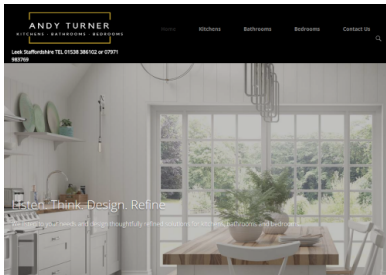




TF-IDF



aturnerkitchensandbathrooms.co.uk

Leek Staffordshire Kitchen Design Bathroom Design AT Kitchens And Bathrooms Supply Fit Install

41.1% TF-IDF score

Keywords: 1 | Search engine: Google.co.uk | Date: Apr 28, 2019

#### TF-IDF Score

Title	91.4% / 1 keywords	H1	0.0% / 0 keywords
Meta description	0.0% / 0 keywords	H2-H6	0.0% / 0 keywords
Meta keywords	0.0% / 0 keywords	Bold	0.0% / 0 keywords
Body	0.0% / 0 keywords	Italics	0.0% / 0 keywords
ALT text	0.0% / 0 keywords	Link anchors	0.0% / 0 keywords

#### Page's Keyword Usage

Keyword	TF-IDF score	Keyword count
Leek Staffordshire Kitchen Design	41.1%	1

## TF-IDF Score: Details

### ✔ Title | 91.4% TF-IDF score

Good job! The title of your page contains target keyword(s).

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	91.4%	0.57	0.63	0.57 - 0.67	No
		1	1	1 - 1	

#### About this SEO Factor:

The title tag is considered one of the most important on-page elements, so remember to **use keywords in it**. For higher rankings, place important keywords towards the beginning of your title.

Because the title text is usually the most prominent part of your page displayed in search results, make it **click-enticing and appealing to human searchers**.

### Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	6
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	9
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	1	0.57	13
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	6
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	1	0.64	10
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	8
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	1	0.67	9
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	7
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	5
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	5
Your page	1	0.57	13
Competitor Avg.	1	0.63	8
Competitor Min.	1	0.57	5
Competitor Max.	1	0.67	13

### ⚠ Meta description | 0.0% TF-IDF score

No target keywords are present in the page's meta description.

### How to fix:

Use approximately **34** word(s) in your page's meta description and place your keyword(s) as follows:

- **"Leek Staffordshire Kitchen Design"** should be repeated **2** time(s)

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	1.36	1.36 - 1.36	No
		0	2	2 - 2	

#### About this SEO Factor:

The meta description is an important on-page element, so pay particular attention to it. Not only do search engines consider it to understand what your page is about, but they also display your meta description in search results.

Hence, make your meta description both **keyword-rich** and **appealing to human searchers**. For higher rankings, place important keywords towards the beginning of the meta description.

**Note:** Meta descriptions that are not in line with the page's content (or are overly long/short) **may be ignored by search engines**, and the latter may pick a random text snippet to show in search results instead of your description.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	41
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	18
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	21
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	25
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	2	1.36	34
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	19
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	47
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	23
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	22
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	17
Your page	0	0.00	21
Competitor Avg.	2	1.36	27
Competitor Min.	2	1.36	17

Competitor Max.	2	1.36	47
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✔ **Meta keywords** | 0.0% TF-IDF score

Well done! The meta keywords tag is not present on the page or is empty.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	-	-	No
		0			

**About this SEO Factor:**

The meta keywords tag used to play a big role at the dawn of the Internet, but is **largely ignored by search engines** today. Besides, if it has your keywords, you run a risk of handing your keyword strategy over to the competitors.

However, if you still choose to use the meta keywords tag (e.g., if you target search engines like Baidu that are believed to still rely on meta keywords), make sure it's relevant to the page's content and contains a moderate number of keywords. Also, use comma (,) to separate keywords within the tag.

**Leek Staffordshire Kitchen Design**

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	0
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	0
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	0
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	0
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	0	0.00	0
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	8
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	48
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	0
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	0
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	0
Your page	0	0.00	0
Competitor Avg.	-	-	28
Competitor Min.	-	-	8
Competitor Max.	-	-	48

## ✖ Body | 0.0% TF-IDF score

None of your keywords are found in the page's body.

### How to fix:

Use approximately **421** word(s) in your page's body and place your keyword(s) as follows:

- "Leek Staffordshire Kitchen Design" should be repeated **2** time(s)

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	0.46	0.22 - 0.89	No
		0	7	1 - 19	

### About this SEO Factor:

If your target keywords are present in the webpage's body, the page stands a better chance of high rankings. For greater impact, place keywords towards the beginning of your page.

You can use keywords without any additional tags on the page, or **put your target search terms in tags** like *H1*, *H2-H6*, *Bold*, *Italic* or *Link anchor*. Such tags are also part of your page's body and should be attended to during its optimization.

Also try to make the page's content not only **keyword-rich**, but also **appealing to human visitors**: maintain a logical structure, use headings and bullet points, add visuals and other multi-media content.

Be sure to refrain from black-hat page optimization practices (such as keyword stuffing, making your text the same color as the background, etc.), while these could incur a search engine penalty.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	300
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	89
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	421
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	657
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	19	0.89	5,752
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	1	0.26	295
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	1	0.22	780
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	933
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	694
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	309

Your page	0	0.00	421
Competitor Avg.	7	0.46	1,023
Competitor Min.	1	0.22	89
Competitor Max.	19	0.89	5,752

## **i ALT text** | 0.0% TF-IDF score

None of your keywords are present in the page's image alt text.

If you use images on the page, it is better to create **keyword-rich alt attributes** for them, as this helps increase webpage rankings.

For more precise fine-tuning, see how your top competitors use keywords in their alt texts. However, you don't need to strive to copy competitor averages in regards to image alt text as they could vary from competitor to competitor.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	1.14	1.14 - 1.14	No
		0	3	3 - 3	

### About this SEO Factor:

While search engines can't read text off images, alt attributes (also known as "alternative attributes") help the former understand what your images portray. Therefore, they should **describe the image** and, if relevant, **include target keywords**.

Besides, with optimized alt texts you could get higher rankings in and more traffic from Google's image search.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	7
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	8
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	9
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	3
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	0	0.00	18
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	0
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	3	1.14	229
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	73
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	87
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	9

Your page	0	0.00	9
Competitor Avg.	3	1.14	49
Competitor Min.	3	1.14	3
Competitor Max.	3	1.14	229

## ⚠ H1 | 0.0% TF-IDF score

None of your target keywords are present in the page's H1 tag.

If search engines don't see your keywords in the pages H1 text (one of the most important page elements), they may rank the page lower for these search terms than they would otherwise.

### How to fix:

Please, make sure your target keyword(s) are present in the page's H1 text.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	1.34	1.34 - 1.34	No
		0	1	1 - 1	

#### About this SEO Factor:

The H1 tag serves to mark the heading on a page. The best practice is to use **just one H1 tag per page**, while all subheadings should be marked up using less important heading tags: H2 to H6 tags subsequently.

To achieve higher rankings, place your keyword(s) towards the beginning of your heading.

If you're optimizing your page for **multiple keywords**, it's best to define your top-important keyword and use it in your H1 tag.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	2
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	0
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	0
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	2
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	1	1.34	6
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	4
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	14
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	31
<a href="https://en-gb.facebook.com/idesignkitchensandbath">https://en-gb.facebook.com/idesignkitchensandbath</a>	0	0.00	10

[rooms/](#)

<a href="http://www.wentworthplumbing.co.uk/bathrooms-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathrooms-fitters-leek-staffordshire/</a>	0	0.00	5
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Your page	0	0.00	0
Competitor Avg.	1	1.34	9
Competitor Min.	1	1.34	2
Competitor Max.	1	1.34	31

## H2-H6 | 0.0% TF-IDF score

None of your target keywords are present in the page's H2-H6 tags.

Before optimizing the element, see how your competition uses your keywords in their H2-H6 tags. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00 0	0.75 1	0.44 - 1.05 1 - 2	No

### About this SEO Factor:

H2-H6 tags serve to mark subheadings on a page (unlike the H1 tag that's used to mark the main heading). It is important to **observe the hierarchy of H2-H6 tags** on a page to avoid confusing search engines with your coding. For example, it's illogical use the H3 tag ahead of the H2 one, and so on.

At the same time, the use of keywords in H2-H6 tags is optional and would only give your page a slight ranking boost for such keywords.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	27
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	26
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	23
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	43
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	2	1.05	30
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	14
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	1	0.44	59
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	54
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	18



<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	22
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Your page	0	0.00	23
Competitor Avg.	2	0.75	32
Competitor Min.	1	0.44	14
Competitor Max.	2	1.05	59

## **Bold** | 0.0% TF-IDF score

None of your target keywords are present in the page's bold text.

Before optimizing the element, see how your competition uses your keywords in their bold text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	-	-	No
		0			

### About this SEO Factor:

Bold text is used on a page to give certain words additional emphasis (e.g., if you write `<b>bananas</b>` or `<strong>bananas</strong>` in the code - the visitors will see **bananas**). Search engines usually consider words in bold text **slightly more important** than words with no additional mark-up.

Hence, wherever natural, try to use your important keywords in bold text, but don't overdo to avoid over-optimization.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	4
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	0
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	33
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	0
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	0	0.00	8
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	0
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	0
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	5
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	3
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	62

Your page	0	0.00	33
Competitor Avg.	-	-	19
Competitor Min.	-	-	3
Competitor Max.	-	-	62

### **Italics** | 0.0% TF-IDF score

None of your target keywords are present in the page's italicized text.

Before optimizing the element, see how your competition uses your keywords in their italicized text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00	-	-	No
		0			

#### About this SEO Factor:

Italics (or italicized text) are used on a page to give certain words additional emphasis (e.g., if you write `<i>bananas</i>` or `<em>bananas</em>` in the code - the visitors will see *bananas*). Search engines usually consider words in italics slightly more important than words with no additional mark-up.

Hence, wherever natural, try to use your important keywords in italics, but don't overdo to avoid over-optimization.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	0
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	0
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	1
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	0
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	0	0.00	2
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	0
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	0
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	4
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	3
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	0

Your page	0	0.00	1
Competitor Avg.	-	-	3
Competitor Min.	-	-	1
Competitor Max.	-	-	4

### Link anchors | 0.0% TF-IDF score

None of your target keywords are present in the page's link anchor text.

Before optimizing the element, see how your competition uses your keywords in their link anchor text. However, there is no need to strive to copy your competitor averages, because keyword usage in such tags is optional and may vary from competitor to competitor.

Keyword	TF-IDF score	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Keyword Stuffing
Leek Staffordshire Kitchen Design	0.0%	0.00 0	-	-	No

#### About this SEO Factor:


Link anchor texts are visible parts of links present on your page. Although the use of keywords in anchor texts **helps strengthen your page's semantic whole**, search engines are more likely to attribute the meaning of a link's anchor text to the page the link is pointing to.

Hence, you could also check the internal links pointing to your current page and make sure their anchor texts are in line with your page's semantics.

## Leek Staffordshire Kitchen Design

Page	Keyword count	TF-IDF	Word count
<a href="http://www.englishinteriorsltd.co.uk/">http://www.englishinteriorsltd.co.uk/</a>	0	0.00	45
<a href="http://www.thekitchencabin.co.uk/">http://www.thekitchencabin.co.uk/</a>	0	0.00	18
<a href="https://aturnerkitchensandbathrooms.co.uk/">https://aturnerkitchensandbathrooms.co.uk/</a>	0	0.00	39
<a href="http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/">http://www.modedesignerkitchensandbedrooms.co.uk/leek-fitted-kitchen-design-2-2/</a>	0	0.00	141
<a href="https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK">https://www.houzz.co.uk/professionals/kitchen-designers-and-fitters/c/Leek--Staffordshire--UK</a>	0	0.00	940
<a href="https://www.idesignkitchensandbathrooms.co.uk/bathrooms">https://www.idesignkitchensandbathrooms.co.uk/bathrooms</a>	0	0.00	10
<a href="http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm">http://internetbusinessdirectory.co.uk/staffordshire/leek/ibdeng41a021.htm</a>	0	0.00	83
<a href="https://www.muddandco.co.uk/">https://www.muddandco.co.uk/</a>	0	0.00	200
<a href="https://en-gb.facebook.com/idesignkitchensandbathrooms/">https://en-gb.facebook.com/idesignkitchensandbathrooms/</a>	0	0.00	267
<a href="http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/">http://www.wentworthplumbing.co.uk/bathroom-fitters-leek-staffordshire/</a>	0	0.00	60
Your page	0	0.00	39

Competitor Avg.	-	-	180
Competitor Min.	-	-	10
Competitor Max.	-	-	940

TF-IDF recommendations					
Keyword	Recommendation	TF-IDF (You)	TF-IDF (Avg)	TF-IDF (Min/Max)	Competitors
new kitchen	 Add	0.00 0	0.27 3	0.13 - 0.54	7 (70%)

Report created: Apr 28, 2019 by [Mike Buttery 01538 398254](#)