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Grade A WebSite

This software works hard, so you don't have to. Processing can take up to 30 seconds. Thanks for your patience.

URL : www.johnedwards.com

Go

ex: www.yourcompany.com

WebSite Grade 95/100 (Overall)

Website Grader Report for: www.johnedwards.com
Keywords entered:

The SiteGrade is a custom score assigned to a website. It attempts to measure, in relative terms, the *effectiveness* of a website. We are attempting to measure the likelihood that a given website will be able to attract prospects and convert them into customers. SiteGrade is a relative measure, so it measures a website against a database of *other* websites.

Our proprietary algorithm uses a unique blend of over a dozen different variables including search engine data, website structure, approximate traffic, site performance and others. We take each of these variables and weigh them based on our assessment of their relevance.

The SiteGrade for **www.johnedwards.com** is **95**. This means that of all the sites being considered in our algorithm, this site scores equal or higher than **95** percent of them.

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.

Version: 0.87B of the analytics engine

Google PageRank 5

From Google:

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."

Read More Wikipedia:

The site **www.johnedwards.com** has a PageRank of **5**

Web Page Structure

Title	John Edwards for President
Description	--Missing--
Meta Keywords:	--Missing--

Introduction to Meta-Data

To learn more about what meta-data is and why it is important, take a look at the following article:

SEO for Small Business Executives: Understanding the Magic Of Meta-Data

Meta-Keywords Not Found

There were no keywords detected in the meta-data of the website.

Though Google does not seem to place high relevance on meta keywords to determine the content of a website, other engines like Yahoo! may still look at these.

Since it doesn't hurt you to have meta-keywords, we'd suggest going ahead and adding them to the page.

No search words were entered for this report generation.

Though search words (and how the website ranks for them) is not used in the calculation of the SiteGrade, there are several important checks that the software makes related to the words entered. You may want to consider re-running the report for important words related to the site.

The HTML for the page does not contain a description element in the meta-data.

The description is used by search engines both for indexing and possibly for determing what summary to show for your page when it matches a search queyr. By not having a description, the site is missing out on an important search engine optimization (SEO) tactic.

Page Description Not Found

The HTML for the page does not contain a description element in the meta-data.

The description is used by search engines both for indexing and possibly for determing what summary to show for your page when it matches a search queyr. By not having a description, the site is missing out on an important search engine optimization (SEO) tactic.

Website seems to be using Google Analytics

Domain Info

Registrar:	GO DADDY SOFTWARE, INC.
Registered On:	07/16/1998
Domain Age (days):	3,154
Expires On:	07/15/2009
Days To Expiration:	862

Domain Registration Has More Than Two Years

Congratulations! This domain is not set to expire for **862** days.

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

Permanent Redirect Not Found

Search engines often regard **www.johnedwards.com** and **johnedwards.com** as two different websites unless you take specific measures to signal to them that they are the same site.

The best way to handle this situation is to setup what is known as a permanent redirect (or a "301" redirect) from one of these sites to the other. This way, any links that are pointing to the secondary site benefit the primary site, from an SEO perspective.

We could not detect a permanent redirect for this site, so it may be experiencing the negative effects of link fragmentation (some of the inbound links may point to **www.johnedwards.com** and others to **johnedwards.com**)

Web Page Content

Heading Summary

Heading Type	Text
First-Level (H1)	
Second-Level (H2)	Join the campaign to change America
Third-Level (H3)	On the Campaign Trail
Third-Level (H3)	More Video
Third-Level (H3)	From The Blog
Third-Level (H3)	Upcoming Events
Third-Level (H3)	News Headlines

Third-Level (H3)	How You Can Take Action
Third-Level (H3)	Connect with the Campaign
Third-Level (H3)	Search

Image Summary

URL	Text
/assets/site/h1-blur.gif	John Edwards 2008
/assets/home/coulter.jpg	Shame on you, Ann Coulter
/assets/home/side-action-join.gif	Join the Campaign
/assets/home/side-action-give-new-2.gif	Contribute
/assets/home/side-action-corps-3.gif	Join One Corps
/assets/home/side-connect-collage-new.gif	Social Networking
/assets/home/side-store-small.gif	Official Store
/assets/site/foot-cc.gif	Creative Commons: Attribution-NonCommercial-NoDeriv

Text Content Words:5,372

Google Indexed Pages 350

Measures the approximate number of pages on **www.johnedwards.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.

The last time that Google has crawled **www.johnedwards.com** was **- NA -**

Conversion Methods

The WebSite grader attempts to measure both the ability for a website to *attract* traffic and the ability to *convert* that traffic into qualified leads and prospects.

In this section, the analyzer searches for common conversion mechanisms such as "calls to action". Examples include RSS feeds, email subscription forms and other ways whereby site visitors can engage the business.

RSS Feed Found

An RSS feed was detected in this web page. The feed links was correctly setup so that it can easily be auto-detected by feed readers.

The feed URL for this site is **/rss/index.xml**

Web Form Found

Seems there may be some type of signup or registration form for site visitors on this page.

We would suggest ensuring some type of simple subscription form is available that allows users to get email updates. This is a great way for visitors to express their interest in the company and its offering and for the business to stay in touch. Though RSS usage continues to increase, email is still what a majority of site visitors know and understand.

Inbound Links

Google:	3,510
Yahoo:	12,612
Alexa:	68
MSN:	28,409

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

The above table summarizes how many links that are pointing to **www.johnedwards.com** as reported by the various search engines.

Technorati Ranking 705

Technorati is a popular website ranking service. It measures the popuplarity of a given website as compared to all other sites that have been submitted to its system.

This website currently has a Technorati ranking of **705**.

del.icio.us bookmarks 16

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.

There are over a million delicious users that save websites to their accounts and categorize them with tags. The most popular website bookmarks show up on various pages within the website that users check to see what has been bookmarked the most often within certain categories.

A website that has many users bookmarking it is generally popular and receives a fair amount of traffic. **www.johnedwards.com** has about **16** bookmarks stored.

Traffic Ranking 42,543

Alexa is an online service that measures the approximate traffic for millions of sites on the Internet.

The website **www.johnedwards.com** has a ranking of **42,543**. This means that it is the **42,543**th most trafficed site on the web -- as measured by Alexa.