
ALT attributes containing the keyword	1
Keyword matches in the first 3 ALT attributes	0
Keyword frequency in ALT attributes	1
Keyword weight in ALT attributes	9.1%

Comments

Words in comments	148
Keyword frequency in comments	0
Keyword weight in comments	0.0%