



**SEO National**

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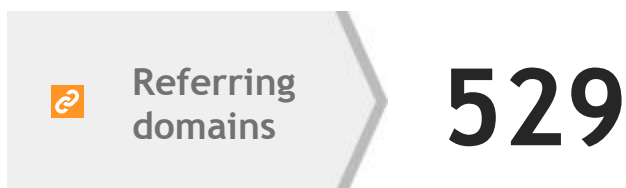
# **Off-Page Optimization Report**

June 12, 2014

Website: <http://laytoncity.org/>

## Summary

### Link stats



### Website

<http://laytoncity.org/>

### Total keywords in project

0

### Top keywords

### Strategy

**301**

anchor texts

**.COM**

is top TLD

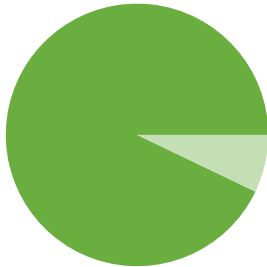


**UNITED STATES**

is top country

# Backlinks

## Text vs image links



- 2915 (92.9%) text backlinks
- 223 (7.1%) image backlinks

## Top link anchor/alt texts

Anchor text (or alt text)	Backlinks	Referring domains
Layton	<b>517</b> (16.5%)	191
Utah Most Wanted VI	<b>392</b> (12.5%)	2
Layton City	<b>228</b> (7.3%)	51
Website	<b>180</b> (5.7%)	7
<a href="http://www.laytoncity.org">http://www.laytoncity.org</a>	<b>136</b> (4.3%)	56
Layton Youth Sports	<b>128</b> (4.1%)	1
<a href="http://www.laytoncity.org">www.laytoncity.org</a>	<b>118</b> (3.8%)	33
Layton City Police Department	<b>97</b> (3.1%)	5
Layton, Utah	<b>91</b> (2.9%)	59
here	<b>91</b> (2.9%)	5

## Top linked-to pages (aka anchor URLs)

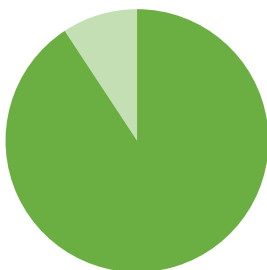
Page URL	Backlinks	Top anchor/alt text	Referring domains
<a href="http://www.laytoncity.org/">http://www.laytoncity.org/</a>	<b>1025</b> (32.7%)	Layton	<b>393</b>
<a href="http://www.laytoncity.org/public/Depts/Police/mostwanted.aspx">http://www.laytoncity.org/public/Depts/Police/mostwanted.aspx</a>	<b>414</b> (13.2%)	Utah Most Wanted VI	<b>12</b>
<a href="http://www.laytoncity.org/public/">http://www.laytoncity.org/public/</a>	<b>404</b> (12.9%)	Layton City	<b>82</b>
<a href="http://www.laytoncity.org/public/depts/police/default.aspx">http://www.laytoncity.org/public/depts/police/default.aspx</a>	<b>264</b> (8.4%)	Website	<b>8</b>
<a href="http://www.laytoncity.org/public/Depts/ParksRec/Recreation/Youth/youthsports.aspx">http://www.laytoncity.org/public/Depts/ParksRec/Recreation/Youth/youthsports.aspx</a>	<b>129</b> (4.1%)	Layton Youth Sports	<b>2</b>
<a href="http://www.laytoncity.org/public/Depts/ParksRec/event.aspx?event=487">http://www.laytoncity.org/public/Depts/ParksRec/event.aspx?event=487</a>	<b>88</b> (2.8%)	here	<b>4</b>
<a href="http://www.laytoncity.org/public/Museum/default.aspx">http://www.laytoncity.org/public/Museum/default.aspx</a>	<b>52</b> (1.7%)	Visit their Website	<b>22</b>
<a href="http://laytoncity.org/">http://laytoncity.org/</a>	<b>46</b> (1.5%)	Visit website	<b>24</b>
<a href="http://www.laytoncity.org/public/SurfnSwim/default.aspx">http://www.laytoncity.org/public/SurfnSwim/default.aspx</a>	<b>40</b> (1.3%)	Layton Surf And Swim	<b>22</b>
<a href="http://www.laytoncity.org/public/CityEvent.aspx?event=347">http://www.laytoncity.org/public/CityEvent.aspx?event=347</a>	<b>37</b> (1.2%)	Layton Liberty Days	<b>12</b>
<a href="http://www.laytoncity.org/public/Depts/Police/default.aspx">http://www.laytoncity.org/public/Depts/Police/default.aspx</a>	<b>37</b> (1.2%)	Police	<b>20</b>
<a href="http://www.laytoncity.org/public/Amphitheater/default.aspx">http://www.laytoncity.org/public/Amphitheater/default.aspx</a>	<b>34</b> (1.1%)	buy	<b>5</b>
<a href="http://www.laytoncity.org/public/amphitheater/default.aspx">http://www.laytoncity.org/public/amphitheater/default.aspx</a>	<b>27</b> (0.9%)	Ed Kenley Amphitheatre	<b>7</b>
<a href="http://www.laytoncity.org/public/Depts/Legal/MunicipalCode.aspx?title=9&amp;chapter=60&amp;section=010">http://www.laytoncity.org/public/Depts/Legal/MunicipalCode.aspx?title=9&amp;chapter=60&amp;section=010</a>	<b>21</b> (0.7%)	repealed	<b>2</b>
<a href="http://www.laytoncity.org/public/depts/parksrec/cityparks/laytoncommons.aspx">http://www.laytoncity.org/public/depts/parksrec/cityparks/laytoncommons.aspx</a>	<b>20</b> (0.6%)	<a href="http://www.laytoncity.org/public/depts/parksrec/cityparks/laytoncommons.aspx">http://www.laytoncity.org/public/depts/parksrec/cityparks/laytoncommons.aspx</a>	<b>4</b>

## Google PageRank of linking domains

### Google PR of linking domains

Google PR	Referring domains	Backlinks
PR10	0 (0%)	0 (0%)
PR9	0 (0%)	0 (0%)
PR8	0 (0%)	0 (0%)
PR7	0 (0%)	0 (0%)
PR6	0 (0%)	0 (0%)
PR5	0 (0%)	0 (0%)
PR4	8 (1.2%)	8 (0.3%) 100% dofollow
PR3	16 (2.3%)	21 (0.7%) 100% dofollow
PR2	25 (3.6%)	32 (1%) 96.9% dofollow
PR1	20 (2.9%)	33 (1.1%) 100% dofollow
PR0	40 (5.8%)	75 (2.4%) 97.3% dofollow
N/A	645 (92.8%)	2969 (94.6%) 90.3% dofollow






### Dofollow vs nofollow backlinks



- 2847 (90.7%) dofollow backlink(s)
- 291 (9.3%) nofollow backlink(s)

## Link quality factors

### Top countries

Country	Referring domains	Backlinks
 United States	<b>599</b> (86.2%)	<b>2758</b> (87.9%)
 Canada	<b>21</b> (3%)	<b>234</b> (7.5%)
 Germany	<b>23</b> (3.3%)	<b>41</b> (1.3%)
 Vietnam	<b>6</b> (0.9%)	<b>18</b> (0.6%)
 Switzerland	<b>2</b> (0.3%)	<b>15</b> (0.5%)
Other (13 countries)	<b>47</b> (6.7%)	<b>72</b> (2.3%)

### Top TLDs

TLD	Referring domains	Backlinks
.com	<b>472</b> (67.9%)	<b>2430</b> (77.4%)
.org	<b>68</b> (9.8%)	<b>217</b> (6.9%)
.net	<b>59</b> (8.5%)	<b>128</b> (4.1%)
.edu	<b>6</b> (0.9%)	<b>99</b> (3.2%)
.gov	<b>12</b> (1.7%)	<b>62</b> (2%)
	<b>78</b> (11.2%)	<b>202</b> (6.4%)

Alexa Rank of linking domains

Alexa Rank	Referring domains	Backlinks
Fewer than 1K	<b>2</b> (0.3%)	<b>5</b> (0.2%)
1K-50K	<b>42</b> (6%)	<b>274</b> (8.7%)
50K-500K	<b>92</b> (13.2%)	<b>827</b> (26.4%)
500K-5000K	<b>224</b> (32.2%)	<b>695</b> (22.1%)
Over 5000K	<b>335</b> (48.2%)	<b>1337</b> (42.6%)
Checking	<b>0</b> (0%)	<b>0</b> (0%)

## Top referring domains by Google PR

Referring domain	Google PR	Backlinks
<a href="http://portal.hud.gov">http://portal.hud.gov</a>	8	1
<a href="http://utah.gov">http://utah.gov</a>	7	19
<a href="http://www.utah.gov">http://www.utah.gov</a>	7	14
<a href="http://www.yellowpages.com">http://www.yellowpages.com</a>	7	4
<a href="http://www.dexknows.com">http://www.dexknows.com</a>	7	3
<a href="http://usmayors.org">http://usmayors.org</a>	7	2
<a href="http://www.ravemobilesafety.com">http://www.ravemobilesafety.com</a>	7	1
<a href="http://www.worldslargestswimminglesson.com">http://www.worldslargestswimminglesson.com</a>	7	1
<a href="http://www.policevolunteers.org">http://www.policevolunteers.org</a>	7	1
<a href="http://www.city-data.com">http://www.city-data.com</a>	7	1
<a href="http://educationsurplus.com">http://educationsurplus.com</a>	6	23
<a href="http://agency.governmentjobs.com">http://agency.governmentjobs.com</a>	6	18
<a href="http://academicsurplus.com">http://academicsurplus.com</a>	6	14
<a href="http://www.educationalsurplus.com">http://www.educationalsurplus.com</a>	6	13
<a href="http://www.academicsurplus.com">http://www.academicsurplus.com</a>	6	9
<a href="http://www.utcourts.gov">http://www.utcourts.gov</a>	6	6
<a href="http://zanran.com">http://zanran.com</a>	6	6
<a href="http://www.zanran.com">http://www.zanran.com</a>	6	6
<a href="http://www.jobbankusa.com">http://www.jobbankusa.com</a>	6	5
<a href="http://www.censusfinder.com">http://www.censusfinder.com</a>	6	5



## Top referring domains by Alexa Rank

Referring domain	Alexa Rank	Backlinks
<a href="http://br.bing.com">http://br.bing.com</a>	26	1
<a href="http://www.yellowpages.com">http://www.yellowpages.com</a>	581	4
<a href="http://www.city-data.com">http://www.city-data.com</a>	1068	1
<a href="http://search.ezilon.com">http://search.ezilon.com</a>	4168	1
<a href="http://everydaylife.globalpost.com">http://everydaylife.globalpost.com</a>	4263	1
<a href="http://www.wwp.greenwichmeantime.com">http://www.wwp.greenwichmeantime.com</a>	4418	2
<a href="http://wwp.greenwichmeantime.com">http://wwp.greenwichmeantime.com</a>	4418	2
<a href="http://m.deseretnews.com">http://m.deseretnews.com</a>	5792	2
<a href="http://concertconnection.blogs.deseretnews.com">http://concertconnection.blogs.deseretnews.com</a>	5792	1
<a href="http://agency.governmentjobs.com">http://agency.governmentjobs.com</a>	6214	18
<a href="http://www.sltrib.com">http://www.sltrib.com</a>	6896	4
<a href="http://jobs.sltrib.com">http://jobs.sltrib.com</a>	6896	1
<a href="http://www.peakyou.com">http://www.peakyou.com</a>	7192	2
<a href="http://utah.gov">http://utah.gov</a>	7454	19
<a href="http://www.utah.gov">http://www.utah.gov</a>	7454	14
<a href="http://www.pioneer.utah.gov">http://www.pioneer.utah.gov</a>	7454	2
<a href="http://pioneer.utah.gov">http://pioneer.utah.gov</a>	7454	1
<a href="http://www.udot.utah.gov">http://www.udot.utah.gov</a>	7454	1
<a href="http://publicsafety.utah.gov">http://publicsafety.utah.gov</a>	7454	1
<a href="https://www.hr.utah.edu">https://www.hr.utah.edu</a>	7985	1