



## Top 10 Optimizer Report

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Recipient: New Zealand Caving

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## Report Overview

This report helps you to optimize the web page "<http://www.nzcaver.org/>" for a high ranking on Google.com for the search term "caving".

### Your Web Page

<http://www.nzcaver.org/>

### Analyzed Web Pages

1. <http://www.caves.org/>
2. <http://www.caves.org/pub/aca/>
3. <http://www.acerraft.com/cave.html>
4. <http://gorp.away.com/gorp/activity/caving.htm>
5. <http://en.wikipedia.org/wiki/Caving>
6. <http://www.umsl.edu/~joellaws/ozarkcaving/>
7. <http://www.caving.uk.com/Resources/Pages/frame.html> ("[www.caving.uk.com/](http://www.caving.uk.com/)" contained a Meta Refresh tag that linked to "[www.caving.uk.com/Resources/Pages/frame.html](http://www.caving.uk.com/Resources/Pages/frame.html)". "[www.caving.uk.com/Resources/Pages/frame.html](http://www.caving.uk.com/Resources/Pages/frame.html)" contains a frameset. "[www.caving.uk.com/Resources/Pages/frame.html](http://www.caving.uk.com/Resources/Pages/frame.html)" has not been analyzed because it does not contain the search term. It may have received the high ranking through many incoming links, or it uses cloaking, or the web page was changed after the search engine had indexed it.)
8. <http://www.adventuresports.com/wraft/ace/climbing/cave.html>
9. <http://www.cavesource.com/>
10. <http://dir.yahoo.com/Recreation/Outdoors/Caving/>

### Analyzed Search Terms

1. caving

## Document Title

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 "caving" in the document title and if it's important for Google.com.

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

### Their Contents

No.	Document Title
1.	The National Speleological Society
2.	American <b>Caving</b> Accidents
3.	Wild cave exploration in West Virginia
4.	GORP - <b>Caving</b>
5.	<b>Caving</b> - Wikipedia, the free encyclopedia
6.	The Ozark <b>Caving</b> web site has moved
7.	[Web page was not analyzed. Reason: see at the top of the report.]
8.	Cave Exploration in West Virginia
9.	The Cave Source
10.	Outdoors > <b>Caving</b> in the Yahoo! Directory

### Your Contents

NZCAVER.ORG

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- > Quantity: You could use the search term "caving" at least once in the document title but this is optional.
- > Density: You could increase the keyword density for the search term "caving" in the document title but this is optional.
- > Position: You could use the search term "caving" at least once in the document title but this is optional.
- >> Number of words: You use one word in the document title but you should use more. Use at least 2 words.
- >> Number of characters: You use 11 characters in the document title but you should use more characters. Use at least 13 characters.

## Detailed Analysis of "Document Title"

## Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	0	1	1	1	not analyzed	0	0	1	0 to 1
Density	0.0%	0.0%	33.3%	0.0%	50.0%	20.0%	14.3%	not analyzed	0.0%	0.0%	14.3%	0.0% to 50.0%
Position	n/a	n/a	10	n/a	8	1	11	not analyzed	n/a	n/a	12	n/a to 12

## Document Title Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	1	4	3	6	2	5	7	not analyzed	5	3	7	2 to 7
Characters	11	34	25	38	13	41	35	not analyzed	33	15	41	13 to 41

## Meta Keywords

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 gives relevance to search terms in the Meta Keywords tag.

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

### Their Contents

No.	Meta Keywords
1.	Cave, National Speleological Society, Science, Exploration, Conservation, Study, Knowledge, Nss, NSS, Caves, Non-profit, Organization, Grotto, Gating, Member, Information, <b>Caving</b> , Accidents, Bylaws, Paleontology, Library, Catalog, Rescue, Bookstore, Chapter, Publications, Society, National, Speleological, Diving, Survey, Cartography, Karst, Journal, Policy, Conservancies
2.	[not used]
3.	cave, <b>caving</b> , diving, cave diving, news, survey, <b>caving</b> clubs, water, water levels, whats on, caver training, SRT, instructors, DCRO, cave rescue, shaft, Titan, flooding, exploration, mine, discovery
4.	[not used]
5.	<b>Caving</b> , 1908, Alpine butterfly knot, Americas, Bat, Bolt (climbing), Boots, Bowline, Carabiner, Carbide lamp, Cave
6.	[not used]
7.	[Web page was not analyzed. Reason: see at the top of the report.]
8.	white water rafting west virginia, whitewater rafting wv, rafting west virginia, new river rafting, new river gorge, whitewater rafting new river, gauley river, gauley river rafting, ace adventure center, rafting in west virginia, vacation packages, white water rafting West Virginia, discount vacations, Weekend Getaways, upper gauley, new river wv, adventure travel vacations, west virginia white water, value vacations, west virginia hiking, west virginia rock climbing, west virginia mountain biking
9.	caves, <b>caving</b> , grutas, hoehlen, geology, scrambling, caverns, spelunking, pots, cavers, american, australian, new zealand, australia, tasmania, canada, canadian, British Columbia, Alberta, mexico, india, asia, europe, poland, hungary, italy, speleology, speleological, espeleologia,
10.	[not used]

### Your Contents

Cave , **Caving** , Cavers , Caves , Speleology , Spelunkers , spelunking , speleologists , New Zealand , **caving** clubs , **caving** groups , **caving** organisations , **caving** organizations , new zealand **caving** , **caving** new zealand , free , email , e-mail , free websites , web sites

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

>>	Quantity: You use the search term "caving" 7 times in the Meta Keywords tag. This is too often.
>>	Density: The keyword density for the search term "caving" is 21.9%. This is too high in the Meta Keywords tag (it should be 7.4% at maximum). Consider adding more text.
OK	Position: You've placed the search term "caving" at character position 8 of the Meta Keywords tag. This meets the requirements.

**Do the following to improve the ranking for your web site on Google.com for the search term "caving"**

OK Number of words: You use 32 words in the Meta Keywords tag. This meets the requirements.

OK Number of characters: You use 276 characters in the Meta Keywords tag. This meets the requirements.

**Detailed Analysis of "Meta Keywords"****Analysis of "caving":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	7	1	0	2	0	1	0	not analyzed	0	1	0	0 to 2
Density	21.9%	2.6%	0.0%	7.4%	0.0%	6.7%	0.0%	not analyzed	0.0%	3.2%	0.0%	0.0% to 7.4%
Position	8	157	n/a	7	n/a	1	n/a	not analyzed	n/a	7	n/a	n/a to 157

**Meta Keywords Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	32	39	0	27	0	15	0	not analyzed	69	31	0	0 to 69
Characters	276	339	0	200	0	104	0	not analyzed	504	255	0	0 to 504

## Meta Description

The Meta description tag allows you to describe your web page. This chapter tries to find out if Google.com 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.">

### Their Contents

No.	Meta Description
1.	The National Speleological Society is a not for profit organization dedicated to the study, conservation, exploration and knowledge of caves.
2.	[not used]
3.	<b>Caving</b> in West Virginia, Speleological Society .Cave exploring, or <b>caving</b> , is the recreational companion of speleology, which is the scientific study of natural caves. West Virginia
4.	[not used]
5.	[not used]
6.	[not used]
7.	[Web page was not analyzed. Reason: see at the top of the report.]
8.	White water rafting West Virginia on New River and Gauley River vacation packages and adventure travel vacations from ACE Adventure Center: Enjoy whitewater rafting the New River Gorge & Gauley River, find special discount packages and lodging, go rock climbing, hiking, mountain biking, kayaking, horseback riding in WV
9.	The <b>Caving</b> Pages: Getting Started, Types of Caves, Locating Caves...
10.	Yahoo! reviewed these sites and found them related to Outdoors > <b>Caving</b>

### Your Contents

NZ caver.org - The New Zealand **caving** communities online portal for cavers and **caving** organizations

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

OK	Quantity: You use the search term "caving" 2 times in the Meta Description tag. This meets the requirements.
>>	Density: The keyword density for the search term "caving" is 14.3%. This is too high in the Meta Description tag (it should be 10.0% at maximum). Consider adding more text.
OK	Position: You've placed the search term "caving" at character position 32 of the Meta Description tag. This meets the requirements.
OK	Number of words: You use 14 words in the Meta Description tag. This meets the requirements.
OK	Number of characters: You use 99 characters in the Meta Description tag. This meets the requirements.

## Detailed Analysis of "Meta Description"

## Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	0	2	0	0	0	not analyzed	0	1	1	0 to 2
Density	14.3%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	not analyzed	0.0%	10.0%	8.3%	0.0% to 10.0%
Position	32	n/a	n/a	1	n/a	n/a	n/a	not analyzed	n/a	5	66	n/a to 66

## Meta Description Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	14	20	0	26	0	0	0	not analyzed	48	10	12	0 to 48
Characters	99	141	0	181	0	0	0	not analyzed	320	68	71	0 to 320

## Body Text

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 statistics include spaces and punctuation marks.

### Your Contents

Bookmark this site( Netscape users hit CTRL + D,For MAC hit Command + D) Auckland Speleo Club Buller **Caving** Group Canterbury **Caving** Group Hamilton **Caving** Club Hamilton Tomo Group Manawatu Speleological Group Nelson Speleological Group New Zealand Speleological Society Rotorua **Caving** Group Scout **Caving** School Speleo Search Taranaki **Caving** Club Wellington **Caving** Group Sunday August 6, 2006 4:39 pm NZT Site search Web search powered by FreeFind Subscribe to nzcavers e-group Powered bygroups.yahoo.com [yourname@nzcaver.org](mailto:yourname@nzcaver.org) NZCAVER.ORGEmail Login Password New usersSign up! [ Home ] [ NZCAVER.ORG ] [ NZSS Accident Call Out Report ] [ New Member - Membership Renewal Form ] [ NZ **Caving** Organisations - Subscription List ] [ NZSS Accident Victim Report ]

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

OK Quantity: You use the search term "caving" 8 times in the body text. This meets the requirements.

>> Density: The keyword density for the search term "caving" is 7.0%. This is too high in the body text (it should be 5.0% at maximum). Consider adding more text.

OK Position: You've placed the search term "caving" at character position 102 of the body text. This meets the requirements.

OK Number of words: You use 115 words in the body text. This meets the requirements.

OK Number of characters: You use 764 characters in the body text. This meets the requirements.

### Detailed Analysis of "Body Text"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	8	3	21	7	23	45	1	not analyzed	3	0	32	0 to 45
Density	7.0%	0.6%	2.0%	3.6%	1.9%	1.5%	1.8%	not analyzed	2.0%	0.0%	5.0%	0.0% to 5.0%
Position	102	349	10	1	270	54	11	not analyzed	12	n/a	146	n/a to 349

**Body Text Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	115	531	1,032	193	1,222	3,065	56	not analyzed	151	70	634	56 to 3,065
Characters	764	3,681	6,342	1,281	7,891	20,544	355	not analyzed	959	466	5,029	355 to 20,544

## First Sentence of the Body Text

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

No.	First Sentence of the Body Text
1.	Welcome to the National Speleological Society (NSS)! With over 12,000 members and 200 grottos, the National Speleological Society does more than any other organization to study, explore, and conserve cave and karst resources; protect access to caves; encourage responsible management of caves and their unique environments; and promote responsible <b>caving</b> .
2.	American <b>Caving</b> Accidents A special publication of The National Speleological Society Copyright © 2006 National Speleological Society Inc.
3.	<b>Caving</b> in West Virginia
4.	Sign Up   Feedback Home Destination Guides Activity Guides National Parks City Guides Outdoor Gear Active Vacations Top 10s Trail Finder Where to Hike Where to Camp Where to Fish Where to Paddle Dude Ranch Guide Family Travel Guide
5.	Your continued donations keep Wikipedia running!
6.	The Ozark <b>Caving</b> web site has moved.
7.	[Web page was not analyzed. Reason: see at the top of the report.]
8.	Search:
9.	Prehistoric people lived in them and painted images on their walls.
10.	Yahoo!

### Your Contents

Bookmark this site( Netscape users hit CTRL + D, For MAC hit Command + D)

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

>	Quantity: You could use the search term "caving" at least once in the first sentence of the body text but this is optional.
>	Density: You could increase the keyword density for the search term "caving" in the first sentence of the body text but this is optional.
>	Position: You could use the search term "caving" at least once in the first sentence of the body text but this is optional.
OK	Number of words: You use 15 words in the first sentence of the body text. This meets the requirements.
OK	Number of characters: You use 72 characters in the first sentence of the body text. This meets the requirements.

### Detailed Analysis of "First Sentence of the Body Text"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	1	1	1	0	0	1	not analyzed	0	0	0	0 to 1
Density	0.0%	2.0%	5.9%	33.3%	0.0%	0.0%	14.3%	not analyzed	0.0%	0.0%	0.0%	0.0% to 33.3%
Position	n/a	349	10	1	n/a	n/a	11	not analyzed	n/a	n/a	n/a	n/a to 349

#### First Sentence of the Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	15	51	17	3	39	6	7	not analyzed	1	11	1	1 to 51
Characters	72	355	137	22	231	48	36	not analyzed	7	67	6	6 to 355

## Link Popularity

Link popularity is the total number of web pages that link to your site. However, the "popularity" is only part of the link analysis. All major search engines also take the quality and the context of the links into account. The idea behind evaluating the link popularity is that your web page must offer good content when many quality sites link to it.

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- >> No web page from a different domain has been found that links to your web site "http://www.nzcaver.org/". Try to get at least one web page from a different domain to link to your web page.
- OK Open Directory Project (dmoz.org) links to your web page "http://www.nzcaver.org/". This is good as it could be important for a top ranking on Google.com for the search term "caving".
- OK Yahoo.com directory links to your web page "http://www.nzcaver.org/". This is good as it could be important for a top ranking on Google.com for the search term "caving".

### Link Popularity Analysis

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Number of Inbound Links	0	0	0	0	0	0	0	0	0	0	0	all 0
Linked from Dmoz.org	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	all linked
Linked from the Yahoo.com directory	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	9 linked, 1 not linked

## URL

The URL is the address of a web page, for example "www.domain.com/index.htm". This chapter tries to find out if Google.com gives extra relevance to search terms within the URL. When you create web pages with search terms in the URL, separate them with dashes.

Example: <http://www.your-keyword.com/your-keyword/your-keyword.htm>

### Their Contents

No.	URL
1.	www caves ( <a href="http://www.caves.org/">http://www.caves.org/</a> )
2.	www caves pub aca ( <a href="http://www.caves.org/pub/aca/">http://www.caves.org/pub/aca/</a> )
3.	www aceraft cave ( <a href="http://www.aceraft.com/cave.html">http://www.aceraft.com/cave.html</a> )
4.	gorp away gorp activity <b>caving</b> ( <a href="http://gorp.away.com/gorp/activity/caving.htm">http://gorp.away.com/gorp/activity/caving.htm</a> )
5.	en wikipedia wiki <b>Caving</b> ( <a href="http://en.wikipedia.org/wiki/Caving">http://en.wikipedia.org/wiki/Caving</a> )
6.	www umsl joellaws ozarkcaving ( <a href="http://www.umsl.edu/~joellaws/ozarkcaving/">http://www.umsl.edu/~joellaws/ozarkcaving/</a> )
7.	www <b>caving</b> Resources Pages frame ( <a href="http://www.caving.uk.com/Resources/Pages/frame.html">http://www.caving.uk.com/Resources/Pages/frame.html</a> )
8.	www adventuresports wwraft ace climbing cave ( <a href="http://www.adventuresports.com/wwraft/ace/climbing/cave.html">http://www.adventuresports.com/wwraft/ace/climbing/cave.html</a> )
9.	www cavesource ( <a href="http://www.cavesource.com/">http://www.cavesource.com/</a> )
10.	dir yahoo Recreation Outdoors <b>Caving</b> ( <a href="http://dir.yahoo.com/Recreation/Outdoors/Caving/">http://dir.yahoo.com/Recreation/Outdoors/Caving/</a> )

### Your Contents

www nzcaver [<http://www.nzcaver.org/>]

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

>	Quantity: You could use the search term "caving" at least once in the URL but this is optional.
>	Density: You could increase the keyword density for the search term "caving" in the URL but this is optional.
>	Position: You could use the search term "caving" at least once in the URL but this is optional.
OK	Number of words: You use 2 words in the URL. This meets the requirements.
OK	Number of characters: You use 11 characters in the URL. This meets the requirements.

**Detailed Analysis of "URL"****Analysis of "caving":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	1	1	0	1	0	0	1	0 to 1
Density	0.0%	0.0%	0.0%	0.0%	20.0%	25.0%	0.0%	20.0%	0.0%	0.0%	20.0%	0.0% to 25.0%
Position	n/a	n/a	n/a	n/a	25	19	24	5	n/a	n/a	31	n/a to 31

**URL Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	2	2	4	3	5	4	4	5	6	2	5	2 to 6
Characters	11	9	17	16	30	24	29	32	44	14	36	9 to 44

## H1 Headline Texts

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, too.

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

### Your Contents

[not used]

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- > Quantity: You could use the search term "caving" at least once in the H1 headline texts but this is optional.
- > Density: You could increase the keyword density for the search term "caving" in the H1 headline texts but this is optional.
- OK Number of words: You don't use H1 headline texts. This complies with the requirements.
- OK Number of characters: You don't use H1 headline texts. This meets the requirements.

### Detailed Analysis of "H1 Headline Texts"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	0	0	1	0	not analyzed	0	0	2	0 to 2
Density	0.0%	0.0%	5.6%	0.0%	0.0%	100.0%	0.0%	not analyzed	0.0%	0.0%	33.3%	0.0% to 100.0%

#### H1 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	0	0	18	0	0	1	0	not analyzed	0	0	6	0 to 18
Characters	0	0	138	0	0	6	0	not analyzed	0	0	35	0 to 138

## H2 Headline Texts

H2 headline texts are the texts that are written between the <h2>...</h2> 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, too.

Example: <h2>your big headline text</h2>

### Your Contents

[not used]

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- > Quantity: You could use the search term "caving" at least once in the H2 headline texts but this is optional.
- > Density: You could increase the keyword density for the search term "caving" in the H2 headline texts but this is optional.
- OK Number of words: You don't use H2 headline texts. This complies with the requirements.
- OK Number of characters: You don't use H2 headline texts. This meets the requirements.

### Detailed Analysis of "H2 Headline Texts"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	0	1	0	not analyzed	0	0	0	0 to 1
Density	0.0%	0.0%	0.0%	33.3%	0.0%	5.3%	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0% to 33.3%

#### H2 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	0	0	0	3	6	19	0	not analyzed	7	0	0	0 to 19
Characters	0	0	0	21	36	151	0	not analyzed	32	0	0	0 to 151

## Same Site Link Texts

Link texts are words and sentences that are used as links. Same site 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 takes search terms in same site link texts into account.

Example: The HTML tag `<a href="contact.htm">Contact information</a>` contains the same site link text "Contact information".

### Your Contents

No.	Same Site Link Text	Link URL
1.	[empty]	/index.html
2.	Speleo Search	/search/index.html
3.	[empty]	/
4.	Home	./
5.	NZSS Accident Call Out Report	/accident.html
6.	New Member - Membership Renewal Form	/membership.html
7.	NZ <b>Caving</b> Organisations - Subscription List	/meminfo.html
8.	NZSS Accident Victim Report	/victim.html

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- OK Quantity: You use the search term "caving" once in the same site link texts. This meets the requirements.
- OK Density: The keyword density for the search term "caving" is 4.5%. This meets the requirements in the same site link texts.
- OK Number of words: You use 22 words in the same site link texts. This meets the requirements.
- OK Number of characters: You use 152 characters in the same site link texts. This meets the requirements.

### Detailed Analysis of "Same Site Link Texts"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	0	3	1	1	0	not analyzed	0	0	5	0 to 5
Density	4.5%	1.2%	0.0%	5.9%	0.5%	0.4%	0.0%	not analyzed	0.0%	0.0%	20.0%	0.0% to 20.0%

**Same Site Link Texts Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	22	84	57	51	203	274	0	not analyzed	0	3	25	0 to 274
Characters	152	538	366	335	1,201	1,720	0	not analyzed	0	14	212	0 to 1,720

## Outbound Link Texts

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

Example: The HTML tag <a href="http://www.not-your-site.com/about.htm">About the company</a> contains the outbound link text "About the company".

### Your Contents

No.	Outbound Link Text	Link URL
1.	Auckland Speleo Club	<a href="http://www.asg.org.nz/">http://www.asg.org.nz/</a>
2.	Buller <b>Caving</b> Group	<a href="http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#buller">http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#buller</a>
3.	Cantebury <b>Caving</b> Group	<a href="http://www.geocities.com/ccg_nz">http://www.geocities.com/ccg_nz</a>
4.	Hamilton <b>Caving</b> Club	<a href="http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#hcc">http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#hcc</a>
5.	Hamilton Tomo Group	<a href="http://www.htg.org.nz/">http://www.htg.org.nz/</a>
6.	Manawatu Speleological Group	<a href="http://www.massey.ac.nz/~sglasgow/welcome.htm">http://www.massey.ac.nz/~sglasgow/welcome.htm</a>
7.	Nelson Speleological Group	<a href="http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#nelson">http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#nelson</a>
8.	New Zealand Speleological Society	<a href="http://www.massey.ac.nz/~sglasgow/nzss">http://www.massey.ac.nz/~sglasgow/nzss</a>
9.	Rotorua <b>Caving</b> Group	<a href="http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#rotorua">http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#rotorua</a>
10.	Scout <b>Caving</b> School	<a href="http://www.scouts.org.nz/schools/caving.htm">http://www.scouts.org.nz/schools/caving.htm</a>
11.	Taranaki <b>Caving</b> Club	<a href="http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#taranaki">http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#taranaki</a>
12.	Wellington <b>Caving</b> Group	<a href="http://caving.wellington.net.nz/">http://caving.wellington.net.nz/</a>
13.	FreeFind	<a href="http://www.freefind.com">http://www.freefind.com</a>
14.	[empty]	<a href="http://www.aaa.com.au/">http://www.aaa.com.au/</a>
15.	groups.yahoo.com	<a href="http://groups.yahoo.com/group/nzcavers/">http://groups.yahoo.com/group/nzcavers/</a>
16.	Sign up	<a href="http://nzcaver.mail.everyone.net/email/scripts/useragreement.pl">http://nzcaver.mail.everyone.net/email/scripts/useragreement.pl</a>
17.	[empty]	<a href="http://www.netmechanic.com/">http://www.netmechanic.com/</a>
18.	[empty]	<a href="http://cws.net.nz/wpg/">http://cws.net.nz/wpg/</a>

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

OK Quantity: You use the search term "caving" once in the outbound link texts. This meets the requirements.

>> Density: The keyword density for the search term "caving" is 12.5%. This is too high in the outbound link texts (it should be 6.6% at maximum). Consider adding more text.

**Do the following to improve the ranking for your web site on Google.com for the search term "caving"**

OK Number of words: You use 8 words in the outbound link texts. This meets the requirements.

OK Number of characters: You use 62 characters in the outbound link texts. This meets the requirements.

**Detailed Analysis of "Outbound Link Texts"****Analysis of "caving":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	0	0	0	9	0	not analyzed	0	0	7	0 to 9
Density	12.5%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	not analyzed	0.0%	0.0%	5.9%	0.0% to 6.6%

**Outbound Link Texts Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	8	25	24	0	165	136	0	not analyzed	5	0	119	0 to 165
Characters	62	190	177	0	939	1,546	0	not analyzed	29	0	751	0 to 1,546

## Inbound Links

"Inbound links" are links on other web pages that point to your web page. Many search engines take the wording and the exact address of the inbound links into account when determining the ranking of your web site.

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

General advice about inbound links: Many search engines think that your web page must be relevant for the search term "caving" if other web pages link to your page with "caving" in the link text.

If many web pages link to your page with the link text "caving", then it's more likely that your web page will obtain a good ranking for the search term "caving".

How inbound links to your site should look like: When you exchange links with other web sites, make sure that your important keywords are in the link texts.

For example, if 20 other web sites link to your page with the HTML source 'Click here for <a href="http://www.nzcaver.org/">caving</a>', then it's much more likely that you'll obtain a good ranking for the search term "caving" than if 100 web sites link to your page with '<a href="http://www.nzcaver.org/">Click here for more information</a>.'

## Same Site Link URLs

Links connect one web page to another. Same site 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 site link URLs are relevant to Google.com.

Example: The HTML tag <a href="contact.htm">Contact information</a> contains the same site link URL "contact.htm".

### Your Contents

No.	Same Site Link URL	Link Text
1.	index [/index.html]	[empty]
2.	search index [/search/index.html]	Speleo Search
3.	[empty] [/]	[empty]
4.	[empty] [/.]	Home
5.	accident [/accident.html]	NZSS Accident Call Out Report
6.	membership [/membership.html]	New Member - Membership Renewal Form
7.	meminfo [/meminfo.html]	NZ Caving Organisations - Subscription List
8.	victim [/victim.html]	NZSS Accident Victim Report

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- > Quantity: You could use the search term "caving" at least once in the same site link URLs but this is optional.
- > Density: You could increase the keyword density for the search term "caving" in the same site link URLs but this is optional.
- OK Number of words: You use 7 words in the same site link URLs. This meets the requirements.
- OK Number of characters: You use 48 characters in the same site link URLs. This meets the requirements.

### Detailed Analysis of "Same Site Link URLs"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	1	3	36	0	not analyzed	0	0	1	0 to 36
Density	0.0%	0.0%	0.0%	2.0%	0.3%	5.0%	0.0%	not analyzed	0.0%	0.0%	0.3%	0.0% to 5.0%

**Same Site Link URLs Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	7	64	59	50	1,025	723	2	not analyzed	0	7	332	0 to 1,025
Characters	48	468	422	394	6,195	4,339	20	not analyzed	0	33	5,548	0 to 6,195

## Outbound Link URLs

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 gives relevance to search terms in outbound links

Example: The HTML tag <a href="http://www.not-your-site.com/info.htm">Click here</a> contains the outbound link URL "www.not-your-site.com/info.htm".

### Your Contents

No.	Outbound Link URL	Link Text
1.	www asg [http://www.asg.org.nz/]	Auckland Speleo Club
2.	www massey sglasgow nzss clubs htm#buller [http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#buller]	Buller Caving Group
3.	www geocities ccg nz [http://www.geocities.com/ccg_nz]	Cantebury Caving Group
4.	www massey sglasgow nzss clubs htm#hcc [http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#hcc]	Hamilton Caving Club
5.	www htg [http://www.htg.org.nz/]	Hamilton Tomo Group
6.	www massey sglasgow welcome [http://www.massey.ac.nz/~sglasgow/welcome.htm]	Manawatu Speleological Group
7.	www massey sglasgow nzss clubs htm#nelson [http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#nelson]	Nelson Speleological Group
8.	www massey sglasgow nzss [http://www.massey.ac.nz/~sglasgow/nzss]	New Zealand Speleological Society
9.	www massey sglasgow nzss clubs htm#rotorua [http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#rotorua]	Rotorua Caving Group
10.	www scouts schools <b>caving</b> [http://www.scouts.org.nz/schools/ <b>caving</b> .htm]	Scout Caving School
11.	www massey sglasgow nzss clubs htm#taranaki [http://www.massey.ac.nz/~sglasgow/nzss/clubs.htm#taranaki]	Taranaki Caving Club
12.	<b>caving</b> wellington [http:// <b>caving</b> .wellington.net.nz/]	Wellington Caving Group
13.	www freefind [http://www.freefind.com]	FreeFind
14.	www aaa [http://www.aaa.com.au/]	[empty]
15.	groups yahoo group nzcavers [http://groups.yahoo.com/group/nzcavers/]	groups.yahoo.com
16.	nzcaver mail everyone email scripts useragreement [http://nzcaver.mail.everyone.net/email/scripts/useragreement.pl]	Sign up

**Your Contents**

No.	Outbound Link URL	Link Text
17.	www netmechanic [http://www.netmechanic.com/]	[empty]
18.	cws wpg [http://cws.net.nz/wpg/]	[empty]

**Do the following to improve the ranking for your web site on Google.com for the search term "caving"**

OK	Quantity: You use the search term "caving" 2 times in the outbound link URLs. This meets the requirements.
>>	Density: The keyword density for the search term "caving" is 2.8%. This is too high in the outbound link URLs (it should be 2.3% at maximum). Consider adding more text.
OK	Number of words: You use 72 words in the outbound link URLs. This meets the requirements.
OK	Number of characters: You use 462 characters in the outbound link URLs. This meets the requirements.

**Detailed Analysis of "Outbound Link URLs"****Analysis of "caving":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	0	0	0	6	0	not analyzed	0	0	17	0 to 17
Density	2.8%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	not analyzed	0.0%	0.0%	1.4%	0.0% to 2.3%

**Outbound Link URLs Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	72	27	13	23	983	256	4	not analyzed	19	4	1,236	4 to 1,236
Characters	462	187	92	150	5,774	1,489	30	not analyzed	133	35	6,638	30 to 6,638

## IMG ALT Attributes

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

Example: 

### Your Contents

No.	Image Alt Attribute Text	Image File Name
1.	NZCAVER.ORG	images/logo_small.gif
2.	Crazy Cavers	images/shim.gif
3.	[empty]	images/logo_small.gif
4.	New Zealand Flag	images/nzflag.gif
5.	[empty]	<a href="http://results.netmechanic.com/aps1/partner/hiddengif.cgi?p=4824">http://results.netmechanic.com/aps1/partner/hiddengif.cgi?p=4824</a>
6.	NetMechanic Star Performer Award	<a href="http://images.netmechanic.com/images/webtools/staraward.gif">http://images.netmechanic.com/images/webtools/staraward.gif</a>
7.	Webposition Gold. Free Trial	images/wp-be-no1-button.gif

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- OK Quantity: You don't use the search term "caving" in the IMG ALT attributes. This meets the requirements.
- OK Number of words: You use 14 words in the IMG ALT attributes. This meets the requirements.
- OK Number of characters: You use 99 characters in the IMG ALT attributes. This meets the requirements.

### Detailed Analysis of "IMG ALT Attributes"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	not analyzed	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	not analyzed	0.0%	0.0%	0.0%	all 0.0%

**IMG ALT Attributes Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	14	0	0	22	33	20	0	not analyzed	11	0	124	0 to 124
Characters	99	0	0	156	244	124	0	not analyzed	69	0	628	0 to 628

## HTML Comment Tags

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.

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

### Your Contents

No.	HTML Comment Text
1.	msnavigatio
2.	msnavigatio
3.	msnavigatio
4.	msnavigatio
5.	Start of Recommend-it Code * Do not modify
6.	End of Recommend-it Code * Do not modify
7.	msnavigatio
8.	msnavigatio
9.	msnavigatio
10.	msnavigatio

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- > Quantity: You could use the search term "caving" at least once in the HTML comment tags but this is optional.
- > Density: You could increase the keyword density for the search term "caving" in the HTML comment tags but this is optional.
- OK Number of words: You use 26 words in the HTML comment tags. This meets the requirements.
- OK Number of characters: You use 170 characters in the HTML comment tags. This meets the requirements.

### Detailed Analysis of "HTML Comment Tags"

#### Analysis of "caving":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	3	0	0	not analyzed	0	0	0	0 to 3
Density	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	not analyzed	0.0%	0.0%	0.0%	0.0% to 0.8%

**HTML Comment Tags Contents**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	26	24	14	0	392	32	0	not analyzed	0	0	14	0 to 392
Characters	170	240	118	0	3,026	215	0	not analyzed	0	0	124	0 to 3,026

## General Advice

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

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- >> 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 "http://www.nzcaver.org/" contains only 116 words. It is strongly recommended to add more text to your web page.
- >> 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 term "Caves" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "Speleology" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "Spelunkers" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "spelunking" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "speleologists" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "caving clubs" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "caving groups" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "caving organizations" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "new zealand caving" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.

### Do the following to improve the ranking for your web site on Google.com for the search term "caving"

- >> 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 term "caving new zealand" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "e-mail" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "free websites" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- >> 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 term "web sites" of your Meta Keywords tag doesn't seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.
- OK Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.
- >> Your web page uses the Meta Robots tag to allow search engines to index your web page. Actually, you can remove this tag as search engines will also index your web page if this tag is missing.
- 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.
- > Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. The document title of your web page is in all capitalized letters. Consider changing it.
- 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.
- >> 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 seems to use 136 letters in a very small font size ("( Netscape users hit CTRL + D, For MAC hit Command + D ) Site search Web search powered..."). Consider removing as much of the tiny text as possible to prevent penalizing from some search engines.
- OK Your web page URL "http://www.nzcaver.org/" 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 "http://www.nzcaver.org/" 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.

**Do the following to improve the ranking for your web site on Google.com for the search term "caving"**

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.