

Review of salespidermedia.com

Generated on 2014-02-06

Introduction

Website + Mobile Visibility Assessment:

This report provides a review of the key factors that influence the Search Marketing Equity® and usability of your website and related properties. The assessment is a grade on a 100 point scale that represents your Inbound Marketing Effectiveness primarily in the areas of VISIBILITY and TRUST (the first two steps in our 5-part Inbound Lead Generation Marketing Growth Model).

The algorithm is based on more than 50 data points, including search engine data, website structure, site performance and other factors. There are clearly areas on which to improve with an assessment score lower than 75. A score of 75 or above -- for a business -- is a good mark and means that your website is probably well optimized and rich with Search Marketing Equity.

This Visibility Assessment report provides actionable intelligence to improve your site's performance toward meeting business objectives, but may be difficult to interpret fully unless you are well versed in Inbound Marketing.

Please feel welcome to contact us for a "walk through", to ask questions, or for more information about our Inbound Marketing Growth Model for businesses looking to generate more leads and acquire customers online.

This Website + Mobile Visibility Assessment report is provided by:

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ConnectionModel.com

ConnectionModel.com/Facebook

ConnectionModel.com/Twitter


206-414-7463 Main

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 Pass

 Moderate


 Fail


 FYI

 High impact

 Medium impact

 Low impact

 Very hard to solve

 Hard to solve

 Easy to solve

Thank you for your interest!



ConnectionModel

Traffic Estimations



We use multiple tools to estimate web traffic, including Google™ Trends and Alexa™. Nevertheless, your analytics will provide the most accurate traffic data.

Traffic Rank

821154th most visited website in **the World**

229111th most visited website in United States

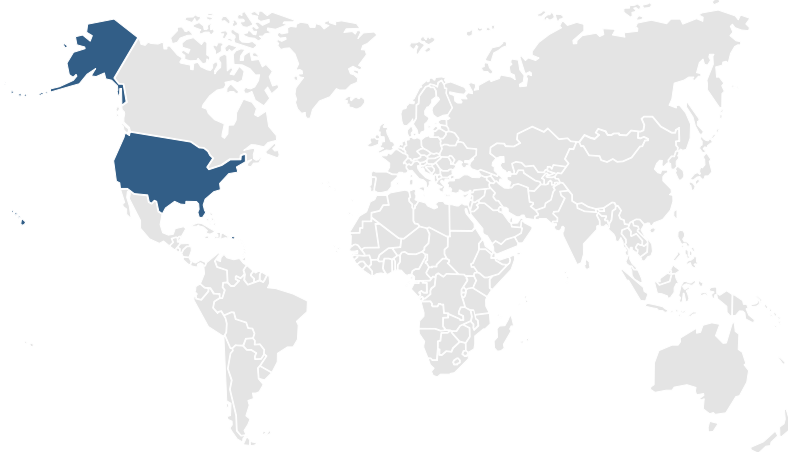
A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.

Visitors Localization



N°	Popular Countries (ccTLD)	Status	Expiration
1	salespidermedia.us		Available. Book it now!

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Mobile Rendering



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Mobile Load Time

Very Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. Make sure your site loads fast and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are two useful tips from Google™ for optimizing your mobile site speed.

Mobile Optimization

Your website is not optimized for Mobile Visitors

- ✗ Mobile Redirection
- ✗ Meta Viewport Tag
- ✗ Apple Icon
- ✗ Mobile CSS
- ✓ Flash content

Make sure that your website is prepared for mobile browsing.

These are the different aspects that can be optimized for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content

WWW Resolve Be careful. Your website without www doesn't redirect to www (or the opposite). It is duplicate content!

Be sure that www.salespidermedia.com and salespidermedia.com are not running in parallel.

[Redirecting requests](#) from a non-preferred hostname is [important](#) because search engines consider URLs with and without "www" as two different websites.

Once your preferred domain is set, use a [301 redirect](#) for all traffic to your non-preferred domain.

URL Rewrite Good, your URLs look clean. Make them even more user-friendly by removing useless extensions.

Great! You have [clean \(user-friendly\) URLs](#) which do not contain query strings. Clean URLs are not only [SEO-friendly](#) but are also important for usability.

IP Canonicalization Yes

Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

robots.txt Missing

Your website doesn't have a [robots.txt](#) file - this can be problematic.

A [robots.txt](#) file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

[Click here](#) to check your robots.txt file for syntax errors.

XML Sitemap Missing

Your website does not have an [XML sitemap](#) - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you [generate](#) an XML sitemap for your website and submit it to both [Google™ Webmaster Tools](#) and [Bing Webmaster Tools](#). It is also good practice to specify your [sitemap's location](#) in your robots.txt file.

✔ Underscores in the URLs

👁👁👁 ⚙⚙⚙

Great, you are not using **underscores** (these_are_underscores) in your URLs. While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.

👁 Google Preview

👁👁👁 ⚙⚙⚙

[Reach Your Target Audience! | SaleSpider Media](#)
[salespidermedia.com/](#)

This is an example of what your title and description will look like in Google™ search results.

✔ Title

👁👁👁 ⚙⚙⚙

Reach Your Target Audience! | SaleSpider Media

Length: 46 character(s)

Great, your **title** contains between 10 and 70 characters.
Make sure your title is explicit and contains your **most important keywords**.
Be sure that each page has a unique title.

✘ Description

👁👁👁 ⚙⚙⚙

Missing

Your **meta description** should contain between 70 and 160 characters (spaces included).
Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.
Ensure that your meta description is explicit and contains your **most important keywords**. Also, each page should have a unique meta description relevant to the content of that page.

Internal Pages Analysis

000 ***

Title	Description	Text/HTML
AdShare Ad Network SaleSpider Media	SaleSpider has the deepest inventory in digital with industry leading media placements and optimization technologies.	17.01 %
SaleSpider Media	Self Serve & Classified online ads drive over \$1.2 Billion a year. Your clients simply write their ad, and we distribute across the web, reaching millions per month.	9.33 %
AdShare Ad Network SaleSpider Media	SaleSpider has the deepest inventory in digital with industry leading media placements and optimization technologies.	18.75 %

It seems several pages on your website have [duplicate](#) titles. You may have duplicate description tags as well.

Fix this issue to maximize your SEO.

Use [Google™ Webmaster Tools](#) to identify these types of problems and to improve the way search engines index your website.

Headings

000 ***

<H1>	<H2>	<H3>	<H4>	<H5>
1	1	6	0	0
<H1> Leader In Digital Targeting				
<H2> Reach 212 Million Buyers				
<H3> Big Data				

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

For more [effective SEO](#), use only one <H1> tag per page.

Images

000 ***

We found **48** images on this web page.

48 alt attributes are empty or missing.

Alternative text (the [alt attribute](#)) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in [Google™ Images](#) search results.

Check the images on your website and make sure [effective alternative text](#) is specified for each image.

Restrict the number of characters in alt text to 150, including spaces, and minimize the size of images to optimize your website's page load times.

 **Text/HTML Ratio** 11.4 %
 

This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. A ratio between **25 and 70 percent** is ideal. When it goes beyond that, the page might run the risk of being considered spam. As long as the **content is relevant** and gives essential information, it is a plus to have more of it.

 **Flash** No
 

Good, no **Flash content** has been detected on this page.

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be **properly indexed** by search engines. Avoid full Flash websites to maximize SEO.




This advice also applies to **AJAX**.

 **Frames** No
 

Great, there are no frames detected on this page.

Frames can cause problems on your web page because **search engines** will not crawl or index the content within them.

Avoid frames whenever possible and use a **NoFrames tag** if you must use them.

 **Blog** We have not found a Blog on this website.
 

Your website does not have a blog.

In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.

Starting a blog is a great way to **boost your SEO** and attract qualified visitors.

Use these **great tips** to boost the SEO performance of your blog.

Keywords Consistency

	Keywords	Freq	Title	Desc	<H>
★★★	data	7	×	×	✓
★★★	media	5	✓	×	✓
★★★	talk	5	×	×	✓
★★★	big	4	×	×	✓
★★★	expert	4	×	×	×

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	big data	3	×	×	✓
★★★	talk expert	2	×	×	×
★★★	data drive	2	×	×	×

	Keywords (3 words)	Freq	Title	Desc	<H>
★★★	big data drive	2	×	×	×

This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high in search results with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

Keywords Cloud



This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the keywords with the greatest probability of ranking high in the search engines.

In-Page Links

We found a total of 29 link(s) including 0 link(s) to files



- External Links: noFollow (0%)
- External Links: Passing Juice (4.4%)
- Internal Links (95.6%)

Anchor	Type	Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
Contact Us!	Internal Links	Passing Juice
About	Internal Links	Passing Juice
Clients	Internal Links	Passing Juice
Media	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use Nofollow to optimize the juice that you want to pass to each link.

Backlinks Counter

643

🔍 🔍 🔍 ***

Inbound Links (or Backlinks) are what we refer to as the "currency of the internet", and those from external, relevant, credible sites are the most important to your business and serve to increase the value of Search Marketing Equity(SM). Not all links are created equal, and in fact, those from "bad neighborhoods" can actually detract from the value of your site and cause a reduction in Search Marketing Equity.

PageRank

PR 2

🔍 🔍 🔍 ***

Your website's PageRank is very low.

PageRank™ (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10. New websites start at PR0 and authority websites, like Twitter.com, have a PR10.

Websites with a high PageRank are crawled more frequently and their outgoing links have more [passing juice](#).

Related Websites

N°	URL	Score
1	http://www.linkedin.com/company/sales-spider	90.3
2	http://www.entrepreneur.com/article/219462	88.1
3	http://www.salespider.com/classifieds_post_ad.php	75.4
4	http://www.salespider.com/	75.4

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to [learn more about your competitors'](#) web marketing strategies.

Indexed Pages

90

● Google™

🔍 🔍 🔍 ***

This is the number of pages on your website that are [indexed by Google™](#).

The more pages that search engines index, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's [XML sitemap](#) and submit it to Google™. You must also [build backlinks to your site's internal pages](#) to help Google™ bots [crawl and index](#) your web pages.

Check [Google™ Webmaster Tools](#) under Health and Index Status, to keep track of the status of your site's indexed pages.

Popular Pages

SaleSpider Media: Reach Your Target Audience!

Data - SaleSpider Media

Publishers - SaleSpider Media

AdShare Ad Network | SaleSpider Media

This lists your website's popular pages.

Domain 1st Registered 5 years 11 Month 2 Days ago



Your domain is old enough to encourage search engines to give it a higher rank.

[Domain age matters](#) to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).

Domain Expiration 0 Year(s) 1 Month(s) 27 Day(s)



Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Thank you for your interest!



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👁 URL http://salespidermedia.com
Length: 15 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

✖ Favicon No
🔍 ⚙️ ⚙️ ⚙️

Your website does not have a [favicon](#).

Add a favicon to improve your brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is [consistent with your brand](#).

✔ Custom 404 Page Great, your website has a custom 404 error page.
🔍 ⚙️ ⚙️ ⚙️

Take advantage of the opportunity to provide a [beautiful 404 Error Page](#) for your visitors.

✔ Conversion Forms Great, we found a Conversion Form on this page.
🔍 ⚙️ ⚙️ ⚙️

There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to fill in a form or closing an online sale. [Converting visitors](#) into prospects/clients is probably the most important target for your website. So, it is important that you [optimize your website](#) to boost conversions.

👁 Page Size 10.5 KB (World Wide Web average is 320 Kb)
🔍 ⚙️ ⚙️ ⚙️

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with [gzip](#).

✔ Load Time 0.04 second(s) (297.77 kB/s)
○○○ ***

Your website is fast. Well done.

Site speed is becoming an [important factor](#) for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials [for tips](#) on how to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a [web monitoring service](#).

✘ Language **Declared:** Missing
○○○ ***
Detected: en

You have not specified the language. Use the [META Language Attribute](#) to declare the intended language of your website.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

✘ Printability We could not find a Print-Friendly CSS
○○○ ***

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

If you do not have a print style sheet yet, [set one up](#).

✘ Microformats We found 0 type(s) of Microformat
○○○ ***

This page does not take advantage of Microformats.

A [microformat](#) is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to microformats, Google™ regularly [improves](#) its presentation of search results.

Domain Availability

○○○

Domains (TLD)	Status	Expiration
salespidermedia.net	🚩	Available. Book it now!
salespidermedia.org	🚩	Available. Book it now!
salespidermedia.info	🚩	Available. Book it now!
salespidermedia.biz	🚩	Available. Book it now!
salespidermedia.eu	🚩	Available. Book it now!

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

○○○

Domains (Typo)	Status	Expiration
aaespidermedia.com	🚩	Available. Book it now!
szlespidermedia.com	🚩	Available. Book it now!
sakespidermedia.com	🚩	Available. Book it now!
salwspidermedia.com	🚩	Available. Book it now!
salespirermedia.com	🚩	Available. Book it now!
saespidermedia.com	🚩	Available. Book it now!

Register the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Warning! At least one email address has been found in plain text.

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

Spam Block

○○○ ***

Your IP is not Blacklisted in the Spammer Directory.

It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.

In addition, if you send email campaigns or [transactional emails](#), use professional email software to keep your IP clean and improve the deliverability of your emails.

Safe Browsing

○○○ ***

Yes

Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.

Thank you for your interest!



Server IP 67.213.76.2

Server location: 🇨🇦 TORONTO

Your server's IP address has [little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

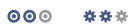
Use [DNSstuff](#) for comprehensive reports on your server.

Technologies

Apache	Web server
FreeBSD	Operating system
jQuery	JavaScript framework
mod_ssl	Server extension
OpenSSL	Server extension
PHP	Programming language

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Speed Tips



Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✗ Too bad, your website has too many CSS files (more than 4).
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of [gzip](#).

Website speed has a huge effect on SEO. [Speed-up your website](#) so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

Missing

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

W3C Validity

Invalid: 53 Errors, 4 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.
To find the detected errors, run the [W3C validation service](#), or check [Validator.nu](#) to make sure you don't miss an error.
W3C is a consortium that sets web standards.



Doctype

XHTML 1.0 Transitional

Declaring a [doctype](#) helps web browsers to render content correctly.

Encoding

UTF-8

Great, language/character encoding is specified.
Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

Directory Browsing

No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

Server Signature

No

Good, your server signature is off. This is excellent from a security standpoint.

Thanks very much for your interest in Connection Model and what we can do for your business to generate leads and acquire customers.

If you'd like to learn more, please feel welcome to contact us by email inquiry@connectionmodel.com or by phone at 206-414-7463.



Thank you for your interest!

