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URL: <http://www.jaygeiger.com>
Analyzed search term: geiger
Country: United States
Search Engine: Google
Started: April 28, 2011 8:28 am

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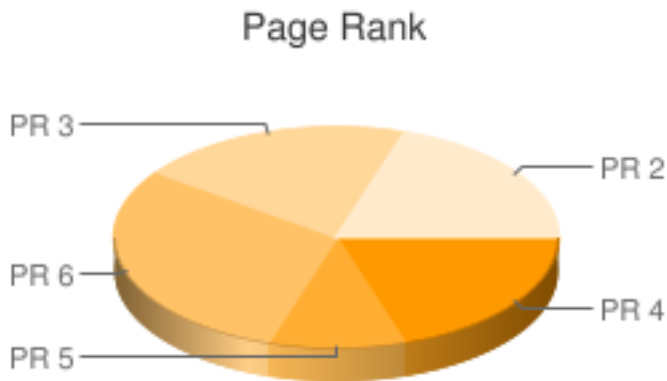
Report overview - analyzed web pages

Url	PR	Yahoo Linkdomain	Yahoo Links	Alexa	Domain Age
http://www.jaygeiger.com <i>(your website)</i>	2	3 100	916	1 507 267	5.1
1: http://www.geiger.com/	4	1 260	966	1 526 193	16.9
2: http://www.geigerintl.com/	5	7 850	7 120	3 626 775	14.7
3: http://en.wikipedia.org/wiki/Geiger_counter	6	0	848	8	10.3
4: http://en.wikipedia.org/wiki/Hans_Geiger	6	167 000 000	164	8	10.3
5: http://www.hrgiger.com/	6	35 500	30 396	449 192	15.2
6: http://www.geigermall.com/	3	230	133	1 852 015	12.3
7: http://www.shopgeigers.com/	3	393	326	5 157 100	11.5
8: http://shopgeigerfashion.com/	2	48	12	20 294 861	5.4
9: http://www.jaygeiger.com/	2	3 080	914	1 507 267	5.1
10: http://www.geigercounters.com/	4	718	396	147 791	11.8

Competition Summary

Average PageRank: 5

Total number of Google search results: 17 600 000



Your Website vs The Competition

	Competition averages	Your site
PageRank	3.9	2
Yahoo Linkdomain	15 186 562	3 100
Yahoo Links	3 836	916
Alexa Rank	3 278 952	1 507 267
Domain Age (in years)	10.8	5.10

General suggestions

- Make websites for people, not search engines.
- Make websites that convert to your end goal... not just rank for keywords.
- Build a brand around a community. One that loves you and will fight for you because they love your services. Don't shut them off.
- Make your brand so big that search engines need you.
- Don't focus on just one keyword. Do a proper keyword research to find out what people seeking your products and services are actually using.
- Read Google's SEO Starter Guide: <http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>.

Report: Document title

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This is one of the most important items in on-page optimization.

Your competition:

#	Title
1	Geiger Promotional Products
2	Geiger
3	Geiger counter - Wikipedia, the free encyclopedia
4	Hans Geiger - Wikipedia, the free encyclopedia
5	HR Giger - The Official Website
6	Object moved
7	Geiger 's Clothing and Sports
8	GEIGER Classic Fashions Online Store for Women's Clothing and Outwear
9	Geiger
10	Geiger Counters.com

Your site:

Bad Request

Detailed analysis of document title

	Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
KW Quantity:	N/A	1	1	1	1	N/A	N/A	1	1	1	1	0-1	0.7
KW Position:	N/A	N/A	N/A	N/A	5	N/A	N/A	N/A	N/A	N/A	N/A	0-5	0.6
Words in title:	2	3	1	7	7	6	2	4	10	1	1	1-10	4
Title length:	11	27	6	49	46	31	12	34	70	6	18	6-70	28.2

Suggestions

- **Make sure that your title tag includes your keyword** (a greater weighting is given to key phrases at the left of the title tag)
- A compelling call-to-action might help you get a better click-through rate in Google search engine results pages.
- Make title tag unique on each page ([Google Webmaster Tools](#) can help you detect problems with the title tags).
- Avoid keyword stuffing in your page title.
- Using the table above to compare your site to your competition.

Report: Headings (H1, H2, H3)

Headings (h1) and sub-headings (h2, h3) are texts that are written between the <h1>..</h1>, <h2>..</h2> and <h3>..</h3> tags.

Usage of H1, H2 and H3 tags. Your competition:

#	H1	H2	H3
1	7	2	1
2	1	N/A	N/A
3	1	7	N/A
4	1	2	N/A
5	N/A	N/A	N/A
6	1	N/A	N/A
7	6	6	N/A
8	N/A	N/A	N/A
9	10	4	2
10	N/A	N/A	N/A

Your site:	H1	H2	H3
http://www.jaygeiger.com	N/A	1	N/A

Detailed analysis of H1 - the most important heading

	Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
H1s with the keyword:	N/A	3	1	1	1	N/A	N/A	N/A	N/A	N/A	N/A	0-3	0.5
H1 avg word count:	N/A	2.6	1	2	2	N/A	2	2	N/A	4.6	N/A	1-4.6	2.3
Avg H1 length:	N/A	18	6	14	11	N/A	12	11	N/A	26	N/A	6-26	14

Detailed analysis of headings H2 & H3

Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
-----------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	---------------------	-------	-----

H2s with the keyword:	N/A	2	N/A	N/A	N/A	N/A	N/A	1	N/A	N/A	N/A	0-2	0.3
H3s with the keyword:	N/A	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0-1	0.1
H2 avg word count:	4	17	N/A	2.4	2.5	N/A	N/A	4.8	N/A	1.3	N/A	1.3-17	5.3
H3 avg word count:	N/A	4	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	N/A	2-4	3
Avg H2 length:	25	115	N/A	17	19	N/A	N/A	30	N/A	9	N/A	9-115	35.8
Avg H3 length:	N/A	27	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15	N/A	15-27	21

Suggestions

- **Avoid keyword stuffing in any of heading tags because it will do more harm than good**
- **Using your keyword in H1 or H2 can give some minor positive effects on SEO**
- `<h1>` is the most important heading - use it only once or twice per document and include your keyword there if it fits naturally
- Use the tables above to compare your site to your competition

Report: Body text

Body text is the text from your web page without all the HTML tags and code.

Body text

#	KW Count	KW Position	KW Density	Word count	Text length
1	24	0	6.1%	393	2779
2	2	0	5.3%	38	237
3	37	0	3.8%	966	6892
4	26	5	4.3%	606	4395
5	0	N/A	N/A	0	0
6	0	N/A	N/A	8	43
7	10	47	3.8%	264	1590
8	27	86	8.5%	318	2109
9	17	8	0.7%	2458	15205
10	12	90	3%	403	2703
Averages:	15.5	24	3.6%	545	3595

Your site:	KW Count	KW Position	KW Density	Word count	Text length
http://www.jaygeiger.com	0	N/A	N/A	13	95

Suggestions

- **Make sure that the keyword you are targeting with this page really is in your body text**
- Avoid keyword stuffing in body text. Remember - each page should be targeted to different keywords.
- Put main keywords closer to the top of the document
- Don't hide text through colour by blending text color with background color
- Avoid too high keyword density (>10%) as it may lead to penalty (use synonyms, related words and [LSI](#) words - [this](#) will help you find them)
- Using the table above to compare your site to your competition (pay attention to keyword density)

Report: URL

URL is the address of your web page.

URL

Words in URL	KW Position	Word count	URL length
1 geiger	0	1	22
2 geigerintl	0	1	26
3 en wikipedia wiki geiger counter	18	5	43
4 en wikipedia wiki hans geiger	23	5	40
5 hrgiger	N/A	1	23
6 geigermall	0	1	26
7 shopgeigers	4	1	27
8 shopgeigerfashion	4	1	29
9 jaygeiger	3	1	25
10 geigercounters	0	1	30
Averages:	6	2	29

Your site:	KW Position	Word count	URL length
jaygeiger	3	1	24

Suggestions for domain name

- If possible, put your main keyword in the domain name
- For SEO it seems that there is no difference between delimiting words in domain name or writing them together. From marketing standpoint it's better not to delimit words in domain name with dashes because of word of mouth marketing.

Suggestions for URL

- Make "user-friendly" urls; put your keywords there and leave out [stop words](#) like "I", "a", "an" etc. Also try to avoid special characters like "&", "?", "=", "\$", "%", "^" in the URL.
- Avoid keyword stuffing in URLs and try to keep them within a reasonable length
- [Google suggests](#) that you should use hyphens (-) instead of underscores (_) in your URLs.
- Use the table above to compare your URL to your competition

Report: Sitemap and robots.txt

Link to sitemap not found. Maybe you don't have a sitemap and certainly you don't have a link to a sitemap in your [robots.txt](#) file (or the link is broken).

Your robots.txt file:

```
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1"/>
<title>404 - File or directory not found.</title>
<style type="text/css">
<!--
body{margin:0;font-size:.7em;font-family:Verdana, Arial, Helvetica,
sans-serif;background:#EEEEEE;}
fieldset{padding:0 15px 10px 15px;}
h1{font-size:2.4em;margin:0;color:#FFF;}
h2{font-size:1.7em;margin:0;color:#CC0000;}
h3{font-size:1.2em;margin:10px 0 0 0;color:#000000;}
#header{width:96%;margin:0 0 0 0;padding:6px 2% 6px 2%;font-family:"trebuchet MS",
Verdana, sans-serif;color:#FFF;
background-color:#555555;}
#content{margin:0 0 0 2%;position:relative;}

.content-container{background:#FFF;width:96%;margin-top:8px;padding:10px;position:relati
-->
</style>
</head>
<body>
<div id="header"><h1>Server Error</h1></div>
<div id="content">
  <div class="content-container"><fieldset>
    <h2>404 - File or directory not found.</h2>
    <h3>The resource you are looking for might have been removed, had its name changed,
or is temporarily unavailable.</h3>
  </fieldset></div>
</div>
</body>
</html>
```

Sitemap

Sitemap is a file (or multiple files) that list URLs for a site.

- It is important to submit your sitemap to [Google Webmaster Tools](#)
- It is important to include a link to sitemap file in your [robots.txt](#) file
- If you want to [put sitemap on different domain](#) you must put a link to it in your robots.txt file
- All information about sitemaps - <http://www.sitemaps.org/>
- You can also submit your sitemap to [Bing Webmaster Tools](#)
- If you don't have a sitemap, try [sitemap generators](#)

Robots.txt

Robots.txt is a [file on your site](#) that tells web spiders (like [Googlebot](#)) how to behave on your site.

- Robots.txt should contain a link to your sitemap (for example: Sitemap: <http://www.jaygeiger.com/sitemap.xml>)
- All information about robots.txt - <http://www.robotstxt.org/>

Meta robots tag

Meta robots tag is a special HTML tag that tells robots how to behave on that page.

- Use meta robots tag if you want to prevent search engines from indexing the page.
- More information about meta robots tag - <http://www.robotstxt.org/meta.html>
- Your meta robots tag is empty - that's perfectly fine.

Report: Meta description

Meta description is your description of your web page. It is coded in HTML and doesn't appear on the web page. Search engines sometimes display this description in search results.

Meta description

#	Meta descriptions
1	N/A
2	N/A
3	N/A
4	N/A
5	The official WebSite of swiss surrealist HR Giger
6	N/A
7	N/A
8	Geiger Classic Fashions USA
9	by Geiger
10	N/A

Your site
N/A

Meta description analysis

#	KW Count	KW Position	KW Density	Word count	Text length
1	N/A	N/A	N/A	N/A	N/A
2	N/A	N/A	N/A	N/A	N/A
3	N/A	N/A	N/A	N/A	N/A
4	N/A	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	8	49
6	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A
8	1	0	25%	4	27
9	1	3	50%	2	9
10	N/A	N/A	N/A	N/A	N/A
Averages:	0.2	N/A	7.5%	1	9



Your site:	KW Count	KW Position	KW Density	Word count	Text length
	N/A	N/A	N/A	N/A	N/A

Suggestions

- **Make sure that the keyword you are targeting really is in your meta description**
- Create unique meta description for every page
- Put your keyword closer to the start of the meta description
- A compelling call-to-action in meta description might help you get a better click-through rate in Google search engine results pages.
- Avoid keyword stuffing in meta description
- Keep the length of meta description under 160 characters (15 - 20 words) to make sure that your message isn't truncated in Google SERPs.
- Make meta description different from page title (<title>).
- Using the table above (meta description analysis) to compare your site to your competition

Report: Links

Internal linking and links in general are very important from SEO standpoint. Search engine algorithms use anchor texts extensively.

Links on your site

Anchor text	Link	Nofollow?
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Suggestions

- Follow Google's suggestions on URL structure:
<http://www.google.com/support/webmasters/bin/answer.py?answer=76329&hl=en>
- For internal linking - put nofollow attribute on links to unimportant pages (from SEO standpoint - like "Privacy Policy", "Contact us" and other pages)
- Put keywords in anchor texts
- If link anchor is an image then put anchor text in image's "alt" attribute
- Avoid keyword stuffing in anchor texts
- Avoid using un-related phrases like "click here" or "more..." in anchor texts
- Linking to similar external sites will help search engines to determine your site's theme
- Use the list above to check your anchor texts and nofollow attributes

Report: HTML Code and page load time

Optimizing HTML code is part of the SEO. It also increases usability because optimized HTML usually loads faster.

HTML Analysis

#	HTML Size	TABLE tag	js in html	IMG tag	A tag	.js	.css	Validation	Load time
1	20.20 kb	N/A	1.18 kb	17	71	15	5	check	view
2	3.63 kb	N/A	0.78 kb	2	13	1	1	check	view
3	38.13 kb	3	3.97 kb	14	160	5	2	check	view
4	34.06 kb	3	4.07 kb	5	144	5	2	check	view
5	1.13 kb	N/A	0.00 kb	N/A	N/A	N/A	N/A	check	view
6	0.15 kb	N/A	0.00 kb	N/A	1	N/A	N/A	check	view
7	9.32 kb	N/A	0.95 kb	8	23	2	1	check	view
8	7.72 kb	7	0.00 kb	4	21	1	1	check	view
9	47.64 kb	N/A	1.39 kb	13	161	5	2	check	view
10	17.85 kb	4	1.11 kb	37	39	N/A	N/A	check	view

Your site

HTML Size	TABLE tag	js in html	IMG tag	A tag	.js	.css	Validation	Load time
0.32 kb	N/A	0.00 kb	N/A	N/A	N/A	N/A	check	view

- HTML Size - the size of the html code (the smaller the html size the better)
- TABLE tag - how many table tags found in the code (less is better)
- js in html - the size of code between <script> tags (less is better; js code should be moved to external file)
- IMG tag - how many image tags found in the code
- A tag - how many links found in the code
- .js - how many links to external JavaScript files found in the code
- .css - how many links to external CS files found in the code
- Validation - a link to HTML validation service (don't worry if your code has many validation errors)
- Load time - a link to free tool that analyzes page load time and shows broken images/files

Suggestions

- 100% [Valid code](#) is great but most of the time search engine spiders can process invalid code as well.
- Using less TABLE tag tags may result in faster page load
- Having smaller HTML will result in faster page load
- Avoid broken images on your site as it slows down page load (click on the "Load time" link to get list of broken images on site)
- Put CSS in external files. If you can combine all CSS information into one file it will make your page load faster
- Put JavaScript code in external files. If you can combine all JavaScript code information into one file it will make your page load faster
- If you are using common JS libraries (like jquery, prototype, moo tools and others) use [Google Ajax Libraries API](#) (more info [here](#))

Report: Images

For SEO purposes it is usefull to analyze filenames and "alt" texts of images on your site.

Images on your site

Alt text	Filename
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Suggestions

- Use "alt" texts to describe the image - for [accessibility](#) and SEO reasons
- Don't overuse "alt" texts, for example, don't add them to spacer images or layout of images
- Put keywords in "alt" texts if they make sense in the context
- You can also use keywords in filenames (write keywords together or separate them with dashes)
- Avoid keyword stuffing in "alt" texts or filenames
- Use the list above to check your "alt" texts

Report: Meta keywords

Meta keywords are keywords related to your site. They are coded in HTML and don't appear on the web page. Search engines do NOT care about meta keywords AT ALL and there's no reason to have them. But you can get new keyword ideas by looking at your competitor's keywords!

Meta keywords

#	Meta keywords
1	N/A
2	N/A
3	N/A
4	N/A
5	Alien, Alien4, Alien:Insurrection, Gruyeres, Museum, Store, museum hr giger, museum hrgiger, hr giger museum, Shop, Limelight, NYC, New York, NewYork, New York City, Alien:Resurrection, H.R.Giger, Giger, giger, HRGiger, hrgiger, surrealist, surrealism, necronomicon, arh+, biomechanics, alien, aliens, alien3 ,airbrush, Art, horror, species
6	N/A
7	N/A
8	boiled wool cape, car coat, walk jacket, Geiger jacket, Geiger cape, Austria, online store, buy online, store, Geiger of Austria, Vermont, Middlebury, Geiger
9	, Geiger
10	Geiger counter, Geiger counters, www.geigercounters.com, www.geigercounter.com, radiation detector, radiation detectors, radiation monitor, radiation monitors, radiation testers, radioactivity

Your site
N/A

Meta keywords analysis

#	KW Count	KW Position	KW Density	Word count	Text length
1	N/A	N/A	N/A	N/A	N/A
2	N/A	N/A	N/A	N/A	N/A
3	N/A	N/A	N/A	N/A	N/A
4	N/A	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	41	340
6	N/A	N/A	N/A	N/A	N/A

7	N/A	N/A	N/A	N/A	N/A
8	4	40	18.2%	22	156
9	1	2	100%	1	8
10	4	0	23.5%	17	192
Averages:	0.9	4	14.2%	8	70

Your site:	KW Count	KW Position	KW Density	Word count	Text length
	N/A	N/A	N/A	N/A	N/A

All keywords

airbrush, alien, alien3, alien4, alieninsurrection, alienresurrection, aliens, arh, art, austria, biomechanics, boiled wool cape, buy online, car coat, geiger, geiger cape, geiger counter, geiger counters, geiger jacket, geiger of austria, giger, gruyeres, h.r.giger, horror, hr giger museum, hrgiger, limelight, middlebury, museum, museum hr giger, museum hrgiger, necronomicon, new york, new york city, newyork, nyc, online store, radiation detector, radiation detectors, radiation monitor, radiation monitors, radiation testers, radioactivity, shop, species, store, surrealism, surrealist, vermont, walk jacket, www.geigercounter.com, www.geigercounters.com

Suggestions

- Use the table above (competitor's meta keywords list) to find new keywords to target
- Don't worry if your site doesn't have a meta keywords tag