



Top 10 Web Page Optimizer Report

Created using ethical optimization methods

Professional web site promotion.

Trio Marketing
www.trio-marketing.co.uk

Date: 26 November 2007

Recipient: Created for:

Piling Equipment Ltd

1 Calforth Industrial Estate
Wishford
BA13 4NN

Do you want to achieve a top 10 in Google, Yahoo or MSN?

Does your company wish to uncover your competitors search engine optimisation secrets?

Find out how your competitors have achieved a high ranking for a key phrase!

Are you sick of seeing your competitors taking the majority of business due to them being above you in major search engines.

The company Piling Equipment Ltd used within this example applied our reports to their site, they achieved high rankings in the No1 search engine - Google.

Dont take our word for it, try typing the following phrases into the search box of www.google.com.

Phrase: piling rigs for sale - www.piling-equipment-ltd.com = PAGE 1

Phrase: piling equipment for sale - www.piling-equipment-ltd.com = PAGE 1

Other examples - www.operatorstickets.com

www.operatorstickets.com achieved a page 1 ranking for the phrase: construction operator tickets

How can this optimisation report help your company?

By analyzing your site against your top 10 competitors we can uncover your competitors secrets, we will present you with an analysis report. The information within it will give you the front and backend information of the company websites that have achieved a 1st page position for a key word or phrase. If you apply the information to your site you too will achieve a high position, more hits resulting in an increase in visitors and sales.

Our reports analyze and compare on-site optimization factors such as title and meta tags, the text content of your pages, alt image text, URLs and other many other factors that search engines consider vital for positioning. If you manage your own web site and haven't optimized your on-site content, this report is vital. If you don't have your keywords correctly positioned, in the optimal density and in the right format, you will struggle in the search engines.

Report Overview

This report helps you to optimize the web page "<http://www.piling-equipment-ltd.com/>" for a high ranking on Google.co.uk (the web) for the search term "piling equipment".

Your Web Page

<http://www.piling-equipment-ltd.com/>

Analyzed Web Pages

1. <http://www.pilingsolutions.co.uk/equipment.htm>
2. http://www.agd-equipment.co.uk/html/piling_equipment.htm
3. <http://www.agd-equipment.co.uk/>
4. <http://www.dcpuk.com/> ("www.dcpuk.com/" contains a frameset.)
5. <http://capegroup.net/>
6. http://www.rodson.com/en/piling/used_piling_equipment_for_sale.html
7. <http://www.w-h.co.uk/home.htm>
8. <http://www.hammersteel.com/>
9. <http://www.miniape.com/>
10. <http://www.land-water.co.uk/piling-equipment.html>

Analyzed Search Terms

1. piling equipment
2. piling
3. equipment

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 "piling equipment" in the document title and if it's important for Google.co.uk (the web).

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

Their Contents

No.	Document Title
1.	Piling Solutions Ltd - Piling Equipment
2.	Piling equipment from AGD Equipment LTD
3.	AGD Equipment Ltd specialists in Crane Hire - Mini Cranes - Crawler Cranes - Microtunnelling - Piling Equipment
4.	Dawson Construction Plant Ltd. Piling Equipment Manufacturers - innovative range: hydraulic hammers, vibrators, ground release shackles, pile theaders, pile drivers, Auger cleaners
5.	Total Oilfield Pipeline Solutions - Cape Group
6.	Piling equipment, piling hammers. Used equipment for sale: piling equipment .
7.	Watson and Hillhouse Piling Equipment Sales or Hire
8.	Hammer & Steel Drill Rigs, Pile Driving Equipment , & Sheet Piling
9.	APE Plastic Piles and Piling Equipment
10.	Land and Water - specialists in Piling equipment

Your Contents

piling rigs for sale plant **piling equipment** Ltd

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" once in the document title. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 25.0%. This meets the requirements in the document title.
OK	Position: You've placed the search term "piling equipment" at character position 28 of the document title. This meets the requirements.
OK	Quantity: You use the search term "piling" 2 times in the document title. This meets the requirements.
OK	Density: The keyword density for the search term "piling" is 25.0%. This meets the requirements in the document title.
OK	Position: You've placed the search term "piling" at the beginning of the document title. This meets the requirements.
OK	Quantity: You use the search term "equipment" once in the document title. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 12.5%. This meets the requirements in the document title.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK Position: You've placed the search term "equipment" at character position 35 of the document title. This meets the requirements.

OK Number of words: You use 8 words in the document title. This meets the requirements.

OK Number of characters: You use 47 characters in the document title. This meets the requirements.

Detailed Analysis of "Document Title"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	1	1	1	0	2	1	0	1	1	0 to 2
Density	25.0%	40.0%	33.3%	14.3%	9.5%	0.0%	40.0%	25.0%	0.0%	33.3%	28.6%	0.0% to 40.0%
Position	28	24	1	96	32	n/a	1	22	n/a	23	33	n/a to 96

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	2	1	1	1	0	3	1	1	1	1	0 to 3
Density	25.0%	40.0%	16.7%	7.1%	4.8%	0.0%	30.0%	12.5%	8.3%	16.7%	14.3%	0.0% to 40.0%
Position	1	1	1	96	32	n/a	1	22	62	23	33	n/a to 96

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	2	2	1	0	3	1	1	1	1	0 to 3
Density	12.5%	20.0%	33.3%	14.3%	4.8%	0.0%	30.0%	12.5%	8.3%	16.7%	14.3%	0.0% to 33.3%
Position	35	31	8	5	39	n/a	8	29	43	30	40	n/a to 43

Document Title Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	8	5	6	14	21	6	10	8	12	6	7	5 to 21
Characters	47	39	39	111	182	46	76	51	67	38	48	38 to 182

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.co.uk (the web) gives relevance to search terms in the Meta Keywords tag.

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

Their Contents

No.	Meta Keywords
1.	[not used]
2.	piling equipment , lseki, crane hire, crane, hire, crawler crane hire, uk, mini cranes, piling equipment
3.	[not used]

Their Contents

No.	Meta Keywords
4.	<p>ABI, foundation equipment, skookum, air hammer, Geken, Skyline, Air Hammers, Ground Release Shackle, Soilmec, APE, Hammer, spezialtiefbau, Arbed, Hammers, stab cat, Auger, Hoesch, Steel Piles, auger cast, HPH, Steel Sheeting, Auger Cleaner, HPSI, tiefbau, auger systems, hpsi, tiefbautechnik, Augers, hutte, top drive auger, Bauer, hutte bohrtechnik, tunkers, baumaschinen, Hydraquip, Twinwood, bautechnik, hydraulic drilling, Variable Moment, Bearing Piles, hydraulic hammers, vibrators, Birminghammer, hydraulic pile hammer, Vibratory, bohren, ICE, vibratory pile driver, bohrtechnik, IHC, vibro, BSP, Impact, Vibros, bsp, IMT, vulcan, Caisson, Junttan, Caisson Beam, leads, Casagrande, Lifting Equipment, Lifting Tackle, CFA, mait, Chaparel, Menck, conmaco, MGF, continuous flight auger, mgf, contractors equipment, MKT, Corus, Pile, crane, pile, crane equipment, Pile Drivers, cranes, Pile Driving, Dawson, pile driving equipment, dawson, Pile Extractors, Dawson Construction, Pile Hammers, Dawson Construction Plant, pile leads, Dawson Construction Plant Ltd, pile threader, DCP, Pile Vibrators, dcp, piledriving, Delmag, Pilemer, Dieseko, Piling, diesel hammer, piling, diesel hammers, Piling Equipment, dredging equipment, Piling Hammers, Drill, PTC, drilling, PVE, Drilling Equipment, rammen, drilling equipment, rammtechnik, Drills, Raymond, Driver, Safety Equipment, excavating equipment, Shackle, Excavator, Sheet Pile Threader, Excavators, sheetpiles, foundation, Sheet Piles, Piling Equipment Manufacturers, hydraulic hammers, ground release shackles, pile theaders, pile drivers, hydraulic hammers, piling rigs, piling hammers, remote release shackles, Jacks, sheet piles, steel piling, drill heads, drill rigs, auger, drivers, continuous flight augers, dawson construction, dawson construction plant, dawson construction plant ltd, lifting, equipment, lifting tackle, pile drivers, driver/extractor systems, Variable Moment, Power Pack, Barge Mover, Steel Sheeting, Spotters, Drills, Power Unit, Caisson Beam, pile hammer, vibratory driver, diesel hammer, hydraulic hammer, drilled shaft, bored pile, jet pump, Casagrande, Numa, Eurodrill, POPE, construction equipment, foundation construction equipment, hydraulic augers, hydraulic impact hammers, Hydraulic Power Systems, pile driving equipment, underwater hammers, jet pump, hydraulic piledriver, hydraulic braces, concrete pile, wood pile, pipe pile, foundation construction, junttan piling rigs, american piledriving equipment, geo equipment, china diesel hammers, impact hammers, ICE, HPSI, MKT, Pileco, PACO, A.P.E., American, single acting diesel, single acting diesel hammers, ram, lump, concrete piles, steel piles, sheet piles, helicopter pile driving, vibros for excavators, excavator mounted vibros, plastic sheet piles, mini vibros, low head room vibros, low head room impact hammers, cast in place augers, augercast, King Kong, abi, air, ape, arbed, auger, bauer, baumaschinen, bautechnik, bearing, birminghammer, bohren, bohrtechnik, bsp, caisson, casagrande, cfa, chaparel, conmaco, continuous, contractors, corus, crane, cranes, dawson, construction, dcp, delmag, dieseko, diesel, dredging, drill, drilling, driver, excavate, excavating, excavator, foundation, equipment, geken, ground, hammer, hoesch, hph, hpsi, hutte, hydraquip, hydraulic, hydraullic, ice, ihc, impact, imt, junttan, leads, lifting, mait, menck, mgf, mk, pile, driving, extractor, threader, piledriving, pilemer, piling, pilling, ptc, pve, rammen, rammtechnik, raymond, safety shackle, sheet , sheet piles, skookum, skyline, soilmec, spezialtiefbau, stab, cat, steel, tiefbau, tiefbautechnik, top, tunkers, twinwood, variable, moment, vibrators, vibratory, vibro, vibros, vulcan, flight, ltd, plant, release, tackle, threader, drive, cleaner, auger cleaner, pilling equipment, pilling ABI, foundation equipment, skookum, air hammer, Geken, Skyline, Air Hammers, Ground Release Shackle, Soilmec, APE, Hammer, spezialtiefbau, Arbed, Hammers, stab cat, Auger, Hoesch, Steel Piles, auger cast, HPH, Steel Sheeting, Auger Cleaner, HPSI, tiefbau, auger systems, hpsi, tiefbautechnik, Augers, hutte, top drive auger, Bauer, hutte bohrtechnik, tunkers, baumaschinen, Hydraquip, Twinwood, bautechnik, hydraulic drilling, Variable Moment, Bearing Piles, hydraulic hammers, vibrators, Birminghammer, hydraulic pile hammer, Vibratory, bohren, ICE, vibratory pile driver, bohrtechnik, IHC, vibro, BSP, Impact, Vibros, bsp, IMT, vulcan, Caisson, Junttan, Caisson Beam, leads, Casagrande, Lifting Equipment, Lifting Tackle, CFA, mait, Chaparel, Menck, conmaco, MGF, continuous flight auger, mgf, contractors equipment, MKT, Corus, Pile, crane, pile, crane equipment, Pile Drivers, cranes, Pile Driving, Dawson, pile driving equipment, dawson, Pile Extractors, Dawson Construction, Pile Hammers, Dawson Construction Plant, pile leads, Dawson Construction Plant Ltd, pile threader, DCP, Pile Vibrators, dcp, piledriving, Delmag, Pilemer, Dieseko, Piling, diesel hammer, piling, diesel hammers, Piling Equipment, dredging equipment, Piling Hammers, Drill, PTC, drilling, PVE, Drilling Equipment, rammen, drilling equipment, rammtechnik, Drills, Raymond, Driver, Safety Equipment, excavating equipment, Shackle, Excavator, Sheet Pile Threader, Excavators, sheetpiles, foundation, Sheet Piles, Piling Equipment Manufacturers, hydraulic hammers, ground release shackles, pile theaders, pile drivers, hydraulic hammers, piling rigs, piling hammers, remote release shackles, Jacks, sheet piles, steel piling, drill heads, drill rigs, auger, drivers, continuous flight augers, dawson construction, dawson construction plant, dawson construction plant ltd, lifting, equipment, lifting tackle, pile drivers, driver/extractor systems, Variable Moment, Power Pack, Barge Mover, Steel Sheeting, Spotters, Drills, Power Unit, Caisson Beam, pile hammer, vibratory driver, diesel hammer, hydraulic hammer, drilled shaft, bored pile, jet pump, Casagrande, Numa, Eurodrill, POPE, construction equipment, foundation construction equipment, hydraulic augers, hydraulic impact hammers, Hydraulic Power Systems, pile driving equipment, underwater</p>

hammers, ICE, HPSI, MKI, Pileco, PACO, A.P.E., American, single acting diesel, single acting diesel hammers, ram, lump, concrete piles, steel piles, sheet piles, helicopter pile driving, vibros for excavators, excavator mounted vibros, plastic sheet piles, mini vibros, low head room vibros, low head room impact hammers, cast in place augers,

Their Contents

No.	Meta Keywords
5.	Total Oilfield Pipeline Solutions, Cape Group, Construction and Piling Equipment , Cape Group, Air Driven Pumps, Ballasting, De-Ballasting, De-Watering, Diesel Driven Pumps, Drainage Pumps, Electrically Driven Pumps, Fast Frames, Flange Testers, Followers, General Purpose Pumps, Groundwater Control, Handling Systems, Handling Tools, Hydraulic Driven Submersible Pumps, Hydraulic Impact Hammers, Hydraulic Shackles, Hydraulic Vibratory Hammers, Intelligent Pipe Tools, Internal Lifting Tools, Karmos Actuators, Karmos Ring Gaskets, Pigs, Piling Frames, Piling Hammers, Pipe Plugs (Oil & Gas Industry), Pipeline Recovery Tools, Pumps (sludge, oil, chemicals, Bentonite), Sewer Pumps, Skidding Systems, Submersible Pumps, Sump Draining, Well Pointing
6.	piling hammer, hydraulic hammer, pile driver, piling rig, C. Sullivan, b2b
7.	Ipswich Suffolk East Anglia Hydraulic vibrators drop hammers pile pressing machines Dieseko PVE Muller Tosa Ozkanian Woma Giken Watson and Hillhouse
8.	pile, driving, equipment , drilling, pile driver, delmag, abi, dawson, banut, bay shore, pve, hammer, steel, diesel, piling , steel, sheet
9.	plastic piling , plastic sheet piling , plastic pile, plastic sheet pile, vinyl sheet pile, vinyl piling , vinyl sheet piling , erosion control, flood defences, ditch blocks, temporary works, waterways retaining walls, retaining walls, cut-off walls, cut off walls, coastal defences, piling equipment , piling equipment , piling equipment hire, piling equipment manufacturers, vibratory hammers, vibrators, vibros, excavator mounted vibrator, excavator mounted vibro, vibratory attachments, hydraulic impact, powerblow, air hammer, n series hammers, ape mini hammers, plastic piling midlands, plastic sheet piling midlands, plastic pile midlands, plastic sheet pile midlands, vinyl sheet pile midlands, vinyl piling midlands, vinyl sheet piling midlands, erosion control midlands, flood defences midlands, ditch blocks midlands, temporary works midlands, waterways retaining walls midlands, retaining walls midlands, cut-off walls midlands, cut off walls midlands, coastal defences midlands, piling equipment midlands, piling equipment midlands, piling equipment hire midlands, piling equipment manufacturers midlands, vibratory hammers midlands, vibrators midlands, vibros midlands, excavator mounted vibrator midlands, excavator mounted vibro midlands, vibratory attachments midlands, hydraulic impact midlands, powerblow midlands, air hammer midlands, n series hammers midlands, ape mini hammers midlands
10.	Piling equipment , land, water, canals, dam, lake, excavators, plant hire, remediation, specialist Piling equipment

Your Contents

piling equipment, **equipment** for, **piling equipment** for, rigs, **piling** for, **piling** used, **piling** used for, sale **equipment**, sale **equipment** for, sale for, sale used, sale used for, used for, rig, plant **piling**, used plant, **equipment** plant.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" 2 times in the Meta Keywords tag. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 11.1%. This meets the requirements in the Meta Keywords tag.
OK	Position: You've placed the search term "piling equipment" at the beginning of the Meta Keywords tag. This meets the requirements.
OK	Quantity: You use the search term "piling" 6 times in the Meta Keywords tag. This meets the requirements.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK Density: The keyword density for the search term "piling" is 16.7%. This meets the requirements in the Meta Keywords tag.
- OK Position: You've placed the search term "piling" at the beginning of the Meta Keywords tag. This meets the requirements.
- OK Quantity: You use the search term "equipment" 6 times in the Meta Keywords tag. This meets the requirements.
- >> Density: The keyword density for the search term "equipment" is 16.7%. This is too high in the Meta Keywords tag (it should be 14.3% at maximum). Consider adding more text.
- OK Position: You've placed the search term "equipment" at character position 8 of the Meta Keywords tag. This meets the requirements.
- OK Number of words: You use 36 words in the Meta Keywords tag. This meets the requirements.
- OK Number of characters: You use 233 characters in the Meta Keywords tag. This meets the requirements.

Detailed Analysis of "Meta Keywords"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	2	0	4	1	0	0	0	8	2	0 to 8
Density	11.1%	0.0%	26.7%	0.0%	0.8%	2.1%	0.0%	0.0%	0.0%	9.1%	28.6%	0.0% to 28.6%
Position	1	n/a	1	n/a	1,094	65	n/a	n/a	n/a	281	1	n/a to 1,094

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	6	0	2	0	20	3	2	0	1	16	2	0 to 20
Density	16.7%	0.0%	13.3%	0.0%	2.1%	3.2%	18.2%	0.0%	5.3%	9.1%	14.3%	0.0% to 18.2%
Position	1	n/a	1	n/a	1,051	65	1	n/a	117	9	1	n/a to 1,051

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	6	0	2	0	40	1	0	0	1	8	2	0 to 40
Density	16.7%	0.0%	13.3%	0.0%	4.2%	1.1%	0.0%	0.0%	5.3%	4.6%	14.3%	0.0% to 14.3%
Position	8	n/a	8	n/a	17	72	n/a	n/a	16	288	8	n/a to 288

Meta Keywords Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	36	0	15	0	944	94	11	21	19	175	14	0 to 944
Characters	233	0	103	0	7,429	748	74	148	136	1,401	105	0 to 7,429

Meta Description

The Meta description tag allows you to describe your web page. This chapter tries to find out if Google.co.uk (the web) 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.	[not used]
2.	Piling Equipment from AGD Equipment Ltd, mini crane hire, crawler crane hire and piling equipment hire.
3.	AGD Equipment Ltd specialists in Crane Hire - Mini Cranes - Crawler Cranes - Microtunnelling - Piling Equipment for UK, London, Birmingham and Ireland
4.	Piling Equipment Manufacturers - innovative range: hydraulic hammers, vibrators, ground release shackles, pile theaders etc available through worldwide distribution network Piling Equipment Manufacturers - innovative range: hydraulic hammers, vibrators, ground release shackles, pile theaders etc available through worldwide distribution network Piling Equipment Manufacturers - innovative range: hydraulic hammers, vibrators, ground release shackles, pile theaders etc available through worldwide distribution network </body
5.	Total Oilfield Pipeline Solutions by Cape Group
6.	Piling equipment, piling hammers. Rodson Universal Inc. Used piling equipment for sale.
7.	Watson and Hillhouse provide piling equipment for sale or hire worldwide. Products include Hydraulic drop hammers vibrators noise and vibration free pile pressing machines diesel and air hammers.
8.	Sells and leases the worlds finest brands of drilling and pile driving equipment and stocks steel sheet piling in 6 strategically located facilities in the U.S.
9.	Aldridge Piling Equipment - APE - We are the UK specialists in piling based in the Midlands. Offering a huge rang of piling equipment including Coastal Defences, Piling Equipment, Piling Equipment, Piling Equipment Hire and we are Piling Equipment Manufacturers. We offer you the complete piling solution – enter site for further details....
10.	Land and Water are a specialist company that deal exclusively with Piling equipment .

Your Contents

used **piling equipment** sale, used rigs and plant construction foundation products from **piling equipment** Ltd.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" 2 times in the Meta Description tag. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 26.7%. This meets the requirements in the Meta Description tag.
OK	Position: You've placed the search term "piling equipment" at character position 6 of the Meta Description tag. This meets the requirements.
OK	Quantity: You use the search term "piling" 2 times in the Meta Description tag. This meets the requirements.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK Density: The keyword density for the search term "piling" is 13.3%. This meets the requirements in the Meta Description tag.
- OK Position: You've placed the search term "piling" at character position 6 of the Meta Description tag. This meets the requirements.
- OK Quantity: You use the search term "equipment" 2 times in the Meta Description tag. This meets the requirements.
- OK Density: The keyword density for the search term "equipment" is 13.3%. This meets the requirements in the Meta Description tag.
- OK Position: You've placed the search term "equipment" at character position 13 of the Meta Description tag. This meets the requirements.
- OK Number of words: You use 15 words in the Meta Description tag. This meets the requirements.
- OK Number of characters: You use 107 characters in the Meta Description tag. This meets the requirements.

Detailed Analysis of "Meta Description"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	2	1	3	0	2	1	0	6	1	0 to 6
Density	26.7%	0.0%	25.0%	10.0%	10.3%	0.0%	33.3%	7.1%	0.0%	23.5%	15.4%	0.0% to 33.3%
Position	6	n/a	1	96	1	n/a	1	30	n/a	10	68	n/a to 96

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	2	1	3	0	3	1	1	8	1	0 to 8
Density	13.3%	0.0%	12.5%	5.0%	5.2%	0.0%	25.0%	3.6%	3.8%	15.7%	7.7%	0.0% to 25.0%
Position	6	n/a	1	96	1	n/a	1	30	105	10	68	n/a to 105

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	3	2	3	0	2	1	1	6	1	0 to 6
Density	13.3%	0.0%	18.8%	10.0%	5.2%	0.0%	16.7%	3.6%	3.8%	11.8%	7.7%	0.0% to 18.8%
Position	13	n/a	8	5	8	n/a	8	37	72	17	75	n/a to 75

Meta Description Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	15	0	16	20	58	7	12	28	26	51	13	0 to 58
Characters	107	0	103	150	525	47	87	195	160	339	84	0 to 525

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

Piling Equipment for Sale. Welcome to **Piling Equipment** Ltd. Most makes and models of **piling equipment** for sale from **Piling Equipment** Ltd . We pride ourselves in the quality of services that we offer in the plant trade, from sale to delivery, no country is out of reach, many of our clients being based in Eastern Europe. We have been providing a cost effective and efficient service to the **piling** trade for over 30 years. View our range of **piling equipment** for sale... Shipping of **piling equipment** - all used rigs for sale have had a 200 point check prior to shipping, ensuring that upon arrival the plant **equipment** is in full working order.

Our experienced engineers are UK qualified with many years experience to ensure that you receive the **equipment** in a fully serviceable condition. The additional support we provide ensures that you have a hassle free delivery and if requested we will ensure one of our staff meets you and the **piling** rig on arrival, wherever that chosen destination may be. Our staff will provide assistance with the setting up and training on the rig. Prior to any sale we will provide additional photographs, specifications and specilest advice.

See the sales, shipping and support we offer for our **piling equipment**. **Piling** rigs shipping... Are you looking for **piling equipment** or plant training? We also have a sister company that are a proffessional construction **equipment** training company, and can deliver and asses in many aspects of plant **equipment** and specilise in **piling** rigs . Our NVQ assessors are fully qualified and registered with CITB. We currently have a number of reconditioned **piling** rigs for sale, we can also offer training on delivery. Read the criteria for **piling equipment** Or visit Operator tickets **piling** training Contact **Piling equipment** Ltd for more information.

Used **Piling** Rigs for Sale Other Foundation **Equipment** for Sale Worldwide Construction Directory We Export **Piling Equipment** We Purchase Used Drilling **Equipment** Site Map Construction Training Tel: 07885379866 Used **Piling** Rigs

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" 11 times in the body text. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 6.6%. This meets the requirements in the body text.
OK	Position: You've placed the search term "piling equipment" at the beginning of the body text. This meets the requirements.
OK	Quantity: You use the search term "piling" 19 times in the body text. This meets the requirements.
OK	Density: The keyword density for the search term "piling" is 5.7%. This meets the requirements in the body text.
OK	Position: You've placed the search term "piling" at the beginning of the body text. This meets the requirements.
OK	Quantity: You use the search term "equipment" 17 times in the body text. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 5.1%. This meets the requirements in the body text.
OK	Position: You've placed the search term "equipment" at character position 8 of the body text. This meets the requirements.
OK	Number of words: You use 332 words in the body text. This meets the requirements.
OK	Number of characters: You use 2,043 characters in the body text. This meets the requirements.

Detailed Analysis of "Body Text"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	11	0	13	3	3	0	7	5	0	3	4	0 to 13
Density	6.6%	0.0%	15.2%	6.3%	1.0%	0.0%	7.1%	2.2%	0.0%	1.7%	3.8%	0.0% to 15.2%
Position	1	n/a	25	60	1	n/a	192	240	n/a	19	1	n/a to 240

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	19	47	13	7	13	0	13	7	6	16	6	0 to 47
Density	5.7%	5.2%	7.6%	7.3%	2.2%	0.0%	6.6%	1.5%	2.2%	4.6%	2.8%	0.0% to 7.6%
Position	1	21	25	60	1	n/a	192	240	95	19	1	n/a to 240

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	17	0	18	4	19	0	11	13	9	3	6	0 to 19
Density	5.1%	0.0%	10.5%	4.2%	3.2%	0.0%	5.6%	2.9%	3.2%	0.9%	2.8%	0.0% to 10.5%
Position	8	n/a	32	67	8	n/a	62	247	45	26	8	n/a to 247

Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	332	898	171	96	599	224	198	455	277	347	211	96 to 898
Characters	2,043	5,740	1,215	716	4,872	1,566	1,282	2,929	1,895	2,261	1,584	716 to 5,740

Body Text In Bold Type Face

The body text is the text on your web page that can be seen by people in their web browsers. The bold body text uses a darker and heavier face than the regular type face. It appears between `...` or `...` tags in the HTML source of your web page. CSS is not recognized. The statistics include spaces and punctuation marks.

Their Contents

No.	Body Text In Bold Type Face
1.	Clozironi CR18 Mini Piling Rig (894kb) Clozironi CR18 Mini Piling Rig (Electric) Clozironi CR14 Mini Piling Rig (291kb) Clozironi CA25 Limited Access Rig (412kb) Casagrande C6 (434kb) Klemm MR701 Mini Piling Rig (1,109kb) Stealth T15000 Mini Piling Rig (461kb) Stealth T8000 Mini Piling Rig (357kb) Stealth T3000 Mini Piling Rig (817kb) Stealth TD500 Drop Hammer Rig (785kb) Stealth TD1000 Drop Hammer Rig (662kb) Vermeer HL-1200 Drop Hammer Rig (194kb) Back to Top
2.	Piling Equipment piling equipment piling equipment Piling Equipment piling equipment.
3.	[not used]
4.	[not used]
5.	WELCOME TO CAPE GROUP CAPE GROUP provides a wide range of products, services and solutions to the offshore oil and gas industries throughout the Asia Pacific region. - CAPE - a true Total Oilfield Pipeline Solutions provider CAPE OFFSHORE SERVICES CAPE ONSHORE SERVICES *** JUST SOME OF THE RENOWN COMPANIES & PRODUCTS CAPE GROUP REPRESENTS *** CAPEGROUP.NET
6.	Having problems opening details? Check out here! Please, check availability and delivery time with our managers!
7.	Watson & Hillhouse have specialised in the provision of piling equipment since 1972, building a worldwide reputation for service and technical expertise that, together with huge resources, places us in the forefront of the industry.
8.	11916 Missouri Bottom Rd. St. Louis, MO 63042 Ph: 800.325.PILE (7453) Ph: 314.895.4600 Fx: 314.895.4070 Benicia, California Kansas City, Kansas Minneapolis, Minnesota Green Cove Spring, Florida Houston, Texas Vancouver, Washington
9.	Welcome to APE Established 1972
10.	Home Page Contact Us Land & Water Specialist areas: Home Page

Your Contents

piling equipment for sale **piling equipment** rigs Tel: 07885379866

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" 2 times in the bold body text. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 44.4%. This meets the requirements in the bold body text.
OK	Position: You've placed the search term "piling equipment" at the beginning of the bold body text. This meets the requirements.
OK	Quantity: You use the search term "piling" 2 times in the bold body text. This meets the requirements.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK Density: The keyword density for the search term "piling" is 22.2%. This meets the requirements in the bold body text.
- OK Position: You've placed the search term "piling" at the beginning of the bold body text. This meets the requirements.
- OK Quantity: You use the search term "equipment" 2 times in the bold body text. This meets the requirements.
- OK Density: The keyword density for the search term "equipment" is 22.2%. This meets the requirements in the bold body text.
- OK Position: You've placed the search term "equipment" at character position 8 of the bold body text. This meets the requirements.
- OK Number of words: You use 9 words in the bold body text. This meets the requirements.
- OK Number of characters: You use 65 characters in the bold body text. This meets the requirements.

Detailed Analysis of "Body Text In Bold Type Face"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	5	0	0	0	0	1	0	0	0	0 to 5
Density	44.4%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0% to 100.0%
Position	1	n/a	1	n/a	n/a	n/a	n/a	57	n/a	n/a	n/a	n/a to 57

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	7	5	0	0	0	0	1	0	0	0	0 to 7
Density	22.2%	9.5%	50.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0% to 50.0%
Position	1	21	1	n/a	n/a	n/a	n/a	57	n/a	n/a	n/a	n/a to 57

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	5	0	0	0	0	1	0	0	0	0 to 5
Density	22.2%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0% to 50.0%
Position	8	n/a	8	n/a	n/a	n/a	n/a	64	n/a	n/a	n/a	n/a to 64

Body Text In Bold Type Face Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	9	74	10	0	0	55	16	35	30	5	11	0 to 74
Characters	65	473	85	0	0	361	112	235	235	32	61	0 to 473

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.	Clozironi CR18 Mini Piling Rig (894kb)
2.	Navigation links below Piling Equipment from AGD Equipment LTD Piling equipment for hire and sale
3.	Crawler cranes - Mini cranes - Telescopic crawler cranes - Piling Equipment CFA piling rigs - Telescopic leader rigs - Large diameter bored piling rigs Microtunnelling systems - Separation plants Crawler crane hire - Mini crane hire - Piling equipment hire - Microtunnelling system hire Separation plant hire - Telescopic leader rig hire - CFA piling rig hire Silent piling installation with rig mounted sheet pile press Hard-hard secant walls with double head rotary system - Paintshop for heavy equipment

Their Contents

No.	First Sentence of the Body Text
4.	<p>Piling Equipment Manufacturers - innovative range: hydraulic hammers, vibrators, ground release shackles, pile theaders etc available through worldwide distribution network pilling equipment, pilling, Piling Equipment Manufacturers, hydraulic hammers, ground release shackles, pile theaders, pile drivers, hydraulic hammers, piling rigs, piling hammers, remote release shackles, Jacks, sheet piles, steel piling, drill heads, drill rigs, auger, drivers, continuous flight augers, dawson construction, dawson construction plant, dawson construction plant ltd, lifting, equipment, lifting tackle, pile drivers, driver/extractor systems, Variable Moment, Power Pack, Barge Mover, Steel Sheeting, Spotters, Drills, Power Unit, Caisson Beam, pile hammer, vibratory driver, diesel hammer, hydraulic hammer, drilled shaft, bored pile, jet pump, Casagrande, Numa, Eurodrill, POPE, construction equipment, foundation construction equipment, hydraulic augers, hydraulic impact hammers, Hydraulic Power Systems, pile driving equipment, underwater hammers, jet pump, hydraulic piledriver, hydraulic braces, concrete pile, wood pile, pipe pile, foundation construction, junttan piling rigs, american piledriving equipment, geo equipment, china diesel hammers, impact hammers, ICE, HPSI, MKT, Pileco, PACO, A.P.E., American, single acting diesel, single acting diesel hammers, ram, lump, concrete piles, steel piles, sheet piles, helicopter pile driving, vibros for excavators, excavator mounted vibros, plastic sheet piles, mini vibros, low head room vibros, low head room impact hammers, cast in place augers, augercast, King Kong, abi, air, ape, arbed, auger, bauer, baumaschinen, bautechnik, bearing, birminghammer, bohren, bohrtechnik, bsp, caisson, casagrande, cfa, chaparel, conmaco, continuous, contractors, corus, crane, cranes, dawson, construction, dcp, delmag, dieseko, diesel, dredging, drill, drilling, driver, excavate, excavating, excavator, foundation, equipment, geken, ground, hammer, hoesch, hph, hpsi, hutte, hydraquip, hydraulic, hydraullic, ice, ihc, impact, imt, junttan, leads, lifting, mait, menck, mgf, mk, pile, driving, extractor, threader, piledriving, pilemer, piling, pilling, ptc, pve, rammern, rammtechnik, raymond, safety shackle, sheet , sheet piles, skookum, skyline, soilmec, spezialtiefbau, stab, cat, steel, tiefbau, tiefbautechnik, top, tunkers, twinwood, variable, moment, vibrators, vibratory, vibro, vibros, vulcan, flight, ltd, plant, release, tackle, threader, drive, cleaner, auger cleaner, pilling equipment, pilling, Piling Equipment Manufacturers, hydraulic hammers, ground release shackles, pile theaders, pile drivers, hydraulic hammers, piling rigs, piling hammers, remote release shackles, Jacks, sheet piles, steel piling, drill heads, drill rigs, auger, drivers, continuous flight augers, dawson construction, dawson construction plant, dawson construction plant ltd, lifting, equipment, lifting tackle, pile drivers, driver/extractor systems, Variable Moment, Power Pack, Barge Mover, Steel Sheeting, Spotters, Drills, Power Unit, Caisson Beam, pile hammer, vibratory driver, diesel hammer, hydraulic hammer, drilled shaft, bored pile, jet pump, Casagrande, Numa, Eurodrill, POPE, construction equipment, foundation construction equipment, hydraulic augers, hydraulic impact hammers, Hydraulic Power Systems, pile driving equipment, underwater hammers, jet pump, hydraulic piledriver, hydraulic braces, concrete pile, wood pile, pipe pile, foundation construction, junttan piling rigs, american piledriving equipment, geo equipment, china diesel hammers, impact hammers, ICE, HPSI, MKT, Pileco, PACO, A.P.E., American, single acting diesel, single acting diesel hammers, ram, lump, concrete piles, steel piles, sheet piles, helicopter pile driving, vibros for excavators, excavator mounted vibros, plastic sheet piles, mini vibros, low head room vibros, low head room impact hammers, cast in place augers, augercast, King Kong, abi, air, ape, arbed, auger, bauer, baumaschinen, bautechnik, bearing, birminghammer, bohren, bohrtechnik, bsp, caisson, casagrande, cfa, chaparel, conmaco, continuous, contractors, corus, crane, cranes, dawson, construction, dcp, delmag, dieseko, diesel, dredging, drill, drilling, driver, excavate, excavating, excavator, foundation, equipment, geken, ground, hammer, hoesch, hph, hpsi, hutte, hydraquip, hydraulic, hydraullic, ice, ihc, impact, imt, junttan, leads, lifting, mait, menck, mgf, mk, pile, driving, extractor, threader, piledriving, pilemer, piling, pilling, ptc, pve, rammern, rammtechnik, raymond, safety shackle, sheet , sheet piles, skookum, skyline, soilmec, spezialtiefbau, stab, cat, steel, tiefbau, tiefbautechnik, top, tunkers, twinwood, variable, moment, vibrators, vibratory, vibro, vibros, vulcan, flight, ltd, plant, release, tackle, threader, drive, cleaner, auger cleaner</p>
5.	CAPE - Group CAPE - Thailand CAPE - Singapore CAPE - Malaysia CAPE - Indonesia
6.	we sell, we buy, we deliver ENG ESP E-mail us
7.	This is an archived page from our old website.

Their Contents

No.	First Sentence of the Body Text
8.	About Us Locations Products Pile Driving Equipment Drilling Equipment Drill Rig Tooling Piling Rigs Accessories Piling Products Used Equipment Brands ABI Delmag Bay Shore LoDril Bruce Dawson PVE Hammer & Steel Chaparral Boart Longyear Junttan Applications Z-Pile Pushing Pre-Drilling Secant Walls Auger Cast Soil Mixing Vibro Pile Information Center Featured Jobs News Lit Center Contact Us
9.	Piling equipment Plastic piling New APEman Help
10.	Piling equipment

Your Contents

Piling Equipment for Sale.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" once in the first sentence of the body text. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 50.0%. This meets the requirements in the first sentence of the body text.
OK	Position: You've placed the search term "piling equipment" at the beginning of the first sentence of the body text. This meets the requirements.
OK	Quantity: You use the search term "piling" once in the first sentence of the body text. This meets the requirements.
OK	Density: The keyword density for the search term "piling" is 25.0%. This meets the requirements in the first sentence of the body text.
OK	Position: You've placed the search term "piling" at the beginning of the first sentence of the body text. This meets the requirements.
OK	Quantity: You use the search term "equipment" once in the first sentence of the body text. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 25.0%. This meets the requirements in the first sentence of the body text.
OK	Position: You've placed the search term "equipment" at character position 8 of the first sentence of the body text. This meets the requirements.
OK	Number of words: You use 4 words in the first sentence of the body text. This meets the requirements.
OK	Number of characters: You use 26 characters in the first sentence of the body text. This meets the requirements.

Detailed Analysis of "First Sentence of the Body Text"**Analysis of "piling equipment":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	2	2	3	0	0	0	0	1	1	0 to 3
Density	50.0%	0.0%	26.7%	5.8%	1.0%	0.0%	0.0%	0.0%	0.0%	28.6%	100.0%	0.0% to 100.0%
Position	1	n/a	24	60	1	n/a	n/a	n/a	n/a	1	1	n/a to 60

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	2	6	13	0	0	0	2	2	1	0 to 13
Density	25.0%	16.7%	13.3%	8.7%	2.2%	0.0%	0.0%	0.0%	3.4%	28.6%	50.0%	0.0% to 50.0%
Position	1	21	24	60	1	n/a	n/a	n/a	89	1	1	n/a to 89

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	3	3	19	0	0	0	3	1	1	0 to 19
Density	25.0%	0.0%	20.0%	4.3%	3.2%	0.0%	0.0%	0.0%	5.2%	14.3%	50.0%	0.0% to 50.0%
Position	8	n/a	31	67	8	n/a	n/a	n/a	42	8	8	n/a to 67

First Sentence of the Body Text Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	4	6	15	69	599	10	11	9	58	7	2	2 to 599
Characters	26	38	97	506	4,871	78	45	46	390	47	16	16 to 4,871

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.co.uk (the web) 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 pilingsolutions equipment (http://www.pilingsolutions.co.uk/equipment.htm)
2.	www agd equipment html piling equipment (http://www.agd-equipment.co.uk/html/piling_equipment.htm)
3.	www agd equipment (http://www.agd-equipment.co.uk/)
4.	www dcpuk (http://www.dcpuk.com/)
5.	capegroup (http://capegroup.net/)
6.	www rodson en piling used piling equipment for sale (http://www.rodson.com/en/piling/used_piling_equipment_for_sale.html)
7.	www w h home (http://www.w-h.co.uk/home.htm)
8.	www hammersteel (http://www.hammersteel.com/)
9.	www miniape (http://www.miniape.com/)
10.	www land water piling equipment (http://www.land-water.co.uk/piling-equipment.html)

Your Contents

www **piling equipment** ltd [<http://www.piling-equipment-ltd.com/>]

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" once in the URL. This meets the requirements.
>>	Density: The keyword density for the search term "piling equipment" is 50.0%. This is too high in the URL (it should be 40.0% at maximum). Consider adding more text.
OK	Position: You've placed the search term "piling equipment" at character position 5 of the URL. This meets the requirements.
OK	Quantity: You use the search term "piling" once in the URL. This meets the requirements.
OK	Density: The keyword density for the search term "piling" is 25.0%. This meets the requirements in the URL.
OK	Position: You've placed the search term "piling" at character position 5 of the URL. This meets the requirements.
OK	Quantity: You use the search term "equipment" once in the URL. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 25.0%. This meets the requirements in the URL.
OK	Position: You've placed the search term "equipment" at character position 12 of the URL. This meets the requirements.
OK	Number of words: You use 4 words in the URL. This meets the requirements.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK Number of characters: You use 24 characters in the URL. This meets the requirements.

Detailed Analysis of "URL"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	1	0	0	0	1	0	0	0	1	0 to 1
Density	50.0%	0.0%	33.3%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	40.0%	0.0% to 40.0%
Position	5	n/a	24	n/a	n/a	n/a	27	n/a	n/a	n/a	16	n/a to 27

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	1	0	0	0	2	0	0	0	1	0 to 2
Density	25.0%	33.3%	16.7%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	20.0%	0.0% to 33.3%
Position	5	5	24	n/a	n/a	n/a	15	n/a	n/a	n/a	16	n/a to 24

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	1	2	1	0	0	1	0	0	0	1	0 to 2
Density	25.0%	33.3%	33.3%	33.3%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	20.0%	0.0% to 33.3%
Position	12	21	9	9	n/a	n/a	34	n/a	n/a	n/a	23	n/a to 34

URL Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	4	3	6	3	2	1	9	4	2	2	5	1 to 9
Characters	24	29	39	17	9	9	51	12	15	11	31	9 to 51

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.co.uk (the web), too.

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

Your Contents

No.	H1 Heading Text
1.	Welcome to Piling Equipment Ltd.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You use the search term "piling equipment" once in the H1 headline texts. This meets the requirements.
OK	Density: The keyword density for the search term "piling equipment" is 40.0%. This meets the requirements in the H1 headline texts.
OK	Quantity: You use the search term "piling" once in the H1 headline texts. This meets the requirements.
OK	Density: The keyword density for the search term "piling" is 20.0%. This meets the requirements in the H1 headline texts.
OK	Quantity: You use the search term "equipment" once in the H1 headline texts. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 20.0%. This meets the requirements in the H1 headline texts.
OK	Number of words: You use 5 words in the H1 headline texts. This meets the requirements.
OK	Number of characters: You use 32 characters in the H1 headline texts. This meets the requirements.

Detailed Analysis of "H1 Headline Texts"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	1	2	0	0	0	0	0	0	2	0 to 2
Density	40.0%	0.0%	33.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0% to 100.0%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	1	6	0	0	0	0	0	0	2	0 to 6
Density	20.0%	0.0%	16.7%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0% to 50.0%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	2	3	0	0	0	0	1	0	2	0 to 3
Density	20.0%	0.0%	33.3%	3.8%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	50.0%	0.0% to 50.0%

H1 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	5	0	6	80	0	7	0	0	5	0	4	0 to 80
Characters	32	0	39	576	0	46	0	0	33	0	33	0 to 576

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.co.uk (the web), too.

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

Your Contents

No.	H2 Heading Text
1.	Piling Equipment for Sale.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK Quantity: You use the search term "piling equipment" once in the H2 headline texts. This meets the requirements.
- OK Density: The keyword density for the search term "piling equipment" is 50.0%. This meets the requirements in the H2 headline texts.
- OK Quantity: You use the search term "piling" once in the H2 headline texts. This meets the requirements.
- OK Density: The keyword density for the search term "piling" is 25.0%. This meets the requirements in the H2 headline texts.
- OK Quantity: You use the search term "equipment" once in the H2 headline texts. This meets the requirements.
- OK Density: The keyword density for the search term "equipment" is 25.0%. This meets the requirements in the H2 headline texts.
- OK Number of words: You use 4 words in the H2 headline texts. This meets the requirements.
- OK Number of characters: You use 26 characters in the H2 headline texts. This meets the requirements.

Detailed Analysis of "H2 Headline Texts"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	5	0	0	0	1	0	0	0	0	0 to 5
Density	50.0%	0.0%	52.6%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0% to 100.0%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	5	0	0	0	1	0	1	0	0	0 to 5
Density	25.0%	0.0%	26.3%	0.0%	0.0%	0.0%	50.0%	0.0%	20.0%	0.0%	0.0%	0.0% to 50.0%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	5	0	0	0	1	0	1	0	0	0 to 5
Density	25.0%	0.0%	26.3%	0.0%	0.0%	0.0%	50.0%	0.0%	20.0%	0.0%	0.0%	0.0% to 50.0%

H2 Headline Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	4	0	19	0	0	0	2	0	5	0	0	0 to 19
Characters	26	0	126	0	0	0	16	0	38	0	0	0 to 126

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.co.uk (the web) takes search terms in same site link texts into account.

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

Your Contents

No.	Same Site Link Text	Link URL
1.	[empty]	/world-wide-piling-directory.html
2.	piling equipment for sale...	/used-piling-rigs-for-sale.html
3.	Piling rigs shipping...	/rig-shipping.html
4.	piling equipment	/ICT_45_Piling_Rig_Driven_Below_15T_1.pdf
5.	Used Piling Rigs for Sale	/used-rigs-for-sale.html
6.	Other Foundation Equipment for Sale	/foundation-equipment-for-sale.html
7.	Worldwide Construction Directory	/links.htm
8.	We Export Piling Equipment	/rig-shipping.html
9.	[empty]	/rig-shipping.html
10.	We Purchase Used Drilling Equipment	/buy-drilling-equipment.html
11.	Site Map	/sitemap.html
12.	[empty]	/sitemap.html
13.	Construction Training	/piling-training-construction-training.html

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

>>	Quantity: You use the search term "piling equipment" 3 times in the same site link texts. This is too often.
>>	Density: The keyword density for the search term "piling equipment" is 17.1%. This is too high in the same site link texts (it should be 12.5% at maximum). Consider adding more text.
OK	Quantity: You use the search term "piling" 5 times in the same site link texts. This meets the requirements.
>>	Density: The keyword density for the search term "piling" is 14.3%. This is too high in the same site link texts (it should be 11.3% at maximum). Consider adding more text.
OK	Quantity: You use the search term "equipment" 5 times in the same site link texts. This meets the requirements.
>>	Density: The keyword density for the search term "equipment" is 14.3%. This is too high in the same site link texts (it should be 7.7% at maximum). Consider adding more text.
OK	Number of words: You use 35 words in the same site link texts. This meets the requirements.
OK	Number of characters: You use 249 characters in the same site link texts. This meets the requirements.

Detailed Analysis of "Same Site Link Texts"**Analysis of "piling equipment":**

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	3	0	2	1	0	0	2	0	0	1	1	0 to 2
Density	17.1%	0.0%	9.8%	12.5%	0.0%	0.0%	6.2%	0.0%	0.0%	1.2%	2.0%	0.0% to 12.5%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	5	7	2	1	0	0	2	0	3	11	1	0 to 11
Density	14.3%	11.3%	4.9%	6.3%	0.0%	0.0%	3.1%	0.0%	4.1%	6.7%	1.0%	0.0% to 11.3%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	5	0	3	1	0	0	5	0	3	1	3	0 to 5
Density	14.3%	0.0%	7.3%	6.3%	0.0%	0.0%	7.7%	0.0%	4.1%	0.6%	2.9%	0.0% to 7.7%

Same Site Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	35	62	41	16	0	44	65	5	74	163	102	0 to 163
Characters	249	363	282	108	0	252	407	32	453	1,015	781	0 to 1,015

Outbound Link Texts

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

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

Your Contents

No.	Outbound Link Text	Link URL
1.	[empty]	http://www.operatorstickets.com
2.	Operator tickets piling training	http://www.operatorstickets.com/Pilingrigs.html

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK	Quantity: You don't use the search term "piling equipment" in the outbound link texts. This meets the requirements.
>>	Quantity: According to the contents of the analyzed web pages, you should remove the search term "piling" from the outbound link texts.
>>	Density: It seems to be better to remove the search term "piling" from the outbound link texts.
OK	Quantity: You don't use the search term "equipment" in the outbound link texts. This meets the requirements.
OK	Number of words: You use 4 words in the outbound link texts. This meets the requirements.
OK	Number of characters: You use 32 characters in the outbound link texts. This meets the requirements.

Detailed Analysis of "Outbound Link Texts"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	0	0	0	0	0	0	0	0	0	all 0
Density	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Outbound Link Texts Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	4	0	0	0	0	5	1	0	0	10	0	0 to 10
Characters	32	0	0	0	0	52	17	0	0	68	0	0 to 68

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.co.uk (the web).

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

Your Contents

No.	Same Site Link URL	Link Text
1.	world wide piling directory [/world-wide- piling -directory.html]	[empty]
2.	used piling rigs for sale [/used- piling -rigs-for-sale.html]	piling equipment for sale...
3.	rig shipping [/rig-shipping.html]	Piling rigs shipping...
4.	ICT 45 Piling Rig Driven Below 15T 1 [/ICT_45_ Piling _Rig_Driven_Below_15T_1.pdf]	piling equipment
5.	used rigs for sale [/used-rigs-for-sale.html]	Used Piling Rigs for Sale
6.	foundation equipment for sale [/foundation- equipment -for-sale.html]	Other Foundation Equipment for Sale
7.	links [/links.htm]	Worldwide Construction Directory
8.	rig shipping [/rig-shipping.html]	We Export Piling Equipment
9.	rig shipping [/rig-shipping.html]	[empty]
10.	buy drilling equipment [/buy-drilling- equipment .html]	We Purchase Used Drilling Equipment
11.	sitemap [/sitemap.html]	Site Map
12.	sitemap [/sitemap.html]	[empty]
13.	piling training construction training [/ piling -training-construction-training.html]	Construction Training

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

>	Quantity: You could use the search term "piling equipment" at least once in the same site link URLs but this is optional.
>	Density: You could increase the keyword density for the search term "piling equipment" in the same site link URLs but this is optional.
OK	Quantity: You use the search term "piling" 4 times in the same site link URLs. This meets the requirements.
>>	Density: The keyword density for the search term "piling" is 9.8%. This is too high in the same site link URLs (it should be 7.1% at maximum). Consider adding more text.
OK	Quantity: You use the search term "equipment" 2 times in the same site link URLs. This meets the requirements.
OK	Density: The keyword density for the search term "equipment" is 4.9%. This meets the requirements in the same site link URLs.
OK	Number of words: You use 41 words in the same site link URLs. This meets the requirements.

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

OK Number of characters: You use 249 characters in the same site link URLs. This meets the requirements.

Detailed Analysis of "Same Site Link URLs"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	1	1	0	0	3	0	0	0	1	0 to 3
Density	0.0%	0.0%	3.1%	6.9%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	2.1%	0.0% to 6.9%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	4	0	1	1	0	0	6	0	5	0	1	0 to 6
Density	9.8%	0.0%	1.6%	3.4%	0.0%	0.0%	4.0%	0.0%	7.1%	0.0%	1.0%	0.0% to 7.1%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	3	1	0	0	12	0	5	0	3	0 to 12
Density	4.9%	0.0%	4.7%	3.4%	0.0%	0.0%	7.9%	0.0%	7.1%	0.0%	3.1%	0.0% to 7.9%

Same Site Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	41	45	64	29	0	48	151	20	70	144	97	0 to 151
Characters	249	203	343	178	0	374	843	113	472	644	756	0 to 843

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.co.uk (the web) gives relevance to search terms in outbound links

Example: The HTML tag `Click here` contains the outbound link URL "www.not-your-site.com/info.htm".

Your Contents

No.	Outbound Link URL	Link Text
1.	www operatorstickets [http://www.operatorstickets.com]	[empty]
2.	www operatorstickets Pilingrigs [http://www.operatorstickets.com/ Pilingrigs.html]	Operator tickets piling training

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK Quantity: You don't use the search term "piling equipment" in the outbound link URLs. This meets the requirements.
- >> Quantity: According to the contents of the analyzed web pages, you should remove the search term "piling" from the outbound link URLs.
- >> Density: It seems to be better to remove the search term "piling" from the outbound link URLs.
- OK Quantity: You don't use the search term "equipment" in the outbound link URLs. This meets the requirements.
- OK Number of words: You use 5 words in the outbound link URLs. This meets the requirements.
- OK Number of characters: You use 51 characters in the outbound link URLs. This meets the requirements.

Detailed Analysis of "Outbound Link URLs"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	0	0	0	0	0	0	0	0	0	all 0
Density	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	0	all 0
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	all 0.0%

Outbound Link URLs Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	5	0	11	11	0	28	4	2	0	6	4	0 to 28
Characters	51	0	67	67	0	168	25	15	0	41	32	0 to 168

IMG ALT Attributes

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

Example:

Your Contents

No.	Image Alt Attribute Text	Image File Name
1.	[empty]	http://www.homestead.com/~media/elements/shared/javascipt_disabled.gif
2.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
3.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r=143&g=121&b=48
4.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
5.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
6.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
7.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
8.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
9.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r=143&g=121&b=48
10.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
11.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
12.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=250&g=253&b=67
13.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187

Your Contents		
No.	Image Alt Attribute Text	Image File Name
14.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
15.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
16.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
17.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r2=255&g2=239&b2=187&r=143&g=121&mp;b=48
18.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
19.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
20.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r2=255&g2=239&b2=187&r=143&g=121&mp;b=48
21.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
22.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
23.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
24.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
25.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
26.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
27.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
28.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
29.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=250&g=253&b=67
30.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187

Your Contents		
No.	Image Alt Attribute Text	Image File Name
31.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
32.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
33.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
34.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r2=255&g2=239&b2=187&r=143&g=121&mp;b=48
35.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
36.	[empty]	banner.jpg
37.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=64&g=106&b=176
38.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=64&g=106&b=176
39.	[empty]	/tp.gif
40.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=64&g=106&b=176
41.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=64&g=106&b=176
42.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
43.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r2=255&g2=239&b2=187&r=143&g=121&mp;b=48
44.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
45.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
46.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
47.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
48.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48

Your Contents		
No.	Image Alt Attribute Text	Image File Name
49.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
50.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
51.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
52.	[empty]	/tp.gif
53.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
54.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
55.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
56.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
57.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g2=239&b2=187&r=143&g=121&mp;b=48
58.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
59.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
60.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r2=255&g2=239&b2=187&r=143&g=121&mp;b=48
61.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
62.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
63.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
64.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
65.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48

Your Contents		
No.	Image Alt Attribute Text	Image File Name
66.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
67.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
68.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
69.	[empty]	/tp.gif
70.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
71.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r2=143&g2=121&mp;b2=48
72.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
73.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=244&g=206&b=83
74.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g2=239&b2=187&r=143&g=121&mp;b=48
75.	[empty]	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
76.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
77.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
78.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
79.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
80.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif

Your Contents		
No.	Image Alt Attribute Text	Image File Name
81.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
82.	[empty]	http://www.homestead.com/~media/elements/AccentGraphics/./LayoutClipart/AccentGraphics/Accent_Arrow_Dark_Red.gif
83.	We have many different piling rigs for sale	Piling_image_1.jpg
84.	Construction Equipment for sale	image_4.jpg
85.	[empty]	email_button.gif
86.	[empty]	email_button.gif
87.	[empty]	LOGO_GIF.gif
88.	World Wide construction Directory	directory_jpeg.jpg
89.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
90.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r=143&g=121&b=48
91.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
92.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
93.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r=143&g=121&b=48
94.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
95.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
96.	Construction Training	/tp.gif
97.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187
98.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g=239&b=187&r=143&g=121&b=48
99.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=255&g=239&b=187

Your Contents		
No.	Image Alt Attribute Text	Image File Name
100.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetCornerGif&w=1&h=1&r=255&g2=239&b2=187&r=143&g=121&b=48
101.	Construction Training	http://www.homestead.com/~site/Scripts_Shapes/shapes.dll?CMD=GetRectangleGif&r=143&g=121&b=48
102.	[empty]	/tp.gif
103.	Our partner company Operator Tickets offer Piling and various other construction training to CITB and NVQ standard	operastorsticketstlargelogoheader_op_336x201.jpg
104.	[empty]	/~site/Scripts_ExternalRedirect/ExternalRedirect.dll?CMD=CMDGetGif&H_SITEID=RTK2&H_AltURL=%2F%7Esite%2Ftp.gif&H_HSGOTOURL=http%3A%2F%2Fweb4.realtracker.com%2Fnetpoll%2Fmulti.asp%3Fuser%3D1752917530%26pn%3D90006%26pp%3Dindex%26js%3D0%26b%3D0%26to%3D-360

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- > Quantity: You could use the search term "piling equipment" at least once in the IMG ALT attributes but this is optional.
- > Density: You could increase the keyword density for the search term "piling equipment" in the IMG ALT attributes but this is optional.
- OK Quantity: You use the search term "piling" 2 times in the IMG ALT attributes. This meets the requirements.
- OK Density: The keyword density for the search term "piling" is 3.4%. This meets the requirements in the IMG ALT attributes.
- OK Quantity: You use the search term "equipment" once in the IMG ALT attributes. This meets the requirements.
- OK Density: The keyword density for the search term "equipment" is 1.7%. This meets the requirements in the IMG ALT attributes.
- OK Number of words: You use 59 words in the IMG ALT attributes. This meets the requirements.
- OK Number of characters: You use 494 characters in the IMG ALT attributes. This meets the requirements.

Detailed Analysis of "IMG ALT Attributes"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	2	0	0	1	0	0	0	0	2	0 to 2
Density	0.0%	0.0%	22.2%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0% to 100.0%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	2	0	2	0	0	1	0	0	1	0	2	0 to 2
Density	3.4%	0.0%	11.1%	0.0%	0.0%	1.1%	0.0%	0.0%	8.3%	0.0%	50.0%	0.0% to 50.0%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	1	0	4	1	0	1	1	3	0	0	2	0 to 4
Density	1.7%	0.0%	22.2%	7.1%	0.0%	1.1%	5.3%	11.1%	0.0%	0.0%	50.0%	0.0% to 50.0%

IMG ALT Attributes Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	59	44	18	14	0	87	19	27	12	0	4	0 to 87
Characters	494	242	116	85	0	578	118	148	64	0	32	0 to 578

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.co.uk (the web).

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

Your Contents

No.	HTML Comment Text
1.	<hs:metatags>
2.	</hs:metatags>
3.	<hs:title>
4.	</hs:title>
5.	<hs:element103>
6.	</hs:element103>
7.	<hs:element102>
8.	</hs:element102>
9.	<hs:element89>
10.	</hs:element89>
11.	<hs:element62>
12.	</hs:element62>
13.	<hs:element15>
14.	</hs:element15>
15.	<hs:element105>
16.	</hs:element105>
17.	<hs:element37>
18.	</hs:element37>
19.	<hs:element38>
20.	</hs:element38>
21.	<hs:element104>
22.	</hs:element104>
23.	<hs:element90>
24.	</hs:element90>
25.	<hs:element91>
26.	</hs:element91>
27.	<hs:element92>
28.	</hs:element92>

Your Contents

No.	HTML Comment Text
29.	<hs:element93>
30.	</hs:element93>
31.	<hs:element94>
32.	</hs:element94>
33.	<hs:element96>
34.	</hs:element96>
35.	<hs:element98>
36.	</hs:element98>
37.	<hs:element73>
38.	</hs:element73>
39.	<hs:element74>
40.	</hs:element74>
41.	<hs:element109>
42.	</hs:element109>
43.	<hs:element110>
44.	</hs:element110>
45.	<hs:element66>
46.	</hs:element66>
47.	<hs:element65>
48.	</hs:element65>
49.	<hs:element20>
50.	</hs:element20>
51.	<hs:element115>
52.	</hs:element115>
53.	<hs:element32>
54.	</hs:element32>
55.	<hs:element100>
56.	</hs:element100>
57.	<hs:element116>
58.	</hs:element116>
59.	<hs:element99>
60.	</hs:element99>
61.	<hs:element45>
62.	</hs:element45>

Your Contents

No.	HTML Comment Text
63.	<hs:footer>
64.	</hs:footer>
65.	<hs:realtracker>
66.	</hs:realtracker>

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- > Quantity: You could use the search term "piling equipment" at least once in the HTML comment tags but this is optional.
- > Density: You could increase the keyword density for the search term "piling equipment" in the HTML comment tags but this is optional.
- > Quantity: You could use the search term "piling" at least once in the HTML comment tags but this is optional.
- > Density: You could increase the keyword density for the search term "piling" in the HTML comment tags but this is optional.
- > Quantity: You could use the search term "equipment" at least once in the HTML comment tags but this is optional.
- > Density: You could increase the keyword density for the search term "equipment" in the HTML comment tags but this is optional.
- >> Number of words: You use 66 words in the HTML comment tags but you should use less words. Use at most 21 words.
- >> Number of characters: You use 963 characters in the HTML comment tags but you should use less characters. Use at most 251 characters.

Detailed Analysis of "HTML Comment Tags"

Analysis of "piling equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	5	0 to 5
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	90.9%	0.0% to 90.9%

Analysis of "piling":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	5	0 to 5
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%	0.0% to 45.5%

Analysis of "equipment":

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Quantity	0	0	0	0	0	0	0	0	0	0	5	0 to 5
Density	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%	0.0% to 45.5%

HTML Comment Tags Contents

	Your Site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range
Words	66	0	0	0	0	10	9	8	3	21	11	0 to 21
Characters	963	0	0	0	0	194	231	48	55	251	91	0 to 251

General Advice

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

Do the following to improve the ranking for your web page on Google.co.uk (the web) for the search term "piling equipment"

- OK 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.piling-equipment-ltd.com/" contains 340 words which should be enough for the search engines.
- >> 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 "piling for" 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 "piling used" 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 "piling used for" 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 "sale equipment" 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 "sale equipment for" 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 "sale for" 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 "sale used" 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 "sale used for" 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 "used for" 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 page on Google.co.uk (the web) for the search term "piling equipment"

>>	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 "used plant" 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 "equipment plant." 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.
OK	Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.
OK	Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.
OK	Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.
OK	Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.
OK	Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.
OK	Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.
OK	Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines.
OK	Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.
OK	Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.
OK	Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.
OK	Your web page URL "http://www.piling-equipment-ltd.com/" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.
OK	Your web page URL "http://www.piling-equipment-ltd.com/" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.
OK	Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.