

Content Analysis Tool

Take a data-driven approach to optimizing web site content for improved organic search results

FAST FACTS >>>

- >> *Get actionable recommendations on keyword density, placement, and readability*
- >> *Analyze content of your competitor's pages for key ranking factors*
- >> *Know how many terms to add and remove*
- >> *Use "stemmed" words to improve relevance and ranking*
- >> *Identify related keywords to improve semantic relevance*

Of the three components of Search Engine Optimization (SEO) strategy – content, linking, and architecture – writing effective content would seem to be the most straightforward and easy to execute. Marketers would simply identify the word or phrase they would like a particular page to rank highly for, and use that keyword in the title tag, H1, URL, and a few times in the body copy.

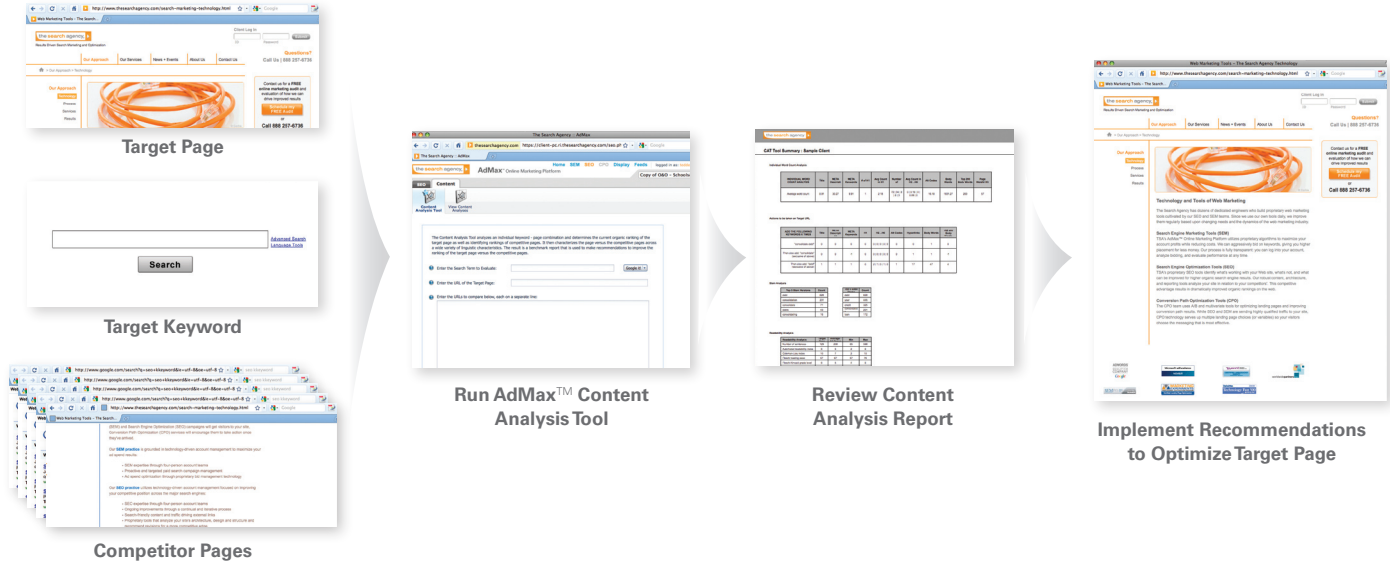
As more content writers employ these basic keyword-placement tactics, the search engines have responded by developing more complex algorithms to evaluate on-page content. For example, some search engines have openly supported "stemming" for years now, returning content with "buyer" and "buying" when a user searches on "buy". The SEO industry has been slow to create tools that take this fundamental change into account, however.

Online marketers need to know precisely how the content for an individual page should be written and how their competitors are structuring content to drive high rankings. Writing effective content for SEO requires a methodology to optimize the frequency and placement of targeted keywords, the readability of the page, and the use of stemming and semantic matches.

Since 2002, The Search Agency has researched the on-page content factors that impact organic search rankings. We developed the **AdMax™ Content Analysis Tool (CAT)** to systematically evaluate the top-ranking pages for any keyword, and provide actionable recommendations for editing your content to improve organic search results.

➤ Analyze the competition and determine what keyword density and placement is likely to improve a page's ranking and attract more organic search traffic.

Enter the target URL, the desired term, and URLs of high-ranking competitor pages, and the AdMax Content Analysis Tool will compare your page to high-ranking competitor pages.



AdMax provides specific recommendations on keyword selection, keyword density, and readability, and indicates exactly how many terms to add to the content, in which order, and what related terms and stemmed versions of the target keyword to use to optimize the content. Use these actionable insights to edit your pages, improve your organic rankings, and drive more traffic to your site.

the search agency

CAT Summary : Sample Client

Individual Word Count Analysis

INDIVIDUAL WORD COUNT ANALYSIS	Title	META Description	META Keywords	# of H1	Avg Count in H1	Number of H2...H6	Avg Count in H2...H6	Alt Codes	Body Words	Top 200 Body Words	Page Weight (K)
Average word count	8.91	30.27	9.91	1	2.18	72 34 8 8 3	0 0.18 0 0.09 0	16.18	1831.27	200	57

Readability Analysis

Readability Analysis	Target Page	Average - All Pages	Min	Max
Number of sentences	129	208	85	568
Automated readability index	6	5	2	8
Coleman-Liau index	10	7	2	10
Flesch reading ease	57	67	57	76
Flesch-Kincaid grade level	8	5	4	8
Gunning fog index	10	8	6	11
SMOG index	8	8	6	10
Average	32.29	44	23.14	103

Actions to be taken on Target URL

ADD THE FOLLOWING KEYWORDS X TIMES	Title	META Description	META Keywords	H1	H2...H6	Alt Codes	Hyperlinks	Body Words	Top 200 Body Words
"consolidate debt"	0	0	0	0	0 0 0 0 0	0	0	1	0
Then also add "consolidate" (exclusive of above)	0	0	-1	0	0 0 0 0 0	0	1	1	-1
Then also add "debt" (exclusive of above)	1	1	1	0	2 1 0 1 0	1	17	47	4

Stem Analysis

Top 5 Stem Versions	Count	Top 5 Base Stems	Count
debt	628	debt	628
consolidation	231	your	445
consolidate	71	credit	325
debts	43	consolidation	231
consolidating	16	loan	172

Analyzes the competition to determine the optimal keyword density and placement to target

Specific recommendations on what keywords to add to the target page, and in which order

Suggests proper use of stemmed versions of the target term and alternate word stems that may augment the page's relevance to the target keyword

Tailor content and sentence count for the ideal readability level

Ready to take the guesswork out of writing effective website copy?

The Search Agency's **AdMax Content Analysis Tool**

provides actionable recommendations for improved readability and higher search engine rankings.