

? SEO SCORECARD
Site Load Time

<http://www.firepointcreations.com> Onpage optimization report

Report created on: Feb 18, 2012

SEO SCORECARD

This onpage optimization report was created for the webpage <http://www.firepointcreations.com/>. It represents analysis and recommendations on optimization of onpage factors that may influence a website's ranking.

Optimization Rate

26.6%

Note: Optimization Rate shows how well the page complies with optimization requirements. This is shown as a percentage of an ideal standard calculated for the specific niche.

Keywords

The report takes into account the following keywords:

Keywords		Up
Keyword	Optimization Rate	
1 Personalized gifts	45%	
2 personalized wedding gifts	19.4%	
3 personalized Christmas gifts	19.5%	
4 engraved gifts	22.5%	
Average	26.6%	

HTML Elements

All optimization recommendations were created for different HTML elements after their detailed analysis. These are the page elements analyzed, with their optimization rate:

Optimization Rate		Up
HTML Elements	Optimization Rate	
Page Title	41.2%	
Meta Description	29.3%	
Meta Keywords	64.5%	
Body	15.6%	
H1 Headings	18.1%	
H2-H6 Headings	19.6%	
Bold Text Blocks	25.7%	
Italic Text Blocks	20.4%	
Anchor Texts	24.5%	
Image Alt Texts	10.6%	
Entire Page	26.6%	

Competitors









Recommendations for the optimized URL were coined based on the top-performing websites from the same niche. Below is the list of the 10 most successful competitors.

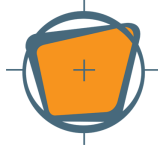
Personalized gifts			Up
URL		Optimization Rate	
1	http://www.zazzle.com/create	13.3%	
2	http://www.zazzle.com/	40.4%	
3	http://www.personalizationmall.com/	61.7%	
4	http://www.personalcreations.com/	67.2%	
5	http://www.thingsremembered.com/	15.1%	
6	http://www.cafepress.com/make/	65.9%	
7	http://www.lillianvernon.com/Category/PersonalizedGifts	60.3%	
8	http://www.personalized-engraved-gift.com/	70%	
9	http://www.agiftpersonalized.com/	43.5%	
10	http://www.giftsforyounow.com/	69.4%	

personalized wedding gifts			Up
URL		Optimization Rate	
1	http://www.personalizationmall.com/Personalized-Wedding-Gifts-s7.store	55%	
2	http://www.thingsremembered.com/	11.7%	
3	http://www.redenvelope.com/wedding-gifts-rwbsl	20.2%	
4	http://www.personalcreations.com/personalized-wedding-gifts-pwedbsl	55%	
5	http://weddingshop.theknot.com/	15.7%	
6	http://www.gifts.com/wedding/personalized-gifts/rsY1vV	24.2%	
7	http://www.giftsforyounow.com/personalized-wedding-gifts_138.aspx	71.4%	
8	http://www.personalized-wedding-gift.com/	34.1%	
9	http://www.findgift.com/Occasions/Wedding/	21.1%	
10	http://www.weddingshowergifts.com/	41.5%	

personalized Christmas gifts			Up
URL		Optimization Rate	
1	http://www.personalizationmall.com/Personalized-Christmas-Gifts-s9.store	60.2%	
2	http://www.personalcreations.com/personalized-christmas-gifts-pchrbsl	52.2%	
3	http://www.personalcreations.com/	19.9%	
4	http://www.redenvelope.com/gift-guide...nique-personalized-christmas-gifts-1/	52.2%	
5	http://www.lillianvernon.com/	20.3%	
6	http://www.createafavor.com/	15.6%	
7	http://www.christmasgiftswithheart.com/	55.6%	
8	http://www.gifts.com/christmas/personalized-gifts/pe61vV	48.1%	
9	http://www.giftsforyounow.com/	22.9%	
10	http://www.thingsremembered.com/	11.2%	

engraved gifts			Up
URL		Optimization Rate	
1	http://www.thingsremembered.com/	12.4%	
2	http://www.agiftpersonalized.com/	47%	

3	http://www.tiffany.com/Shopping/Category.aspx?cid=288209&mcat=148207	56.5%	
4	http://www.engravedgiftcreations.com/	16.9%	
5	http://www.personalcreations.com/personalized-gifts-for-him-phimbsl	19.3%	
6	http://www.engravedgiftsstore.com/	54%	
7	http://www.personalized-engraved-gift.com/	58%	
8	http://www.personalized-engraved-gifts.com/	5.4%	
9	http://www.gunthergifts.com/engraved-gifts.html	50.8%	
10	http://www.etctrade.com/	20.9%	



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<http://www.firepointcreations.com>

Onpage optimization report

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Site Load Time

This report section allows estimating ideal site load speed and webpage size for the analyzed page <http://www.firepointcreations.com/>.

Analyzed Site Load Time			Up
http://www.firepointcreations.com		No data	
If there is "No data" for the website it means that it is not popular enough right now, and load speed cannot have crucial importance for it yet. You will rather need to concentrate on other SEO activities, in the first place.			
Competitors' Website Load Times			Up
Personalized gifts			
1	http://www.zazzle.com	1.578sec.	
2	http://www.zazzle.com	1.578sec.	
3	http://www.personalizationmall.com	0.8sec.	
4	http://www.personalcreations.com	2.148sec.	
5	http://www.thingsremembered.com	1.252sec.	
6	http://www.cafepress.com	1.515sec.	
7	http://www.lillianvernon.com	1.58sec.	
8	http://www.personalized-engraved-gift.com	2.492sec.	
9	http://www.agiftpersonalized.com	1.26sec.	
10	http://www.giftsforyounow.com	2.49sec.	
personalized wedding gifts			
1	http://www.personalizationmall.com	0.8sec.	
2	http://www.thingsremembered.com	1.252sec.	
3	http://www.redenvelope.com	1.709sec.	
4	http://www.personalcreations.com	2.148sec.	
5	http://weddingshop.theknot.com	5.575sec.	
6	http://www.gifts.com	1.32sec.	
7	http://www.giftsforyounow.com	2.49sec.	
8	http://www.personalized-wedding-gift.com	1.156sec.	
9	http://www.findgift.com	2.412sec.	
10	http://www.weddingshowergifts.com	2.13sec.	
personalized Christmas gifts			
1	http://www.personalizationmall.com	0.8sec.	
2	http://www.personalcreations.com	2.148sec.	
3	http://www.personalcreations.com	2.148sec.	
4	http://www.redenvelope.com	1.709sec.	

5	http://www.lillianvernon.com	1.58sec.	
6	http://www.createafavor.com	4.578sec.	
7	http://www.christmasgiftswithheart.com	1.133sec.	
8	http://www.gifts.com	1.32sec.	
9	http://www.giftsforyounow.com	2.49sec.	
10	http://www.thingsremembered.com	1.252sec.	
engraved gifts			
1	http://www.thingsremembered.com	1.252sec.	
2	http://www.agiftpersonalized.com	1.26sec.	
3	http://www.tiffany.com	1.693sec.	
4	http://www.engravedgiftcreations.com	1sec.	
5	http://www.personalcreations.com	2.148sec.	
6	http://www.engravedgiftsstore.com	2.562sec.	
7	http://www.personalized-engraved-gift.com	2.492sec.	
8	http://www.personalized-engraved-gifts.com	1.656sec.	
9	http://www.gunthergifts.com	0.582sec.	
10	http://www.etctrade.com	3.5sec.	
Average Competitors' Website Load Speed		1.875 seconds	

Webpage Size

Here is the comparison of the webpage <http://www.firepointcreations.com/> and its competitors in terms of webpage size.

Analyzed Webpage Size		Up
http://www.firepointcreations.com/	27.8 kB	
Competitors' Webpage Sizes		Up
Personalized gifts		
1	http://www.zazzle.com/create	206.3 kB
2	http://www.zazzle.com/	239.2 kB
3	http://www.personalizationmall.com/	55.8 kB
4	http://www.personalcreations.com/	171.4 kB
5	http://www.thingsremembered.com/	87.2 kB
6	http://www.cafepress.com/make/	65.3 kB
7	http://www.lillianvernon.com/Category/PersonalizedGifts	52 kB
8	http://www.personalized-engraved-gift.com/	61.5 kB
9	http://www.agiftpersonalized.com/	53.6 kB
10	http://www.giftsforyounow.com/	76.7 kB
personalized wedding gifts		
1	http://www.personalizationmall.com/Personalized-Wedding-Gifts-s7.store	90.3 kB
2	http://www.thingsremembered.com/	87.2 kB

2	http://www.thingsremembered.com/	87.2 kB
3	http://www.redenvelope.com/wedding-gifts-rwbsl	211.2 kB
4	http://www.personalcreations.com/personalized-wedding-gifts-pwedbsl	601.7 kB
5	http://weddingshop.theknot.com/	123.6 kB
6	http://www.gifts.com/wedding/personalized-gifts/rsY1vV	95.3 kB
7	http://www.giftsforyounow.com/personalized-wedding-gifts_138.aspx	97.4 kB
8	http://www.personalized-wedding-gift.com/	9 kB
9	http://www.findgift.com/Occasions/Wedding/	126.6 kB
10	http://www.weddingshowergifts.com/	81.3 kB
personalized Christmas gifts		
1	http://www.personalizationmall.com/Personalized-Christmas-Gifts-s9.store	93.6 kB
2	http://www.personalcreations.com/personalized-christmas-gifts-pchrbsl	430.7 kB
3	http://www.personalcreations.com/	171.7 kB
4	http://www.redenvelope.com/gift-guides/unique-personalized-christmas-gifts-1/	91 kB
5	http://www.lillianvernon.com/	56.9 kB
6	http://www.createafavor.com/	24.3 kB
7	http://www.christmasgiftswithheart.com/	56.9 kB
8	http://www.gifts.com/christmas/personalized-gifts/pe61vV	103.1 kB
9	http://www.giftsforyounow.com/	76.9 kB
10	http://www.thingsremembered.com/	87.2 kB
engraved gifts		
1	http://www.thingsremembered.com/	87.2 kB
2	http://www.aqiftpersonalized.com/	53.6 kB
3	http://www.tiffany.com/Shopping/Category.aspx?cid=288209&mcat=148207	70.2 kB
4	http://www.engravedgiftcreations.com/	73.8 kB
5	http://www.personalcreations.com/personalized-gifts-for-him-phimbsl	683.4 kB
6	http://www.engravedgiftsstore.com/	62.9 kB
7	http://www.personalized-engraved-gift.com/	61.8 kB
8	http://www.personalized-engraved-gifts.com/	0.2 kB
9	http://www.gunthergifts.com/engraved-gifts.html	41 kB
10	http://www.etctrade.com/	37.5 kB
Average Competitors' Webpage Size		123.9 kB , the size of your webpage is 77.6% less

Load Time With Different Internet Connection Types

Please check the chart to estimate the time it takes the webpage to load depending on the viewer's Internet connection speed.

Connection Speed	Analyzed Webpage Load Time (27.8 kB)
14.4Kbps	15.43 sec.

28.8Kbps	7.72 sec.
56Kbps	3.97 sec.
ISDN (128 kbps)	1.74 sec.
Cable (512 kbps)	0.43 sec.
SDSL (1.544 Mbps)	0.14 sec.
ADSL (2.0 Mbps)	0.11 sec.

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