

# HubSpot's Website Grader

Report for [www.naturebridge.org](http://www.naturebridge.org)

**October 09, 2009 at 04:34 PM**

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A website grade of **90/100** for **www.naturebridge.org** means that of the hundreds of thousands of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 90% 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 website **www.naturebridge.org** ranks **158,399** of the **1,649,041** websites that have been ranked so far.

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. Metadata

Metadata tags allow you to tell the search engines what your web page is about. [Learn more](#) about metadata and why it's important.

Page Title	NatureBridge   Connecting Youth to the Natural World
Meta Description	--missing--
Meta Keywords	--missing--

#### Meta Description Not Found

This page is missing a meta description. It's important to add a meta description for every page on your site, the meta description is what frequently shows up under your page title in search results and convinces people to click-through to your site.

#### No Meta Keywords Found

There were no keywords detected in the metadata 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 metakeywords, we'd suggest going ahead and adding them to the page.

### 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: 11.** [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: 18 , 10 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

## 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	N/A
Time To Expiration	N/A

### B. Google Page Rank : 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 about Google Page Rank and Internet Marketing...](#)

### C. Google Indexed Pages : 528

This number is the approximate number of pages on **www.naturebridge.org** 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 : N/A

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 16.555 %

[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 **5,148,383** which is in the top **16.555 %** of all websites.

### F. Inbound Links : 312

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.

[Learn more about building inbound links to your site.](#)

### G. DMOZ Direcotry : No Entry Found

**naturebridge** is not listed in the [DMOZ](#) directory.

DMOZ, The Open Directory Project, is the largest and most comprehensive human-edited directory of the Web. It

### 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.

[Learn more.](#)

#### A. Blog Analysis

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

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##### Blog Found

Blog URL: <http://www.naturebridge.org/blog/>

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#### 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. We did not find this blog in the Technorati system. You should sign up and submit your blog on [technorati.com](http://technorati.com), it's free.

### 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. [Learn more.](#)

#### A. del.icio.us bookmarks : n/a

[del.icio.us](http://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](http://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.naturebridge.org](http://www.naturebridge.org) has **0** articles submitted to [digg.com](http://digg.com).

## 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. [Learn more](#).

### 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.naturebridge.org/blog/blog/feed/>.

### B. Conversion Form : Found

We found at least one web form on your website.

## 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.

### A. Score Summary

Section	www.naturebridge.org
<a href="#">Website Grade</a>	90
<a href="#">Google Page Rank</a>	4
<a href="#">Google Indexed Pages</a>	528
<a href="#">Traffic Rank</a>	5,148,383
<a href="#">Blog Rank</a>	n/a
<a href="#">Inbound Links</a>	312
<a href="#">del.icio.us Bookmarks</a>	n/a

## 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.naturebridge.org](#)

## 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.

