

Web Page Analyzer - Results



Analyzing URL: <http://aaa-furnace.com/>

Note! This site does **NOT** provide the **robots.txt** file which should be located at:

<http://aaa-furnace.com/robots.txt>

While the **robots.txt** file is not required, we do highly recommend you provide this for robots who visit your Website. If this is your Web page it is recommended you add this file before submitting to search engines. For complete instructions, view the menu item that reads "[Your HTML & robots.txt](#)".

Basic Page Analysis

1. **Server:** Apache/2.0.54 (Unix) mod_perl/1.99_09 Perl/v5.8.0 mod_ssl/2.0.54 OpenSSL/0.9.7i DAV/2 FrontPage/5.0.2.2635 PHP/4.4.0 mod_gzip/2.0.26.1a
2. **Google PageRank™:** (0/10 )
3. **Host IP Address:** 65.19.165.184
4. **IP Address (or ISP) Location:** Fremont, California (US) 
5. **IP Address Registered to (Organization):** HURRICANE-4
6. **Reverse IP Hostname:** aaa-furnace.com
7. **Responsible ISP:** Hurricane Electric
8. **Date Last Modified:** Fri, 16 Apr 2004 16:27:38 GMT
9. **Charset:** Not Specified. **Warning:** Because this Tag was not specified, the document was processed as being charset "ISO-8859-1". You should consider adding this Tag to help insure robot type search engines parse the document correctly.
10. **Language:** No Meta **Content-Language** Tag was found. You might wish to add a Meta Content-Language Tag to this document to help search engines properly identify this document.
11. **Document Size:** Approximately **17.3K**
12. No duplicated html, head or body Tags found in this document

Note: The report below includes your selections to **include** the Meta Description Tag, **include** the Meta Keywords Tag, **include** the IMG ALT Tag and **include** simple plural matching of keywords

Keyword Search Results:

Search Terms: *No Search Terms Were Entered*

Page Content Recommendations:

1. Place your **MOST** important keywords and keyword phrases towards the top of this document if possible. Some robot type search engines such as Excite will not read Meta Tags so this is important
 2. Provide as much content as you can that will attract keyword searchers
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Title Tag Analysis

Current Page Title:

<title>AAA Furnace & Air Conditioning Co. / Company**</title>**

1. This Tag is **44** characters in length which is acceptable for this Tag
2. Our analysis found a total of **6** indexable words in this Tag
3. No duplicated title Tag found in the head Tag

Words which were repeated more than **5** times in the Title Tag:

- No words were repeated more than **5** times

Keyword Search Results:

Search Terms: *No Search Terms Were Entered*

TITLE Tag Recommendations:

1. This Tag should **NOT** exceed **60** characters in length. Some robots will **ONLY** display a maximum of **60** characters. Don't get your Title cut off...
 2. This Tag should be as descriptive as possible. With some robot type search engines this is the only information displayed to the searcher
 3. This Tag should contain your most important keywords and/or phrases if possible
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Meta Description Tag Analysis

Current Meta Description Tag:

<meta name="description" content="Residential comfort systems, Trane comfort specialists, bay area heating and cooling">

1. This Tag is **84** characters in length which is acceptable for this Tag
2. Our analysis found a total of **11** indexable words in this Tag
3. No duplicated Meta Description Tag found in the head Tag

Words which were repeated more than **5** times in the Meta Description Tag:

- No words were repeated more than **5** times

Keyword Search Results:

Search Terms: *No Search Terms Were Entered*

Meta Description Tag Recommendations:

1. This Tag should **NOT** exceed **150** characters in length. Some robots will **ONLY** display a maximum of **150** characters. Don't get your Description cut off...
 2. This Tag should be as descriptive as possible. You are trying to promote a click-through here so we recommend you create curiosity, but don't satisfy it here
 3. This Tag should contain your most important keywords and/or phrases if possible
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Meta Keywords Tag Analysis

Current Meta Keywords Tag:

**<meta name="keywords" content="heating,air conditioning,san
jose,installations,Trane,residential,comfort,specialist,comfort system,bay area,thermostat,condensing unit,water**

heater,mobile home,service,duct cleaning,maintenance">

1. This Tag is **194** characters in length which is acceptable for this Tag if ALL words also appear in the viewable document and/or Title Tag
2. Our analysis found a total of **25** indexable words in this Tag
3. No duplicated Meta Keywords Tag found in the head Tag

Words which were repeated more than **5** times in the Meta Keywords Tag:

- No words were repeated more than **5** times

Keyword Search Results:

Search Terms: *No Search Terms Were Entered*

Meta Keywords Tag Recommendations:

1. This Tag should **NOT** exceed **874** characters in length. If you have more than **874** characters you are probably just wasting valuable download time and resources
 2. This Tag should be packed with only your most important keywords. Place your **MOST** important keywords (don't forget phrases) first. Please read the sections labeled **Your HTML & robots.txt** and **Do Your Homework** for tips and additional information
 3. Stay away from very common everyday keywords. Keywords such as computer are so often used on Web pages it makes little sense to include it. We suggest you spend adequate time finding the best keywords to use
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IMG ALT Tag Analysis

General Information:

1. Our analysis found a total of **70** images used in this document
2. Our analysis found **6** using the **ALT** Text
3. Our analysis found a total of **13** indexable words in these Tags

Keyword Search Results:

Search Terms: *No Search Terms Were Entered*

IMG ALT Tag Recommendations:

1. The IMG ALT Tag is now a requirement for all images.
2. These Tags **CAN** contain as many characters as you like. Although we recommend 4 or fewer words when possible
3. These Tags should include highly descriptive keywords
4. It is important to realize that the alternative text is a replacement for the image, not a description of the image.
5. Very few robot type search engines index these Tags, but since it is a W3C requirement, all IMG Tags should contain **ALT**ernative text.

What is the IMG ALT Tag?:

Images can be great visually, but search engines can not see your images. In order to help communicate what the image represents to search engines and to those who are visually impaired, the IMG ALT (ie, **ALT**ernative text) Tag was created. Be aware that most search engines do **NOT** index the text found in the **ALT** Tag. Below gives you an example of the IMG ALT Tag use.

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Keyword Density Analysis

General Information:

The Keyword Density report below includes your selections to **include** the Meta Description Tag, **include** the Meta Keywords Tag, **include** the IMG ALT Tags as well as other viewable words found in the document. Words fewer than 3 characters in length were ignored for this report.

Keyword Density Search Terms: *No Search Terms Were Entered*

1. Our analysis found a total of **248** indexable words in this document based on your processing selections
2. You did not enter any search terms to analyze

Top 50 Most Frequently Found Indexable Words

Below calculation: Word frequency / total of **ALL** words found in the document = Density

Word	Found	Density
comfort	10	4.03%
the	10	4.03%
air	8	3.22%
trane	8	3.22%
aaa	7	2.82%
and	7	2.82%
conditioning	7	2.82%
furnace	5	2.01%
dealer	4	1.61%
service	4	1.61%
specialist	4	1.61%
your	4	1.61%
area	3	1.20%
bay	3	1.20%
company	3	1.20%
for	3	1.20%
heating	3	1.20%
highest	3	1.20%
1957	2	0.80%
care	2	0.80%
customer	2	0.80%
employee	2	0.80%
from	2	0.80%
hands	2	0.80%
have	2	0.80%

Word	Found	Density
mobile	2	0.80%
put	2	0.80%
residential	2	0.80%
since	2	0.80%
standards	2	0.80%
system	2	0.80%
today	2	0.80%
training	2	0.80%
when	2	0.80%
airconditioning_button	1	0.40%
authorized	1	0.40%
business	1	0.40%
committed	1	0.40%
dealers	1	0.40%
duct	1	0.40%
has	1	0.40%
knowledgeable	1	0.40%
not	1	0.40%
one	1	0.40%
our	1	0.40%
products	1	0.40%
serving	1	0.40%
technicians	1	0.40%
that	1	0.40%
you	1	0.40%

Top Keyword Phrase Analysis

General Information:

It is a well known fact that the majority of people now search using two and three word phrases. The top phrases below are most likely how people will find this Web page.

The Top Keyword Phrase Analyzsis report below includes your selections to **include** the Meta Description Tag, **include** the Meta Keywords Tag, **include** the IMG ALT Tags as well as other viewable words found in the document. Only phrases repeated at least 2 times are included in this report.

Phrase	Found	Density
air conditioning	7	5.64%
aaa furnace	5	4.03%
conditioning co	5	4.03%
furnace air	5	4.03%
comfort specialist	4	3.22%
in the	4	3.22%
trane comfort	4	3.22%
a trane	3	2.41%
bay area	3	2.41%
the highest	3	2.41%

Phrase	Found	Density
aaa furnace air	5	6.04%
air conditioning co	5	6.04%
furnace air conditioning	5	6.04%
trane comfort specialist	3	3.62%
1957 aaa furnace	2	2.41%
a trane comfort	2	2.41%
comfort in the	2	2.41%
comfort specialist dealer	2	2.41%
in the hands	2	2.41%
put your comfort	2	2.41%

Keyword Density Recommendations:

Search engines today are measuring keyword density as a factor in assigning relevancy ratings to Web pages. If your keyword density is too low, your page will not be rated high in relevancy on that particular keyword or keyword phrase. On the other hand, if your keyword densities are too high, the search engine may penalize you for "keyword spamming".

To further complicate matters, search engines assign different "weights" to different components such as the Title, Meta Tags, IMG ALT Tags, links, body text, your Web page's popularity, etc. Because of this, it would be impossible for us to provide you with a boilerplate solution as to the percentage of keyword densities your specific Web page requires to rank higher than your competition.

The Keyword Density Analysis above was designed to help you determine the correct keyword density mix on the top scoring Web pages (your competition) allowing you to duplicate that "keyword" mix so you can compete with the top scoring Web pages on the search engines.

Basic Example of a Robot Search Engine Listing

(Based on your processing selections. Search terms highlighted in red)

AAA Furnace & Air Conditioning Co. / Company

Residential comfort systems, Trane comfort specialists, bay area heating and cooling

<http://aaa-furnace.com/>

How a Robot May See the Page

(Based on your processing selections. Search terms highlighted in red)

Results:

Title: Shown with this background color when available

Meta Description: Shown with this background color when processed and available

Meta Keywords: Shown with this background color when processed and available

Anchor Text (links): Shown with this background color when available

IMG ALT Tags: Shown with this background color when processed and available

AAA Furnace & Air Conditioning Co. / Company heating,air conditioning,san jose,installations,Trane,residential,comfort,specialist,comfort system,bay area,thermostat,condensing unit,water heater,mobile home,service,duct cleaning,maintenance Residential comfort systems, Trane comfort specialists, bay area heating and cooling airconditioning_button waterheater_button indoor air quality_button mobile homes_button looking for work? call AAA today ;0] **COMPANY** Since 1957 AAA Furnace & Air Conditioning Co. has provided excellent service and quality products to our bay area customers. We

strive for the highest performance standards in the industry, from employee training to customer care. Today we have over 30 highly skilled service technicians in the field and a knowledgeable office staff to meet your comfort needs. AAA is factory trained and authorized by the Trane Company. We have met the highest standards to be certified as a Trane Comfort Specialist dealer. All Trane dealers are not created equal. This is why you must be thorough when selecting one. Just look for the Trane Comfort Specialist badge. It will indicate a Trane dealer of the highest standing - a dealer that is committed to excellence in every aspect of the business, from installation and service, to customer care and employee training. When it's time to purchase a new heating and air conditioning system, put your comfort in the hands of a Trane Comfort Specialist dealer. Put your comfort in the hands of AAA Furnace & Air Conditioning Co. **AAA FURNACE & AIR CONDITIONING CO. SERVING YOUR NEIGHBORHOOD SINCE 1957**

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