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HubSpot's Website Grader

Report for risingstream.com

October 08, 2010 at 03:27:57 PM

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The website **risingstream.com** ranks **1,727,777** of the **2,899,756** websites that have been ranked so far.

A website grade of **40/100** for **risingstream.com** means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **40%** 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.

Track changes to your grade by signing up for a monthly email update on your grade and occasional tips from HubSpot. Take a look at a sample of the email you'll receive.

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

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

Blog Not Found

B. Blog Grade: Not Graded

Blog Grader is a free tool developed by HubSpot, similar to Website Grader but specifically for blogs.

Your Blog is not yet graded by BlogGrader,Your Blog Grade is based on a measurement of the traffic levels to your blog and the number and quality of links pointing at it. You should submit your blog on BlogGrader.com, it's free

C. Recent Blog Articles

We could not get your blog recent articles.

D. Google Indexed Pages: 5

This number is the approximate number of pages on **risingstream.com** 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.

E. Readability Level: The page does not contain enough text for a meaningful analysis.

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.

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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. Start a HubSpot trial today to start improving your metadata.

Page Title	Rising Stream Media :: Raleigh NC Custom Website Design | Video Production | Online Marketing
Meta Description	--missing--

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.

No Headings Found

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: 12 , 9 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 web page has **12** images.

It's usually better to have fewer or smaller images. Sometimes simply resizing your images will make them smaller in size, and your web page will load faster.

D. Interior Page Analysis: 0 Pages Processed

We looked at a few other pages on your website to see how well they are optimized. This sort of interior page analysis can reveal exciting opportunities for you to target specific keywords or visitors. You can then create landing pages optimized towards converting those visitors into customers.

No Interior Pages Analyzed

E. 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	10 years, 5 months, 2 weeks
Time To Expiration	6 months, 1 week

The domain for this website is set to expire in less than a year (April 19, 2011 @ 12:00:00 AM (EDT)).
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.

Permanent Redirect Not Found
Search engines may think **risingstream.com** and are two different sites.You should set up a permanent redirect (technically called a "301 redirect") between these sites. Once you do that, you will get full search engine credit for your work on these sites.

F. MOZ Rank: 5

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. del.icio.us bookmarks: N/A

del.icio.us is a social bookmarking site. Users can save links they wish to keep for later reference on the site, and pages that have been saved many times are displayed in a special "hot" section which can drive thousands of visits.

B. Link Tweet Summary

TweetMeme is a service which aggregates all the popular links on Twitter to determine which links are popular. Tweets and retweets help drive traffic to the content that you have created.

Could not find tweets referring to your site via TweetMeme. Quick, go create some interesting content that will get people talking!

C. Twitter Grade

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

We could not find a Twitter account associated with your website .If you have one , link to your website in your profile and then head over to Twitter Grader and grade it.

D. Google Buzz Count:

Google Buzz is a social networking and messaging tool from Google, designed to integrate into the company's web-based email program, Gmail. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox.

Here is your website Google Buzz Count (If no number is showing it means your website was not shared on Google Buzz yet , be the first one and share your own website)

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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: Not Found

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 is an industry standard syndication approach that allows users to 'subscribe' to your blog so that they are automatically notified when new content is posted. There are a variety of free RSS applications available that let site visitors subscribe and consume content.

Though it is possible this site has RSS elsewhere on the site, it is best to make the feed discoverable on the home page itself.

B. Conversion Form: Not Found

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.

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 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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V. Analyze

Check out how you compare to other similar websites. You need to monitor your traffic rank as well and see if your optimizations and new content are showing benefits. You will be able to draw conclusions from your competitors and other sites that are related to your business.

A. Traffic Rank: Top 23.68 %

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 **7,364,994** which is in the top **23.68 %** of all websites.

B. Score Summary

Section	risingstream.com
Website Grade	40
Moz Rank	5
Google Indexed Pages	5
Traffic Rank	7,364,994
Blog Grade	Not Graded
Inbound Links	599
del.icio.us Bookmarks	N/A

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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 risingstream.com

Need to Improve Your Website Grade?

Try our Free Internet Marketing Kit

HubSpot, the developers of Website Grader, offer 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.

HubSpot

Want Feedback on Your Website Grade?

Live Website Optimization: Using Website Grader For Marketing Success

Join HubSpot Experts for a live session for website review and optimization, providing tips for getting found online.

Date and time: Every Tuesday at 1:00pm ET

Submit your site now for optimization by HubSpot Experts! (2 will be selected)