

# HubSpot's Website Grader

Report for [www.venuecom.com](http://www.venuecom.com)

December 29, 2009 at 01:46 PM

WEBSITE GRADE  
**99.6**  
www.venuecom.com  
POWERED BY  
WebsiteGrader

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The website [www.venuecom.com](http://www.venuecom.com) ranks **7,141** of the **1,913,294** websites that have been ranked so far.

A website grade of **99.6/100** for [www.venuecom.com](http://www.venuecom.com) means that means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **99.6%** 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.

## 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. Metadata

Metadata tags allow you to tell the search engines what your web page is about. [Start a HubSpot trial today](#) to start improving your metadata.

Page Title	Web Site Management - Venue Communications
Meta 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



#### Meta Description is too long

Your meta description should be no more than 150 characters, your current meta description is **283** characters.

### 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: **3**. [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.

**Total images found: 29 , 2 image(s) don't have ALT text. [See details.](#)**

#### **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 **29** 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.

### D. Interior Page Analysis : 3 Pages Processed

We looked at a few other pages on your website to see how well they are optimized. This sort of interior page analysis can reveal exciting opportunities for you to target specific keywords or visitors. You can then create landing pages optimized towards converting those visitors into customers.

Page	Keywords	Description
<a href="#">Web Design Services</a>	web design servic...	Most web sites ca...
<a href="#">Affordable Custom...</a>	Affordable Custom...	The express web d...
<a href="#">Professional Web ...</a>	Professional web ...	The professional ...

### E. Readability Level : Primary / Elementary 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.

NEXT STEP - IMPROVE ON PAGE SEO WITH HUBSPOT SOFTWARE:

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## II. 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.

### A. Domain Info

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

Domain Age	10 years, 8 months
Time To Expiration	7 years, 3 months, 31 days

#### **✓ 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.

### B. Google Page Rank : 5

"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

[Start a HubSpot trial](#) to start getting more inbound links today and improve your PageRank

### C. Google Indexed Pages : 313

This number is 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 for its index. Generally, the more pages your site has within the Google cache, the better.

### D. Last Google Crawl Date : December 25, 2009 @ 05:27 AM (GMT)

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.

### E. Traffic Rank : Top 2.007 %

[Alexa](#) is an online service that measures traffic for millions of sites on the Internet in a similar way to Nielsen television show ratings.

Your website has an Alexa rank of **624,209** which is in the top **2.007 %** of all websites.

### F. Inbound Links : 30,746

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.

HubSpot software can help you analyze yours and your competitor's inbound links. [Start a trial now.](#)

### G. DMOZ Directory : Found

**venuecom** is listed in the [DMOZ](#) directory.

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.

### H. Yahoo! Directory : Found

**venuecom** is listed in the [Yahoo! Directory](#).

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.

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## III. Blogosphere

Blogging 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.

HubSpot software includes an easy to use blogging system that will help your blog start to drive more leads and customers to your business.

[Start a free trial today.](#)

### A. Blog Analysis

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

✓ **Blog Found**

Blog URL: <http://www.venuecom.com/> (Last Post: December 09, 2009)

### B. Blog Grade : 99

[Blog Grader](#) is a free tool developed by [HubSpot](#), similar to Website Grader but specifically for blogs.

Your Blog Grade of **99** is based on a measurement of the traffic levels to your blog and the number and quality of links pointing at it.

### C. Recent Blog Articles

Link	Dugg	Inbound Links
<a href="#">Venue Acquires Impulse Web Solutions</a>	✗	0
<a href="#">Venue Launches Redesigned Raleighwood</a>	✗	1
<a href="#">Add Gift Certificates to Web Site</a>	✗	1

NEXT STEP - IMPROVE BLOG WITH HUBSPOT SOFTWARE:

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## 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 web pages that contain information about your company. HubSpot's social media tool will help you see what people are saying about your business and industry and allow you to get involved in the conversation easily and efficiently. [Click here to start a free trial now.](#)

### A. del.icio.us bookmarks : 2

[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.

### B. Digg.com Submission Summary

[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.venuecom.com](#) has 0 articles submitted to [digg.com](#).

NEXT STEP - IMPROVE SOCIAL MEDIA PRESENCE WITH HUBSPOT SOFTWARE:

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## V. 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. HubSpot software includes easy to use conversion analysis and improvement reporting. [Start a free trial now.](#)

### A. 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>.

### B. Conversion Form : Found

 We found at least one web form on your website.

NEXT STEP - IMPROVE CONVERSION WITH HUBSPOT SOFTWARE:

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## VI. Competitive Intelligence

WebsiteGrader doesn't stop at your website. You can also track competing websites and see how they're doing, including what they are doing better than you.

HubSpot software includes easy to use competitors tracking tools. [Start a free trial now.](#)

### A. Score Summary

Section	www.venuecom.com
<a href="#">Website Grade</a>	99.6
<a href="#">Google Page Rank</a>	5
<a href="#">Google Indexed Pages</a>	313
<a href="#">Traffic Rank</a>	624,209

<a href="#">Blog Grade</a>	99
<a href="#">Inbound Links</a>	30,746
<a href="#">del.icio.us Bookmarks</a>	2

## B. Historical Data Available

[www.venuecom.com](#) has been previously processed by HubSpot's Website Grader. We have approximately **9** data points for this site dating back to **September 28, 2007**.

NEXT STEP - EAT YOUR COMPETITOR'S LUNCH WITH HUBSPOT SOFTWARE:

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## Bookmark This Report

This report has been stored in our system for your future use. You can access this report at any time using the following link: [Website Grader Report For www.venuecom.com](#)

## Need to Improve Your Website Grade?



### [Try our Free Internet Marketing Kit](#)

HubSpot, the inventor of Website Grader, offers a free kit of marketing tips about how to improve your website so you can get found by more prospects and convert more of them to leads and paying customers.



## Want Feedback on Your Website Grade?



### [Hear from a community of thousands of Inbound Marketers.](#)

After you register for Inbound Marketing University, you'll be able to post questions about your Website Grader report on the Inbound Marketing University forums. Our team of skilled Inbound Marketers and enthusiastic community members will answer your Website Grader questions and provide tips on how to improve your website grade.