

Understanding What Web Text Analyzer Does

The hardest part of managing a website is to get your pages ranked for keywords that people find in Google. Forget about pages 2 onwards in Google, if you are not in the first 10 results on page 1 then that keyword is going to get very few clicks. In general, people do not look further than the first few results.

It does not matter how many 'site audits' and 'link building' campaigns you have done, if you are not presenting the correctly optimised text containing your keyword for that page to Google then it is unlikely the page will rank well for that keyword.

Let's have a look at Google's own guidelines for creating a Google-friendly site – (You can see the full document here -

<https://support.google.com/webmasters/answer/40349?hl=en>)

Quotes: -

- **Give visitors the information they're looking for**
 - Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful information, their content will attract many visitors and entice webmasters to link to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic. **Think about the words users would type to find your pages and include those words on your site.**
- **Make your site easily accessible**
 - **Use a text browser**, such as Lynx, to examine your site. **Most spiders see your site much as Lynx would.** If features such as JavaScript, cookies, session IDs, frames, DHTML, or Macromedia Flash keep you from seeing your entire site in a text browser, then spiders may have trouble crawling it.
- **Things to avoid**
 - Don't fill your page with **lists of keywords**, attempt to "cloak" pages, or put up "crawler only" pages. If your site contains pages, links, or text that you don't intend visitors to see,

Google considers those links and pages deceptive and may ignore your site.

- **and....**
- Don't use images to display important names, content, or links. Our crawler doesn't recognize text contained in graphics. **Use ALT attributes** if the main content and keywords on your page can't be formatted in regular HTML.

So Google is telling us that they only see the web page as text.

What does that mean? Well when we look at a web page on our computer or phone then we see the page laid out the way the designers want us to see it.

Look at **FIGURE 1** below which is a big name brand in the UK. The left hand image is a snapshot of what we see on the home page on our screens.

The right hand image is a snapshot of what Google will see. This is only a section of the page showing the top menus displayed as text. This is how you would see the page if you looked at it with the Lynx browser.

The right hand image shows a huge amount of text on the page which Google will use to try to understand what the page is about.

If I analyse ALL of the text on that page counting the occurrences of the words, the most significant word is 'Gifts'. If I now put the term 'Gifts' into Google.co.uk then this is the first site in the results.

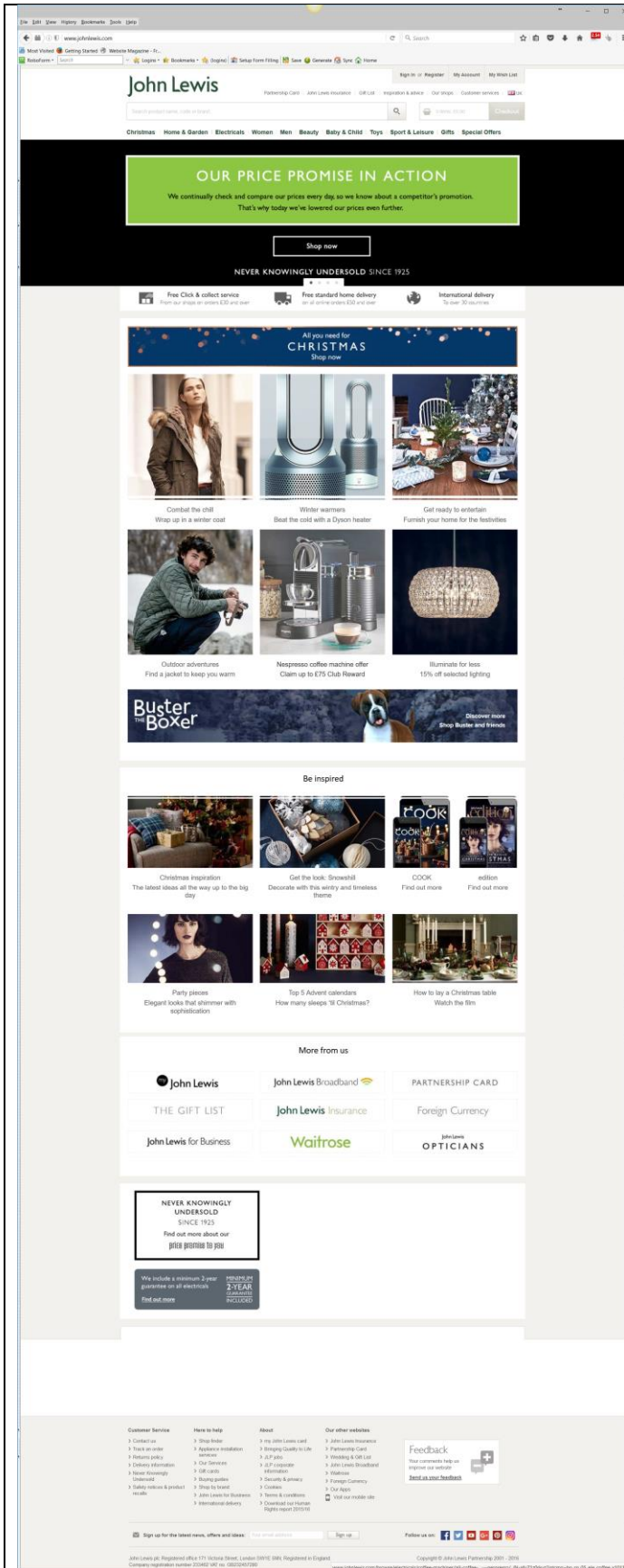


FIGURE 1 – The left image shows the web page as we see it in a browser. The right image shows the page as Google would see it.

Now obviously to get the right balance for the word 'Gifts', this web site had to take into account the huge amount of text in the menus. It would not be enough to just add the word to the Title tag and a heading. As Google's guidelines state the page must use 'words users would type to find your pages'. But if those words are 'drowned out' by other words on the page how will Google know what the page is about?

This is no different from writing a good article or story around a subject. The author will keep returning to the main subject of the story to remind the reader what it is about.

So as an example, if you are trying to rank a web page for the keyword 'red balloons' and there is a dominant amount of text in the header, footer and menus of the page talking about helium gas, then the chances are you will struggle to get good rankings for 'red balloons'.

Web Text Analyzer shows any web page as text. It will highlight the keyword you are trying to rank for, tell you if it is in (and the number of occurrence) the Page Title, Page Meta Description, Page H1, H2 and H3 tags and Page Text. It shows Single, Double and Triple word phrases on the page in descending order matched against your keyword plus many more details of the page such as image tags and link text.

Using this information, a page can be adjusted to focus on the keyword you want it to rank for.

Web Text Analyzer is the ONLY tool you will ever need to help you write and adjust your page text to rank your web pages for your chosen keywords.