

# SEO Xtreme

## Top 10 Optimization Report

SEO Xtreme - Canton Ohio  
Division

Date: Monday, April 11, 2011

Recipient: [www.takeflightsandiego.com](http://www.takeflightsandiego.com)

This confidential Top 10 Optimization Report has been created by the SEO Xtreme Team Specifically for you.

## Report overview

This report helps you to optimize the web page "http://www.takeflightsandiego.com/" for a high ranking on Google.com for the search term "Become a Pilot".

### Your web page



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

Title: Welcome to Take Flight San Diego

Description: [No meta description available.]

### Your competitors for the search term "Become a Pilot" on Google.com

1



<http://www.faa.gov/pilots/become/>

Title: Become a Pilot

Description: The Federal Aviation Administration is responsible for the safety of civil aviation.

2

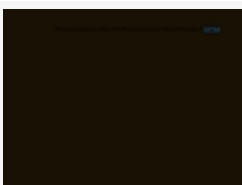


<http://www.faa.gov/pilots/become/faq/>

Title: Become a Pilot Frequently Asked Questions

Description: The Federal Aviation Administration is responsible for the safety of civil aviation.

3



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

"[www.beapilot.com/](http://www.beapilot.com/)" contained a Meta Refresh tag that linked to "[www.aopa.org/letsqoflying/?priority=SX08BAP](http://www.aopa.org/letsqoflying/?priority=SX08BAP)".

Title: Let's Go Flying!

Description: [No meta description available.]

4








<http://www.airaffair.com/Library/start-airplanes.html>


Title: How to Become an Airplane Pilot

Description: [No meta description available.]

## Your competitors for the search term "Become a Pilot" on Google.com

5		<p><a href="http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp">http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp</a></p> <p>Title: How to Become a Pilot (USA - FAA)</p> <p>Description: How to become a pilot is an article covering all the basics of flight training in USA</p>
6		<p><a href="http://www.ehow.com/how_2140710_become-a-pilot.html">http://www.ehow.com/how_2140710_become-a-pilot.html</a></p> <p>Title: How to Become a Pilot   eHow.com</p> <p>Description: How to Become a Pilot. Many people make the mistake of jumping headfirst into flight training without realizing the implications of the cost and time requirements involved. Take this advice from a former flight...</p>
7		<p><a href="http://www.becomefighterpilot.com/">http://www.becomefighterpilot.com/</a></p> <p>Title: Fighter Pilot</p> <p>Description: Learn how to become a fighter pilot in the Air Force, Navy, or Marines. This step by step program was developed by Americas elite Fighter Pilot, Ed T Rush.</p>
8		<p><a href="http://www.pea.com/imd/become-an-airline-pilot.asp">http://www.pea.com/imd/become-an-airline-pilot.asp</a></p> <p>Title: Become An Airline Pilot</p> <p>Description: Become an airline pilot at PEA. The difference between flight schools varies by price, location, staff, accredited pilot courses and their commitment to prepare you to be a professional pilot. PEA - Where pilots teach our future airline pilots.</p>
9		<p><a href="http://www.howstuffworks.com/pilot.htm">http://www.howstuffworks.com/pilot.htm</a></p> <p>Title: HowStuffWorks "How Becoming an Airline Pilot Works"</p> <p>Description: Airline pilots have an amazing job with huge responsibilities. Learn what it's like to be a pilot and what it takes to make it in this highly competitive profession.</p>

**Your competitors for the search term "Become a Pilot" on Google.com**

10  <http://www.wikihow.com/Become-an-Airline-Pilot>

Title: How to Become an Airline Pilot - wikiHow

Description: wikiHow article about How to Become an Airline Pilot.

**Analyzed search terms**

1. Become a Pilot
2. Become
3. a
4. Pilot

**Top 10 Ranking Requirements Score™**

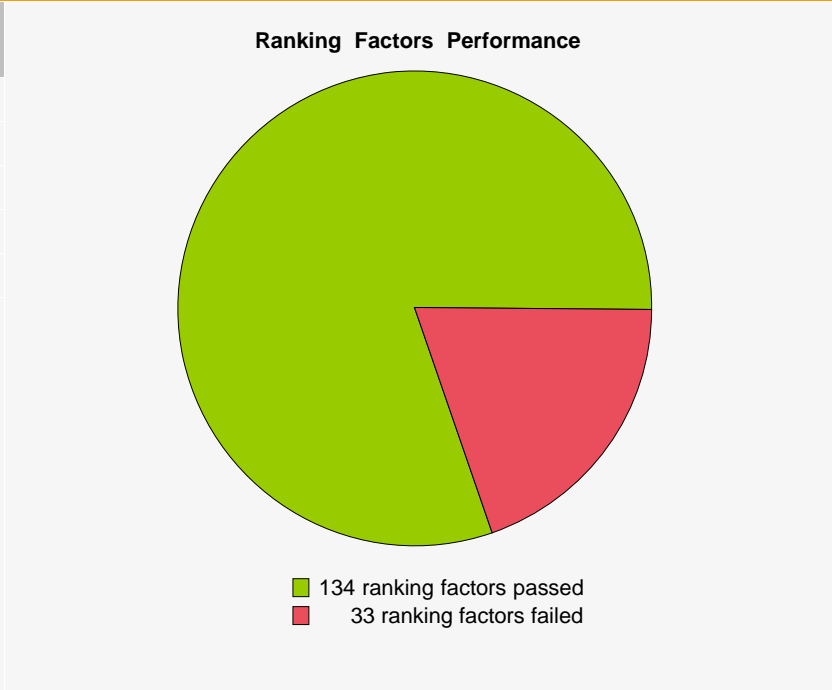
60%

The Top 10 Ranking Requirements Score™ of 60% means that the web page <http://www.takeflightsandiego.com/> meets 60% of the requirements for a top 10 ranking on Google.com for the search term "Become a Pilot".

Note that some ranking factors 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:	14	14
Very Important:	11	0
Important:	42	3
Moderately Important:	38	13
Slightly Important:	29	3
Total:	134	33



## Search engine ranking factors performance

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# 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 "Become a Pilot" in the document title and if it's important for Google.com.

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

## Their contents

Rank	Keyword use in document title
1	<b>Become a Pilot</b>
2	<b>Become a Pilot</b> Frequently Asked Questions
3	Let's Go Flying!
4	How to <b>Become an Airplane Pilot</b>
5	How to <b>Become a Pilot</b> (USA - FAA)
6	How to <b>Become a Pilot</b>   eHow.com
7	Fighter <b>Pilot</b>
8	<b>Become An Airline Pilot</b>
9	HowStuffWorks "How Becoming an <b>Airline Pilot</b> Works"
10	How to <b>Become an Airline Pilot</b> - wikiHow

## Your contents

Welcome to **Take Flight San Diego**

## Advice for your document title

### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Become a Pilot" at least once.	<<
Keyword density:	0% to 100%	0%	You should increase the keyword density for the search term "Become a Pilot".	<<

### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Become" at least once.	<<
Keyword density:	0% to 33%	0%	You should increase the keyword density for the search term "Become".	<<

### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK

### Advice for your document title

#### Search term: "Become a Pilot"

Keyword density:	0% to 57%	33%	OK	OK
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#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Pilot" at least once.	<<
Keyword density:	0% to 50%	0%	You should increase the keyword density for the search term "Pilot".	<<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	2	OK	OK
Keyword density:	0% to 33%	11%	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	AllTheWeb (preset settings)	Google.com	Live.com	Yahoo.com
To Your Site:	1	55	0	7	55
To Site 1:	4,590	358	6	149	436
To Site 2:	4,590	86	1	3	85
To Site 3:	152	1,740	57	889	2,514
To Site 4:	72	21	0	4	27
To Site 5:	136	5,140	86	1	4,818
To Site 6:	8,595	29	2	5	27
To Site 7:	12	83	1	163	79
To Site 8:	81	494	0	1	385
To Site 9:	11,784	197	5	35	160
To Site 10:	6,861	63	4	5	62
Range:	12 to 11,784	21 to 5,140	4 to 86	1 to 889	27 to 4,818

### Advice for the global link popularity

Summing up all analyzed search engines, you have at least as many web pages linking to your web page as the top ranking web pages. This meets the basic requirements for getting high rankings in general. <

However, Google.com also evaluates the quality of the web pages that link to your web site.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool.

Google found less web pages that link to your web page than to the top ranked pages. Try to increase the number of web pages from different domains that link to your site. <<

## 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 sampling 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.

The more inbound link texts are analyzed, the more meaningful is the quality of the advice. To get statistically significant results, you should analyze at least 50 inbound link texts. You can change the number of analyzed inbound link texts by selecting Top 10 Optimizer > Report Contents > Link Popularity.

### Sampling of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
<a href="http://www.takeflightsandiego.com">http://www.takeflightsandiego.com</a>	<a href="http://www.takeflightsandiego.com">http://www.takeflightsandiego.com</a>	<a href="http://sandiego.sddt.com/biz/take-flight-san-diego/el-cajon/ca/92020/20584475">http://sandiego.sddt.com/biz/take-flight-san-diego/el-cajon/ca/92020/20584475</a>
Take Flight San Diego	<a href="http://www.takeflightsandiego.com/">http://www.takeflightsandiego.com/</a>	<a href="http://www.flightschoollist.com/california.html">http://www.flightschoollist.com/california.html</a>
Take Flight San Diego	<a href="http://www.takeflightsandiego.com/">http://www.takeflightsandiego.com/</a>	<a href="http://abramsaviation.com/links.aspx">http://abramsaviation.com/links.aspx</a>
Website	<a href="http://www.takeflightsandiego.com">http://www.takeflightsandiego.com</a>	<a href="http://www.mojopages.com/tag/aviation-schools/el-cajon/ca">http://www.mojopages.com/tag/aviation-schools/el-cajon/ca</a>
Website	<a href="http://www.takeflightsandiego.com">http://www.takeflightsandiego.com</a>	<a href="http://www.pilotjourney.com/aviation/sport-pilot/">http://www.pilotjourney.com/aviation/sport-pilot/</a>
<a href="http://www.takeflightsandiego.com">www.takeflightsandiego.com</a>	<a href="http://www.takeflightsandiego.com">Http://www.takeflightsandiego.com</a>	<a href="http://bestaviation.net/school/take_flight_san_diego/">http://bestaviation.net/school/take_flight_san_diego/</a>
<a href="http://www.takeflightsandiego.com">www.takeflightsandiego.com</a>	<a href="http://www.takeflightsandiego.com">http://www.takeflightsandiego.com</a>	<a href="http://www.aviationcareerguide.com/flight_school_show.asp?ID=1392">http://www.aviationcareerguide.com/flight_school_show.asp?ID=1392</a>
<a href="http://www.takeflightsandiego.com">www.takeflightsandiego.com</a>	<a href="http://www.takeflightsandiego.com">Http://www.takeflightsandiego.com</a>	<a href="http://www.bestaviation.net/school/take_flight_san_diego/">http://www.bestaviation.net/school/take_flight_san_diego/</a>

### Advice for the link texts of inbound links

To get a high ranking on Google.com, make sure that the web pages that link to your site use the search term "Become a Pilot" in their link texts. The more links to your web site contain "Become a Pilot" (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.com 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.com 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.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool.

**Advice for the link texts of inbound links**

At least 10% of the analyzed inbound link texts contain the search term "Become a Pilot". This is good.	OK
At least 20% of the analyzed inbound link texts contain the search term "Become a Pilot". This is good.	OK
At least 40% of the analyzed inbound link texts contain the search term "Become a Pilot". This is good.	OK
At least 60% of the analyzed inbound link texts contain the search term "Become a Pilot". This is good.	OK
Less than 80% of the analyzed inbound link texts contain the search term "Become a Pilot". You must increase the number of inbound link texts that contain that search term.	<<

# 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

Learn to Fly Learn to Fly FAQ 60 Day Private Traditional Training Plus One Flyers Beginner Testimonials Advanced Training 7-Day Instrument 4-Day Finish-Up Program 5-Day Commercial 5-Day CFI 4-Day CFII Traditional Training Advanced Testimonials Travel Program Knowledge Test Practice Free Test Sites Other Stuff Flight Reviews Complex & Hi-Perf Endorsement Tailwheel Endorsement Refresher Ground Schools Downloads Plus One Information About Who We Are Contact Us Gold Seal CFI Master CFI Dave Simpson Owner, Take Flight San Diego Five Reasons To Choose Take Flight San Diego Reliability Quality Track Record Choice of Airplanes Choice of Airports Details » 98% Checkride Pass Rate! Dave's professional, structured and organized approach has resulted in an almost perfect record checkride success with all private, instrument, commercial, and CFI students,

## Advice for your body text

### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You should use the search term "Become a Pilot" at least once.	<<
Keyword density:	0% to 2%	0%	You should increase the keyword density for the search term "Become a Pilot".	<<
Number of words:	45 to 8,262	131	OK	OK

### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 21	0	You should use the search term "Become" at least once.	<<
Keyword density:	0% to 2%	0%	You should increase the keyword density for the search term "Become".	<<

### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	20 to 2,589	64	OK	OK
Keyword density:	30% to 61%	49%	OK	OK

### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 166	0	You should use the search term "Pilot" at least once.	<<
Keyword density:	0% to 7%	0%	You should increase the keyword density for the search term "Pilot".	<<

### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	20 to 2,776	64	OK	OK

Advice for your body text

Search term: "Become a Pilot"

Keyword density: 11% to 23% 16% 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	<a href="http://www.takeflightsandiego.com/">http://www.takeflightsandiego.com/</a>	n/a
1	<a href="http://www.faa.gov/pilots/become/">http://www.faa.gov/pilots/become/</a>	Saturday, April 16, 2005
2	<a href="http://www.faa.gov/pilots/become/faq/">http://www.faa.gov/pilots/become/faq/</a>	Friday, November 25, 2005
3	<a href="http://www.beapilot.com/">http://www.beapilot.com/</a>	Tuesday, July 30, 1996
4	<a href="http://www.airaffair.com/Library/start-airplanes.html">http://www.airaffair.com/Library/start-airplanes.html</a>	Monday, December 05, 1994 (oldest domain)
5	<a href="http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp">http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp</a>	Sunday, April 14, 2002
6	<a href="http://www.ehow.com/how_2140710_become-a-pilot.html">http://www.ehow.com/how_2140710_become-a-pilot.html</a>	Monday, November 16, 1998
7	<a href="http://www.becomefighterpilot.com/">http://www.becomefighterpilot.com/</a>	Monday, August 21, 2006 (newest domain)
8	<a href="http://www.pea.com/imd/become-an-airline-pilot.asp">http://www.pea.com/imd/become-an-airline-pilot.asp</a>	Friday, March 08, 1996
9	<a href="http://www.howstuffworks.com/pilot.htm">http://www.howstuffworks.com/pilot.htm</a>	Saturday, July 11, 1998
10	<a href="http://www.wikihow.com/Become-an-Airline-Pilot">http://www.wikihow.com/Become-an-Airline-Pilot</a>	Saturday, June 12, 2004
Range	Monday, December 05, 1994 to Monday, August 21, 2006	

### Advice for the web site age

The web site age could not be determined. In general, the older your web site, the better it is for your rankings on Google.com. If you have a young web site, you must compensate by improving the other search engine ranking factors.



# 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.com, too.

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

## Your contents

[not used]

## Advice for your H1 headline texts

### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 57%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 33%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<

Advice for your H1 headline texts

Search term: "Become a Pilot"

Keyword density:	0% to 33%	0% You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<
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## Keyword use in domain name

### Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the domain name.

Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

### Their contents

Rank	Words In Domain Name	URL
1	<b>fa a</b>	<a href="http://www.faa.gov/pilots/become/">http://www.faa.gov/pilots/become/</a>
2	<b>fa a</b>	<a href="http://www.faa.gov/pilots/become/faq/">http://www.faa.gov/pilots/become/faq/</a>
3	<b>beapilot</b>	<a href="http://www.beapilot.com/">http://www.beapilot.com/</a>
4	<b>airaffair</b>	<a href="http://www.airaffair.com/Library/start-airplanes.html">http://www.airaffair.com/Library/start-airplanes.html</a>
5	bestaviation	<a href="http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp">http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp</a>
6	ehow	<a href="http://www.ehow.com/how_2140710_become-a-pilot.html">http://www.ehow.com/how_2140710_become-a-pilot.html</a>
7	<b>becomefighterpilot</b>	<a href="http://www.becomefighterpilot.com/">http://www.becomefighterpilot.com/</a>
8	pea	<a href="http://www.pea.com/imd/become-an-airline-pilot.asp">http://www.pea.com/imd/become-an-airline-pilot.asp</a>
9	howstuffworks	<a href="http://www.howstuffworks.com/pilot.htm">http://www.howstuffworks.com/pilot.htm</a>
10	wikihow	<a href="http://www.wikihow.com/Become-an-Airline-Pilot">http://www.wikihow.com/Become-an-Airline-Pilot</a>

### Your contents

takeflightsandiego (Domain name: "takeflightsandiego.com")

### Advice for the domain name

The domain name takeflightsandiego.com contains only a part of the search term "Become a Pilot". This is acceptable.



## Keyword use in page URL

### Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

### Their contents

Rank	Words In Page URL	URL
1	<b>pilots become</b>	<a href="http://www.faa.gov/pilots/become/">http://www.faa.gov/pilots/become/</a>
2	<b>pilots become faq</b>	<a href="http://www.faa.gov/pilots/become/faq/">http://www.faa.gov/pilots/become/faq/</a>
3	[no words]	<a href="http://www.beapilot.com/">http://www.beapilot.com/</a>
4	Library start airplanes	<a href="http://www.airaffair.com/Library/start-airplanes.html">http://www.airaffair.com/Library/start-airplanes.html</a>
5	art how to <b>become a pilot faa</b>	<a href="http://www.bestaviation.net/art%20how%20to%20become%20a%20pilot_faa.asp">http://www.bestaviation.net/art how to become a pilot_faa.asp</a>
6	how2140710 <b>become a pilot</b>	<a href="http://www.ehow.com/how_2140710_become-a-pilot.html">http://www.ehow.com/how_2140710_become-a-pilot.html</a>
7	[no words]	<a href="http://www.becomefighterpilot.com/">http://www.becomefighterpilot.com/</a>
8	imd <b>become an airline pilot</b>	<a href="http://www.pea.com/imd/become-an-airline-pilot.asp">http://www.pea.com/imd/become-an-airline-pilot.asp</a>
9	<b>pilot</b>	<a href="http://www.howstuffworks.com/pilot.htm">http://www.howstuffworks.com/pilot.htm</a>
10	<b>Become an Airline Pilot</b>	<a href="http://www.wikihow.com/Become-an-Airline-Pilot">http://www.wikihow.com/Become-an-Airline-Pilot</a>

### Your contents

[no words] (no page URL because you analyzed your homepage)

### Advice for your page URL

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 60%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 50%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

**Advice for your page URL****Search term: "Become a Pilot"****Search term: "a"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 133%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

**Search term: "Pilot"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 100%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

**Keywords "Become", "a" or "Pilot"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<
Keyword density:	0% to 44%	0%	You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<

## Links from social networks

### Important

On social network sites, people decide which web sites are popular. This means that the popularity on social network sites cannot be easily influenced. For this reason, search engines might trust web sites more if they are popular on social networks. ("n/a" means "data not available".)

### Links from social networks (the more the better)

	Del.icio.us	Digg
To Your Site:	n/a	0
To Site 1:	0	15
To Site 2:	0	15
To Site 3:	0	0
To Site 4:	0	0
To Site 5:	0	0
To Site 6:	0	34,451
To Site 7:	0	0
To Site 8:	0	2
To Site 9:	0	3,486
To Site 10:	0	1,371
Range:	all 0	0 to 34,451

### Advice for the links from social networks

None of the selected social network sites found pages that link to your web site "www.takeflightsandiego.com". Try to get at least one web page to link to your web page on these social networks. <<

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool.

# Server speed

## Important

Popular web sites often have faster server response times compared to smaller unimportant sites. In addition, most search engines index more pages from fast web sites. This chapter shows you how long it takes on average for web pages on the top ranked sites to load. The data is based on the average server speed of the last 30 days and is provided by Alexa.com ("n/a" means that Alexa.com does not have data about your server speed).

### Server speed results

#### Average Page Load Time (measured in seconds, the lower the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	1.84s	1.84s	0.83s	n/a	2.15s	4.08s	n/a	7.14s	10.74s	3.41s	0.83s to 10.74s

#### Server Speed Relative To Other Servers On The Internet (the faster the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	fast: top 35%	fast: top 35%	very fast: top 10%	n/a	average: top 45%	slow: bottom 25%	n/a	very slow: bottom 5%	very slow: bottom 5%	slow: bottom 35%	very slow: bottom 5% to very fast: top 10%

### Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.com. If you have a slow web site, you should contact or even switch your web hosting provider.



## Keyword use in H2-H6 headline texts

### Important

H2, H3, H4, H5 and H6 headline texts are the texts that are written between the <h2>...</h2>, <h3>...</h3>, etc. tags in the HTML code of your 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.com, too.

Example: <h3>your big headline text</h3>

### Your contents

[not used]

### Advice for your H2-H6 headline texts

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 255	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 68%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 30	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 289	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<

Advice for your H2-H6 headline texts

Search term: "Become a Pilot"

Keyword density:	0% to 23%	0% You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<
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# Keyword use in IMG ALT attributes

## Important

The <img alt> attribute defines an alternative text for an image when the user uses a text browser or when the user has turned off the display of images in the web browser application. Microsoft's Internet Explorer displays the alternative text if the user puts the cursor over the graphic. This chapter tries to find out if it makes sense to include the search term in the <img alt> attributes to improve your rankings.

Example: 

## Your contents

No.	Image Alt Attribute Text	Image File Name
1.	takeFlightSanDiego	images/header-idx.jpg
2.	discovery	<a href="http://www.pilotjourney.com/link_images/discovery/df_web_100X58.jpg">http://www.pilotjourney.com/link_images/discovery/df_web_100X58.jpg</a>
3.	gold seal	images/logo-goldSeal.jpg
4.	master cfi	images/logo-mcfi.gif
5.	dave simpson	images/dave-sm.jpg
6.	checkmark	images/checkmark-sm.jpg

## Advice for your IMG ALT attributes

### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 12%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 88	6	OK	OK
Keyword density:	0% to 167%	150%	OK	OK

### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 16%	0%	You could increase the keyword density for the search term	<

### Advice for your IMG ALT attributes

Search term: "Become a Pilot"

"Pilot" but this is optional.

Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 89	6	OK	OK
Keyword density:	0% to 56%	50%	OK	OK

## Top level domain of web site

### Important

Web sites with certain top level domains (TLD) are statistically more likely to contain higher quality, trustworthy contents. For this reason, search engines might prefer web sites with restricted TLD (.edu, .gov., .mil) over younger TLD (e.g., .biz, .info, .jobs). In addition, country code TLD (e.g., .ca, .de, .fr) are often preferred in the country's local search results.

### Top level domain results

Your Site	1	2	3	4	5	6	7	8	9	10
.com	.gov	.gov	.com	.com	.net	.com	.com	.com	.com	.com

### Advice for the top level domain of your web site

Your web site URL [www.takeflightsandiego.com](http://www.takeflightsandiego.com) contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com.

OK



**Their contents**

Rank	Keyword use in bold body text
	<p>from Ed and his program. Mrs. Wheeler, "Mom", San Joaquin Valley, CA It definitely aided me in obtaining a flight slot. your advice really paid off. Johan Woger, Melbourne, FL Future USMC Officer I spent all last year looking for, but now I have it and 'em on my way! Dominic Dito, Daytona Beach, FL Click the play button to hear an audio clip of what James had to say. made my dreams more tangible Quite simply it has made my aspiration and my dream feel much more attainable and within my grasp. James West, Bedfordshire, Great Britain set to attend Marine Corps OCS with an Air Contract. Sergio Lopez, Brandon, FL I was blown away by the information and loved it, Logan Carrigan, Bethlehem, PA yesterday I found out that I was selected for the Air Force pilot training program. Anthony Ziegler, Willis, MI Recently Selected for Air Force Pilot Training your program is invaluable something other books and programs haven't been able to help me do Matt Viebrock, Austin, TX I do not feel as lost in my journey to obtain a flight slot." Elliott Olsen, Parker, CO I must say it was the best investment I have made Derrick McBreaity, Hohenwald, TN Every e-mail that I have sent, he has responded to with invaluable tips and information that I would have never found without his help. massive amount of awesome information Boeey Hottenstein, Kingston, PA I owe it all to Ed. I am on my way to becoming a pilot!!! Jeremy Mortensen, North Salt Lake, UT Click the play button to hear an audio clip of what Kyle had to say. Ed's program is a recipe for success, and I highly recommend it to ANYONE with a strong desire to fly in U.S. military. I have all the tools I need to apply, commission, and excel in the U.S. Navy. Kyle Smith, Downingtown, PA my life has been pretty tough. the nomination board thought my profile was so exceptionally well These over pour of blessings in my life are largely credited to God and the Ed Rush Fighter Pilot Power Pack." Frederick J. Johnson Jr., Marietta, GA scrutinizing you, hold your hand Now think about this... everything you need to know specific step - by - step program Test Pilot School, the Blue Angels, the Thunderbirds, the Weapons Schools, and Survival School. two main distinguishers exact eyesight requirements final preparations top of your class memorize including it free no charge! included free allergies no charge! no charge! What kind of missions you'll be flying help you decide NOW . special links including it free first 30 days FREE and a 50% discount #1 growing forum included free considered a bargain. UPDATE: just \$197 (a \$100 savings)! That's over a \$770 value for just \$197! Click here to order now. NOW It'll pay for itself 1000 times over again. Order the Fighter Pilot Power Pack today If for any reason you're unhappy I will refund your entire investment (minus shipping and handling) - no questions asked. 365 days to decide. prepared The attention you'll get The adrenaline rush The peace of mind feel like a bit of a celebrity 100% satisfied secure online server. 2. Call 1-619-292-2599. 3. Click here great disadvantage. Order the Fighter Pilot Power Pack. Order the Fighter Pilot Power Pack. Ed Rush and Associates - Bonita, CA</p>
8	<p>Live Your Dream and Become an Airline Pilot ! To get Started - Request a Free Flight School Information! Package ! are not created equal. What should you look for when choosing a flight school? Apply Today! Request Flight School Information - Contact Us Phoenix East Aviation, Inc.</p>
9	<p>Please copy/paste the following text to properly cite this HowStuffWorks article: Pilots in training must log 250 flight hours before receiving a commercial certificate. See more pictures of pilots and airline crews .</p>
10	<p>Jonathan Thorne</p>

**Your contents**

Dave Simpson

**Advice for your bold body text**

Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

### Advice for your bold body text

#### Search term: "Become a Pilot"

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 3%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 311	1	OK	OK
Keyword density:	0% to 100%	50%	OK	OK

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 7%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 327	1	OK	OK
Keyword density:	0% to 34%	17%	OK	OK

## Number of visitors to the site

### Important

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

### Alexa.com Traffic Rank results (the lower the better)

	URL	Alexa Traffic Rank
Your Site	<a href="http://www.takeflightsandiego.com/">http://www.takeflightsandiego.com/</a>	Rank #11,112,119
1	<a href="http://www.faa.gov/pilots/become/">http://www.faa.gov/pilots/become/</a>	Rank #13,871
2	<a href="http://www.faa.gov/pilots/become/faq/">http://www.faa.gov/pilots/become/faq/</a>	Rank #13,871
3	<a href="http://www.beapilot.com/">http://www.beapilot.com/</a>	Rank #2,248,085 (least visitors of the competitors)
4	<a href="http://www.airaffair.com/Library/start-airplanes.html">http://www.airaffair.com/Library/start-airplanes.html</a>	Rank #2,166,362
5	<a href="http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp">http://www.bestaviation.net/art_how_to_become_a_pilot_faa.asp</a>	Rank #137,323
6	<a href="http://www.ehow.com/how_2140710_become-a-pilot.html">http://www.ehow.com/how_2140710_become-a-pilot.html</a>	Rank #298 (most visitors of the competitors)
7	<a href="http://www.becomefighterpilot.com/">http://www.becomefighterpilot.com/</a>	Rank #1,562,230
8	<a href="http://www.pea.com/imd/become-an-airline-pilot.asp">http://www.pea.com/imd/become-an-airline-pilot.asp</a>	Rank #529,426
9	<a href="http://www.howstuffworks.com/pilot.htm">http://www.howstuffworks.com/pilot.htm</a>	Rank #827
10	<a href="http://www.wikihow.com/Become-an-Airline-Pilot">http://www.wikihow.com/Become-an-Airline-Pilot</a>	Rank #840
Range		298 to 2,248,085

### Advice for the number of visitors to your site

Your web site [www.takeflightsandiego.com](http://www.takeflightsandiego.com) does not appear to have many visitors. This could be disadvantageous to your rankings on Google.com.



## Keyword use in same site link texts

### Moderately Important

Link texts are words and sentences that are used as links. Same site link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.com takes search terms in same site link texts into account.

Example: The HTML tag `<a href="contact.htm">Contact information</a>` contains the same site link text "Contact information".

Your contents		
No.	Same Site Link Text	Link URL
1.	Learn to Fly FAQ	/ltf-faq.html
2.	60 Day Private	/ltf-30DayPrivate.html
3.	Traditional Training	/ltf-traditionalTraining.html
4.	Plus One Flyers	/ltf-plusOne.html
5.	Beginner Testimonials	/ltf-testimonials.html
6.	7-Day Instrument	/advanced-7day-instrument.html
7.	4-Day Finish-Up Program	/advanced-4day-finishUpPrg.html
8.	5-Day Commercial	/advanced-5day-commercial.html
9.	5-Day CFI	/advanced-5day-cfi.html
10.	4-Day CFII	/advanced-4day-cfii.html
11.	Traditional Training	/advanced-traditional.html
12.	Advanced Testimonials	/advanced-testimonials.html
13.	Travel Program	/advanced-travelProgram.html
14.	Free Test Sites	/KnowledgeTestPracticeSites.htm
15.	Flight Reviews	/otherStuff-flightReviews.html
16.	Complex & Hi-Perf Endorsement	/otherStuff-complexHiPerf.html
17.	Tailwheel Endorsement	/otherStuff-tailwheel.html
18.	Refresher	/otherStuff-refresher.html
19.	Ground Schools	/otherStuff-groundSchool.html
20.	Downloads	/PilotResources.htm
21.	Plus One Information	/PlusOneInformation.htm
22.	Who We Are	/about-whoWeAre.html
23.	Contact Us	/about-contactUs.html
24.	Details »	/fiveReasons.html

### Advice for your same site link texts

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 9%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 323	29	OK	OK
Keyword density:	38% to 142%	69%	OK	OK

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 13%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 339	29	OK	OK
Keyword density:	13% to 50%	23%	OK	OK

# Keyword use in outbound link texts

## Moderately Important

Link texts are words and sentences that are used as links. Outbound link texts are the texts within the <a>...</a> tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.com gives relevance to search terms in outbound link texts.

Example: The HTML tag <a href="http://www.not-your-site.com/about.htm">About the company</a> contains the outbound link text "About the company".

### Your contents

No.	Outbound Link Text	Link URL
1.	[empty]	<a href="http://www.pilotjourney.com/discovery">http://www.pilotjourney.com/discovery</a>

### Advice for your outbound link texts

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 23	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 250%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 18%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 24	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<
Keyword density:	0% to 83%	0%	You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<



## Keyword use in same site link URLs

### Moderately Important

Links connect one web page to another. Same site links are the links in `<a href>` attributes that point to other pages on the same domain. This chapter examines if search terms in same site link URLs are relevant to Google.com.

Example: The HTML tag `<a href="contact.htm">Contact information</a>` contains the same site link URL "contact.htm".

### Your contents

No.	Same Site Link URL	Link Text
1.	<code>ltf faq [/ltf-faq.html]</code>	Learn to Fly FAQ
2.	<code>ltf 30DayPrivate [/ltf-30DayPrivate.html]</code>	60 Day Private
3.	<code>ltf traditionalTraining [/ltf-traditionalTraining.html]</code>	Traditional Training
4.	<code>ltf plusOne [/ltf-plusOne.html]</code>	Plus One Flyers
5.	<code>ltf testimonials [/ltf-testimonials.html]</code>	Beginner Testimonials
6.	<code>advanced 7day instrument [/advanced-7day-instrument.html]</code>	7-Day Instrument
7.	<code>advanced 4day finishUpPrg [/advanced-4day-finishUpPrg.html]</code>	4-Day Finish-Up Program
8.	<code>advanced 5day commercial [/advanced-5day-commercial.html]</code>	5-Day Commercial
9.	<code>advanced 5day cfi [/advanced-5day-cfi.html]</code>	5-Day CFI
10.	<code>advanced 4day cfii [/advanced-4day-cfii.html]</code>	4-Day CFII
11.	<code>advanced traditional [/advanced-traditional.html]</code>	Traditional Training
12.	<code>advanced testimonials [/advanced-testimonials.html]</code>	Advanced Testimonials
13.	<code>advanced travelProgram [/advanced-travelProgram.html]</code>	Travel Program
14.	<code>KnowledgeTestPracticeSites [/KnowledgeTestPracticeSites.htm]</code>	Free Test Sites
15.	<code>otherStuff flightReviews [/otherStuff-flightReviews.html]</code>	Flight Reviews
16.	<code>otherStuff complexHiPerf [/otherStuff-complexHiPerf.html]</code>	Complex & Hi-Perf Endorsement
17.	<code>otherStuff tailwheel [/otherStuff-tailwheel.html]</code>	Tailwheel Endorsement
18.	<code>otherStuff refresher [/otherStuff-refresher.html]</code>	Refresher
19.	<code>otherStuff groundSchool [/otherStuff-groundSchool.html]</code>	Ground Schools
20.	<code>PilotResources [/PilotResources.htm]</code>	Downloads
21.	<code>PlusOneInformation [/PlusOneInformation.htm]</code>	Plus One Information
22.	<code>about whoWeAre [/about-whoWeAre.html]</code>	Who We Are
23.	<code>about contactUs [/about-contactUs.html]</code>	Contact Us
24.	<code>fiveReasons [/fiveReasons.html]</code>	Details »

### Advice for your same site link URLs

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 8%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 28	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 261	42	OK	OK
Keyword density:	0% to 1000%	162%	OK	OK

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 33	1	OK	OK
Keyword density:	0% to 38%	4%	OK	OK

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 304	43	OK	OK
Keyword density:	0% to 333%	55%	OK	OK

## Keyword use in outbound link URLs

### Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com gives relevance to search terms in outbound links

Example: The HTML tag `<a href="http://www.not-your-site.com/info.htm">Click here</a>` contains the outbound link URL "www.not-your-site.com/info.htm".

### Your contents

No.	Outbound Link URL	Link Text
1.	www <b>pilot</b> journey discovery [http://www.pilot journey.com/discovery]	[empty]

### Advice for your outbound link URLs

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 34	0	You should use the search term "a" at least once.	<<
Keyword density:	27% to 95%	0%	You should try to achieve a keyword density of at least 27%.	<<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	1	OK	OK
Keyword density:	0% to 8%	33%	The keyword density is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density.	<<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 44	1	You could use the keywords "Become", "a" or "Pilot" more than once but this is optional.	<
Keyword density:	11% to 32%	11%	OK	OK

# Keyword use in meta description

## Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.com takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

Example: <meta name="description" content="This sentence describes the contents of your web site.">

Even if the Meta Description tag might not be important for ranking purposes, you should use the Meta Description tag to make sure that your web site is displayed with an attractive description in the search results.

### Their contents

Rank	Keyword use in meta description
1	The Federal <b>Aviation Administration</b> is responsible for the <b>safety</b> of civil <b>aviation</b> .
2	The Federal <b>Aviation Administration</b> is responsible for the <b>safety</b> of civil <b>aviation</b> .
3	[not used]
4	[not used]
5	How to <b>become a pilot</b> is an <b>article</b> covering <b>all</b> the <b>basics</b> of <b>flight training</b> in <b>USA</b>
6	How to <b>Become a Pilot</b> . <b>Many</b> people <b>make</b> the <b>mistake</b> of <b>jumping headfirst</b> into <b>flight training</b> without <b>realizing</b> the <b>implications</b> of the <b>cost</b> and <b>time requirements</b> involved. <b>Take</b> this <b>advice</b> from <b>a</b> former <b>flight...</b>
7	Learn how to <b>become a</b> <b>fighter pilot</b> in the <b>Air Force</b> , <b>Navy</b> , or <b>Marines</b> . This <b>step by step</b> program <b>was</b> developed by <b>Americas elite</b> <b>Fighter Pilot</b> , <b>Ed T Rush</b> .
8	<b>Become an airline pilot</b> at <b>PEA</b> . The <b>difference</b> between <b>flight schools</b> <b>varies</b> by <b>price</b> , <b>location</b> , <b>staff</b> , <b>accredited pilot</b> courses and their <b>commitment</b> to <b>prepare</b> you to be <b>a professional pilot</b> . <b>PEA - Where pilots</b> teach our future <b>airline pilots</b> .
9	<b>Airline pilots</b> have an <b>amazing</b> job with <b>huge</b> responsibilities. <b>Learn</b> what it's like to be <b>a pilot</b> and what it <b>takes</b> to <b>make</b> it in this <b>highly competitive</b> profession.
10	wikiHow <b>article</b> about How to <b>Become an Airline Pilot</b> .

### Your contents

[not used]

### Advice for your meta description

Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Become a Pilot" at least once.	<<
Keyword density:	0% to 18%	0%	You should increase the keyword density for the search term "Become a Pilot".	<<

Search term: "Become"

### Advice for your meta description

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You should use the search term "Become" at least once.	<<
Keyword density:	0% to 11%	0%	You should increase the keyword density for the search term "Become".	<<

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	0	You should use the search term "a" at least once.	<<
Keyword density:	0% to 67%	0%	You should increase the keyword density for the search term "a".	<<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You should use the search term "Pilot" at least once.	<<
Keyword density:	0% to 13%	0%	You should increase the keyword density for the search term "Pilot".	<<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 21	0	You should use one of the keywords "Become", "a" or "Pilot" at least once.	<<
Keyword density:	0% to 22%	0%	You should increase the keyword density for the keywords "Become", "a" or "Pilot".	<<

## Number of trailing slashes in URL

### Moderately Important

The number of trailing slashes (/) in the URL indicates where a web page falls in a site's overall hierarchy. If the URL contains many trailing slashes, meaning it is placed in a sub-sub-directory, then the webmaster does not seem to think that the page is important in relation to the other pages.

### Number of trailing slashes

Your Site	1	2	3	4	5	6	7	8	9	10	Range
0	2	3	0	1	0	0	0	1	0	0	0 to 3

### Advice for the number of trailing slashes in your web site URL

The URL [www.takeflightsandiego.com](http://www.takeflightsandiego.com) does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

## HTML validation of web page to W3C standards

### Slightly Important

Web pages are written in special languages called HTML and CSS. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

### Validation results

	Validity
HTML:	no errors, valid <a href="http://validator.w3.org/check?uri=http://www.takeflightsandiego.com/">http://validator.w3.org/check?uri=http://www.takeflightsandiego.com/</a>
CSS:	no errors, valid <a href="http://jigsaw.w3.org/css-validator/validator?uri=http://www.takeflightsandiego.com/">http://jigsaw.w3.org/css-validator/validator?uri=http://www.takeflightsandiego.com/</a>

### Advice regarding the validity of your web site

Both the CSS code and the HTML code of your web page [www.takeflightsandiego.com](http://www.takeflightsandiego.com) is valid according to the W3C specifications. This means that Google.com does not have problems reading your web page.

OK

## Readability level of web page

### Slightly Important

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

### Readability results

#### Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
55	59	69	56	59	44	66	67	59	63	59	44 to 69

#### Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
7	8	7	7	9	16	8	8	9	7	9	7 to 16

### Advice for the readability of your web site

The Flesch Reading Ease Score of your web page [www.takeflightsandiego.com](http://www.takeflightsandiego.com) is 55. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

&lt;&lt;

To improve your score, break long sentences into shorter sentences and use shorter words. In addition, make sure that you end sentences with punctuation (a period, question mark, or exclamation point). There should be one space between each word, and after any punctuation, including commas.

# Keyword use in meta keywords

## Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.com gives relevance to search terms in the Meta Keywords tag.

Example: <meta name="keywords" content="keyword, another keyword">

### Their contents

Rank	Keyword use in meta keywords
1	Federal <b>Aviation Administration</b> , <b>FAA</b> , <b>aircraft</b> , <b>airports</b> , <b>air traffic</b> , <b>safety</b> , licenses, certificates
2	Federal <b>Aviation Administration</b> , <b>FAA</b> , <b>aircraft</b> , <b>airports</b> , <b>air traffic</b> , <b>safety</b> , licenses, certificates
3	[not used]
4	[not used]
5	how to <b>become a pilot</b> , flight, school, <b>aviation</b> , <b>training</b> , <b>academy</b> , flight attendant, <b>aircraft maintenance</b> , helicopter, college, degree, education, lessons, <b>pilot</b> , flying, flight, part 141, part 61
6	[not used]
7	Fighter <b>Pilot</b> , Fighter <b>Pilots</b> , How to <b>become a fighter pilot</b> , Air Force <b>Pilot</b>
8	<b>become an airline pilot</b> , flight schools, career, <b>become a pilot</b> , <b>pilot</b> school search
9	<b>airline pilot</b> , commercial <b>pilot</b> , <b>FAA</b> , <b>pilot</b> , Federal <b>Aviation Administration</b> , professional <b>pilots</b> , how to <b>become an airline pilot</b>
10	WikiHow, <b>Become an Airline Pilot</b> , wiki, how to articles, how to instructions, DIY, tips, howto, learn, how do I

### Your contents

[not used]

### Advice for your meta keywords

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become a Pilot" at least once but this is optional.	<
Keyword density:	0% to 23%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 15%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

### Advice for your meta keywords

#### Search term: "Become a Pilot"

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 127%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 31%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 18	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<
Keyword density:	0% to 42%	0%	You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<

# Keyword use in the first sentence of the body text

## Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Example: <body>Here goes the first sentence. This text is not the first sentence.

### Their contents

Rank	Keyword use in the first sentence of the body text
1	FAA Home About FAA Jobs News Library Pilots Travelers Mechanics All Visitors Airline Operators Designees & Delegations International Aviation Congress Consultants & Contractors Military Educators & Students More
2	FAA Home About FAA Jobs News Library Pilots Travelers Mechanics All Visitors Airline Operators Designees & Delegations International Aviation Congress Consultants & Contractors Military Educators & Students More
3	This content requires the Adobe Flash Player and a browser with JavaScript enabled.
4	The Air Affair " align="middle"> Features " align="middle"> How to Become an Airplane Pilot How to Become a n Airplane Pilot
5	Home Find a Flight School Find a Helicopter School Aviation Jobs Pilot Jobs Flight Attendant Jobs Aircraft Mechanic Jobs Advertise Contact Us How to Become a Pilot (USA - FAA) By Chris Vika Note: This article covers the courses needed to become a professional pilot in the United States.
6	How To Do Just About Everything Articles   Videos   Members   Web Search Start contributing today!
7	Home   FAQ   CONTACT US   ORDER
8	Live Your Dream and Become an Airline Pilot ! Phoenix East Aviation can make your dream become a reality To get Started - Request a Free Flight School Informational Package ! World Wide Demand is going for skilled Pilots - So Start Your Career Now.
9	Video Center Maps Consumer Guide: Auto Reviews   Product Reviews Make HSW your homepage   Get Newsletter   RSS   Random Article HowStuffWorks Search HowStuffWorks and the web Home Adventure Animals Auto Communication Computer Electronics Entertainment Food Geography Health History Home & Garden Money People Science Earth Science Engineering Everyday Science Life Science Military Physical Science Space Supernatural Science Home > Science > Engineering > Aviation > Modern Next Page How Becoming an Airline Pilot Works
10	The How-to Manual That You Can Edit Help RSS Create an account or log in

### Your contents

Learn to Fly

### Advice for your first sentence of the body text

Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "Become a Pilot" at least once but this is optional.	<

**Advice for your first sentence of the body text**

**Search term: "Become a Pilot"**

Keyword density:	0% to 6%	0%	You could increase the keyword density for the search term "Become a Pilot" but this is optional.	<
------------------	----------	----	---	---

**Search term: "Become"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	0	You could use the search term "Become" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Become" but this is optional.	<

**Search term: "a"**

	Competitors	Your Site	Advice	
Number of keywords:	2 to 29	1	Use the search term "a" at least 2 times.	<<
Keyword density:	25% to 71%	33%	OK	OK

**Search term: "Pilot"**

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "Pilot" at least once but this is optional.	<
Keyword density:	0% to 10%	0%	You could increase the keyword density for the search term "Pilot" but this is optional.	<

**Keywords "Become", "a" or "Pilot"**

	Competitors	Your Site	Advice	
Number of keywords:	2 to 30	1	Use the keywords "Become", "a" or "Pilot" at least 2 times.	<<
Keyword density:	8% to 27%	11%	OK	OK

# Keyword use in HTML comments

## Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.com.

Example: <!-- comments with keywords -->

### Your contents

[not used]

### Advice for your HTML comments

#### Search term: "Become a Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "Become"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Search term: "a"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 52	0	You could use the search term "a" at least once but this is optional.	<
Keyword density:	0% to 60%	0%	You could increase the keyword density for the search term "a" but this is optional.	<

#### Search term: "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

#### Keywords "Become", "a" or "Pilot"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 52	0	You could use one of the keywords "Become", "a" or "Pilot" at least once but this is optional.	<
Keyword density:	0% to 20%	0%	You could increase the keyword density for the keywords "Become", "a" or "Pilot" but this is optional.	<

## Search engine compatibility

This chapter examines the general search engine compatibility of your web page.

### Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.takeflightsandiego.com" contains only 137 words. It is strongly recommended to add more text to your web page.	<<
Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. You don't use the Meta Keywords tag so there will not be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Meta tags twice so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any scripts at all so there won't be any problems with the search engines in this aspect.	OK
Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.	OK
Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.	OK
Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.takeflightsandiego.com" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.takeflightsandiego.com" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK



## Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for [www.takeflightsandiego.com](http://www.takeflightsandiego.com) on Google.com.

### Advice

#### Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "Become a Pilot"?

How fast does your web page get new links pointing to it?

Do the web sites which link to your page belong to the same content category?

Since when do the links to your page exist?

Is the text surrounding the link to your page relevant to the search term "Become a Pilot"?

#### Your web page

How many important links from your other pages point to your web page?

Do the links on your web page point to high quality, topically-related pages?

How often and how many changes do you make to your web page over time? Is your content up-to-date?

How often and how many web pages do you add to your web site?

How long do your visitors spend time on your web page?

#### Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.com, for example Amazon or Wikipedia?

How many visitors of the search engine result pages click through to your page?

How often do search engine visitors search for your company name or web page URL on Google.com?

#### Negative ranking factors (you should be able to say "no" to all the following questions)

Is your content very similar or a duplicate of existing content?

Is your server often down when search engine crawlers try to access it?

Do you link to web sites that do not deserve a link?

Do you use the same title or meta tags for many web pages?

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

Do a majority of your inbound links come from low quality or spam sites?

Does your web page have any spelling or grammar mistakes?

## Table: Number of keywords

### Search term: "Become a Pilot"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	1	0	0	1	1	0	0	0	0	0 to 1
Body Text:	0	3	3	0	0	7	4	1	2	0	1	0 to 7
H1 Texts:	0	1	1	0	0	1	1	0	0	0	0	0 to 1
Domain:	0	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	0	0	1	1	0	0	0	0	0 to 1
H2-H6 Texts:	0	0	0	0	0	0	1	0	0	0	0	0 to 1
IMG ALT:	0	0	0	0	0	0	0	0	0	0	0	all 0
Bold Text:	0	0	0	0	0	0	0	0	0	0	0	all 0
Same Texts:	0	1	2	0	0	2	2	0	0	0	0	0 to 2
Outb. Texts:	0	0	0	0	0	0	0	0	0	0	0	all 0
Same URLs:	0	0	0	0	0	3	7	0	0	0	0	0 to 7
Outb. URLs:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Descr.:	0	0	0	0	0	1	1	0	0	0	0	0 to 1
Meta Keyw.:	0	0	0	0	0	1	0	0	1	0	0	0 to 1
First Sentence:	0	0	0	0	0	1	0	0	0	0	0	0 to 1
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

### Search term: "Become"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	1	0	1	1	1	0	1	0	1	0 to 1
Body Text:	0	4	4	0	3	15	17	21	7	1	12	0 to 21
H1 Texts:	0	1	1	0	0	1	1	1	0	0	1	0 to 1
Domain:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
Page URL:	0	1	1	0	0	1	1	0	1	0	1	0 to 1
H2-H6 Texts:	0	0	0	0	1	0	1	4	0	0	0	0 to 4
IMG ALT:	0	0	0	0	0	0	7	1	0	0	0	0 to 7
Bold Text:	0	0	0	0	0	0	0	1	1	0	0	0 to 1
Same Texts:	0	1	2	0	0	2	13	0	2	0	8	0 to 13
Outb. Texts:	0	0	0	0	0	0	0	0	0	0	0	all 0
Same URLs:	0	13	5	0	0	3	25	0	1	0	28	0 to 28
Outb. URLs:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Descr.:	0	0	0	0	0	1	1	1	1	0	1	0 to 1
Meta Keyw.:	0	0	0	0	0	1	0	1	2	1	1	0 to 2

**Search term: "Become"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	0	0	0	0	2	2	0	0	2	0	0	0 to 2
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

**Search term: "a"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	1	2	0	3	4	1	0	2	2	2	0 to 4
Body Text:	64	284	304	20	992	1477	225	2589	206	233	742	20 to 2,589
H1 Texts:	0	1	2	0	0	4	1	9	0	2	2	0 to 9
Domain:	2	2	2	1	3	2	0	0	1	0	0	0 to 3
Page URL:	0	0	1	0	4	4	1	0	2	0	2	0 to 4
H2-H6 Texts:	0	2	0	0	31	19	9	255	0	5	11	0 to 255
IMG ALT:	6	5	5	0	0	88	24	38	19	10	11	0 to 88
Bold Text:	1	0	11	0	31	57	0	311	22	9	2	0 to 311
Same Texts:	29	202	166	1	3	323	60	6	64	83	139	1 to 323
Outb. Texts:	0	8	5	8	0	12	5	2	3	17	23	0 to 23
Same URLs:	42	247	234	2	0	261	73	10	57	64	254	0 to 261
Outb. URLs:	0	4	3	30	1	18	8	18	8	34	28	1 to 34
Meta Descr.:	0	8	8	0	0	7	12	9	15	12	4	0 to 15
Meta Keyw.:	0	14	14	0	0	15	0	2	5	12	4	0 to 15
First Sentence:	1	20	20	8	12	20	5	2	21	29	7	2 to 29
HTML Comm.:	0	14	14	26	0	15	52	27	10	24	16	0 to 52

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0	1	1	0	1	1	1	1	1	1	1	0 to 1
Body Text:	0	33	14	0	27	72	24	166	19	18	25	0 to 166
H1 Texts:	0	1	1	0	0	1	1	2	0	1	1	0 to 2
Domain:	0	0	0	1	0	0	0	1	0	0	0	0 to 1
Page URL:	0	1	1	0	0	1	1	0	1	1	1	0 to 1
H2-H6 Texts:	0	1	0	0	1	0	1	30	0	0	0	0 to 30
IMG ALT:	0	0	0	0	0	1	10	13	0	1	0	0 to 13
Bold Text:	0	0	0	0	1	3	0	15	1	2	0	0 to 15
Same Texts:	0	20	8	0	0	14	18	0	5	7	2	0 to 20
Outb. Texts:	0	0	0	0	0	2	0	2	0	0	1	0 to 2

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Same URLs:	1	29	16	0	0	11	33	0	12	27	22	0 to 33
Outb. URLs:	1	0	0	0	0	1	0	0	1	10	1	0 to 10
Meta Descr.:	0	0	0	0	0	1	1	2	5	2	1	0 to 5
Meta Keyw.:	0	0	0	0	0	2	0	4	3	5	1	0 to 5
First Sentence:	0	1	1	0	2	3	0	0	2	1	0	0 to 3
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

**Keywords "Become", "a" or "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	3	4	0	5	6	3	1	4	3	4	0 to 6
Body Text:	64	321	322	20	1022	1564	266	2776	232	252	779	20 to 2,776
H1 Texts:	0	3	4	0	0	6	3	12	0	3	4	0 to 12
Domain:	2	2	2	2	3	2	0	2	1	0	0	0 to 3
Page URL:	0	2	3	0	4	6	3	0	4	1	4	0 to 6
H2-H6 Texts:	0	3	0	0	33	19	11	289	0	5	11	0 to 289
IMG ALT:	6	5	5	0	0	89	41	52	19	11	11	0 to 89
Bold Text:	1	0	11	0	32	60	0	327	24	11	2	0 to 327
Same Texts:	29	223	176	1	3	339	91	6	71	90	149	1 to 339
Outb. Texts:	0	8	5	8	0	14	5	4	3	17	24	0 to 24
Same URLs:	43	289	255	2	0	275	131	10	70	91	304	0 to 304
Outb. URLs:	1	4	3	30	1	19	8	18	9	44	29	1 to 44
Meta Descr.:	0	8	8	0	0	9	14	12	21	14	6	0 to 21
Meta Keyw.:	0	14	14	0	0	18	0	7	10	18	6	0 to 18
First Sentence:	1	21	21	8	16	25	5	2	25	30	7	2 to 30
HTML Comm.:	0	14	14	26	0	15	52	27	10	24	16	0 to 52

## Table: Keyword density

Search term: "Become a Pilot"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	100%	50%	0%	0%	43%	43%	0%	0%	0%	0%	0% to 100%
Body Text:	0%	2%	2%	0%	0%	1%	2%	0%	1%	0%	0%	0% to 2%
H1 Texts:	0%	100%	50%	0%	0%	43%	60%	0%	0%	0%	0%	0% to 100%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	43%	60%	0%	0%	0%	0%	0% to 60%
H2-H6 Texts:	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0% to 14%
IMG ALT:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Same Texts:	0%	2%	5%	0%	0%	1%	4%	0%	0%	0%	0%	0% to 5%
Outb. Texts:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Same URLs:	0%	0%	0%	0%	0%	3%	8%	0%	0%	0%	0%	0% to 8%
Outb. URLs:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	0%	0%	0%	0%	0%	18%	9%	0%	0%	0%	0%	0% to 18%
Meta Keyw.:	0%	0%	0%	0%	0%	12%	0%	0%	23%	0%	0%	0% to 23%
First Sentence:	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0% to 6%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "Become"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	33%	17%	0%	17%	14%	14%	0%	25%	0%	14%	0% to 33%
Body Text:	0%	1%	1%	0%	0%	0%	2%	0%	2%	0%	1%	0% to 2%
H1 Texts:	0%	33%	17%	0%	0%	14%	20%	3%	0%	0%	17%	0% to 33%
Domain:	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0% to 100%
Page URL:	0%	50%	33%	0%	0%	14%	20%	0%	20%	0%	25%	0% to 50%
H2-H6 Texts:	0%	0%	0%	0%	1%	0%	5%	1%	0%	0%	0%	0% to 5%
IMG ALT:	0%	0%	0%	0%	0%	0%	12%	1%	0%	0%	0%	0% to 12%
Bold Text:	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0% to 3%
Same Texts:	0%	1%	2%	0%	0%	0%	9%	0%	2%	0%	4%	0% to 9%
Outb. Texts:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Same URLs:	0%	5%	2%	0%	0%	1%	10%	0%	1%	0%	7%	0% to 10%
Outb. URLs:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	0%	0%	0%	0%	0%	6%	3%	3%	3%	0%	11%	0% to 11%
Meta Keyw.:	0%	0%	0%	0%	0%	4%	0%	8%	15%	6%	5%	0% to 15%

**Search term: "Become"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	0%	0%	0%	0%	10%	4%	0%	0%	5%	0%	0%	0% to 10%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

**Search term: "a"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	33%	33%	33%	0%	50%	57%	14%	0%	50%	29%	29%	0% to 57%
Body Text:	49%	61%	54%	44%	41%	39%	30%	31%	45%	36%	40%	30% to 61%
H1 Texts:	0%	33%	33%	0%	0%	57%	20%	31%	0%	33%	33%	0% to 57%
Domain:	200%	200%	200%	100%	300%	200%	0%	0%	100%	0%	0%	0% to 300%
Page URL:	0%	0%	33%	0%	133%	57%	20%	0%	40%	0%	50%	0% to 133%
H2-H6 Texts:	0%	20%	0%	0%	35%	68%	41%	31%	0%	42%	28%	0% to 68%
IMG ALT:	150%	167%	167%	0%	0%	106%	39%	31%	68%	77%	73%	0% to 167%
Bold Text:	50%	0%	39%	0%	100%	61%	0%	42%	55%	29%	100%	0% to 100%
Same Texts:	69%	125%	142%	50%	100%	57%	42%	38%	76%	92%	63%	38% to 142%
Outb. Texts:	0%	80%	71%	57%	0%	109%	250%	12%	50%	85%	135%	0% to 250%
Same URLs:	162%	94%	100%	67%	0%	78%	28%	1000%	64%	89%	67%	0% to 1000%
Outb. URLs:	0%	36%	38%	79%	33%	78%	73%	95%	50%	27%	67%	27% to 95%
Meta Descr.:	0%	67%	67%	0%	0%	41%	35%	31%	40%	41%	44%	0% to 67%
Meta Keyw.:	0%	127%	127%	0%	0%	58%	0%	15%	39%	71%	21%	0% to 127%
First Sentence:	33%	71%	71%	62%	60%	42%	29%	25%	49%	38%	44%	25% to 71%
HTML Comm.:	0%	31%	31%	47%	0%	40%	51%	60%	59%	39%	26%	0% to 60%

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	0%	33%	17%	0%	17%	14%	14%	50%	25%	14%	14%	0% to 50%
Body Text:	0%	7%	3%	0%	1%	2%	3%	2%	4%	3%	1%	0% to 7%
H1 Texts:	0%	33%	17%	0%	0%	14%	20%	7%	0%	17%	17%	0% to 33%
Domain:	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0% to 100%
Page URL:	0%	50%	33%	0%	0%	14%	20%	0%	20%	100%	25%	0% to 100%
H2-H6 Texts:	0%	10%	0%	0%	1%	0%	5%	4%	0%	0%	0%	0% to 10%
IMG ALT:	0%	0%	0%	0%	0%	1%	16%	11%	0%	8%	0%	0% to 16%
Bold Text:	0%	0%	0%	0%	3%	3%	0%	2%	3%	7%	0%	0% to 7%
Same Texts:	0%	12%	7%	0%	0%	3%	13%	0%	6%	8%	1%	0% to 13%

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Outb. Texts:	0%	0%	0%	0%	0%	18%	0%	12%	0%	0%	6%	0% to 18%
Same URLs:	4%	11%	7%	0%	0%	3%	13%	0%	14%	38%	6%	0% to 38%
Outb. URLs:	33%	0%	0%	0%	0%	4%	0%	0%	6%	8%	2%	0% to 8%
Meta Descr.:	0%	0%	0%	0%	0%	6%	3%	7%	13%	7%	11%	0% to 13%
Meta Keyw.:	0%	0%	0%	0%	0%	8%	0%	31%	23%	29%	5%	0% to 31%
First Sentence:	0%	4%	4%	0%	10%	6%	0%	0%	5%	1%	0%	0% to 10%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

**Keywords "Become", "a" or "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	11%	33%	22%	0%	28%	29%	14%	17%	33%	14%	19%	0% to 33%
Body Text:	16%	23%	19%	15%	14%	14%	12%	11%	17%	13%	14%	11% to 23%
H1 Texts:	0%	33%	22%	0%	0%	29%	20%	14%	0%	17%	22%	0% to 33%
Domain:	67%	67%	67%	67%	100%	67%	0%	67%	33%	0%	0%	0% to 100%
Page URL:	0%	33%	33%	0%	44%	29%	20%	0%	27%	33%	33%	0% to 44%
H2-H6 Texts:	0%	10%	0%	0%	13%	23%	17%	12%	0%	14%	9%	0% to 23%
IMG ALT:	50%	56%	56%	0%	0%	36%	22%	14%	23%	28%	24%	0% to 56%
Bold Text:	17%	0%	13%	0%	34%	22%	0%	15%	20%	12%	33%	0% to 34%
Same Texts:	23%	46%	50%	17%	33%	20%	21%	13%	28%	33%	22%	13% to 50%
Outb. Texts:	0%	27%	24%	19%	0%	42%	83%	8%	17%	28%	47%	0% to 83%
Same URLs:	55%	37%	37%	22%	0%	27%	17%	333%	26%	42%	27%	0% to 333%
Outb. URLs:	11%	12%	13%	26%	11%	28%	24%	32%	19%	12%	23%	11% to 32%
Meta Descr.:	0%	22%	22%	0%	0%	18%	14%	14%	18%	16%	22%	0% to 22%
Meta Keyw.:	0%	42%	42%	0%	0%	23%	0%	18%	26%	35%	11%	0% to 42%
First Sentence:	11%	25%	25%	21%	27%	17%	10%	8%	19%	13%	15%	8% to 27%
HTML Comm.:	0%	10%	10%	16%	0%	13%	17%	20%	20%	13%	9%	0% to 20%

## Table: Keyword position

Search term: "Become a Pilot"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	1	1	n/a	n/a	8	8	n/a	n/a	n/a	n/a	n/a to 8
Body Text:	n/a	1,342	1,342	n/a	n/a	151	235	9,247	1,228	n/a	6,912	n/a to 9,247
H1 Texts:	n/a	1	1	n/a	n/a	8	8	n/a	n/a	n/a	n/a	n/a to 8
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	n/a	12	13	n/a	n/a	n/a	n/a	n/a to 13
H2-H6 Texts:	n/a	n/a	n/a	n/a	n/a	n/a	30	n/a	n/a	n/a	n/a	n/a to 30
IMG ALT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Same Texts:	n/a	1,260	1,260	n/a	n/a	3,174	116	n/a	n/a	n/a	n/a	n/a to 3,174
Outb. Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Same URLs:	n/a	n/a	n/a	n/a	n/a	124	153	n/a	n/a	n/a	n/a	n/a to 153
Outb. URLs:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	n/a	n/a	n/a	n/a	n/a	8	8	n/a	n/a	n/a	n/a	n/a to 8
Meta Keyw.:	n/a	n/a	n/a	n/a	n/a	8	n/a	n/a	50	n/a	n/a	n/a to 50
First Sentence:	n/a	n/a	n/a	n/a	n/a	150	n/a	n/a	n/a	n/a	n/a	n/a to 150
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "Become"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	1	1	n/a	8	8	8	n/a	1	n/a	8	n/a to 8
Body Text:	n/a	1,342	1,342	n/a	68	151	235	304	21	2,563	331	n/a to 2,563
H1 Texts:	n/a	1	1	n/a	n/a	8	8	93	n/a	n/a	8	n/a to 93
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a to 1
Page URL:	n/a	8	8	n/a	n/a	12	13	n/a	5	n/a	1	n/a to 13
H2-H6 Texts:	n/a	n/a	n/a	n/a	13	n/a	30	276	n/a	n/a	n/a	n/a to 276
IMG ALT:	n/a	n/a	n/a	n/a	n/a	n/a	131	917	n/a	n/a	n/a	n/a to 917
Bold Text:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	130	21	n/a	n/a	n/a to 130
Same Texts:	n/a	1,260	1,260	n/a	n/a	3,174	116	n/a	1	n/a	226	n/a to 3,174
Outb. Texts:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Same URLs:	n/a	1,915	1,915	n/a	n/a	124	153	n/a	622	n/a	74	n/a to 1,915
Outb. URLs:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	n/a	n/a	n/a	n/a	n/a	8	8	14	1	n/a	30	n/a to 30
Meta Keyw.:	n/a	n/a	n/a	n/a	n/a	8	n/a	39	1	107	10	n/a to 107

**Search term: "Become"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
First Sentence:	n/a	n/a	n/a	n/a	68	150	n/a	n/a	21	n/a	n/a	n/a to 150
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

**Search term: "a"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	13	8	8	n/a	15	15	15	n/a	8	29	15	n/a to 29
Body Text:	3	2	2	27	5	11	16	9	14	15	13	2 to 27
H1 Texts:	n/a	8	8	n/a	n/a	15	15	21	n/a	14	15	n/a to 21
Domain:	2	2	2	3	1	5	n/a	n/a	3	n/a	n/a	n/a to 5
Page URL:	n/a	n/a	16	n/a	5	1	20	n/a	12	n/a	8	n/a to 20
H2-H6 Texts:	n/a	8	n/a	n/a	20	8	37	8	n/a	38	53	n/a to 53
IMG ALT:	2	6	6	n/a	n/a	6	23	1	2	2	23	n/a to 23
Bold Text:	2	n/a	8	n/a	5	18	n/a	7	14	4	4	n/a to 18
Same Texts:	3	2	2	5	5	10	3	2	8	14	13	2 to 14
Outb. Texts:	n/a	5	9	7	n/a	1	3	62	25	11	1	n/a to 62
Same URLs:	6	1	1	17	n/a	53	52	2	6	19	2	n/a to 53
Outb. URLs:	n/a	3	9	5	11	5	5	2	12	15	5	2 to 15
Meta Descr.:	n/a	10	10	n/a	n/a	15	15	3	8	1	9	n/a to 15
Meta Keyw.:	n/a	6	6	n/a	n/a	15	n/a	46	8	1	17	n/a to 46
First Sentence:	3	2	2	27	5	11	16	9	14	15	13	2 to 27
HTML Comm.:	n/a	34	34	3	n/a	23	11	7	15	64	46	n/a to 64

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	n/a	10	10	n/a	27	17	17	9	19	40	26	n/a to 40
Body Text:	n/a	38	38	n/a	87	66	244	203	39	510	349	n/a to 510
H1 Texts:	n/a	10	10	n/a	n/a	17	17	15	n/a	25	26	n/a to 26
Domain:	n/a	n/a	n/a	4	n/a	n/a	n/a	14	n/a	n/a	n/a	n/a to 14
Page URL:	n/a	1	1	n/a	n/a	21	22	n/a	23	1	19	n/a to 23
H2-H6 Texts:	n/a	43	n/a	n/a	32	n/a	39	175	n/a	n/a	n/a	n/a to 175
IMG ALT:	n/a	n/a	n/a	n/a	n/a	770	78	11	n/a	54	n/a	n/a to 770
Bold Text:	n/a	n/a	n/a	n/a	373	1	n/a	30	39	82	n/a	n/a to 373
Same Texts:	n/a	33	33	n/a	n/a	62	125	n/a	19	436	244	n/a to 436
Outb. Texts:	n/a	n/a	n/a	n/a	n/a	47	n/a	49	n/a	n/a	8	n/a to 49

**Search term: "Pilot"**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Same URLs:	382	21	21	n/a	n/a	36	162	n/a	570	248	92	n/a to 570
Outb. URLs:	5	n/a	n/a	n/a	n/a	102	n/a	n/a	120	62	12	n/a to 120
Meta Descr.:	n/a	n/a	n/a	n/a	n/a	17	17	31	19	9	48	n/a to 48
Meta Keyw.:	n/a	n/a	n/a	n/a	n/a	17	n/a	9	19	9	28	n/a to 28
First Sentence:	n/a	38	38	n/a	87	66	n/a	n/a	39	510	n/a	n/a to 510
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

**Table: Number of words**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	6	3	6	3	6	7	7	2	4	7	7	2 to 7
Body Text:	131	479	572	45	2,404	3,872	747	8,262	460	663	1,859	45 to 8,262
H1 Texts:	0	3	6	0	0	7	5	29	0	6	6	0 to 29
Domain:	1	1	1	1	1	1	1	1	1	1	1	all 1
Page URL:	0	2	3	0	3	7	5	0	5	1	4	0 to 7
H2-H6 Texts:	0	10	0	0	98	34	27	894	0	15	50	0 to 894
IMG ALT:	9	3	3	0	0	115	74	153	36	18	27	0 to 153
Bold Text:	2	0	32	0	56	182	0	859	46	33	2	0 to 859
Same Texts:	63	274	215	2	3	658	202	18	112	185	328	2 to 658
Outb. Texts:	0	15	11	23	0	17	6	18	8	42	25	0 to 42
Same URLs:	49	373	328	3	0	458	331	10	148	131	493	0 to 493
Outb. URLs:	3	16	12	47	3	29	16	24	20	151	50	3 to 151
Meta Descr.:	0	12	12	0	0	17	34	29	38	29	9	0 to 38
Meta Keyw.:	0	11	11	0	0	26	0	13	13	17	19	0 to 26
First Sentence:	3	28	28	13	20	48	17	8	43	76	16	8 to 76
HTML Comm.:	0	47	47	68	0	41	131	56	17	76	67	0 to 131

**Table: Number of characters**

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	32	14	41	16	31	33	32	13	23	51	40	13 to 51
Body Text:	854	3,405	3,680	264	13,980	22,433	4,217	45,692	2,798	4,011	10,697	264 to 45,692
H1 Texts:	0	14	41	0	0	33	21	150	0	35	30	0 to 150
Domain:	18	3	3	8	9	12	4	18	3	13	7	3 to 18
Page URL:	0	13	17	0	23	29	26	0	27	5	23	0 to 29
H2-H6 Texts:	0	48	0	0	472	215	152	5,023	0	94	252	0 to 5,023
IMG ALT:	67	31	31	0	2	822	376	938	227	115	189	0 to 938
Bold Text:	12	0	151	0	421	1,143	0	4,858	276	215	15	0 to 4,858
Same Texts:	377	1,991	1,524	10	14	4,083	1,048	102	768	1,195	1,746	10 to 4,083
Outb. Texts:	0	115	89	116	0	128	47	101	62	288	216	0 to 288
Same URLs:	453	2,833	2,530	28	0	3,007	1,970	86	982	840	3,102	0 to 3,102
Outb. URLs:	26	78	57	329	15	205	102	216	137	957	350	15 to 957
Meta Descr.:	0	84	84	0	0	85	213	155	245	165	53	0 to 245
Meta Keyw.:	0	101	101	0	0	197	0	77	84	129	111	0 to 197
First Sentence:	12	211	211	83	123	287	98	31	248	520	72	31 to 520
HTML Comm.:	0	561	561	423	0	243	901	359	162	658	447	0 to 901

## Table: Ranking factors digest

This chapter shows some of the search engine ranking factors in tabular form. Some of the values may have been abbreviated by using "k" which means that the value must be multiplied by 1000. ("n/a" means "data not available".)

### Digest

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
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#### Number of inbound links according to these search engines (the more the better)

Alexa:	1	5k	5k	152	72	136	9k	12	81	12k	7k	12 to 12k
AllTheWeb (preset settings):	55	358	86	2k	21	5k	29	83	494	197	63	21 to 5k
Google.com:	0	6	1	57	0	86	2	1	0	5	4	0 to 86
Live.com:	7	149	3	889	4	1	5	163	1	35	5	1 to 889
Yahoo.com:	55	436	85	3k	27	5k	27	79	385	160	62	27 to 5k

#### Links from social networks (the more the better)

Del.icio.us:	n/a	0	0	0	0	0	0	0	0	0	0	all 0
Digg:	0	15	15	0	0	0	34k	0	2	3k	1k	0 to 34k

#### Other ranking factors results (the older or the lower the better)

Web Site Age:	n/a	Apr 2005	Nov 2005	Jul 1996	Dec 1994	Apr 2002	Nov 1998	Aug 2006	Mar 1996	Jul 1998	Jun 2004	Dec 1994 to Aug 2006
Server Speed:	n/a	1.84s	1.84s	0.83s	n/a	2.15s	4.08s	n/a	7.14s	10.74s	3.41s	0.83s to 10.74s
Alexa Traffic Rank:	11,112 k	14k	14k	2,248k	2,166k	137k	298	1,562k	529k	827	840	298 to 2,248k