



## WebSite Grade For www.HubSpot.com : 97/100 (December 06, 2007)

A website grade of **97** for **www.HubSpot.com** means that of the thousands of websites that have previously been submitted to the tool, our algorithm has calculated that this site scores higher than 97% of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over a dozen different variables, including search engine data, website structure, approximate traffic, site performance, and others.

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.

### Score Summary

Section	www.HubSpot.com	www.websitegrader.com	www.marketingsherpa.com
<a href="#">Website Grade</a>	97	99	98
<a href="#">Google Page Rank</a>	6	6	7
<a href="#">Alexa Rank</a>	29,455	16,452	13,109
<a href="#">Technorati Rank</a>	58,325	48,362	2,012
<a href="#">Google Inbound Links</a>	0	460	3,780
<a href="#">Yahoo Inbound Links</a>	18,566	42,419	127,357
<a href="#">Delicious Saved Count</a>	0	2,085	1,110
<a href="#">Google Indexed Pages</a>	121	144	7,360

### Google PageRank : 6

"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](#)

### Web Page Structure

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](#)

Title :	Internet Marketing Software   HubSpot
Description :	HubSpot Internet Marketing Software - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, and other modern marketing tools. Free demo!
Meta Keywords :	internet marketing software, internet marketing, marketing, hubspot

Website seems to be using Google Analytics

## Domain Info

Registrar :	ENOM, INC.
Registered On :	February 06, 2005 @ 12:00 AM
Domain Age (days) :	1,033
Expires On :	February 06, 2012 @ 12:00 AM
Days To Expiration :	1,522

## 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.

### Heading Summary

Heading Type	Text
First-Level (H1)	HubSpot Internet Marketing Software
First-Level (H1)	Inbound Marketing System
Second-Level (H2)	HubSpot Inbound Internet Marketing
Third-Level (H3)	Grade Your Website
Third-Level (H3)	HubSpot News
Third-Level (H3)	Request a Demo
Third-Level (H3)	Client Testimonial

### More than one H1 tag found

More than one primary heading tags (H1 tags) have been found on the page. Though this is not a critical issue, it is unusual for a web page to contain more than one heading tag. We suggest having a single primary heading per page

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## Image Summary

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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.

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### Image List

URL	Text
/Portals/53/Skins/Todd-HubSpot/images/layout/internet-marketing-software.png	HubSpot   Intern Marketing Softw
http://www.hubspot.com/Portals/53/images/homepage-logos.jpg	internet marketi
/Portals/613/Skins/Todd-HubSpot/images/layout/website-grader.gif	Website Grader

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## Google Indexed Pages : 121

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Measures the approximate number of pages on **www.HubSpot.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.

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## Google Crawl Date : December 04, 2007 @ 10:31 PM

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Google will periodically crawl websites looking for new and updated content. In general, it is desired to have the frequency with which Google crawls a site to be higher, rather than lower. Sites that get crawled more often have more frequent updates and more authority.

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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. The software searches for common conversion mechanisms such as "calls to action". Examples include RSS feeds, email subscription forms and other ways that site visitors can express interest in the offering.

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### 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 and contemporary browsers.

The feed URL for this site is <http://feeds.feedburner.com/hubspot>  
BlogLines, a leading RSS reader reports about **0** subscribers to the feed through their system. This is usually a small fraction of the total subscribers to the feed.

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## Inbound Links

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One of the most important measures for a website is how many other sites are linking to it. The more links the better.

## Links Summary

Google :	0
Yahoo :	18,566

## Technorati Ranking : 58,325

[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 58,325.

## del.icio.us bookmarks : 0

[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. [www.HubSpot.com](#) has about **0** bookmarks stored.

## Alexa Traffic Ranking : 29,455

[Alexa](#) is an online service that measures the approximate traffic for millions of sites on the Internet.

The website [www.HubSpot.com](#) has a ranking of **29,455**. This means that it is the 29,455th most trafficed site on the web -- as measured by Alexa.

## Readability Level : Advanced Degree (PhD)

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.

## Search Rankings

	<a href="#">www.hubspot.com</a>	<a href="#">www.websitegrader.com</a>	<a href="#">www.marketingsherpa.com</a>
internet marketing	14	100+	100+
SEO score	100+	1	100+

## digg.com Submission Summary

The website [www.HubSpot.com](#) has had **1** articles submitted to digg.com. These articles received a total of **2** diggs (votes) and **0** of these articles made it to the front page of digg.com.

## Historical Data Available

The website [www.HubSpot.com](#) has been previously processed by Website Grader. There are approximately **881** data points in our database, dating back to **11/9/2006** . Historical data is available only to users of Website Grader Pro.

## Please Register

To get access to more features, please register for the site. The full software will remain free for a limited time.

[Join WebsiteGrader.com](http://www.WebsiteGrader.com)

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## Need To Improve?

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### Free Expert Website Review from HubSpot

HubSpot (the inventor of Website Grader) will perform a free analysis of your website and provide recommendations on how to improve your website so you can get found by more prospects and convert higher percentages of them to paying customers.

[Request an Expert Website Review](#)

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## Report Link

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The above report has been stored on the system. You can access this report with the following link: [Website Grader Report For www.HubSpot.com](#)

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## Thank you for using WebsiteGrader

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This report was generated by [WebsiteGrader.com](http://www.WebsiteGrader.com). To generate a report for a different site, please visit [www.WebsiteGrader.com](http://www.WebsiteGrader.com) and register for a free account.