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Website Report

Results of the website www.cnn.com

Overall	**: 77**
Technical	**: 5.7**
SEO	**: 73%**
Popularity	**: 10.0**
Website URL	**: www.cnn.com**
Indexation	**: 81 of 1215 pages**
Date	**: 2014-02-10**

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Scorecard

The overall technical quality of http://www.cnn.com/ is rated a 5.7. That score is based on the score card below. The score card gives you an objective overview of all the strengths and weaknesses of your website. Assigned to each subject you will find its score expressed as a percentage.

	subject	%	pt	chapter
1	Folders and spread of information	42%	2p	H 1.1.1
2	Ratio between HTML code and text	30%	5p	H 1.1.2
3	Pages contain unique content	71%	4p	H 1.1.2
4	Pages contain a DocType declaration	90%	7p	H 1.1.3
5	Consistent use of a character set	50%	6p	H 1.6.3
6	Correct primary language settings for website	100%	7p	H 1.1.4
7	Internal link- and navigation structure	33%	7p	H 1.1.5
8	Prevent the use of deprecated elements	100%	6p	H 1.1.8
9	Acceptable page depth of the website	100%	5p	H 1.1.9
10	Avoid use of file extensions in URLs	40%	1p	H 1.1.10
11	Prevent dead links in website	80%	6p	H 1.2.1
12	Store JavaScript in external files	100%	5p	H 1.2.3
13	Correct application of friendly URLs	22%	8p	H 1.2.4
14	Avoid use of Frames and iFrames	0%	4p	H 1.2.5
15	Avoid excessive use of FLASH animations	68%	3p	H 1.2.6
16	Avoid use of email addresses	90%	1p	H 1.2.9
17	Avoid META refresh and redirects	99%	3p	H 1.2.10
18	Use files for search engine robots	0%	6p	H 1.2.11
19	Pages containing unique META descriptions	42%	7p	H 1.3.1
20	Correct text length of META description	15%	4p	H 1.3.1
21	Pages contain existing META keywords	25%	6p	H 1.3.2
22	Correct number and length of META keywords	0%	3p	H 1.3.2
23	Prevent use of inline style and style blocks	0%	5p	H 1.4.1
24	Apply stylesheets instead of style blocks	48%	7p	H 1.4.1
25	Avoid use of too many or external images	0%	4p	H 1.4.2
26	Pages containing (unique) titles	89%	9p	H 1.5.2
27	Correct number of words and length in titles	73%	5p	H 1.5.2
28	Use headings and subheadings	87%	6p	H 1.5.3
29	Hierarchy between headings and subheadings	71%	3p	H 1.5.3
30	Use sufficient text on pages	0%	3p	H 1.5.4
31	Texts are divided into paragraphs	97%	3p	H 1.5.4
32	Images provided with alternative texts	97%	7p	H 1.5.9
33	Apply tooltip texts for images and links	21%	2p	H 1.5.10
34	Search Engine Optimization Score	73%	10p	H 2.1

		subject	%	pt	chapter
	35	Avoid keyword spamming		50%	5p	H 2.4.5

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Quick Wins

Based on the analysis, we made a comprehensive advice how to make your website better and easier to find in search engines. This section of 'quick wins' is useful when you want to get fast results: these are the most important points for your website and fixing them will give your website a boost. For the best results we advise you to go through the whole report and implement all the points.

Internal link and navigation structure

The visitors to a website are usually in a hurry to find something. Our statistics show that in general a new visitor looks at a total of two to four pages of a site. This means that the navigation structure of a website should be optimized in order to lead visitors to all the target pages quickly. The internal link density is the percentage of pages linking to other internal pages. That is too low. Reduce the number of pages or increase the number of internal links.

Correct application of friendly URLs

Static URLs without variables and capitals are known as search engine-friendly URLs. They are an important part of optimizing a site for search engines.

Use files for search engine robots

Search engines use robots (spiders) to index websites. The webmaster can influence these robots by placing the files robots.txt and sitemap.xml in the root of the website. These files can allow access to pages and folders or prohibit access. We recommend the use of a robots.txt and a sitemap.xml file. Make sure both files are used on the website (which means URLS are found and the file is larger than 0 bytes).

Pages contain existing META keywords

The keywords intended to be optimized on a page can be indicated in the META keywords. Although not all search engines use this META tag, it is still an important part of optimizing for search engines. It is important that the words that are indicated in the META keywords tag actually occur in the text of that page. If the words do not occur in the text, a search engine can see this as spam.

Prevent use of inline style and style blocks

Cascading Style Sheets (CSS) is a technique to separate design and content. This results in a balance between code and text , which is important when optimizing for search engines. In the case of an inline style declaration, the style is directly linked to content. The code for design is incorporated in the content of the HTML. Inline style declarations can be recognized by the 'style=' attributes. Remove inline declaration by applying CSS.

Introduction

This report describes the results of a thorough and multifaceted analysis of the website http://www.cnn.com/. The report is divided into 3 chapters. We suggest that you read all three chapters before you begin to implement the changes recommended in the report. In order to analyze the website we downloaded and examined all the site's pages and evaluated each one according to an exacting set of standards designed to help you improve the site's performance both in search and in meeting the needs of the site's visitors.

Structure of the report

There are 3 components that are vital for improving the searchability, quality and thus the performance of a website, these are: overall technical quality, search engine optimization (SEO) and popularity in terms of the number of high quality links the site has. These three topics are commonly used in the industry, but determining which of the 3 topics is most important is still something that even experts in the field disagree about. They all agree on one thing: In search engine optimization, all 3 topics play an important role. This report is divided according to these 3 important topics. Each topic is introduced with a brief explanation followed by the results of our site analysis and our recommendations for making improvements to the site.

In the first chapter we report on our findings concerning the overall technical quality of the website. A site's technical implementation is an important part of search engine optimization. For example: if the foundation of a new house is of poor quality then it's harder to build a good house on top of it. The same goes for a website. A good indexable website with a good, solid technical foundation has a better chance of ranking high in search results. The on-page text of a technically good website can be properly indexed by search engines thereby increasing the site's quality in the eye of those search engines. In the chapter about technical quality we describe approaches to improving the overall structure, meta information, layout and text of the website.

In the second chapter we describe the search engine optimization (SEO) of the website. By applying SEO you are working to increase the visibility of a website to search engines. In some ways, SEO is simple. It involves optimizing your site for certain keywords in the text and the HTML elements of the site so that they acquire importance on the page. Simple as it sounds, however, SEO requires not only using keywords properly in HTML elements, but also determining those keywords in the first place.

In the third chapter we describe the link popularity of the website. The link popularity is the number of other websites that link to your website. Besides overall technical quality and SEO, search engines use link popularity to determine the position or rank of your website in their results. This chapter will look at the number of incoming links on your site and any references from major directories it may have.

Data collection

In order to analyze the exact structure and content of your website, a spider downloaded and examined all of its pages and files. The spider moved from link to link until it found all the pages of the website. Every page was analyzed on more than 180 different points.

Apart from all the pages, the spider also analyzed the server, the files on it, the site's links and the popularity of the website. To do this it used a special software and information from different search engines. After the spider had collected all the information, it sent the statistical data and results to our databases.

Online dashboard

This report only contains a part of the information that can be found on the online dashboard. For a complete picture of the websites performance, we recommend to keep the dashboard next to the report or to go through the items online later on.

When you are in the process of implementing our recommendations, we strongly suggest that you use the online dashboard as your guide because it gives a lot of detailed information and helps you to pinpoint exactly on which pages of your website improvements are needed.

1 Technique

The overall technical quality of a site is an important element in search engine optimization. As we said earlier: if the foundation of a new house is of poor quality then it's harder to build a good house on top of it. The same goes for a website. A good indexable website with a good, solid technical foundation has a better chance of ranking high in search results. The on-page text of a technically good website can be properly indexed by search engines thereby increasing the site's quality in the eye of those search engines.

1.1 Website Structure

The structure of the website refers to the technical design and layout of its folders and pages. It is very important for a website and all of its pages to have a good, well-designed technical structure in order for the site to be indexed by search engines and for it to appear properly in visitors' browsers. The structure of a website is like the blueprint of a house. Because the website is built on that blueprint, a good technical design is vital.

1.1.1 Folders and spread of information

The pages of a website are contained in different folders. Folders are used to house the folders and pages for a certain subject. The number of folders (or levels) of your website depends on the structure of the website. If a website has 2 levels this means that a given page is in a folder and in a sub folder (folder in folder).

Your website has 1215 pages divided into 8 level(s).

A page in the first or second level is assigned more weight by search engines than a page in deeper levels.

The pages are divided over the level(s) in the ratio 5, 32, 6, 0, 0, 19, 16, 0, 21, level(s).

> ***Note:*** *The number of pages is expressed as a percentage. For example: the numbers 20, 10, 70 indicate that 20% of the pages are in the root (this is the first level), 10% in the folders are one level down (level 2) and 70% of the pages are two levels down (level 3). We recommend that you get as many pages as possible in the first- or second levels of the site.*

The links on a page can refer to the whole address (absolute) or to the level from the page (relative). A relative link does not mention the complete domain URL but only gives the specific filename (example: info/). An absolute link shows the complete URL of the webpage. The use of absolute links is preferred by search engines. A website which consists completely of absolute links can be indexed more easily than a website with relative links.

Relative links were found for 98% of the pages of the website.

Note: *Use as many absolute links as you can and try to get as close to 0% as possible. Check your online dashboard to find pages using relative links in the column 'uses relative links' and make absolute links of them.*

1.1.2 Structure and composition of the pages

Browsers show the composed pages with text and images. In order to display a page with images, headings and links, a language such as HTML is needed. The structure and composition of the HTML code says a great deal about the quality of a page.

The source code of an average page consists of 663 lines of 82 characters.

Note: *The source code of a well-composed page consists of approximately 150 lines and does not use more than 70 characters per line. Change the way you generate pages and apply new techniques to create clean, accessible and readable code.*

Search engines want to provide their users with results that are of high quality. If a great deal of design code and interaction scripts are needed to show a page, the chance of errors happening when that page displays in search is high. The code for the design (CSS) and JavaScript should be stored in an external file (chapter 1.2.3.1 and chapter 1.4.1.3).

An average page is 53Kb and consists of 91% code.

Note: *Try to limit the use of code to a maximum of 70%. On your online dashboard you can find the code density of every page in the column 'code density'. Change the pages that have a high code density.*

Search engines and visitors prefer not to see any duplicate pages. If a website contains lots of duplicate pages or redundant content, the search engines may characterize this as spam.

71% of the pages in your website are unique.

Note: *For this measurement, all the words from the body of the individual pages of your site have been taken together to produce a MD5-Hash (fingerprint) If duplicate pages are found, you can use the column 'MD5-Hash' on the online dashboard to locate and remove the such pages. Duplicate pages will have the same hash.*

1.1.3 DocType declarations

Every page of a website must start with a DocType declaration. This is the first line of the source code of the page. The DocType gives the browser information about the type of HTML with which the page is created. This information is important for two reasons: first, it is used as the representation by browsers and second, it is used by validators to ensure that the code is correct.

In the absence of a DocType, a browser has to guess at the type of HTML with which the page is created. Because the browser may make an incorrect guess, the page can be shown incorrectly.

A DocType declaration was found for 98% of the pages of the website.

Note: *All the pages of the website should be provided with a correct DocType declaration. The DocTypes found in your website are listed on the online dashboard under the column 'DocType'.*

1.1.4 Language of the website

It is possible to indicate what language is used on every page of your website. Search engines can filter the search results based on the preferred language of visitors. If the wrong language has been set for a page, then that page may not be show. In addition, indicating the language has an influence on screen reading programs (often used by the visually impaired) and on translation programs.

The preferred language (primary language) should be specified in the HTML element (e.g.: <html lang='nl'>) and in addition may be used in the META (chapter 1.3.3). By placing the language code in the HTML element, the language of the page is defined. The language code consists of two letters. For example, 'nl' for Dutch, 'de' for German, 'fr' for French, or 'en' for English. An English language page starts with <html lang='en'> and a Dutch one starts with <html lang='nl'>. The attribute lang= can be used in several elements for a given page.

The primary language for this website is: en-us, en

Note: *If the website uses one language and shows several language codes (and vice versa), this can produce problems for the site. We recommend indicating at least one correct language code. See the column 'Primary language' on the online dashboard to find out what pages use which language and check to see that the language indicated is the one that is actually used.*

1.1.5 Internal link structure

The visitors to a website are usually in a hurry to find something. Our statistics show that in general a new visitor looks at a total of two to four pages of a site. This means that the navigation structure of a website should be optimized in order to lead visitors to all the target pages quickly.

> *In general there are three navigation structures: 1. Loop structure, in which every page refers to a following page. 2. Hierarchical structure, in which the homepage refers to all the underlying pages. 3. Intensive structure, in which every page contains links to every other page. The intensive structure is best both for the navigation of the visitor and for the benefit of the search engines. If many links lead to a target page (intensive structure), then this target page has a high link intensity (density). If all the pages have a link to other pages, the site has a link density of 100%. If half of the pages on a website have a link to other pages, the link density is 50%.*

The pages of your website have an average link density of 33%.

> ***Note:*** *In the most ideal situation the link density for a site is 100%. For large websites, a high link density can be difficult to achieve because there are so many pages. Try to make the link density as high as possible by using a site map and internal links. A good way to increase the internal link density is to reduce the number of pages and increase the number of internal links. Use the column 'Internal Link Density' on your online dashboard to find pages with a low density and improve their density using the approaches noted above.*

1.1.6 Use of comments

A programmer can incorporate comments into the code of a site. Comments can be identified by the series of signs after the comment. There are comments for clarification (chapter 1.1.6.1) and comments that can be used to influence the browser (chapter 1.1.6.2).

Comments were found for 5% of the pages of your site.

> ***Note:*** *Only use comments for clarification - do not use conditional comments (see the next paragraphs for more information).*

1.1.6.1 Comments for clarification

Comments are not visible in the browser, but only in the source code. By adding comments to scripts, tables or paragraphs, the programmer can explain the structure of the HTML elements employed on the site to third parties (not to ordinary site visitors). For example: If a website uses a measurement pixel, a programmer can use comments to explain why and how it's being used.

An average page in your site contains 32 lines of 67 characters of comments.

Note: *In many cases comments are used to hide code or text that is not used anymore. To save bandwidth and lower the loading time of your website for visitors, we recommend removing unnecessary comments from the code. Comments don't have a negative impact on the indexing of a search engine, but removal of unnecessary comments can decrease the loading time of your site saving you bandwidth and providing visitors to your site with a speedier and hence more enjoyable experience. See the column 'comments size in bytes' to find out the number of comments used per page on your site.*

1.1.6.2 Conditional comments

Conditional comments (also called hacks) are special comments which can only be executed by Microsoft's Internet Explorer. Other browsers and search engines ignore conditional comments. The use of conditional comments is often employed to make exceptions for Internet Explorer. By using conditional comments it is possible to use different style sheets or scripts.

Conditional comments were found for 1% of the pages on your site.

Note: *Because conditional comments do not apply to all browsers we recommend not using conditional comments. See the column 'Conditional comments' to find out which pages on your site use 'Conditional comments' then remove those comments from those pages.*

1.1.7 Cookies

Cookies are small text files which can be placed on the computer by the website for visitors. Cookies contain information about the visitor and are aimed at making their next visit to the website more efficient and enjoyable. With cookies it is easy to gather and retain information about visitors. Cookies are usually used to identify a visitor. Because the website can remember the visitor with a cookie, the visitor only has to log in once. For example, by storing address data in a cookie, the visitor can carry out an order more quickly. This is the great advantage of cookies for the user.

It is important that cookies do not have any negative consequences for the accessibility of the pages. Some users, and especially search engines, remove cookies that are received immediately after the visit to the website, so it is important that your website is able to work with or without cookies.

Your website places 1 cookie(s).

Note: *Only use cookies for support and don't let the content of your website depend on cookies. Search engines don't save cookies and visitors can easily delete them or refuse to accept them.*

1.1.8 Avoiding the use of deprecated elements

Older HTML tags and attributes that have been superseded by other more functional or flexible alternatives are declared as deprecated in HTML4 by the W3C (The World Wide Web Consortium, which develops web standards). Use of deprecated elements is strongly discouraged. These elements are likely to become obsolete and so future support by browsers cannot be guaranteed.

Deprecated elements were found for 0% of the pages of your website.

Note: *Your website was checked for the following deprecated tags: [applet], [basefont], [center], [dir] ,[font], [isindex], [menu], [s], [strike], and [u]. Make sure that no deprecated HTML elements are used throughout the site. See the column 'Deprecated tags' to find out if any pages use 'deprecated tags' and if you find any in use, replace them with alternatives.*

1.1.9 Depth of the website

The depth of the site indicates how far the farthest page from the main page is located. If a website is 3 pages deep, then a visitor reaches the farthest page of the website within 3 clicks.

Not all search engines crawl as deep as others. Sometimes the spider of a search engine is limited to a certain number of pages limiting how deep it may go in any given website. Google spiders delve relatively deeply, but even with Google the maximum depth is based on the popularity of the site (the number of incoming links).

Your website has a maximum depth of 2 pages in the ratio 2, 98, 0,

Note: *The number corresponding to the depth of pages is expressed as a percentage. For example: the numbers 20, 10, 70 indicate that 20% of the pages can be reached within 1 click from the main page, 10% in 2 clicks and 70% of the pages can only be reached by clicking 3 times. It is best if a visitor can reach all pages within 2 clicks from the main page. This means that it is advisable to have a maximum page depth of two pages (2 clicks) from the main page. The distance of a page from the main page can be found on your online dashboard in the column 'Distance'.*

1.1.10 Avoiding use of file extensions in URLs

The extension of a page (.php, .asp, .pdf) shows the type of document, or the technique that is used in constructing that page. Because the technology behind a website can change and visitors do not need to know what technology is used, we don't recommend the use of extensions.

It is possible to change the contents of a page or the technology behind a page (HTML or PDF) without using file extensions. The file names in that case do not need to be adjusted.

File extensions were found for 60% of the pages of your website.

Note: *It is recommended that you not use a file extension in the URL for any page. Make sure the file extensions of the website are not visible through URLs by rewriting them in a way that is more search engine friendly. An example of a search engine friendly URL looks like: http://www.techcrunch.com/about-us/faq/. The URL extensions of your site can be found on the online dashboard in the column 'URL'. The extension is the part after the last dot (.) e.g. .asp*

1.2 Indexability

The extent to which pages can be indexed is the extent to which a search engine can find pages on your website and read the text on those pages. The indexability of your site by search engines is of crucial importance in determining its inclusion in search results. Many websites have a major problem in regards to their indexability. Usually this is the result of a poor navigation structure and the use of components which cannot be indexed at all or at best can only be poorly indexed. One of the most important aspects of a website is the navigation.

Proper navigation helps a site visitor find the information they seek quickly and efficiently. In addition, search engines use a site's navigation to index all the pages of the website. There are different possible forms of navigation, such as: links, JavaScript, flash, image maps and lists of choices.

1.2.1 Links

Links or hyperlinks form the basis of all navigation. A link in the text leads the visitor or search engine to the next page. Apart from being used for navigation, links are used by search engines to determine the subject and the importance of the target pages.

1.2.1.1 Internal links

Internal links are links which refer to pages within the website. These links form the primary navigation for search engines and visitors to the website.

Your website contains 1215 pages and an average page contains 64 internal links.

Note: *Internal links are the primary navigation path that spiders use to index a website. Make sure you have enough internal links so that all pages of your website can be found by a spider. The number of internal links on a page in your site can be found on your online dashboard in the column 'Internal links'. Internal link structure is very important for search engine optimization. Make sure you also see chapter 1.1.5 in regards to this topic.*

1.2.1.2 External links

External links refer to links from your website to other websites. A visitor to your site leaves the website as soon as s/he clicks on an external link. External links sometimes help search engines to determine the subject of a site and its overall quality. External links form the basis of the internet and add value to the website.

Your website contains 703 external links and an average page has 37 external links.

Note: *Use external links to help search engines determine what your website is about. Make sure external links go to quality websites. The number of external links per page can be found on your online dashboard in the column 'External links'. Make sure that a single page does not contain more than 100 external links as search engines could consider that to be spam.*

1.2.1.3 Dead links

Dead links are links to pages which no longer exist. They are irritating for the visitor, but also have a (very) negative influence on the position in the list of results of search engines. Dead links indicate poor site maintenance and the presence of out-of-date content.

Your website contains 2 dead internal and 0 dead external links.

Note: *Remove the dead links from your website as quickly as possible! If content still exists but its location has changed, then update the location immediately. The number of dead links found on every page of your site can be found on your online dashboard in the column 'Dead links'.*

1.2.3 JavaScript

JavaScript is a script language, which is downloaded together with a page. This makes it possible to carry out effects and functions in the visitor's browser such as fancy menus, clocks and animations. JavaScript not only has a big influence on the size of a page, but also on the extent to which it can be indexed and its accessibility. A search engine can't execute JavaScript so always offer other navigational options.

The pages of your website use on average 18 scripts per page.

Note: *Be reluctant to use JavaScript as not all search engines can use or follow it. The number of scripts used in a page can be found on your online dashboard in the column 'Scripts'.*

1.2.3.1 Storing information in external files

Most websites use too much code. Much of this code can be attributed to the use of design code and interaction scripts. In order to optimize the amount of text in comparison to the amount of code of a site's HTML content, as many of the site's scripts as possible should be stored in external files. Storing JavaScript in an external file has a number of advantages. Most importantly, it improves the maintenance of a site and it allows pages to be downloaded and displayed more quickly.

On average 19 of the 18 scripts per page on your site are stored in an external file.

> ***Note:*** *Place as much of the JavaScript on your site as possible in external files. The number of external script files used per page can be found on the online dashboard in the column 'External scripts'.*

1.2.3.2 Links and events

Links which use JavaScript or are made by JavaScript cannot be indexed. This is because search engines cannot execute JavaScript. If websites place a link in the page with a script, it will not be picked up by the search engine. An example of this is:

```
document.write("this is <a href="http://www.cnn.com">a link</a>")
```

The use of events, a reaction of the browser to an event, won't be picked up by the search engine either. An example of this is a mouse event:

```
<a href="#" OnClick="window.open('http://www.cnn.com')">link</a>
```

When JavaScript is applied correctly it is possible to index all the links. It must be possible to follow links which make use of events without being able to use JavaScript. Your website was checked on 21 window, form, mouse and keyboard events.

An average page of your website contains 20 events.

> ***Note:*** *Be reluctant to use JavaScript events and make sure pages on your site can be reached without the use of JavaScript events. The number of events used in a page can be found on the online dashboard in the column 'Events'.*

1.2.3.3 Switching off JavaScript

You should be aware that some browsers do not support JavaScript or only support it to a limited extent. These include old browsers and browsers on mobile phones and PDAs. Visitors may also have turned off their JavaScript support. Content can be included in the NoScript element, which is shown as an alternative in browsers. In this way, information can be shown to the visitor or search engine without their having to use JavaScript. However, because the NoScript element was used by spammers some search engines see texts using this element as spam.

On average, the NoScript element occurs 0 time(s) per page on your website.

> ***Note:*** *Using the NoScript element makes your JavaScript functions visible for visitors who either can't use JavaScript or have turned it off. Be aware: using NoScript elements can have a negative impact in search engine rankings. Decide what's more important for your website. If you think usability is more important, then you should use the NoScript element, otherwise remove it. The number of NoScript elements used in a page can be found on the online dashboard in the column 'NoScripts'.*

1.2.4 URLs

The URL is the address of a page on a website. The URL of a page is visible in the address bar and in the status bar of the browser. For search engines the URL is shown under every result. The URL is a good place for processing keywords for search engines and visitors. For search engines the URL of the page is always shown in bold in the list of results.

1.2.4.1 Friendly URLs

Websites can make use of static or dynamic URLs (Chapter 1.6.5). With a dynamic URL, variables are shown in the URL. One example of this is:

> *http://www.cnn.com/index.php?product=32004f&group=4499*

An example of a static URL is:

> *http://www.cnn.com/trees/green-apple-tree/*

Search engines and visitors prefer static URLs. These URLs are easier to read, contain more information and can contain keywords. Static URLs without variables are known as search engine-friendly URLs, and are an important part of optimizing a site for search engines.

Your website consists of 24% static search engine friendly URLs

> ***Note:*** *Try to use static, search engine friendly addresses with no variables in your URLs. See the column 'URL' on the online dashboard to see how URLs are written and to learn how to change them if they are not static.*

1.2.4.2 Length of the URLs

Search engines and visitors like to see short, informative URLs. Search engines can only display a limited number of characters in their search results. In addition, short URLs are easier for visitors to read and remember. We recommend that you keep your URLs shorter than 95 characters.

The average URL on your site contains 69 characters and 24% of the URLs are too long.

Note: *URLs should not be longer than 95 characters. See the column 'URL' on the online dashboard to see how long the URLs on your site are. Shorten URLs that are too long!*

1.2.4.3 Capital letters in URLs

Some websites use capital letters in their URL. Browsers and servers make a distinction between capital letters and lower case letters. The page '/plants/' is a different page from '/Plants/'. Making an error will result in a visitor receiving the '404 Page not Found' error message.

In your website, 26% of the URLs contain a capital letter.

Note: *In order to avoid errors in writing and printing we recommend using lower case letters in your URLs. See the column 'URL' on the online dashboard to see if any URLs on your site contain upper case letters. Replace upper case letters with lower case letters.*

1.2.4.4 Traps for search engines

With the proper technique, dynamic URLs can be changed into static URLs. Unfortunately this technique is often applied incorrectly or incompletely, and the resulting URL can cause the spider of a search engine to fall into a trap or 'loop'.

In your website, 16% of the pages are the result of a possible loop.

Note: *A loop (going back and forth between links on your site) has far reaching negative consequences for the search engine results of a website. See the column 'Loop detected' on the online dashboard to locate pages on which a loop was detected on your site and fix those as soon as possible!*

1.2.5 Frames, a page in pieces

With frames and inline frames it is possible to divide the browser into pieces. A separate page is shown in every frame. In many cases one of the frames is used for the navigation and the other is used to represent the page. Websites which use frames or inline frames can usually be recognized because there is an edge or a bar between the frames.

1.2.5.1 Frames

The use of frames is discouraged when optimizing your site for search engines. Frames have a number of disadvantages. Not all search engines can index websites with frames equally well. As soon as one page is opened from a search result of a search engine, the page will be opened outside its frame. This can result in the absence of the navigation.

Your website does not contain frames.

Note: *Despite the fact that most search engines do index websites with frames, we recommend not using frames. See the column 'Uses Frames' on the online dashboard to see which pages on your site use frames and remove them.*

1.2.5.2 NoFrames

One of the disadvantages of frames is the absence of any text which can be indexed on the homepage. If a website uses frames, the homepage contains a frameset which divides the browser. The page itself doesn't contain any text and instead links to other pages that load in the browser. This problem can be solved by placing the element 'NoFrames' at the bottom of the frames.

Once the 'NoFrames' element is in place, browsers which do not show frames will be abel to show the content of the page with the NoFrames element. Any text and links you'd like displayed on such a page can be placed in the NoFrames element which can then be indexed by search engines. However, it is important to note that search engines attach less importance to the NoFrames element than to the normal page content because the text in the NoFrames element is hardly ever visible. In addition, the NoFrames element is often misused to hide keywords and can be considered as spam.

NoFrames elements were not found in your website.

Note: *Using the NoFrames element makes your website visible even to visitors who can't view frames. However, the NoFrames element can have a negative impact in search engine rankings. Decide what is more important for your website. If you think usability is more important, then you should use the NoFrames element, otherwise remove it. The number of NoFrames elements used in pages on your site can be found on the online dashboard in the column 'Uses NoFrames'*

1.2.5.3 Inline frames (iFrame)

An inline frame has many similarities with the frames described in the last paragraph. An inline frame or iFrame is an HTML element which makes it possible to view an external page in a window. A page from another website can be shown on the website's own page with an iFrame.

An iFrame is often used for banners (advertisement), input forms or payment solutions. An iFrame makes it possible to access an external page without the user noticing this. The content of iFrames is ignored by search engines because it is not part of the page.

84% of the pages in your website use an iFrame.

Note: *Never use iFrames unless you have a very good reason - such as advertisements or payment solutions. See the column 'iFrames' on the online dashboard to see which pages on your site contain an iFrame and then remove them if possible.*

1.2.6 FLASH animations

Flash is a computer program which can create animations, videos and web applications. Flash is mainly used to enhance the visual presence of websites. Search engines either cannot read Flash files at all or can barely read them and therefore have problems indexing them.

32% of the pages in your website use Flash animations.

Note: *Only use Flash for graphical presentations or effects. Never use Flash for navigational purposes. Use the online dashboard to locate any Flash animations present on your site by checking the column 'Flash'. If Flash is used for navigation make sure the destination page can also be reached using text links.*

1.2.7 Image maps

Image maps are images which work as a menu. By clicking on a particular part of the image, you select a hyperlink to another location. To increase the accessibility of a website the use of image maps is not recommended. If the image of the image map is not loaded, the menu will no longer work which can leave your frustrated visitor clicking a dead link. Also troublesome is the fact that search engines and text browsers cannot deal with image maps.

0% of the pages in your website use image maps.

Note: *Use image maps sparingly if at all. If you do use them, always provide an alternative navigation. See the column 'Image maps' on the online dashboard to see which pages on your site contain an image map. If an image map is used, make sure the destination page can also be reached using text links.*

1.2.8 Forms

The purpose of forms is for the site visitor to fill in information and submit it. Forms can improve the interactivity of a website. For example, many websites provide an opportunity to search the website's content. This is a handy tool that makes the site more user-friendly, providing a more satisfying experience for site visitors.

Some websites use forms with a list (pull down menu) of choices for navigating the site. A search engine cannot use forms and therefore cannot index the results. As long as the use of forms is not for primary navigation, this does not lead to any problems with regard to indexing.

98% of the pages in your website use forms.

> ***Note:*** *Check to see if any forms on your site are used for primary navigation. If any forms are used in this way, then implement an alternative form of navigation. See the column 'forms' on the online dashboard to see which pages on your site contain a form. If a form is used, make sure the destination page can also be reached using text links.*

1.2.9 Email addresses

Every day, there are many so-called spam robots working on the internet, looking for email addresses to add to their databases. Subsequently, large quantities of unwanted messages can be sent to the email addresses gathered by those robots. Spam robots look for a 'mail to:' link containing an email address in the source code of a website. We recommend replacing these email links with a simple contact form.

We found 3 email addresses on your website.

> ***Note:*** *If our spider finds an email address on your site, then spam robots could find it, too! We suggest using an email form instead of a simple email address in order to avoid having that address harvested by spam robots resulting in your receiving spam. See the column 'Email addresses' on the online dashboard to see which pages on your site contain an email address.*

1.2.10 Redirecting pages

If you move a page to another location or another website you can redirect the visitors or spiders to this new location. If a page or website has been redirected, it is important that switching to the new address is done correctly.

The instruction to be redirected to the new page can be given by the server (server-side) or by the browser (client-side), but a server-side 'redirection message' (headers) is the only correct method. The three ways to redirect a visitor are explained in the next paragraphs.

1.2.10.1 Headers

Before a server sends a document to your browser it sends technical information (the header) about the document. The best method of redirecting is to use status codes in the headers. With this method the server states that a page has been permanently redirected (status code 301) or temporarily redirected (status code 302). In case of a redirect the header also contains the new address. A search engine or a browser simply copies the new address and goes to this address. With this method, a search engine can process the new URL immediately.

The most common status codes are: 200, 'OK' (the page is found), 301, 'permanently moved' (the page is not at this address and is never going to be here again) and 302, 'temporarily redirected' (the page is not at this address but will return in a while).

The changes in the headers can be achieved easily by including an extra line in the .htacces file or in the source code of the old page.

The following status codes were found in your website: 200, 302, 301, 404,

Note: *If you redirect pages and don't see a status code that begins with 3 then you have used the wrong technique. See the column 'Status Code' on the online dashboard to see the status code of each page. If pages have a status code that begins with a 4 or 5 this indicates an error (chapter 1.6.4).*

1.2.10.2 META refresh

META refresh is a META tag which is included in the source code (head) of a page. The META refresh indicates that a page must be refreshed after a number of seconds. This META tag is intended for websites with up to date summaries such as news and weather.

The META refresh is often used incorrectly, for example to redirect a page. Websites which use a META refresh to refer to another page run the risk of being removed from the list of results of some search engines. Some spiders do not follow META refresh tags.

Your website contains 1 pages which use a META refresh.

Note: *Always check the purpose of any META refresh tags found on your website. If the page doesn't need a refresh every minute such as would be required on a news site, then remove the META refresh tag from that page. See the column 'META refresh' on the online dashboard to see which pages on your site contain a META refresh.*

1.2.10.3 JavaScript redirects

JavaScript can be used to redirect a browser to another page; however, this is not the correct method for redirecting pages. Websites should continue to be wholly functional when JavaScript has been switched off. Furthermore, search engines will not follow these JavaScript redirects, because they cannot execute JavaScript. An example of JavaScript redirect is:

```
self.location('http://www.cnn.com/cms/nl/')
```

Your website contains 1 pages in which a JavaScript redirect was used.

Note: *Never useJavaScript redirects, See the column 'Redirects' on the online dashboard to see which pages on your site contain a JavaScript redirect and replace them with header redirects.*

1.2.11 Files for search engine robots

Search engines use robots to index websites. The webmaster can influence these robots by placing the files robots.txt and sitemap.xml in the root of the website. These files can allow access to pages and folders or prohibit access.

On your site, the robots.txt file is -1 bytes and the sitemap.xml file is 16148 bytes.

Note: *We recommend the use of a robots.txt and a sitemap.xml file, which gives search engine robots access to pages and folders or prohibits access to them. If no such file has been found on your site, then the size of the file is not known. Please read the following paragraphs for more information about these two files.*

1.2.11.1 Robots.txt

Robots.txt is a simple text file which informs the robot of the search engine which pages and folders may or may not be indexed. If no robots.txt has been found, a search engine robot will index all the pages. By including the line, 'disallow' in the text file, you prohibit access to a folder or page.

> *Example: 'The line disallow: contact.html ensures that the contact page does not appear in the search engines. The line: disallow / ensures that the whole website does not appear in search engines.'*

The incorrect use of the disallow line in the robots.txt occurs regularly. In the worst case, the whole website is not indexed by a search engine. Always check the robots.txt to make sure that disallow lines are correct.

There are 28 disallow lines found in your robots.txt file.

> ***Note:*** *If no disallow lines are found, the website can be completely indexed by search engines. To instruct the robot on which pages to exclude from indexing you should use a robot.txt and place it in your website's root e.g. http://www.techcrunch.com/robots.txt. A good set of instructions on creating a robot.txt file can be found at: http://www.robotstxt.org/*

1.2.11.2 Sitemap.xml

Sitemap.xml is a special file which tells search engines which pages of the website have to be indexed. The sitemap is an XML file which consists of a list of URLs of the website and a number of extra data such as a page's importance and how often the page changes.

Some websites with content management systems have a dynamic sitemap generator. This recreates the sitemap.xml file every time the content of the website changes. In most cases, however, the sitemap.xml file has to be made manually with a text editor or a sitemap generator. The more pages a website has, the larger the sitemap.xml file.

The sitemap.xml file on this website contains 0 URLs.

> ***Note:*** *The sitemap was empty or not used If 0 URLs are found. Let the search engine robot know what it may index by creating a sitemap.xml file and placing it in your root e.g. http://www.techcrunch.com/sitemap.xml. You can find more information about creating a sitemap at: http://www.sitemaps.org/*

1.3 META information

META tags are used to provide extra information about a page and are shown at the top of the source code of a page. META tags are 'invisible' to visitors, but are visible to search engines. A page can contain several META tags with different types of information. The most important META tags are the description and keyword tags. In addition, a page can be provided with extra information such as: language, robots, author, copyright and generators.

1.3.1 META description

The META description tag contains a summary of the content which can be found on the page. Many search engines display the description text under their search results.

53% of the pages in your website have a META description.

Note: *Make sure every page of the website contains a META Description. To optimize for search engines, it is important that keywords for a given page are included in the META description in a 'natural' way - in complete sentences that are understandable and pleasant for searchers and would-be site visitors to read. This is especially important since many search engines display the description text in their search results. See the column 'META Description' on the online dashboard to see the META Description of every page on your site and improve those that do not meet the above criteria.*

The average META description on your site contains 19 words and 117 characters.

Note: *A META description must be short. We recommend using a maximum of 25 words and fewer than 150 characters. A META description tag which is too long can be seen as spam by search engines. Make sure that the maximum length is not exceeded. See the column 'META Description Length' on the online dashboard to see the length of every META Description on your site.*

During the evaluation of the website, every META description was checked for the maximum number of words and characters. If a page exceeds one of these conditions, there is a warning for the page.

65% of the pages on your site have a META description warning.

Note: *See the column 'META Description Length' and 'META Description words' on the online dashboard to see which pages contain too many words or too long a description and shorten them.*

It is important that every page has its own relevant META description. Every page has its own unique content and therefore must have it own unique META description. Incorporate a maximum of five keywords in every description for which the page is to be optimized. These keywords must also occur in the text on the page.

42% of the META descriptions used on your site are unique.

Note: *If fewer than 100% of the META descriptions on your site are unique, then rewrite those META descriptions which are not.*

1.3.2 META keywords

The keywords intended to be optimized on a page can be indicated in the META keywords. Although not all search engines use this META tag, it is still an important part of optimizing for search engines.

42% of the pages in your website have META keywords.

> ***Note:*** *Make sure all your pages have META keywords. See the column 'META Keywords' on the online dashboard to see the META keywords of every page on your site.*

It is important to include words in the META keywords tag with which the page is to be found. The list of words in the META keywords tag must be separated by a comma and a space (example: word1, word2, word3). Enter the most important keywords first. We recommend using a maximum of 20 keywords and fewer than 250 characters.

On your site, the average META keywords tag contains 17 words and 177 characters.

> ***Note:*** *A META keyword tag which is too long can be seen as spam by search engines. Make sure that a maximum of 20 words or a maximum length of 250 characters is not exceeded. Put the most important keywords first. See the column 'META Keywords length' AND 'META Keywords words' on the online dashboard to see the length of the META Keywords tag of every page on your site*

During our evaluation of a website, every META keywords tag is checked for the maximum number of words and characters. If a page exceeds one of these conditions, the page receives a warning.

100% of your site's pages have a META keywords warning.

> ***Note:*** *See the column 'META Keywords length' and 'META Keywords words' on the online dashboard to see which META keyword tags contain too many words or too many characters and make these shorter.*

It is important that the words that are indicated in the META keywords tag actually occur in the text of that page. If the words do not occur in the text, a search engine can see this as spam.

25% of the words in the META keywords on your site are also used in the text of their corresponding page.

> ***Note:*** *Make sure that the keywords found in the Meta keyword tags are also used in the text of their respective page. Page text must be changed to include those words if this percentage is lower than 100%. See the column 'META Keywords missing' to find out which pages on your site contain META Keyword tags with text that is not found in the corresponding on-page text.*

1.3.3 META Language

The basic language of a page can be indicated with the META language. Search engines, screen reading programs and translation programs make use of this. The importance of a correct language setting is described in chapter 1.1.4. Setting the language with the META language tag is done by indicating the language code in the META language. A language code usually consists of two letters, for example 'nl' for Dutch, 'de' for German, 'fr' for French, and 'en' for English. The language used in the META language must be the same as the language in the HTML element.

The following META language codes were found in your website:

Note: *If a website uses one language and shows several language codes there is an error in the website. We recommend indicating at least one language code on every page. This must be the same as the site's primary language (chapter 1.1.4).See the column 'META content language' and 'Primary language' on the online dashboard to see what languages are used on your site and to make sure that they match on every page.*

1.3.4 META Robots

Search engines use robots to index websites. Robots can be influenced with the robots.txt file (chapter 1.2.11.1). Another way of giving robots instructions is by using the META robots tag. With the META robots tag, instructions can be given to the robot of the search engine from every page. In this way a robot can receive instructions to index a page (index) and follow all the links which are found (follow) on that page. Other instructions are also possible with the use of other files.

The following robot instructions were found in your website: index,follow, index,nofollow

Note: *If no META robot tag is indicated, or only the 'index', 'follow' or 'all' tags are found, a robot will always follow all the links and store and index all the pages. This is good if you want all pages of this website to be accessible to robots. See the column 'META Robots' on the online dashboard to find out which META robots tags are used on your site's pages.*

With 'follow' or 'nofollow', the robot receives instructions to follow or not to follow the links on a given page. With 'index' or 'noindex' it is possible to indicate whether the page should be indexed by robots. By giving the instruction 'all', a robot will index the pages and follow the links. With the instruction 'none', the page will not be indexed and the links will not be followed.

The instructions noindex, nofollow and none were found respectively 0, 3 and 0 times.

Note: *The instructions referred to above prevent search engines from indexing pages and links or allow them to index those pages and links. If one of these instructions is found on your website, it should be checked to ensure it is being used properly. See the column 'META Robots' on the online dashboard to find out which META robots tags are used on the pages of your site. If one of these instructions is used, make sure it is being used properly and that it is being used on the proper page.*

1.3.5 META Author

With the META author tag it is possible to indicate who is the author of a page. Most search engines do support this tag but do not use it when they give search results. Website designers often use this tag to promote their own company name. It is up to the owner of the website to determine whether they wish to use this tag.

META authors found on your site: S.E. Cupp, Haimy Assefa, CNN, Stephanie Coontz, Faith Karimi, CNN, Jethro Mullen, CNN, Ed Payne, CNN, Emanuella Grinberg, CNN, Ian Lloyd Neubauer, for CNN, Ray Sanchez, CNN, Jon Jensen, CNN, Barbara Starr, CNN Pentagon Correspondent, Barbara Starr and Chelsea J. Carter, CNN, Peter Wilkinson, Bharati Naik and Marie-Louise Gumuchian, CNN, Janet DiGiacomo, CNN, Suzanne Chutaro. Miguel Marquez and Sarah Aarthun, CNN

> ***Note:*** *If there is an author tag present, make sure you want it to remain. If none is found, you might want to consider including one to credit the designer who worked on your website.*

1.3.6 META Copyright

The name of the company which has the rights to the page can be given in the META copyright. Like the META author tag, this information is not used by search engines and web designers often place their own company name here.

META copyright found on your site:

> ***Note:*** *If there is an author mentioned, make sure you want it to remain. If none is found, you might want to consider including one to give credit to the author who wrote the META text of your site.*

1.3.7 META Generators

Nowadays many websites are made with the help of ready-made CMS systems or generators. Examples of these are Joomla, Wordpress, Drupal or Frontpage. In the META generators tag, it is often possible to see which generator was used for a website.

META generators found on your site:

> ***Note:*** *If there is a META generators tag mentioned, make sure you want to keep it.*

1.4 Design

Visitors like to be able to find what they are looking for on a website quickly and easily. In addition to navigation, design plays an important role in this aspect of a site. Creating an attractive and user-friendly website is not only a graphic challenge but also a technical challenge. Most websites use too much code. The presence of this code is largely due to the use by designers of (composition) design and JavaScript. By making use of style sheets, tableless design and optimizing images, designers can significantly improve the performance and accessibility of a site. Some of the advantages of such techniques include: quick loading times, lower bandwidth requirements, a higher rank in search engine results, design consistency and better site maintenance.

1.4.1 Cascading Style Sheets

Cascading Style Sheets (CSS) are intended to define the design of a page. HTML was originally intended to show only text,but with the development of the internet, the need for attractive pages became greater and HTML elements were used to compose text. CSS is a technique to separate design and content. There are three techniques for linking design to content: inline style, style blocks, and external style sheets.

1.4.1.1 Inline style

In the case of an inline style declaration, the style is directly linked to content. The code for design is incorporated in the content of the HTML. Inline style declarations can be recognized by the 'style=' attributes.

An average page on your site makes use of 33 inline style declarations.

Note: *This method is not recommended because the design is still in the HTML and for search engine optimization text should be separated as much as possible from design. Remove all inline style declarations by applying CSS. See the 'Inline style' column on the online dashboard to locate the pages where Inline style is used.*

1.4.1.2 Style blocks

A style block is a piece of CSS code in the head of a page. This style can be recognized by the '[style]..[/style]' block in the content of the HTML. When style blocks are used, the design and content are separated, but the code is still in the page.

On 1215 pages 65% use style blocks and 13% contain an @import row.

Note: *If a website consists of more than one page we recommend not using style blocks. Instead, apply CSS so a style sheet has to load only once. Style blocks may only be used to import external CSS files with the @import row. If style blocks are used, their percentage has to be the same as the @import percentage. See the column 'Uses Style' and 'Style @import' on the online dashboard to find out what pages on your site use inline style and @import rows.*

1.4.1.3 External style sheets

When external style sheets are used, the design and content are separated completely. With external style sheets optimum use is made of the CSS. An external style sheet can be linked to several pages. In order to change the design of all a site's pages, only one style sheet has to be changed. The use of external style sheets ensures the best relationship between code and text.

Your website contains 1215 pages and an average page contains 1 external style sheet.

Note: *If your site has more than 1 page and no style sheets are found, then create an external style sheet. See the column 'External stylesheets' on the online dashboard to see how many style sheets are used per page on your site. You can use multiple style sheets per page for various media (printer, beamer, PDA, etc.). If several style sheets are found, this may indicate the suitability for several different media.*

1.4.2 Images

Almost every internet page contains images. These can be photos, drawings, buttons, banners or logos. As images have to be downloaded separately from the page, images lead to longer loading times and the use of a larger bandwidth. In addition to the number of images per page, it is necessary to take into account the format and the location of these images.

1.4.2.1 Number of images per page

Websites often use too many or the wrong type of images. This can be for different reasons. In some cases, an image is intended to supplement a text. However, in many cases, images are used to correct errors in the design of the page. Examples of this are spacers and images with text.

A spacer is an empty image which is used to create space between paragraphs or buttons. An image with text is an image which consists solely or mainly of text. This looks good in graphic terms, but search engines cannot read text contained within images. Both spacers and images with text result in an unnecessary number of images and can be resolved with CSS.

An average page on your site contains 34 images.

Note: *To optimize for search engines and ensure short loading times, it is recommended that you restrict the number of images contained on the pages of your site. See the column 'Images' on the online dashboard to see how many images are used per page of your site. If a page has more than 10 images, this can mean they are being used incorrectly.*

1.4.2.2 Formats of images

Images can be stored in different formats. The suitable file formats for images on the internet are GIF, JPG and PNG. GIF images have little color and are transparent. JPG images have many colors and are small. PNG is a format which combines the best qualities of GIF and JPG.

Your website contains images of the format: png, gif, jpg, jpeg,

Note: *We recommend that you make use of the most common file formats: GIF, JPG and PNG. Be very reluctant to use uncompressed image formats like BMP or TIFF, as they are very big and make your website very slow. See the column 'Image types' on the online dashboard to locate image formats other then GIF, JPG or PNG. See the column 'Image types' on the dashboard to see what image format is used on the pages of your site. Check the image compression if the image format is different from common extensions like GIF, JPG and PNG. Images loaded from a database can have different extensions but still be compressed as GIF, JPG or PNG.*

1.4.2.3 External images

The use of external images is not recommended. With external images it is not possible to check the location or name of the file or the content of the image. Furthermore, there may be a copyright on external images. The owner could change the content of the image without telling you. Just as with frames and iFrames (chapter 1.2.5) the content of an external image is not part of your website and therefore can be ignored by search engines.

An average page on your site contains 34 external images.

Note: *Always host images on your own server. An exception can be made for measurement pixels. Measurement pixels for statistics can also be seen as an external image. But because measurement pixels contain no information this is not a problem. See the column 'External images' on the online dashboard to see which pages of your site contain external images. Remember: images other than measurement pixels should be hosted on your own server.*

1.4.3 Tableless design

Tables simply refer to data represented in table form. Tables are intended to place text and figures in clear, visual form, such as is the case in spreadsheets. Many websites use tables in order to divide the page into sections. Tables are not meant for this purpose and require a relatively large amount of code for the design of a page when they are present.

31% of pages in your website make use of tables.

Note: *If more than 90% of the pages on your website contain tables, then you are probably guilty of using tables in the site's design. Use DIV blocks (explained in the following paragraph) instead of tables for the design of your website. See the column 'Tables' on the online dashboard to see how many tables are on the pages of your site.*

1.4.4 DIV blocks

As the name suggests, in tableless design, CSS is used instead of tables (chapter 1.4.3). A tableless design can be achieved by correctly identifying every element of a page and placing the design in the style sheet. Tableless design pages are composed by describing the relative importance of on-page content with semantic labels such as H1 for a heading and H2 or H3 for a subheading. Emphasizing a word is achieved with the label EM (emphasized) or with STRONG. An abbreviation is represented as an ABBR (abbreviated) and a list is shown in as a UL (unordered list) or OL (ordered list).

By stating in the style sheet what the position or relative import of these elements is and by indicating the style, it is possible to create a semantically composed page without the use of tables.

Of course tables can be used on pages of your site - even when you are employing an overall strategy that is tableless. A section can be created on a page with a DIV block. A DIV stands for division or section. Websites often consist of sections and DIV elements are widely used in tableless design.

98% of the pages in your website use on average 217 DIV blocks.

Note: *In order to create a table less design (former paragraph) you must use DIV blocks on every page (100%) . The number of DIV blocks on a page is often proportional to the complexity of the design. See the column 'DIVs' on the online dashboard to see how many DIV blocks are used per page.*

1.4.5 Favicon

A favicon is an image which is associated with the website and is shown in the bookmarks and address bar. Search engines do not attach any value to the use of a favicon.

Found favicon URL: http://www.cnn.com/

Note: *If you don't have a favicon, you might want to consider making one as it can be very appealing - and memorable! - for visitors. Remember that the use of a favicon has no impact on the searchability or technical quality of your website.*

1.5 Text

The text of the website is crucially important for improving results with search engines and for attracting and keeping the interest of visitors. Visitors click on the search results which are shown by search engines on the basis of the indexed text. There are several places on a page where you can put text. These places are: the URL, the title of the page, headings, paragraphs with words in bold, text that is underlined and text in italics and possibly as an alternative and tooltip text for images.

1.5.1 URL

A visitor sees the URL in the address bar of the browser and for all search engines the URL is visible in the results. A URL which contains keywords is informative and will be preferred by search engines. Informative URLs are static and contain keywords on which a visitor can search (chapter 1.2.4).

Your website consists of 24% search engine friendly URLs.

Note: *Only pages that have a search engine-friendly URL can be used to optimize a page for specific keywords. Make sure you use the most important keywords for a page in a search engine-friendly URL. See the column 'URL' on the online dashboard to see what keywords are used in the URL for every page of your site and to see what percentage of pages on your site use search engine-friendly URLs. If the percentage is not 100%, read chapter 1.6.5 for more information about creating search engine friendly URL's.*

1.5.2 Title

Every page of a website must have a title. The title of a page is shown at the head of the page, like META tags. The title must give a description of the content in a few words. For search engines the title of the page is always shown in bold in the list of results.

100% of the pages on your website have a title.

Note: *The title is a very important part of search engine optimization. Incorporate two or three keywords in the title in a 'natural' way - one that is pleasant for your visitors to read. Keep the title short and place the keywords at the start of the title. Check the column 'Title' on the online dashboard to see what keywords are used in the titles of the page of your site and to check if all of the titles are pleasant and clear for searchers and would-be site visitors.*

A title which is too long is abbreviated by search engines, which means the title is no longer clear to searchers. The use of too many keywords in the title can be seen as spam by search engines.

The average title on your site has 9 words and 52 characters.

Note: *We recommend using a maximum of 12 words and fewer than 80 characters in the titles. Because titles should be a short sentence describing the content of a page, the number of words should always be between 3 and 12. Check the columns 'Title words' and 'Title lengths' on the online dashboard to see how long the titles of your site's pages are.*

It is important that every page have its own relevant title. Every page has unique content and therefore should also have a unique title. Incorporate a maximum of two to three keywords important to the page in its title.

89% of the titles on your site are unique.

Note: *Every page should have a unique title. Check the column 'Title' on the online dashboard to see the page titles on your site. Rewrite titles that are not unique.*

During our evaluation of your site, every title was checked for the maximum number of words (12) and characters (80). If a page title exceeds one of these conditions, the page receives a warning.

18% of the pages on your site have a warning for the incorrect use of a title.

Note: *If a percentage of the page titles on your site gets a warning, we recommend reducing the number of words and/or characters in those titles. Check the columns 'Title words' and 'Title lengths' on the online dashboard to see how long the titles of your site's pages are. Shorten titles that are longer then 12 words or 80 characters.*

1.5.3 Headings

The headlines of a page are called headings (not to be confused with the headers, chapter 1.2.10.1 Headers) and are found at the top of the page. As in print media such as newspapers and magazines, the headings on a website are meant to draw the attention of a viewer. Headings are the 'titles of paragraphs' and should contain the keywords that summarize the paragraphs. In the HTML there are six different possible headings. Heading 1 is the largest and heading 6 is smallest.

92% of the pages on your site have a heading.

Note: *Because every page contains text, we recommend that every page also have at least one heading (H1). Check the columns 'H1,2,3,4,5 and H6 words' on the online dashboard to see which pages on your site do and do not contain at least one heading.*

1.5.3.1 Headings and subheadings (H1, H2 and H3)

The number of headings used on a page depends on the size or structure of the page. In normal circumstances a page has one heading and a number of subheadings. In the HTML structure, this means that there is an H1, followed by an H2 and possibly an H3.

85, 18% and 18% of the pages use respectively the headings H1, H2 and H3.

Note: *If a page contains text, it should contain headings so that its paragraphs will be easily accessible for readers. The more text there is on a page the more headings and subheadings should be used. Check the columns 'H1, H2 and H3 words' and 'Total words' on the online dashboard to see which pages on your site contain headings and make changes to those headings if necessary.*

The correct use of headings has a big impact on the way your site ranks with search engines. Important words on the page should recur in the page headings. The subject of the page is shown in the (short) H1 Heading. The H2 and H3 headings are subheadings which give a description of individual paragraphs. Therefore, subheadings contain more words than a H1 heading.

The average number of words in the headings, H1, H2 and H3 is respectively 7, 6 and 3.

Note: *When a H1 heading is kept short (3 to 5 words) and contains important keywords it has more impact and effective. The subheadings (H2 and H3) are usually more descriptive and therefore are longer (4 to 10 words). Check the columns 'H1, H2 and H3 words' on the online dashboard to see how many words are used in the headings on every page of your site. Change the length of these headings if necessary.*

1.5.3.2 Extra subheadings (H4, H5 and H6)

In general a page contains one heading and several subheadings. The most important subheadings are H2 and H3, but H4, H5 and H6 can also occur. These last (extra) subheadings should only be found in very long texts.

21, 2% and 2% of the pages use respectively the headings H4, H5 and H6.

Note: *Only use H4, H5 or H6 headings on pages that contain a lot of text. Check the columns 'Total words', H4, H5 and H6 words' on the online dashboard to make sure that these headings are only used on pages that contain lengthy text. If H4, H5 or H6 headings are used on pages with little text, then change the headings to H1, H2 or H3. If a page contains a lot of text and no H4, H5, H6 headings are found, then consider adding such headings.*

In general the subheadings, H4, H5 and H6 are used for design purposes. However, subheadings are not really meant to be used as design elements. They are meant to tell a visitor very briefly what he can expect to find in a paragraph.

The average number of words in headings H4, H5 and H6 is respectively 3, 10 and 2.

Note: *The subheadings (H4, H5 and H6) should be descriptive (4 to 10 words) and contain important keywords. Check the columns 'H4, H5 and H6 words' on the online dashboard to see how many words are used on your site's pages for each of these heading types. Change the length of these headings if necessary.*

1.5.3.3 Hierarchy between headings

The use of subheadings is not mandatory, but if subheadings are used there must also be a heading. For example: if a page contains an H3, then there must be an H1 and H2 before the H3.

23% of the pages on your site contain an error in the heading hierarchy.

Note: *Fix any errors in the heading hierarchy. Check the columns 'H1, H2, H3, H4, H5 and H6 words' on the online dashboard to see if you have forgotten any headings. Change the headings on a page if necessary.*

1.5.4 Paragraphs

The paragraphs of a page are text blocks. When a page is composed it is important to divide the page in an accessible way so that visitors can find the paragraphs they are looking for easily.

An average page of your website contains 12 paragraphs.

> ***Note:*** *If no paragraphs are found on your site, then you should add some! Unique and interesting text adds value to a sight and is key to gaining good ranks from search engines. An average page should contain between 3 and 12 paragraphs. Check the column 'Paragraphs' on the online dashboard to see how many paragraphs are contained per page on your site.*

The use of large amounts of rambling text is not recommended. A short page in which the text is divided into paragraphs is easier to read. Do not use too many words and be sure to emphasize important words by showing them in bold, italic or underlined in the text.

An average page of your website contains 1275 words.

> ***Note:*** *Do not use more than 200 to 300 words on a page and remember to divide your text into clear and concise paragraphs. Check the column 'Total words' on the online dashboard to see how many words are used per page of your site. Shorten pages that are too long and merge pages or add text to pages that contain fewer than 200 words. You can also exclude pages (like your contact page) from search engines by adding them to robots.txt (chapter 1.2.11.1)) or add a noindex META tag (chapter 1.3.4)*

1.5.5 Words printed in bold

By showing a word in bold in a paragraph, you are drawing attention to this word. Words shown in bold are given greater weight by search engines than normal words. Entire sentences or paragraphs should not be bolded. Be selective and only bold the words that are crucial to the content of that page.

A word has more meaning to a search engine when it is written semantically. Therefore bold words should be created by placing them between tags instead of the old <b> tags.

An average page on your site contains 27 bold words.

> ***Note:*** *Make sure the important keywords of a page are bolded. If too many words are bold, then your page is unpleasant for visitors to read and search engines will not know which words are the most important on the page. Simply put: When too many words are bolded, the purpose of bolding is lost. Check the column 'Bold words' on the online dashboard to see how many words are bolded per page of your site. For SEO advice about this topic also see chapter 2.4.6, Optimization with bold words.*

1.5.6 The anchor text as underlined words

The text of a link is known as the anchor text. When it is used properly the text of a link is always underlined text. For many visitors it is confusing if a link is not underlined. Visitors expect to be able to click on an underlined link.

An average page of your site contains 101 links.

Note: *Search engines can't see whether or not a link is underlined - but visitors can. Always make sure that anchor text is underlined. This helps visitors to identify links and navigate through your website quickly and easily. Check the pages of your website and edit your stylesheet if anchor texts are not underlined.*

1.5.7 Words printed in italics

Just as is the case for words in bold, words in italics draw attention to themselves. Search engines do not attach any value to italic words. Because search engines value semantically written pages, Italic words should be created by placing them between (emphasis) tagsnot between the old <i> tags.

An average page on your site contains 41 italic words.

Note: *Italic words are not important for search engines, but because they are displayed in a different way for the visitor you might want to think about how you make use of them. If you do decide to use italic words, always write them semantically using the tags. Check the column 'Italic words' on the online dashboard to see how many italic words are contained on the pages of your site.*

1.5.8 Lists

Lists are summaries of words or short sentences. For many websites the links of a menu are put in a list. A list in HTML is created by using the <li> tag. A list with links for primary navigation can be easily indexed by search engines. By designing the list with a style sheet (chapter 1.4.1) the links can be shown as buttons.

98% of the pages in your website have a list.

Note: *If your website uses a list as navigation, then 100% of the pages should have a list. Using lists for primary navigation is good for search engine indexation. Consider using a list for your primary navigation if currently fewer than 100% of the pages on your site contain a list. Check the column 'Lists' on the online dashboard to see how many lists are used per page of your site.*

1.5.9 Alternative Text (ALT text)

The use of alternative text (ALT text) ensures that an alternative text is displayed instead of an image (chapter 1.4.2). If a browser cannot show images or if the automatic loading of images in a browser has been turned off, this text is visible in the place of its image.

An average page on your site contains 34 images and 33 ALT texts.

Note: *The number of images and alternative texts must be the same for every page. Check the columns 'Images' and 'Alt-text' on the online dashboard to see how many images and ALT texts are used per page of your site. Add ALT texts to images that don't have them yet. For SEO advice on this topic also see chapter 2.4.9, Optimization of the ALT- and tooltiptext.*

1.5.10 Title or tooltip texts

A tooltip text (or title text, not to be confused with the title of a page) appears if the mouse comes above (hovers over) the image or a link. A description of the image or the link then appears in the tooltip in a small yellow box. The difference between an ALT text and the TITLE text is that the ALT text is a short description that replaces the image if the image doesn't load and a TITLE text gives a short description of a link or image.

An average page on your site contains 36 tooltips for 34 images and 101 links.

Note: *The number of tooltips on a page of your site should be the same as the sum of the number of images and links. Check the columns 'Title-text', 'Links' and 'Images on the online dashboard to see how many title texts, links and images are used per page of your site. Add Title texts to links or images for those which don't have them yet. For SEO advice on this topic also see chapter 2.4.9, Optimization of the ALT- and tooltiptext.*

1.6 Hosting

Websites are only accessible when they have been made available to visitors by a hosting provider. A hosting provider leases space on a server which is linked to the Internet. In addition to paying for this hard disk space, you pay for data transmissions.

Usually several websites are hosted on a single server. This means that the websites are linked to the same IP address. Hosting several websites on one server can have consequences for the speed and accessibility of the website.

1.6.1 The IP address of the website

The server of the hosting provider is linked to the internet by a fast connection. The domain name of the website is linked to an IP address. In this way the server knows which website it must show to a visitor.

A hosting provider has several servers with several IP addresses. These IP addresses have a partner relationship. There is a partner relationship when the first three blocks of numbers are the same. Websites with the same IP address or a partner relationship together form a neighborhood.

Search engines and anti-spam businesses have lists of incorrect IP addresses and neighborhoods which send spam or of websites operating in bad faith. These are then called bad neighborhoods. If an IP address is in a bad neighborhood, this has consequences for sending emails and for the way that IP address ranks in search engine results. Email messages which are sent from a bad neighborhood are immediately identified as spam. Websites from bad neighborhoods are shown lower down in the results or even ignored completely by the search engines.

```
Your website www.cnn.com is linked to IP number 157.166.238.17, 157.166.238.48, 157.166.238.133, 157.166.239.177,
```

> ***Note:*** *A good tool for checking your IP address is: http://www.dnsstuff.com/ Contact your hosting provider and move your website to another IP address if it's is in a bad neighborhood.*

1.6.2 Configuration of the server

The server uses an operating system, server software, databases and extensions in order to make websites accessible. The configuration of the server is a very important factor for the security and performance of the websites it hosts. Your website is hosted on the following configuration:

```
nginx
```

> ***Note:*** *For the sake of security it is advisable that you use the most recent version of any given server software. Popular server software is Apache (http://www.apache.org) and Microsoft IIS (http://www.microsoft.com). Visit the website of the vendor to see what the current version that is available and update your version if necessary.*

1.6.3 Character set of the website

Before a server sends a document to your browser it sends technical information (the header) about the document. One of the parts which should be included is the content encoding. The headers of some servers do not contain the content encoding. This can be solved by implementing the character set in a special (http-equivalent) meta tag.

Your website uses the character set(s): utf-8, iso-8859-1

Note: *Always use a UTF-8 or ISO-8859-1 character set. Check the column 'Content encoding' on the online dashboard to see what character set was found on the pages of your site. Change the character set of any pages that have a character set other than UTF-8 or ISO-8859-1. We recommend using UTF-8 because it's the most comprehensive character set. Copy the following META tag in the head of every page: <meta http-equiv="Content-Type" content="text/html;charset=utf-8" > to set the character set to UTF-8.*

1.6.4 Status codes that were found

Before a server sends a document to your browser it sends technical information (the header) about the document. The header tells the browser with a status code whether a page is OK (status code 200), has been redirected (status code 301 or 302) or has not been found (status code 404).

If a page (or even a whole website) has been redirected, this should be indicated by the headers. Other methods (chapter 1.2.10) are not accepted by search engines and some browsers. Status codes starting with a 1, 2 or 3 are accessible. Status codes which start with a 4 or 5 indicate that there is a problem.

The status code(s) 200, 302, 301, 404, were found 68, 2, 5, 1, times on your website.

Note: *There is an error on the website if status codes are found that start with a 4 or a 5 .Check the column 'Status Code' on the online dashboard to see the status code of every page of your site. Fix pages that contain a status code that start with a 4 or a 5. Visit the website http://www.w3c.org and search for 'status codes' to see the meaning of each status code and also to find out how status code problems can be solved.*

1.6.5 Website technology

Websites can be static or dynamic. In a static website, the content of the pages is fixed. URLs of static pages usually end with .html or a slash (/). In a dynamic website, the content of a page is generated with the help of a script language and a database. The extension of a dynamic page reveals the the technology it employs and the variables it contains are visible in the URL.

Search engines have a preference for static pages for which the content remains the same and the technology isn't revealed. By writing the addresses of the pages (chapter 1.6.5) in a way that is friendly to search engines, dynamic websites may appear to be static.

Your website is created using the technology: Not detected

Note: *No action is required if no technology is listed as displaying for the pages of your site. If a technology is visible, then this is caused by the extension from the URL. Check the column 'URL' on the online dashboard to see the extension of every page on your site. Depending on your operating system (chapter 1.6.2) you can rewrite URLs using either a mod_rewrite or ISAPI_rewrite solution.*

2 Optimization

By applying search engine optimization or SEO to your site you are increasing its visibility to search engines. Proper SEO is achieved by placing the keywords you want to optimize for in HTML elements so that they feature prominently on the page. Not only is it important to use the keywords appropriately in HTML elements, it is also vital that the proper keywords are chosen in the first place. The text on your site must be clear and concise, but it must also be well targeted. You want to optimize the text on your site by using certain words that are strongly associated with the overall purpose of your site. In selecting keywords for your site, think carefully about which words a 'searcher' will choose in formulating his search. Think about the words he or she will enter in Google or Yahoo! or MSN that will likely bring up your site in search results. Ultimately a website is optimized for a limited set of keywords. These are the words with which the website is actually found in search. The fewer keywords are chosen to focus on, the better the website will be optimized for those words.

2.1 SEO-Score

As noted above, optimizing a website is known as SEO or Search Engine Optimization. By placing certain keywords in the various META and text sections (chapter 1.5) of a site's pages can be optimized for those keywords. The most successfully optimized word on any given page is known as the SEO word.

The SEO word is that keyword which occurs in the on-page text and META sections and that is given greatest weight therein. During our evaluation of a website, we thoroughly examine every page of a website to determine the SEO word for that page.

> *If a SEO word is used on all the text and META sections of a page, the page is given an SEO score of 100% for that word. If the SEO word is only used in a few pieces of text and META sections, the page is given a lower SEO score.*

When search engines gather information about a site and evaluate its elements, not all text and META sections are given equal weight. The SEO score of a website is the average of the weighted SEO score of all the pages that were found.

Your website has an SEO score of 73%

> ***Note:*** *The higher the percentage in an SEO score the better the optimization. Try to get the percentage as high as possible by optimizing every page. Check the column 'SEO Score' on the online dashboard to see how every page scores. Improve the SEO score of pages that have a low score. Read the next paragraphs to learn how to improve your SEO score.*

A high SEO score in combination with keywords that are well chosen and the presence of sufficient backlinks (chapter 3.1) ensures that a site will rank high in the results of search engines. During our evaluation, your website was assigned SEO scores based on the following words that you entered:

The keywords: news, international, cnn have a SEO score of respectively: 21, 10, 71.

> ***Note:*** *This SEO score is the average of the weighted SEO score for the SEO word for every page found on your site. The higher the percentage the better the optimization. Try to get the percentage as high as possible by optimizing every page. Check the 12 columns 'SEO word in ... .' on the online dashboard to see how every page can better be optimized for each word. Improve the SEO score of pages that have a low score. Read the next chapters to learn how to improve your SEO score.*

2.2 Determining keywords

The words which a searcher enters when using a search engine are known as keywords. Before a website can be made or optimized, it is necessary to determine the keywords for that site. The keywords should be those keywords or combinations of keywords which people use or are likely to use in their searches.

Your website is optimized for 16 different keywords.

Note: *If a search engine shows a lot of results for a certain keyword (for example: Paris Hilton), this means there is heavy competition among websites for that keyword. Websites with a subject for which there is heavy competition would do well to specialize (for example focusing on: Paris Hilton Perfume). To improve performance in search results, a website should be optimized for a limited and specific number of keywords. If there is little competition for a certain subject, then a website can be optimized for several keywords related to that subject. This is a situation that can result in a site's performing well in search results for several related subjects.*

2.3 Optimized keywords

If a website is optimized for certain keywords, a search engine will characterize these words as being important and the site's position in the search results of that search engine will increase. During our evaluation of your website we examined which words were used in the different text components. The most important kewords for your site are:

cnn, video, world, powered, 2014, tech, justice, news, entertainment, home, stories, politics, trends, hpt, html, winter, travel, programs, health, latest, erin, lead, jake, hln, america,

Note: *This list contains a maximum of 40 words and is sorted according to the extent of optimization. The first 8 words are the primary keywords. If these words do not explain the main purpose or focus of your site then we recommend that you perform additional keyword research and go through the steps of chapter 1.5 again. Check the column 'SEO Words' on the online dashboard to see the words every page of your site is optimized for.*

The extent to which the website is optimized for the keywords shown above, also depends on the number of pages that are optimized for those words. If several pages of your site have been optimized for the same word, the website is more likely to rank well in the results for one of these keywords.

6% of the pages on your site are optimized for one of the keywords mentioned above.

Note: *The higher the percentage of pages optimized for the listed keywords the better the optimization for those keywords. Try to get the percentage as high as possible by optimizing every page for one of the optimized keywords (if you are satisfied with the list of optimized keywords). Check the column 'SEO Words' on the online dashboard to see which words every page is optimized for.*

2.4 SEO points for improvement

The SEO score of the previous paragraph was determined by assigning a value to the use of keywords in different HTML elements. The SEO score of a page can be increased by using the keywords in all texts and META sections. Decide on a strategy for optimizing the text and META sections of each page of your site. It can be helpful to examine competing sites whose subject matter and focus is similar to that of your site. This may help you find keywords to focus on and can also give you ideas on setting your site apart from the competition. When all of your keyword research is complete, optimize the pages of your site for the chosen keywords in the text and META sections of those pages.

2.4.1 META optimization

The META keywords and META description are not visible to site visitors, but they do have an influence on how your site ranks in search engine results. On every page of your site, the META description and keywords tags must contain the unique content rich keywords you have chosen to optimize for on that page (chapter 1.3.1 and 1.3.2).

The SEO word was found in 44% of the META description and for 32% in the META keyword.

Note: *The best optimized word on a given page is known as the SEO word. Every page of a site can contain a different SEO word. The percentages noted above indicate how many pages contain the SEO word in the META description and keywords tags. Obviously 100% is the best score and you should try to get this percentage as close as possible to that percentage. Check the columns 'SEO word in META Description' and 'SEO word in META keywords' on the online dashboard to see for which pages of your site the SEO word was found in the corresponding META tag. Always place the keyword that you have chosen to optimize the page for in the META description and META keyword tag.*

2.4.2 URL optimization

The URL is shown separately under the results in search engines. By giving the URL a name which contains the most important keywords the URL can be optimized (chapter 1.5.1). Some search engines show the keywords that are searched for in bold in the results. Bold printed keywords in the URL draw more attention to your link. When you optimize the URLs on your site, search engines rank your site higher in search results, and searchers are much more likely to click on your link and visit your site.

The SEO word was found in the URL in 100% of the pages on your site.

Note: *The best optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages contain the SEO word in the URL of that page. Obviously 100% is the best score that can be achieved and you should try to get this percentage as high as possible. Check the column 'SEO word in URL' on the online dashboard to see on which pages of your site the SEO word was found in the corresponding URL. Place the keyword you want to optimize the page for in the URL of that page.*

2.4.3 Title optimization

Like the URL, the title of a page is visible in the browser, bookmarks and is shown separately in the list of results of search engines. Every page of the website should have a unique and informative title with the keywords for the page placed at the beginning (chapter 1.5.2).

For 100% of the pages of your site the SEO word was found in the page title.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages contain the SEO word in the page title. Obviously 100% is the best achievable score and you should try to get this percentage as high as possible. Check the column 'SEO word in TITLE' on the online dashboard to see on which pages of your site the SEO word was found in the TITLE. For every page of your site, make sure the word you want to optimize the page for is found in the TITLE.*

2.4.4 Heading and subheading optimization

As noted above, page headings are designated as H1, and subheadings Hx (H2,3,4,5 and 6). Headings indicate the subject of a paragraph and are generally printed large and in bold. The value for search engines of the headings declines as the number of the heading increases (chapter 1.5.3). For example, a H1 heading has more value for a search engine then a H4.

The SEO word was found in 32% of the H1 headings and in 19% of the Hx headings.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentages indicate how many pages contain the SEO word in the H1 and H2,3,4,5 and 6 headings. Obviously 100% is the best achievable score and you should try to get this percentage as high as possible. Check the column 'SEO word in H1' and 'SEO word in Hx' (H2,3,4,5 and 6) on the online dashboard to see on which pages of your site the SEO word was found in these headings. Make sure to place the word you want to optimize the page for in the H1 and Hx (H2,3,4,5 and 6) headings for every page of your site.*

2.4.5 Keyword optimization

The content keywords (not to be confused with META keywords) of a page are the words used most frequently in the text of a page. When optimizing the text on your site, choose keywords and keyword combinations that a visitor would use in their searches. Text on your site should be clear, concise and informative, but it should also be well optimized for carefully chosen keywords.

For 74% of the pages on your site the SEO word was found in the content keywords.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages on your site contain the SEO word in the content keywords. Obviously 100% is the best achievable score and you should try to get this percentage as high as possible. Check the column 'SEO word is a keyword' on the online dashboard to see on which pages of your site the SEO word was found as a content keyword. Try to use the optimized word in every paragraph of a page; however, remember that it is important for page text to read in a natural, pleasant style and that, in light of this, achieving a 100% score for every paragraph may not be possible or desirable.*

2.4.5.1 Keyword spamming

The text of a page should be written in a natural readable style but still be rich in keywords. When all the words on a page are more than 7% the same, a search engine can see the content of that page as spam.

Keyword spamming was found in 10% of the pages of your site.

Note: *A page can be seen as spam if more than 7% of its content contains the same keyword. If this is the case for pages of your site, try to reduce the number of repeated keywords in the text. Check the column 'Keywords density' on the online dashboard to see how every page of your site scores in this regard. Reduce the number of times the keyword is used on pages that have a keyword density higher than 7%. The keyword that can be marked as spam is the first word of the column 'Keywords (sorted)'.*

2.4.6 Optimization with words in bold

Bolding words in a paragraph draws attention to them. Search engines assign more weight to words in bold than to words that are not bolded. Read chapter 1.5.5 if you want to know the most effective way to employ bolded words on your site.

For 10% of the pages on your site the SEO word was printed in bold.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages contain the SEO word printed in bold . Obviously 100% is the best score and you should try to get this percentage as high as possible. Check the column 'SEO word is BOLD' on the online dashboard to see on which pages of your site the SEO word was found printed in bold. On every page of your site, bold the words you want to optimize for.*

2.4.7 Optimization of the anchor text

The anchor text is the visible text of a link. Search engines use the anchor text to determine the subject of a page and the target page. The anchor text is given greater weight by search engines than normal text. Because a link refers to another page, search engines use the anchor text to determine the subject of the target page. For this reason always provide links with an informative description.

For 87% of the pages on your site the SEO word was found in the anchor text.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages on your site contain the SEO word in the anchor text. Obviously 100% is the best score and you should try to get this percentage as high as possible. Check the column 'SEO word in anchor text' on the online dashboard to see on which pages of your site the SEO word was found in the anchor text. Also make sure the anchor text contains a short, informative description consisting of a few words - consider using the title of the page being linked to. Check the column 'Anchor text words' on the online dashboard to see how many words are in the anchor texts for every page of your site. Remember: Get specific in anchor text. For example, the anchor text 'order the cuddly panda bear' tells visitors and search engines more than the text 'order here'.*

2.4.8 Optimization of lists and navigation

For search engines, words from lists are given greater weight than other words on the page. The use of lists for the primary navigation of a website can have many advantages. By placing navigational links in a list, the words of the links are given extra weight because they are shown in both a list and in anchor text. Because words in lists are more noticeable than those in paragraphs, search engines and visitors assign greater value to the words in lists.

The SEO word was found in a list in 85% of the pages.

Note: *The most successfully optimized word is known as the SEO word. Every page can contain a different SEO word. The above percentage indicates how many pages on your site contain the SEO word in a list. Obviously 100% is the best achievable score and you should try to get this percentage as high as possible. Check the column 'SEO word is in list' on the online dashboard to see on which pages of your site the SEO word was found in a list. Check the column 'Lists' on the online dashboard to see on which pages a list is used. If a page contains a list make sure the SEO word of that page is in the list.*

2.4.9 Optimization of alternative and tooltip text

Every image should have an alternative text or ALT text tag (see chapter 1.5.9). A search engine cannot assess an image and will therefore determine the subject of the image based on the text in the ALT text. The words which are used in the ALT text of images are given greater weight by search engines than plain texts.

The SEO word was found in an ALT text in 89% of the pages on your site.

Note: *Always provide images with an ALT text tag that describes the image. ALT text should include the most important keywords for the page on which they appear. Check the column 'SEO word in ALT text' on the online dashboard to see on which pages of your site the SEO word was found in the ALT text. Note: On many websites, technical text concerning site structure are placed in ALT text tags. This is not a good idea because search engines index these texts and the result can be detrimental to the site's performance in search.*

Providing a tooltip with an additional description using the TITLE text (not to be confused with the title of a page) is optional (chapter 1.5.10) but is certainly recommended for search engine optimization. Some search engines give greater weight to this text than to other text.

The SEO word was found in the TITLE text in 87% of the pages on your site.

Note: *The title text is optional but it is a good place for incorporating keywords. Check the column 'SEO word in TITLE text' on the online dashboard to see on which pages of your site the SEO word was found in the TITLE text. Consider adding TITLE texts to pages where none was found.*

3 Popularity

Link popularity is based on the number of links to a website. Many search engines use link popularity in order to determine the rank of a website in search results. The more quality links there are to a website, the better the result for the website in search results. In addition to the number the quality (relevance) of the incoming links also influences the rank of a site in search results.

3.1 Backlinks

Backlinks are the incoming links to a website or webpage. The number of backlinks is an indication of the popularity or relative importance of a website. Backlinks not only ensure a natural flow of visitors, but also a higher rank in search results. For a higher rank in search engine results, it is not only the number of backlinks that is important. The IP address, topic and popularity of the referring website also plays an important role.

If a referring website has the same IP address or has a partner relationship (link exchange or webring) with the website receiving the inbound link, a search engine will consider this backlink to be less important. Search engines can determine the subject of a website (chapter 2.3). If the subject of the referring site is not related to the website's own subject, this likewise will be seen as being less important. Backlinks of websites with a high link popularity have greater weight.

There are 255982 backlinks which refer to www.cnn.com

Note: *Try to get as many links to your site as possible from popular websites with relevant topics.*

3.2 Referrals by directories

Search engines attach a great deal of value to backlinks from reliable sources, such as directories. A directory is a website where links are collected and divided up by subject and target group. Links in a directory are checked and manually maintained by editors. The most important international directories are DMOZ (Open Directory Project) and Yahoo!.

As DMOZ and Yahoo! are authorities on the internet, a backlink from them has highly positive influence on the rank of a website in search results. Some search engines even use the description from the DMOZ directory to show results. Including a link in the DMOZ directory is free of charge, but can take several months.

Your website is included in the directories: DMOZ

Note: *Try to get links from important directories such as DMOZ and Yahoo! if you don't have any yet. Be aware that some directories charge a fee to refer to commercial websites.*