Website Grader

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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.mittromney.com   Go

ex: www.yourcompany.com

WebSite Grade 94/100 (Overall)

Website Grader Report for: www.mittromney.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.mittromney.com** is **94**. This means that of all the sites being considered in our algorithm, this site scores equal or higher than **94** 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 3

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.mittromney.com** has a PageRank of **3**

Web Page Structure

Title	Mitt Romney for President 2008
Description	Mitt Romney for President 2008
Meta Keywords:	mitt romney president 2008 republican governor candidate

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

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.

Domain Info

Registrar:	GO DADDY SOFTWARE, INC.
Registered On:	02/08/2002
Domain Age (days):	1,851
Expires On:	02/08/2010
Days To Expiration:	1,070

Domain Registration Has More Than Two Years

Congratulations! This domain is not set to expire for **1,070** 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.mittromney.com** and **mittromney.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.mittromney.com** and others to **mittromney.com**)

Web Page Content

Heading Summary

Heading Type	Text
First-Level (H1)	Featured Stories
First-Level (H1)	Excerpts From Governor Mitt Romney's Remarks At CPAC
First-Level (H1)	Featured Stories
First-Level (H1)	What They're Saying About Governor Mitt Romney's CPAC Speech
First-Level (H1)	Featured Stories
First-Level (H1)	RNC Members Endorse Governor Mitt Romney
First-Level (H1)	Featured Stories
First-Level (H1)	Governor Mitt Romney on the Current Environmental Debate
First-Level (H1)	Featured Stories
First-Level (H1)	Governor Romney Sends Letters Urging Divestment from Iran
First-Level (H1)	Receive Email Updates
First-Level (H1)	Get Involved
First-Level (H1)	Stay Informed
First-Level (H1)	
Second-Level (H2)	03/02/2007
Second-Level (H2)	Quick Links
Second-Level (H2)	03/03/2007
Second-Level (H2)	Quick Links
Second-Level (H2)	02/27/2007
Second-Level (H2)	Quick Links
Second-Level (H2)	02/23/2007
Second-Level (H2)	Quick Links
Second-Level (H2)	02/22/2007
Second-Level (H2)	Quick Links
Second-Level (H2)	Find Ways to Contribute
Second-Level (H2)	Get To Know Mitt and Ann
Second-Level (H2)	Top Mitt News Stories
Second-Level (H2)	Word on the Web

Second-Level (H2)	Why I Support Mitt Romney For President
Second-Level (H2)	Mitt Romney -- The Interview
Third-Level (H3)	Make a Contribution
Third-Level (H3)	Join Team Mitt
Third-Level (H3)	You can help us by:
Third-Level (H3)	An Excerpt from Governor Romney's "Turnaround"
Third-Level (H3)	Governor Romney's Record
Third-Level (H3)	Mitt Talks About Ann

Image Summary

URL	Text
/img/btn/btnContribute.gif	Contribu
/img/splash/img_splash_7.jpg	Mitt Rom For Pres '08
/img/btn/btnJoinTM.gif	Join Tea
/img/btn/btnInvite_sm.gif	Invite Yo Friends t Team Mi
/img/btn/btnContributeNow.gif	Contribu
/img/btn/btnNFT.gif	Fundrais Login
/img/btn/btnSignUp.gif	Sign Up
/img/support/imgGetWithsm.jpg	Get With Mitt
/img/about_images/Photos_for_Romney_Olympic_Photo_Album_/R2_torch_83x54.jpg	An Exce Governo Romney
/img/about_images/Photos_for_Governor_Photo_Album/20060118_TNpodium.jpg	Governo Romney Record
/img/about_images/Photos_for_Romney_Family_Photo_Album_/TNYoung_AnnMitt_1_lr.jpg	Mitt Talk Ann
/img/btn/btnXmRss.gif	XML/RS
/img/btn/btnClose.gif	Close W

Text Content Words:28,644

Google Indexed Pages 195

Measures the approximate number of pages on **www.mittromney.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.mittromney.com** was **March 03, 2007 @ 08:03 PM**

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 **http://www.mittromney.com/index.jsp?do=rss**

No Signup Form Found

The web page does not seem to contain any type of signup form where visitors can subscribe to a newsletter or future updates.

We would suggest adding some type of simple subscription form (at a minimum) that allows users to get email updates. This is a great way for visitors to express their interest in the company and it's 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:	974
Yahoo:	26,870
Alexa:	4
MSN:	24,779

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

Technorati Ranking 3,403

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 **3,403**.

del.icio.us bookmarks 38

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.mittromney.com** has about **38** bookmarks stored.

Traffic Ranking 141,342

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

The website **www.mittromney.com** has a ranking of **141,342**. This means that it is the **141,342**th most trafficed site on the web -- as measured by Alexa.

Need To Improve?

Thanks for trying out the WebSite Grader. If you are interested in improving the effectiveness of your website to generate more qualified leads and customers, we encourage you to take a look at HubSpot. HubSpot can help turn you website into a marketing machine.