



**Figure 16-9:**  
The  
Keyword  
Density  
Analyzer  
before  
launching  
an analysis.

Figure 16-9 shows this tool just before launching a search. Note the following:

- ✔ It is important to include the page title, meta keywords, and meta description in the analysis. Remember that the density should be much higher in those fields.
- ✔ The default word length is set to four letters and above; this is reasonable. I've never changed it.
- ✔ Using the stop word list prevents small words from mucking up your results. Click the [stop word list](#) link to see a complete list of excluded words.
- ✔ For a general analysis of every word that appears on your page, select the radio button next to Ignore the following word list. To analyze specific keywords, select the radio button next to Include only the following word list, and then enter your keywords in the box.

Figure 16-10 shows the keyword density results. Note that the engine analyzes all possible variations of your keywords, even if they make no sense. Those tables can be ignored.