How to use the Single-page Keyword Density Analyzer (KDA)

Purpose of this Tool

The purpose of the Keyword Density Analyzer is to analyze word and phrase usage (associated with your keywords) on your web pages and produce a report that assists in the optimization of those pages. We recommend that you develop a detailed baseline Keyword Density Report for the domain and for each web page in your web site. The Single-page KDA performs a detailed review of a single web page. This baseline analysis can then be used to compare your Keyword Density to the top web sites discovered (use the Engine Specific Research Tool and Research Summary Tool).

The Keyword Density Analyzer provides detailed information for a given web page. It analyzes information about the:

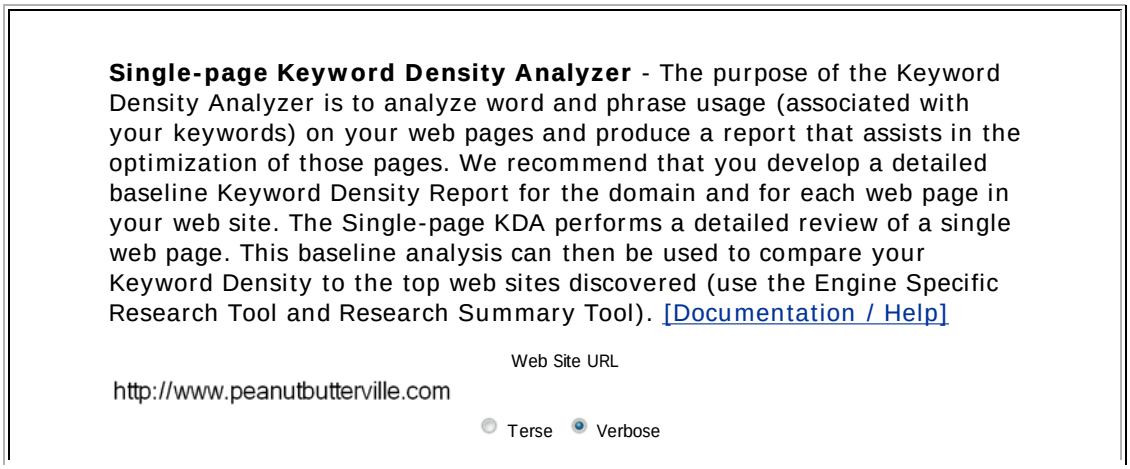
Page Content	Tag Format
Title Tag	Appears in the <HEAD> section between <TITLE> and </TITLE> tags - should be first tag in HEAD section
Meta Description Tag	Found in the <META name=DESCRIPTION value="content-goes-here"> tag
Meta Keywords Tag	Found in the <META name=KEYWORDS value="content-goes-here"> tag
Heading Information	Appears in the <BODY> section between <H#> and </H#> tags (# is a number between 1 and 5 - eg: H1). Usually used with either CSS or FONT commands to control color and size
Comment Information	Appears in the <BODY> section between <!-- and --> tags (<!-- this-is-a-comment -->).
Image ALT Information	Appears in the <BODY> section as a parameter in an image <IMG tag (<IMG SRC=image-file-url ALT="alt-text-here">). Must be appropriate to image size and content
Hyperlink Information	Appears in the <BODY> section as a part of the link <A HREF=...> tag (<A HREF=target-page-url>). The separated words (via hyphen or slash) in the URL are counted here. Run together words are not parsed.
User Viewable Text	Other visible words that appear in the <BODY> section. This is broken into the top of page words (first 200 words) and all words together.

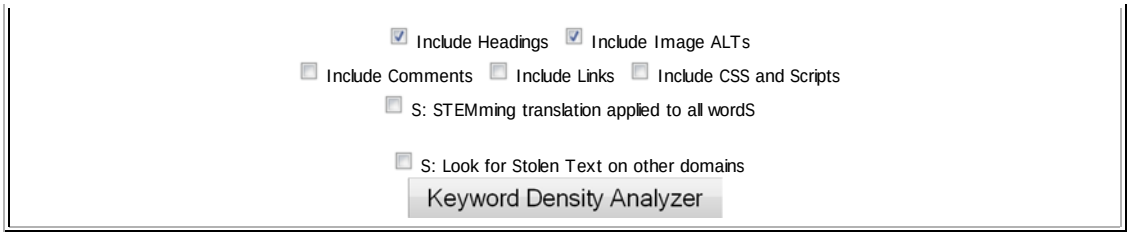
To read the Keyword Density Analyzer report, simply follow the keywords down the left column and then read across the page to see the analysis of use by percent in the various headings noted above. You will be able to determine exactly where the word use is not properly distributed, e.g. missing words in body or first words of text, use in hyperlinks, comments, etc. This allows you to assure that keyword use is properly placed and utilized.

It is suggested that you use the Keyword Density Analyzer for each page of your web site, not just the home page.

How to Run the Keyword Density Analyzer Tool

Enter the URL for your site. It is recommended that you perform a Keyword Density Analysis for each page of your site. The SEOToolSet™ will reference the keywords already established for your website.



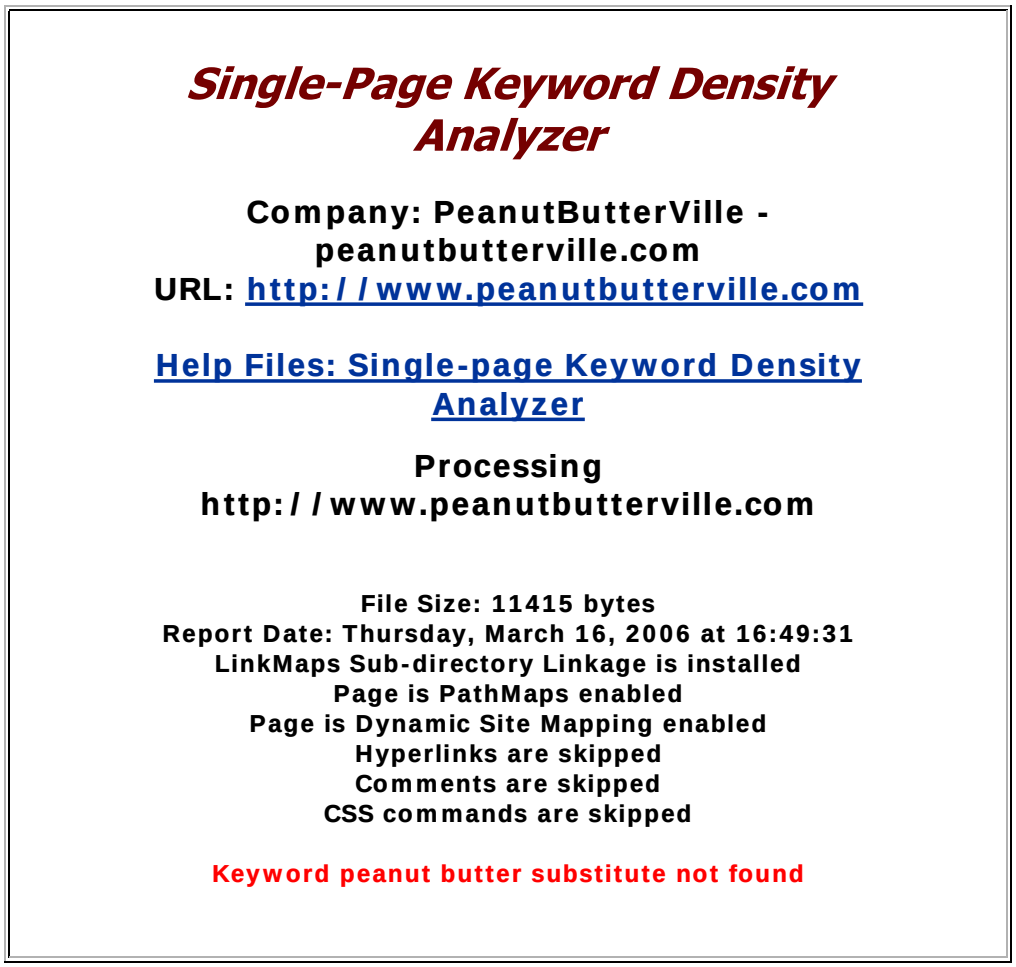


The KDA is also available in a limited form from our SEO Methodology page - Steps 3 and 7.

By default the SEOToolSet™ will run the Keyword Density Analyzer in Verbose Mode. The difference between Verbose Mode and Terse Mode is that Verbose Mode includes the Summary Meta Variable Section of the Keyword Density Analyzer while Terse Mode does not. Both the Terse and Verbose Mode provide a Detailed Meta Variable Section of the Keyword Density Analyzer.

How to Read and Understand the KDA Reports

The Keyword Density Analysis first performs a couple tests including a Check Server Page Status and displays the following:



The initial section of the report includes the:

1. Date the page was last edited (and by whom if it is included in the META Author tag)
2. Domain Page Size
3. Date/time the Keyword Density Analyzer was performed for historic purposes
4. Recognition of other of our products such as Dynamic Site Mapping
5. Notations about selected or removed tag sections

If the Check Server Page discovers a potential problem (example: 302 Redirect, IP is Blocklisted, etc), then an appropriate message would be displayed here.

Keywords and Keyword Frequency on the Web Page

The Keyword Density Analyzer provides a list of the keywords for the account (from the keyword list) found on this web page. The Analyzer also reports the frequency associated with each keyword.

Keywords (from keyword list) found on this page

nutrition was used 2 times
allergies was used 2 times
peanuts was used 2 times
jelly was used 1 times
peanut butter was used 19 times
soy butter was used 4 times

Keywords Assigned to this page

allergies was used 2 times
jelly was used 1 times
nutrition was used 2 times
peanut butter was used 19 times
peanut butter substitute was not used
peanuts was used 2 times

Keywords for Dynamic Site Mapping Index

peanut butter
soy butter
allergies
nutrition
peanuts

If your web site has Dynamic Site Mapping (DSM) enabled on this web page, then the Keyword Density Analyzer will report if the keywords for the account (from the keyword list) were found.

Title Tag Analysis

The Keyword Density Analyzer provides the following Title tag information for a given web page. It states the actual text used in the Title, the length of the Title (with and without Stop Words) and effective utilization. Normally the Title tag length should be between 6 and 12 words, although some success can be found at either extreme.

The Title Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be higher or lower than the stated range. The purpose of assigning a condition is to create a starting point for your analysis.

The Title tag should appear first within the HEAD section.

TITLE Tag

Page title text is:

Peanut ButterVille.com - All Your Peanut Butter Needs

Page TITLE Tag is out of sequence - should be before DESCRIPTION and KEYWORDS META Tags
Page Title statistics: Total Words: 7 - Length: 52 characters.
Page Title statistics: Stop Words: 2 - Used Words: 5

Page Title statistics: Word Utilization: 41.7% [Optimal space 12 words].
Page title is **TOO SHORT** (5 words). Should be between 6 and 12 words.

Description Tag Analysis

The Keyword Density Analyzer provides the following Description tag information for a given web page. It states the actual text used in the Description, the length of the Description (with and without Stop Words) and effective utilization, assuming the Description Tag length should be between 12 and 24 words.

The Description Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 25 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

The Description tag should appear second within the HEAD section.

Meta Description Tag

Page description text is:

At Peanut Butter Ville learn about the history of peanut butter and buy all of your nut butters here.

Page DESCRIPTION Tag is out of sequence - should be after TITLE Tag and before KEYWORDS META Tags
Page Description statistics: Total Words: 19 - Length: 101 characters.
Page Description statistics: Stop Words: 6 - Used Words: 13.
Page Description statistics: Space Utilization: 50.5% [Maximum space 200 characters].
Page Description statistics: Word Utilization: 54.2% [Optimal space 24 words].
META Description is **MISSING** a word that is in the TITLE.
Page description is an **ACCEPTABLE** length (13 words). Should be between 12 and 24 words.

Keyword Tag Analysis

The Keyword Density Analyzer provides the following Keywords tag information for a given web page. It states the actual text used in the Keywords, the length of the Keywords (with and without Stop Words) and effective utilization, assuming the Keywords Tag length should be between 0 and 48 words.

The Keywords Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 49 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

The Keyword tag should appear third within the HEAD section.

Meta KEYWORDS Tag

Page keyword string is:

peanuts, roasted nuts, soy, soy products, soy butter, soy nut butter, peanut butter, buy organic peanut butter, organic foods, peanut butter and jelly, recipes, peanut butter recipes, how to make peanut butter

Page KEYWORD Tag is out of sequence - should be after TITLE and DESCRIPTION META Tags
Page Keyword statistics: Total Words: 32 - Length: 209 characters.
Page Keyword statistics: Stop Words: 3 - Used Words: 29.
Page Keyword statistics: Space Utilization: 20.9% [Maximum space 1000 characters].
Page Keyword statistics: Word Utilization: 60.4% [Optimal space 48 words].
META Keywords is **MISSING** a word that is in either the TITLE or META Description.
Page keyword count is an **ACCEPTABLE** length (29 words). Should be between 0 and 48 words.

Heading Analysis

The Keyword Density Analyzer provides the following Heading information for a given web page. It states the actual text used in the Heading, the length of the Heading (with and without Stop Words), and effective utilization, assuming the Heading Tag length should be between 1 and 5 words per tag, with the number of tags dependant upon total page size.

The Heading Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best aggregate length might be 26 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

HEADING Information

Page headings statistics: Used Words: 25.
Page Heading (H2) tags do not appear in sequence (H1, H2, H3...).
Page header-level word count is an **ACCEPTABLE** length (25 words). Should be between 1 and 54 words.

Comment Tag Analysis

The Keyword Density Analyzer provides the following Comment information for a given web page. It states the actual text used in the Comments, the length of the Heading, and effective utilization, assuming the Comment Tag length should be between 15 and 74 words.

The Comment Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 100 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

Most search engines now ignore this tag, but it is still best to use it and to make it the best that you can. Comment analysis is turned off by default.

COMMENT Information

Page comments statistics: Used Words: 0.
Page comments word count is **TOO LOW** (0 words). Should be between 15 and 67 words.

Image Tag Analysis

The Keyword Density Analyzer provides the following Image Alt information for a given web page. It states the actual text used in the Image Alt, the length of the Image Alt, and effective utilization assuming the Image Alt Tag length should be between 0 and 48 words.

The Image Alt Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 49 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

Image ALT Information

Page Image ALT code statistics: Used Words: 3.
Page Image ALT code word count is an **ACCEPTABLE** length (3 words). Should be between 0 and 43 words.

Important Note - It is important to note that the Image Alt Tag above is a summary of all Image Alt Tags on that page. In general, the larger the image, the more words can appear as Image Alt content. The smaller the image, the less words can appear as Image Alt content.

In practice we believe the Image Alt content should not exceed 12 words. However, we apply the following “rule of thumb” to each image:

To arrive at the maximum word count:

1. Divide the image height by 16 and round down to a whole number.
2. Divide the image width by 32 and round down to a whole number.
3. Add the height result to the width result and this is you maximum word count for that image (again not to exceed 12 words).

Here is an example of an image of an image that has a height of 75 height and width of 68 pixels.

1. max word count = (75/16) + (68/32)
2. max word count = 4 + 2
3. max word count = 6

Hyperlink Analysis

The Keyword Density Analyzer provides the following Hyperlink information for a given web page. It states the actual text used in the Hyperlink, the length of the Hyperlink, and effective utilization, assuming the Hyperlink Tag length should be between 12 and 190 words.

The Hyperlink Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 191 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

Link Information

Page Link statistics: Total links: 23 links containing 69 LinkWords and 0 URL words.
Page hyperlink URL address statistics: URL word count density: 5% (23 of 402).
Page hyperlink LinkText statistics: Link count density: 17% (69 of 402).
Page hyperlink URL address word count is **TOO LOW** (0 words). Should be between 12 and 172 words.
Page hyperlinks contains link text that is too short - spam violation.
Page hyperlink LinkText density is **TOO HIGH** (17%). Should not exceed 15%.

User Viewable Text (Body Text) Analysis

The Keyword Density Analyzer provides the following User Viewable Text information for a given web page. It states the actual text used in the Body section, the length of the Body Content, and effective

utilization assuming the Body text length should be between 75 and 750 words (although we believe there is really no upper limit if the page is valid).

The User Viewable Text Tag is then assigned one of the following conditions: Acceptable, Too Low, or Too High. It is important to keep in mind that although a condition is assigned, it does not necessarily mean you need to change or not change your tag. It is possible that, for your market, the best length might be 750 words or more. The purpose of assigning a condition is to create a starting point for your analysis.

Our best ranked page has over 4,400 words and it is very well ranked in the ALL of the major search engines.

User Viewable Text

Body text contains 42 sentences, averages 1.85 syllables per word, and 7.79 words per sentence.
Page text is ABSOLUTE POSITIONED out of bounds - spam violation.
Body text Flesch level: 42.7, Kincaid Grade Level: 9.2
Meta Title, Description, and Keywords MUST be used in Body Text. You are **MISSING WORDS** from your text that appear in Meta Tags. See Detail Reports that follow.
Page contains <B> tags - perhaps use <STRONG> instead.
Page contains no tags - use <STRONG> if appropriate.
Page viewable text word count is an **ACCEPTABLE** length (327 words). Should be between 75 and 20000 words.

How to Read the Detailed Single-page KDA Report

The optimal keyword density, frequency, and distribution will be determined by analyzing top-ranked sites and working to simply be better than they are. The search engines are clearly accepting their density, frequency, and distribution, so being better than these competitors is often simply a matter of careful page editing. This tool makes that task much easier. Analysis of the competition is performed with the various Research Tools that directly feed into the Multi-page Keyword Density Analyzer.

To read the Single-page Keyword Density Analyzer report, simply follow the keywords down the left column and then read across the page to see the analysis of use by percent in the various headings noted above. You will be able to determine exactly where the word use is not properly distributed, e.g. missing words in body or first words of text, use in hyperlinks, comments, etc. This allows you to assure that keyword use is properly placed and utilized.

The Keyword Density Analyzer first reports 1-word phrases, then 2-word phrases, and then 3-word phrases. Therefore, if your keyword is 3-word phrase called “peanut butter ville” the Keyword Density Analyzer will analyze this as a permutation in the following manner:

Single keyword phrase: peanut and butter and ville.
2-word phrase: peanut butter and butter ville.
3-word phrase: peanut butter ville.

If a Keyword for the account is located as a 1-word phrase, 2-word phrase, or 3-word phrase, this keyword is highlighted in the color Green in the Keyword column and the row is changed to a light grey background. If a keyword/Meta tag combination is considered Too Low, this corresponding cell is highlighted in the color Red. If a keyword/Meta tag combination is considered Too High, this corresponding cell is highlighted in the color Blue. **These color rules are used throughout the sections of this report.**

The format of the cell contents is "Density (Frequency)" where the Density is the Frequency divided by the total words in that column. The individual cell contents (see below example) for the Title (total of five words -- see number in the column header) for "butter" of "20% (1)" indicates that the word butter appears once (Frequency) in the Title and represents a Density of 20% of all words appearing in

the title.

This is an example of the 1-Word Phrase Analysis.

1 Word Phrases										
Keywords Page Keywords Site Keywords	META Title 5	META Descr 13	META Keywords 29	Heads 25	<!-- Skip	ALT Codes 3	Hyper Links Skip	First Words 201	All Body Words 327	ALL Words 402
butter	20.0% (1)	15.4% (2)	24.1% (7)	12.0% (3)	-	33.3% (1)	-	3.0% (6)	3.1% (10)	6.0% (24)
peanut	20.0% (1)	15.4% (2)	17.2% (5)	8.0% (2)	-	33.3% (1)	-	2.5% (5)	2.4% (8)	4.7% (19)
soy	-	-	13.8% (4)	8.0% (2)	-	-	-	1.0% (2)	0.9% (3)	2.2% (9)
all	20.0% (1)	7.7% (1)	0.0% (0)	-	-	-	-	1.0% (2)	1.2% (4)	1.5% (6)
information	-	-	-	-	-	-	-	2.0% (4)	1.5% (5)	1.2% (5)
organic	-	-	6.9% (2)	4.0% (1)	-	-	-	1.0% (2)	0.6% (2)	1.2% (5)
recipes	-	-	6.9% (2)	-	-	-	-	1.0% (2)	0.9% (3)	1.2% (5)
about	-	7.7% (1)	0.0% (0)	-	-	-	-	1.5% (3)	0.9% (3)	1.0% (4)
nuts	-	-	3.4% (1)	4.0% (1)	-	-	-	1.0% (2)	0.6% (2)	1.0% (4)
milk	-	-	-	-	-	-	-	2.0% (4)	1.2% (4)	1.0% (4)
store	-	-	-	-	-	-	-	1.5% (3)	1.2% (4)	1.0% (4)
roasted	-	-	3.4% (1)	4.0% (1)	-	-	-	1.0% (2)	0.6% (2)	1.0% (4)
ville	-	7.7% (1)	0.0% (0)	4.0% (1)	-	33.3% (1)	-	0.5% (1)	0.3% (1)	1.0% (4)
buy	-	7.7% (1)	3.4% (1)	-	-	-	-	0.5% (1)	0.6% (2)	1.0% (4)
just	-	-	-	-	-	-	-	1.5% (3)	0.9% (3)	0.7% (3)
language	-	-	-	-	-	-	-	-	0.9% (3)	0.7% (3)
syrup	-	-	-	-	-	-	-	1.0% (2)	0.9% (3)	0.7% (3)
low	-	-	-	-	-	-	-	0.5% (1)	0.9% (3)	0.7% (3)
copyright	-	-	-	-	-	-	-	-	0.9% (3)	0.7% (3)
seotoolset	-	-	-	-	-	-	-	-	0.9% (3)	0.7% (3)
eof	-	-	-	-	-	-	-	1.5% (3)	0.9% (3)	0.7% (3)
history	-	7.7% (1)	0.0% (0)	-	-	-	-	0.5% (1)	0.6% (2)	0.7% (3)
facts	-	-	-	-	-	-	-	1.0% (2)	0.9% (3)	0.7% (3)
fun	-	-	-	-	-	-	-	1.0% (2)	0.9% (3)	0.7% (3)
perfect	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
sugar	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
should	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
great	-	-	-	4.0% (1)	-	-	-	0.5% (1)	0.3% (1)	0.5% (2)
use	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
look	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)

contact	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
states	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
reserved	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
peanutbutterville	20.0% (1)	0.0% (0)	0.0% (0)	-	-	-	-	0.0% (0)	0.3% (1)	0.5% (2)
united	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
near	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
malt	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
foods	-	-	3.4% (1)	-	-	-	-	0.5% (1)	0.3% (1)	0.5% (2)
src	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
peanuts	-	-	3.4% (1)	-	-	-	-	0.5% (1)	0.3% **(1)**	0.5% (2)
new	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
soon	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
naturally	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
more	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
then	-	-	-	4.0% (1)	-	-	-	0.5% (1)	0.3% (1)	0.5% (2)
nut	-	7.7% (1)	3.4% (1)	-	-	-	-	0.0% (0)	0.0% (0)	0.5% (2)
now	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
nutrition	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
categories	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
pathmaps	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
lightly	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
carb	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
here	-	7.7% (1)	0.0% (0)	-	-	-	-	0.0% (0)	0.3% (1)	0.5% (2)
love	-	-	-	4.0% (1)	-	-	-	-	0.3% (1)	0.5% (2)
its	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
rights	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
allergies	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
product	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
navigation	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
healthy	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
www	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
favorite	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
js	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
sweetened	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
bruce	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)

order	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
click	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
online	-	-	-	-	-	-	-	0.5% (1)	0.6% (2)	0.5% (2)
every	-	-	-	-	-	-	-	-	0.6% (2)	0.5% (2)
salted	-	-	-	-	-	-	-	1.0% (2)	0.6% (2)	0.5% (2)
also	-	-	-	4.0% (1)	-	-	-	0.5% (1)	0.3% (1)	0.5% (2)
Min Max Avg	6 12 6.5	12 24 7	0 48 16	1 54 6.5	15 67 21.5	0 43 12	12 172 37	75 201 -	200 20000 215	75 402 221.5
Individual Max	2	2	5	5	5	5	5	-	-	-

At the bottom of the 1-word phrase analysis, the Minimum, Maximum, and Average length for each Column variable is a helpful aid. The Individual Maximum is also included.

For example, it is recommended that the Title Length should be a Minimum of 6 words, a Maximum of 12 words, and an Average of 6.5 words. Of course, running the Multi-page KDA for your keywords will help identify proper ranges for your major keywords since common usage will vary from keyword to keyword. In this case the Individual Maximum indicates that the Maximum number of times a Keyword should be used in the Title is two times.

This is an example of the 2-Word Phrase Analysis. The same color rules apply.

2 Word Phrases										
Keywords Page Keywords Site Keywords	META Title 5	META Descr 13	META Keywords 29	Heads 25	<!--Skip	ALT Codes 3	Hyper Links Skip	First Words 201	All Body Words 327	ALL Words 402
peanut butter	40.0% (1)	30.8% (2)	34.5% (5)	16.0% (2)	-	66.7% (1)	-	5.0% (5)	4.9% (8)	9.5% (19)
butter ville	-	15.4% (1)	-	8.0% (1)	-	66.7% (1)	-	1.0% (1)	0.6% (1)	2.0% (4)
soy butter	-	-	6.9% (1)	8.0% (1)	-	-	-	1.0% (1)	1.2% (2)	2.0% (4)
fun facts	-	-	-	-	-	-	-	2.0% (2)	1.8% (3)	1.5% (3)
soy nuts	-	-	-	8.0% (1)	-	-	-	1.0% (1)	0.6% (1)	1.0% (2)
recipes allergies	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)
facts recipes	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)
naturally sweetened	-	-	-	-	-	-	-	2.0% (2)	1.2% (2)	1.0% (2)
src www	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
js language	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
nutrition fun	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)
history its	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)
butter buy	-	15.4% (1)	6.9% (1)	-	-	-	-	0.0% (0)	0.0% (0)	1.0% (2)
www seotoolset	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
more information	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)

united states	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
all rights	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
low carb	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
rights reserved	-	-	-	-	-	-	-	-	1.2% (2)	1.0% (2)
its nutrition	-	-	-	-	-	-	-	1.0% (1)	1.2% (2)	1.0% (2)

This is an example of the 3-Word Phrase Analysis. The same color rules apply.

3 Word Phrases										
Keywords Page Keywords Site Keywords	META Title 5	META Descr 13	META Keywords 29	Heads 25	<!-- Skip	ALT Codes 3	Hyper Links Skip	First Words 201	All Body Words 327	ALL Words 402
peanut butter ville	-	23.1% (1)	-	12.0% (1)	-	100.0% (1)	-	1.5% (1)	0.9% (1)	3.0% (4)
peanut butter buy	-	23.1% (1)	10.3% (1)	-	-	-	-	0.0% (0)	0.0% (0)	1.5% (2)
src www seotoolset	-	-	-	-	-	-	-	-	1.8% (2)	1.5% (2)
all rights reserved	-	-	-	-	-	-	-	-	1.8% (2)	1.5% (2)
history its nutrition	-	-	-	-	-	-	-	1.5% (1)	1.8% (2)	1.5% (2)
facts recipes allergies	-	-	-	-	-	-	-	1.5% (1)	1.8% (2)	1.5% (2)
nutrition fun facts	-	-	-	-	-	-	-	1.5% (1)	1.8% (2)	1.5% (2)
fun facts recipes	-	-	-	-	-	-	-	1.5% (1)	1.8% (2)	1.5% (2)
its nutrition fun	-	-	-	-	-	-	-	1.5% (1)	1.8% (2)	1.5% (2)

How to Interpret the Linear Keyword Phrase Distribution Chart

The Chart should be used to identify potential problem and opportunity areas within the Source Code to evenly distribute your keywords and optimize keyword density.

The Chart helps you determine if the Keyword is evenly distributed, too concentrated, or possibly too diluted.

If your keyword is too concentrated, a search engine might consider this spamming.

If your keyword is not evenly distributed, the search engine might not consider that keyword important to your page.

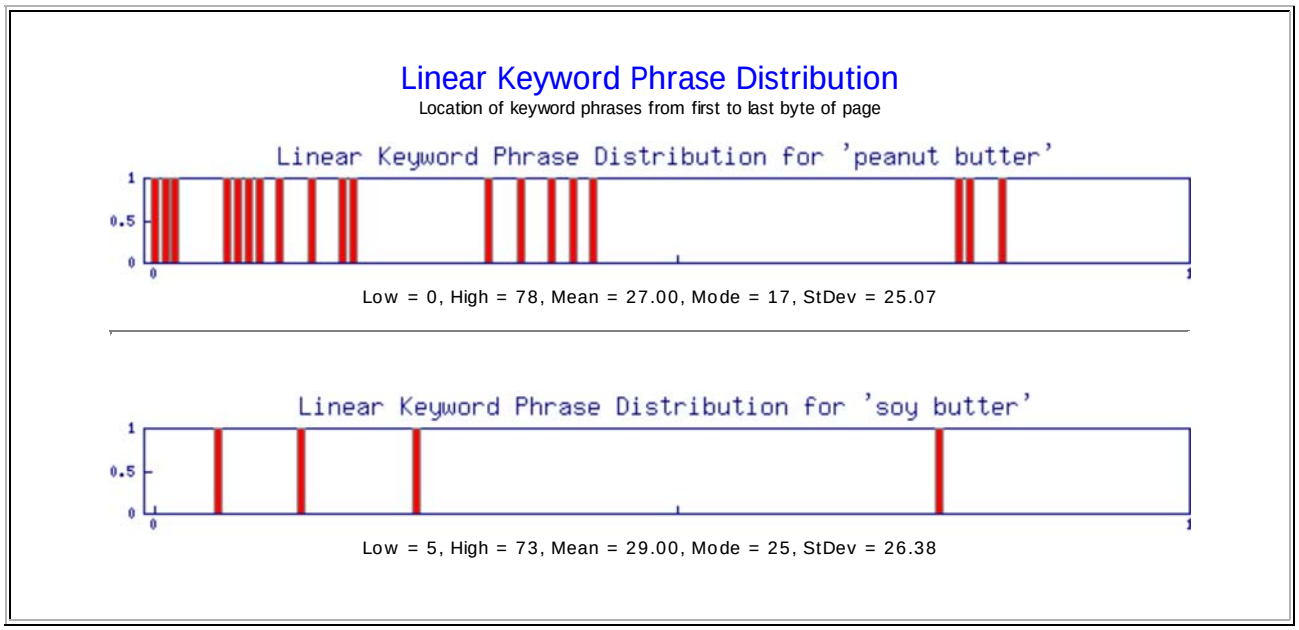
The Keyword Distribution Chart includes basic central tendency and dispersion statistics. The term central tendency refers to the "middle" value and is measured using the mean and mode (we exclude median - the actual middle value).

The term dispersion refers to the measures that describe how data is dispersed. We include the range (lowest and highest figures) and the standard deviation (we exclude other dispersion measures of average deviation and variance).

Low means the lowest (or earliest) instance of that keyword on the page.
High means the highest (or last) instance of that keyword on that page.
Mean means the average location of that keyword on that page.
Mode means the most frequently occurring location of that keyword on that page.

Standard deviation helps describe the distribution fluctuation. If the deviation is large, it may indicate the distribution is too diluted. If the deviation is small, it may indicate the distribution is too concentrated.

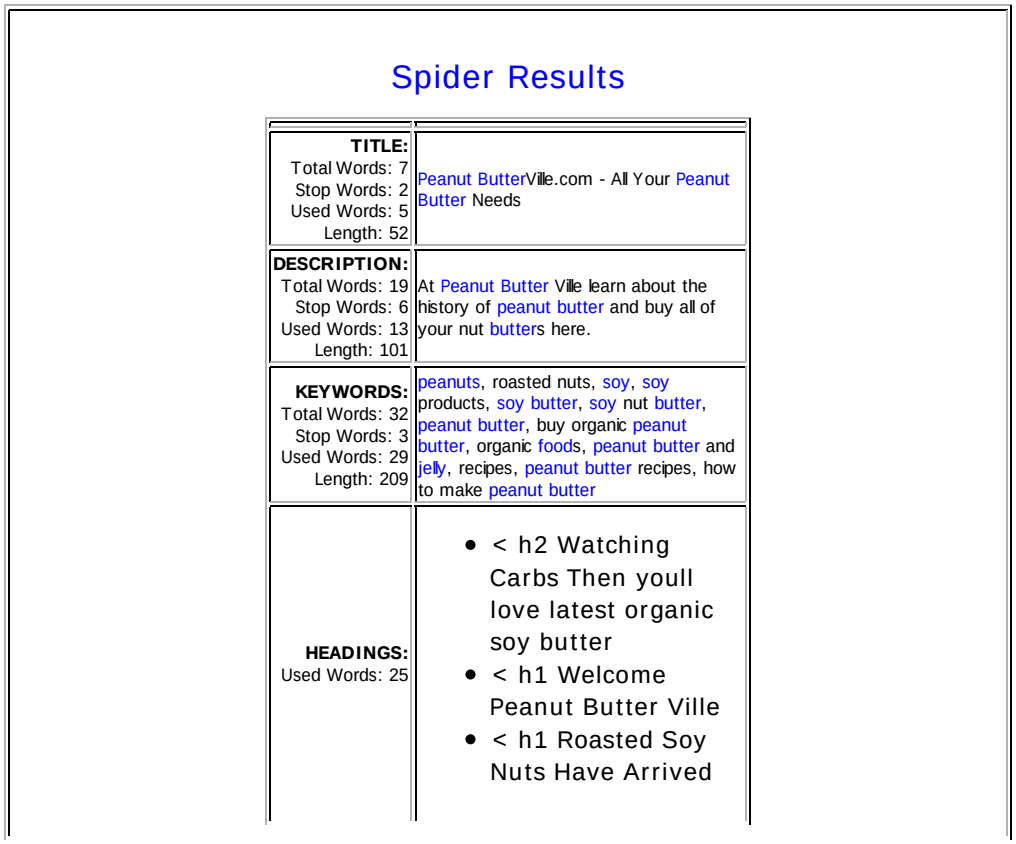
Here are examples of the Keyword Distribution Chart for the 2-word phrases "peanut butter" and "soy butter".



Detail KDA Content – Table Format

The Keyword Density Analyzer then displays the detail content behind the Title, Description, Keywords, Headings, Comments, Image Alts, Links, Link Text, and Stop Words in a table format.

The following is a screen shot example of the detail content for the Title, Description, Keywords, Headings, Comments, and Image Alts.



Spider Results

TITLE: Total Words: 7 Stop Words: 2 Used Words: 5 Length: 52	Peanut ButterVille.com - All Your Peanut Butter Needs
DESCRIPTION: Total Words: 19 Stop Words: 6 Used Words: 13 Length: 101	At Peanut Butter Ville learn about the history of peanut butter and buy all of your nut butters here.
KEYWORDS: Total Words: 32 Stop Words: 3 Used Words: 29 Length: 209	peanuts, roasted nuts, soy, soy products, soy butter, soy nut butter, peanut butter, buy organic peanut butter, organic foods, peanut butter and jelly, recipes, peanut butter recipes, how to make peanut butter
HEADINGS: Used Words: 25	• < h2 Watching Carbs Then youll love latest organic soy butter • < h1 Welcome Peanut Butter Ville • < h1 Roasted Soy Nuts Have Arrived

	• < h2 We also great stuff help wash peanut butter down
COMMENTS: Used Words: 0	• left navigation • categories • categories eof • information • information eof • navigation eof • DWLayoutTable • Copyright© 1996 2005 Bruce Clay™ Inc All rights reserved Copyright registered United States Copyright Office The Library Congress Number TX 001 745 accordance title 17 United States Code Bruce Clay SEOToolSet PPCToolSet Dynamic Site Mapping LinkMaps • SEM Tribune Search Engine Relationship Chart reg SE Traffic Vector bclay bruceclay SERC Trademarks • LANGUAGE JavaScript TYPE text src seotoolset dsm dsmimage js • language src seotoolset • js • language • PMAudit
\ IMAGE ALTS: Used Words: 3	• Peanut Butter Ville
LINKS: Used Words: 0 Links: 23	• history php • peanutbutterville howmade index php • peanutbutterville nutrition index php • peanutbutterville funfacts php • peanutbutterville recipes index php • peanutbutterville allergies index php

- peanutbutterville shipping php
- peanutbutterville faq php
- peanutbutterville contact php
- gotmilk
- bruce
- peanutbutter
- peanutbutterville peanutbutter pdf
- history php
- peanutbutterville howmade index php
- peanutbutterville nutrition index php
- peanutbutterville funfacts php
- peanutbutterville recipes index php
- peanutbutterville allergies index php
- peanutbutterville contactus index php

LINK TEXT:
Links: 23

URL Linked To	Anchor Text in this Link
/	*Image Link - No Text*
/ #	*Image Link - No Text*
/ #	AREAMAP
/ **allergies** / index.php	**Allergies**
/ **allergies** / index.php	**Allergies**
/ contact_us.php	Contact Us
/ contactus/ index.php	Contact Us
/ faq.php	Frequently Asked Questions
/ funfacts.php	Fun Facts
/ funfacts.php	Fun Facts
/ history.php	History
/ history.php	History
/ howmade/ index.php	How It's Made
/ howmade/ index.php	How It's Made
/ **nutrition** / index.php	**Nutrition**
/ **nutrition** / index.php	**Nutrition**
/ peanutbutter.pdf	*No text or image used in link - spam violation*
/ recipes/ index.php	Recipes
/ recipes/ index.php	Recipes
/ shipping.php	Shipping & Returns
http:/ / www.bruce.com	Click here for Bruce's Malt Syrup!
http:/ / www.gotmilk.com	**rel=nofollow** - milk

	http:/ / www.peanutbutter.com	*No text or image used in link - spam violation*
TEXT: Used Words: 327	left navigation categories information history its nutrition fun facts recipes allergies categories eof information company shipping returns frequently asked questions contact information eof new organic naturally sweetened creamy soy butter just 200 cabs per serving naturally sweetened low glycemic fruit concentrate sugar product contains no sugar alcohols because they all evaporated look soon store shelf near navigation eof dwlayouttable peanut butter one americas favorite foods found about 75% american homes peanut butter considered many staple like bread milk peanut butter ville will find favorite recipes fun facts about peanut butter now buy famous peanut butter online specialty food store near dry roasted salted soy nuts new improved version old fashioned cocktail peanuts snack tasty tender ready eat perfect any festive occasion just plain munching enjoyment enjoy healthy benefits soybeans soynuts lightly sprayed organic expeller pressed canola oil after nuts roasted then lightly salted look store shelves soon cannot wait order directly more information order call 1 800 555 1212 remember stirring malted milk powder into milk when were kid bring back childhood memories syrup adds all great malt flavor milk easy mix syrup also delicious ice cream milkshakes too use coffee just about anywhere would use sweetener 33 fl oz now available online store click here bruces malt syrup low carb atkins style diet perfect product healthy low carb soy butter more information click images love peanut butter obviously think peanut butter should every home every lunch everywhere else peanut butter life should buy today history its nutrition fun facts recipes allergies contact copyright copy peanutbutterville 2004 all rights reserved copyright© 1996 2005 bruce clay™ inc all rights reserved copyright registered united states copyright office library congress number tx 5 001 745 accordance title 17 united states code bruce clay seotoolset ppctoolset dynamic site mapping linkmaps pathmaps sem tribune search engine relationship chart reg se traffic vector bclay@bruceclay serc trademarks language type text src www seotoolset dsm dsmimage js language src www seotoolset pathmaps js language pmaudit	
Stop words: a an amp and are arial as at be but by can com do font for from gif had has have he helvetica her his how href i if in is it javascript jpg made net of on or org our sans see serif she that the this to us we with you your		

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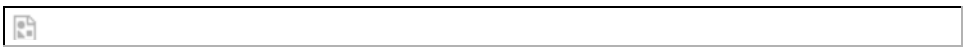


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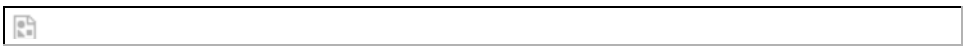
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