

# Keyword Density Report

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*Keyword density for essential pages on <https://myweb.fiu.edu/jtell034/>*

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## Introduction

This report details keyword usage on the site, Jack's Movie Reviews, (such as: movie, film, theater) to maximize site engagement and edit writing to tailor the site to reader expectations.

## Essential Keywords and Key Phrases

The purpose of this site is to review and talk about movies. The goal of the site is to drive in readers who trust the reviews' judgement. Keywords include some that are used frequently and some that should be implemented more to align with site's goals.

Used Frequently (and most relevant):

- Movie
- Film
- Theater
- Review

Needs more implementation

- Favorite
- Medium (of film)
- Social Media

## Keyword Density

The table below details usage of aforementioned words.

Page	Keyword Density	Total Word Count (page)	Aggregate Density (all keywords)	Keywords Appearing on Page (# of occurrences)						
				Movie	Film	Theater	Review	Favorite	Medium	Social media
Home	23.07%	13	3	1	0	1	1	0	0	0
Bio	3.3%	51	4	2	1	0	1	0	0	0
About	7.84%	93	12	4	3	1	4	0	0	0
Writing Sample	2.37%	970	23	2	17	1	2	0	1	0

Press Release	9.21%	228	21	8	4	0	7	0	0	2
<b>Review</b>	<b>3.13%</b>	<b>606</b>	<b>19</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>

## Conclusions (Top Priorities and Plan for Revision)

Keywords such as movie, film and theater drive in not only potential moviegoers searching for reviews, but can also attract people who read about movies in general. Analytics also reveal that viewers have come from Facebook/Instagram. Social media should be promoted more on the website and encourage viewers to follow the Twitter/X account. Site visitors want to read and can do so in a more consumable way on Twitter. Jack's Movie Reviews can incorporate almost all of these keywords effectively without undermining integrity of writing. A focus on personal preference for certain movies can also help keyword usage and further build a relationship with audience. Main goals are to maximize keyword usage and promotion of social media accounts.