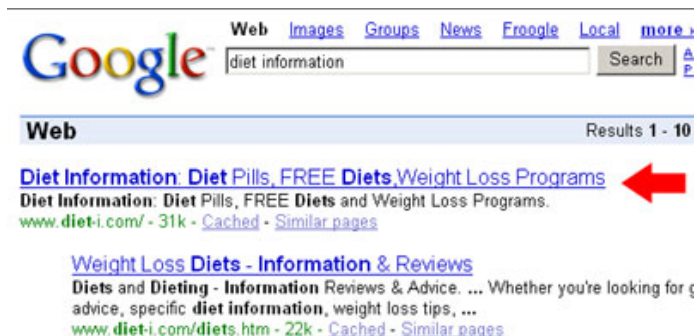


## "Analyzing The #1 Ranked Website On Google For The Term Diet Information ..."

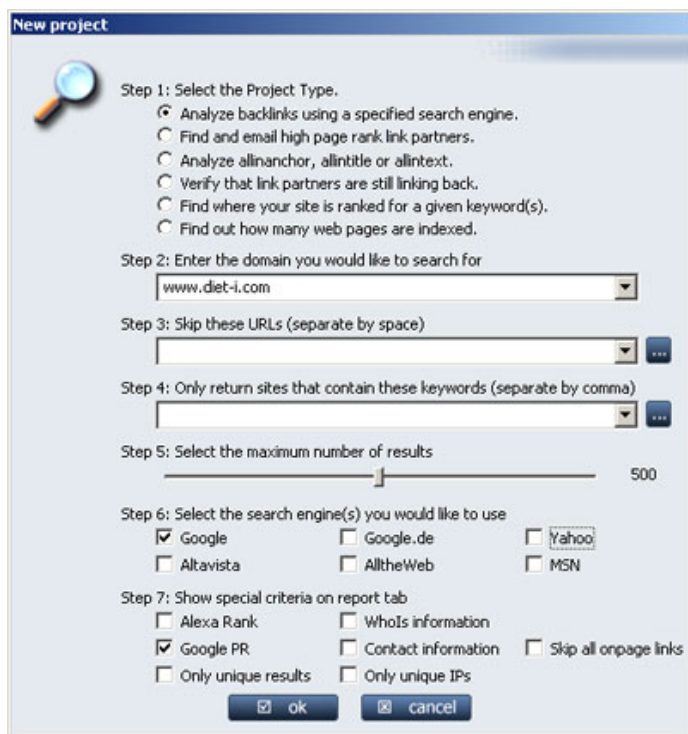
Let's analyze the #1 ranked website on Google for the search term, 'diet information'. I'm going to step you through 1 of the many ways you can use SEO Elite to analyze and figure out exactly why ANY website is outranking you.

I think you'll be quite surprised by all of the things SEO Elite will show you. So, let's begin...

First we need to go to Google and enter the search term 'diet information'. You'll see that the number one ranked website is [www.diet-i.com](http://www.diet-i.com).



Next, we need to open up SEO Elite.



- Select radio button 1 - Analyze backlinks using a specific search engine.
- Enter [www.diet-i.com](http://www.diet-i.com) into the domain to analyze textbox.
- Select the search engine, Google, by checking the checkbox.
- Click ok.

SEO Elite will then begin to process. Once it's finished, we can click over to the report view tab as shown below.

### Report View

The report view will show us an enormous amount of important information we'll need to know to outrank this website.

**First let's look at the Anchor Text column.**

Rank	Google PR	Page title	Anchor text	Outbound links	Total links
4	4	Questions About Diet After Gastric Byp...	Diet Information	0	136
3	3	Suzanne Somers Diet Review	Diet Information	0	129
3	3	Review of DietDivas Weight Loss Proram	Diet Information	0	130
3	3	Richard Simmons Diet	Diet Information	0	129
4	4	Herbal Diet Pills Review	Diet Information	0	85
0	0	Review of "The Ultimate Weight Loss a...	Diet Information	2	131
3	3	Dietary Guidelines: Resources	Diet Information	5	198
0	0	Weight Loss - Blind and visually impaire...	Diet Information	94	119
2	2	Useful low carb links	Diet Information	20	31
5	5	South Beach Diet Site: Information abo...	Diet Information	30	50
2	2	Nichols Insurance Associates Inc. eDire...	Diet Information	17	56
2	2	Exercise Equipment: buy Exercise Equi...	Diet Information	72	76
2	2	Healthy Nutrition with Herbalife Produc...	Diet Information	26	59
4	4	DWodp live	Diet Information	101	146
2	2	Health & Fitness: Weight Loss. Strivect...	Diet Information	99	103
0	0	Webkatalog - Health > Weight Loss	Diet Information	91	128
3	3	CBI Personal Fitness Training, Weight L...	Diet Information	38	114

Keyword	IP Address	Total	%
	216.127.82.106	84	16.8%
	63.247.132.5	17	3.4%
	63.246.154.40	16	3.2%
	216.60.6.105	15	3.0%
	216.22.28.199	15	3.0%
	69.72.164.15	13	2.6%
	63.247.133.3	12	2.4%
	67.18.153.226	10	2.0%
	65.98.61.42	10	2.0%

Average	Total	%
PR = 0	148	29.7%
PR = 1	133	26.7%
PR = 2	70	14.0%
PR = 3	88	17.6%
PR = 4	51	10.2%
PR = 5	7	1.4%
PR = 6	0	0.0%
PR = 7	2	0.4%
PR = 8	0	0.0%

As I've already taught you, anchor text plays a very important roll in ranking well in Google.

**Review:** Anchor text is the actual text located within the link linking to [www.diet-i.com](http://www.diet-i.com).

For example, in the text: [diet information](#) is helpful. "diet information" is the linked anchor text.

You'll notice that [www.diet-i.com](http://www.diet-i.com) has hundreds of backlinks that contain the words "diet information" within their anchor text. **This is a BIG plus for them.**

**Now, let's look at the IP Address summary frame.**

Search Engine	Page with link	IP Address	Linked back	Google PR
Google	www.diet-i.com/gastric-bypass-diet-questions.htm	216.127.82.106	Yes	4
Google	www.diet-i.com/diets/somers-diet-somersizing.htm	216.127.82.106	Yes	3
Google	www.diet-i.com/diets/dietdivas-diet.htm	216.127.82.106	Yes	3
Google	www.diet-i.com/diets/richard-simmons-diet.htm	216.127.82.106	Yes	3
Google	www.diet-i.com/diets/herbal-diet-pills.htm	216.127.82.106	Yes	4
Google	www.diet-i.com/products/ultimate-weight-loss-bible.htm	216.127.82.106	Yes	0
Google	www.diet-i.com/weight-loss-help/dietary-guidelines.htm	216.127.82.106	Yes	3
Google	www.dmoz4all.com/Root/Health/Weight_Loss/	213.246.37.68	Yes	0
Google	www.low-carb-menus.com/low-carb-links.htm	65.254.60.7	Yes	2
Google	www.south-beach-diet-recipes-southbeach-diet.com/resour...	70.85.28.5	Yes	5
Google	www.usmedical.org/engine/Health_Resources/	67.15.130.28	Yes	2
Google	www.exercise-equipment-warehouse.com/resources-weigh...	209.133.250.8	Yes	2
Google	healthyweightlossplans.com/resources.php	66.152.98.202	Yes	2
Google	cmsinfo.dk/mambo/index.php?option=com_dwodp&lc=/Heal...	195.140.132.194	Yes	4
Google	www.healthfitnessplace.org/weight-loss.htm	216.169.159.35	Yes	2
Google	www.faststore.de/web/Health/Weight_Loss/	83.133.49.163	Yes	0
Google	www.custombodiestampabay.com/FRusefullinksdirectoryw...	38.113.20.44	Yes	3

Keyword	IP Address	Total	%
	70.84.231.2	3	0.6%
	69.93.47.98	3	0.6%
	69.28.204.84	3	0.6%
	69.57.168.166	3	0.6%
	198.31.50.23	3	0.6%
	80.168.77.112	2	0.4%
	204.209.13.105	2	0.4%
	209.216.203.17	2	0.4%
	66.235.181.68	2	0.4%

Average	Total	%
PR = 0	149	29.8%
PR = 1	133	26.6%
PR = 2	70	14.0%
PR = 3	88	17.6%
PR = 4	51	10.2%
PR = 5	7	1.4%
PR = 6	0	0.0%
PR = 7	2	0.4%
PR = 8	0	0.0%

Google favors websites that have many links located on different IP Addresses. You can see that

diet-i.com has MANY links from MANY different IP Addresses (websites).

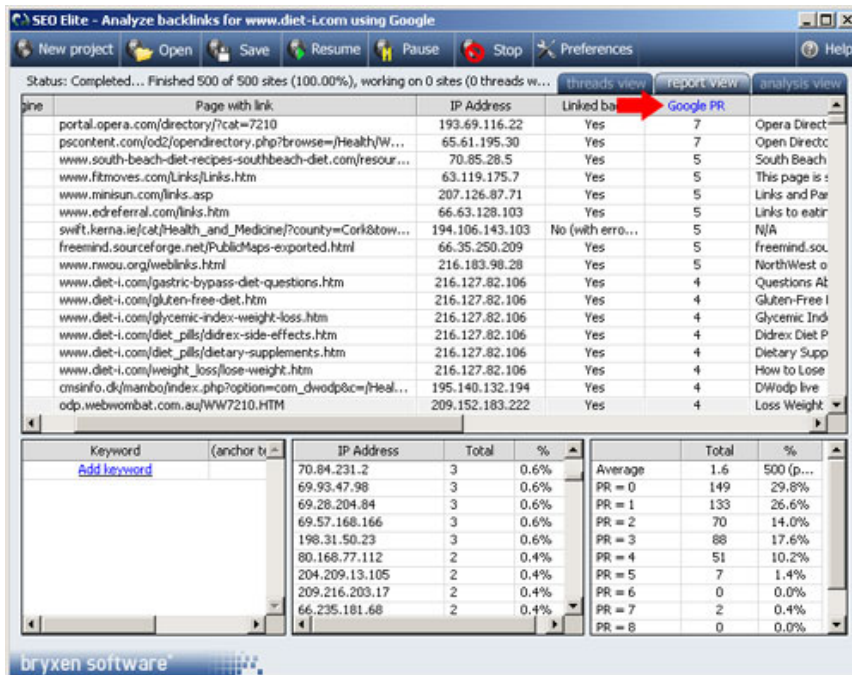
If you think about it, it makes sense that Google gives priority to websites that have links on many IP Addresses rather than many links all on the same IP Address. This helps eliminate the possibility of people controlling the search engines.

If Google didn't look at IP Addresses, I could simply create 1 website with thousands of pages and link to another 1 of my websites from all pages. I would then have thousands of links pointing to my website and a #1 ranking...

Unfortunately, Google's smarter than that and you can't do it.

Anyway, back to the IP Addresses. As we scroll over, click the "IP Address" column heading to sort the column, we'll notice that www.diet-i.com also has many links from different IP Addresses. **That's also a BIG plus for them.**

Next, we'll look at the column titled Page Rank.



If we click the Page Rank column heading, it will sort the column for us. You can immediately see that www.diet-i.com has 2 links from 2 Page Rank 7 websites.

**This is very good**, in that it will raise www.diet-i.com's Page Rank and ultimately their ranking.

### Analysis View

Next we'll take a look at the Analysis View tab.

Status: Completed... Finished 500 of 500 sites (100.00%), working on 0 sites (0 threads w...)

Word	Body (489)	Title (489)	Anchor Text (466)
diet	99.4% (486)	38.0% (186)	98.7% (460)
information	97.1% (475)	7.6% (37)	89.3% (416)
pills	85.3% (417)	2.0% (10)	43.6% (203)
and	98.8% (483)	17.8% (87)	36.5% (170)
weight	98.0% (479)	25.4% (124)	32.2% (150)
loss	97.5% (477)	23.5% (115)	32.0% (149)
free	78.9% (386)	5.1% (25)	23.4% (109)
diets	81.0% (396)	3.5% (17)	23.2% (108)
programs	77.3% (378)	2.7% (13)	17.4% (81)
i	61.1% (299)	0.4% (2)	10.1% (47)
com	72.8% (356)	3.1% (15)	9.4% (44)
www	31.7% (155)	0.6% (3)	7.5% (35)
http	20.4% (100)		5.8% (27)
advice	86.7% (424)	3.7% (18)	5.8% (27)
plan	72.0% (352)	4.7% (23)	5.6% (26)
reviews	57.1% (279)		4.9% (23)
online	90.8% (444)	1.8% (9)	4.9% (23)
to	97.8% (478)	2.0% (10)	3.6% (17)

If we click on the column heading titled "Anchor Text", it will sort the column in descending order. You can see that the 2 words that are found the most often in www.diet-i.com's backlink anchor text are the words "diet" and "information".

98.7% of the overall backlinks pointing to www.diet-i.com contain the word "diet" and 89.3% of the backlinks contain the word "information". Also listed is the total number of links containing each of these words.

This is just another way of showing you why www.diet-i.com is outranking their competitors.

Lastly, we'll click the column heading titled "Title" to sort it in descending order. You can see that the word "diet" is still the top word, at 38% and "information" is still towards the top at 7.6%.

Status: Completed... Finished 500 of 500 sites (100.00%), working on 0 sites (0 threads w...)

Word	Body (489)	Title (489)	Anchor Text (466)
diet	99.4% (486)	38.0% (186)	98.7% (460)
weight	98.0% (479)	25.4% (124)	32.2% (150)
loss	97.5% (477)	23.5% (115)	32.0% (149)
health	92.8% (454)	19.0% (93)	
and	98.8% (483)	17.8% (87)	36.5% (170)
directory	71.0% (347)	10.0% (49)	
living	45.8% (224)	7.6% (38)	
information	97.1% (475)	7.6% (37)	89.3% (416)
links	69.3% (339)	6.7% (33)	
healthy	85.5% (418)	5.5% (27)	0.2% (1)
free	78.9% (386)	5.1% (25)	23.4% (109)
exercise	84.7% (414)	4.9% (24)	
plan	72.0% (352)	4.7% (23)	5.6% (26)
dieting	71.8% (351)	4.7% (23)	0.6% (3)
review	32.9% (161)	4.3% (21)	
resources	62.0% (303)	4.3% (21)	0.2% (1)
of	98.4% (481)	3.9% (19)	
the	98.4% (481)	3.7% (18)	0.2% (1)

These are just a few of the things that we now know about www.diet-i.com by using only 1 of the 6 project types within SEO Elite.

In the next lesson I'll be showing you...

**"EXACTLY what YOU will need to do to outrank them with this newly  
acquired information!"**

All the best,

A handwritten signature in black ink, appearing to read 'Brad Callen', with a long horizontal flourish extending to the right.

Brad Callen  
Professional SEO  
<http://www.seoelite.com>