

Site Grader Report

Report for qslowsmoked.com

July 24, 2014, 7:46 pm

WEBSITE GRADE

41


A website grade of **41/100** for **qslowsmoked.com** means that of the millions of websites, our algorithm has calculated that this site scores higher than **41%** of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of different variables, including search engine data, website structure, approximate traffic, site performance, and others.

I. Create Content

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game.

A. Blog Analysis

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

 **Blog Not Found**

B. Readability Level (Flesch Reading Ease): 50.5 (Easily understood by 13- to 15-year-old students)

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.

II. Optimize

Optimizing that content is a key step, however, to ensure you give your valuable content the best chance possible of drawing traffic from the web. In essence, this section is about maximizing your ROC - return on content.


A. Metadata

Metadata tags allow you to tell the search engines what your web page is about.

Page Title	Q Slow-Smoked - Home
Meta Description	

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: 5.**

Heading Type	Count
First-Level (H1)	0
Second-Level (H2)	5
Third-Level (H3)	0
Fourth-Level (H4)	0

Fifth-Level (H5)	0
Sixth-Level (H6)	0

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: 6. Out of which 5 have alt attribute that means 1 images have missing alt attribute.**

D. 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	About 1 year
Time To Expiration	About 6 months

 **The domain for this website is set to expire in less than a year (03-feb-2015).**

We would suggest renewing this domain with your registrar. Google and other search engines may penalize websites with domains that are set to expire soon. The reason for this is that many spam sites are often registered for short periods of time. Most registrars support paying upfront for several years and the cost is usually only about \$10-\$20 per year, so it is generally worth it.

E. Domain Backlinks:

One of the most important measures for a website is how many other sites link to it. The more sites you having linking to your own site, 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. This number tells you your total backlinks from all sites linking in to you.

III. Promote

Now that you are producing remarkable content and optimizing it for search engines and other channels, you are ready to start promoting your content.

A. Twitter Backlink

 **We could not find a Twitter account associated with your website.**

If you have one, link to your website in your profile.

B. Facebook Business Page Fans

 **We did not find a Facebook Business Page that looks like it belongs to your company.**


IV. Convert

Getting found sure is fun. You're writing articles and producing videos (creating remarkable content), you're an SEO ninja by now (Optimize), and you're using all the social media sites and running email and ppc campaigns (Promote). At the end of the day, however, we aren't in this for fun. We're also not in this for traffic. The goal is quality sales leads and customers, so let's focus now on converting as much of your traffic as possible to leads and customers.

A. RSS Feed


RSS (Really Simple Syndication) is a standard way to easily deliver content to visitors after they've left your website but they're still interested in your subject. RSS

is commonly used with blogs, news feeds, and other formatted news or other sources of information.

 RSS Feed Not Found

B. Conversion Form

Conversion forms are the primary way to get leads from your website. Collect contact information from your visitors so that you can follow up with them later and be in touch. Without forms, you can't convert your website traffic into customers.


 We found at least one web form on your website.

V. Analyze

A. Score Summary

Section	qslowsmoked.com
Website Grade	41
Indexed Pages	0
Linking Domains	0

B. Website Analytics

 Found : You seem to be measuring your website performance with Google.