

# Website Analysis Report

Created On:- Wed Aug 29 2012

We analyze the top 10 Search engine results for your keyword. It's ultra deep analysis will discover a huge amount of detail that could effect the search engine ranking for each of those sites. For every SEO measure it will compare the top ten results against your web page and explain exactly what you need to do to be in line with the top ten sites.

Each “measure” is contained within a separate module in the report allowing you to see exactly how your site compares to the page 1 search results.

Individual analysis and recommendations for you to follow will be shown in each module. In essence this will tell you exactly what you need to do to give your web page a top 10 ranking.

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## Project Summary

This module lists (in order) your website and the top search engine results for your keyword. It also shows a rendered image of the web page.

URL Targetted <http://michiganseo.com/>

Keyword **michigan seo** | Search Engine **Google (US)**

## Webpages Analysed

### Image

### Site Information



<http://michiganseo.com/>



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



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



<http://www.eilersmarketing.com/index.php>



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



<http://www.peakpositions.com/michigan-seo-company.html>



<http://michiganseo.com/>



<http://www.1seomichigan.com/>



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



<http://netvantagemarketing.com/>



<http://netvantagemarketing.com/services/search-engine-optimization>

## Keyword In Document Title

It is important that you have enough keywords on your web page to allow Google to understand what your page is about. However it is imperative that you do not have too many keywords as this would be seen as keyword stuffing and your web page and even your whole web site is likely be penalized by Google. We cannot know exactly what measures Google use but we see which websites Google reward by placing them in the top 10 search results.

It makes sense, therefore, to see exactly how those competing websites are configured, as clearly that is what Google wants. By replicating the same configurations on your web page you will be able to get your website high up in the search results alongside your main competitors and even beat them at there own game.

There are several modules in this report that look at keywords in the different sections of your web page. This general advice above is true for all of these modules.

The document title (of any web page) is that which is seen between the title tags in the web page html code (i.e.<title>Your Page Title Goes Here</title>). This module lists the number of times the main keyword (keyphrase) and sub keywords are found in the page title

### Site Address michigan seo michigan seo

	0	0	0
	3	3	4
	1	1	1
	2	2	2
	1	1	1
	3	4	3
	0	0	0
	1	1	1
	1	1	2
	1	2	1
	0	0	1

**michigan seo michigan seo**

Range	0-3	0-4	0-4
Your Webpage	0	0	0

Average	1	1	1
Your Webpage	0	0	0

## Readability

The readability of your web page must be easy enough to suit a wide range of people and educational ability but the content must engage, interest and show authority. The higher the readability figures, the greater the educational requirement of the reader. In other words the higher the figure the harder it will be to read easily.

This measures the level of (average) education needed by a visitor to comfortably read and understand the content of the web page.

### Site Address Readability

	10.59
	13.91
	9.96
	12.66
	18.07
	13.93
	10.59
	17.26
	13.83
	9.21
	10.46

#### michigan seo

Range 9.21-18.07

your website 10.59

Average 12

your website 10.59

## Website AGE

Your website age is likely to be a contributing factor to your ranking. The older sites are the more established they become and it appears that Google reward them with additional ranking power. However age is only one of many factors.

This module lists the original date of the domain name registration and hence an estimate of the age of the web site to which the web page is attached.

### Site Address Domain Creation

	Sun Aug 1 2004
	Wed Nov 1 2006
	Wed Apr 1 2009
	Tue Jan 1 2008
	Sat Nov 1 2003
	Tue Jan 1 2002
	Sun Aug 1 2004
	Thu Feb 1 2007
	Mon Sep 1 2008
	Sun Jun 1 2008
	Sun Jun 1 2008

### Website Age









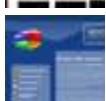


Range Tue Jan 1 2002-Wed Apr 1 2009

Your Website **Sun Aug 1 2004**

## Keyword In H1 Tag

The H1 that is the “highest” header level as defined in the HTML code (i.e. <H1>Your Page Header</H1>). This module lists the amount of times the primary keyword (keyphrase) and any sub keywords are found within H1 tags

### Site Address michigan seo michigan seo

Site Address	michigan seo	michigan seo	michigan seo
	0	0	0
	2	2	2
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	1	1	1
	0	0	0
	0	0	1












### michigan seo michigan seo

Range	0-2	0-2	0-2
Your Webpage	0	0	0
Average	0	0	0
Your Webpage	0	0	0

### Keyword In Domain Name

This module lists the number of primary keywords and any short tail keywords that are found in the actual top level domain name of the listed sites. (i.e. in www.yoursitename.com)

#### Site Address michigan seo michigan seo

	1	1	1
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	1	1	1
	0	1	1
	0	0	1
	0	0	0
	0	0	0

#### michigan seo michigan seo









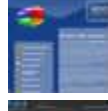


Range	0-1	0-1	0-1
Your Webpage	<b>1</b>	<b>1</b>	<b>1</b>
Average	0	0	0
Your Webpage	<b>1</b>	<b>1</b>	<b>1</b>



### Keyword In Page URL

The page URL is the full url to the actual webpage. (i.e. yoursite.com/pagename.html). This module reports the number of times the primary and short tailed keywords are found in the URL.

#### Site Address michigan seo michigan seo

	1	1	1
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	1	1	1
	1	1	1
	0	1	1
	0	0	1
	0	0	0
	0	0	0









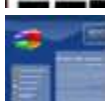


	michigan seo		michigan seo	
Range	0-1	0-1	0-1	0-1
Your Webpage	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Average	0	0	0	0
Your Webpage	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

## Social Networking

Activity on the social networks is one of the more recent ranking factors. It is likely to become even more important over time. Google are currently monitoring over 250 social sites and will almost certainly consider the likes of Facebook likes, Twitter tweets and Diggs etc. important indicators as to a web pages popularity.

This module lists the number of times the sites are referenced at the some of the key social networking sites.

### Site Address Facebook Twitter G+1 Diggs Pinned LinkedIn Delicious StumbleUpon

Site Address	Facebook	Twitter	G+1	Diggs	Pinned	LinkedIn	Delicious	StumbleUpon
	0	0	3	0	0	0	0	0
	0	0	1	0	0	0	0	8
	0	0	0	0	0	0	0	0
	0	1	0	0	0	0	0	170
	21	1	0	0	0	0	1	0
	0	0	0	0	0	0	0	0
	0	0	3	0	0	0	0	0
	2	14	0	0	0	0	2	4
	0	0	0	0	0	0	0	0
	7	22	3	0	1	0	0	0
	0	0	0	0	0	0	0	0

	Facebook	Twitter	G+1	Diggs	Pinned	LinkedIn	Delicious	StumbleUpon
Range	0-21	0-22	0-3	0-0	0-1	0-0	0-2	0-170
Your Website	0	0	3	0	0	0	0	0
Average	3	3	1	0	0	0	0	17
Your Website	0	0	3	0	0	0	0	0

The average of competitor activity on **Facebook** is **3**. It is recommended that you increase your social activity on **Facebook** to increase it to above the average.

The average of competitor activity on **Twitter** is **3**. It is recommended that you increase your social activity on **Twitter** to increase it to above the average.

The average of competitor activity on **StumbleUpon** is **17**. It is recommended that you increase your social activity on **StumbleUpon** to increase it to above the average.

## Page Load Speed

The speed that your web pages load can affect the user experience. If it loads too slowly then visitors may well get bored or fed up and exit your site for one that reacts quicker to their demands. Google, of course, wish to have the best user experience for their searchers and may penalize web pages that load too slowly.

Page load speed is a measure of the time taken for the host server to fully present the web page.

### Site Address Server Speed %

	54.44
	30.1
	91.91
	50.95
	26.79
	23.58
	54.44
	332.32
	12.92
	16.85
	14.2

### Load Speed

Range 12.92-332.32

Your Website **54.44**

The range of load times for your competitors pages is **12.92-332.32**. It appears that your web page is slower than all your competitors. If this is the case then you need to increase you web page load speed.

However load times can be difficult to judge as there are many variables that can affect your site.

Server load, network utilisation, maintenance, temporary hardware failures etc. can all affect how your web page appears to load. These things can simply be a time of day or even limited to

location. In practice it is very difficult to be sure from one reading that a web page has loading issues.

You should first try to test you site load speed over a number of days and at different times of the day. If it still appears slow then you may have a problem. If you look at the site itself and you can feel that you are constantly waiting for pages then that alone my indicate an issue.

Addressing page load speeds can also take a little work as you need to identify the root cause.

It may be your server. A shared hosting server may well be overloaded even if you have only one site on it.

Your pages may have inefficient scripts that take along time to complete.








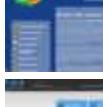


You may have large pages with large image files or flash objects

As there are a large number of issues that may need to be investigated you should read the online document [Fixing Slow Web Page Load Times](#)

### Keyword In HTML Header Tags

HTML header tags range from H1 down to H6. This module counts the number of times the primary and short tail keywords appear between the H2-H6 header tags in the page HTML code.

#### Site Address michigan seo michigan seo









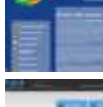


	0	0	1
	10	20	20
	0	0	0
	1	1	1
	0	0	0
	0	0	0
	0	0	1
	0	0	1
	0	0	2
	0	0	0
	0	0	1

	michigan seo		michigan seo	
Range	0-10	0-20	0-20	0-20
Your Webpage	0	0	1	1
Average	1	2	2	2
Your Webpage	0	0	1	1

## Keyword In Image Alt Tags

this module lists the number of times the primary and short tailed keywords are found between the image ALT tags. (i.e. <ALT>text description for your image</ALT>

### Site Address michigan seo michigan seo

	0	0	0
	9	11	19
	0	0	0
	2	2	2
	0	0	0
	11	14	13
	0	0	0
	2	8	440
	0	0	0
	0	0	0
	0	0	0

	michigan	seo	michigan	seo
Range	0-11	0-14	0-440	
Your Webpage	0	0	0	
Average	2	3	43	
Your Webpage	0	0	0	









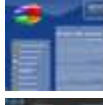


The average for **michigan** is **3**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **43**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

## Keyword In Image Filename

The number of times the primary and short tailed keywords are found in the image source url or image file name.

### Site Address michigan seo michigan seo

	0	9	9
	0	0	1
	0	0	1
	0	0	2
	0	0	0
	0	0	0
	0	9	9
	0	335	351
	0	0	0
	0	0	0
	0	0	0

	michigan	seo	michigan	seo
Range	0-0	0-335	0-351	
Your Webpage	0	9	9	
Average	0	31	33	
Your Webpage	0	9	9	

The average for **michigan** is **31**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **33**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is








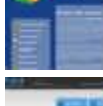




recommended that you increase your keywords to bring your site near to the average.

## Keyword In Emphasized Text

You will find the total number of times the primary and short tailed keywords appear “enhanced” in the main body text. This includes all between bold, italic, underline, quote and strong attribute tags. (i.e. <b>, <i>, <u>, <q> and <strong>

### Site Address michigan seo michigan seo

	0	0	0
	10	24	25
	0	0	0
	2	4	3
	0	2	0
	13	18	17
	0	0	0
	0	0	3
	1	1	2
	0	0	0
	0	0	1

	michigan seo	michigan seo	seo
Range	0-13	0-24	0-25
Your Webpage	0	0	0
Average	2	4	5
Your Webpage	0	0	0

The average for **michigan** is **4**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **5**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is

recommended that you increase your keywords to bring your site near to the average.












## Site Popularity

The site popularity measure is an estimate of site traffic. Note this measure is at a site level not a web page level. However sites with a lot of traffic are seen by google as popular and hence will likely receive a boost in their overall rankings. The rankings of inner pages may also gain advantage. Note also that the best rated popularity would be 1. Therefore the higher the number the lower the popularity.

The range of popularity may vary considerably if there are a mixture of top level domains and inner pages ranking on page one.

This is the “popularity” ranking for each site as defined by Alexa. It is calculated by estimating the site traffic.

## Site Address Site Popularity

	15926769
	203642
	2675671
	4088865
	3447583
	438774
	15926769
	8883557
	6259056
	690557
	690557

### Site Popularity





Range 203642-15926769

Your Website **15926769**

### Keyword Outbound Link Text

Having your Keyword placed in your outgoing anchor text will allow search engines to associate your page with that Keyword and will also give it more contextual weight.

### Site Address michigan seo michigan seo

	0	0	1
	0	6	9
	1	0	1
	1	1	3
	0	0	0
	5	6	14
	0	0	1
	0	8	8
	0	0	4
	0	0	0
	0	0	0









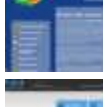


	michigan seo	michigan seo	seo
Range	0-5	0-8	0-14
Your Webpage	0	0	1
Average	1	2	4
Your Webpage	0	0	1

The average for **seo** is **4**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

## Keyword In Outbound URL

Making sure that URLS you link to include your Keyword will allow search engines to associate your site with that Keyword and give it more contextual weight

### Site Address michigan seo michigan seo

	27	27	29
	0	2	13
	0	1	7
	0	0	4
	0	7	1
	0	0	24
	27	27	29
	0	39	42
	0	0	21
	0	0	0
	0	0	0

	michigan seo	michigan	seo
Range	0-27	0-39	0-42
Your Webpage	27	27	29
Average	2	7	13
Your Webpage	27	27	29

The average for **michigan** is **7**. Your page is higher than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly higher then it is recommended that you reduce your keywords to bring your site near to the average.












The average for **seo** is **13**. Your page is higher than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly higher then it is recommended that you reduce your keywords to bring your site near to the average.

The average for **michigan seo** is **2**. Your page is higher than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly higher then it is recommended that you reduce your keywords to bring your site near to the average.

### Keyword In Meta Description

List of the number of primary and short tail keywords found in the web pages description. This is the HTML meta description. (i.e. <meta name='Description' content='Your page description goes here' />)

#### Site Address michigan seo michigan seo

Site Address	michigan seo	michigan seo	michigan seo
	0	0	0
	0	2	3
	1	2	1
	1	2	3
	1	1	1
	3	4	3
	0	0	0
	1	1	1
	0	2	4
	0	1	0
	1	1	2

	michigan seo		michigan seo	
Range	0-3	0-4	0-4	0-4
Your Webpage	0	0	0	0
Average	1	1	2	
Your Webpage	0	0	0	



## Hierarchy Depth

It is likely that, all things being equal that Google will give additional ranking power to those web pages that are nearer the top level domain. Web Pages buried deep in the folder structure may suffer.

This module shows the “level” of the url of each webpage. Each level of the URL is separated by a “/”(forward slash). For example <http://www.yoursite.com/the-category/page-name.html> has three levels. A top level domain (i.e. [yoursite.com](http://www.yoursite.com)) has only 1 level.

## Site Address Hierarchy Depth

	1
	1
	1
	1
	1
	1
	1
	1
	1
	1
	2



## Page Depth

Range 1-2  
Your Website **1**

## Keyword In Meta Tags

This module lists the primary and short tailed keywords found in the HTML meta keywords and other meta tag fields. (i.e. <meta name='Keywords' content='keyword1,keyword2,keyword3'/>)

### Site Address michigan seo michigan seo

	0	0	0
	4	13	15
	0	0	0
	2	2	4
	0	0	0
	6	6	6
	0	0	0
	0	4	4
	2	3	14
	0	0	0
	4	5	7

	michigan	seo	michigan	seo
Range	0-6	0-13	0-13	0-15
Your Webpage	0	0	0	0
Average	2	3	3	5
Your Webpage	0	0	0	0

The average for **michigan** is **3**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **5**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

## Keyword In First Sentence

This module shows the number of primary and short tail keywords found within the first sentence of the web page body text.

### Site Address michigan seo michigan seo

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









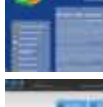


### michigan seo michigan seo

Range	0-2	0-3	0-3
Your Webpage	0	0	0
Average	0	0	1
Your Webpage	0	0	0

## Keyword In HTML Comments

Here you will find listed the number of primary and short tail keywords found within the HTML comments on each web page.

### Site Address michigan seo michigan seo

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









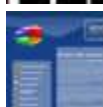


### michigan seo michigan seo

Range	0-0	0-1	0-3
Your Webpage	0	1	1
Average	0	0	1
Your Webpage	0	1	1

## Keyword In Body Text

This module displays the numbers of primary keywords (key phrases) and short tail keywords found in the web pages visible body text.

### Site Address michigan seo michigan seo

	0	0	7
	30	70	84
	2	2	10
	7	9	25
	1	3	1
	50	70	92
	0	0	7
	1	19	13
	2	3	31
	0	2	1
	0	1	9

	michigan	seo	michigan	seo
Range	0-50	0-70	1-92	
Your Webpage	0	0	7	
Average	8	16	25	
Your Webpage	0	0	7	

The average for **michigan** is **16**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **25**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **michigan seo** is **8**. Your web page is lower than the average of your competitors. You do not have to have the exact same number, but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

## SEO Link Analysis

This module supplies an overview of the backlinks and quality of backlinks to each page. There are number of different measures in this module.

The Domain Authority (DA) is basically the overall value, or ranking power of it's backlinks. The more high quality links you have the higher your DA will be. It is a logarithmic scale which means that it requires the higher it gets the more backlinks you will need to rise to the next level. DA ranges from 1-100.

The Page Authority is a pages overall value, or ranking power of its backlinks. The more high quality links you have the higher your PA will be. It has the same scale as DA. The measure is similar to Domain Authority but given to each page of a web site. Page Authority is one of the strongest indicators to a well off-page optimized web page and so is a key factor in your rankings.







Off-page optimisation is all about backlinks Juice Passing Links (LJ) and Non-Juice Passing Links(LN). Although it is not just the amount of links it is also the type of link and the quality of the link. (i.e. no/do follow, source page authority, context, anchor text etc.) Search engines, especially Google also look for natural linking patterns.

Although you will generally be advised to add do-follow links you will find in practice that even no-follow links (especially when from high authority, relevant sites and with good anchor text) will have a positive impact on your rankings. As noted above that does not mean that “no-follow” links have no value. It is likely they have value in two distinct ways :-

- 1] They do add additional ranking power simply due their existence
- 2] They add additional “natural” looking links to the web page/site making it better in google's eyes and less likely to being penalized for link abuse. Although we say use high quality links it would also be “unnatural” if that is all you had.

The Average Link Value (ALV) is a measure of how much “link power” each link has. Of course link value will vary considerably from link to link but it is good measure of the overall quality of the links to a site or web page.

### Site Address DA PA LJ LN ALV

	30	41	213	35	0.55
	51	59	7136	419	0.2
	32	43	1012	615	0.27
	36	46	1419	61	0.28
	31	42	2218	13	0.25
	52	49	20	402	0.46



30 41 213 35 0.55

27 39 159 75 0.55

23 35 102 21 0.79

46 54 1639 1431 0.24

46 43 42 804 0.33

	DA	PA	LJ	LN	ALV
Range	23-52	35-59	20-7136	13-1431	0.2-0.79
Your Website	30	41	213	35	0.55
Average	34	41	1269	352	0
Your Website	30	41	213	35	0.55

---

Your competitions Page Authority range is **35-59**. Your sites PA is **41**. A strong page authority will normally help you rank your web page. Having a higher page authority than your competitors is normally very good. However if you are ranking poorly even with a high PR then that should raise a red flag.

Google can add penalties to your site for

- 1] Over optimization of your onpage factors
- 2] Poor quality content especially on affiliate sites
- 3] Not complying with google Webmaster Quality guidelines
- 4] Using paid links or participating in link schemes linking to bad neighbourhoods
- 5] Unnatural backlink profiles

Firstly you need to make sure all your content and onpage optimization is OK. That can be done by following the suggestions in the rest of this report.

A full explanation of reviewing your site for penalties can be found in the online document library [Reviewing Your Site For Penalties](#).

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Your competitions average Domain Authority is **34**. Your sites DA is **30**. The strong domain authority will help a site rank its inner pages as well as its home page. Having an above average DA is generally a good thing.

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Your competitions average Page Authority is **41**. Your sites PA is **41**. The strong Page Authority will help to rank your web page. PA is one of the best measures of the offpage optimization of your page. It is highly recommended that you add additional back links to your web page to bring your PA into the top part of the range as your competitors. A PA that is within the range of your competitors is likely to be a major contribution to your Page One ranking. However to get near to or actually in the number one spot you will likely need to add enough quality backlinks to drive your Page Authority up to at least that of your top competitors.

For more details on Backlinking see [Backlinking](#) in the the online document library.



In general you should try and add high quality backlinks from a variety of sources with a mixture of exact and related anchor text. The best links come from sites with related topics or related niches.









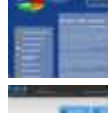


You should also check the Average Link Value measure below as this may give you an indication as to the type of backlinks you should be targeting.

## Keyword Saturation Level

The amount of keywords on your web page and the percentage of keywords compared to other text is a very important factor. Firstly you need keywords on your web page to tell google what your page is about and help them correctly index your web page.

This module lists the percentage of primary and short tail keywords found in the body text of each web page. (i.e. One keyword per 100 words would be a keyword saturation or density of 1%.)

### Site Address michigan seo michigan seo









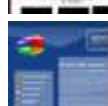


	0%	0%	1%
	0%	3%	4%
	2%	0%	1%
	1%	1%	3%
	10%	0%	0%
	0%	3%	3%
	0%	0%	1%
	0%	0%	0%
	0%	0%	3%
	0%	1%	0%
	0%	0%	1%

	michigan seo		michigan seo	
Range	0-10	0-3	0-4	
Your Webpage	0	0	1	
Average	1	1	1	
Your Webpage	0	0	1	

**Table: Keyword Count**

The total keyword count is the number of keywords that appear across the whole web page HTML source code.

**Site Address michigan seo michigan seo**

	0	0	6
	30	66	84
	2	2	9
	7	9	24
	1	3	1
	50	70	92
	0	0	6
	1	18	12
	2	3	29
	0	2	1
	0	1	9

	<b>michigan</b>	<b>seo</b>	<b>michigan</b>	<b>seo</b>
Range	0-50	0-70	1-92	
Your Webpage	0	0	6	
Average	8	16	24	
Your Webpage	0	0	6	

The average for **michigan** is **16**. Your web page is lower than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **seo** is **24**. Your web page is lower than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

The average for **michigan seo** is **8**. Your web page is lower than the average of your competitors. You do not have to have the exact same number as the average but if you are significantly below then it is recommended that you increase your keywords to bring your site near to the average.

### Table: Word Count

Having good content on a web page is the heart of any good SEO. Of course quantity as well as quality is important when it comes to text on a page. The two modules that measure content quantity (Word Count and Character Count) are interactive measures in other words if you change the number of words on the page you will, in general also change the amount of characters.

It is worth noting that these changes may also affect the readability factor (see earlier module) and vice versa. For example if the number of words is low and the number of characters are high that may be an indication that long words are being used in the text. This may increase the reading difficulty. On the other hand fewer characters and more words would indicate shorter words and hence a lower reading age requirement.

Note also that changes here can affect keyword count and keyword density

Displays the total number of words found within the textual content of each web page.

### Site Address Word Count

	834
	2006
	843
	859
	907
	2666
	834
	3833
	909
	258
	718

### Total Word Count

Range 258-3833

Your Webpage **834**

Average 1258

Your Webpage 834

Your competitors average word count is **1258**. Your web page has a word count of **834**. You may want to look at increasing the amount of words on your web page. This may be an opportunity to create some great quality content for your page so consider rewriting your page from scratch rather than just adding a few words.

If your (word count/character count) is within range and your web page is only a little below average and you are happy with your content then this is probably best left as is.

## Table: Character Count

This module list the total number of characters found within the textual content of each web page.

### Site Address Character Count

	4130
	10667
	4312
	4481
	4908
	14563
	4130
	18658
	4899
	1283
	3559

### Total Character Count

Range 1283-18658

Your Webpage **4130**

Average 6496

Your Webpage **4130**

Your competitors average character count is **6496**. Your web page has a character count of **4130**. You may want to look at increasing the amount of words on your web page. This may be an opportunity to create some great quality content for your page so consider rewriting your page from scratch rather than just adding a few words.

If your (word count/character count) is within range and your web page is only a little below average and you are happy with your content then this is probably best left as is.