

HubSpot's Website Grader Report

January 07, 2008 at 1:57 PM

www.venuecom.com

WEBSITE GRADE

96

OUT OF 100

A website grade of **96/100** for **www.venuecom.com** means that of the hundreds of thousands of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 96% of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data, website structure, approximate traffic, site performance, and others.

The software is constantly being upgraded and the algorithm enhanced. The number of potential recommendations provided by the tool is also increasing frequently. Please check back often.

I. 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.

A. META Data

To learn more about what meta-data is and why it is important, [take a look at this article](#).

Title :	Web Site Management - Design and Marketing
Description :	Venue Communications, Inc. provides full service web site management and can assist your business in developing a winning web marketing strategy. Venturing beyond basic web page design, we offer online services and custom application development to connect your business to the web.
Meta Keywords :	web site management, website management, website design, web site marketing, search engine optimization, seo, web marketing

B. Heading Summary

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 found : 2. 1 H2 Tags, 1 H3 Tags [See details.](#)

C. Image Summary

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.

Too Many Images Found

Having many images on the web page means the user has to wait longer to view your page. This web page has **18** images.

It's usually better to have fewer or smaller images. Sometimes simply resizing your images will make them smaller in size, and your web page will load faster.

Total images found: 18. All of your images have ALT text [See details.](#)

D. Interior Page Analysis (3 of 3 Pages Processed)

Page	Keywords	Description
Web Design Management Services	web design, web site design, web design services, ..	Our Express web design department focuses on rapid..
Express Web Design	express web design, budget web design, low cost we..	The express web design department is dedicated to ..
Pro Web Design	pro web design, professional web design, web appli..	The pro web design department is dedicated to prov..

E. Readability Level: Secondary / High School

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.

II. Off-Page SEO

A. Domain Info

Domain Age :	8 years, 8 months, 9 days
Days To Expiration :	4 years, 3 months, 21 days

The domain registration will expire in more than one year.

Congratulations! 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.

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. Google PageRank: 4

"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

[Learn more...](#)

C. Google Indexed Pages: 69,000

Measures the approximate number of pages on **www.venuecom.com** that have been stored in the Google index. The Google web crawler will visit the website periodically and look for new content and store it in its index. Generally, the more pages a website has within the Google cache, the better.

D. Last Google Crawl Date: January 06, 2008 @ 03:52 AM

Google will periodically crawl websites looking for new and updated content. In general, it is desired to have the frequency with which Google crawls a site to be higher, rather than lower. Sites that get crawled more often have more frequent updates and more authority.

E. Inbound Links: 7,957

One of the most important measures for a website is how many other sites are linking to it. The more links the better. Having links to your company 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.

Want to analyze all your links?

HubSpot can help you analyze and optimize all of your inbound links.

[Click here to see more](#)

III. Blogosphere

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.

A. Blog Analysis

Bloggging is a great way to reach your target audience with your thoughts, opinions, and offerings on relevant topics.

Blog Not Found

B. Blog Ranking: Not Ranked

[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 is not in the Technorati system. You should sign up and submit your blog on [technorati.com](#), it's free.

C. Subscription Methods

If you have a blog, it needs to be discoverable so that people can subscribe to your blog easily. The software searches for common

subscription methods like an RSS feed or an email subscription form.

RSS Feed Found

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.

The feed URL for this site is <http://www.venuecom.com/feed.rss>

[BlogLines](#), a leading RSS reader reports about **0** subscribers to the feed through their system. This is usually a small fraction of the total subscribers to the feed.

Want to start blogging?

HubSpot offers an inbound marketing system starting that includes a great blogging tool. You can be up and running in less than 24 hours.

[Click here to see more.](#)

IV. Social Mediasphere

Making sure that your company has an extensive web presence outside of your own website is important. It increases the chances that your prospects will find your company when they are online since there are more webpages that contain information about your company.

A. del.icio.us bookmarks: 0

[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. **www.venuecom.com** has **0** bookmarks stored.

B. Digg.com Submission Summary

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

Get Found

HubSpot offers an inbound marketing system that includes methods for managing and improving your company's online presence.

[Click here to see more.](#)

V. Competitive Intelligence

A. Score Summary

Section	www.venuecom.com
Website Grade	96
Google Page Rank	4
Traffic Rank	982,377
Blog Rank	Not Ranked
Inbound Links	7,957
del.icio.us Bookmarks	0
Google Indexed Pages	69,000

B. Historical Data Available

www.venuecom.com has been previously processed by HubSpot's Website Grader. We have approximately **6** data points for this site dating back to **9/28/2007**.

Historical data is available only to HubSpot customers. [Learn more about HubSpot...](#)

Want to measure and analyze your complete online presence?

HubSpot offers an inbound marketing system that includes tools to help you manage your company's online presence and convert more visitors to leads.

[Click here to see more.](#)

Report Link

This report has been stored on our system. You can access this report with the following link: [Website Grader Report For www.venuecom.com](#)

This report was generated by [HubSpot's](#) Website Grader. To generate a report for a different site, please visit [www.WebsiteGrader.com](#).