



Top 10 Web Page Optimizer Report

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Date: 9/23/2009

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Report overview

This report helps you to optimize the web page "<http://www.childadvocates.org/volunteer.htm>" for a high ranking on Google.com for the search term "child volunteer houston".

Your web page



<http://www.childadvocates.org/volunteer.htm>






Title: Volunteer - Child Advocates, Inc. - Mobilizing volunteers to break the cycle of child abuse

Description: Child Advocates, Inc. of Harris County

Your competitors for the search term "child volunteer houston" on Google.com

- | | | |
|---|--|---|
| 1 | <p>A screenshot of the Volunteer Houston website. The page has a blue header with the organization's logo. The main content area is white with blue text. It includes a section titled 'Volunteer Houston' and a list of volunteer opportunities. The page is designed with a clean, professional look.</p> | <p>http://www.volunteerhouston.org/projects/viewProject.php?_mode=occurrenceView&_action=load&ixActivity=115&PHPSESSID=d3e4bc93490b8236ce3602545b957a98</p> <p>Title: Volunteer Houston</p> <p>Description: [No meta description available.]</p> |
| 2 | <p>A screenshot of the Privacy Policy page on the Volunteer Houston website. The page has a blue header with the organization's logo. The main content area is white with blue text. It includes a section titled 'Privacy Policy' and a list of privacy policy details. The page is designed with a clean, professional look.</p> | <p>http://www.volunteerhouston.org/AboutUs/index.php/privacy.htm</p> <p>Title: Volunteer Houston</p> <p>Description: [No meta description available.]</p> |
| 3 | <p>A screenshot of the Volunteer Houston Bay Area website. The page has a blue header with the organization's logo. The main content area is white with blue text. It includes a section titled 'Volunteer Houston Bay Area' and a list of volunteer opportunities. The page is designed with a clean, professional look.</p> | <p>http://www.volunteerhouston.us/bay/webvolnow.html</p> <p>Title: VOLUNTEER HOUSTON - Bay Area</p> <p>Description: [No meta description available.]</p> |
| 4 | <p>A screenshot of a website titled 'New Page 1'. The page has a blue header with the organization's logo. The main content area is white with blue text. It includes a section titled 'New Page 1' and a list of details. The page is designed with a clean, professional look.</p> | <p>http://www.volunteerhouston.us/stnick/main.html</p> <p>Title: New Page 1</p> <p>Description: [No meta description available.]</p> |

Your competitors for the search term "child volunteer houston" on Google.com

| | | |
|----|---|--|
| 6 |  | http://www.dfps.state.tx.us/Adoption and Foster Care/Adoption Partners/One_Church_One_Child/houston_vol.asp |
| | | <p>Title: One Church, One Child - Houston Volunteer Opportunities (TARE)</p> <p>Description: The Texas Adoption Resource Exchange (TARE) website contains photographs, profiles and videos on children waiting for adoption, how to become a foster care or adoptive family, parent video testimonials, successful family and youth stories, myths, barriers, joys and challenges of foster care and adoption, adoption assistance resources and national resources on adoption.</p> |
| 7 |  | http://findarticles.com/p/articles/mi_m0EIN/is_2002_Dec_3/ai_94816108 |
| | | <p>Title: Volunteer Houston's `A Visit From Saint Nicholas' Celebrates Fifteen Years of Bringing Holiday Joy to Disadvantaged Children Business Wire Find Articles at BNET</p> <p>Description: Volunteer Houston's `A Visit From Saint Nicholas' Celebrates Fifteen Years of Bringing Holiday Joy to Disadvantaged Children from Business Wire provided by Find Articles at BNET</p> |
| 8 |  | http://www.artbridgehouston.org/volunteer.html |
| | | <p>Title: ArtBridge Houston - An ArtsProgram For Homeless Children</p> <p>Description: [No meta description available.]</p> |
| 9 |  | http://abcnews.go.com/US/story?id=5531729&page=1 |
| | | <p>Title: Fleeing Katrina Volunteer Arrested in Houston - ABC News</p> <p>Description: Katrina 'Angel of Mercy' Arrested, Kids Safe</p> |
| 10 |  | http://www.ehvlp.org/clients/Resource_Referral.aspx |
| | | <p>Title: HVLP - Houston Volunteer Lawyers Program</p> <p>Description: HVLP helps low-income citizens that other programs often cannot serve, such as those who may not meet the financial criteria of other legal assistance programs or non-US citizens. This is what makes HVLP unique. HVLP's commitment to helping those in need strongly reinforces how deeply the legal profession cares about the Houston community.</p> |

Analyzed search terms

1. child volunteer houston
2. child
3. volunteer
4. houston

Top 10 Ranking Requirements Score™

25%

The Top 10 Ranking Requirements Score™ of 25% means that the web page <http://www.childadvocates.org/volunteer.htm> meets 25% of the requirements for a top 10 ranking on Google.com for the search term "child volunteer houston".

Note that not all ranking factors are weighted equally, and that there are some ranking factors that cannot be taken into account because search engines do not reveal the necessary data.

Search engine ranking factors performance

| Ranking Factor Importance | Factors Passed | Factors Failed |
|---------------------------|----------------|----------------|
| Essential: | 16 | 13 |
| Very Important: | 11 | 0 |
| Important: | 41 | 3 |
| Moderately Important: | 38 | 13 |
| Slightly Important: | 22 | 10 |
| Total: | 128 | 39 |

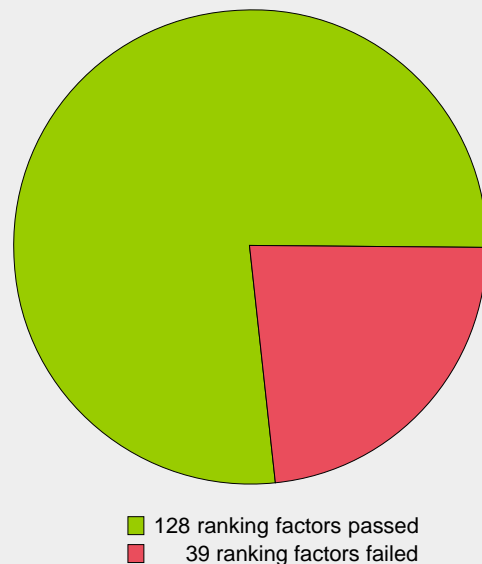
Ranking Factors Performance

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Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "child volunteer houston" in the document title and if it's important for Google.com.

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

Their contents

| Rank | Keyword use in document title |
|------|--|
| 1 | Volunteer Houston |
| 2 | Volunteer Houston |
| 3 | VOLUNTEER HOUSTON - Bay Area |
| 4 | New Page 1 |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] |
| 6 | One Church, One Child - Houston Volunteer Opportunities (TARE) |
| 7 | Volunteer Houston's `A Visit From Saint Nicholas' Celebrates Fifteen Years of Bringing Holiday Joy to Disadvantaged Children Business Wire Find Articles at BNET |
| 8 | ArtBridge Houston - An ArtsProgram For Homeless Children |
| 9 | Fleeing Katrina Volunteer Arrested in Houston - ABC News |
| 10 | HVLP - Houston Volunteer Lawyers Program |

Your contents

Volunteer - **Child** Advocates, Inc. - Mobilizing **volunteers** to break the cycle of **child** abuse

Advice for your document title

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | all 0 | 0 | Although none of the other pages uses this search term, it's usually advisable to add it. | < |
| Keyword density: | all 0% | 0% | Although none of the other pages uses this search term, it's usually advisable to add it. | < |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 1 | 2 | Use the search term "child" at most once. | << |
| Keyword density: | 0% to 14% | 15% | The keyword density is too high. It should be 14% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|--|-------------|-----------|--------|--|
|--|-------------|-----------|--------|--|

Advice for your document title**Search term: "child volunteer houston"**

| | | | | |
|---------------------|-----------|-----|---|----|
| Number of keywords: | 0 to 1 | 2 | Use the search term "volunteer" at most once. | << |
| Keyword density: | 0% to 50% | 15% | OK | OK |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 0 | You should use the search term "houston" at least once. | << |
| Keyword density: | 0% to 50% | 0% | You should increase the keyword density for the search term "houston". | << |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 3 | 4 | Use the keywords "child", "volunteer" or "houston" at most 3 times. | << |
| Keyword density: | 0% to 33% | 10% | OK | OK |

Global link popularity of web site

Essential

The global link popularity measures how many web pages link to your site. The number of web pages linking to your site is not as important as the quality of the web pages that link to your site.

All major search engines take the quality and the context of the links into account. Search engines assume that your web page must offer relevant content if many quality sites link to it.

Number of inbound links according to these search engines (the more the better)

| | Alexa | AllTheWeb (preset settings) | Google.com | Yahoo.com | Peak Value |
|---------------|-------------|-----------------------------|------------|-----------|--------------|
| To Your Site: | 41 | 71 | 0 | 72 | 72 |
| To Site 1: | 48 | 0 | 0 | 0 | 48 |
| To Site 2: | 48 | 1 | 0 | 1 | 48 |
| To Site 3: | 8 | 2 | 0 | 2 | 8 |
| To Site 4: | 8 | 4 | 0 | 5 | 8 |
| To Site 6: | 341 | 1 | 0 | 1 | 341 |
| To Site 7: | 22,607 | 0 | 0 | 0 | 22,607 |
| To Site 8: | 9 | 10 | 1 | 10 | 10 |
| To Site 9: | 38,828 | 13 | 1 | 10 | 38,828 |
| To Site 10: | 27 | 51 | 22 | 140 | 140 |
| Range: | 8 to 38,828 | 0 to 71 | 0 to 22 | 0 to 140 | 10 to 38,828 |

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 5,639, the link popularity of your web page is 72. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

<<

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

Google cannot find any web site that links to your web site from a different domain. Make sure that Google is able to access your web site and that Google has not banned your web site from its index.

<<

Link texts of inbound links

Essential

Inbound links are links from other web sites to your site. If many other sites link to your site, then search engines consider your site to be important. However, the number of links is not as important as is the relevance of the linking page and the link text used in linking to your site.

This chapter lists a sample of the web pages that link to your site, along with the link text. Note that search engines do not reveal all inbound links to your site.

The more inbound link texts are analyzed, the more meaningful is the quality of the advice. To get statistically significant results, you should analyze at least 50 inbound link texts. You can change the number of analyzed inbound link texts by selecting Top 10 Optimizer > Report Contents > Link Popularity.

Sample of the web pages that link to your site

| Linked Text | Linked URL | Web Page That Links To Your Site |
|---|---|---|
| http://www.childadvocates.org/volunteer.htm | http://www.childadvocates.org/volunteer.htm | http://www.topix.net/forum/city/caraway-ar/TC9438U94F2TUGR44 |
| http://www.childadvocates.org/volunteer.htm | http://www.childadvocates.org/volunteer.htm | http://www.topix.net/forum/city/etowah-ar/TC9438U94F2TUGR44 |

Advice for the link texts of inbound links

To get a high ranking on Google.com, make sure that the web pages that link to your site use the search term "child volunteer houston" in their link texts. The more links to your web site contain "child volunteer houston" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.com for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the same link text, then Google.com might lower your rankings because of unnatural linking patterns.

In addition, the quality and reputation of the web pages that link to your site is very important to the search engines.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

At least 10% of the analyzed inbound link texts contain the search term "child volunteer houston". This is good.

<

OK

At least 20% of the analyzed inbound link texts contain the search term "child volunteer houston". This is good.

OK

At least 40% of the analyzed inbound link texts contain the search term "child volunteer houston". This is good.

OK

At least 60% of the analyzed inbound link texts contain the search term "child volunteer houston". This is good.

OK

At least 80% of the analyzed inbound link texts contain the search term "child volunteer houston". This is good.

OK

All of the analyzed inbound link texts contain the search term "child volunteer houston". Google.com could lower

<<

Advice for the link texts of inbound links

your rankings because of unnatural linking patterns. Try getting some inbound link texts that do not contain the search term "child volunteer houston" or parts of it.

Keyword use in body text

Essential

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The calculations include spaces and punctuation marks.

Your contents

court appointed friends ypc special events meet our **volunteers** Webster defines a **volunteer** as "one who offers himself freely or spontaneously." Technically, we agree. But our personal definition leans more towards "the thousands of individuals that make our world go 'round." Whether you're looking to **volunteer** directly with the abused and neglected **children** we serve, help raise money to support our program or simply occupy some time on a weekday afternoon - we have a **volunteer** opportunity that's just your size: Court Appointed Advocate **Volunteer** - the heart of **Child** Advocates' mission and a shining example of ordinary individuals making an extraordinary impact in the lives of abused **children**.

Friends of **Child** Advocates **Volunteer** - a membership-based group of **volunteers** who serve as a fundraising arm and **volunteer** base for our many special events. Young Professionals for **Children** **Volunteer** - a membership-based social/networking group who provide four annual events for the **children** we serve. Special Events **Volunteer** - opportunities to participate in shorter-term / done-in-a-day **volunteer** roles. *To ensure the safety of the **children** we serve and that of our **volunteers**, we have instituted formalized security measures.

Child Advocates, Inc. will perform a felony, sex offender and cps background check (pdf) on ALL individuals who sign up to **volunteer** for any activities or events that will be attended by the abused and neglected **children** we serve. Copyright ©2009. All rights reserved. Privacy Statement . Legal Notice.

Advice for your body text

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|--------------|-----------|---|----|
| Number of keywords: | all 0 | 0 | Although none of the other pages uses this search term, it's usually advisable to add it. | < |
| Keyword density: | all 0% | 0% | Although none of the other pages uses this search term, it's usually advisable to add it. | < |
| Number of words: | 235 to 3,716 | 237 | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 33 | 9 | OK | OK |
| Keyword density: | 0% to 3% | 4% | The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 2 to 121 | 13 | OK | OK |
| Keyword density: | 0% to 3% | 5% | The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|--|-------------|-----------|--------|--|
|--|-------------|-----------|--------|--|

Advice for your body text**Search term: "child volunteer houston"**

| | | | | |
|---------------------|----------|----|---|----|
| Number of keywords: | 1 to 13 | 0 | You should use the search term "houston" at least once. | << |
| Keyword density: | 0% to 2% | 0% | You should try to achieve a keyword density of at least 0%. | << |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 6 to 160 | 22 | OK | OK |
| Keyword density: | 1% to 3% | 3% | OK | OK |

Age of web site

Very Important

Spam sites often come and go quickly. For this reason, search engines tend to trust a web site that has been around for a long time over one that is brand new. The age of the domain is seen as a sign of trustworthiness because it cannot be faked. The data is provided by Alexa.com (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

| | URL | Registration Date |
|-----------|---|--|
| Your Site | http://www.childadvocates.org/volunteer.htm | Sunday, February 11, 1996 |
| 1 | http://www.volunteerhouston.org/projects/viewProject.php?_mode=occurrenceView&_action=load&ixActivity=115&PHPSESSID=d3e4bc93490b8236ce3602545b957a98 | Wednesday, September 03, 1997 |
| 2 | http://www.volunteerhouston.org/AboutUs/index.php/private.htm | Wednesday, September 03, 1997 |
| 3 | http://www.volunteerhouston.us/bay/webvolnow.html | Monday, January 21, 2008 (newest domain) |
| 4 | http://www.volunteerhouston.us/stnick/main.html | Wednesday, December 26, 2007 |
| 6 | http://www.dfps.state.tx.us/Adoption_and_Foster_Care/Adoption_Partners/One_Church_One_Child/houston_vol.asp | Thursday, February 06, 2003 |
| 7 | http://findarticles.com/p/articles/mi_m0EIN/is_2002_Dec_3/ai_94816108 | Friday, February 25, 2000 |
| 8 | http://www.artbridgehouston.org/volunteer.html | Saturday, August 04, 2007 |
| 9 | http://abcnews.go.com/US/story?id=5531729&page=1 | Thursday, April 20, 1995 (oldest domain) |
| 10 | http://www.ehvp.org/clients/Resource_Referral.aspx | Wednesday, December 22, 1999 |
| Range | Thursday, April 20, 1995 to Monday, January 21, 2008 | |

Advice for the web site age

Your web site is about 13 years old. This is very good because the older your web site, the better it is for your rankings on Google.com.

OK

Keyword use in H1 headline texts

Very Important

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

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

Your contents

[not used]

Advice for your H1 headline texts

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "child" at least once but this is optional. | < |
| Keyword density: | 0% to 25% | 0% | You could increase the keyword density for the search term "child" but this is optional. | < |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 2 | 0 | You could use the search term "volunteer" at least once but this is optional. | < |
| Keyword density: | 0% to 25% | 0% | You could increase the keyword density for the search term "volunteer" but this is optional. | < |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 17% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | 0 to 3 | 0 | You could use one of the keywords "child", "volunteer" or "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 11% | 0% | You could increase the keyword density for the keywords "child", "volunteer" or "houston" but this is optional. | < |

Keyword use in domain name

Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the domain name.

Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

Their contents

| Rank | Words In Domain Name | URL |
|------|--|---|
| 1 | volunteerhouston | http://www.volunteerhouston.org/projects/viewProject.php?_mode=occurrenceView&_action=load&ixActivity=115&PHPSESSID=d3e4bc93490b8236ce3602545b957a98 |
| 2 | volunteerhouston | http://www.volunteerhouston.org/AboutUs/index.php/privacy.htm |
| 3 | volunteerhouston | http://www.volunteerhouston.us/bay/webvolnow.html |
| 4 | volunteerhouston | http://www.volunteerhouston.us/stnick/main.html |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] | |
| 6 | dfps state tx | http://www.dfps.state.tx.us/Adoption_and_Foster_Care/Adoption_Partners/One_Church_One_Child/houston_vol.asp |
| 7 | findarticles | http://findarticles.com/p/articles/mi_m0EIN/is_2002_Dec_3/ai_94816108 |
| 8 | artbridge houston | http://www.artbridgehouston.org/volunteer.html |
| 9 | abcnews go | http://abcnews.go.com/US/story?id=5531729&page=1 |
| 10 | ehvp | http://www.ehvp.org/clients/Resource_Referral.aspx |

Your contents

childadvocates (Domain name: "**childadvocates.org**")

Advice for the domain name

The domain name childadvocates.org contains only a part of the search term "child volunteer houston". This is acceptable.



Keyword use in page URL

Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

Their contents

| Rank | Words In Page URL | URL |
|------|--|---|
| 1 | projects viewProject mode occurrenceView action load ixActivity 115 PHPSESSID d3e4bc93490b8236ce3602545b957a98 | http://www.volunteerhouston.org/projects/viewProject.php?mode=occurrenceView&action=load&ixActivity=115&PHPSESSID=d3e4bc93490b8236ce3602545b957a98 |
| 2 | AboutUs index privacy | http://www.volunteerhouston.org/AboutUs/index.php/privacy.htm |
| 3 | bay webvolnow | http://www.volunteerhouston.us/bay/webvolnow.html |
| 4 | stnick main | http://www.volunteerhouston.us/stnick/main.html |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] | |
| 6 | Adoption and Foster Care Adoption Partners One Church One Child houston vol | http://www.dfps.state.tx.us/Adoption_and_Foster_Care/Adoption_Partners/One_Church_One_Child/houston_vol.asp |
| 7 | p articles mi m0EIN is 2002 Dec 3 ai 94816108 | http://findarticles.com/p/articles/mi_m0EIN/is_2002_Dec_3/ai_94816108 |
| 8 | volunteer | http://www.artbridgehouston.org/volunteer.html |
| 9 | US story id 5531729 page 1 | http://abcnews.go.com/US/story?id=5531729&page=1 |
| 10 | clients Resource Referral | http://www.ehvlp.org/clients/Resource_Referral.aspx |

Your contents

volunteer (Page URL: "/volunteer.htm")

Advice for your page URL

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "child" at least once but this is optional. | < |

Advice for your page URL**Search term: "child volunteer houston"**

| | | | | |
|------------------|----------|----|--|---|
| Keyword density: | 0% to 8% | 0% | You could increase the keyword density for the search term "child" but this is optional. | < |
|------------------|----------|----|--|---|

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 1 | 1 | OK | OK |
| Keyword density: | 0% to 100% | 100% | OK | OK |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 8% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 2 | 1 | OK | OK |
| Keyword density: | 0% to 33% | 33% | OK | OK |

Links from social networks

Important

On social network sites, people decide which web sites are popular. This means that the popularity on social network sites cannot be easily influenced. For this reason, search engines might trust web sites more if they are popular on social networks. ("n/a" means "data not available".)

Links from social networks (the more the better)

| | Del.icio.us | Digg | Total |
|---------------|-------------|-------------|-------------|
| To Your Site: | 4 | 0 | 4 |
| To Site 1: | 22 | 0 | 22 |
| To Site 2: | 22 | 0 | 22 |
| To Site 3: | 1 | 1 | 2 |
| To Site 4: | 1 | 1 | 2 |
| To Site 6: | 19 | 73 | 92 |
| To Site 7: | 3,910 | 91 | 4,001 |
| To Site 8: | 1 | 0 | 1 |
| To Site 9: | 2,243 | 23,661 | 25,904 |
| To Site 10: | 0 | 0 | 0 |
| Range: | 0 to 3,910 | 0 to 23,661 | 0 to 25,904 |

Advice for the links from social networks

In average, less web pages link to your page than to the top ranked pages on these social networks. The average link popularity of the top ranked pages is 2,731, the link popularity of your web page is 4. You must increase the number of web pages that link to your web site on these social networks.

<<

Server speed

Important

Popular web sites often have faster server response times compared to smaller unimportant sites. In addition, most search engines index more pages from fast web sites. This chapter shows you how long it takes on average for web pages on the top ranked sites to load. The data is based on the average server speed of the last 30 days and is provided by Alexa.com ("n/a" means that Alexa.com does not have data about your server speed).

Server speed results

Average Page Load Time (measured in seconds, the lower the better)

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------|-----|-----|-----|-----|-------|-------|-----|--------|-----|-----------------|
| n/a | n/a | n/a | n/a | n/a | 1.26s | 4.08s | n/a | 10.55s | n/a | 1.26s to 10.55s |

Server Speed Relative To Other Servers On The Internet (the faster the better)

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------|-----|-----|-----|-----|------------------|---------------------|-----|-------------------------|-----|---|
| n/a | n/a | n/a | n/a | n/a | fast: top 25% | slow: bottom 25% | n/a | very slow: bottom 5% | n/a | very slow: bottom 5% to fast: top 25% |

Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.com. If you have a slow web site, you should contact or even switch your web hosting provider.

<

Keyword use in H2-H6 headline texts

Important

H2, H3, H4, H5 and H6 headline texts are the texts that are written between the <h2>...</h2>, <h3>...</h3>, etc. tags in the HTML code of your web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

Example: <h3>your big headline text</h3>

Your contents

[not used]

Advice for your H2-H6 headline texts

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 2 | 0 | You could use the search term "volunteer" at least once but this is optional. | < |
| Keyword density: | 0% to 5% | 0% | You could increase the keyword density for the search term "volunteer" but this is optional. | < |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 3 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 5% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | 0 to 5 | 0 | You could use one of the keywords "child", "volunteer" or "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 3% | 0% | You could increase the keyword density for the keywords "child", "volunteer" or "houston" but this is optional. | < |

Keyword use in IMG ALT attributes

Important

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

Example:

Your contents

| No. | Image Alt Attribute Text | Image File Name |
|-----|--------------------------|-----------------------------------|
| 1. | [empty] | /Images/cailogowhite.jpg |
| 2. | [empty] | /button/topnavbarshop_r1_c1.gif |
| 3. | [empty] | /button/topnavbarshop_r1_c2.gif |
| 4. | Contact Us | /button/topnavbarshop_r1_c3.gif |
| 5. | [empty] | /button/topnavbarshop_r1_c4.gif |
| 6. | Shop-CAI | /button/topnavbarshop_r1_c5.gif |
| 7. | [empty] | /button/topnavbarshop_r1_c6.gif |
| 8. | [empty] | /button/topnavbarshop_r1_c7.gif |
| 9. | [empty] | /button/topnavbarshop_r2_c1.gif |
| 10. | [empty] | /button/topnavbarshop_r2_c3.gif |
| 11. | [empty] | /button/topnavbarshop_r2_c5.gif |
| 12. | [empty] | /button/topnavbarshop_r2_c7.gif |
| 13. | [empty] | /Images/v1/CAIHispanicteenboy.jpg |
| 14. | [empty] | /Images/v1/volunteer06.gif |
| 15. | [empty] | /button/spacer.gif |
| 16. | [empty] | /button/spacer.gif |
| 17. | [empty] | /button/spacer.gif |
| 18. | [empty] | /button/spacer.gif |
| 19. | [empty] | /button/spacer.gif |
| 20. | [empty] | /button/spacer.gif |
| 21. | [empty] | /button/spacer.gif |
| 22. | [empty] | /button/spacer.gif |
| 23. | [empty] | /button/spacer.gif |
| 24. | [empty] | /button/spacer.gif |
| 25. | [empty] | /button/spacer.gif |
| 26. | [empty] | /button/spacer.gif |
| 27. | [empty] | /button/volunteer07_r1_c1.gif |

Your contents

| No. | Image Alt Attribute Text | Image File Name |
|-----|--------------------------|---------------------------------|
| 28. | [empty] | /button/volunteer07_r1_c2.gif |
| 29. | [empty] | /button/volunteer07_r1_c3.gif |
| 30. | [empty] | /button/volunteer07_r1_c4.gif |
| 31. | [empty] | /button/volunteer07_r1_c5.gif |
| 32. | [empty] | /button/volunteer07_r1_c8.gif |
| 33. | [empty] | /button/volunteer07_r1_c9.gif |
| 34. | [empty] | /button/spacer.gif |
| 35. | [empty] | /button/volunteer07_r2_c5.gif |
| 36. | [empty] | /button/volunteer07_r2_c6.gif |
| 37. | [empty] | /button/volunteer07_r2_c7.gif |
| 38. | [empty] | /button/spacer.gif |
| 39. | [empty] | /button/volunteer07_r3_c9.gif |
| 40. | [empty] | /button/volunteer07_r3_c10.gif |
| 41. | [empty] | /button/volunteer07_r3_c11.gif |
| 42. | [empty] | /button/spacer.gif |
| 43. | [empty] | /button/volunteer07_r4_c4.gif |
| 44. | [empty] | /button/spacer.gif |
| 45. | [empty] | /button/volunteer07_r5_c6.gif |
| 46. | [empty] | /button/volunteer07_r5_c10.gif |
| 47. | [empty] | /button/spacer.gif |
| 48. | [empty] | /images/v1/aboutusmenu06.gif |
| 49. | [empty] | /images/v1/volunteermenu06.gif |
| 50. | [empty] | /images/v1/givemenu06.gif |
| 51. | [empty] | /images/v1/calendarmenu06.gif |
| 52. | [empty] | /images/v1/careeroppsmenu06.gif |
| 53. | [empty] | /images/v1/newsroommenu06.gif |
| 54. | [empty] | /images/v1/volunteermenu06.gif |
| 55. | [empty] | /button/spacer.gif |
| 56. | [empty] | /button/spacer.gif |
| 57. | [empty] | /button/spacer.gif |
| 58. | [empty] | /button/spacer.gif |
| 59. | [empty] | /button/spacer.gif |
| 60. | [empty] | /button/spacer.gif |
| 61. | [empty] | /button/spacer.gif |
| 62. | [empty] | /button/spacer.gif |
| 63. | [empty] | /button/spacer.gif |

Your contents

| No. | Image Alt Attribute Text | Image File Name |
|-----|--------------------------|---------------------------|
| 64. | [empty] | /button/spacer.gif |
| 65. | [empty] | /button/spacer.gif |
| 66. | [empty] | /button/spacer.gif |
| 67. | About Us | /button/navbar_r1_c1.gif |
| 68. | [empty] | /button/navbar_r1_c2.gif |
| 69. | Volunteer | /button/navbar_r1_c3.gif |
| 70. | [empty] | /button/navbar_r1_c4.gif |
| 71. | Give | /button/navbar_r1_c5.gif |
| 72. | [empty] | /button/navbar_r1_c6.gif |
| 73. | Calendar | /button/navbar_r1_c7.gif |
| 74. | [empty] | /button/navbar_r1_c8.gif |
| 75. | Careers | /button/navbar_r1_c9.gif |
| 76. | [empty] | /button/navbar_r1_c10.gif |
| 77. | [empty] | /button/spacer.gif |
| 78. | [empty] | /button/navbar_r2_c10.gif |
| 79. | Newsroom | /button/navbar_r2_c11.gif |
| 80. | [empty] | /button/spacer.gif |
| 81. | [empty] | /button/navbar_r3_c1.gif |
| 82. | [empty] | /button/navbar_r3_c3.gif |
| 83. | [empty] | /button/navbar_r3_c7.gif |
| 84. | [empty] | /button/navbar_r3_c11.gif |
| 85. | [empty] | /button/spacer.gif |

Advice for your IMG ALT attributes**Search term: "child volunteer houston"**

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "child" at least once but this is optional. | < |
| Keyword density: | 0% to 6% | 0% | You could increase the keyword density for the search term "child" but this is optional. | < |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|--|-------------|-----------|--------|--|
|--|-------------|-----------|--------|--|

Advice for your IMG ALT attributes

Search term: "child volunteer houston"

| | | | | |
|---------------------|----------|-----|--|----|
| Number of keywords: | 0 to 1 | 1 | OK | OK |
| Keyword density: | 0% to 6% | 25% | The keyword density is too high. It should be 6% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 50% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 2 | 1 | OK | OK |
| Keyword density: | 0% to 17% | 8% | OK | OK |

Top level domain of web site

Important

Web sites with certain top level domains (TLD) are statistically more likely to contain higher quality, trustworthy contents. For this reason, search engines might prefer web sites with restricted TLD (.edu, .gov., .mil) over younger TLD (e.g., .biz, .info, .jobs). In addition, country code TLD (e.g., .ca, .de, .fr) are often preferred in the country's local search results.

Top level domain results

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 |
|-----------|------|------|-----|-----|-----|------|------|------|------|
| .org | .org | .org | .us | .us | .us | .com | .org | .com | .org |

Advice for the top level domain of your web site

Your web site URL www.childadvocates.org/volunteer.htm contains the often used top level domain .org. This is neither good nor bad for your rankings on Google.com.

OK

Keyword use in bold body text

Important

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

Their contents

| Rank | Keyword use in bold body text |
|------|---|
| 1 | This project is not managed by us. Although we are partnered with the agency offering this project, we are not running the project. Agency: Description: Impact Areas: Interests: Skills: |
| 2 | Privacy Policy and Notice to Parents We encourage safe Internet usage for visitors of all ages and every effort is made on our part to comply with the Children's Online Privacy Protection Act, effective April 20, 2000. Check back to this policy frequently as it is subject to change, and your current and continued use of this site is conditioned upon your having accepted these terms, and your acceptance of any modifications in the future. Informa [and 1,916 additional characters] |
| 3 | YOUTH-FRIENDLY VOLUNTEER OPPORTUNITIES |
| 4 | "A VISIT FROM ST. NICHOLAS" join us in creating WHAT : "A Visit From Saint Nicholas" WHO: WHEN: "A Visit From Saint Nicholas" Where: HOW: www.abroussard@volunteerhouston.org |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] |
| 6 | [not used] |
| 7 | You must register or login to add a comment Sponsored by TD Ameritrade |
| 8 | ArtBridge Houston { email } 3311 Richmond Avenue, Suite #212 Houston , Texas 77098 ph: 713-527-9850 fax: 713-527-9850 You don't have to be an artist to be a part of the program! All that is required is commitment and a willingness to learn. Because the children often have little consistent contact with role models, ArtBridge volunteers make a six-month commitment to attend one session per week. They also participate in a 4-hour training se [and 716 additional characters] |
| 9 | By MIKE VON FREMD, GINA SUNSERI and JIM DOUGLAS |
| 10 | HVLP is the recipient of the 2009 State Bar Pro Bono Award being recognized as the Pro Bono Program of the Year. Free Online Help Available for Hurricane Ike Victims Houston Bar Association President Travis J. Sales announces Veteran's Initiative. Houston Volunteer Lawyers Program teams with VN Team Work to initiate legal services in the Asian Community. Pro Bono Wall of Fame |

Your contents

[not used]

Advice for your bold body text

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

Advice for your bold body text**Search term: "child volunteer houston"**

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 3 | 0 | You could use the search term "child" at least once but this is optional. | < |
| Keyword density: | 0% to 1% | 0% | You could increase the keyword density for the search term "child" but this is optional. | < |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 6 | 0 | You could use the search term "volunteer" at least once but this is optional. | < |
| Keyword density: | 0% to 25% | 0% | You could increase the keyword density for the search term "volunteer" but this is optional. | < |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 4 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 4% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | 0 to 12 | 0 | You could use one of the keywords "child", "volunteer" or "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 8% | 0% | You could increase the keyword density for the keywords "child", "volunteer" or "houston" but this is optional. | < |

Number of visitors to the site

Important

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

Alexa.com Traffic Rank results (the lower the better)

| | URL | Alexa Traffic Rank |
|-----------|---|---|
| Your Site | http://www.childadvocates.org/volunteer.htm | Rank #3,529,530 |
| 1 | http://www.volunteerhouston.org/projects/viewProject.php?_mode=occurrenceView&_action=load&ixActivity=115&PHPSESSID=d3e4bc93490b8236ce3602545b957a98 | Rank #3,862,626 |
| 2 | http://www.volunteerhouston.org/AboutUs/index.php/privacy.htm | Rank #3,862,626 |
| 3 | http://www.volunteerhouston.us/bay/webvolnow.html | n/a |
| 4 | http://www.volunteerhouston.us/stnick/main.html | n/a |
| 6 | http://www.dfps.state.tx.us/Adoption_and_Foster_Care/Adoption_Partners/One_Church_One_Child/houston_vol.asp | Rank #2,111 |
| 7 | http://findarticles.com/p/articles/mi_m0EIN/is_2002_Dec_3/ai_94816108 | Rank #1,655 |
| 8 | http://www.artbridgehouston.org/volunteer.html | n/a |
| 9 | http://abcnews.go.com/US/story?id=5531729&page=1 | Rank #433 (most visitors of the competitors) |
| 10 | http://www.ehvp.org/clients/Resource_Referral.aspx | Rank #4,150,612 (least visitors of the competitors) |
| Range | | 433 to 4,150,612 |

Advice for the number of visitors to your site

Your web site www.childadvocates.org/volunteer.htm does not appear to have many visitors. This could be disadvantageous to your rankings on Google.com.

<<

Keyword use in same site link texts

Moderately Important

Link texts are words and sentences that are used as links. Same site link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.com takes search terms in same site link texts into account.

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

Your contents

| No. | Same Site Link Text | Link URL |
|-----|--|--|
| 1. | [empty] | /index.htm |
| 2. | [empty] | /index.htm |
| 3. | [empty] | /contact.htm |
| 4. | [empty] | /sitemap.htm |
| 5. | [empty] | /volunteer.htm |
| 6. | [empty] | /volunteer/court.htm |
| 7. | [empty] | /volunteer/friends.htm |
| 8. | [empty] | /volunteer/special.htm |
| 9. | [empty] | /volunteer/ypc.htm |
| 10. | [empty] | /volunteer/meet.htm |
| 11. | [empty] | /about.htm |
| 12. | [empty] | /volunteer.htm |
| 13. | court appointed | /volunteer/court.htm |
| 14. | friends | /volunteer/friends.htm |
| 15. | ypc | /volunteer/ypc.htm |
| 16. | special events | /volunteer/special.htm |
| 17. | meet our volunteers | /volunteer/meet.htm |
| 18. | [empty] | /give.htm |
| 19. | [empty] | /calendar.htm |
| 20. | [empty] | /careeropps.htm |
| 21. | [empty] | /newsroom.htm |
| 22. | Court Appointed Advocate Volunteer | /volunteer/court.htm |
| 23. | Friends of Child Advocates Volunteer | /volunteer/friends.htm |
| 24. | Young Professionals for Children Volunteer | /volunteer/ypc.htm |
| 25. | Special Events Volunteer | /volunteer/special.htm |
| 26. | felony, sex offender and cps background check | /Images/VolunteerBackgroundCheckPacket.pdf |
| 27. | [empty] | /about.htm |

Your contents

| No. | Same Site Link Text | Link URL |
|-----|---------------------|-----------------------|
| 28. | [empty] | /volunteer.htm |
| 29. | [empty] | /give.htm |
| 30. | [empty] | /calendar.htm |
| 31. | [empty] | /careeropps.htm |
| 32. | [empty] | /newsroom.htm |
| 33. | Privacy Statement | /privacystatement.htm |
| 34. | Legal Notice. | /legalnotice.htm |

Advice for your same site link texts**Search term: "child volunteer houston"**

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 4 | 2 | OK | OK |
| Keyword density: | 0% to 11% | 6% | OK | OK |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 7 | 5 | OK | OK |
| Keyword density: | 0% to 43% | 15% | OK | OK |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 7 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 6% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 18 | 7 | OK | OK |
| Keyword density: | 0% to 14% | 7% | OK | OK |

Keyword use in outbound link texts

Moderately Important

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

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

Your contents

| No. | Outbound Link Text | Link URL |
|-----|--------------------|---|
| 1. | [empty] | http://www.buffspec.com/childadvocates |

Advice for your outbound link texts

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Keyword use in same site link URLs

Moderately Important

Links connect one web page to another. Same site links are the links in <a href> attributes that point to other pages on the same domain. This chapter examines if search terms in same site link URLs are relevant to Google.com.

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

Your contents

| No. | Same Site Link URL | Link Text |
|-----|---|---|
| 1. | index [/index.htm] | [empty] |
| 2. | index [/index.htm] | [empty] |
| 3. | contact [/contact.htm] | [empty] |
| 4. | sitemap [/sitemap.htm] | [empty] |
| 5. | volunteer [/volunteer.htm] | [empty] |
| 6. | volunteer court [/volunteer/court.htm] | [empty] |
| 7. | volunteer friends [/volunteer/friends.htm] | [empty] |
| 8. | volunteer special [/volunteer/special.htm] | [empty] |
| 9. | volunteer ypc [/volunteer/ypc.htm] | [empty] |
| 10. | volunteer meet [/volunteer/meet.htm] | [empty] |
| 11. | about [/about.htm] | [empty] |
| 12. | volunteer [/volunteer.htm] | [empty] |
| 13. | volunteer court [/volunteer/court.htm] | court appointed |
| 14. | volunteer friends [/volunteer/friends.htm] | friends |
| 15. | volunteer ypc [/volunteer/ypc.htm] | ypc |
| 16. | volunteer special [/volunteer/special.htm] | special events |
| 17. | volunteer meet [/volunteer/meet.htm] | meet our volunteers |
| 18. | give [/give.htm] | [empty] |
| 19. | calendar [/calendar.htm] | [empty] |
| 20. | careeropps [/careeropps.htm] | [empty] |
| 21. | newsroom [/newsroom.htm] | [empty] |
| 22. | volunteer court [/volunteer/court.htm] | Court Appointed Advocate Volunteer |
| 23. | volunteer friends [/volunteer/friends.htm] | Friends of Child Advocates Volunteer |
| 24. | volunteer ypc [/volunteer/ypc.htm] | Young Professionals for Children Volunteer |
| 25. | volunteer special [/volunteer/special.htm] | Special Events Volunteer |
| 26. | Images Volunteer BackgroundCheckPacket [/Images/ Volunteer BackgroundCheckPacket.pdf] | felony, sex offender and cps background check |
| 27. | about [/about.htm] | [empty] |
| 28. | volunteer [/volunteer.htm] | [empty] |

Your contents

| No. | Same Site Link URL | Link Text |
|-----|--|-------------------|
| 29. | give [/give.htm] | [empty] |
| 30. | calendar [/calendar.htm] | [empty] |
| 31. | careerapps [/careerapps.htm] | [empty] |
| 32. | newsroom [/newsroom.htm] | [empty] |
| 33. | privacystatement [/privacystatement.htm] | Privacy Statement |
| 34. | legalnotice [/legalnotice.htm] | Legal Notice. |

Advice for your same site link URLs**Search term: "child volunteer houston"**

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 12 | 0 | You could use the search term "child" at least once but this is optional. | < |
| Keyword density: | 0% to 4% | 0% | You could increase the keyword density for the search term "child" but this is optional. | < |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 5 | 18 | Use the search term "volunteer" at most 5 times. | << |
| Keyword density: | 0% to 40% | 113% | The keyword density is too high. It should be 40% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 7 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 2% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 19 | 18 | OK | OK |
| Keyword density: | 0% to 13% | 38% | The keyword density for the keywords "child", "volunteer" or "houston" is too high. It should be 13% at maximum. Consider adding more text to lower the keyword density for these words. | << |

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com gives relevance to search terms in outbound links

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

Your contents

| No. | Outbound Link URL | Link Text |
|-----|---|-----------|
| 1. | www.buffspec child advocates [http://www.buffspec.com/ child advocates] | [empty] |

Advice for your outbound link URLs

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | all 0 | 1 | Remove the search term "child". | << |
| Keyword density: | all 0% | 33% | It seems to be better to remove the search term "child". | << |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | all 0 | 1 | Remove the keywords "child", "volunteer" or "houston". | << |
| Keyword density: | all 0% | 11% | It seems to be better to remove the keywords "child", "volunteer" or "houston". | << |

Keyword use in meta description

Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.com takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

Example: <meta name="description" content="This sentence describes the contents of your web site.">

Even if the Meta Description tag might not be important for ranking purposes, you should use the Meta Description tag to make sure that your web site is displayed with an attractive description in the search results.

Their contents

| Rank | Keyword use in meta description |
|------|--|
| 1 | [not used] |
| 2 | [not used] |
| 3 | [not used] |
| 4 | [not used] |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] |
| 6 | The Texas Adoption Resource Exchange (TARE) website contains photographs, profiles and videos on children waiting for adoption, how to become a foster care or adoptive family, parent video testimonials, successful family and youth stories, myths, barriers, joys and challenges of foster care and adoption, adoption assistance resources and national resources on adoption. |
| 7 | Volunteer Houston's `A Visit From Saint Nicholas' Celebrates Fifteen Years of Bringing Holiday Joy to Disadvantaged Children from Business Wire provided by Find Articles at BNET |
| 8 | [not used] |
| 9 | Katrina 'Angel of Mercy' Arrested, Kids Safe |
| 10 | HVLP helps low-income citizens that other programs often cannot serve, such as those who may not meet the financial criteria of other legal assistance programs or non-US citizens. This is what makes HVLP unique. HVLP's commitment to helping those in need strongly reinforces how deeply the legal profession cares about the Houston community. |

Your contents

Child Advocates, Inc. of Harris County

Advice for your meta description

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|---|
| Number of keywords: | all 0 | 0 | Although none of the other pages uses this search term, it's usually advisable to add it. | < |
| Keyword density: | all 0% | 0% | Although none of the other pages uses this search term, it's usually advisable to add it. | < |

Advice for your meta description

Search term: "child volunteer houston"

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 1 | OK | OK |
| Keyword density: | 0% to 4% | 17% | The keyword density is too high. It should be 4% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 0 | You should use the search term "volunteer" at least once. | << |
| Keyword density: | 0% to 4% | 0% | You should increase the keyword density for the search term "volunteer". | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 0 | You should use the search term "houston" at least once. | << |
| Keyword density: | 0% to 4% | 0% | You should increase the keyword density for the search term "houston". | << |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 3 | 1 | OK | OK |
| Keyword density: | 0% to 4% | 6% | The keyword density for the keywords "child", "volunteer" or "houston" is too high. It should be 4% at maximum. Consider adding more text to lower the keyword density for these words. | << |

Number of trailing slashes in URL

Moderately Important

The number of trailing slashes (/) in the URL indicates where a web page falls in a site's overall hierarchy. If the URL contains many trailing slashes, meaning it is placed in a sub-sub-directory, then the webmaster does not seem to think that the page is important in relation to the other pages.

Number of trailing slashes

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------|---|---|---|---|---|---|---|---|----|--------|
| 0 | 1 | 2 | 1 | 1 | 3 | 4 | 0 | 1 | 1 | 0 to 4 |

Advice for the number of trailing slashes in your web site URL

The URL www.childadvocates.org/volunteer.htm does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

HTML validation of web page to W3C standards

Slightly Important

Web pages are written in special languages called HTML and CSS. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

Validation results

| | Validity |
|-------|---|
| HTML: | 57 errors, not valid http://validator.w3.org/check?uri=http://www.childadvocates.org/volunteer.htm |
| CSS: | no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.childadvocates.org/volunteer.htm |

Advice regarding the validity of your web site

The HTML validation of your web page www.childadvocates.org/volunteer.htm failed. This means that Google.com might not be able to read your web page. You should fix any HTML errors.

<<

Readability level of web page

Slightly Important

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

Readability results

Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------|-----|----|----|----|----|----|----|----|----|----------|
| 28 | n/a | 30 | 39 | 38 | 54 | 39 | 62 | 63 | 49 | 30 to 63 |

Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)

| Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------|----|----|----|----|---|----|---|---|----|---------|
| 13 | 25 | 15 | 12 | 12 | 9 | 12 | 7 | 9 | 11 | 7 to 25 |

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.childadvocates.org/volunteer.htm is 28. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

<<

To improve your score, break long sentences into shorter sentences and use shorter words. In addition, make sure that you end sentences with punctuation (a period, question mark, or exclamation point). There should be one space between each word, and after any punctuation, including commas.

Keyword use in meta keywords

Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.com gives relevance to search terms in the Meta Keywords tag.

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

Their contents

| Rank | Keyword use in meta keywords |
|------|--|
| 1 | [not used] |
| 2 | [not used] |
| 3 | [not used] |
| 4 | [not used] |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] |
| 6 | Adoption, Adopt, Adopt Children , Children , Waiting Children , Abuse, Neglect, Foster Care, Foster Family, Family, Child Search, Texas Adoption, Family Network, Teens, Youth, TARE, Adoption Assistance, Subsidy, Adoption Partners, Media |
| 7 | Business Wire, , Volunteer Houston's `A Visit From Saint Nicholas' Celebrates Fifteen Years of Bringing Holiday Joy to Disadvantaged Children |
| 8 | [not used] |
| 9 | amber alert, Hurricane Katrina, rhonda tavey, kidnapping, erica Alphonse, us news, news articles, online news, us news, abnews, abc news, abcnews online, abc news online, online news |
| 10 | HVLP, Houston Volunteer Lawyers Program, legal needs, poor, legal assistance, legal help |

Your contents

Child Advocates, **volunteer**, **houston**, **children**, **child**, abuse, **child** abuse, neglect

Advice for your meta keywords

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 4 | 4 | OK | OK |
| Keyword density: | 0% to 14% | 40% | The keyword density is too high. It should be 14% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "volunteer"

Advice for your meta keywords**Search term: "child volunteer houston"**

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 1 | OK | OK |
| Keyword density: | 0% to 8% | 10% | The keyword density is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 1 | 1 | OK | OK |
| Keyword density: | 0% to 8% | 10% | The keyword density is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density. | << |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 4 | 6 | Use the keywords "child", "volunteer" or "houston" at most 4 times. | << |
| Keyword density: | 0% to 6% | 20% | The keyword density for the keywords "child", "volunteer" or "houston" is too high. It should be 6% at maximum. Consider adding more text to lower the keyword density for these words. | << |

Keyword use in the first sentence of the body text

Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Example: <body>Here goes the first sentence. This text is not the first sentence.

Their contents

| Rank | Keyword use in the first sentence of the body text |
|------|---|
| 1 | Menu |
| 2 | Menu |
| 3 | Give Your Time and Talent to a Local Charity VOLUNTEER HOUSTON Bay Area connects individuals and groups with meaningful opportunities at Bay Area non-profit organizations that need adult and youth volunteers to fulfill their mission. |
| 4 | Main Mission Legend Sponsorship Gallery Contact Supporters |
| 5 | [Web page was not analyzed. Reason: see at the top of the report.] |
| 6 | larger font [+] smaller font [-] normal font [o] skip to content [x] |
| 7 | All Bnet Articles Library Stocks Dictionary Search Advanced Search in |
| 8 | ArtBridge Houston { email } 3311 Richmond Avenue, Suite #212 Houston , Texas 77098 ph: 713-527-9850 fax: 713-527-9850 |
| 9 | U.S. |
| 10 | Welcome |

Your contents

court appointed friends ypc special events meet our **volunteers**

Advice for your first sentence of the body text

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|--|-------------|-----------|--------|--|
|--|-------------|-----------|--------|--|

Advice for your first sentence of the body text**Search term: "child volunteer houston"**

| | | | | |
|---------------------|----------|-----|--|----|
| Number of keywords: | 0 to 2 | 1 | OK | OK |
| Keyword density: | 0% to 6% | 11% | The keyword density is too high. It should be 6% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 2 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 9% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|---|----|
| Number of keywords: | 0 to 3 | 1 | OK | OK |
| Keyword density: | 0% to 3% | 4% | The keyword density for the keywords "child", "volunteer" or "houston" is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density for these words. | << |

Keyword use in HTML comments

Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.com.

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

Your contents

| No. | HTML Comment Text |
|-----|--|
| 1. | closing tag for this table is in global foote |
| 2. | BEGIN: global header bar with logo, home, contact us and sitema |
| 3. | fwtable fwsrc="/button/topnavbar1.png" fwbase="/button/topnavbarshop.gif" fwstyle="Dreamweaver" fwdocid = "742308039" fwnested="1" |
| 4. | END: global header bar with logo, home, contact us and sitema |
| 5. | BEGIN: page header with pic, page name and secondary menu ba |
| 6. | Hard-coded for each sectio |
| 7. | Hard-coded for each sectio |
| 8. | fwtable fwsrc="/button/volunteer07.png" fwbase="/button/volunteer07.gif" fwstyle="Dreamweaver" fwdocid = "742308039" fwnested="0" |
| 9. | END: page header with pic, page name and secondary menu ba |
| 10. | BEGIN: page body containe |
| 11. | Left Nav tabl |
| 12. | Main Content Are |
| 13. | END: page body containe |
| 14. | BEGIN: page foote |
| 15. | fwtable fwsrc="navbar.png" fwbase="navbar.gif" fwstyle="Dreamweaver" fwdocid = "742308039" fwnested="0" |
| 16. | close opening tabl |
| 17. | copyrigh |
| 18. | END: page foote |

Advice for your HTML comments

Search term: "child volunteer houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "child"

| | Competitors | Your Site | Advice | |
|--|-------------|-----------|--------|--|
|--|-------------|-----------|--------|--|

Advice for your HTML comments**Search term: "child volunteer houston"**

| | | | | |
|---------------------|--------|----|----|----|
| Number of keywords: | all 0 | 0 | OK | OK |
| Keyword density: | all 0% | 0% | OK | OK |

Search term: "volunteer"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|----|
| Number of keywords: | 0 to 2 | 2 | OK | OK |
| Keyword density: | 0% to 1% | 2% | The keyword density is too high. It should be 1% at maximum. Consider adding more text to lower the keyword density. | << |

Search term: "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--|---|
| Number of keywords: | 0 to 1 | 0 | You could use the search term "houston" at least once but this is optional. | < |
| Keyword density: | 0% to 1% | 0% | You could increase the keyword density for the search term "houston" but this is optional. | < |

Keywords "child", "volunteer" or "houston"

| | Competitors | Your Site | Advice | |
|---------------------|-------------|-----------|--------|----|
| Number of keywords: | 0 to 3 | 2 | OK | OK |
| Keyword density: | 0% to 1% | 1% | OK | OK |

Search engine compatibility

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

Advice

| | |
|---|----|
| Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.childadvocates.org/volunteer.htm" contains 250 words which should be enough for search engines. | OK |
| Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "houston" of your Meta Keywords tag does not seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page. | << |
| Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect. | OK |
| Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect. | OK |
| Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect. | OK |
| Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect. | OK |
| Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect. | OK |
| Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect. | OK |
| Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect. | OK |
| Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines. | OK |
| Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines. | OK |
| Your web page doesn't use frames so there won't be any problems with the search engines in this aspect. | OK |
| Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page seems to use 436 letters in a very small font size ("To ensure the safety of the children we serve and that of our volunteers, we have instituted forma..."). Consider removing as much of the tiny text as possible to prevent penalizing from some search engines. | << |
| Your web page URL "www.childadvocates.org/volunteer.htm" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect. | OK |
| Your web page URL "www.childadvocates.org/volunteer.htm" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect. | OK |
| Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider | OK |

Advice

getting your own domain name.

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.childadvocates.org/volunteer.htm on Google.com.

Advice

Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "child volunteer houston"?

How fast does your web page get new links pointing to it?

Do the web sites which link to your page belong to the same content category?

Since when do the links to your page exist?

Is the text surrounding the link to your page relevant to the search term "child volunteer houston"?

Your web page

How many important links from your other pages point to your web page?

Do the links on your web page point to high quality, topically-related pages?

How often and how many changes do you make to your web page over time? Is your content up-to-date?

How often and how many web pages do you add to your web site?

How long do your visitors spend time on your web page?

Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.com, for example Amazon or Wikipedia?

How many visitors of the search engine result pages click through to your page?

How often do search engine visitors search for your company name or web page URL on Google.com?

Negative ranking factors (you should be able to say "no" to all the following questions)

Is your content very similar or a duplicate of existing content?

Is your server often down when search engine crawlers try to access it?

Do you link to web sites that do not deserve a link?

Do you use the same title or meta tags for many web pages?

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

Do a majority of your inbound links come from low quality or spam sites?

Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

Search term: "child volunteer houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|---|---|---|---|---|---|---|---|----|-------|
| Document Title: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Body Text: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Domain: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Page URL: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| IMG ALT: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Bold Text: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Same Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Same URLs: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Outb. URLs: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Descr.: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Keyw.: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| First Sentence: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| HTML Comm.: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|----|---|----|---|----|---|----|----|----|---------|
| Document Title: | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 to 1 |
| Body Text: | 9 | 10 | 3 | 33 | 7 | 15 | 8 | 25 | 10 | 0 | 0 to 33 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 to 1 |
| Domain: | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Page URL: | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 to 1 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| IMG ALT: | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 to 1 |
| Bold Text: | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 to 3 |
| Same Texts: | 2 | 1 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 to 4 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Same URLs: | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 0 to 12 |
| Outb. URLs: | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Descr.: | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 to 1 |
| Meta Keyw.: | 4 | 0 | 0 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 0 to 4 |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|---|---|---|---|---|---|---|---|----|-------|
| First Sentence: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| HTML Comm.: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |

Search term: "volunteer"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|---|---|-----|---|----|----|----|---|----|----------|
| Document Title: | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 to 1 |
| Body Text: | 13 | 3 | 6 | 121 | 7 | 11 | 10 | 17 | 3 | 2 | 2 to 121 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 0 to 2 |
| Domain: | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 to 1 |
| Page URL: | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 to 1 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 to 2 |
| IMG ALT: | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 to 1 |
| Bold Text: | 0 | 0 | 5 | 1 | 1 | 0 | 0 | 6 | 0 | 1 | 0 to 6 |
| Same Texts: | 5 | 0 | 0 | 0 | 0 | 7 | 0 | 3 | 0 | 0 | 0 to 7 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Same URLs: | 18 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 | 0 to 5 |
| Outb. URLs: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Descr.: | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 to 1 |
| Meta Keyw.: | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 to 1 |
| First Sentence: | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 to 2 |
| HTML Comm.: | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 to 2 |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|---|---|---|---|---|---|----|---|----|---------|
| Document Title: | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 to 1 |
| Body Text: | 0 | 1 | 5 | 6 | 6 | 8 | 7 | 13 | 6 | 4 | 1 to 13 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 to 1 |
| Domain: | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 to 1 |
| Page URL: | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 to 1 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 0 | 0 to 3 |
| IMG ALT: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 to 1 |
| Bold Text: | 0 | 0 | 4 | 0 | 1 | 0 | 0 | 2 | 0 | 2 | 0 to 4 |
| Same Texts: | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 to 7 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|---|---|---|---|---|---|---|---|----|--------|
| Same URLs: | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 to 7 |
| Outb. URLs: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Descr.: | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 to 1 |
| Meta Keyw.: | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 to 1 |
| First Sentence: | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 to 2 |
| HTML Comm.: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 to 1 |

Keywords "child", "volunteer" or "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|----|----|-----|----|----|----|----|----|----|----------|
| Document Title: | 4 | 2 | 2 | 2 | 0 | 3 | 3 | 2 | 2 | 2 | 0 to 3 |
| Body Text: | 22 | 14 | 14 | 160 | 20 | 34 | 25 | 55 | 19 | 6 | 6 to 160 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 2 | 0 | 0 to 3 |
| Domain: | 1 | 2 | 2 | 2 | 2 | 0 | 0 | 1 | 0 | 0 | 0 to 2 |
| Page URL: | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 to 2 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 | 0 | 0 | 0 to 5 |
| IMG ALT: | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 to 2 |
| Bold Text: | 0 | 0 | 12 | 1 | 2 | 0 | 0 | 10 | 0 | 3 | 0 to 12 |
| Same Texts: | 7 | 1 | 0 | 0 | 0 | 18 | 0 | 3 | 0 | 0 | 0 to 18 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Same URLs: | 18 | 0 | 0 | 0 | 0 | 19 | 0 | 2 | 0 | 5 | 0 to 19 |
| Outb. URLs: | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | all 0 |
| Meta Descr.: | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 0 to 3 |
| Meta Keyw.: | 6 | 0 | 0 | 0 | 0 | 4 | 3 | 0 | 0 | 2 | 0 to 4 |
| First Sentence: | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 to 3 |
| HTML Comm.: | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 to 3 |

Table: Keyword density

Search term: "child volunteer houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|--------|
| Document Title: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Body Text: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| H1 Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Domain: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Page URL: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| H2-H6 Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| IMG ALT: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Bold Text: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Same Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Outb. Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Same URLs: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Outb. URLs: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Descr.: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Keyw.: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| First Sentence: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| HTML Comm.: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|----|----|----|-----|----|-----|----|----|-----------|
| Document Title: | 15% | 0% | 0% | 0% | 0% | 13% | 4% | 14% | 0% | 0% | 0% to 14% |
| Body Text: | 4% | 2% | 1% | 1% | 3% | 2% | 1% | 2% | 1% | 0% | 0% to 3% |
| H1 Texts: | 0% | 0% | 0% | 0% | 0% | 25% | 6% | 0% | 0% | 0% | 0% to 25% |
| Domain: | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Page URL: | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 0% | 0% | 0% | 0% to 8% |
| H2-H6 Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| IMG ALT: | 0% | 0% | 0% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 0% to 6% |
| Bold Text: | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% to 1% |
| Same Texts: | 6% | 11% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% to 11% |
| Outb. Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Same URLs: | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 0% | 0% | 0% to 4% |
| Outb. URLs: | 33% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Descr.: | 17% | 0% | 0% | 0% | 0% | 2% | 4% | 0% | 0% | 0% | 0% to 4% |
| Meta Keyw.: | 40% | 0% | 0% | 0% | 0% | 14% | 5% | 0% | 0% | 0% | 0% to 14% |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|--------|
| First Sentence: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| HTML Comm.: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |

Search term: "volunteer"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|------|------|------|------|-----|----|------|-----|-----|------------|
| Document Title: | 15% | 50% | 50% | 25% | 0% | 13% | 4% | 0% | 13% | 20% | 0% to 50% |
| Body Text: | 5% | 0% | 2% | 3% | 3% | 2% | 1% | 1% | 0% | 1% | 0% to 3% |
| H1 Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 25% | 17% | 0% | 0% to 25% |
| Domain: | 0% | 100% | 100% | 100% | 100% | 0% | 0% | 0% | 0% | 0% | 0% to 100% |
| Page URL: | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% to 100% |
| H2-H6 Texts: | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 3% | 0% | 0% | 0% to 5% |
| IMG ALT: | 25% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 0% to 6% |
| Bold Text: | 0% | 0% | 1% | 25% | 4% | 0% | 0% | 3% | 0% | 2% | 0% to 25% |
| Same Texts: | 15% | 0% | 0% | 0% | 0% | 6% | 0% | 43% | 0% | 0% | 0% to 43% |
| Outb. Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Same URLs: | 113% | 0% | 0% | 0% | 0% | 0% | 0% | 40% | 0% | 26% | 0% to 40% |
| Outb. URLs: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Descr.: | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 0% | 0% to 4% |
| Meta Keyw.: | 10% | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 0% | 8% | 0% to 8% |
| First Sentence: | 11% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 0% | 0% | 0% to 6% |
| HTML Comm.: | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% to 1% |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|------|------|------|------|-----|----|------|-----|-----|------------|
| Document Title: | 0% | 50% | 50% | 25% | 0% | 13% | 4% | 14% | 13% | 20% | 0% to 50% |
| Body Text: | 0% | 0% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 2% | 0% to 2% |
| H1 Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 0% | 17% | 0% | 0% to 17% |
| Domain: | 0% | 100% | 100% | 100% | 100% | 0% | 0% | 100% | 0% | 0% | 0% to 100% |
| Page URL: | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 0% | 0% | 0% | 0% to 8% |
| H2-H6 Texts: | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 5% | 0% | 0% | 0% to 5% |
| IMG ALT: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 50% | 0% | 6% | 0% to 50% |
| Bold Text: | 0% | 0% | 1% | 0% | 4% | 0% | 0% | 1% | 0% | 3% | 0% to 4% |
| Same Texts: | 0% | 0% | 0% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 0% to 6% |
| Outb. Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----------|
| Same URLs: | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% to 2% |
| Outb. URLs: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Descr.: | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 2% | 0% to 4% |
| Meta Keyw.: | 10% | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 0% | 8% | 0% to 8% |
| First Sentence: | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 9% | 0% | 0% | 0% to 9% |
| HTML Comm.: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% to 1% |

Keywords "child", "volunteer" or "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----------|
| Document Title: | 10% | 33% | 33% | 17% | 0% | 13% | 4% | 10% | 8% | 13% | 0% to 33% |
| Body Text: | 3% | 1% | 1% | 1% | 3% | 2% | 1% | 2% | 1% | 1% | 1% to 3% |
| H1 Texts: | 0% | 0% | 0% | 0% | 0% | 8% | 6% | 8% | 11% | 0% | 0% to 11% |
| Domain: | 33% | 67% | 67% | 67% | 67% | 0% | 0% | 33% | 0% | 0% | 0% to 67% |
| Page URL: | 33% | 0% | 0% | 0% | 0% | 6% | 0% | 33% | 0% | 0% | 0% to 33% |
| H2-H6 Texts: | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 3% | 0% | 0% | 0% to 3% |
| IMG ALT: | 8% | 0% | 0% | 0% | 0% | 2% | 0% | 17% | 0% | 4% | 0% to 17% |
| Bold Text: | 0% | 0% | 1% | 8% | 3% | 0% | 0% | 2% | 0% | 2% | 0% to 8% |
| Same Texts: | 7% | 4% | 0% | 0% | 0% | 5% | 0% | 14% | 0% | 0% | 0% to 14% |
| Outb. Texts: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Same URLs: | 38% | 0% | 0% | 0% | 0% | 2% | 0% | 13% | 0% | 9% | 0% to 13% |
| Outb. URLs: | 11% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | all 0% |
| Meta Descr.: | 6% | 0% | 0% | 0% | 0% | 1% | 4% | 0% | 0% | 1% | 0% to 4% |
| Meta Keyw.: | 20% | 0% | 0% | 0% | 0% | 5% | 5% | 0% | 0% | 6% | 0% to 6% |
| First Sentence: | 4% | 0% | 0% | 3% | 0% | 0% | 0% | 3% | 0% | 0% | 0% to 3% |
| HTML Comm.: | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% to 1% |

Table: Keyword position

Search term: "child volunteer houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Document Title: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Body Text: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| H1 Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Domain: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Page URL: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| H2-H6 Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| IMG ALT: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Bold Text: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Same Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Outb. Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Same URLs: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Outb. URLs: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Meta Descr.: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Meta Keyw.: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| First Sentence: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| HTML Comm.: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-------|-----|-----|-----|-----|-----|-----|--------------|
| Document Title: | 13 | n/a | n/a | n/a | n/a | 17 | 117 | 49 | n/a | n/a | n/a to 117 |
| Body Text: | 359 | 279 | 236 | 1,118 | 136 | 154 | 574 | 282 | 629 | n/a | n/a to 1,118 |
| H1 Texts: | n/a | n/a | n/a | n/a | n/a | 17 | 117 | n/a | n/a | n/a | n/a to 117 |
| Domain: | 1 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Page URL: | n/a | n/a | n/a | n/a | n/a | 59 | n/a | n/a | n/a | n/a | n/a to 59 |
| H2-H6 Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| IMG ALT: | n/a | n/a | n/a | n/a | n/a | 51 | n/a | n/a | n/a | n/a | n/a to 51 |
| Bold Text: | n/a | n/a | 151 | n/a | n/a | n/a | n/a | 255 | n/a | n/a | n/a to 255 |
| Same Texts: | 109 | 75 | n/a | n/a | n/a | 135 | n/a | n/a | n/a | n/a | n/a to 135 |
| Outb. Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Same URLs: | n/a | n/a | n/a | n/a | n/a | 373 | n/a | n/a | n/a | n/a | n/a to 373 |
| Outb. URLs: | 14 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Meta Descr.: | 1 | n/a | n/a | n/a | n/a | 98 | 117 | n/a | n/a | n/a | n/a to 117 |
| Meta Keyw.: | 1 | n/a | n/a | n/a | n/a | 24 | 134 | n/a | n/a | n/a | n/a to 134 |

Search term: "child"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| First Sentence: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| HTML Comm.: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Search term: "volunteer"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| Document Title: | 1 | 1 | 1 | 1 | n/a | 33 | 1 | n/a | 17 | 16 | n/a to 33 |
| Body Text: | 55 | 65 | 65 | 46 | 329 | 959 | 458 | 124 | 413 | 716 | 46 to 959 |
| H1 Texts: | n/a | n/a | n/a | n/a | n/a | n/a | 1 | 1 | 17 | n/a | n/a to 17 |
| Domain: | n/a | 1 | 1 | 1 | 1 | n/a | n/a | n/a | n/a | n/a | n/a to 1 |
| Page URL: | 1 | n/a | n/a | n/a | n/a | n/a | n/a | 1 | n/a | n/a | n/a to 1 |
| H2-H6 Texts: | n/a | n/a | n/a | n/a | n/a | 14 | n/a | 177 | n/a | n/a | n/a to 177 |
| IMG ALT: | 27 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 8 | n/a to 8 |
| Bold Text: | n/a | n/a | 751 | 16 | 152 | n/a | n/a | 329 | n/a | 254 | n/a to 751 |
| Same Texts: | 53 | n/a | n/a | n/a | n/a | 852 | n/a | 1 | n/a | n/a | n/a to 852 |
| Outb. Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Same URLs: | 25 | n/a | n/a | n/a | n/a | n/a | n/a | 11 | n/a | 28 | n/a to 28 |
| Outb. URLs: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Meta Descr.: | n/a | n/a | n/a | n/a | n/a | n/a | 1 | n/a | n/a | n/a | n/a to 1 |
| Meta Keyw.: | 18 | n/a | n/a | n/a | n/a | n/a | 18 | n/a | n/a | 15 | n/a to 18 |
| First Sentence: | 53 | n/a | n/a | 46 | n/a | n/a | n/a | n/a | n/a | n/a | n/a to 46 |
| HTML Comm.: | 435 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 340 | n/a to 340 |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-------|-----|-----|-----|-----|-----|-----|-----|--------------|
| Document Title: | n/a | 11 | 11 | 11 | n/a | 25 | 11 | 11 | 39 | 8 | n/a to 39 |
| Body Text: | n/a | 75 | 75 | 56 | 560 | 951 | 468 | 12 | 435 | 453 | 12 to 951 |
| H1 Texts: | n/a | n/a | n/a | n/a | n/a | n/a | 11 | n/a | 39 | n/a | n/a to 39 |
| Domain: | n/a | 10 | 10 | 10 | 10 | n/a | n/a | 10 | n/a | n/a | n/a to 10 |
| Page URL: | n/a | n/a | n/a | n/a | n/a | 65 | n/a | n/a | n/a | n/a | n/a to 65 |
| H2-H6 Texts: | n/a | n/a | n/a | n/a | n/a | 6 | n/a | 16 | n/a | n/a | n/a to 16 |
| IMG ALT: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 11 | n/a | 128 | n/a to 128 |
| Bold Text: | n/a | n/a | 2,183 | n/a | 161 | n/a | n/a | 11 | n/a | 165 | n/a to 2,183 |
| Same Texts: | n/a | n/a | n/a | n/a | n/a | 832 | n/a | n/a | n/a | n/a | n/a to 832 |
| Outb. Texts: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

Search term: "houston"

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-----|-----|-------|-----|-----|-----|-----|--------------|
| Same URLs: | n/a | n/a | n/a | n/a | n/a | 2,643 | n/a | n/a | n/a | n/a | n/a to 2,643 |
| Outb. URLs: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Meta Descr.: | n/a | n/a | n/a | n/a | n/a | n/a | 11 | n/a | n/a | 324 | n/a to 324 |
| Meta Keyw.: | 29 | n/a | n/a | n/a | n/a | n/a | 28 | n/a | n/a | 7 | n/a to 28 |
| First Sentence: | n/a | n/a | n/a | 56 | n/a | n/a | n/a | 11 | n/a | n/a | n/a to 56 |
| HTML Comm.: | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 153 | n/a to 153 |

Table: Number of words

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-----|-----|-------|-----|-----|-------|-------|-----|-----|--------------|
| Document Title: | 13 | 2 | 2 | 4 | 3 | 8 | 25 | 7 | 8 | 5 | 2 to 25 |
| Body Text: | 237 | 680 | 392 | 3,716 | 244 | 710 | 973 | 1,184 | 954 | 235 | 235 to 3,716 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 4 | 17 | 7 | 6 | 0 | 0 to 17 |
| Domain: | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 1 to 3 |
| Page URL: | 1 | 10 | 3 | 2 | 2 | 12 | 10 | 1 | 6 | 3 | 1 to 12 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 1 | 28 | 102 | 75 | 61 | 0 | 0 to 102 |
| IMG ALT: | 11 | 9 | 8 | 0 | 0 | 30 | 18 | 2 | 26 | 26 | 0 to 30 |
| Bold Text: | 0 | 29 | 372 | 4 | 26 | 0 | 13 | 189 | 9 | 62 | 0 to 372 |
| Same Texts: | 37 | 12 | 9 | 5 | 7 | 198 | 207 | 14 | 268 | 12 | 5 to 268 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 144 | 2 | 12 | 0 | 0 to 144 |
| Same URLs: | 49 | 19 | 11 | 0 | 7 | 409 | 238 | 18 | 409 | 34 | 0 to 409 |
| Outb. URLs: | 3 | 2 | 2 | 0 | 0 | 0 | 1,184 | 2 | 20 | 0 | 0 to 1,184 |
| Meta Descr.: | 6 | 0 | 0 | 0 | 0 | 52 | 26 | 0 | 7 | 55 | 0 to 55 |
| Meta Keyw.: | 10 | 0 | 0 | 0 | 0 | 29 | 19 | 0 | 27 | 12 | 0 to 29 |
| First Sentence: | 9 | 1 | 1 | 36 | 7 | 14 | 10 | 22 | 1 | 1 | 1 to 36 |
| HTML Comm.: | 111 | 48 | 28 | 0 | 0 | 64 | 304 | 0 | 162 | 193 | 0 to 304 |

Table: Number of characters

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|-----------------|-----------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-----------------|
| Document Title: | 91 | 17 | 17 | 28 | 10 | 62 | 164 | 56 | 56 | 40 | 10 to 164 |
| Body Text: | 1,543 | 4,567 | 2,489 | 23,785 | 1,607 | 4,349 | 6,212 | 7,234 | 5,453 | 1,415 | 1,415 to 23,785 |
| H1 Texts: | 0 | 0 | 0 | 0 | 0 | 21 | 124 | 60 | 45 | 0 | 0 to 124 |
| Domain: | 14 | 16 | 16 | 16 | 16 | 13 | 12 | 16 | 10 | 5 | 5 to 16 |
| Page URL: | 9 | 110 | 21 | 13 | 11 | 75 | 45 | 9 | 26 | 25 | 9 to 110 |
| H2-H6 Texts: | 0 | 0 | 0 | 0 | 4 | 190 | 622 | 439 | 339 | 0 | 0 to 622 |
| IMG ALT: | 62 | 44 | 40 | 0 | 0 | 109 | 118 | 17 | 116 | 144 | 0 to 144 |
| Bold Text: | 0 | 184 | 2,354 | 38 | 173 | 0 | 69 | 1,143 | 47 | 374 | 0 to 2,354 |
| Same Texts: | 276 | 82 | 56 | 15 | 52 | 1,222 | 1,315 | 98 | 1,613 | 55 | 15 to 1,613 |
| Outb. Texts: | 0 | 0 | 0 | 0 | 0 | 0 | 902 | 18 | 59 | 0 | 0 to 902 |
| Same URLs: | 399 | 162 | 91 | 0 | 51 | 2,735 | 1,089 | 120 | 2,598 | 265 | 0 to 2,735 |
| Outb. URLs: | 27 | 18 | 18 | 0 | 0 | 0 | 5,814 | 16 | 148 | 0 | 0 to 5,814 |
| Meta Descr.: | 38 | 0 | 0 | 0 | 0 | 371 | 177 | 0 | 44 | 341 | 0 to 371 |
| Meta Keyw.: | 81 | 0 | 0 | 0 | 0 | 233 | 141 | 0 | 182 | 88 | 0 to 233 |
| First Sentence: | 62 | 4 | 4 | 233 | 58 | 68 | 69 | 118 | 4 | 7 | 4 to 233 |
| HTML Comm.: | 836 | 315 | 171 | 0 | 0 | 865 | 4,742 | 0 | 1,154 | 1,439 | 0 to 4,742 |

Table: Ranking factors digest

This chapter shows some of the search engine ranking factors in tabular form. Some of the values may have been abbreviated by using "k" which means that the value must be multiplied by 1000. ("n/a" means "data not available".)

Digest

| | Your Site | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | Range |
|--|-----------|---|---|---|---|---|---|---|---|----|-------|
|--|-----------|---|---|---|---|---|---|---|---|----|-------|

Number of inbound links according to these search engines (the more the better)

| | | | | | | | | | | | |
|------------------------------|----|----|----|---|---|-----|-----|----|-----|-----|----------|
| Alexa: | 41 | 48 | 48 | 8 | 8 | 341 | 23k | 9 | 39k | 27 | 8 to 39k |
| AllTheWeb (preset settings): | 71 | 0 | 1 | 2 | 4 | 1 | 0 | 10 | 13 | 51 | 0 to 51 |
| Google.com: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 22 | 0 to 22 |
| Yahoo.com: | 72 | 0 | 1 | 2 | 5 | 1 | 0 | 10 | 10 | 140 | 0 to 140 |

Links from social networks (the more the better)

| | | | | | | | | | | | |
|--------------|---|----|----|---|---|----|----|---|-----|---|----------|
| Del.icio.us: | 4 | 22 | 22 | 1 | 1 | 19 | 4k | 1 | 2k | 0 | 0 to 4k |
| Digg: | 0 | 0 | 0 | 1 | 1 | 73 | 91 | 0 | 24k | 0 | 0 to 24k |

Other ranking factors results (the older or the lower the better)

| | | | | | | | | | | | |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------|
| Web Site Age: | Feb 1996 | Sep 1997 | Sep 1997 | Jan 2008 | Dec 2007 | Feb 2003 | Feb 2000 | Aug 2007 | Apr 1995 | Dec 1999 | Apr 1995 to Jan 2008 |
| Server Speed: | n/a | n/a | n/a | n/a | n/a | 1.26s | 4.08s | n/a | 10.55s | n/a | 1.26s to 10.55s |
| Alexa Traffic Rank: | 3,530k | 3,863k | 3,863k | n/a | n/a | 2k | 2k | n/a | 433 | 4,151k | 433 to 4,151k |