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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 :

ex: www.yourcompany.com

Website Type :

[learn more](#)

Keywords :

[why this is important](#)

Optionally enter some search keywords separated by commas.  
Ex: boston lawyer,patent law,trademark law

E-mail :

## WebSite Grade 80/100 (Overall)

### Website Grader Report for: www.johnmccain.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.johnmccain.com** is **80**. This means that of all the sites being considered in our algorithm, this site scores equal or higher than **80** 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 2

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.johnmccain.com** has a PageRank of **2**

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## Web Page Structure

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Title	John McCain 2008
Description	--Missing--
Meta Keywords:	--Missing--

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### 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](#)

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### 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.

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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.

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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 determining what summary to show for your page when it matches a search query. By not having a description, the site is missing out on an important search engine optimization (SEO) tactic.

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### 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 determining what summary to show for your page when it matches a search query. By not having a description, the site is missing out on an important search engine optimization (SEO) tactic.

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## Domain Info

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Registrar:	GO DADDY SOFTWARE, INC.
Registered On:	08/23/2002
Domain Age (days):	1,655
Expires On:	01/26/2017
Days To Expiration:	3,614

### Domain Registration Has More Than Two Years

Congratulations! This domain is not set to expire for **3,614** days.

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 has not been setup as a temporary spam site.

### Permanent Redirect Not Found

Search engines often regard **www.johnmccain.com** and **johnmccain.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.johnmccain.com** and others to **johnmccain.com**)

## Web Page Content

### Heading Summary

No headings were found on the web page

### Image Summary

URL	Text
http://www.johnmccain.com/Images/logo.gif	McCain
http://www.johnmccain.com/Images/footer-rule.gif	Line

Text Content Words:91,535

## Google Indexed Pages 355

Measures the approximate number of pages on **www.johnmccain.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.johnmccain.com** was **February 26, 2007 @ 08:56 PM**

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## Conversion Methods

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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.

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### RSS Feed Not Discovered

One of the best ways to get regular visitors to a website is to support an RSS feed.

RSS allows users to subscribe to site content. With RSS, users can automatically be notified when the site is updated. RSS is an industry standard. There are a variety of free RSS applications available that let site visitors subscribe and consume content.

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### 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.

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## Inbound Links

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Google:	0
Yahoo:	5,796
Alexa:	2
MSN:	7,112

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.johnmccain.com** as reported by the various search engines.

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## Technorati Ranking 0

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[Technorati](#) is a popular website ranking service. It measures the popularity 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 **0**.

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## del.icio.us bookmarks 10

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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.

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.johnmccain.com** has about **10** bookmarks stored.

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## Traffic Ranking 218,690

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

The website **www.johnmccain.com** has a ranking of **218,690**. This means that it is the **218,690th** most trafficked site on the web -- as measured by Alexa.