

Case Study #2 – Low fat diet

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



By Dr. Andy Williams

<http://ezseonews.com>

<http://creatingfatcontent.com>

<http://keywordresearchlab.com>

LEGAL STUFF

Names of people, trademarks, company names, brand names & service marks are the property of their respective owners and are used in editorial commentary as permitted under constitutional law.

Dr. Andrew Williams has made his best efforts to produce a high quality & informative document. He makes no representation or warranties of any kind with regards to completeness or accuracy of the information within the book. The entire contents are ideas, thoughts & opinions expressed solely by the author after years of research into the workings of the search engines. The author and publisher shall in no event be held liable for any loss or other damages caused by the use and misuse of or inability to use any or all of the information described in this document.

By using the information in this document, you agree to do so entirely at your own risk.

The contents of this document are protected by world wide copyright treaties and may not be reprinted, copied, redistributed, transmitted, hosted, displayed or stored electronically without express written permission of Dr. Andrew J Williams. Lunasoft Marketing, SL.

All rights reserved World Wide. © 2008 Lunasoft Marketing, SL

Case Study #2 – Low fat diet

For this case study, I took the search phrase “low fat diet” and searched Google. I picked two pages that ranked in the top 10 for this phrase, and two that ranked in the 500s.

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 “low fat diet”. 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:

absorb	dietary	lower
allowance	disease	meal
blood	egg	meat
body	fat	menu
calorie	foods	nutrients
carb	fruit	percentage
carbohydrate	fry	recipe
cereal	healthy	recommended
cholesterol	high	safe
cookies	how	sodium
dairy	lose	vegetarian
diet	low	weight

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 a low fat diet, so let’s see how the articles did.

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

Poor Ranking Low Fat Diet Page #1

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

low-fat diet lowers ovarian cancer risk posted : wed, 10 oct 2007 17:10:48 gmt author : health news editor category : health news alerts by email click here) create your own rss health news | home bethesda, md., oct. 10 u.s. researchers said **healthy** postmenopausal women may **lower** the risk of ovarian cancer by decreasing **dietary fat**. the results of the women's health initiative **dietary** modification trial, published in the journal of the national cancer institute, found that after four years, women who decreased **dietary fat** were 40 percent less likely to develop ovarian cancer than women who followed "normal **dietary** patterns." the **whi** **dietary** modification clinical trial followed 48,835 **healthy**, postmenopausal women for an average of 8.1 years to test whether a **low-fat diet** would reduce the risk of cancer and cardiovascular **disease**. nearly 20,000 women in the intervention group were counseled to decrease **fat** intake to 20 percent of **calories** and to replace **calories** from **fat** with **calories** from vegetables, **fruits** and grains. the control group -- nearly 30,000 women -- received **diet**-related education materials only. researchers found that women who started with the **highest fat** intake and who reduced their **fat** intake the most during the study **lowered** their risk of ovarian cancer the most. in addition, although no effect on rates of endometrial cancer were found, the results suggested a small reduction in overall risk of cancer among the women who ate less **fat** but this finding wasn't statistically significant. copyright 2007 by upi » print this article » email this article (click here) » share this article on have your say name email subject your comment enter verification code related articles - genetic mutation may cause ovarian cancer | 26 sep 2007 more health news click here

Very few theme words throughout a rather short article. A quick look at this seems to suggest it is the same few theme words used throughout. We can confirm this by looking at the theme report for this page:

Article Theme Summary:

Article Words: 293

Total Theme Words: 40

Different Theme Words: 9

Themed 13.7 % (1 theme word every 7.3 article words)

Percentage of Theme Words Used = 25.7

Quality Theme Score (max 100%): 24.3%

Out of all of our identified theme words, only 9 were used, so despite 1 theme word every 7.3 article words, the range of theme words was extremely limited (using just over 25% of theme words identified). The Quality Theme Score of 27% suggests this is a poor match for the search phrase "low fat diet".

Let's look at the second poor ranking page as this one is interesting.

Poor Ranking Low Fat Diet Page #2

Here is the keyword map:

low fat diet plan low fat diet plan - guide to low fat diet, good fats, low calorie, low cholesterol
healthy eating lifestyle ----- low
fat diet plan low fat diet low fat diet recipe low fat diet recipes collection bmi and body fat low fat low
calorie food calorie counter low fat food label fast food calorie count -----
----- low fat diet plan in a culture where fast food, ready-made
meals and processed food are popular, people feel daunted by the prospect of a low fat diet plan. low fat
diet plan has often been associated with the stigma that reducing fat reduces flavor, is less appetizing and
less appealing. this is due to the fact that the palate has become so used to rich sauces and processed food
with additives and flavor enhancers. the great news is that there is no need to compromise on the choice of
food we eat, thanks to the increasing number of low fat food and fat free diet recipes and products now
available. healthy low fat diet doesn't mean that you are condemned to a life of eating mung beans, brown
rice and cottage cheese, nor does it have to mean saying goodbye to all your favorite foods. think of it as a
whole new way of a healthy eating lifestyle. small changes in the food we choose to eat and the way we
prepare and cook them can make a big difference and can be a positive step towards better health, weight
loss and weight control. the aim of a healthy low fat diet plan is to keep the fat content low in the foods
that we eat. lowering the amount of saturated fat and trans fat that we consume is very important, but this
does not mean that it is good to consume lots of other types of fat. low fat diet plan aim is to limit daily fat
intake to no more than 30 per cent of total calories. in real terms, this means that for an average daily intake
of 2,000 calories, 30 per cent of energy would come to 600 calories. since each gram of fat provides 9
calories, the total daily intake should be no more than 66.6 g fat. of this amount, no more than 10 per cent
(that is 6.6 g) should consist of saturated fat. low fat diet plan <<< home low fat diet recipe - low fat diet
recipes collection ----- low fat
diet plan caution : low fat diet is not recommended for children below age of five copyright © 2003 -
2006 low fat diet recipe .com. all rights reserved contact webmaster diet plans : south beach diet | low
cholesterol diet | diabetes diet

The keywords are certainly spread throughout the document, but do you notice that there are groups of several theme word in a row? I can quickly spot “low fat diet” used several times throughout this document. That is a sign of keyword spamming, so I would expect to see a high themed percentage for this article, but a low number of theme words used.

Let's have a look at the theme report:

Article Theme Summary:

Article Words: 455

Total Theme Words: 115

Different Theme Words: 12

Themed 25.3 % (1 theme word every 4 article words)

Percentage of Theme Words Used = 34.3

Quality Theme Score (max 100%): 5.7%

As expected the Themed percentage is very high – a whopping 25.3% meaning 1 theme word every 4 words on the page. That is a sure sign of spamming.

Only 12 of the original theme words are used within the 455 words on this page, which represents a low 34% of the total theme words identified.

This article smacks of keyword spamming, and the article software has penalised it for such, giving it a Quality theme score of just 5.7%. Google obviously thought similarly when it ranked this page.

OK, so what about the top ranking pages for the term “low fat diet”?

Top Ranking Low Fat Diet Page #1

Let's get straight on and look at the keyword map as a picture can tell a thousand words. I have had to shrink it in size to fit this page:

low fat diet purpose for a regular **healthy diet**, it is **recommended** that of the total **calories** eaten, no more than 30% should come from **fat**. **however**, certain **diseases** and medical conditions can make it difficult for the **body** to tolerate even that much **fat**, so a **low-fat diet** may help people with these conditions. gallbladder **disease**: bile secreted from the gallbladder helps the **body** break down and **absorb fats**. when gallstones or gallbladder **diseases** are present, a **low-fat diet** is often used to prevent complications. delayed stomach emptying (gastroparesis) is a condition in which the stomach empties food into the intestine too **slowly**. this can cause bloating, nausea, and even vomiting. normally, **fat in foods** delays stomach emptying, so **fats** make gastroparesis worse. diarrhea can be caused by many conditions. when it occurs, it can be aggravated by eating **fatty foods**. malabsorption of **nutrients**: absorption is the transfer of **nutrients** into the **bloodstream** from the intestine. in some **diseases** of the pancreas and small intestine, patients have trouble **absorbing nutrients** from the **diet**, including **fat**. a **low-fat diet** may help to control symptoms until the cause of malabsorption can be diagnosed. **fatty liver**: for a number of reasons, **fat** may accumulate in the liver. **fat** is not normally stored in the liver, and in some cases this can cause damage to the liver. a **low fat diet** and **weight** reduction may be helpful. nutrition facts in most cases, this **diet** provides all the **nutrients** required by the national research council's **recommended dietary allowances** (rda). in some cases, **however**, the physician may prescribe supplements. women of childbearing age and those people with malabsorption may need to take certain vitamin and/or mineral supplements. special considerations be careful **low foods** are prepared. trim all visible **fat from meats**. bake, steam, or broil **meats** and fish instead of **frying**. toppings for potatoes and pastas should contain no **fat** above the three **allowed** daily servings. this **low-fat diet** should be used until the underlying medical condition is controlled or corrected. the physician will give any individual instructions, and tell you when you no longer need to use the **low-fat diet**. food groups group recommend avoid milk & milk products (2 or more cups daily) skim milk, evaporated skim milk, skim buttermilk, nonfat sour cream, yogurt made with skim milk (3 gms **fat** or less/oz, maximum of 3 oz/day), **fat-free** cheeses, **low-fat** cottage cheese, part skim mozzarella cheese, part skim or skim ricotta cheese whole milk, cream, sour cream, non-**dairy** creamer, whole milk cheese, cheese spreads bread & grains (4 or more servings daily) whole grain and enriched breads, cold **cereal**, whole grain **cereals** (except granola), saltines, soda crackers, **low-fat** snack crackers, rice cakes, unbuttered popcorn, **low-fat** muffins, plain pasta, barley, oatmeal, home-made pancakes without **fat**, french toast made with **egg** substitute and skim milk breads containing **egg**, cheese, or made with **fat**; biscuits; sweet rolls; pancakes; french toast; doughnuts; waffles; fritters; muffins; granola-type **cereals**; snack crackers; potato chips; packaged stuffing; fried rice; **chow** mein noodles vegetables (3 or more servings daily) all vegetables (steamed, raw, boiled, or baked without added **fat**) fried vegetables or those in cream, cheese, butter sauces, dips **fruits** (2 or more servings daily) all other **fruits** avocado **meat** or **meat** substitutes (5 to 6 oz daily) poultry (without skin); veal; lean beef trimmed of **fat** (usda good or choice cuts of round, sirloin, flank, and tenderloin); fresh, canned, cured, or boiled ham; canadian bacon; lean pork (tenderloin, chops, cutlet); fish (fresh, frozen, canned in water); **eggs** (boiled, scrambled without added **fat**); luncheon **meat** at least 95% **fat** free any fried, **fatty**, or heavily marbled **meat**, fish, or poultry; beef (usda prime cuts, ribs, ground beef, corned beef); pork (spareribs, ham hocks); fish (canned in oil); **eggs** (fried in butter, oil, or margarine); luncheon **meat** less than 95% **fat** free beverages (4 to 6 cups or more daily) decaffeinated or regular coffee or tea, cocoa made with skim milk, **fruit** juices, soft drinks, water beverages made with **high fat dairy** products soups **fat-free** broths, consommés, bouillon; soups made with **fat-free** broth, skim milk, evaporated skim milk cream soups, soups with added oils or **meat fats**, soups made from stocks containing **meat fat fats** & oils (3 servings daily, each listed is one serving) avocado 2 tbsp or 1/8 medium, margarine 1 tsp, **diet** margarine 2 tsp, salad dressing 1 tbsp, **diet** salad dressing 2 tbsp, vegetable oils 1 tsp, nuts (raw or dry roasted): almonds 6, peanuts 20 small or 10 large, whole walnuts 2, whole pistachios 18, sesame seeds 1 tbsp, sunflower seeds 1 tbsp, saturated **fats**: bacon 1 strip, butter 1 tsp, dried coconut 2 tbsp, cream cheese 1 tbsp, sour cream 2 tbsp, other **fats**: olive oil 1 tsp, peanut oil 1 tsp, large olives 10, peanut butter 2 tsp any **fat** in excess sweets & desserts (servings depend on caloric needs) sherbet made with skim milk, non-**fat** frozen yogurt, **fruit** ice, gelatin, angel food cake, vanilla wafers, ginger snaps, graham crackers, meringues, puddings made with skim milk, tapioca, **fat-free** cakes and **cookies**, **fruit** whips made with gelatin or **egg** whites, hard candy, jelly beans, jelly, jams, marmalades, maple syrup ice cream, pastries, cakes, **cookies**, pies, doughnuts, pudding made with whole milk, cream puffs, turnovers, chocolate sample **menu** breakfast lunch dinner grapefruit 1/2 dry **cereal** 3/4 cup banana 1/2 whole wheat toast 2 slices margarine 2 tsp jelly or jam 1 tbsp skim milk 1 cup coffee 3/4 cup **fat** free vegetable soup 1 cup lean hamburger 2 oz mozzarella cheese made with skim milk 1 oz hamburger bun sliced tomato lettuce fresh **fruit** salad 1/2 cup angel food cake 1 slice skim milk 1 cup coffee 3/4 cup tomato juice 1/2 cup broiled chicken breast without skin 3 oz herbed rice 1/2 cup broccoli 1/2 cup with **low fat** cheese sauce 1/4 cup hard dinner roll margarine 1 tsp carrot/raisin salad 1/2 cup **low fat** frozen strawberry yogurt 1/2 cup skim milk 1 cup this sample **diet** provides the following **calories** 2060 **fat** 50 gm protein 110 gm **sodium** 4000 mg **carbohydrates** 299 gm potassium 4245 mg related **diseases** gallstones | crohn's **disease** | ulcerative colitis related **diets** clear liquid related procedures upper gi endoscopy (egd) | colonoscopy | ercp ----- this material does not cover all information and is not intended as a substitute for professional care. please consult with your physician on any matters regarding your health. © copyright chek med systems®, inc., all rights reserved.

Clearly this article is well themed throughout, with theme words appearing consistently throughout the article.

We'll get a better idea of how well it has used the variety of theme words by looking at the theme report:

Article Theme Summary:

Article Words: 1081

Total Theme Words: 147

Different Theme Words: 29

Themed 13.6 % (1 theme word every 7.4 article words)

Percentage of Theme Words Used = 82.9

Quality Theme Score (max 100%): 100%

With 1081 words on the page, this is a long article, and we would therefore expect to see a high percentage of our initial theme word list appear on this page. We are not disappointed, with nearly 83% of our list appearing on this page.

29 different theme words are found 147 times within the body of this article, with one theme word appearing every 7.4 article words. That is actually bordering on the spammy, but obviously the article writing software found this to be insignificant in comparison to the articles merits, awarding it a quality theme score of 100%

There is no wonder why this page ranks so well.

Let's look at the second of our top 10 pages.

Top Ranking Low Fat Diet Page #1

Here is the keyword map (again, it's reduced in size to fit on the page:

a **low fat diet** read the whole section from beginning to end, or **follow** these links to specific questions that sounds pretty complicated. **how much fat** can i eat? what **foods** are **high in fat**? what are some **foods** that are **low in fat** and better to eat? some specifics of **how** to do it? what about when i go out to eat? what about margarine? i've heard it might be bad. if it's not difficult enough to convince someone that they have a **disease** when their **cholesterol** is **high**, the next part is no easier... they need to **follow** that most un-american of programs -- a **diet**. let's be honest from the start: no one likes to be told what to do, especially when it's something we do three times a day and we associate with good times. but, and i'll be just as honest here, let's keep an open mind because it's just not that bad: there are really a lot of ways to still enjoy **meal** time. it will take a little time to learn, so let's get started. the strategy we will use here is one designed to make the biggest differences for most people. some patients will need a more specific **diet** to reach their **dietary** goals and will need to talk to a **dietitian**. things you won't need to do: give up your favorite **foods**. make a major production of measuring ingredients do it all at once things you will need to do: learn a little bit about **foods**. read some labels make some substitutions for **high fat** food use prudence and moderation the amount of **fat** in the **diet** has a very important role in **how** all of the **fats** are digested and metabolized. a proper **diet** can take care of the vast majority of patients with **high cholesterol**, and save the expense of medications. even modest changes in intake have the potential to make a big difference in a patient's health outlook. even patients on medications for **cholesterol** need to **follow a diet**. watch all **fats**, not just **cholesterol** when we talked about **high cholesterol** in previous sections, we really concentrated on the levels of total **cholesterol**, **hdl cholesterol**, and **ldl cholesterol**. we're going to change our focus now that we're talking about **diet** and consider all **fats**, particularly saturated **fats**, in addition to **cholesterol**. total **fats** and saturated **fats** are important concepts to remember. it is these items which will drive the metabolism of all **fats** including **cholesterol**. saturated **fats** are found in **high** quantities in **foods** of animal origin. these are converted to **cholesterol** by the liver, and should not be over-indulged in. these **fats** are solid at room temperature. "polyunsaturated" **fats** are generally from non-**meat** sources, and are better for you. **however**, while they do **lower** the bad **cholesterol**, they also tend to **lower** the good **cholesterol**. these **fats** are liquid at room temperature. "monounsaturated" **fats** not only **lower** the bad **cholesterol**, but tend to increase the good **cholesterol**. saturated **fats** are often **high** in **foods** that are **high** in **cholesterol**. **foods** that are **low** in **cholesterol** can be very **high** in saturated **fats**, and therefore the label of "no **cholesterol**" does not mean the food is ok... check the saturated **fat** content. the u.s. departments of agriculture, as well as health and human services has **recommended** the following for **healthy** americans (step 1 **diet**): total **fats**: less than 30% of total **calories** - saturated **fats**: less than 10% of total **calories** - monounsaturated: less than 15% of total **calories** - polyunsaturated: less than 10% of total **calories**. **cholesterol**: less than 300 mg daily for patients with problems with their **cholesterol** or who have manifest arteriosclerosis, these recommendations (step 2 **diet**) become: total **fats**: 25-30% of total **calories** - saturated **fats**: less than 7% of total **calories** - monounsaturated: less than 10% of total **calories** - polyunsaturated: less than 10% of total **calories**. **cholesterol**: less than 200 mg daily this is not as hard as it may sound for perspective, the current average american **diet** is estimated to include 34% of **calories** from **fat**, with 12% from saturated **fat**. furthermore, the new food labels are required to list the total **calories** and the **calories** of **fat** -- you just have to do a little math. this doesn't mean every food you eat has to equal 25-30% **fat**. it just means that your overall **diet** should equal this amount. for those who are overweight, this reduction in **fat** intake will yield another bonanza. proteins and **carbohydrates** have only 4 **calories** per gram. **fat** has a whopping 9 **calories** per gram. that sounds pretty complicated. **how much fat** can i eat? it's not as difficult as it seems. let's do a little math (you'll only have to do it once, so let's try it). first of all, you have to figure your **calories** to figure your **fat** intake. your daily **calorie** intake to maintain your **weight**, depending on your activity, is: sedentary or inactive: your current **weight** in pounds multiplied by 12. moderately active. **weight** in pounds multiplied by 14. very active: **weight** in pounds multiplied by 16 to 18 don't reward yourself for being overweight if you are. use your ideal **weight**. let's say you weigh 150 pounds, are moderately active, and are on a step 1 **diet**. your **calorie** intake should be $150 \times 12 = 1800$ **calories**. you can have 30% of your **calories** as **fat**, or about 540 **calories** a day. each gram of **fat** contains 9 **calories**, so 540 divided by $9 = 60$ grams of **fat**. that's really quite a bit. what **foods** are **high in fat**? **dairy foods** (whole milk, ice cream, creams) **fatty red meats** butter is not only **high in fat**, but saturated **fat** as well oils are **fat**, although some may have lower saturated **fat**. **egg** yolks, which are particularly **high in cholesterol**. cheese (sorry, there are some that are better than others, though) processed **meats** (sausage, salami, hot dogs, bologna) what are some **foods** that are **low in fat** and better to eat? **fruits** vegetables fish and shellfish **cereals**, rice pasta nuts and seeds vegetable oils are preferable to butter (see below) some specifics of **how** to do it? make a shopping list eat more vegetables, **fruit** and grains. you don't have to stop eating **foods** you enjoy that are **high in fat**. just cut down on the amount of their servings. use bigger quantities of **low fat** **foods** to accompany them. instead of a steak that covers the whole plate. get a cut that you really like of modest size. 4 ounces of beef is **recommended** -- that's a steak about the size of a deck of cards. flavor your stew with **meat** in modest amounts, don't overpower it. eat one **egg** instead of two. eat **fatty foods** less often. you don't have to quit your favorite **foods** completely. for example, you don't have to have **meat** every day. trim the visible **fat**. remove all of the skin from poultry. limit organ **meats** (liver, kidney) use hunch **meats** sparingly (salami, bologna, sausage) make **egg** dishes with **egg** whites rather than **egg** yolks. drink skim or 1% milk (if you drink milk) watch the cheese (sorry!). look for **low-fat** varieties, especially for cooking. don't add **fat** as you cook. instead of **frying**--- use these techniques (and use a rack to allow the **fat** to drain if possible): - roasting (on a rack if possible so **fat** drains away) -grilling -baking don't settle for dull. a little imagination can go a long way in keeping **foods** interesting. -try new spices -get a good **low fat** cookbook with a number of **recipes** and alternatives. invest a little time in planning some good alternatives. --come back and check out **bonnie's recipes** on heartpoint! cut down on added **fats**, such as salad dressing and butter. try and use those which are **low** in saturated **fats**, and in moderation! -avoid (these contain about 40% saturated **fat**) -- butter -- lard --palm oil, coconut oil -use (these contain about 20% saturated **fat**) --olive oil --use a vegetable oil spray to brown or saute food. --canola, **safflower**, **sunflower**, **peanut**, and corn oil. read the labels (**follow** the links). unfortunately, you really have to pay attention to some **foods** that say "healthy" or "no **cholesterol**". they may still contain large amounts of **fat** and saturated **fat**. make some reasonable substitutions use prudence when dining out keep on trying!! what about when i go out to eat? many patients have found themselves very capable of eating properly at home but quickly fall into old habits when it's time to eat out. during the past 10 years or so. **however**, restaurants have become more aware that many of their patrons are on restricted **diets**. there is absolutely no reason to feel uncomfortable about ordering a baked potato and a salad in a fine restaurant. in fact, you can and should, make special requests for **foods** that are more appropriate to your needs. keep the following tips in mind when you order a **meal**. entrees covered with sauces, as well as creamy dressing, thick soups and casseroles should be avoided because they are usually rich in **fat**. unfortunately, most desserts in good restaurants are terribly **high** in saturated **fats**. ask for a dish of fresh **fruit** instead or, as a treat, share a single "sinful" dessert with others. avoid fried **foods**. choose baked, broiled, boiled, roasted, steamed and grilled. club soda, herbal tea, and decaffeinated coffee are good choices of beverages at a **meal**, as is a glass of ice water with a wedge of lemon or lime. sourdough, whole-wheat, rye and french breads are **lower** in saturated **fats** than biscuits, white bread, and dinner rolls. salads are available almost everywhere. order salads with reduced-**calorie** salad dressing. choosing your **meal** from the salad bar is a good source of good **foods** (omitting the occasional **fat**-laden salads that are sometimes there!). ask to have sauces and gravies omitted, or "on the side". look for items labeled "heart-**healthy**" on the **menu** don't be afraid to ask **how** a dish is prepared. substitute **low-fat** choices (steamed vegetables for creamed sauces, baked potatoes for french fries, etc.). avoid items described with terms like battered, creamed, au gratin, scalloped, breaded. good terms include au jus, poached, steamed, baked, etc. pizza: choose thin-crust, avoid **meat** toppings and get small amounts of cheese. pastas: good choices if accompanied by red marinara sauce or simple vegetables. avoid cream or **meat** sauces. sandwiches: choose lean and not processed **meat**. get extra lettuce and tomato, and hold the mayo. what about margarine? i've heard it might be bad. another one of those thorny questions. margarine is created when liquid oils are partially "hydrogenated", converting some of the unsaturated **carbon** molecules to saturated. this gives a better taste, and makes the margarine solid at room temperature. even though it has some of these saturated **fats**, it does not contain nearly as much as butter, and has been considered a better alternative. **however**, a class of **fats** called "trans-**fatty acids**" are created which are suspected of reducing **hdl cholesterol** and raising **ldl cholesterol**, as well as other negative things. a study of nurses who used margarine and similar **foods** containing the trans-**fatty acids** actually **showed** an increase in mortality. what's the right answer? it's still out. for what it's worth, i use small amounts of butter. ©copy;1997 heartpoint updated september 1997 there's really a lot more if you're still interested in discovering it --links to **cholesterol** section | **cholesterol** gallery | **cholesterol** main page | the big points | the facts | treatment | **low fat diet** | new food label | food pyramid | advanced **cholesterol** |

Clearly this is another article that is well themed throughout. But how well does it use the range of theme words?

Here is the theme report:

Article Theme Summary:

Article Words: 1954

Total Theme Words: 254

Different Theme Words: 24

Themed 13 % (1 theme word every 7.7 article words)

Percentage of Theme Words Used = 68.6

Quality Theme Score (max 100%): 77%

Well, this page uses nearly 70% of our theme words within the 1954 words on the page. Those 24 theme words are used 254 times on the page, with 1 theme word appearing every 7.7 article words. Again, this is bordering on spamming, but this article wins in nearly every other aspect, so achieves a Quality theme score of 77%.

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](#).