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URL: <http://thenobletouch.com/>

Analyzed search term: personal development courses

Country: United States

Search Engine: Google

Started: August 14, 2011 7:45 pm

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Report overview - analyzed web pages

Url	PR	Yahoo Linkdomain	Yahoo Links	Alexa	Domain Age
http://thenobletouch.com/ <i>(your website)</i>	0	0	6	N/A	1.6
1: http://www.higherawareness.com/	4	0	3 798	N/A	12.0
2: http://www.personal-development.info/courses.html	1	0	15	N/A	5.6
3: http://www.onlinecollegecourses.com/courses/person...	4	0	58	N/A	11.5
4: http://www.onlinecolleges.net/online-personal-deve...	4	0	2	N/A	9.1
5: http://www.ohlone.edu/instr/personaldev/	3	0	3	N/A	9.6
6: http://onemynd.com/blog/	3	0	39	N/A	2.9
7: http://www.uwex.edu/courses/professional-developme...	6	0	1	N/A	21.0
8: http://www.georgiacenter.uga.edu/ppd	4	0	223	N/A	23.4
9: https://continuingstudies.stanford.edu/courses/per...	5	0	0	N/A	25.9
10: http://www.swccd.edu/3rdLevel/index.asp?L2=90	N/A	0	0	N/A	6.2

Competition Summary

Average PageRank: 4

Total number of Google search results: 31 700 000



Your Website vs The Competition

	Competition averages	Your site
PageRank	3.4	0
Yahoo Linkdomain	0	0
Yahoo Links	377	6
Alexa Rank	0	N/A
Domain Age (in years)	11.7	1.60

General suggestions

- Make websites for people, not search engines.
- Make websites that convert to your end goal... not just rank for keywords.
- Build a brand around a community. One that loves you and will fight for you because they love your services. Don't shut them off.
- Make your brand so big that search engines need you.
- Don't focus on just one keyword. Do a proper keyword research to find out what people seeking your products and services are actually using.
- Read Google's SEO Starter Guide:
<http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>.



Report: Document title

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This is one of the most important items in on-page optimization.

Your competition:

#	Title
1	Personal Development Create a plan to know, heal and expand yourself
2	Personal Development Courses For Personal Growth
3	Online Personal Development Courses Online College Courses
4	Online Personal Development Classes Online Colleges
5	Personal Development: College Success, Overview Personal Development, Counseling - Ohlone College, Fremont, Newark, East Bay Area, California
6	oneMYnd Blog Effective Goal Setting and Personal Development
7	Professional & Personal Development Courses - UW-Extension
8	Professional and Personal Development Courses Georgia Center - UGA
9	Stanford Continuing Studies :: Personal & Professional Development
10	The page cannot be displayed

Your site:

Personal Development Courses By The Noble Touch
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Detailed analysis of document title

	Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
KW Quantity:	1	N/A	1	1	N/A	N/A	N/A	1	1	N/A	N/A	0-1	0.5
KW Position:	N/A	N/A	N/A	7	N/A	N/A	N/A	19	17	N/A	N/A	0-19	8.6
Words in title:	8	12	6	8	7	20	9	7	10	8	5	5-20	9.1
Title length:	49	70	48	60	53	186	62	62	68	66	28	28-186	68.4



Suggestions

- Make sure that your title tag includes your keyword (a greater weighting is given to key phrases at the left of the title tag)
- A compelling call-to-action might help you get a better click-through rate in Google search engine results pages.
- Make title tag unique on each page ([Google Webmaster Tools](#) can help you detect problems with the title tags).
- Avoid keyword stuffing in your page title.
- Using the table above to compare your site to your competition.



Report: Headings (H1, H2, H3)

Headings (h1) and sub-headings (h2, h3) are texts that are written between the <h1>..</h1>, <h2>..</h2> and <h3>..</h3> tags.

Usage of H1, H2 and H3 tags. Your competition:

#	H1	H2	H3
1	1	1	6
2	N/A	N/A	1
3	N/A	5	N/A
4	N/A	3	N/A
5	1	8	3
6	N/A	4	N/A
7	1	5	8
8	N/A	2	N/A
9	N/A	N/A	N/A
10	1	1	N/A

Your site:	H1	H2	H3
http://thenobletouch.com/	N/A	N/A	N/A

Detailed analysis of H1 - the most important heading

	Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
H1s with the keyword:	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0-0	0
H1 avg word count:	N/A	9	N/A	N/A	N/A	4	N/A	4	N/A	N/A	5	4-9	5.5
Avg H1 length:	N/A	76	N/A	N/A	N/A	44	N/A	35	N/A	N/A	28	28-76	45.8

Detailed analysis of headings H2 & H3

Your site	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Range	Avg
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H2s with the keyword:	N/A	N/A	N/A	1	N/A	1	N/A	1	N/A	N/A	N/A	0-1	0.3
H3s with the keyword:	N/A	N/A	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0-1	0.1
H2 avg word count:	N/A	21	N/A	2.8	2.3	3.1	7	5	3	N/A	10	2.3-21	6.8
H3 avg word count:	N/A	12.3	5	N/A	N/A	3	N/A	3	N/A	N/A	N/A	3-12.3	5.8
Avg H2 length:	N/A	134	N/A	21	19	23	44	42	28	N/A	78	19-134	48.6
Avg H3 length:	N/A	67	39	N/A	N/A	15	N/A	28	N/A	N/A	N/A	15-67	37.3

Suggestions

- **Avoid keyword stuffing in any of heading tags because it will do more harm than good**
- **Using your keyword in H1 or H2 can give some minor positive effects on SEO**
- <h1> is the most important heading - use it only once or twice per document and include your keyword there if it fits naturally
- Use the tables above to compare your site to your competition

Report: Body text

Body text is the text from your web page without all the HTML tags and code.

Body text

#	KW Count	KW Position	KW Density	Word count	Text length
1	0	N/A	N/A	1419	8777
2	1	724	0.6%	171	1320
3	8	4860	0.4%	1880	13995
4	0	N/A	N/A	288	2075
5	1	268	0.2%	443	3173
6	0	N/A	N/A	440	2593
7	2	400	0.5%	436	3737
8	0	N/A	N/A	224	1565
9	1	1721	0.1%	748	5609
10	0	N/A	N/A	91	669
Averages:	1.3	797	0.2%	614	4351

Your site:	KW Count	KW Position	KW Density	Word count	Text length
http://thenobletouch.com/	0	N/A	N/A	150	882

Suggestions

- **Make sure that the keyword you are targeting with this page really is in your body text**
- Avoid keyword stuffing in body text. Remember - each page should be targeted to different keywords.
- Put main keywords closer to the top of the document
- Don't hide text through colour by blending text color with background color
- Avoid too high keyword density (>10%) as it may lead to penalty (use synonyms, related words and [LSI](#) words - [this](#) will help you find them)
- Using the table above to compare your site to your competition (pay attention to keyword density)



Report: URL

URL is the address of your web page.

URL

Words in URL	KW Position	Word count	URL length
1 higherawareness	N/A	1	31
2 personal development courses html	0	4	49
3 onlinecollegecourses courses personal development	N/A	4	65
4 onlinecolleges online personal development classes	N/A	5	66
5 ohlone instr personaldev	N/A	3	40
6 onemynd blog	N/A	2	24
7 uwex courses professional development html	N/A	5	57
8 georgiacenter uga ppd	N/A	3	36
9 continuingstudies stanford courses personalprofdev php	N/A	5	66
10 swccd 3rdlevel index asp l2 90	N/A	6	45
Averages:	0	4	46

Your site:	KW Position	Word count	URL length
thenobletouch	N/A	1	25



Suggestions for domain name

- If possible, put your main keyword in the domain name
- For SEO it seems that there is no difference between delimiting words in domain name or writing them together. From marketing standpoint it's better not to delimit words in domain name with dashes because of word of mouth marketing.

Suggestions for URL

- Make "user-friendly" urls; put your keywords there and leave out [stop words](#) like "I", "a", "an" etc. Also try to avoid special characters like "&", "?", "=", "\$", "%", "^" in the URL.
- Avoid keyword stuffing in URLs and try to keep them within a reasonable length
- [Google suggests](#) that you should use hyphens (-) instead of underscores (_) in your URLs.
- Use the table above to compare your URL to your competition



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Report: Sitemap and robots.txt

Link to sitemap not found. Maybe you don't have a sitemap and certainly you don't have a link to a sitemap in your [robots.txt](#) file (or the link is broken).

Your robots.txt file:

```
User-agent: *  
Disallow:
```



Sitemap

Sitemap is a file (or multiple files) that list URLs for a site.

- It is important to submit your sitemap to [Google Webmaster Tools](#)
- It is important to include a link to sitemap file in your [robots.txt](#) file
- If you want to [put sitemap on different domain](#) you must put a link to it in your robots.txt file
- All information about sitemaps - <http://www.sitemaps.org/>
- You can also submit your sitemap to [Bing Webmaster Tools](#)
- If you don't have a sitemap, try [sitemap generators](#)

Robots.txt

Robots.txt is a [file on your site](#) that tells web spiders (like [Googlebot](#)) how to behave on your site.

- Robots.txt should contain a link to your sitemap (for example: Sitemap: <http://thenobletouch.com/sitemap.xml>)
- All information about robots.txt - <http://www.robotstxt.org/>

Meta robots tag

Meta robots tag is a special HTML tag that tells robots how to behave on that page.

- Use meta robots tag if you want to prevent search engines from indexing the page.
- More information about meta robots tag - <http://www.robotstxt.org/meta.html>
- Your meta robots tag is empty - that's perfectly fine.



Report: Meta description

Meta description is your description of your web page. It is coded in HTML and doesn't appear on the web page. Search engines sometimes display this description in search results.

Meta description

#	Meta descriptions
1	Personal development plans, programs, tips, tools, workbooks, worksheets, quotes, lists and questions. Improve self awareness and knowing yourself with your own personal development plan.
2	Personal Development Courses. Personal Growth. Reviews of the best personal development courses for personal growth.
3	N/A
4	Personal development classes are designed for people who are looking for ways to enrich their personal lives. These classes can benefit anyone who has a love of
5	N/A
6	oneMYnd Blog offers tools for effective personal development, goal setting and achieving those goals.
7	University of Wisconsin-Extension provides education and resources to students, business owners, farmers, community leaders, youth and families in our state.
8	Take a continuing education professional development course or personal enrichment class from the University of Georgia Center for Continuing Education.
9	N/A
10	N/A

Your site
Personal Development Courses

Meta description analysis

#	KW Count	KW Position	KW Density	Word count	Text length
1	N/A	N/A	N/A	24	187
2	2	0	13.3%	15	116
3	N/A	N/A	N/A	N/A	N/A
4	N/A	N/A	N/A	26	160
5	N/A	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	14	101
7	N/A	N/A	N/A	20	157



8	N/A	N/A	N/A	19	152
9	N/A	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A
Averages:	0.2	N/A	1.3%	12	87

Your site:	KW Count	KW Position	KW Density	Word count	Text length
	1	0	33.3%	3	28

Suggestions

- Make sure that the keyword you are targeting really is in your meta description
- Create unique meta description for every page
- Put your keyword closer to the start of the meta description
- A compelling call-to-action in meta description might help you get a better click-through rate in Google search engine results pages.
- Avoid keyword stuffing in meta description
- Keep the length of meta description under 160 characters (15 - 20 words) to make sure that your message isn't truncated in Google SERPs.
- Make meta description different from page title (<title>).
- Using the table above (meta description analysis) to compare your site to your competition

Report: Links

Internal linking and links in general are very important from SEO standpoint. Search engine algorithms use anchor texts extensively.

Links on your site

Anchor text	Link	Nofollow?
	http://thenobletouch.com	follow
Home	http://thenobletouch.com	follow
About	http://thenobletouch.com/about	follow
Coaching	http://thenobletouch.com/coaching	follow
Healing	http://thenobletouch.com/healing	follow
Testimonials	http://thenobletouch.com/testimonia ls	follow
Contact	http://thenobletouch.com/contact	follow
Gain Self Confidence	http://thenobletouch.com/how-to-gai n-self-confidence	follow
	http://thenobletouch.com/infobox/27 /optin	follow
N/A	http://thenobletouch.com	follow
N/A	#	follow
N/A	#	follow
N/A	#	follow
N/A	#	follow

Suggestions

- Follow Google's suggestions on URL structure:
<http://www.google.com/support/webmasters/bin/answer.py?answer=76329&hl=en>
- For internal linking - put nofollow attribute on links to unimportant pages (from SEO standpoint - like "Privacy Policy", "Contact us" and other pages)
- Put keywords in anchor texts
- If link anchor is an image then put anchor text in image's "alt" attribute
- Avoid keyword stuffing in anchor texts
- Avoid using un-related phrases like "click here" or "more..." in anchor texts
- Linking to similar external sites will help search engines to determine your site's theme
- Use the list above to check your anchor texts and nofollow attributes



Report: HTML Code and page load time

Optimizing HTML code is part of the SEO. It also increases usability because optimized HTML usually loads faster.

HTML Analysis

#	HTML Size	TABLE tag	js in html	IMG tag	A tag	.js	.css	Validation	Load time
1	38.83 kb	9	1.22 kb	13	63	4	1	check	view
2	28.92 kb	5	1.14 kb	48	104	3	N/A	check	view
3	58.99 kb	N/A	4.78 kb	16	360	9	3	check	view
4	12.84 kb	N/A	1.58 kb	1	31	5	3	check	view
5	12.60 kb	N/A	0.68 kb	2	58	3	3	check	view
6	43.86 kb	2	4.64 kb	19	46	9	6	check	view
7	21.85 kb	N/A	4.09 kb	9	101	8	3	check	view
8	21.91 kb	N/A	1.90 kb	7	34	1	30	check	view
9	33.55 kb	4	0.42 kb	41	153	1	4	check	view
10	4.26 kb	1	2.04 kb	N/A	2	N/A	N/A	check	view

Your site

HTML Size	TABLE tag	js in html	IMG tag	A tag	.js	.css	Validation	Load time
10.05 kb	N/A	0.76 kb	3	14	8	10	check	view

- HTML Size - the size of the html code (the smaller the html size the better)
- TABLE tag - how many table tags found in the code (less is better)
- js in html - the size of code between <script> tags (less is better; js code should be moved to external file)
- IMG tag - how many image tags found in the code
- A tag - how many links found in the code
- .js - how many links to external JavaScript files found in the code
- .css - how many links to external CS files found in the code
- Validation - a link to HTML validation service (don't worry if your code has many validation errors)
- Load time - a link to free tool that analyzes page load time and shows broken images/files



Suggestions

- 100% [Valid code](#) is great but most of the time search engine spiders can process invalid code as well.
- Using less TABLE tag tags may result in faster page load
- Having smaller HTML will result in faster page load
- Avoid broken images on your site as it slows down page load (click on the "Load time" link to get list of broken images on site)
- Put CSS in external files. If you can combine all CSS information into one file it will make your page load faster
- Put JavaScript code in external files. If you can combine all JavaScript code information into one file it will make your page load faster
- If you are using common JS libraries (like jquery, prototype, moo tools and others) use [Google Ajax Libraries API](#) (more info [here](#))



Report: Images

For SEO purposes it is usefull to analyze filenames and "alt" texts of images on your site.

Images on your site

Alt text	Filename
N/A	http://thenobletouch.com/wp-content/uploads/2011/02/logo.png
N/A	http://thenobletouch.com/wp-content/uploads/2011/02/header.jpg
N/A	http://thenobletouch.com/wp-content/uploads/2011/02/optin.png



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Suggestions

- Use "alt" texts to describe the image - for [accessibility](#) and SEO reasons
- Don't overuse "alt" texts, for example, don't add them to spacer images or layout of images
- Put keywords in "alt" texts if they make sense in the context
- You can also use keywords in filenames (write keywords together or separate them with dashes)
- Avoid keyword stuffing in "alt" texts or filenames
- Use the list above to check your "alt" texts



Report: Meta keywords

Meta keywords are keywords related to your site. They are coded in HTML and don't appear on the web page. Search engines do NOT care about meta keywords AT ALL and there's no reason to have them. But you can get new keyword ideas by looking at your competitor's keywords!

Meta keywords

#	Meta keywords
1	personal development, plan, self awareness, awareness, manifesting, growth, personal improvement, resources, tips, workbooks, worksheets
2	personal development courses, self improvement, motivation, success
3	N/A
4	N/A
5	N/A
6	oneMYnd, onemind, goal setting, objectives and goals, career goal, set goals, task management, career goals, goals setting, long term goal, short term goal, life goals, task list, get it organized, do list, goal arsenal, achieving goals
7	university wisconsin extension cooperative continuing online education public television radio economic development conferences
8	Professional Development, Personal Enrichment, Continuing Education, Athens Georgia continuing education, Athens continuing education, professional training in Georgia, training classes in Georgia, UGA training programs, UGA professional classes, UGA professional programs, University of Georgia Continuing Education, UGA con ed
9	N/A
10	N/A

Your site
N/A

Meta keywords analysis

#	KW Count	KW Position	KW Density	Word count	Text length
1	N/A	N/A	N/A	14	136
2	1	0	14.3%	7	67
3	N/A	N/A	N/A	N/A	N/A
4	N/A	N/A	N/A	N/A	N/A



5	N/A	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	36	236
7	N/A	N/A	N/A	13	127
8	N/A	N/A	N/A	38	328
9	N/A	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A
Averages:	0.1	N/A	1.4%	11	89

Your site:	KW Count	KW Position	KW Density	Word count	Text length
	N/A	N/A	N/A	N/A	N/A

All keywords

achieving goals, athens continuing education, athens georgia continuing education, awareness, career goal, career goals, continuing education, do list, get it organized, goal arsenal, goal setting, goals setting, growth, life goals, long term goal, manifesting, motivation, objectives and goals, onemind, onemynd, personal development, personal development courses, personal enrichment, personal improvement, plan, professional development, professional training in georgia, resources, self awareness, self improvement, set goals, short term goal, success, task list, task management, tips, training classes in georgia, uga con ed, uga professional classes, uga professional programs, uga training programs, university of georgia continuing education, university wisconsin extension cooperative continuing online education public television radio economic development conferences, workbooks, worksheets

Suggestions

- Use the table above (competitor's meta keywords list) to find new keywords to target
- Don't worry if your site doesn't have a meta keywords tag