Figure 16-8 shows what Sim Spider looks like after it has finished surveying a page. The illustration shows only a small part of a moderate-sized page. Beneath the text summary is an inventory of every link on the page. You can launch a Sim Spider crawl through that link with a single click.

Keyword Density Analyzer

The Keyword Density Analyzer, shown in Figure 16-9, is frequently used by Webmasters who optimize. This famous, indispensable gadget crawls whatever page you put into it and computes the frequency with which your chosen keywords appear on the page. Keyword density is usually regarded as a crucial optimization consideration. Generally, the more dense, the better. This means that the more instances of your keywords on the page, the more readily Google can understand what the page is about and rank it accurately. However, too many mentions of a keyword can be interpreted as spam by Google, serving to lower the page's rank rather than raise it.
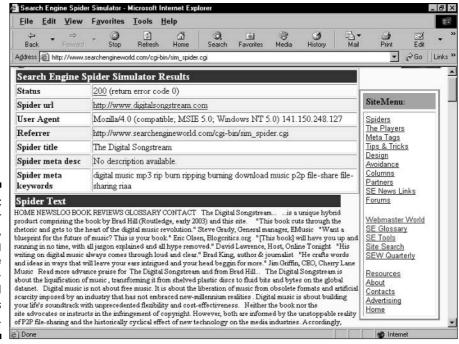

Figure 16-8: Sim Spider results, summarizing a Web page with all formatting and graphics removed.