



SEO Basics Top 10 Optimization Report

Date: 2/07/2009

Recipient: Sample Report on Travel.com

To SEO Optimist,

This report has been created as an example of the Free SEO Analysis that SEO Basics is offering absolutely free of charge. Your website will be examined using the same report however with your website, desired keyword and targeted search engine.

This analysis was based on the website Travel.com with the desired keyword of "Travel" on the Google.com™ Search Engine results.

At the time this report was created, Travel.com was not in the top 10 rankings for the keyword "Travel" and it is explained why below.

We are in not way affiliated with Travel.com or have any connection with them whatsoever.

Sincerely,

Free SEO Basics

Report overview

This report helps you to optimize the web page "http://www.travel.com/" for a high ranking on Google.com (USA) for the search term "travel".

Your web page



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

Title: TRAVEL.com ® - Worldwide Travel Reservations

Description: TRAVEL.com: comparison shop the top travel sites for specials on airfares, hotels, cruises, car rentals and more.

Your competitors for the search term "travel" on Google.com (USA)

1



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

Title: Expedia Travel: Cheap Airfare, Hotels, Car Rental, Vacations & Cruises

Description: Purchase airline tickets, make hotel reservations, find vacation packages, car rental & cruise deals at the travel agency rated #1 in customer satisfaction

2



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

Title: Orbitz Travel: Airline Tickets, Cheap Airfare, Hotels, Vacations, Car Rentals & Cruises

Description: Find cheap airfare with no booking fees and travel deals on hotels, vacations and car rentals at Orbitz. Get our lowest fare on airline tickets or cash back with Orbitz Price Assurance.

3



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

Title: Local Site Available

Description: [No meta description available.]

4



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

Title: Cheap Flights, Hotels, and Rental Cars -- Discount Airfare | Priceline.com

Description: Get deep discounts on flights, hotels, rental cars, vacations and cruises. Exclusive travel discounts you won't find anywhere else. Priceline.

5








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

Title: Hotwire.com: Discount airfare, hotel reservations, car rentals, vacation packages and cruises

Description: Hotwire offers cheap travel deals on flights, hotel rooms, rental cars, vacation packages and cruises. Book your next travel deal at Hotwire.com.

Your competitors for the search term "travel" on Google.com (USA)

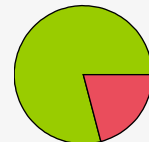
- 6  <http://www.tripadvisor.com/>
Title: Reviews of vacations, hotels, resorts, vacation and travel packages - TripAdvisor
Description: TripAdvisor - Unbiased hotel reviews, photos and travel advice for hotels and vacations - Compare prices with just one click.
- 7  <http://www.kayak.com/>
Title: Cheap Flights, Airline Tickets, Cheap Airfare & Discount Travel Deals - Kayak.com
Description: Find and book cheap airline tickets, hotel rooms, vacations and rental cars with Kayak.com. Search hundreds of travel sites, compare results, and buy direct.
- 8  <http://travel.yahoo.com/>
Title: Yahoo! Travel - Airline tickets, cheap hotels, cruises, vacations & honeymoon travel
Description: Find cheap airline tickets, hotels, great cruise and vacation packages, honeymoon travel guides, flight information and more, with Yahoo! Travel.
- 9  <http://www.travelok.com/>
Title: TravelOK.com: Official Oklahoma Tourism Info. Site
Description: Oklahoma Tourism and Recreation Department's comprehensive site containing travel information, attractions, lodging, dining, and events.
- 10  <http://www.cheaptickets.com/>
Title: Cheap Flights, Airline Tickets, Airfare, Hotels, Vacations, Rental Car & Cruises at CheapTickets
Description: Find cheap flights and airline tickets with no booking fees at CheapTickets: cheap airfare, hotels, travel deals, vacations, car rentals, cruises and more.

Analyzed search terms

travel

Top 10 Ranking Requirements Score™

79%



The web page www.travel.com meets only 79% of the requirements for a top 10 ranking on Google.com (USA) for the search term "travel".

It is not likely yet that the web page will get a top 10 ranking for "travel" on Google.com (USA). Try to achieve at least 95% and improve the link popularity of www.travel.com.

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):	10	2
Very Important:	3	0
Important:	9	3
Moderately Important:	9	2
Slightly Important:	5	3
Total:	36	10

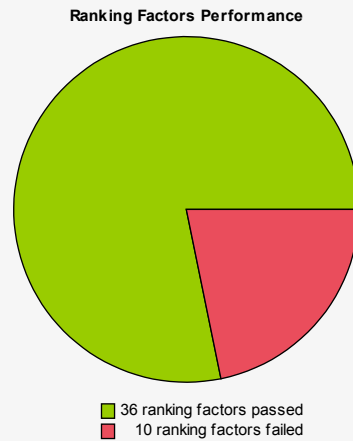


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Keyword use in document title

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 "travel" in the document title and if it's important for Google.com (USA).

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

Their contents

Rank Keyword use in document title

- 1 Expedia **Travel**: Cheap Airfare, Hotels, Car Rental, Vacations & Cruises
- 2 Orbitz **Travel**: Airline Tickets, Cheap Airfare, Hotels, Vacations, Car Rentals & Cruises
- 3 Local Site Available
- 4 Cheap Flights, Hotels, and Rental Cars -- Discount Airfare | Priceline.com
- 5 Hotwire.com: Discount airfare, hotel reservations, car rentals, vacation packages and cruises
- 6 Reviews of vacations, hotels, resorts, vacation and **travel** packages - TripAdvisor
- 7 Cheap Flights, Airline Tickets, Cheap Airfare & Discount **Travel** Deals - Kayak.com
- 8 Yahoo! **Travel** - Airline tickets, cheap hotels, cruises, vacations & honeymoon **travel**
- 9 **TravelOK.com**: Official Oklahoma Tourism Info. Site
- 10 Cheap Flights, Airline Tickets, Airfare, Hotels, Vacations, Rental Car & Cruises at CheapTickets

Your contents

TRAVEL.com ® - Worldwide **Travel** Reservations

Advice for your document title

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 18%	40%	The keyword density is too high. It should be 18% at maximum. Consider adding more text to lower the keyword density.	<<

Global link popularity of web site

Essential

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

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

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

	Alexa	AllTheWeb (preset settings)	Google.com	Yahoo.com	Peak Value
To Your Site:	667	4,830	485	0	4,830
To Site 1:	10,489	5,810,000	7,850	0	5,810,000
To Site 2:	4,313	195,000	3,110	0	195,000
To Site 3:	5,578	207,000	4,880	0	207,000
To Site 4:	3,020	47,800	1,830	0	47,800
To Site 5:	2,488	5,590,000	3,780	0	5,590,000
To Site 6:	12,614	2,550,000	7,670	0	2,550,000
To Site 7:	2,931	398,000	3,410	0	398,000
To Site 8:	5,813	53,900,000	4,280	0	53,900,000
To Site 9:	474	12,600	585	0	12,600
To Site 10:	2,243	191,000	2,190	0	191,000
Range:	474 to 12,614	4,830 to 53,900,000	485 to 7,850	all 0	12,600 to 53,900,000

Advice for the global link popularity

Summing up all analyzed search engines, there are too few web pages that link to your web site "www.travel.com". You should increase the number of web pages from different domains that link to your web site.

<<

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

<

Link texts of inbound links

Essential

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

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

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
ENGELSK REISESIDE	http://www.travel.com/	http://www.bergen.folkebibl.no/tema/tema_1999/reise.html
Travel resources	http://www.travel.com/	http://www.dailysource.org/news/archived?day=15&month=2&year=2009
Travel resources	http://www.travel.com/	http://www.dailysource.org/news/archived?day=6&month=4&year=2008
Travel resources	http://www.travel.com/	http://www.dailysource.org/news/archived?month=10&year=2006&day=25
Travel resources	http://www.travel.com/	http://www.dailysource.org/news/archived?month=12&year=2006&day=15
Travel resources	http://www.travel.com/	http://www.dailysource.org/news/daily_extra_archives?month=5&year=2009
Travel	http://www.travel.com	http://www.artisandevolvers.com/web/tokyo/linked.htm
Travel.com	http://www.travel.com	http://www.icav-citav.ca/viral_global_threat/2006_australia/2006_symposium_travel_flight.php
TRAVEL.com	http://www.travel.com/	http://www.3rd-imperium.com/?c=2154
www.travel.com	http://www.travel.com	http://www.culturalitaly.com/info/links.htm

Advice for the link texts of inbound links

To get a high ranking on Google.com (USA), make sure that the web pages that link to your site use the search term "travel" in their link texts. The more links to your web site contain "travel" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.com (USA) for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the same link text, then Google.com (USA) 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.

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

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

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

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

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

<

OK

OK

OK

OK

OK

Keyword use in body text

Essential

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

Your contents

Custom Search **Travel** Links • Africa • Asia • Caribbean • Central America • Europe • Middle East • North America | USA • Oceania • South America Hotel Sampler • All Countries • Regions • USA Cities Visit the new **TRAVEL.com** Blogs Visit the **TRAVEL.com** Forums ; cal += ' '; cal += ' ' + TR_start; cal += ' '; cal += month_of_year[month] + ' ' + year + ' ' + TD_end + TR_end; cal += TR_start; // DO NOT EDIT BELOW THIS POINT // // LOOPS FOR EACH DAY OF WEEK for(index=0; index <= DAYS_OF_WEEK - 1; index++) { // RETURNS THE NEXT DAY TO PRINT week_day = dateObj.getDay(); // START NEW ROW FOR FIRST DAY OF WEEK if(week_day == 0) { cal += TR_start; } if(week_day != 0) { cal += ' '; } // SET VARIABLE INSIDE LOOP FOR INCREMENTING PURPOSES var day = dateObj.getDate(); // PRINTS DAY cal += TD_start + " " + day + " " + TD_end; } // END ROW FOR LAST DAY OF WEEK if(week_day == DAYS_OF_WEEK) { cal += TR_end; } // INCREMENTS UNTIL END OF THE MONTH dateObj.setDate(dateObj.getDate()+1); } // end for loop cal += ' '; cal += ' << '; cal += ' >> '; cal += ' close '; cal += ' ';

Advice for your body text

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	3 to 27	3	OK	OK
Keyword density:	0% to 4%	1%	OK	OK
Number of words:	133 to 3,382	219	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 (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.travel.com/	Monday, 21 September 1992
1	http://www.expedia.com/	Saturday, 25 November 1995
2	http://www.orbitz.com/	Thursday, 18 November 1999
3	http://www.travelocity.com/	Thursday, 23 January 1997
4	http://www.priceline.com/	Thursday, 19 June 1997
5	http://www.hotwire.com/	Thursday, 29 September 1994 (oldest domain)
6	http://www.tripadvisor.com/	Friday, 24 February 2006 (newest domain)
7	http://www.kayak.com/	Thursday, 13 April 1995
8	http://travel.yahoo.com/	Wednesday, 17 March 1999
9	http://www.travelok.com/	Monday, 22 September 1997
10	http://www.cheaptickets.com/	Wednesday, 17 June 1998
Range	Thursday, 29 September 1994 to Friday, 24 February 2006	

Advice for the web site age

Your web site is about 17 years old. This is very good because the older your web site, the better it is for your rankings on Google.com (USA).

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 (USA), too.

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

Your contents

[not used]

Advice for your H1 headline texts

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "travel" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "travel" 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 (USA) 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	expedia	http://www.expedia.com/
2	orbitz	http://www.orbitz.com/
3	travel city	http://www.travelocity.com/
4	priceline	http://www.priceline.com/
5	hotwire	http://www.hotwire.com/
6	tripadvisor	http://www.tripadvisor.com/
7	kayak	http://www.kayak.com/
8	travel yahoo	http://travel.yahoo.com/
9	travel ok	http://www.travelok.com/
10	cheaptickets	http://www.cheaptickets.com/

Your contents

travel (Domain name: "**travel**.com")

Advice for the domain name

The domain name travel.com contains the search term "travel". This is very good.

OK

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 (USA) gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

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

Their contents

Rank	Words In Page URL	URL
1	[no words]	http://www.expedia.com/
2	[no words]	http://www.orbitz.com/
3	[no words]	http://www.travelocity.com/
4	[no words]	http://www.priceline.com/
5	[no words]	http://www.hotwire.com/
6	[no words]	http://www.tripadvisor.com/
7	[no words]	http://www.kayak.com/
8	[no words]	http://travel.yahoo.com/
9	[no words]	http://www.travelok.com/
10	[no words]	http://www.cheaptickets.com/

Your contents

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

Advice for your page URL

Search term: "travel"

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

Links from social networks

Important

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

Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	87	2	89
To Site 1:	3,392	11	3,403
To Site 2:	3,716	14	3,730
To Site 3:	4,729	8	4,737
To Site 4:	2,540	1	2,541
To Site 5:	2,535	0	2,535
To Site 6:	9,736	72	9,808
To Site 7:	16,916	16	16,932
To Site 8:	695	75,654	76,349
To Site 9:	55	0	55
To Site 10:	1,369	0	1,369
Range:	55 to 16,916	0 to 75,654	55 to 76,349

Advice for the links from social networks

In average, less web pages link to your page than to the top ranked pages on these social networks. The average link popularity of the top ranked pages is 11,041, the link popularity of your web page is 89. You must increase the number of web pages that link to your web site on these social networks.

<<

Server speed

Important

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

Server speed results

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

Your Site	1	2	3	4	5	6	7	8	9	10	Range
5.90s	4.11s	5.06s	3.03s	3.69s	5.45s	2.97s	3.99s	2.83s	4.34s	6.06s	2.83s to 6.06s

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
very slow: bottom 10%	slow: bottom 25%	slow: bottom 20%	average: bottom 40%	slow: bottom 30%	very slow: bottom 15%	average: bottom 40%	slow: bottom 25%	average: bottom 45%	slow: bottom 20%	very slow: bottom 15%	very slow: bottom 15% to average: bottom 45%

Advice for the server speed

The faster your web site, the better it could be for your rankings on Google.com (USA). Your web site appears to be slow so 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 (USA), too.

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

Your contents

[not used]

Advice for your H2-H6 headline texts

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "travel" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "travel" 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.	Click HERE to return to our International home page	http://www.travel.com/images/logo.jpg
2.	Google	http://www.google.com/images/poweredby_transparent/poweredby_FFFFFFFF.gif
3.	[empty]	http://www.travel.com/site/spacer.gif
4.	[empty]	http://www.travel.com/site/spacer.gif
5.	[empty]	http://www.travel.com/site/spacer.gif
6.	[empty]	http://www.travel.com/site/spacer.gif
7.	[empty]	http://www.travel.com/site/spacer.gif
8.	[empty]	http://www.travel.com/images/tnow/p.gif
9.	[empty]	http://www.travel.com/images/tnow/p.gif
10.	Flights	http://www.travel.com/images/tnow/launch-flights-icon.gif
11.	[empty]	http://www.travel.com/images/tnow/p.gif
12.	Hotels	http://www.travel.com/images/tnow/launch-hotels-icon.gif
13.	[empty]	http://www.travel.com/images/tnow/p.gif
14.	Cars	http://www.travel.com/images/tnow/launch-cars-icon.gif
15.	[empty]	http://www.travel.com/images/tnow/p.gif
16.	Cruise	http://www.travel.com/images/tnow/launch-cruises-icon.gif
17.	[empty]	http://www.travel.com/images/tnow/p.gif
18.	[empty]	http://www.travel.com/images/tnow/p.gif
19.	[empty]	http://www.travel.com/images/tnow/p.gif
20.	[empty]	http://www.travel.com/images/tnow/p.gif
21.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
22.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
23.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerL.gif
24.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerR.gif
25.	[empty]	http://www.travel.com/images/tnow/p.gif
26.	[empty]	http://www.travel.com/images/tnow/p.gif
27.	[empty]	http://www.travel.com/images/tnow/p.gif
28.	[empty]	http://www.travel.com/images/tnow/p.gif
29.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
30.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
31.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerL.gif
32.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerR.gif
33.	[empty]	http://www.travel.com/images/tnow/p.gif
34.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
35.	[empty]	http://www.travel.com/images/tnow/blueFormCalendar.gif
36.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerL.gif

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	Click HERE to return to our International home page	http://www.travel.com/images/logo.jpg
37.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerR.gif
38.	[empty]	http://www.travel.com/images/tnow/p.gif
39.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerL.gif
40.	[empty]	http://www.travel.com/images/tnow/btn-green-cornerR.gif
41.	[empty]	http://www.travel.com/images/tnow/p.gif
42.	[empty]	http://www.travel.com/images/tnow/p.gif
43.	[empty]	http://www.travel.com/images/go.gif
44.	[empty]	http://www.travel.com/images/go.gif
45.	[empty]	http://www.travel.com/images/go.gif
46.	[empty]	http://www.travel.com/images/go.gif
47.	[empty]	http://www.travel.com/images/go.gif
48.	[empty]	http://www.travel.com/images/go.gif
49.	[empty]	http://www.travel.com/images/go.gif
50.	[empty]	http://www.travel.com/images/go.gif
51.	[empty]	http://www.travel.com/images/go.gif
52.	[empty]	http://www.travel.com/images/go.gif
53.	[empty]	http://www.travel.com/images/go.gif
54.	[empty]	http://www.travel.com/images/go.gif
55.	[empty]	http://www.travel.com/images/go.gif
56.	[empty]	http://www.travel.com/images/go.gif
57.	[empty]	http://www.travel.com/images/go.gif
58.	[empty]	http://www.travel.com/images/go.gif
59.	[empty]	http://www.travel.com/images/go.gif
60.	[empty]	http://www.travel.com/images/go.gif
61.	[empty]	http://www.travel.com/images/go.gif
62.	[empty]	http://www.travel.com/images/go.gif

Advice for your IMG ALT attributes

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "travel" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "travel" 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.travel.com contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com (USA).

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 Welcome 1 (800) 397-3342 Personalized Exclusive Early access
- 2 Specify a hotel 1-800-504-3248 1-800-504-3248 Specify a hotel 1-800-504-3248 Specify a hotel 1-800-504-3248 New! Price Assurance Fees cut Hotel Total Price No booking fees Discounted package rates Deals Fare sales Nevada 2003-0387
- 3 [not used]
- 4 passengers Name Your Own Price Flight deals you might like: Hotel deals you might like: Rental car deals you might like:
- 5 Welcome Mon - Thu Sat Mon - Thu Sat up until 11pm up until 11pm up to one hour up to one hour 4-star hotels* Money-saving airfares What do you think about our home page? The Hotwire Group: Expedia Inc. Partners: IAC/InterActiveCorp Partners: Domestic **Travel**: International **Travel**: The airline lets us reveal their name immediately after you book. United Airlines, Northwest Airlines, Continental Airlines, US Airways, Delta Air Lines, Hawaiian Air [and 664 additional characters]
- 6 When you register you can: Share your experiences Member preferences Talk to us Fun **travel** stories Browse by trip type Partner Sites Hotels in popular destinations: United States & Canada Europe Caribbean/Mexico Asia/Pacific & Australia Africa/Middle East Central/South America Top Destinations:
- 7 Find your browser below to enable JavaScript: • Internet Explorer 6.0+ • Internet Explorer 5.0 for Mac • Firefox 1.0+ • Netscape 7.x • AOL 9.0 • AOL 6.0-8.0 • Safari 1.x for Mac Your version of Firefox is too old. Kayak works best with Firefox 2.0.0.16 or higher. You can upgrade your browser here Get Firefox . Flights Hotels Cars Deals Vacations Cruises Buzz more Round-trip One-way Multi-city Weekend From (c [and 1,711 additional characters]
- 8 Choose your type of **travel** and start exploring Free room upgrades in Mexico - check it out
- 9 Oklahoma's official tourism website Discover Oklahoma Oklahoma Today **Travel** Counselors Available 1-800-652-6552 Okla**Travel**Net Request Free Brochures 1-800-652-6552 M-F 8:00 a.m. - 5:00 p.m. C.S.T.
- 10 Specify a hotel Specify a hotel Specify a hotel No booking fees Fees slashed Nevada 2002-0423

Your contents

Africa Asia Caribbean Central America Europe Middle East North America USA Oceania South America All Countries Regions USA Cities '; cal += month_of_year[month] + '' + year + ' CheapTickets Hotwire Orbitz Priceline **Travel**ocity Kayak Daily Deals Last Minute Vacations Luxury Deals Air/Hotel Caribbean Europe Family USA Florida Hawaii Mexico Northeast Urban USA Las Vegas West Coast Last Minute About Investors User Agreement Privacy Policy

Advice for your bold body text

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	1	OK	OK
Keyword density:	0% to 8%	3%	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.travel.com/	Rank #78,474
1	http://www.expedia.com/	Rank #354
2	http://www.orbitz.com/	Rank #693
3	http://www.travelocity.com/	Rank #680
4	http://www.priceline.com/	Rank #790
5	http://www.hotwire.com/	Rank #1,520
6	http://www.tripadvisor.com/	Rank #375
7	http://www.kayak.com/	Rank #915
8	http://travel.yahoo.com/	Rank #2 (most visitors of the competitors)
9	http://www.travelok.com/	Rank #153,832 (least visitors of the competitors)
10	http://www.cheaptickets.com/	Rank #2,017
Range		2 to 153,832 (average rank: #16,117)

Advice for the number of visitors to your site

Your web site www.travel.com appears to have a lot of visitors but less than the average of your competitors' sites. This could be disadvantageous to your rankings on Google.com (USA).

<<

Keyword use in same domain link texts

Moderately Important

Link texts are words and sentences that are used as links. Same domain link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.com (USA) takes search terms in same domain link texts into account.

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

Your contents

No.	Same Domain Link Text	Link URL
1.	Custom Search • Africa	Travel Links /site/links/Africa/index.html
2.	Asia	/site/links/Asia/index.html
3.	Caribbean	/site/links/Caribbean/index.html
4.	Central America	/site/links/Central_America/index.html
5.	Europe	/site/links/Europe/index.html
6.	Middle East	/site/links/Middle_East/index.html
7.	North America	/site/links/North_America/index.html
8.	USA	/go-usa.html
9.	Oceania	/site/links/Oceania/index.html
10.	South America	/site/links/South_America/index.html
11.	All Countries	/country.html
12.	Regions	/site/regions/index.html
13.	USA Cities	/go-city.html
14.	Blogs	/blogs/
15.	Forums	/
16.	Vacation Packages Center	/vacations/
17.	Asia	/vacations/Asia/
18.	California	/vacations/California/
19.	Caribbean	/vacations/Caribbean/
20.	Cruises	/vacations/Cruises/
21.	Disney	/vacations/Disney/
22.	Europe	/vacations/Europe/
23.	Florida	/vacations/Florida/
24.	Hawaii	/vacations/Hawaii/
25.	Las Vegas	/vacations/Las_Vegas/
26.	Last Minute	/vacations/Last_Minute/
27.	Mexico	/vacations/Mexico/
28.	New York City	/vacations/New_York_City/
29.	Oceania	/vacations/Oceania/
30.	Ski USA	/vacations/Ski_USA/
31.	Atlanta hotels	/United_States/Georgia/Atlanta/index.html
32.	Atlantic City hotels	/United_States/New_Jersey/Atlantic_City/index.html
33.	Boston hotels	/United_States/Massachusetts/Boston/index.html
34.	Chicago hotels	/United_States/Illinois/Chicago/index.html
35.	Dallas hotels	/United_States/Texas/Dallas/index.html
36.	Disney - Anaheim hotels	/United_States/California/Anaheim/index.html
37.	Disneyworld - Orlando hotels	/United_States/Florida/Orlando/index.html

Your contents

No.	Same Domain Link Text	Link URL
1.	Custom Search • Africa	Travel Links /site/links/Africa/index.html
38.	Florida hotels	/United_States/Florida/index.html
39.	Honolulu - Waikiki hotels	/United_States/Hawaii/Honolulu/index.html
40.	Houston hotels	/United_States/Texas/Houston/index.html
41.	Las Vegas hotels	/United_States/Nevada/Las_Vegas/index.html
42.	Los Angeles hotels	/United_States/California/Los_Angeles/index.html
43.	Miami Beach hotels	/United_States/Florida/Miami_Beach/index.html
44.	New Orleans hotels	/United_States/Louisiana/New_Orleans/index.html
45.	New York City hotels	/United_States/New_York/New_York/index.html
46.	Palm Springs hotels	/United_States/California/Palm_Springs/index.html
47.	Philadelphia hotels	/United_States/Pennsylvania/Philadelphia/index.html
48.	Phoenix hotels	/United_States/Arizona/Phoenix/index.html
49.	Puerto Rico hotels	/Puerto_Rico/index.html
50.	Quebec hotels	/Canada/Quebec/index.html
51.	San Antonio hotels	/United_States/Texas/San_Antonio/index.html
52.	San Diego hotels	/United_States/California/San_Diego/index.html
53.	San Francisco hotels	/United_States/California/San_Francisco/index.html
54.	Seattle hotels	/United_States/Washington/Seattle/index.html
55.	Toronto hotels	/Canada/Ontario/Toronto/index.html
56.	Vancouver hotels	/Canada/British_Columbia/Vancouver/index.html
57.	Washington DC hotels	/United_States/District_of_Columbia/index.html
58.	Amsterdam hotels	/Netherlands/Amsterdam/index.html
59.	Barcelona hotels	/Spain/Barcelona/index.html
60.	Beijing hotels	/China/Beijing/index.html
61.	Cancun hotels	/Mexico/Cancun/index.html
62.	Dominican Republic hotels	/Dominican_Republic/index.html
63.	Dublin hotels	/Ireland/Dublin/index.html
64.	Florence hotels	/Italy/Florence/index.html
65.	Italy hotels	/Italy/index.html
66.	London hotels	/United_Kingdom/London/index.html
67.	Milan hotels	/Italy/Milan/index.html
68.	Paris hotels	/France/Paris/index.html
69.	Puerto Vallarta hotels	/Mexico/Puerto_Vallarta/index.html
70.	Rome hotels	/Italy/Rome/index.html
71.	Sydney hotels	/Australia/New_South_Wales/Sydney/index.html
72.	Tokyo hotels	/Japan/Tokyo/index.html
73.	Venice hotels	/Italy/Venice/index.html
74.	www.travel.com	/
75.	Australia	/
76.	Canada	/
77.	China	/
78.	France	/
79.	Germany	/
80.	Hong Kong	/
81.	India	/
82.	Ireland	/

Your contents

No.	Same Domain Link Text	Link URL
1.	Custom Search • Africa	Travel Links /site/links/Africa/index.html
83.	Italy	/
84.	Japan	/
85.	Mexico	/
86.	Netherlands	/
87.	New Zealand	/
88.	Singapore	/
89.	Spain	/
90.	United Kingdom	/
91.	cruise.travel.com	/
92.	forums.travel.com	/
93.	forums.travel.com/blogs	/blogs/
94.	forums.travel.com/photos	/photos/
95.	wiki.travel.com	/
96.	User Agreement	/UserAgreement.html
97.	Privacy Policy	/privacy.html
98.	About	/about.html
99.	Investors	/investors.html
100.	User Agreement	/UserAgreement.html
101.	Privacy Policy	/privacy.html

Advice for your same domain link texts

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	7	OK	OK
Keyword density:	0% to 5%	7%	The keyword density is too high. It should be 5% at maximum. Consider adding more text to lower the keyword density.	<<

Keyword use in outbound link texts

Moderately Important

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

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

Your contents

No. Outbound Link Text	Link URL
1. Advanced Options	http://travel.ian.com/index.jsp?pageName=airSearch&cid=496&advancedOptions=true
2. CheapTickets	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000070&type=3&subid=0
3. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000076&type=3&subid=0
4. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000009&type=3&subid=0
5. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000136&type=3&subid=0
6. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000036&type=3&subid=0
7. Hotwire	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=24474.10002914&type=3&subid=0
8. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000004&type=3&subid=0
9. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000006&type=3&subid=0
10. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000007&type=3&subid=0
11. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=24474.10002914&type=3&subid=0
12. Orbitz	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=66478.10000807&type=3&subid=0
13. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=66478.10000806&type=3&subid=0
14. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=66478.10000808&type=3&subid=0
15. [empty]	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=66478.10000691&type=3&subid=0
16. Priceline	http://www.kqzyfj.com/click-1783296-10370045
17. [empty]	http://www.kqzyfj.com/click-1783296-10392969

Your contents

No.	Outbound Link Text	Link URL
1.	Advanced Options	http://travel.ian.com/index.jsp?pageName=airSearch&cid=496&advancedOptions=true
18.	[empty]	http://www.kqzyfj.com/click-1783296-10392970
19.	[empty]	http://www.dpbolvw.net/click-1783296-10392971
20.	[empty]	http://www.dpbolvw.net/click-1783296-10392972
21.	Travelocity	http://www.kqzyfj.com/click-1783296-10395159
22.	[empty]	http://www.anrdoezrs.net/click-1783296-10396502
23.	[empty]	http://www.anrdoezrs.net/click-1783296-10489713
24.	[empty]	http://www.dpbolvw.net/click-1783296-10387187
25.	[empty]	http://www.jdoqocy.com/click-1783296-10397348
26.	Kayak	http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=100094.10000004&type=3&su&bid=0
27.	Caribbean	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/caribbean_pac.asp
28.	Europe	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/europe_pac.asp
29.	Family USA	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/family_pac.asp
30.	Florida	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/florida_pac.asp
31.	Hawaii	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/hawaii_pac.asp
32.	Mexico	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/mexico_pac.asp
33.	Northeast	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/northeast_pac.asp
34.	Urban USA	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/urban_pac.asp
35.	Las Vegas	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/vegas_pac.asp
36.	West Coast	http://travel.wwte1.com/pubspec/scripts/eap.asp?EAPID=11503-30001&goto=jump&jurl=/daily/30001/deals/west_pac.asp

Advice for your outbound link texts

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 50%	5%	OK	OK

Keyword use in same domain link URLs

Moderately Important

Links connect one web page to another. Same domain links are the links in `<a href>` attributes that point to other pages on the same domain. This chapter examines if search terms in same domain link URLs are relevant to Google.com (USA).

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

Your contents

No.	Same Domain Link URL	Link Text	
1.	site links Africa index [/site/links/Africa/index.html]	Custom Search • Africa	Travel Links
2.	site links Asia index [/site/links/Asia/index.html]	Asia	
3.	site links Caribbean index [/site/links/Caribbean/index.html]	Caribbean	
4.	site links Central America index [/site/links/Central_America/index.html]	Central America	
5.	site links Europe index [/site/links/Europe/index.html]	Europe	
6.	site links Middle East index [/site/links/Middle_East/index.html]	Middle East	
7.	site links North America index [/site/links/North_America/index.html]	North America	
8.	go usa [/go-usa.html]	USA	
9.	site links Oceania index [/site/links/Oceania/index.html]	Oceania	
10.	site links South America index [/site/links/South_America/ index.html]	South America	
11.	country [/country.html]	All Countries	
12.	site regions index [/site/regions/index.html]	Regions	
13.	go city [/go-city.html]	USA Cities	
14.	blogs [/blogs/]	Blogs	
15.	[empty] [/]	Forums	
16.	vacations [/vacations/]	Vacation Packages Center	
17.	vacations Asia [/vacations/Asia/]	Asia	
18.	vacations California [/vacations/California/]	California	
19.	vacations Caribbean [/vacations/Caribbean/]	Caribbean	
20.	vacations Cruises [/vacations/Cruises/]	Cruises	
21.	vacations Disney [/vacations/Disney/]	Disney	
22.	vacations Europe [/vacations/Europe/]	Europe	
23.	vacations Florida [/vacations/Florida/]	Florida	
24.	vacations Hawaii [/vacations/Hawaii/]	Hawaii	
25.	vacations Las Vegas [/vacations/Las_Vegas/]	Las Vegas	
26.	vacations Last Minute [/vacations/Last_Minute/]	Last Minute	
27.	vacations Mexico [/vacations/Mexico/]	Mexico	
28.	vacations New York City [/vacations/New_York_City/]	New York City	
29.	vacations Oceania [/vacations/Oceania/]	Oceania	
30.	vacations Ski USA [/vacations/Ski_USA/]	Ski USA	
31.	United States Georgia Atlanta index [/United_States/Georgia/Atlanta/index.html]	Atlanta hotels	
32.	United States New Jersey Atlantic City index [/United_States/New_Jersey/Atlantic_City/index.html]	Atlantic City hotels	

Your contents

No.	Same Domain Link URL	Link Text	
1.	site links Africa index [/site/links/Africa/index.html]	Custom Search • Africa	Travel Links
33.	United States Massachusetts Boston index [/United_States/Massachusetts/Boston/index.html]	Boston hotels	
34.	United States Illinois Chicago index [/United_States/Illinois/Chicago/index.html]	Chicago hotels	
35.	United States Texas Dallas index [/United_States/Texas/ Dallas/index.html]	Dallas hotels	
36.	United States California Anaheim index [/United_States/ California/Anaheim/index.html]	Disney - Anaheim hotels	
37.	United States Florida Orlando index [/United_States/Florida/Orlando/index.html]	Disneyworld - Orlando hotels	
38.	United States Florida index [/United_States/Florida/index.html]	Florida hotels	
39.	United States Hawaii Honolulu index [/United_States/Hawaii/Honolulu/index.html]	Honolulu - Waikiki hotels	
40.	United States Texas Houston index [/United_States/Texas/Houston/index.html]	Houston hotels	
41.	United States Nevada Las Vegas index [/United_States/ Nevada/Las_Vegas/index.html]	Las Vegas hotels	
42.	United States California Los Angeles index [/United_States/California/Los_Angeles/index.html]	Los Angeles hotels	
43.	United States Florida Miami Beach index [/United_States/ Florida/Miami_Beach/index.html]	Miami Beach hotels	
44.	United States Louisiana New Orleans index [/United_States/Louisiana/New_Orleans/index.html]	New Orleans hotels	
45.	United States New York New York index [/United_States/ New_York/New_York/index.html]	New York City hotels	
46.	United States California Palm Springs index [/United_States/California/Palm_Springs/index.html]	Palm Springs hotels	
47.	United States Pennsylvania Philadelphia index [/United_States/Pennsylvania/Philadelphia/index.html]	Philadelphia hotels	
48.	United States Arizona Phoenix index [/United_States/Arizona/Phoenix/index.html]	Phoenix hotels	
49.	Puerto Rico index [/Puerto_Rico/index.html]	Puerto Rico hotels	
50.	Canada Quebec index [/Canada/Quebec/index.html]	Quebec hotels	
51.	United States Texas San Antonio index [/United_States/Texas/San_Antonio/index.html]	San Antonio hotels	
52.	United States California San Diego index [/United_States/California/San_Diego/index.html]	San Diego hotels	
53.	United States California San Francisco index [/United_States/California/San_Francisco/index.html]	San Francisco hotels	
54.	United States Washington Seattle index [/United_States/ Washington/Seattle/index.html]	Seattle hotels	
55.	Canada Ontario Toronto index [/Canada/Ontario/Toronto/ index.html]	Toronto hotels	
56.	Canada British Columbia Vancouver index [/Canada/British_Columbia/Vancouver/index.html]	Vancouver hotels	
57.	United States District of Columbia index [/United_States/ District_of_Columbia/index.html]	Washington DC hotels	
58.	Netherlands Amsterdam index [/Netherlands/Amsterdam/ index.html]	Amsterdam hotels	
59.	Spain Barcelona index [/Spain/Barcelona/index.html]	Barcelona hotels	
60.	China Beijing index [/China/Beijing/index.html]	Beijing hotels	

Your contents

No.	Same Domain Link URL	Link Text	
1.	site links Africa index [/site/links/Africa/index.html]	Custom Search • Africa	Travel Links
61.	Mexico Cancun index [/Mexico/Cancun/index.html]	Cancun hotels	
62.	Dominican Republic index [/Dominican_Republic/index.html]	Dominican Republic hotels	
63.	Ireland Dublin index [/Ireland/Dublin/index.html]	Dublin hotels	
64.	Italy Florence index [/Italy/Florence/index.html]	Florence hotels	
65.	Italy index [/Italy/index.html]	Italy hotels	
66.	United Kingdom London index [/United_Kingdom/London/index.htm]	London hotels	
67.	Italy Milan index [/Italy/Milan/index.html]	Milan hotels	
68.	France Paris index [/France/Paris/index.html]	Paris hotels	
69.	Mexico Puerto Vallarta index [/Mexico/Puerto_Vallarta/index.html]	Puerto Vallarta hotels	
70.	Italy Rome index [/Italy/Rome/index.html]	Rome hotels	
71.	Australia New South Wales Sydney index [/Australia/New_South_Wales/Sydney/index.html]	Sydney hotels	
72.	Japan Tokyo index [/Japan/Tokyo/index.html]	Tokyo hotels	
73.	Italy Venice index [/Italy/Venice/index.html]	Venice hotels	
74.	[empty] [/]	www.travel.com	
75.	[empty] [/]	Australia	
76.	[empty] [/]	Canada	
77.	[empty] [/]	China	
78.	[empty] [/]	France	
79.	[empty] [/]	Germany	
80.	[empty] [/]	Hong Kong	
81.	[empty] [/]	India	
82.	[empty] [/]	Ireland	
83.	[empty] [/]	Italy	
84.	[empty] [/]	Japan	
85.	[empty] [/]	Mexico	
86.	[empty] [/]	Netherlands	
87.	[empty] [/]	New Zealand	
88.	[empty] [/]	Singapore	
89.	[empty] [/]	Spain	
90.	[empty] [/]	United Kingdom	
91.	[empty] [/]	cruise.travel.com	
92.	[empty] [/]	forums.travel.com	
93.	blogs [/blogs/]	forums.travel.com/blogs	
94.	photos [/photos/]	forums.travel.com/photos	
95.	[empty] [/]	wiki.travel.com	
96.	UserAgreement [/UserAgreement.html]	User Agreement	
97.	privacy [/privacy.html]	Privacy Policy	
98.	about [/about.html]	About	
99.	investors [/investors.html]	Investors	
100.	UserAgreement [/UserAgreement.html]	User Agreement	
101.	privacy [/privacy.html]	Privacy Policy	

Advice for your same domain link URLs

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 401	0	You could use the search term "travel" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "travel" 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 (USA) 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.	travel ian index pageName airSearch cid 496 advancedOptions true [http:// travel .ian.com/index.jsp?pageName=airSearch&cid=496&advancedOptions=true]	Advanced Options
2.	click linksynergy fs bin click id A3pLdyET4ml offerid 113676 10000070 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000070&type=3&subid=0]	CheapTickets
3.	click linksynergy fs bin click id A3pLdyET4ml offerid 113676 10000076 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000076&type=3&subid=0]	[empty]
4.	click linksynergy fs bin click id A3pLdyET4ml offerid 113676 10000009 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000009&type=3&subid=0]	[empty]
5.	click linksynergy fs bin click id A3pLdyET4ml offerid 113676 10000136 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000136&type=3&subid=0]	[empty]
6.	click linksynergy fs bin click id A3pLdyET4ml offerid 113676 10000036 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=113676.10000036&type=3&subid=0]	[empty]
7.	click linksynergy fs bin click id A3pLdyET4ml offerid 24474 10002914 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=24474.10002914&type=3&subid=0]	Hotwire
8.	click linksynergy fs bin click id A3pLdyET4ml offerid 120349 10000004 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000004&type=3&subid=0]	[empty]
9.	click linksynergy fs bin click id A3pLdyET4ml offerid 120349 10000006 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000006&type=3&subid=0]	[empty]
10.	click linksynergy fs bin click id A3pLdyET4ml offerid 120349 10000007 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click?id=A3pLdyET4ml&offerid=120349.10000007&type=3&subid=0]	[empty]
11.	click linksynergy fs bin click id A3pLdyET4ml offerid	[empty]

Your contents

No.	Outbound Link URL	Link Text
1.	travel ian index pageName airSearch cid 496 advancedOptions true [http:// travel .ian.com/index.jsp? pageName=airSearch&cid=496&advancedOptions=true] 24474 10002914 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=24474.10002914&type=3&subi d=0]	Advanced Options
12.	click linksynergy fs bin click id A3pLdyET4ml offerid 66478 10000807 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=66478.10000807&type=3&subi d=0]	Orbitz
13.	click linksynergy fs bin click id A3pLdyET4ml offerid 66478 10000806 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=66478.10000806&type=3&subi d=0]	[empty]
14.	click linksynergy fs bin click id A3pLdyET4ml offerid 66478 10000808 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=66478.10000808&type=3&subi d=0]	[empty]
15.	click linksynergy fs bin click id A3pLdyET4ml offerid 66478 10000691 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=66478.10000691&type=3&subi d=0]	[empty]
16.	www kqzyfj click 1783296 10370045 [http://www.kqzyfj.com/click-1783296-10370045]	Priceline
17.	www kqzyfj click 1783296 10392969 [http://www.kqzyfj.com/click-1783296-10392969]	[empty]
18.	www kqzyfj click 1783296 10392970 [http://www.kqzyfj.com/click-1783296-10392970]	[empty]
19.	www dpbolvw click 1783296 10392971 [http://www.dpbolvw.net/click-1783296-10392971]	[empty]
20.	www dpbolvw click 1783296 10392972 [http://www.dpbolvw.net/click-1783296-10392972]	[empty]
21.	www kqzyfj click 1783296 10395159 [http://www.kqzyfj.com/click-1783296-10395159]	Travelocity
22.	www anrdoezrs click 1783296 10396502 [http://www.anrdoezrs.net/click-1783296-10396502]	[empty]
23.	www anrdoezrs click 1783296 10489713 [http://www.anrdoezrs.net/click-1783296-10489713]	[empty]
24.	www dpbolvw click 1783296 10387187 [http://www.dpbolvw.net/click-1783296-10387187]	[empty]
25.	www jdoqocy click 1783296 10397348 [http://www.jdoqocy.com/click-1783296-10397348]	[empty]
26.	click linksynergy fs bin click id A3pLdyET4ml offerid 100094 10000004 type 3 subid 0 [http://click.linksynergy.com/fs-bin/click? id=A3pLdyET4ml&offerid=100094.10000004&type=3&su bid=0]	Kayak
27.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals caribbean pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/caribbean_pac.asp]	Caribbean
28.	travel wwte1 pubspec scripts eap EAPID 11503 30001	Europe

Your contents

No.	Outbound Link URL	Link Text
1.	travel ian index pageName airSearch cid 496 advancedOptions true [http:// travel .ian.com/index.jsp? pageName=airSearch&cid=496&advancedOptions=true] goto jump jurl daily 30001 deals europe pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/europe_pac.asp]	Advanced Options
29.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals family pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/family_pac.asp]	Family USA
30.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals florida pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/florida_pac.asp]	Florida
31.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals hawaii pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/hawaii_pac.asp]	Hawaii
32.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals mexico pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/mexico_pac.asp]	Mexico
33.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals northeast pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/northeast_pac.asp]	Northeast
34.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals urban pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/urban_pac.asp]	Urban USA
35.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals vegas pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/vegas_pac.asp]	Las Vegas
36.	travel wwte1 pubspec scripts eap EAPID 11503 30001 goto jump jurl daily 30001 deals west pac [http:// travel .wwte1.com/pubspec/scripts/eap.asp? EAPID=11503-30001&goto=jump&jurl=/daily/30001/deal s/west_pac.asp]	West Coast

Advice for your outbound link URLs

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	11	OK	OK
Keyword density:	0% to 50%	3%	OK	OK

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 (USA) 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 Purchase airline tickets, make hotel reservations, find vacation packages, car rental & cruise deals at the **travel** agency rated #1 in customer satisfaction
- 2 Find cheap airfare with no booking fees and **travel** deals on hotels, vacations and car rentals at Orbitz. Get our lowest fare on airline tickets or cash back with Orbitz Price Assurance.
- 3 [not used]
- 4 Get deep discounts on flights, hotels, rental cars, vacations and cruises. Exclusive **travel** discounts you won't find anywhere else. Priceline.
- 5 Hotwire offers cheap **travel** deals on flights, hotel rooms, rental cars, vacation packages and cruises. Book your next **travel** deal at Hotwire.com.
- 6 TripAdvisor - Unbiased hotel reviews, photos and **travel** advice for hotels and vacations - Compare prices with just one click.
- 7 Find and book cheap airline tickets, hotel rooms, vacations and rental cars with Kayak.com. Search hundreds of **travel** sites, compare results, and buy direct.
- 8 Find cheap airline tickets, hotels, great cruise and vacation packages, honeymoon **travel** guides, flight information and more, with Yahoo! **Travel**.
- 9 Oklahoma Tourism and Recreation Department's comprehensive site containing **travel** information, attractions, lodging, dining, and events.
- 10 Find cheap flights and airline tickets with no booking fees at CheapTickets: cheap airfare, hotels, **travel** deals, vacations, car rentals, cruises and more.

Your contents

TRAVEL.com: comparison shop the top **travel** sites for specials on airfares, hotels, cruises, car rentals and more.

Advice for your meta description

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 10%	12%	The keyword density is too high. It should be 10% at maximum. Consider adding more text to lower the keyword density.	<<

Number of trailing slashes in URL

Moderately Important

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

Number of trailing slashes

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

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

The URL www.travel.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. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

Validation results

Validity

HTML: 255 errors, not valid

<http://validator.w3.org/check?uri=http://www.travel.com/>

CSS: no errors, valid

<http://jigsaw.w3.org/css-validator/validator?uri=http://www.travel.com/>

Advice regarding the validity of your web site

The HTML validation of your web page www.travel.com failed. This means that Google.com (USA) 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
31	80	71	70	37	71	41	61	28	47	71	28 to 80

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
26	4	11	6	15	8	12	6	19	10	11	4 to 19

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.travel.com is 31. 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 meta keywords

Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.com (USA) gives relevance to search terms in the Meta Keywords tag.

Example: <meta name="keywords" content="keyword, another keyword">

Their contents

Rank Keyword use in meta keywords

- 1 Expedia, **Travel**, Cheap Airfare, Car, Hotels, Vacations, Airfare, Car Rental, Cruises, Airline Tickets, Hotel, Vacation, Hotel Reservations, Vacation Packages, Cruise, **Travel** Agency, Cruise Deals, Car Rentals, Discount Airfare
- 2 cheap airline tickets, cheap plane tickets, airline tickets, plane tickets, cheap tickets, cheap airfare, cheap hotels, car rentals, **travel** deals, flight deals, vacation packages, air **travel**, air tickets, air fares, airfare, **travel**, hotels, cruises
- 3 [not used]
- 4 Priceline, **travel**, cheap airfare, discount airfare, last minute airfare, airline tickets, hotel rooms, discount hotel rooms, cheap hotel rooms, flights, cheap flights, discount flights, vacations, cruises, home financing, rental cars, low rates, best rates, cheap airfare, discount **travel**, hotel reservations, priceline.com, car rental, loans, mortgages, refinancing, **travel** agent, Name Your Own Price, plane tickets, priceline, discount hotel rooms, [and 153 additional characters]
- 5 hotel, car rental, airline ticket, cheap airfare, hotel motel, airfare, discount hotel, cheap flight, vacation, las vegas hotel, cheap hotel, hotel chicago, hotel reservation, motel, orlando hotel, family vacation, orlando vacation, new york hotel, cheap plane ticket, hawaii vacation, budget car rental, flight to orlando, miami hotel, las vegas nv hotel, hilton hotel, london hotel, vacation package, cheap car rental, paris hotel, las vegas flight
- 6 vacation, vacations, vacation packages, vacation package, **travel** package, **travel** packages, **travel**, planning, hotel, hotels, motel, bed and breakfast, inn, guidebook, review, reviews, popular, plan, airfare, cheap, discount, map, maps, golf, ski, articles, attractions, advice, restaurants
- 7 cheap airline tickets, airline tickets, airfare deals, cheap airfares, airfare, plane ticket prices, major airlines, discount airlines, online **travel** agencies, discount car rental, domestic airline tickets, international airline tickets, air **travel**, **travel** search, **travel** search engine, kayak
- 8 [not used]
- 9 oklahoma tourism, oklahoma events, oklahoma vacation, oklahoma **travel**, oklahoma lodging, oklahoma attractions, native america, oklahoma, oklahoma, sooner, oklahoma city, oklahoma activities, recreation, discover oklahoma, maps, camping, tourism, **travel**, OK, OKLA, lakes, route 66, vacation, events, museum, indian, RV, cabin, lodge
- 10 cheaptickets, airline tickets, flights, hotels, car rentals, **travel** deals, vacation packages, low fares, airfare, hotel reservations, **travel**, cruises

Your contents

travel, **travel.com**, search, airfares, hotels, cruises, car rentals

Advice for your meta keywords

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 8	2	OK	OK
Keyword density:	0% to 11%	25%	The keyword density is too high. It should be 11% at maximum. Consider adding more text to lower the keyword density.	<<

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 Skip to main content Welcome - Already a member?
- 2 Orbitz a step ahead Quick Search Custom Packages Hotels Flights Cars and Rail Cruises Activities Deals Welcome to Orbitz . Sign in | Register now Site feedback Sign out Site feedback Search (Atlantis, beach.
- 3 Don't Show Again Are you currently in Australia?
- 4 Skip Navigation sign in sign in register my profile update profile deal preferences my rewards view trips and requests my trips review my trips check your flight status view, print or email your itinerary check your request status resubmit your request self service check your request help self service frequently asked questions find your request number profile password help contact us flights hotels rental cars vacation packages cruises tours & attractions pricebreakers **travel** guides groups
- 5 Welcome - (Sign in) My Account | New to Hotwire?
- 6 get a summer deal.
- 7 Sign In Sign Out | \$ (USD) United States - \$ (USD) Choose country.
- 8 Yahoo!
- 9 REQUEST FREE BROCHURE (Ordena Folletos Gratis En Español)
- 10 CheapTickets Search (Disney, beach, Broadway).

Your contents

Custom Search

Advice for your first sentence of the body text

Search term: "travel"

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

Keyword use in HTML comments

Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.com (USA).

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

Your contents

No. HTML Comment Text

1. GOOGLE AD MANAGER head SECTION
2. END OF TAG FOR head SECTION
3. Added this break and following CENTER for VB compatability
4. For HW compat
5. Google Search Form
6. /Google Search Foun
7. |**START IMENUS**|imenu0,j
8. |**END IMENUS**
9. [imcode]** Infinite Menus Settings / Code - This script reference must appear last. *** *Note: This script is required for scripted add on support and IE 6 sub menu functionality. *Note: This menu will fully function in all CSS2 browsers with the script removed
10. BAR ACROSS ALL COLUMNS (MUST CHANGE "WIDTH" 2X PER ROW
11. COLUMN 1 SPACER
12. GOOGLE AD MANAGER - Homepage_180x120_Left
13. END OF TAG FOR SLOT Homepage_180x120_Left
14. MUST keep following "end td" tag when deleting above wwte a href
15. COLUMN 2 SPACER
16. COLUMN 3
17. < h4>< bold>Search the World's Top **Travel** Sites!< /bold>< /h4>
18. < FORM METHOD=GET ACTION="<http://www.travel.com/cgi-bin/search.cgi>"> < INPUT TYPE="text" NAME="q" VALUE="" size="70"> < INPUT TYPE="submit" VALUE="Search!"> < /FORM>
19. ADS START - BANNER
20. ADS END
21. switchero
22. change tables
23. HOTEL
24. /HOTEL
25. AIR
26. /AIR
27. CAR
28. /CAR
29. CRUISES
30. /CRUISES
31. /change table
32. sets height of table so it wont move
33. /switcheroo
34. NOTE: DO NOT MODIFY THIS JAVASCRIPT BLOCK
35. EN
36. Needs vacations specific code
37. < tr> < td class="alt1" align="left">< span class="smallfont"> < a

Your contents

No. HTML Comment Text

1. GOOGLE AD MANAGER head SECTION

```
href="http://www.jdogocy.com/click-1783296-10401073" target="_blank">< strong>Opodo.co.uk< /strong>< /a> (UK
£) < /span>< /td> < td class="alt1" align="center">< span class="smallfont"> < a
href="http://www.anrdoezrs.net/click-1783296-10405229" target="_blank"> < img
src="http://www.travel.com/images/go.gif" border="0">< /a> < /span>< /td> < td class="alt1" align="center">< span
cl [and 604 additional characters]
```
38. COLUMN 4 SPACER
39. COLUMN 5
40. ADS START - BANNER
41. LARGE 350X BOX
42. Google
43. /Google
44. ADS END
45. WWTE CATS
46. /WWTE CATS
47. Google
48. LARGE 350X BOX
49. /Google END
50. footer
51. /footer

Advice for your HTML comments

Search term: "travel"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	6	OK	OK
Keyword density:	0% to 3%	2%	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.travel.com" contains 1,325 words which should be enough for search engines.

OK

Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search terms "airfares" and "car rentals" of your Meta Keywords tag do not seem to be mentioned in the body text of your web page. You should either remove these search terms from your Meta Keywords tag, or add the search terms to the body text of your web page.

<<

Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.

OK

Your web page 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

Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.

OK

Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines.

OK

Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.

OK

Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.

OK

Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.

OK

Your web page URL "www.travel.com" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.

OK

Your web page URL "www.travel.com" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.

OK

Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.

OK

Factors that could prevent your top ranking

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

Advice

Inbound links to your web page

- Are the web pages linking to your web page relevant to the search term "travel"?
- 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 "travel"?

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 (USA), for example [Amazon](http://Amazon.com) or [Wikipedia](http://Wikipedia.com)?
- 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 (USA)?

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

- Is your content very similar or a duplicate of existing content?
- Is your server often down when search engine crawlers try to access it?
- Do you link to web sites that do not deserve a link?
- Do you use the same title or meta tags for many web pages?
- Do you overuse the same keyword or key phrase?
- Do you participate in link schemes?
- Do you actively sell links on your web page?
- Do a majority of your inbound links come from low quality or spam sites?
- Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

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

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

Search term: "travel"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	1	1	0	0	0	1	1	2	1	0	0 to 2
Body Text:	3	3	22	3	18	8	27	8	15	8	20	3 to 27
H1 Texts:	0	0	0	0	1	0	0	0	0	0	0	0 to 1
Domain:	1	0	0	1	0	0	0	0	1	1	0	0 to 1
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	1	0	1	4	0	1	0	3	0	0	0 to 4
IMG ALT:	0	0	1	3	0	2	1	0	1	2	1	0 to 3
Bold Text:	1	0	0	0	0	2	1	8	1	2	0	0 to 8
SD LT:	7	2	8	0	5	0	8	0	3	0	9	0 to 9
Outbound LT:	1	0	0	0	1	2	3	1	0	1	0	0 to 3
SD LU:	0	50	11	0	21	4	3	0	401	0	2	0 to 401
Outbound LU:	11	0	0	12	1	2	3	1	0	2	0	0 to 12
Meta Descr.:	2	1	1	0	1	2	1	1	2	1	1	0 to 2
Meta Keyw.:	2	2	3	0	8	0	3	4	0	2	2	0 to 8
First Sentence:	0	0	0	0	1	0	0	0	0	0	0	0 to 1
HTML Comm.:	6	1	0	0	0	0	0	0	6	0	1	0 to 6

Table: Keyword density

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

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

Search term: "travel"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	40%	10%	8%	0%	0%	0%	10%	9%	18%	17%	0%	0% to 18%
Body Text:	1%	1%	1%	2%	1%	0%	4%	2%	1%	3%	1%	0% to 4%
H1 Texts:	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0% to 25%
Domain:	100%	0%	0%	100%	0%	0%	0%	0%	50%	100%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	0%	10%	0%	25%	8%	0%	7%	0%	5%	0%	0%	0% to 25%
IMG ALT:	0%	0%	100%	33%	0%	7%	1%	0%	50%	7%	9%	0% to 100%
Bold Text:	3%	0%	0%	0%	0%	2%	4%	2%	7%	8%	0%	0% to 8%
SD LT:	7%	1%	5%	0%	2%	0%	4%	0%	1%	0%	5%	0% to 5%
Outbound LT:	5%	0%	0%	0%	13%	50%	23%	25%	0%	25%	0%	0% to 50%
SD LU:	0%	6%	1%	0%	1%	5%	1%	0%	8%	0%	0%	0% to 8%
Outbound LU:	3%	0%	0%	27%	3%	7%	2%	50%	0%	20%	0%	0% to 50%
Meta Descr.:	12%	4%	3%	0%	5%	9%	6%	4%	10%	7%	4%	0% to 10%
Meta Keyw.:	25%	7%	9%	0%	10%	0%	9%	11%	0%	5%	11%	0% to 11%
First Sentence:	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0% to 1%
HTML Comm.:	2%	1%	0%	0%	0%	0%	0%	0%	3%	0%	1%	0% to 3%

Table: Keyword position

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

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

Search term: "travel"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	9	8	n/a	n/a	n/a	53	58	8	1	n/a	n/a to 58
Body Text:	15	223	272	233	506	21,414	173	1,922	198	246	896	173 to 21,414
H1 Texts:	n/a	n/a	n/a	n/a	19	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 19
Domain:	1	n/a	n/a	1	n/a	n/a	n/a	n/a	1	1	n/a	n/a to 1
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	n/a	29	n/a	28	207	n/a	24	n/a	140	n/a	n/a	n/a to 207
IMG ALT:	n/a	n/a	1	1	n/a	94	45	n/a	8	48	74	n/a to 94
Bold Text:	217	n/a	n/a	n/a	n/a	254	85	1,030	21	70	n/a	n/a to 1,030
SD LT:	16	165	174	n/a	451	n/a	120	n/a	145	n/a	995	n/a to 995
Outbound LT:	61	n/a	n/a	n/a	127	37	58	30	n/a	22	n/a	n/a to 127
SD LU:	n/a	2,149	1,143	n/a	2,713	371	177	n/a	53	n/a	1,435	n/a to 2,713
Outbound LU:	1	n/a	n/a	5	285	60	799	16	n/a	92	n/a	n/a to 799
Meta Descr.:	1	109	45	n/a	86	22	50	112	83	76	101	n/a to 112
Meta Keyw.:	1	10	134	n/a	12	n/a	59	136	n/a	64	62	n/a to 136
First Sentence:	n/a	n/a	n/a	n/a	476	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 476
HTML Comm.:	759	1,589	n/a	n/a	n/a	n/a	n/a	n/a	1,050	n/a	657	n/a to 1,589

Table: Number of words

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

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	5	10	12	3	10	11	10	11	11	6	13	3 to 13
Body Text:	219	502	2,482	133	2,491	3,382	760	494	2,433	251	2,404	133 to 3,382
H1 Texts:	0	0	4	5	4	0	4	0	0	0	0	0 to 5
Domain:	1	1	1	1	1	1	1	1	2	1	1	1 to 2
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	10	27	4	50	15	14	0	56	0	12	0 to 56
IMG ALT:	9	26	1	9	156	30	85	5	2	30	11	1 to 156
Bold Text:	30	5	31	0	17	137	27	342	15	25	12	0 to 342
SD LT:	105	178	151	6	243	54	190	44	399	35	186	6 to 399
Outbound LT:	21	11	5	4	8	4	13	4	0	4	3	0 to 13
SD LU:	206	901	1,187	4	3,597	88	600	116	5,351	58	1,279	4 to 5,351
Outbound LU:	407	58	264	45	29	28	152	2	0	10	247	0 to 264
Meta Descr.:	17	23	32	0	20	22	18	24	20	15	23	0 to 32
Meta Keyw.:	8	28	34	0	77	65	35	37	0	40	18	0 to 77
First Sentence:	2	8	34	8	75	11	4	13	1	8	5	1 to 75
HTML Comm.:	272	185	82	7	105	78	170	34	179	83	90	7 to 185

Table: Number of characters

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

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

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	44	70	87	20	74	93	81	81	84	50	96	20 to 96
Body Text:	1,143	3,623	12,891	890	16,843	24,741	5,112	3,055	17,341	1,595	12,494	890 to 24,741
H1 Texts:	0	0	19	31	24	0	21	0	0	0	0	0 to 31
Domain:	6	7	6	11	9	7	11	5	12	8	12	5 to 12
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	0	63	254	42	326	87	151	0	416	0	159	0 to 416
IMG ALT:	85	197	6	371	1,228	231	802	44	13	357	86	6 to 1,228
Bold Text:	439	60	230	0	121	1,114	295	2,161	90	196	93	0 to 2,161
SD LT:	1,409	1,856	1,862	159	2,161	513	2,322	512	5,383	339	1,963	159 to 5,383
Outbound LT:	179	379	137	167	139	277	172	43	0	32	139	0 to 379
SD LU:	1,996	6,527	8,832	107	24,323	871	5,604	924	43,629	568	9,338	107 to 43,629
Outbound LU:	2,720	648	1,817	573	295	358	1,093	25	0	136	1,669	0 to 1,817
Meta Descr.:	113	155	185	0	142	145	125	157	145	136	155	0 to 185
Meta Keyw.:	66	225	248	0	603	421	288	277	0	332	149	0 to 603
First Sentence:	13	48	207	48	495	50	18	66	6	57	45	6 to 495
HTML Comm.:	2,395	3,020	711	36	1,243	573	1,901	362	1,971	687	684	36 to 3,020

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 inbound links according to these search engines (the more the better)												
Alexa:	667	10k	4k	6k	3k	2k	13k	3k	6k	474	2k	474 to 13k
AllTheWeb (preset settings):	5k	5,810k	195k	207k	48k	5,590k	2,550k	398k	53,900k	13k	191k	13k to 53,900k
Google.com:	485	8k	3k	5k	2k	4k	8k	3k	4k	585	2k	585 to 8k
Yahoo.com:	0	0	0	0	0	0	0	0	0	0	0	all 0
Links from social networks (the more the better)												
Del.icio.us:	87	3k	4k	5k	3k	3k	10k	17k	695	55	1k	55 to 17k
Digg:	2	11	14	8	1	0	72	16	76k	0	0	0 to 76k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	Sep 1992	Nov 1995	Nov 1999	Jan 1997	Jun 1997	Sep 1994	Feb 2006	Apr 1995	Mar 1999	Sep 1997	Jun 1998	Sep 1994 to Feb 2006
Server Speed:	5.90s	4.11s	5.06s	3.03s	3.69s	5.45s	2.97s	3.99s	2.83s	4.34s	6.06s	2.83s to 6.06s
Alexa Traffic Rank:	78k	354	693	680	790	2k	375	915	2	154k	2k	2 to 154k