

SEO Analyser - User Guide

The SEO Analyser is a simplified analyser for SEO.

It is a web application that performs a simple SEO analysis of a plain text or Url.

1) SETTINGS

The user has 2 options: submit an input text (in English) or insert a valid URL of a web page.

By default is set the option Text and below the related filters settings (only the flag about the meta tag - the second in the list - is unchecked because it's dedicate for html)

localhost:9090

SEO Analyser

☒ Plain Text ☐ Url

☒ Include number of occurrences of each word
☐ Include number of occurrences of each word in Meta Tags
☒ Include number of external links
☒ Filter out stop-words

In order to insert an Url click on the radio-button Url; the input form will change as shown below.

localhost:9090

SEO Analyser

☐ Plain Text ☒ Url

☒ Include number of occurrences of each word
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☒ Filter out stop-words

The second flag is checked, in order to include the filters related to the html meta tags.

In case of url is not valid the system will stop the process and ask to insert a valid URL that start with http:

2) FILTERS

The analysis options listed in the form can be turn on/off but by default they are checked.

- **Include number of occurrences of each word**
it will display next to any word the number of any occurrence.
Here's an example of how it might appear the UI:

<ul style="list-style-type: none">• checked	<ul style="list-style-type: none">• unchecked																																						
<table><tr><th>Word</th><th>Count</th></tr><tr><td>youtube</td><td>1</td></tr><tr><td>xhr</td><td>5</td></tr><tr><td>x</td><td>1</td></tr><tr><td>work</td><td>1</td></tr><tr><td>width</td><td>1</td></tr><tr><td>white</td><td>2</td></tr><tr><td>website</td><td>3</td></tr><tr><td>wcag</td><td>1</td></tr><tr><td>walesa</td><td>2</td></tr></table>	Word	Count	youtube	1	xhr	5	x	1	work	1	width	1	white	2	website	3	wcag	1	walesa	2	<table><tr><th>Word</th><th>Count</th></tr><tr><td>youtube</td><td>0</td></tr><tr><td>xhr</td><td>0</td></tr><tr><td>x</td><td>0</td></tr><tr><td>work</td><td>0</td></tr><tr><td>width</td><td>0</td></tr><tr><td>white</td><td>0</td></tr><tr><td>website</td><td>0</td></tr><tr><td>wcag</td><td>0</td></tr></table>	Word	Count	youtube	0	xhr	0	x	0	work	0	width	0	white	0	website	0	wcag	0
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- **Include number of occurrences of each word in Meta Tags**
it will display next to any word extract from the html meta tags the number of any occurrence.

Here's an example of how it might appear the UI:

here's an example of how it might appear on:

checked	unchecked																																																						
<table><tr><th>Meta Tag</th><th>Word</th><th>Count</th></tr><tr><td></td><td>index</td><td>1</td></tr><tr><td></td><td>follow</td><td>1</td></tr><tr><td></td><td>noodp</td><td>1</td></tr><tr><td></td><td>noydir</td><td>1</td></tr><tr><td></td><td>notranslate</td><td>1</td></tr><tr><td></td><td>noarchive</td><td>1</td></tr><tr><td></td><td>en</td><td>2</td></tr><tr><td></td><td>audiovisual</td><td>1</td></tr><tr><td></td><td>european</td><td>6</td></tr></table>	Meta Tag	Word	Count		index	1		follow	1		noodp	1		noydir	1		notranslate	1		noarchive	1		en	2		audiovisual	1		european	6	<table><tr><th>Meta Tag</th><th>Word</th><th>Count</th></tr><tr><td></td><td>index</td><td>0</td></tr><tr><td></td><td>follow</td><td>0</td></tr><tr><td></td><td>noodp</td><td>0</td></tr><tr><td></td><td>noydir</td><td>0</td></tr><tr><td></td><td>notranslate</td><td>0</td></tr><tr><td></td><td>noarchive</td><td>0</td></tr><tr><td></td><td>en</td><td>0</td></tr></table>	Meta Tag	Word	Count		index	0		follow	0		noodp	0		noydir	0		notranslate	0		noarchive	0		en	0
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- **Include number of external links**
show in a label the total number of the links found out

Total external links: 147

Total unique words: 497

Word

- **Filter out stop-words**

it will filter out the English stop-words stored in a text file. So it will change the final amount of filtered words.

Checked

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☒ Plain Text ☐ Url

what about sitecore?

- ☒ Include number of occurrences of each word
- ☐ Include number of occurrences of each word in Meta Tags
- ☒ Include number of external links
- ☒ Filter out stop-words

Total external links: 0

Total unique words: **1**

Word	Count
sitecore	1

Unchecked

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☒ Plain Text ☐ Url

what about **sitecore?**

- ☒ Include number of occurrences of each word
- ☐ Include number of occurrences of each word in Meta Tags
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- ☐ Filter out stop-words

Total external links: 0

Total unique words: **3**

Word	Count
<u>what</u>	1
sitecore	1
<u>about</u>	1

3) RESULTS

The result of the search process is displayed in tables sortable by header.

One table for the meta tags result and one for all words extracted. In addition we have the total amount of the unique words found.

All words table

<u>Word</u>	<u>Count</u>
what	1
sitecore	1
about	1

Meta tags table

Meta Tag	Word	Count
	index	1
	follow	1
	noodp	1
	noydir	1
	notranslate	1
	noarchive	1
	-	-

General total

event	3
date	3
photo	1

Total external links: 147
Total unique words: 535

<u>Word</u>

In case of wrong URL the system will show the below error:

Total unique words: 0

Error in the requested URL: NameResolutionFailure - Message: The remote name could not be resolved: 'test.myspace.com'