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## Website Performance Review

*Prepared for:*

[www.acmewidgets.com](http://www.acmewidgets.com)

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### On-Page SEO

On-Page SEO is the process of placing your selected keywords in the right places on your web pages. On-page SEO involves changing page titles, headings, content, and URLs to improve search engine rankings.

#### Meta Data

Meta-data is information about a web page that is not part of the core content of the page. It provides useful information regarding the page to various pieces of software (a browser, search engine crawlers, etc.). From a structural perspective, meta-data is stored in a different part of the web page's HTML code than the usual web content that people see.

|   |   |
|---|---|
| <b>Page Title:</b>  | Acme Widgets   Desktop Widgets for Apple OSX Windows, Windows Vista, and Windows XP         |
| <b>Page Title is too long.</b> Your page Title is 86 Characters. Google recommends a max of 70. |   |
| <b>Meta Description:</b>  | Desktop Widgets by Acme Widgets - FREE software widgets for your Macintosh, or PC computer. |
| <b>Meta Keywords:</b>   | desktop widgets, software, freeware, shareware, desktop utilities                           |

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### Page Headings

Similar to how newspapers and magazines use headings and sub-headings to help readers, websites can use special tags in their HTML. These tags not only help human readers read the content, they also help search engine spiders better understand the content on a page and what is most important. It is generally a good idea to

use heading tags to help signal to the search engines, what the web page is about.

**TOTAL HEADINGS: 3**

**More than one H1 tag found.**

More than one primary heading tags ( 3 H1 tags found) have been found on the page. This is not a critical issue, but we suggest having a single primary heading per page and then using sub-headings.

## Images

Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images. So, if you have lots of images that contain textual content within the image itself, this content will not be seen by the crawlers.

HTML helps address this issue by providing a way to specify the textual content for an image using the "alt" attribute. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers.

**TOTAL IMAGES: 4 (3 of them don't have ALT tags)**

## Readability Level: *Undergraduate*

This score measures the approximate level of education necessary to read and understand the web page content. In most cases, the content should be made to be simple so that a majority of the target audience can understand it.

## Off-Page SEO

Off-Page SEO includes all the things you do to promote your website outside the design of the website itself. Getting more inbound links to your site, registering with directories relevant to your industry, and getting more pages into the search engine indexes are all parts of Off-Page SEO.

## Domain Name Information

Most experts agree that you should register your domain for a long time, because search engines factor domain stability when looking at your pages.

|                    |                            |
|--------------------|----------------------------|
| <b>Domain Age:</b> | 5 years, 4 months, 21 days |
|--------------------|----------------------------|

|                    |                           |
|--------------------|---------------------------|
| <b>Expiration:</b> | 2 years, 5 months, 2 days |
|--------------------|---------------------------|

**This domain is registered for more than one year.**

Google and other search engines like to see domains that have been registered for extended periods of time as this shows a commitment to the domain name. It also is an indicator that this website is not a temporary spam site.

## Google Page Rank: 3

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"Google PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves important weigh more heavily and help to make other pages important." - From Google

## Google Indexed Pages: 37

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This number is the approximate number of pages on [www.acmewidgets.com](http://www.acmewidgets.com) that have been stored in the Google index. The Google web crawler will visit the website periodically and look for new content for its index. Generally, the more pages your site has within the Google cache, the better.

## Google Last Crawl Date: July 30, 2009

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Google will periodically crawl websites looking for new and updated content. In general, you want Google to crawl your site as often as possible, so your new content shows up in Google search results immediately.

## Inbound Links: 12

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One of the most important measures for a website is how many other sites link to it. The more links the better. Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content.

## DMOZ Directory: Not listed

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DMOZ, The Open Directory Project, is the largest and most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.

## Yahoo! Directory: Not listed

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The Yahoo! Directory is a web directory which rivals the DMOZ Open Directory Project in size. We recommend that every business have a listing in the Yahoo! Directory.

## ZoomInfo: Not listed

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ZoomInfo is a business directory and search engine, with profiles on more than 37 million people and 3.5 million companies.

## Blogosphere

### Blog Analysis

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Bloggging makes sense from a marketing perspective. You'll be leveraging the shift from outbound to inbound marketing and interacting with your customers in new ways. A blog lets you meet your customers more directly than sending out brochures or an email campaign. It changes your website from a brochure that most people look at once to something that people interact with and come back to.

**Nice! You have a blog.**

blog URL: <http://blog.acmewidgets.com> (last post: 7/23/2009)

### Blog Ranking: Top 0.10%

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**Technorati** is a popular blog directory service. It measures the popularity of a given blog as compared to all other sites that have been submitted to its system.

This blog currently has a Technorati rank of 10,234, which puts it in the top **0.10%** of blogs tracked by Technorati.

## Social Media Reach

### del.icio.us bookmarks: 17

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**del.icio.us** is a web-based bookmarking site. Delicious users save their bookmarks on the website so they can

access them from any browser. A website that has many users bookmarking it is generally popular and will get more traffic.

## Digg.com submission summary

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**Digg** is a social media site where anyone can submit articles, and viewers can vote for articles they like. Very popular articles can make it to the front page of Digg, resulting in more traffic to your website.

The website **www.acmewidgets.com** has **6** articles submitted to **digg.com**. These articles received a total of **36** diggs (votes) and **0** of these articles made it to the front page of digg.com.

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## Converting Qualified Visitors to Leads

Visitors to your site are nice, but you probably want to convert qualified, interested visitors into actual customers. There are a number of ways to increase your conversion efficiency, turning more qualified visitors into prospects, leads, and eventually customers.

## RSS Feed: Found

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An RSS feed was detected in this web page. The feed link was correctly setup so that it can be auto-detected by feed readers and contemporary browsers.

## Conversion Form: Found

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We found at least 1 conversion form on your website.

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## Competitive Intelligence

It's important to track competing websites and see how they're doing, including what they are doing better than you so you can improve.

## How you stack up online to your competitors

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| Website URL   | Acme.com | Competitor 1 | Competitor 2 | Competitor 3 |
|---------------|----------|--------------|--------------|--------------|
| Website Grade | 54       | 91           | 35           | 48           |

|                       |        |       |        |        |
|-----------------------|--------|-------|--------|--------|
| Google Page Rank      | 3      | 6     | 2      | 4      |
| Google Indexed Pages  | 37     | 1,325 | 813    | 107    |
| Blog Rank             | 10,234 | 1,145 | 17,678 | 23,908 |
| Inbound Links         | 12     | 913   | 402    | 57     |
| del.icio.us bookmarks | 17     | 145   | 53     | 10     |

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## Would you like to improve your website's performance?

### HighTouch Marketing & Design

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Thank you to Hubspot for use of their website grader SEO tools.