



Top 10 Optimization Report

This SEO Report was
generated by

Tomahawk Technologies Inc.
92 Bridge Street
Lower Level
Carleton Place, Ontario
K7C 2V3 Canada

(613) 257-4141

www.tomahawk.ca

Date: 5/4/2010

Recipient:

Top 10 Optimization Report

Report overview

This report helps you to optimize the web page "<http://www.carletonplace.com/>" for a high ranking on Google.ca English (the web) for the search term "carleton place".

Your web page



<http://www.carletonplace.com/>

Title: Welcome to CarletonPlace.com

Description: carletonplace.com, Carleton Place, CarletonPlace, Carleton, Place, Almonte, Perth, Lanark, Mississippi Mills, Ontario, Canada, news, newspaper, article, articles, sports, politics, community, business, local business, business directory, directory, servi

Your competitors for the search term "carleton place" on Google.ca English (the web)

1



<http://www.carletonplace.ca/>

Title: The Town of Carleton Place

Description: Community website for the Town of Carleton Place, highlighting useful information for residents, tourists and businesses.

2



http://en.wikipedia.org/wiki/Carleton_Place,_Ontario

Title: Carleton Place, Ontario - Wikipedia, the free encyclopedia

Description: [No meta description available.]

3



<http://www.cpchamber.com/>

Title: Home - Carleton Place and District Chamber of Commerce

Description: [No meta description available.]

4







<http://www.carletonplacehospital.ca/>

Title: Carleton Place & District Memorial Hospital

Description: [No meta description available.]

Your competitors for the search term "carleton place" on Google.ca English (the web)

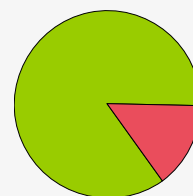
5		http://www.cpcanooclub.com/ Title: The Carleton Place Canoe Club - Home Description: [No meta description available.]
6		http://www.carletonplacenursery.com/ Title: Carleton Place Nursery - Ottawa, Ontario Description: Ottawa's premiere garden centre, Kanata, Carleton Place, Nursery, garden giftware, tilley durables, Christmas Store
7		http://www.artscarletonplace.com/ Title: Arts Carleton Place Description: Arts Carleton Place is a non-profit arts organization dedicated to empowering artists and area residents through the arts.
8		http://www.county.lanark.on.ca/Page366.aspx Title: Town of Carleton Place Description: [No meta description available.]

Analyzed search terms

1. carleton place
2. carleton
3. place

Top 10 Ranking Requirements Score™

85%



The Top 10 Ranking Requirements Score™ of 85% means that the web page www.carletonplace.com meets only 85% of the requirements for a top 10 ranking on Google.ca English (the web) for the search term "carleton place".

Note that not all ranking factors are weighted equally, and that there are some ranking factors that cannot be taken into account because search engines do not reveal the necessary data.

Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential (weighted most):	22	2
Very Important:	9	0
Important:	26	10
Moderately Important:	33	8
Slightly Important:	25	1
Total:	115	21

Ranking Factors Performance

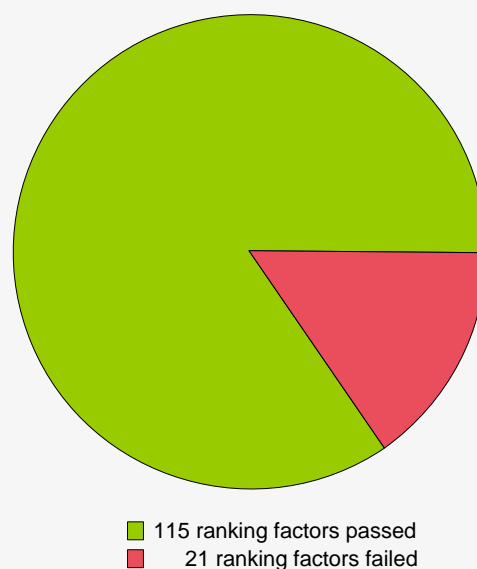


Table of contents

1. [Report overview](#)
2. [Keyword use in document title](#)
3. [Global link popularity of web site](#)
4. [Link texts of inbound links](#)
5. [Keyword use in body text](#)
6. [Age of web site](#)
7. [Keyword use in H1 headline texts](#)

Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "carleton place" in the document title and if it's important for Google.ca English (the web).

Example: <title>Your web page title</title>

Their contents

Rank	Keyword use in document title
1	The Town of Carleton Place
2	Carleton Place , Ontario - Wikipedia, the free encyclopedia
3	Home - Carleton Place and District Chamber of Commerce
4	Carleton Place & District Memorial Hospital
5	The Carleton Place Canoe Club - Home
6	Carleton Place Nursery - Ottawa, Ontario
7	Arts Carleton Place
8	Town of Carleton Place
9	[Web page was not analyzed. Reason: see at the top of the report.]
10	[Web page was not analyzed. Reason: see at the top of the report.]

Your contents

Welcome to **CarletonPlace** .com

Advice for your document title

Search term: "carleton place"

	Competitors	Your Site	Advice	
Number of keywords:	all 1	1	OK	OK
Keyword density:	25% to 67%	33%	OK	OK

Search term: "carleton"

	Competitors	Your Site	Advice	
Number of keywords:	all 1	1	OK	OK
Keyword density:	13% to 33%	33%	OK	OK

Search term: "place"

	Competitors	Your Site	Advice	
Number of keywords:	all 1	1	OK	OK
Keyword density:	13% to 33%	33%	OK	OK

Advice for your document title**Search term: "carleton place"****Keywords "carleton" or "place"**

	Competitors	Your Site	Advice	
Number of keywords:	all 2	2	OK	OK
Keyword density:	13% to 33%	33%	OK	OK

Global link popularity of web site

Essential

The global link popularity measures how many web pages link to your site. The number of web pages linking to your site is not as important as the quality of the web pages that link to your site.

All major search engines take the quality and the context of the links into account. Search engines assume that your web page must offer relevant content if many quality sites link to it.

Number of inbound links according to these search engines (the more the better)

	Alexa	Google.com	Yahoo.com	Peak Value
To Your Site:	11	0	59	59
To Site 1:	34	0	157	157
To Site 2:	451,138	0	33	451,138
To Site 3:	10	0	60	60
To Site 4:	8	0	63	63
To Site 5:	11	0	41	41
To Site 6:	7	0	29	29
To Site 7:	3	0	32	32
To Site 8:	43	0	5	43
Range:	3 to 451,138	all 0	5 to 157	n/a to 451,138

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 41,051, the link popularity of your web page is 59. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

<<

Google cannot find any web site that links to your web site from a different domain. Make sure that Google is able to access your web site and that Google has not banned your web site from its index.

<<

Link texts of inbound links

Essential

Inbound links are links from other web sites to your site. If many other sites link to your site, then search engines consider your site to be important. However, the number of links is not as important as is the relevance of the linking page and the link text used in linking to your site.

This chapter lists a sample of the web pages that link to your site, along with the link text. Note that search engines do not reveal all inbound links to your site.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
Carleton Place Visitors' Guide	http://www.carletonplace.com/	http://www.dragonboatcalendar.com/canada.htm
Carleton Place	http://www.carletonplace.com	http://www.hiverenfete.ca/
Carleton Place	http://www.carletonplace.com	http://www.tomahawk.ca/
Carleton Place	http://www.carletonplace.com	http://www.winterlights.ca/
Carleton Place	http://www.carletonplace.com	http://www.winterlights.ca/Articles/?id=66&aid=14
Carleton Place	http://www.carletonplace.com/	http://adept-systems.net/index.html
http://www.carletonplace.com/	http://www.carletonplace.com/	http://www.ermep.com/communities
Town of Carleton Place	http://www.carletonplace.com	http://ianmcneely.point2agent.com/
Town of Carleton Place	http://www.carletonplace.com	http://www.macdonaldrowe.com/COOL_LINKS/page_240275.html
Town Portal	http://www.carletonplace.com	http://en.wikipedia.org/wiki/Carleton_Place,_Ontario

Advice for the link texts of inbound links

To get a high ranking on Google.ca English (the web), make sure that the web pages that link to your site use the search term "carleton place" in their link texts. The more links to your web site contain "carleton place" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.ca English (the web) for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the same link text, then Google.ca English (the web) might lower your rankings because of unnatural linking patterns.

In addition, the quality and reputation of the web pages that link to your site is very important to the search engines.

At least 10% of the analyzed inbound link texts contain the search term "carleton place". This is good.

<

OK

At least 20% of the analyzed inbound link texts contain the search term "carleton place". This is good.

OK

Advice for the link texts of inbound links

At least 40% of the analyzed inbound link texts contain the search term "carleton place". This is good.	OK
At least 60% of the analyzed inbound link texts contain the search term "carleton place". This is good.	OK
At least 80% of the analyzed inbound link texts contain the search term "carleton place". This is good.	OK

Keyword use in body text

Essential

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The calculations include spaces and punctuation marks.

Your contents

CarletonPlace .com home news business directory forums events classifieds media links contact Featured Article Praise to our local organic farmers! Praise to our local organic farmers! Organic food is based on an agricultural growing method and was never intended to be a health claim. But since organic farmers don't use agri-toxins, many credible studies have pointed to health implications and better tasting food. Search the Area Weather Weather Radar you@ **CarletonPlace** .com Register Here! Welcome to **CarletonPlace** .com For nearly a decade, this site was created to support our community including past and present occupants of Town of **Carleton Place** and the outlying area.

We're situated 20 minutes west of Ottawa, Ontario, Canada and can also be found in the area defined as the "Ottawa Valley." News We're the community's best resource for news, information, opinion, and commentary. Click Here for News ! Business Directory With almost 800 entries, our business directory is the Town's most comprehensive. Click Here for our Business Directory ! Forums With thousands of people a month accessing our moderated forums, this is the Town's best venue for opinion, discussion, dialog, chit-chat, and friendly debates.

Click Here for our Forums ! Events As a resident or a tourist, know what's going on with our Events calendar. It's shared with both the **Carleton Place** & District Chamber of Commerce and the **Carleton Place** Business Improvement Area (BIA) to ensure it's always up-to-date. Click Here for Events ! Classifieds Need to buy, sell or trade? Our Classifieds section is shared with OttawaStart for maximum exposure throughout the Ottawa area. Click Here for Classifieds ! Media See pictures and watch videos submitted by you and other members of our community.

In fact, you'll get a chance to experience the many attractions that happen in our town from the comfort of your computer. Click Here for Media ! Links We maintain a number of links to important web sites that help and influence our community. Click Here for Links ! Advertising As you might expect, advertising here is one of the best **place**s to get your business or organization noticed. For detailed information on site traffic and advertising rates, please click here ! Join us in some great chats... shadowdog posted a reply in the General Chat area May 4 @ 8:28am outsider posted a reply in the General Chat area May 4 @ 8:23am shadowdog posted a reply in the General Chat area May 4 @ 8:19am crazydaisy posted a reply in the General Chat area May 4 @ 7:31am unclebuck posted a reply in the General Chat area May 3 @ 11:56pm Recent **Carleton Place** Area Classifieds Looking for Ball Hockey Players May 4, 2010 **Carleton Place** Carizma International (COJ220714) May 4, 2010 **Carleton Place** WANTED: Camper VAN May 3, 2010 **Carleton Place** 2007 Palomino Truck Camper May 3, 2010 **Carleton Place** Furniture + May 1, 2010 **Carleton Place** Post an Ad...

Technology and Hosting by Tomahawk Technologies Inc.

Advice for your body text

Search term: "carleton place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 29	17	OK	OK
Keyword density:	0% to 17%	6%	OK	OK
Number of words:	0 to 1,181	546	OK	OK

Search term: "carleton"

	Competitors	Your Site	Advice	
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Advice for your body text

Search term: "carleton place"

Number of keywords:	0 to 30	17	OK	OK
Keyword density:	0% to 9%	3%	OK	OK

Search term: "place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 30	18	OK	OK
Keyword density:	0% to 9%	3%	OK	OK

Keywords "carleton" or "place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 60	35	OK	OK
Keyword density:	0% to 9%	3%	OK	OK

Age of web site

Very Important

Spam sites often come and go quickly. For this reason, search engines tend to trust a web site that has been around for a long time over one that is brand new. The age of the domain is seen as a sign of trustworthiness because it cannot be faked. The data is provided by Alexa.com (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.carletonplace.com/	Thursday, April 18, 2002
1	http://www.carletonplace.ca/	Thursday, July 22, 2004
2	http://en.wikipedia.org/wiki/Carleton_Place,_Ontario	Saturday, January 13, 2001
3	http://www.cpchamber.com/	Sunday, August 26, 2001
4	http://www.carletonplacehospital.ca/	Thursday, December 25, 2003
5	http://www.cpcanoclub.com/	Thursday, August 09, 2001
6	http://www.carletonplacenursery.com/	Wednesday, December 16, 1998 (oldest domain)
7	http://www.artscarletonplace.com/	Sunday, December 04, 2005
8	http://www.county.lanark.on.ca/Page366.aspx	Thursday, December 28, 2006 (newest domain)
Range	Wednesday, December 16, 1998 to Thursday, December 28, 2006	

Advice for the web site age

Your web site is about 8 years old. This is very good because the older your web site, the better it is for your rankings on Google.ca English (the web).

OK

Keyword use in H1 headline texts

Very Important

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.ca English (the web), too.

Example: <h1>your very big headline text</h1>

Your contents

No.	H1 Heading Text
1.	CarletonPlace .com
2.	News
3.	Business Directory
4.	Forums
5.	Events
6.	Classifieds
7.	Media
8.	Links
9.	Advertising

Advice for your H1 headline texts

Search term: "carleton place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 67%	10%	OK	OK

Search term: "carleton"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 33%	10%	OK	OK

Search term: "place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 33%	10%	OK	OK

Keywords "carleton" or "place"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 33%	10%	OK	OK

