

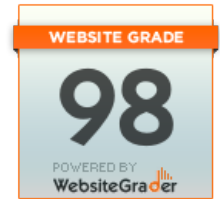


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## HubSpot's Website Grader

Report for [www.nywaterway.com](http://www.nywaterway.com)

April 22, 2010 at 10:24 AM



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The website [www.nywaterway.com](http://www.nywaterway.com) ranks **37,979** of the **2,334,754** websites that have been ranked so far.

A website grade of **98.4/100** for [www.nywaterway.com](http://www.nywaterway.com) means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **98.4%** 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.

### 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 : 453

This number is the approximate number of pages on [www.nywaterway.com](http://www.nywaterway.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 : Graduate School

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. [Start a HubSpot trial today](#) to start improving your metadata.

Page Title	:: Welcome to NY Waterway ::
Meta Description	--missing--

#### Meta Description Not Found

This page is missing a meta description. It's important to add a meta description for every page on your site, the meta description is what frequently shows up under your page title in search results and convinces people to click-through to your site.

### 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: 1. [See details.](#)

### 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: 8. [See details.](#)

### 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.

Page	Description
<a href="#">:: Welcome to NY Waterway ::</a>	--missing--
<a href="#">Signup</a>	--missing--
<a href="#">Commuters</a>	--missing--

### 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	12 years, 4 months, 27 days
Time To Expiration	3 years, 7 months, 3 days

#### Congratulations! This domain is registered for more than one year.

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.

#### Permanent Redirect Not Found

Search engines may think **nywaterway.com** and **www.nywaterway.com** 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

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).

[Start a HubSpot trial](#) to start getting more inbound links today and improve your MozRank

### G. Last Google Crawl Date : April 22, 2010 @ 11:58 AM (GMT)

Google will periodically crawl websites looking for new and updated content. In general, you want Google to crawl your site as often as possible, so your new content shows up in Google search results immediately.

### H. Inbound Links : 4,280

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

HubSpot software can help you analyze yours and your competitor's inbound links. [Start a trial now](#).

### J. Yahoo! Directory : Found

**nywaterway** is listed in the [Yahoo! Directory](#).

The Yahoo! Directory is a web directory which rivals the DMOZ Open Directory Project in size. We recommend that every business have a listing in the Yahoo! Directory.

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## 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.

The links on this website, **www.nywaterway.com**, have been recently tweeted **12** times according to [TweetMeme](#).

### 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 **www.nywaterway.com**. If you have one, link to your website in your profile and then head over to [Twitter Grader](#) and grade it.

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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 : 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://feeds.feedburner.com/nywaterway>.

### B. Conversion Form : 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.

We found at least one web form on your website.

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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 1.426 %

[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 **443,481** which is in the top **1.426 %** of all websites.

### B. Score Summary

Section	www.nywaterway.com
<a href="#">Website Grade</a>	98.4
<a href="#">Moz Rank</a>	5
<a href="#">Google Indexed Pages</a>	453
<a href="#">Traffic Rank</a>	443,481
<a href="#">Blog Grade</a>	Not Graded
<a href="#">Inbound Links</a>	4,280
<a href="#">del.icio.us Bookmarks</a>	n/a

### C. Historical Data Available

[www.nywaterway.com](#) has been previously processed by HubSpot's Website Grader. We have approximately **3** data points for this site dating back to **September 13, 2009**.

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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.



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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

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