

8-6 Measuring Key Phrases

8-6.1 Key word density calculators

- A number of free keyword density calculators are available on the internet.
- Bear in mind that since we don't have the definitive algorithm from Google these calculators are the various authors' personal interpretation and give different results.
- At WebSuburb we use <http://www.googlerankings.com/kdindex.php> , mostly because it is easy to use and give results in a clear format.
- You may also like to try these to see if you find them easier to use.
 - <http://www.ranks.nl/tools/spider.htm> Detailed and comprehensive result
 - <http://www.seochat.com/suo-tools/keyword-density/> This tool allows you to select 1,2 or 3 word phrases
 - Search for “keyword density” on Google

8-6.2 So how do I know if I am getting on the right list?

- If you are on page 1,738 then it could be a time consuming and tedious task to click through each page to find your site for the first time. Here's a shortcut
 - Enter the following Google search: “site: www.your site.com.au” This will tell you whether Google knows about your site.

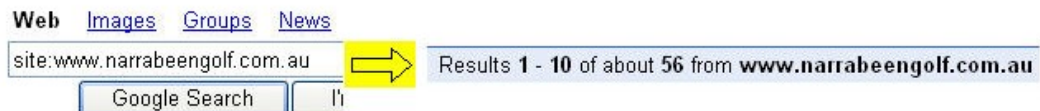


Figure: Search for site included in Google index

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- Enter the following Google search for a specific keyword on your site: “site: www.your site.com.au keyword” This will tell you whether Google recognises the keyword on your site.

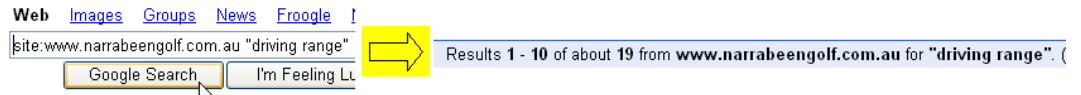


Figure: Search for keyword included in Google index

- Google also helps by
 - Publishing common words that it detects on your site

Common Words

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In your site's content
golf
narrabeen
house
pirates
range
mini
pga
...

Figure: Google Page Analysis list of common words

- Publishing the average page number for each keyword referred.

Rate this tool: 😞 😐 😊

Top search queries	I.e. Displayed in Search Engine Results	Average top position
1. narrabeen driving range		2
2. mini golf narrabeen		1
3. pirates mini golf narrabeen		1
4. narrabeen golf		2
5. narrabeen golf centre		1
6. pirates mini golf		2
7. narrabeen houseofgolf		3
8. "house of golf"		7
9. narrabeen golf driving range		2
10. narrabeen houseofgolf staff		2
11. pirate mini golf		3

Rate this tool: 😞 😐 😊

Top search query clicks	I.e. Click through to site	Average top position
1. narrabeen driving range		2
2. narrabeen houseofgolf staff		2
3. narrabeen houseofgolf		3
4. narrabeen golf		2
5. house of golf narrabeen		2
6. narrabeen golf driving range		2
7. pirates mini golf		2
8. mini golf narrabeen		1
9. narrabeen golf range		2

[Download this table](#)

Figure: Google sitemaps query stats result showing the search results and the click through results for top keywords.

- Get the referring sites stats from your ISP.
 - Find out which search engines are working for your site

Links from an Internet Search Engine	
4 different referring search engines	Hits
Google	151
MSN	22
Yahoo	18
Lycos	1

Figure: ISP referring stats showing source of search engine links.

- Find the keyword phrases that users are clicking through from search engines

Search Keyphrases (Top 20)			Search Keywords (Top 20)		
Full list			Full list		
47 different keyphrases	Search	Percent	41 different keywords	Search	Percent
narrabeen driving range	32	17.8 %	golf	131	24.3 %
pirates mini golf	27	15 %	narrabeen	116	21.5 %
narrabeen golf	18	10 %	mini	67	12.4 %

Figure: ISP referring stats showing key phrases and keywords.

The next step in Search Engines is Generating Inbound Links

<http://www.websuburb.com.au/HelpDesk/SearchEngines/Inboundlinks/tabid/773/Default.aspx>