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:

<table>
<thead>
<tr>
<th>acne</th>
<th>clear</th>
<th>oily</th>
</tr>
</thead>
<tbody>
<tr>
<td>active</td>
<td>condition</td>
<td>product</td>
</tr>
<tr>
<td>adult</td>
<td>cure</td>
<td>review</td>
</tr>
<tr>
<td>alternative</td>
<td>cystic</td>
<td>scar</td>
</tr>
<tr>
<td>arms</td>
<td>face</td>
<td>scarring</td>
</tr>
<tr>
<td>back</td>
<td>glands</td>
<td>scars</td>
</tr>
<tr>
<td>blackhead</td>
<td>laser</td>
<td>sebaceous</td>
</tr>
<tr>
<td>blemish</td>
<td>medication</td>
<td>skin</td>
</tr>
<tr>
<td>body</td>
<td>medicine</td>
<td>treatment</td>
</tr>
<tr>
<td>care</td>
<td>natural</td>
<td></td>
</tr>
<tr>
<td>chest</td>
<td>neck</td>
<td></td>
</tr>
</tbody>
</table>

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:

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:

<table>
<thead>
<tr>
<th>Article Words:</th>
<th>321</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Theme Words:</td>
<td>35</td>
</tr>
<tr>
<td>Different Theme Words:</td>
<td>12</td>
</tr>
<tr>
<td>Themed</td>
<td>10.9 % (1 theme word every 9.2 article words)</td>
</tr>
<tr>
<td>Percentage of Theme Words Used =</td>
<td>40</td>
</tr>
</tbody>
</table>

**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 word 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:

```plaintext
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 ambient phentermine-adipex | adipex | soma-carisoprodol | lipitor | zoloft | azithromax-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:

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.

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, it's 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 word 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 word 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 it's 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.