



**Figure 16-7:**  
The  
Webpage  
Size  
Checker  
results.

Below the Total WebPage Size in the results table are three related statistics: Visible Text Size, Size of HTML Tags, and Text to HTML Ratio. In Figure 16-7, you can see that the text in the HTML tags (all of which are listed below the table) outsizes the text on the page body by more than two to one. Troubling? Well, it depends on the page's intent. Low text-to-HTML ratios often indicate pages hosting many links, because links take up a lot of HTML space. So a directory page, for example, *should* have a low text-to-HTML ratio.

The next three statistics in Figure 16-7 are also related to each other: Number of Images, Largest Image Size, and Size of All Images. From the standpoint of usability and optimization, you want these numbers to be low: few images (because the Google crawler doesn't understand what the images are saying), small images, and low total size of images (for the user's benefit when loading the page).

## Sim Spider

Sim Spider presents a view of any Web page as a search engine spider sees it. Spiders also crunch the page down into a compressed index form, which you don't see.