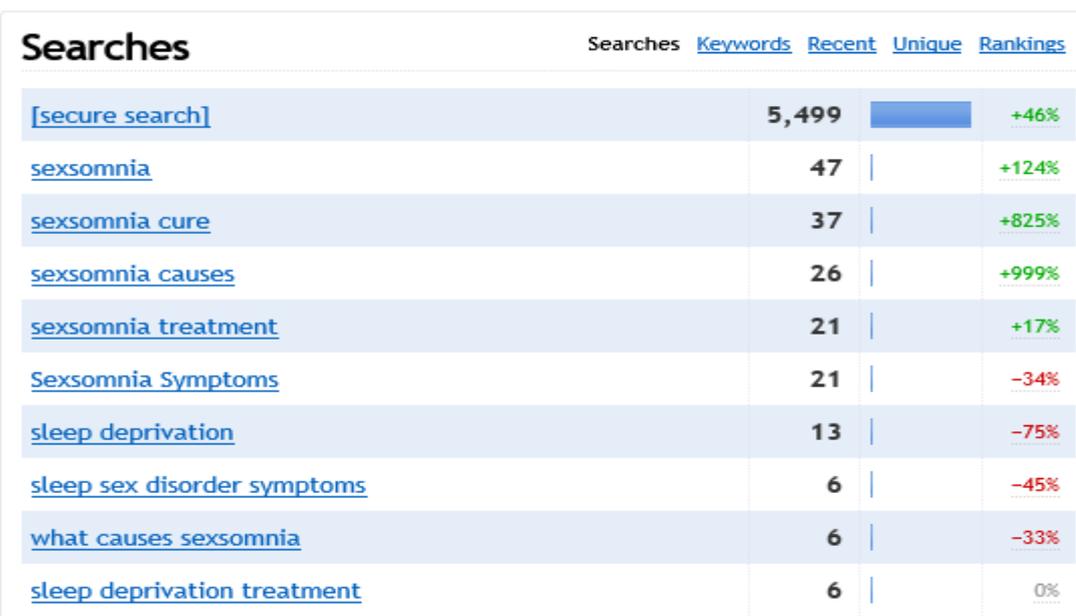


How to use Web Text Analyzer to look at the text of a home page

This tutorial will look at analyzing the text on a page. We will use a real website - <http://sleep-deprivation.com/> . This site receives around 100 unique visits a day and is well established. There have been no changes to the site for at least 2 years.



The top keywords bringing traffic to the site over the last 90 days are –



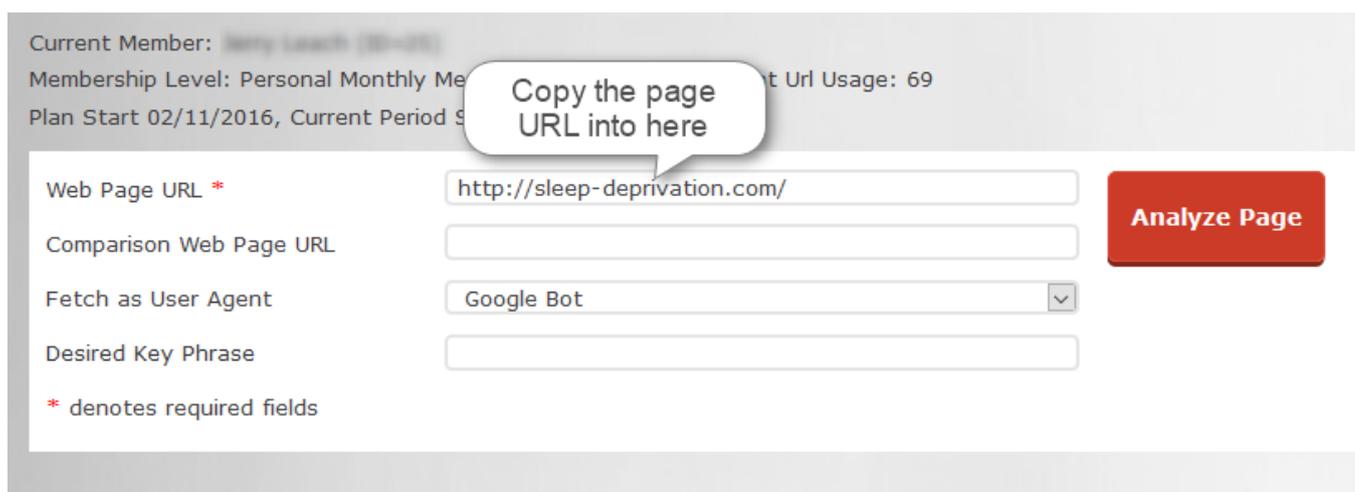
Searches	Keywords	Recent	Unique	Rankings
[secure search]	5,499			+46%
sexsomnia	47			+124%
sexsomnia cure	37			+825%
sexsomnia causes	26			+999%
sexsomnia treatment	21			+17%
Sexsomnia Symptoms	21			-34%
sleep deprivation	13			-75%
sleep sex disorder symptoms	6			-45%
what causes sexsomnia	6			-33%
sleep deprivation treatment	6			0%

The focus keyword for the home page currently is 'sleep deprivation'.

Keyword rankings on Google.com as at 17th November 2016 show that 'sleep deprivation' is on page 2 (position 11) and some of the best performing keywords are around a subset of Sleep Deprivation (sexsomnia).

	Keyword	Google Rank	Ranking page(s)
1	sexsomnia causes	1	http://sleep-deprivation.com/sleep-disorder-symptoms/sleep-sex-se
2	sexsomnia symptoms	1	http://sleep-deprivation.com/sleep-disorder-symptoms/sleep-sex-se
3	sleep-deprivation.com	1	http://sleep-deprivation.com/
4	sexsomnia treatment	2	http://sleep-deprivation.com/sleep-disorder-symptoms/sleep-sex-se
5	sexsomnia cure	3	http://sleep-deprivation.com/sleep-disorder-symptoms/sleep-sex-se
6	sleep deprivation treatment	7	http://sleep-deprivation.com/sleep-deprivation-treatment/
7	home sleep deprivation	10	http://sleep-deprivation.com/sleep-deprivation-treatment/
8	sleep deprivation	11	http://sleep-deprivation.com/
9	sexsomnia	14	http://sleep-deprivation.com/sleep-disorder-symptoms/sleep-sex-se
10	sleep disorder causes	33	http://sleep-deprivation.com/
11	sleeping disorders	38	http://sleep-deprivation.com/

Let's now use the Web Text Analyzer (WTA) tool to analyze the words on the home page. Enter the URL into WTA and click 'Analyze'.



The screenshot shows the Web Text Analyzer interface. At the top, it displays user information: 'Current Member: Jerry Leach (30-00)', 'Membership Level: Personal Monthly Membership', and 'Current Period Start: 02/11/2016'. A callout bubble points to the 'Web Page URL' field with the text 'Copy the page URL into here'. The 'Web Page URL' field contains 'http://sleep-deprivation.com/'. Other fields include 'Comparison Web Page URL' (empty), 'Fetch as User Agent' (set to 'Google Bot'), and 'Desired Key Phrase' (empty). A red 'Analyze Page' button is on the right. A note at the bottom left states '* denotes required fields'.

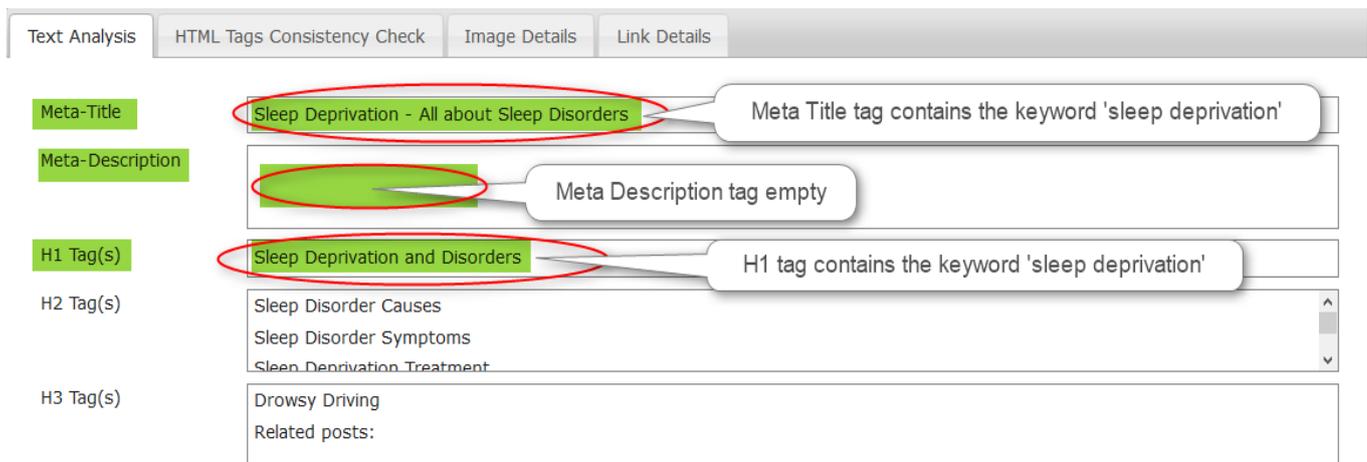
At this stage we just want to have a look at the text on the page. The default 'Bot' is Google Bot.

Running Analyze brings up the results sections. Let's now look at each of these in turn.

Text Analysis

This is in 4 sections; the first section displays the 'meta tags' which are essential for helping search engines in understanding what the keyword for the page is. Meta Title, Meta Description and H1 Tag(s) should never be empty and should contain the keyword for the page. The H2 and H3 tags are less important but can be used to re-inforce a keyword.

So for the sleep-deprivation site, we have -



The screenshot shows the 'Text Analysis' tab of the Web Text Analyzer. The results are as follows:

Category	Content	Feedback
Meta-Title	Sleep Deprivation - All about Sleep Disorders	Meta Title tag contains the keyword 'sleep deprivation'
Meta-Description		Meta Description tag empty
H1 Tag(s)	Sleep Deprivation and Disorders	H1 tag contains the keyword 'sleep deprivation'
H2 Tag(s)	Sleep Disorder Causes Sleep Disorder Symptoms Sleep Deprivation Treatment	
H3 Tag(s)	Drowsy Driving Related posts:	

Straight away I can see there is no Meta Description so Google will try to pick some relevant text on the page to make one. This will probably create a poor message for attracting click-through's. When writing this text, it should contain the keywords 'Sleep Deprivation' and the message should make people want to click on the link.

I would also change the hyphen in the Meta Title after 'Sleep Deprivation' to a pipe '|' which clarifies this term sits on its own -

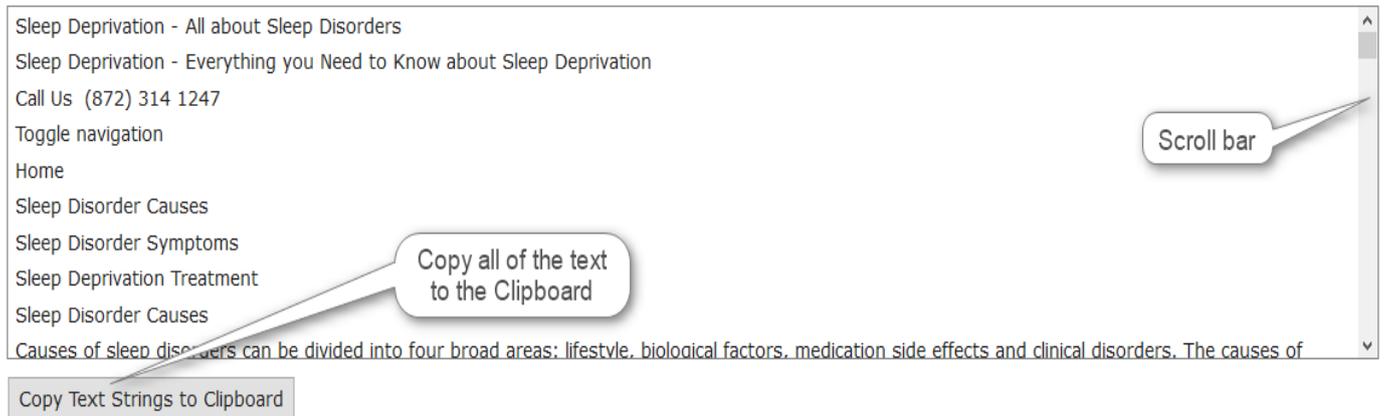
'Sleep Deprivation | All about Sleep Disorders'.

The H1 tag is good for the term 'Sleep Deprivation'.

Web Page Text Strings

This section (scrollable) shows ALL of the text on the page. This includes all the text in the header and footer of the page plus all the menu text. It is displayed as a list starting from the very top of the web page. This makes it very easy to find issues such as spelling and grammar and duplicate lines of text and text that is not displayed on the web page but is visible to the search engines.

Web Page Text Strings



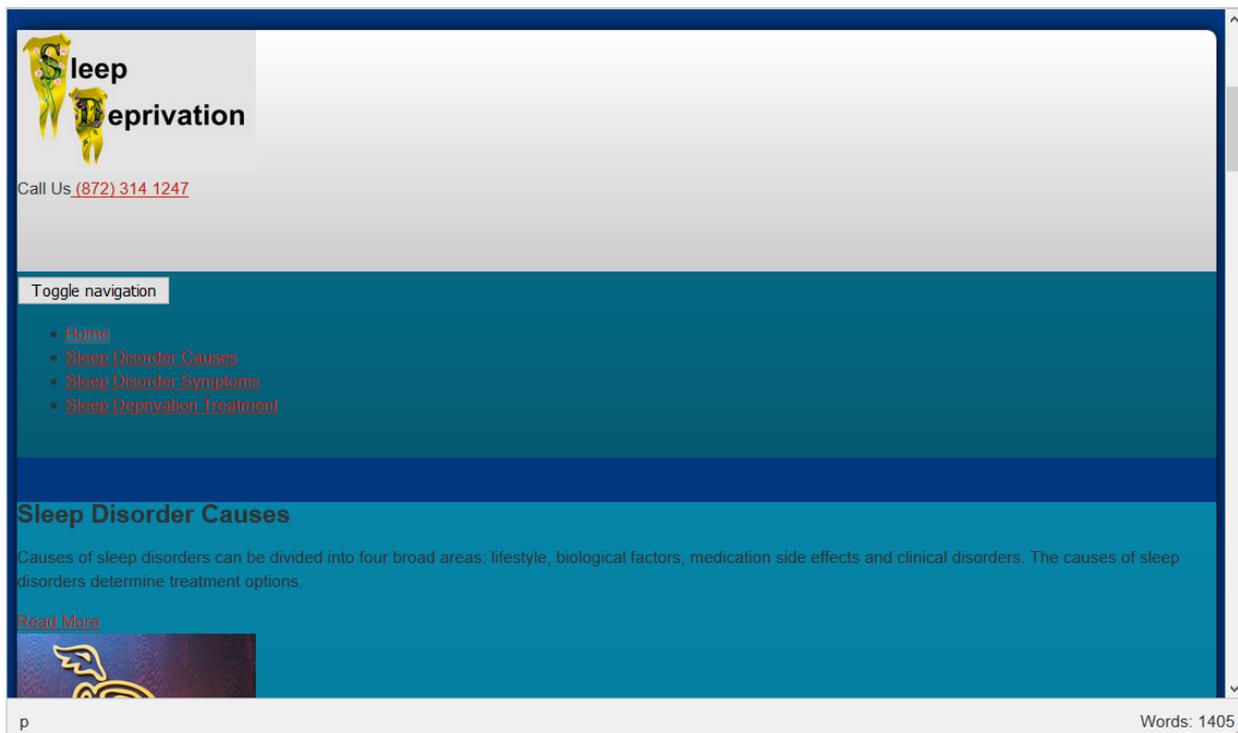
Sleep Deprivation - All about Sleep Disorders
Sleep Deprivation - Everything you Need to Know about Sleep Deprivation
Call Us (872) 314 1247
Toggle navigation
Home
Sleep Disorder Causes
Sleep Disorder Symptoms
Sleep Deprivation Treatment
Sleep Disorder Causes
Causes of sleep disorders can be divided into four broad areas: lifestyle, biological factors, medication side effects and clinical disorders. The causes of

Copy Text Strings to Clipboard

Page Display

The page displayed as an HTML page.

Page Display



Sleep Deprivation
Call Us (872) 314 1247
Toggle navigation
• Home
• Sleep Disorder Causes
• Sleep Disorder Symptoms
• Sleep Deprivation Treatment
Sleep Disorder Causes
Causes of sleep disorders can be divided into four broad areas: lifestyle, biological factors, medication side effects and clinical disorders. The causes of sleep disorders determine treatment options.
Read More
p Words: 1405

Total Text Words

These tables show a breakdown of every single word, two word and three word phrases on the page listed by the number found in descending order. There is also a total word count for the page. There is an option to exclude 'stop words' such as 'a', 'the', 'and' etc. which is turned on by default. These words would normally be ignored by search engines.

Total Text Words

780

Single Words

Exclude Stop Words

Word/Phrase	Count	% of Total
sleep	61	8
disorders	27	3
disorder	13	2
sleeping	10	1
treatment	10	1
deprivation	9	1
health	8	1
people	8	1
insomnia	8	1
asleep	7	1
http	6	1
retrieved	6	1
august	6	1
apnea	6	1
2010	6	1

Double Word Phrases

Word/Phrase	Count	% of Total
sleep disorders	20	3
sleep deprivation	9	1
of sleep	8	1
sleep disorder	7	1
2010 from	6	1
sleep apnea	6	1
retrieved august	6	1
disorders treatment	6	1
about sleep	6	1
sleeping disorders	5	1
sleeping disorder	5	1
from http	5	1
august 13	4	1
13 2010	4	1
falling asleep	4	1

Triple Word Phrases

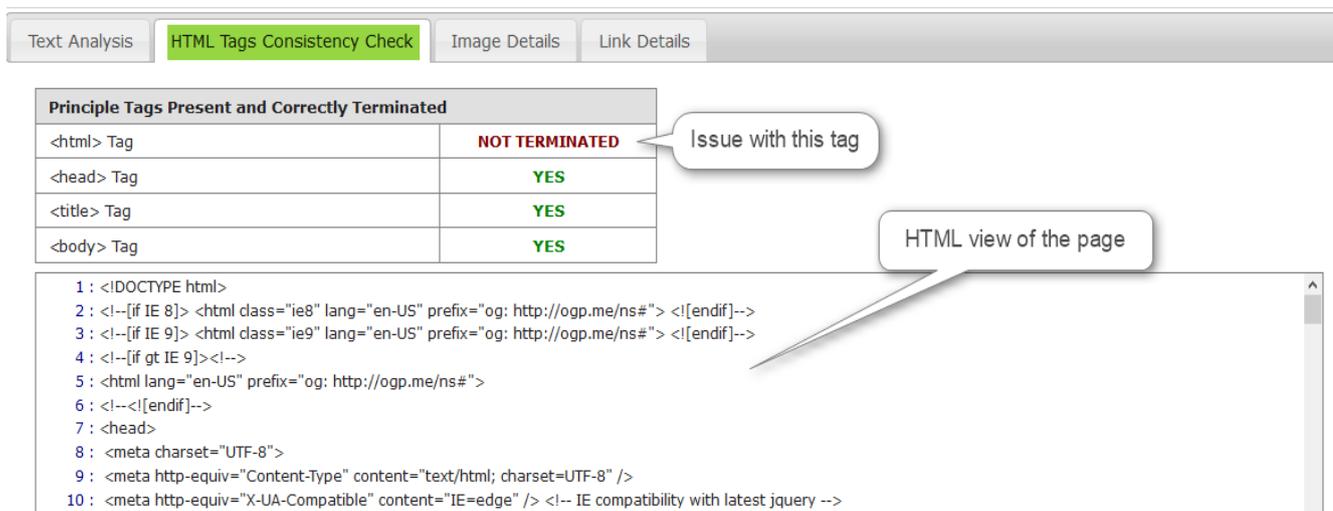
Word/Phrase	Count	% of Total
sleep disorders treatment	6	1
about sleep disorders	5	1
2010 from http	5	1
13 2010 from	4	1
august 13 2010	4	1
retrieved august 13	4	1
disease control and	3	0
for disease control	3	0
sleep disorders retrieved	3	0
control and prevention	3	0
disorders retrieved august	3	0
centers for disease	3	0
a sleeping disorder	3	0
and prevention (2010)	3	0
too early or	2	0

This shows that both the Single word and the Double Word phrases for this page are dominated by the terms 'sleep', 'disorders' and 'sleep disorders'. The keyword term for the page 'sleep deprivation' has less than half the number of occurrences.

HTML Tags Consistency Check

This displays the full page in a scrollable window as HTML. The main tags are checked to ensure if they are opened the equivalent tag is closed. We will be adding more tag checks to this shortly such as checking `<div>` tags.

The figure below shows there is a big problem on the sleep-deprivation page for the `<html>` tag which is not being closed.



The screenshot shows the 'HTML Tags Consistency Check' tab selected. A table titled 'Principle Tags Present and Correctly Terminated' lists the following:

Tag	Status
<code><html></code> Tag	NOT TERMINATED
<code><head></code> Tag	YES
<code><title></code> Tag	YES
<code><body></code> Tag	YES

A callout bubble points to the 'NOT TERMINATED' status for the `<html>` tag, stating 'Issue with this tag'. Below the table is a scrollable window showing the HTML source code. A callout bubble points to the window, stating 'HTML view of the page'. The visible code includes:

```
1: <!DOCTYPE html>
2: <!--[if IE 8]> <html class="ie8" lang="en-US" prefix="og: http://ogp.me/ns#" >![endif]-->
3: <!--[if IE 9]> <html class="ie9" lang="en-US" prefix="og: http://ogp.me/ns#" >![endif]-->
4: <!--[if gt IE 9]><!-->
5: <html lang="en-US" prefix="og: http://ogp.me/ns#">
6: <!--<![endif]-->
7: <head>
8: <meta charset="UTF-8">
9: <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
10: <meta http-equiv="X-UA-Compatible" content="IE=edge" /> <!-- IE compatibility with latest jquery -->
```

Scrolling to the bottom of the code displayed shows there is no `</html>` tag –



The screenshot shows the bottom of the HTML source code. A callout bubble points to the end of the code, stating 'No closing HTML tag (`</html>`)'. The visible code includes:

```
814: </script>
815:
816:
817:
818:
819:
820: <style>.form-control{width:auto;
821: </body> <!--[if lt IE 9] mobile detection -->
```

This is a simple fix.

The `<div>` tags check which we will add shortly is important for text; non-closure of a `div` can cause the text to be ignored.

Image Details

This displays all of the images on the page along with their URL (where they are stored) and the ALT text for each of those images.

Image	Alt Text
 http://sleep-deprivation.com/wp-content/themes/newElegantBiz/inc/hellobaralt/woahbar-up-arrow.png	Hide
 http://sleep-deprivation.com/wp-content/themes/newElegantBiz/inc/hellobaralt/woahbar-down-arrow.png	Show
 http://sleep-deprivation.com/wp-content/uploads/2014/05/sleepdeprivation1.jpg	
 http://sleep-deprivation.com/wp-content/uploads/2014/06/insomnia.jpg	Sleep Disorder Causes
 http://sleep-deprivation.com/wp-content/uploads/2014/06/insomnia-symptoms.jpg	Sleep Disorder Symptoms

This makes it really simple to find the key images on the page and make sure they have relevant ALT tags and ensuring the ALT tags are not empty.

Link Details

This displays all of the links on the page and the Anchor text for those links.

Link	Link Text/Image/Details
	 Hide
	 Show
http://sleep-deprivation.com	
http://sleep-deprivation.com/tel:(872) 314 1247	(872) 314 1247
http://sleep-deprivation.com/	Home
http://sleep-deprivation.com/sleep-disorder-causes/	Sleep Disorder Causes
http://sleep-deprivation.com/sleep-disorder-symptoms/	Sleep Disorder Symptoms
http://sleep-deprivation.com/sleep-deprivation-treatment/	Sleep Deprivation Treatment
http://sleep-deprivation.com/sleep-disorder-causes/	Read More

Using this information enables you to manage the page links anchor text to be relevant to the keyword for that page.