

# Media Integration Website Grader

Report for: [www.mediaintegration.ca](http://www.mediaintegration.ca)

January 09, 2011 at 21:21 GMT

WEBSITE GRADE

81/100

The website **www.mediaintegration.ca** ranks **686,341** of the **3,576,408** websites that have been ranked so far. A website grade of **81/100** for **www.mediaintegration.ca** means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **81%** 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.

## Report 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 1.52%

Your website has an Alexa rank of **473,964** which is in the top **1.52%** of all websites. [Alexa](#) is an online service that measures traffic for millions of sites on the Internet in a similar way to Nielsen television show ratings.

### B. Competing Websites

Site	Website Grade	Moz Rank	Google Indexed Pages	Traffic Rank	Blog Grade	Linking Domains
www.mediaintegration.ca	81	2	56	473,964	69	4
www.thewebshop.ca	87	6	5	506,443	69	261
www.tactica.ca	99	6	331	1,987,943	97	78

### C. Score Summary

Section	www.mediaintegration.ca
Website Grade	81
Moz Rank	2
Indexed Pages	56
Traffic Rank	473,964
Blog Grade	69
Linking Domains	4

WEBSITE GRADE

Now that you've gotten your score, make it better!

Contact us today 997-2486 & learn how

## 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 FOUND – Blog URL: <http://blog.mediaintegration.ca>

### B. Blog Grade: 69

Your Blog Grade of **69** is based on a measurement of the traffic levels to your blog and the number and quality of links pointing at it.

### C. Recent Blog Articles

Link	ReTweets
Dare To Increase traffic to your website?	X
Discover why is Social Media important to your business	X
The Sneeze principal AHHH-CHOOO!!!!	X
Comment on The Sneeze principal AHHH-CHOOO!!!! by Victor	X
Comment on The Sneeze principal AHHH-CHOOO!!!! by Jenine Schrandt	X
Comment on The Sneeze principal AHHH-CHOOO!!!! by Victor	X

### D. Indexed Pages: 69

This number is the approximate number of pages on [www.mediaintegration.ca](http://www.mediaintegration.ca) that are stored by search engines. Web crawlers for the major search engines will visit the website periodically and look for new content to index. Generally, the more pages found on your site by search engines, the better.

### E. Readability Level: College Undergraduate

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.

**BUILD A SUCCESSFUL BUSINESS BLOG WITH MEDIA INTEGRATION**

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## 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	Media Integration – Online Marketing Solutions
Meta Description	--missing--

### B. Heading Summary: Total Headings found 11

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.

More than one H1 tag found: More than one primary heading tags (7 H1 tags found) have been found on the page. This is not a critical issue, but we suggest having a single primary heading per page.

### C. Image Summary: Total images found 10, 0 image(s) don't have ALT text

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.

### D. Interior Page Analysis: 3 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..

Link	ReTweets
Inbound Marketing	Online Marketing is the process of marketing your message on the internet
Overview	Your prospects are searching for your products or services online before they even thinking of...
Contact Us	Contact Media Integration

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### 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	
Time to expiration	2 Weeks
<b>Congratulations! This domain is registered for more than one year.</b> Google and other search engines like to see domains that have been registered for extended periods of time as this shows a commitment to the domain name. It also is an indicator that this website is not a temporary spam site.	

### B. MOZ Rank: 2.3

MozRank is [SEOMoz's](#) general, logarithmically scaled 10-point measure of global link authority or popularity and is very similar in purpose to the measures of link importance used by the search engines (e.g., Google's PageRank).

### C. Linking Domains: 4

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.

**OPTIMIZE YOUR WEBSITE TO GET FOUND IN SEARCH ENGINES WITH MEDIA INTEGRATION**

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## 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. 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!

### B. Twitter Grade: 36

We found the account @mi\_media tied to your website, below is our Twitter Grader analysis of the influence and usefulness of that account for your marketing efforts.

Rank	Followers	Following	Updates
6,045,602	15	30	35

GRADE

36

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## 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: 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.

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://mediaintegration.ca/blog/feed/>.

### 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.

**CONVERT MORE WEBSITE VISITORS INTO LEADS WITH MEDIA INTEGRATION**

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