# How to use Web Text Analyzer to change the text on a page for a new Keyword

For the second part of this tutorial we will look at changing the text on a page to reflect a new Keyword. We will use the website - <u>http://sleep-</u> <u>deprivation.com/</u> again.

The main keyword for the home page is currently 'sleep deprivation'. However we have seen that the position of this is 11 in Google.com –

	Keyword	<ul> <li>Google Rank</li> </ul>	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/

I am not going to go into Keyword research here and the different techniques I would use; I will do that in later Tutorials. For this worked example I am going to change the focus Keyword of the page from 'Sleep Deprivation' to 'Sleep Disorders'. This keyword is not currently ranking for the site. So let's see what we can do to change that.

Start with putting the page URL into WTA and adding the Keyword 'sleep disorders' into the 'Desired Key Phrase' field.

Current Member: (ID=25) Membership Level: Personal Monthly M Plan Start 02/11/2016, Current Period	Membership (200 Urls), Current Url Usage: 72	
Web Page URL * Comparison Web Page URL	http://sleep-deprivation.com/	Analyze Page
Fetch as User Agent	Google Bot	~
Desired Key Phrase	sleep disorders	
* denotes required fields	Keyword you want	

#### **Web Text Analy**zer

The overview shows us that the keyword is already in the page title and has 20 occurrences in the text on the page. The top two words on the page (number of occurrences) are 'sleep' and 'disorders' and the top two word phrase is 'sleep disorders'.

This suggests that it should be relatively simple to get the page ranking for 'sleep disorders'.

Report for sleep-deprivation.com/						
Number of Key Phrase Occurences						
Page Title	1					
Page Meta-Description	0					
Page H1 Tag(s)	0					
Page H2 Tags	2					
Page H3 Tags	0					
Page Text	20					
Key Phrase Position in Single Word Counts						
Single Words (excludes Stop Words)	n/a					
Single Words Top Word	sleep					
Single Words Second Word	disorders					
Key Phrase Position in Double Word Phrase Counts						
Double Word Phrases	1 <sup>st</sup> / 545					
Double Words Top Phrase	sleep disorders					
Double Words Second Phrase	sleep deprivation					
Key Phrase Position in Triple Word Phrase Counts						
Triple Word Phrases	1 <sup>st</sup> / 584					
Triple Words Top Phrase	<mark>sleep disorders</mark> treatment					
Triple Words Second Phrase	about <mark>sleep disorders</mark>					



Let's have a look at the Meta tags for the page -

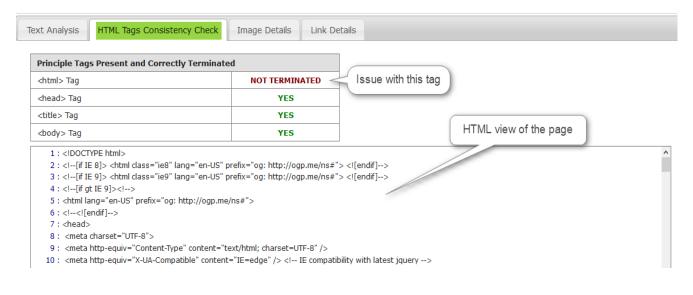


Keeping in mind we are changing the keyword from 'sleep deprivation' to sleep disorders' I would do the following to the header section –

- Change the Meta Title to 'Sleep Disorders | all About Sleep Deprivation'
- Change the H1 tag to 'Sleep Disorders and Deprivation'
- Add a Meta Description of 'Sleep disorders increase the risk of serious and chronic health conditions, including depression, diabetes, heart disease and obesity'.

Putting the keyword clearly into both the Meta Title and H1 tag gives the search engine essential information on what the page is about.

## I will also correct the unterminated <html> tag which I found is site wide.



#### Now let's look at the word spread for 'sleep disorders' -

	Exclude Stop	, nords	^	Double Word Phrases			^	Triple Word Phrases		
Word/Phrase	Count	% of Total		Word/Phrase	Count	% of Total		Word/Phrase	Count	% of Total
sleep	61	8		sleep disorders	20	3		sleep disorders treatment	6	1
disorders	27	3		sleep deprivation	9	1		about <mark>sleep disorders</mark>	5	1
disorder	13	2		of sleep	8	1		2010 from http	5	1
sleeping	10	1		sleep disorder	7	1		13 2010 from	4	1
treatment	10	1		2010 from	6	1		august 13 2010	4	1
deprivation	9	1		sleep apnea	6	1		retrieved august 13	4	1
health	8	1		retrieved august	6	1		disease control and	3	0
people	8	1		disorders treatment	6	1		for disease control	3	0
insomnia	8	1		about sleep	6	1		sleep disorders retrieved	3	0
asleep	7	1		sleeping disorders	5	1		control and prevention	3	0
http	6	1		sleeping disorder	5	1		disorders retrieved august	3	0
retrieved	6	1		from http	5	1		centers for disease	3	0
august	6	1		august 13	4	1		a sleeping disorder	3	0
apnea	6	1		13 2010	4	1		and prevention (2010)	3	0
2010	6	1		falling asleep	4	1		too early or	2	0

The single words 'sleep' and 'disorders' are the most dominant single words on the page by a large margin. This maybe a problem but initially I would not change this. The text on the page reads well and does not seem to be 'spamming' those words; they are woven into the text quite naturally.

The same can be said for the double word phrase 'sleep disorders'.

Therefore at this stage I will not change any of the text.

#### **Web Text Analy**zer

### So let's make the changes on the webpage and look again at the page using WTA.

Firstly I have corrected the missing </html> closing tag -

xt Analysis HTML Tags Consistency Check	Image Details	Link Details
Principle Tags Present and Correctly Terminat	ed	Closing <html> tag now</html>
<html> Tag</html>	YES	corrected
<head> Tag</head>	YES	
<title> Tag&lt;/td&gt;&lt;td&gt;YES&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;body&gt; Tag&lt;/td&gt;&lt;td&gt;YES&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;1 : &lt;!DOCTYPE html&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;2 : &lt;![if IE 8]&gt; &lt;html class="ie8" lang="en-US"&lt;/td&gt;&lt;td&gt;prefix="og: http://og&lt;/td&gt;&lt;td&gt;gp.me/ns#"&gt; &lt;![endif]&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;3 : &lt;![if IE 9]&gt; &lt;html class="ie9" lang="en-US"&lt;/td&gt;&lt;td&gt;prefix="og: http://og&lt;/td&gt;&lt;td&gt;gp.me/ns#"&gt; &lt;![endif]&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;4 : &lt;![if gt IE 9]&gt;&lt;!&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;5 : &lt;html lang="en-US" prefix="og: http://ogp.me&lt;/td&gt;&lt;td&gt;e/ns#"&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;/tr&gt;&lt;/tbody&gt;&lt;/table&gt;</title>		

#### Then I have altered the header tags -

Text Analysis	HTML Tags Consistency Check Image Details Link Deta Sleep Disorders now at begining of Meta Title tag followed by Pipe	a
Meta-Title	Sleep Disorders   all About Sleep Deprivation	
Meta-Descript	obesity.  Meta Description including the Keyword 'Sleep Disorders'	
H1 Tag(s)	Sleep Disorders and Deprivation	
H2 Tag(s)	Sleep Disorder Causes     H1 tag now has the keyword in it       Sleep Derrivation Treatment     Sleep Derrivation Treatment	<b>`</b>
H3 Tag(s)	Drowsy Driving Related posts:	

The final task is to use the Google search Console 'Fetch as Google' tool to fetch the page and submit it for re-indexing. This will speed up the indexing of the page by Google.

I will update this Tutorial in a week or so with the keyword positions for 'Sleep Disorders' which if you remember is currently not ranking at all.