



Research report on

SpyderMate - a web-based search engine optimization Analysis tool.

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SpyderMate is a web-based search engine optimization (SEO) analysis tool that was created with the intention of providing free SEO analysis of any web site. Effective SEO is vital to the success of a web site, which makes SpyderMate's free SEO analysis valuable for both technical and business purposes. SpyderMate offers several SEO reporting tools, broken up into three sections: Site Analysis, Link Equity, and Comparison.

1) Site Analysis report :-

The screenshot of the report is as belows :

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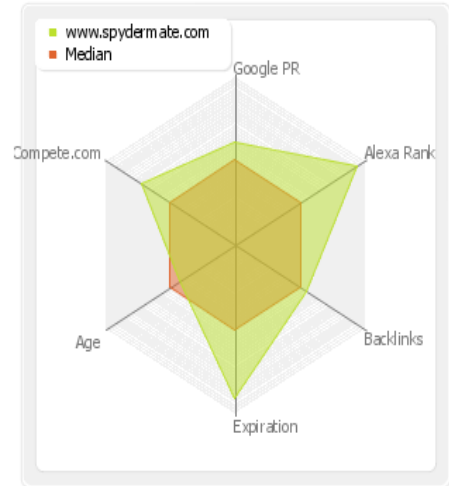


This is a technical analysis of SpyderMate's results

It took **0** minutes & **28** seconds to crawl **1** pages

Scanned on: 03/23/10 04:39 PM

Hover over these question marks inside grey circles with your cursor for more explanation about each data point reported below.



[add to your site](#) [what is this](#)

[what is this](#)

Click on the linked data points to see the source of the information.

EXPORT:

STATISTICS	
Description	Data
Average Page Depth	0.00 ?
Google PageRank	3 ?
Alexa Rank	36,762 ?
External Backlinks	279 ?
External Backlinks of Type .edu or .gov	0 ?
Compete	133,650 ?
Domain Age (approximate)	1 years, 10 months & 20 days old. ?
Domain Expires	5 years, 3 months & 28 days left. ?
Google Keywords (SEMRush)	28 ?

Average Page Depth – 0.00 :- Page depth is defined as distance of any web page on your website from the home page. The homepage has the page depth of 0, and any other page linked from the homepage has the page depth of 1. Lower the page depth of the website the better. It is recommended that most of the important web pages of the website has the page depth of 0-1. Lower the page depth it's easier for the web crawlers search engine to index and re-index your web page.

Google Page Rank – 3 :- A relative scale based on incoming links which indicates the importance of web pages. Higher the page rank of the site it is easier for the site to attain higher ranking in Google search result.

Alexa Rank – 36,762 :- Estimated ranking system for all the websites on the Internet as per the data attained from Alexa tool bar. Taking the example of SpyderMate, the Alexa rank is “36,762”, which implies that there are 36,762 websites on the entire Internet which has higher traffic than the SpyderMate.

External Back-links – 279 :- It shows the number of external web pages that have links pointing to any of the web page on your site. More the number of back-links higher the ranking in Google search results.

External Back-links of type .edu or .gov - 0 :- Number of web pages having domain ending with .edu or .gov and that have links to any of the web page on your site. There is special importance placed on the sites with .edu or .gov extension. So any back-links from such site carries great value and thus help in attaining higher search engine ranking.

Compete – 133,650 :- Estimated ranking system for all the websites on the Internet as per the data attained from Compete's more than 2 million user base. This people have agreed to share their information with compete. It is useful resource to determine how many visitors a website likely gets.

Domain Age :- How long it has been since the domain name was registered.

Domain Expire :- Time left until the domain ownership rights expire or require renewal.

SEMRush – 28 :- It shows the number of keywords this site ranks for the top 20 results of Google (USA).

The next sections shows the Google (US) organic ranking for keywords generated by SEMRush :-

GOOGLE (US) ORGANIC RANKINGS						DATA PROVIDED BY SEMRUSH
Keyword	Potential	Rank	Searches Per Month	CPC	Url	
free seo tools	1,677	19	3,993	\$2.04	http://spydermate.com/	
free seo	1,676	18	3,993	\$2.22	http://spydermate.com/	
seo analysis	1,180	4	3,253	\$4.03	http://spydermate.com/	
free seo report	651	2	2,144	\$3.94	http://spydermate.com/	
seo analyzer	494	12	1,183	\$2.86	http://spydermate.com/	
seo free	273	16	651	\$2.22	http://spydermate.com/	
website seo analysis	142	11	342	\$11.29	http://spydermate.com/	
free website seo report	74	6	192	\$0.05	http://spydermate.com/	
seo site analysis	41	10	104	\$0.05	http://spydermate.com/	
free online seo analysis	23	3	67	\$0.05	http://spydermate.com/	

Taking the example for the keyword “free SEO tools” -

Potential – 1,677 :- It shows the number of unique visitors that a site can get per month by moving to number 1 ranking for this particular keyword in Google (US).

Rank -19 :- It shows the rank of the site for particular keyword in Google (US).

Search per Month – 3,993 :- Estimated number of queries per month in Google (US) for this keyword.

Cost per Click - \$ 2.04 :- Average Google (US) cost per click for the particular keyword.

URL :- The URL of the website that ranks in Google (US) for the particular keyword.

The next section shows the competitors as per the data provided by SEMRush :-

COMPETITORS		DATA PROVIDED BY SEMRUSH
Domain	Domain	
seobook.com	webuildpages.com	
seocompany.ca	seochat.com	
websitegrader.com	seoworkers.com	
seomoz.org	seotoolset.com	
reactionengine.com	submitexpress.com	

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The next section shows the Tag and Attribute use :-

TAG & ATTRIBUTE USE			
Tag	Unique ?	Duplicate ?	Missing ?
Title ?	1	0	0
H1 ?	1	0	0
Alt ?			4

Title Tag :- The title tag of the web page is the most important search engine ranking factor on the website. Having duplicate or not using page titles is confusing to both the visitors and search engine.

Thus the table shows that SpyderMate has just 1 title tag . Thus it's much confusing for the search engine crawlers, which prevent the site from higher search engine rankings.

H1 Tag :- The title tag of the web page is the most important search engine ranking factor on the website. Having duplicate or not using H1 tag is like loosing a chance to better target a web page for particular keyword or phrase.

Thus the table shows that SpyderMate has just single H1 tags. Thus it's much confusing for the search engine crawlers, which prevent the site from higher search engine rankings.

ALT Tag :- The ALT tag should be used whenever possible. It is the only way through which the search engine can identify what the images contain. Keyword in the ALT attribute helps for the higher page in search engine for that particular keyword. It also helps for the higher page rank of the image in the images.

Thus the table shows that SpyderMate has just no ALT tags. Thus it's much confusing for the search engine crawlers, which prevent the site from higher search engine rankings.

The next section shows the HTTP status code use :-

HTTP STATUS CODES		
Code	Description	Quantity
200	All Good	5
300	Redirect	0
400	Web Page Error	0
500	Server Error	0

Code 200 :- This class of status codes indicates the action requested by the client was received, understood, accepted and processed successfully.

Code 300 :- This class of status code indicates that further action needs to be taken by the user agent in order to fulfill the request.

Code 400 :- This class of status code is intended for cases in which the client seems to have made an error. This are the most common errors that are found online. ie. Bad request, not found error etc.

Code 500 :- This class of status code indicates the cases in which the server is aware that it has encountered an error or is otherwise incapable of performing the request.

The next section shows the design status and number of broken links :-

DESIGN	
Description	Data
Favicon	Yes

BROKEN LINKS (0)

Favicon :- Icon associate with particular website or web page. Thus the report shows the icon is present, thus it helps in creating a unique identity on the web

Broken Links :- Link on the website that does not work anymore is broken link. Thus the report shows that SpyderMate has no broken links.

2) Link Equity Report :-

URL	EXT	PR																																																					
http://spydermate.com/	?	?																																																					
<p>Page Title: Free SEO Analysis & SEO Tools SpyderMate™</p> <p>Meta Description: Free SEO analysis tool that offers on-page keyword analysis and site-by-site competitor comparison for both SEO experts and SEO beginners.</p> <p>H1 Tag: Free Free SEO Analysis Software & SEO Analysis Tools SpyderMate™</p> <p>Targeted Keywords</p> <p>Missing Alt Attributes (4)</p> <table border="0"> <thead> <tr> <th>1-word</th> <th>2-word</th> <th>3-word</th> </tr> </thead> <tbody> <tr> <td>1 seo (28.7)</td> <td>1 seo analysis (16.3)</td> <td>1 free seo analysis (10.2)</td> </tr> <tr> <td>2 analysis (24.6)</td> <td>2 free seo (10.2)</td> <td>2 link equity compare (6.3)</td> </tr> <tr> <td>3 spydermate (22)</td> <td>3 software development (8.7)</td> <td>3 analysis link equity (6.3)</td> </tr> <tr> <td>4 mentormate (13.1)</td> <td>4 spyder mentormate (7)</td> <td>4 site analysis link (6.3)</td> </tr> <tr> <td>5 development (12.2)</td> <td>5 site analysis (6.3)</td> <td>5 custom software development (6.1)</td> </tr> <tr> <th colspan="3">4-word</th> </tr> <tr> <td colspan="3">1 site analysis link equity (6.3)</td> </tr> <tr> <td colspan="3">2 analysis link equity compare (6.3)</td> </tr> <tr> <td colspan="3">3 analysis seo tools spydermate (4.9)</td> </tr> <tr> <td colspan="3">4 mentormate map directions register (3.5)</td> </tr> <tr> <td colspan="3">5 spyder mentormate map directions (3.5)</td> </tr> <tr> <th colspan="3">5-word</th> </tr> <tr> <td colspan="3">1 site analysis link equity compare (6.3)</td> </tr> <tr> <td colspan="3">2 seo analysis seo tools spydermate (4.9)</td> </tr> <tr> <td colspan="3">3 map directions register forgot password (3.5)</td> </tr> <tr> <td colspan="3">4 mentormate map directions register forgot (3.5)</td> </tr> <tr> <td colspan="3">5 spyder mentormate map directions register (3.5)</td> </tr> </tbody> </table>	1-word	2-word	3-word	1 seo (28.7)	1 seo analysis (16.3)	1 free seo analysis (10.2)	2 analysis (24.6)	2 free seo (10.2)	2 link equity compare (6.3)	3 spydermate (22)	3 software development (8.7)	3 analysis link equity (6.3)	4 mentormate (13.1)	4 spyder mentormate (7)	4 site analysis link (6.3)	5 development (12.2)	5 site analysis (6.3)	5 custom software development (6.1)	4-word			1 site analysis link equity (6.3)			2 analysis link equity compare (6.3)			3 analysis seo tools spydermate (4.9)			4 mentormate map directions register (3.5)			5 spyder mentormate map directions (3.5)			5-word			1 site analysis link equity compare (6.3)			2 seo analysis seo tools spydermate (4.9)			3 map directions register forgot password (3.5)			4 mentormate map directions register forgot (3.5)			5 spyder mentormate map directions register (3.5)			view
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This section is the SEO keyword analyzer. It offers page-specific keyword breakdowns of your on-site keyword targeting efforts, allowing you to optimize for more targeted search terms. SpyderMate's keyword analyzer helps you see which pages have the best chance for high rankings in the search results and informs you of each page's Google PageRank.

3) Comparison Report :-

Compare pages	Page 1			Page 2		
	03.23.10-spydermate.com			03.23.10-seoexplain.com		
EXTERNAL STATISTICS						
Description	Data			Data		
Alexa Rank	36,762			4,315,564 (-11639%)		
Compete Rank	133,650			Unranked		
Domain Age (approximate)	1 years, 10 months & 19 days old.			0 years, 0 months & 0 days old.		
Domain Expires	5 years, 3 months & 28 days left.			1 years, 10 months & 5 days left.		
External Backlinks	279			123 (-127%)		
External .edu or .gov links	0			0 (0%)		
Google PageRank	3			0 (-300%)		
SPYDERMATE STATISTICS						
Description	Data			Data		
Date/Time Crawled	03.23.10 (04:39 PM)			03.23.10 (02:41 PM)		
# Page Crawled	1			1		
SpyderRating	66			28 (-136%)		
Broken Links	0			0 (0%)		
Average Page Depth	0.00			0.00 (0%)		
Favicon	Yes			Yes		
TAG USE						
TAG	Unique	Duplicate	Missing	Unique	Duplicate	Missing
Title	1	0	0	1	0	0
H1	1	0	0	0	0	1
Alt			4			1
HTTP STATUS CODES						
Code	Description	Quantity	Description	Quantity	Description	Quantity
200	All Good	1	All Good	1	All Good	1
300	Redirect	0	Redirect	0	Redirect	0
400	Web Page Error	0	Web Page Error	0	Web Page Error	0
500	Server Error	0	Server Error	0	Server Error	0

The SEO Competitor Analysis allows users to compare two web sites side-by-side. It compares your SpyderGraphs and SpyderRatings, and lets you know which sections of your site are better than your competitors' or how far ahead of you they are. Knowing how much ground you need to make up or when they're closing in on you is invaluable information.

Recommended SEO E-Books and Products:

[3 Steps To Search Engine Success Book - Search Engine Optimization SEO.](#)

Learn How To Get A Top Search Engine Ranking In 3 Easy Steps. Increase Your Website Traffic With This Straightforward Guide.

[50 SEO Secrets](#)

It's a great source that takes you step-by-step to optimize your blog or website.

[Learn SEO Secrets](#)

Quickly & easily outsmart Your way to

Six Figures using these **Powerful SEO Strategies!**

[Niche Blueprint 2.0](#)

Radically Unconventional* Niche Website Formula That Generated \$1,214,978 From Free Website Traffic!

[SEO + Submission + Backward Linking For Beginners.](#)

Just getting started online? Looking for a way to get more qualified traffic to your website without spending a fortune? Well then, you are in the right place!

[SEO Multimedia EBook.](#)

How to Get the Highest Possible Search Engine Position For Your Small Business Website EVERY TIME!! Check Out the Proof...

[SEO Quick Fix System](#)

Powerful SEO System Reveals How Anyone Can Achieve First Page Google Rankings In Less Than A Week!

[SEO | Insider Search Engine Optimization Secrets That Work.](#)

Did you know that over 75% of sites launched will fail within the first six months? I'm sure you know the reason why...the lack of traffic! You see, without traffic you can't get people to see your offer and if potential customers don't see your offer, you don't make sales!