

Driving Online Web Traffic

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Information contained in the Applause website analytical profile:

SEO SCORE

Popularity score

- Number of incoming links
- Authority of incoming links
- Keywords in link text
- Keywords around link
- Rate of new inbound links
- Domain extension of inbound links
- Domain extension of target country
- DMOZ listing
- Yahoo Listing

Content score

- Internal & external link analysis
- Website content analysis

SEARCH ENGINE VISIBILITY

Best positions (Google, Bing, Yahoo)

Visibility overview

Position by keyword

Top url ranking by web page

COMPETITOR ANALYSIS

Analyse by keyword or competitor domain

Hosting information

Domain age

Indexed pages

Incoming links

Page rank

KEYWORD ANALYSIS

Keyword difficulty (ie how hard is it to compete for this keyword)

Google returned results

Keywords found in :

Body text, anchor text, urls, body text

* **Free profile** includes

Top 3 SEO issues

Keyword ranking score

Google rank top 10 keywords

Keyword competitors top 10

Domain age, Number of pages,

Page rank and number of backlinks