

Case Study #1 – Acne Treatment

Comparing two high-ranking pages, with two low-ranking ones.



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Case Study #1 – Acne Treatment

For this case study, I took the search phrase “acne treatment” and searched Google. I picked two pages that ranked in the top 10 for this phrase, and two that ranked in the 800s.

The idea was to compare the two high-ranking articles to the two low-ranking articles, and look for evidence of themeing in the high-ranking pages. To carry out this analysis, I used the Article Editor contained in my “Creating Fat Content Course”.

For any kind of analysis like this, you need a list of theme words. These are the words that the search engines (using Latent Semantic Indexing) might expect to find on a page that is well written on the topic.

To find these theme words, I went off to Wordtracker, and created a list of the words most commonly associated with the search phrase “acne treatment”. My Creating Fat Content Course shows you how to do this. It’s simple, and takes a few minutes.

Here is the list I ended up with:

acne	clear	oily
active	condition	product
adult	cure	review
alternative	cystic	scar
arms	face	scarring
back	glands	scars
blackhead	laser	sebaceous
blemish	medication	skin
body	medicine	treatment
care	natural	
chest	neck	

Now this list is quite comprehensive, and no single article can be expected to use all of these on the page. However, a number of these phrases will be found on well-written pages about acne treatment, so let’s see how the articles did.

Let’s start by looking at the two poorly ranked pages.

Poor Ranking Acne Treatment Page #1

Here is the keyword map of the content on the page of the first poor ranking page:

find out more **acne treatment** articles **acne treatment** directory suggest a site **acne** is an unfortunate reality for all almost all adolescents and many **adults**. approximately 90% of adolescents and 25% of **adults** experience **acne** at some point in their lives making it one of the most extensive medical **conditions** in the world, and responsible for about 30% of all visits to the dermatologists (over 17 million people in the united states). while not life threatening, **acne** can leave life-long emotional and physical **scars** — a reminder of the embarrassment and self-consciousness that came with the pimples. no one wants to get zits. so what exactly is **acne**? it's a disorder resulting from the action of hormones on the **skin**'s oil **glands** that leads to plugged pores and outbreaks of lesions commonly called pimples or zits. **acne** lesions usually occur on the **face**, **neck**, **back**, **chest**, and shoulders. unfortunately, **acne** is not easy to treat. traditional therapies have a variety of side effects and sometimes require months to work, if they work at all. topical creams and lotions can cause redness and irritation. oral antibiotics can cause upset stomach, light sensitivity and yeast infections in women, and studies indicate about 40% of **skin** bacteria have become resistant to antibiotics, making them a doubtful ally in the fight against **skin** breakouts. there are several over-the-counter and prescription **medications** for **acne**. some are applied directly to the **skin**, others are taken by mouth, and others are injected into the **acne** cysts or pustules. **acne** may require a combination of oral, topical, and surgical **treatments** (although, most **acne** does not require surgery). some **treatments** may take several weeks to work, and your **skin** may actually appear to get worse before it gets better. if your **condition** is serious, it is best to consult your dermatologist. the internet is also a resource to help you find extensive information and options for your **condition** and **treatment**.

The keyword map simply highlights where in the document the theme words are located. We are looking for a good spread throughout the article. This one doesn't look too bad, but remember, it doesn't rank very well, so let's look at the Theme Report, and see if we can see why:

Article Theme Summary:

Article Words: 321

Total Theme Words: 35

Different Theme Words: 12

Themed 10.9 % (1 theme word every 9.2 article words)

Percentage of Theme Words Used = 40

Quality Theme Score (max 100%): 40.8%

This is a screenshot showing the end of the theme report. Above this section of the report is a list of all theme words found, and how many times, plus a list of theme words that were not found.

The summary does show some interesting facts.

Only 12 different theme words were included in the article (and these 12 were used a combined 35 times in the article meaning that there was one theme words per 9.2 article words).

This all doesn't sound too bad, BUT, this article is competing in a competitive niche, and many of the competing pages will have much longer pages. If a page contains more of these theme words, Google is likely to think it is more relevant than this one.

Of the theme words I identified as important to this niche, this article only used 40% of them.

The overall Quality Theme Score of 40.8% represents a good article. Its just not good enough, or themed enough to compete with the best acne treatment pages.

So, what about the other poorly ranked page?

Poor Ranking Acne Treatment Page #2

Here is the keyword map for that page:

home ingredients faq order today tuesday 16, october, 2007 articles 7 tips for healthy skin eating right for healthy skin indoor tanning acne treatments common acne myths antioxidants & skin care variations of severe acne most common types of acne know your skin type how the skin works causes of acne the most effective acne treatment on the market you no longer have to suffer from problematic skin. that may be hard for you to believe right now. you may have used every cream, lotion, and peel that claims to cure your skin of pimples and blackheads. you even might have even used aggressive approaches with your acne and seen a dermatologist, taken prescription drugs, or hired expensive salon skin treatments. yet you still continue to suffer from breakouts. the solution is not to take a myriad of products, especially not prescription based solutions. an acne treatment that works! the clear pores cleaning system is a 100% natural method of improving your skin condition. it consists of a unique blend of herbs to specifically control the sebum production in your skin. with this skin cleansing formula, and some simple precautions, such as moderate sugar intake, you should be on your way to healthy skin rejuvenation. to learn more about the clear pores cleaning system click here we also have a selection of articles for your perusing accessible from the left navigation menu. home | ingredients | faq | order today - resources - friends 1 / 2 - partners link partners - top links - nice links other partners: 1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10 / 11 / 12 / 13 / 14 / 15 ambien | phentermine-adipex | adipex | soma-carisoprodol | lipitor | zoloft | zithromax-azithromycin | tramadol-ultram | meridia | xenical | adipex | viagra | diet pills | online pharmacy rx | diet pills | buspar | weight loss pills | phentermine © 2004, fast acne treatment. all rights reserved.

This page starts off OK, with a number of theme words in the first half of the content, but look at the end. The bottom third of the page is barren. Where are those theme words to reinforce the theme of this article?

Let's look at the theme report for this page:

Article Theme Summary:

Article Words: 337

Total Theme Words: 35

Different Theme Words: 9

Themed 10.4 % (1 theme word every 9.6 article words)

Percentage of Theme Words Used = 30

Quality Theme Score (max 100%): 20.8%

Again this is a shorter article with just 337 words. Out of the theme words identified, this article uses just 9 of them. Those 9 are used 35 times throughout the page, meaning there is one theme words every 9.6 article words. Again, this might not sound too bad. However, this page only used 30% of our identified theme words, resulting in a very low Quality Theme Score of just 20.8%.

This article was never going to compete for the search phrase "acne treatment".

The two top ranking pages for “acne treatment”

Let's look at the keyword maps for both of these top 10 pages:

cause of **acne acne** solutions do you feel a huge drop of self-esteem when you have **acne** all over your **face**? about 60 million people are probably feeling exactly the same way as you. we feel too self-conscious and embarrassed about going any where public; we are afraid what our friends and classroom peers might think if they see us. for many of us **acne** can become the bane of our existence. more than 60 million people in the united states are affected by this prevalent medical **condition**. below are the most common causes of **acne**. 1. hormones. hormones is the number one cause of **acne** which is the **production** of sex hormones known as androgen that starts at puberty. this perfectly explains why the majority of **acne** sufferers are adolescents. hormones is the main player for **acne** flare-ups during the times of menstruation and pregnancy. 2. birth control pills. beginning to take or stopping birth control pills may cause **acne**. 3. when the **sebaceous** gland gets turned on by androgens, it manufactures additional sebum. in its travel up the follicle toward the **surface**, the sebum commingles with dead **skin** cells and **skin** bacteria that have been cast from the follicle's lining. this process is absolutely normal, but the presence of more sebum in the follicle raises the probability of clogging to occur, and which then causes **acne**. 4. stress. in certain tense circumstances, stress may cause the **production** of hormones like cortisol, which can worsen an **acne condition**. stress puts into affect different hormone levels. when these hormone levels change the **body** commands the **skins oil glands** to expand, and which then secrete extra oil. this chain of "events" causes black heads, white heads, and pimples. 5. **oily** or heavy make up. heavy make-up has the ability to clog pores, while **oily** make-ups add additional oil; these things only contribute to the problem if **oily skin** is already present. cosmetics to avoid are certain moisturizers, pomades, particularly the ones carrying petrolatum, oleic acid, vegetable oils, lanolin, butyl stearate, and lauryl alcohol. 6. other drugs such lithium is known to cause **acne**. 7. cosmetics. greasy cosmetics can change the cells of the follicles and make them stick together; this produces a plug. 8. too high a dosage of vitamins. vitamins are good for a healthy **body**, but taking an excess of vitamins b1, b6 and b12 may cause **acne** flare-ups. these vitamins are great for healthy-looking **skin**, but avoid overuse. 9. diet. a diet that is high in refined carbohydrates and sugars can actually worsen an **acne condition** for some people. 10. over abrasive cleansing. harsh exfoliators could in fact harm your **skin** and spread infections. 11. picking and squeezing. these hard to resist actions can send the infection deeper into the **skin** and cause **scarring** to occur. 12. environmental factors like high humidity and pollution. high humidity causes the **skin** to swell. pollution is bad not only for **skin** but for your overall health. 13. genes. family members can be **acne** sufferers. in this case, **acne** is inherited. for example, **cystic acne** generally comes from heredity. to learn about highly effective **acne-fighting treatments**, read 10 best **acne product review acne** causes index myths what is **acne**? **acne** causes **acne** facts **scar** causes faqs **acne** types expert advice **skin** type teen **acne adult acne** baby **acne acne** lesion **back acne body acne** scalp **acne genital acne** butt **acne** nodular **acne** hormonal **acne cystic acne acne** inversa **acne** rosacea **acne scars skin care skin** diet **acne** vitamins **acne** prevention proper wash **acne** tips pop a pimple **acne products acne medications** minocycline tetracycline tazorac doxycycline tretinoin doryx retinol minocin acuzine actimine vilantae zeno **laser** home remedy information glossary resource side effects **natural** remedy **acne** remedy herbal remedy **acnease** about zenmed **blackheads acne** free **clear skin** water chemical peels pimples contact get rid cruise web page

Although the keywords of this article are bunched more towards the end of this article, you can see that the entire article is well themed.

The second top-ranking page is a long article, so I have had to resize the screenshot to fit it all into one page.

acne this factsheet is for people who have **acne** **acne** is a **skin condition** that causes spots. most people affected by **acne** are aged between 12 and 25.1 however, men and women in their 30s and 40s can also suffer. there are many **treatments** available to help deal with the **condition**. what is **acne**? **acne** is a **skin condition** that typically causes one or more of the following: **blackheads** (comedones) 2,3 **whiteheads**2,3 **red** or **yellow spots**2,3 **greasy skin**2,3 **scars**2,3 **acne** typically affects the **skin** of the **face**, **back**, **neck**, **chest** and **arms** and the severity of the **condition** can vary.1,4 **acne** affects people of all **skin** colours. the processes that cause **acne** are exactly the same in people with black or brown **skin** but the impact is altered by the **skin** pigmentation. **acne** is very common and affects about 80 in 100 people aged 11-30 at some time.4 the **skin** the **surface** of the **skin** has lots of small **sebaceous glands** just below the **surface**. these **glands** make an **oily** substance called sebum that keeps the **skin** smooth and supple. tiny pores (holes in the **skin**) allow the sebum to come to the **skin** **surface**. hairs also grow through these pores. illustration showing the structure of **skin** what causes **acne**? **acne** is caused by the overactivity of the **sebaceous glands** that secrete **oily** substances onto the **skin**. the **sebaceous glands** of people with **acne** are especially sensitive to normal blood levels of a hormone called testosterone, found **naturally** in both men and women. testosterone in people prone to **acne** triggers the **sebaceous glands** to produce an excess of sebum. at the same time, the dead **skin** cells lining the openings of the hair follicles (the tubes that hold the hair) are not shed properly and clog up the follicles. these two effects combined cause a build-up of oil in the hair follicles. this causes **blackheads** and whiteheads to form. for some people, their **acne** does not progress beyond this stage. however in other people, the build-up of oil in the hair follicles creates an ideal environment for a bacterium called propionibacterium **acnes** to grow. these bacteria normally live harmlessly on your **skin** but when this ideal environment is created, they grow. they feed off the sebum and produce substances that cause a response from your **body's** immune system. this inflames the **skin** and creates the redness associated with spots. in more severe 'inflammatory **acne**', cysts develop beneath the **skin's** surface. these **acne** cysts can rupture, spreading the infection into nearby **skin** tissue. this can result in scarring. **acne** myths contrary to popular belief **acne** is not caused by: eating fatty food or chocolate1 dirt - **blackheads** get their dark colour through excess **skin** pigment - not dirt so washing more does not help, although if you do not wash your **skin** at all, bacteria will be able to multiply1,5 **acne** is not contagious, so you cannot catch it.1 what makes **acne** worse? there are a number of things that can make your **acne** worse. these include the following: picking and squeezing the spots may cause further inflammation and scarring1 stress can make **acne** worse in some people, although it is not **clear** why1,5 in women, outbreaks may be affected by the hormonal changes that occur during the menstrual cycle1,5 excessive **production** of male hormones such as testosterone from **conditions** such as polycystic ovary syndrome may be another cause.5 for more information, please see the separate bupa factsheet polycystic ovary syndrome some contraceptive pills may make **acne** worse. this is due to the type of progesterone hormone in some pills whereas some other types of contraceptive pills can improve **acne** - see **treatments** section below. your gp will advise you which contraceptive pill to take1,5 some **medicines** can make **acne** worse. for example, some **medicines** taken for epilepsy, and steroid creams and ointments that are used for eczema. do not stop a prescribed **medicine** if you suspect it is making your **acne** worse, but tell your gp. an **alternative** may be an option1,5 steroids can cause **acne** as a side-effect1,5 diagnosing **acne** **acne** is easily recognised by the appearance of the spots, and by their distribution on the **body**. there are several varieties of **acne** and your doctor will be able to tell you which type you have after examining your **skin**. **treatment** **acne** may cause you considerable emotional distress but there is a range of **treatment** options to help you tackle the problem. no **treatment** will completely 'cure' your **acne**. the aims of **treatment** are to prevent new spots forming, to improve those already present, and to prevent scarring.3 home **treatment** it is important to keep spot-prone areas clean, so wash the affected area twice a day with an unperfumed cleanser.1,6 the **skin** needs a certain amount of oil to maintain its **natural condition**, so avoid aggressive washing with strong soaps. there are a number of over-the-counter remedies available from pharmacies to treat mild **acne**. these usually contain antibacterial agents such as benzoyl peroxide (eg oxy and clearasil max), as well as its antibacterial effects, benzoyl peroxide can dry out the **skin** and encourage it to shed the **surface** layer of dead **skin**. together, these effects make it harder for pores to become blocked and for infection to develop. benzoyl peroxide can cause redness and peeling, especially to start with. this tends to settle down if you reduce the number of times you use it. you can then build up your use gradually.7 no home **treatments** for **acne** will work immediately. it can take weeks, if not months, for significant effects to be noticeable. if home **treatments** have not worked after two months, or you have severe **acne**, you should visit your gp.7 prescription **medicines** your gp may start your **treatment** by prescribing a preparation containing benzoyl peroxide. if this does not work, or if you have more severe **acne**, there are a range of other **treatment** options that you can either rub onto your **skin** (topical) or take in tablet form (oral). topical **treatments** there are several topical **treatments** you may be prescribed including those listed below: azelaic acid (skinoren) is an **alternative** to benzoyl peroxide and may not make your **skin** as sore as benzoyl peroxide7 topical retinoids (eg adapalene) are **medicines** based on vitamin a, which are rubbed into the **skin** once or twice a day.7 they work by encouraging the outer layer of **skin** to flake off a topical antibiotic lotion applied to the **skin** can be used to control the p. **acnes** bacteria (eg dalacin t). **treatment** needs to continue for at least six months. preparations that combine an antibiotic with other **acne** medication are available (eg benzamycin which combines an antibiotic with benzoyl peroxide)7 oral **treatments** there are several oral **treatments** you may be prescribed including those listed below: oral antibiotics (tablets), such as tetracycline, can be prescribed for inflammatory **acne**. they should be taken daily for around three months, although it might take four to six months for the benefits to be seen.7 the success of this **treatment** can be limited because the strains of bacteria are often resistant to the common antibiotics. antibiotics do not prevent pores from becoming blocked so **treatment** to prevent **blackheads**, such as benzoyl peroxide, is often also prescribed at the same time some types of oral contraceptive tablets help women who have **acne**. a combination of the usual pill hormone called ethinylestradiol with cyproterone acetate (eg dianette) suppresses male hormone activity so is often used in women with **acne**4,7 isotretinoin (eg roaccutane) is a **medicine** known as an oral retinoid, which also exists in a topical form (see above). isotretinoin works by drying up **oily** secretions. it tends to be prescribed to people with severe forms of **acne** that have proved resistant to other **treatments**. there a number of serious side-effects of this drug, such as liver disorders and depression.3,7 you should not take isotretinoin if you are pregnant, as it is very dangerous to an unborn baby.7 for safety reasons, isotretinoin is only prescribed under the supervision of dermatology specialists further information british association of dermatologists 020 7383 0266 www.bad.org.uk **acne** support group 0870 870 2263 www.stopspsots.org references **acne**. uk department of health. prodigy. www.prodigy.nhs.uk accessed 3 june 2005 **acne**. **acne** support group. www.stopspsots.org accessed march 2005 **acne**. british association of dermatologists. www.bad.org.uk accessed august 2004 prodigy guidance - **acne** vulgaris. uk department of health. prodigy. www.prodigy.nhs.uk accessed 3 june 2005 **acne**. nhs direct health encyclopaedia. www.nhsdirect.nhs.uk accessed 3 june 2005 simon c, everitt h, birtwistle j, stevenson b. oxford handbook of general practice. oxford: oxford university press, 2002:466-467. british national formulary 49, march 2005: 571-572. published by bupa's health information team, healthinfo@bupa.com, september 2005 try the 'bupa world' personality test are you an assertive triangle or a creative squiggle? support marie curie cancer **care** by discovering the 'shape' of your personality bupa shop www.bupa.co.uk/shop monthly newsletter the latest health information and news from bupa sign-up to the newsletter bupa health insurance designed to help you feel better in every way bupa health checks up to 40 medical tests to put your mind at ease bupa **care** homes whether you need help now, or information for the 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Again, the entire article has theme words running through it. But notice the length!! I have noticed that in more competitive markets, the longer well-themed articles seem to do better than shorter articles. My own theory is that longer articles simply contain more theme words, and are therefore seen as more relevant.

OK, so let's look at the theme report to the first of these two pages.

Article Theme Summary:

Article Words: 643

Total Theme Words: 94

Different Theme Words: 22

Themed 14.6 % (1 theme word every 6.8 article words)

Percentage of Theme Words Used = 73.3

Quality Theme Score (max 100%): 75.5%

The first of the two articles is 643 words long, which is around double the length of the previous two. It's not that longer is necessarily better, its just that longer articles can contain more relevant content.

This article used 22 out of our original list of theme words, representing 73% of the entire list. Those 22 words were used a total of 94 times on the page, giving the article one theme words every 6.8 article words on average (this is verging on keyword spamming). That's quite an achievement, and is reflected in the article software's "Quality Theme Score" of 75.5% for this web page. This is lower than perhaps is should be as the software was penalised for "keyword stuffing". Obviously Google didn't penalise the page.

Let's look at the theme report of the second of the two top ranking pages.

Article Theme Summary:

Article Words: 1567

Total Theme Words: 162

Different Theme Words: 25

Themed 10.3 % (1 theme word every 9.7 article words)

Percentage of Theme Words Used = 83.3

Quality Theme Score (max 100%): 86.2%

WOW. 1567 words on the page. That is one long web page.

The article used 25 out of our list of theme words (83% of theme word list), 162 times on the page, meaning that there was one theme words every 9.7 article words on the page. This 10.3% themed percentage is very good for such a long web page. The Quality theme score takes into account the length of the page, the number of theme words used, the percentage themed, etc, and this page is awarded a score of 86.2%. This page has all of the characteristics of a quality web page, and its no surprise to me that Google thinks it is highly relevant to the search term “acne treatment”.

The software used in this report to analyze the content is called the “Fat Content Creator”, and is part of the [“Creating Fat Content Course”](#).

This report was created by Dr. Andy Williams, author of the [“Creating Fat Content Course”](#), and the free weekly [ezSEO Newsletter](#).