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Info	PR: n/a	I: 10,700	L: 0	Cached: n/a	I: error 999	L: 1	LD: error	I: 1,930	Rank: 1999	Age: Nov 05, 2006	IP: 67.202.30.168	whois	source	Robo: no
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GRADER.COM



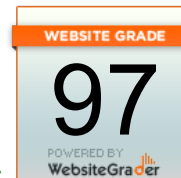
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HubSpot's Website Grader

Report for www.marlboronissan.com
 January 16, 2011 at 12:30:21 PM



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The website **www.marlboronissan.com** ranks **84,715** of the **3,181,661** websites that have been ranked so far.

A website grade of **97/100** for **www.marlboronissan.com** means that of the millions of websites that have previously been evaluated, 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 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

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

Blog Found

Blog URL: <http://blog.marlboronissan.com/> (Last Post: January 12, 2011)

B. Blog Grade: 87

[Blog Grader](#) is a free tool developed by [HubSpot](#), similar to Website Grader but specifically for blogs.

Your Blog Grade of **87** 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
Blizzard Hits Marlboro Nissan!	✘
Marlboro Nissan iPad Winner!	✔ 2
Have a Merry Christmas!	✔ 6

D. Google Indexed Pages: 5,730

This number is the approximate number of pages on www.marlboronissan.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: 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.

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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	Marlboro Nissan Boston Nissan Dealer Massachusetts Nissan Dealers Worcester Nissan Westborough Nissan
Meta Description	Marlboro Nissan, a Massachusetts and Boston Area Nissan Dealer, offers an incredible selection of New and Pre-Owned Nissan vehicles to serve the people of Marlboro, Boston, Woburn, Worcester, Westborough, Framingham, Providence, New Hampshire, Connecticut, Vermont, and everywhere in between.

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: 8. [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: 22 , 19 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 **22** 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: 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
Contact Marlboro Nissan	new hampshire nissan dealers, marlboro nissan, nissan dealerships westborough
Directions to Marlboro Nissan in Marlboro MA	Finding Marlboro Nissan is easy. We are conveniently located near the Boston area and our hours...
MarlboroNissan.com Boston Nissan New Nissan Boston	MarlboroNissan.com offers new Nissan vehicles as well as service, parts, and specials in the...

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	13 years, 7 months, 1 week
Time To Expiration	7 years, 6 months, 2 weeks

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.

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: 3

[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: 100

We found the account [@worcesternissan](#) tied to your website, below is our [Twitter Grader](#) analysis of the influence and usefulness of that account for your marketing efforts.

@worcesternissan

Rank	Followers	Following	Updates
72,777	7,011	6,546	173

Grade

100

Out of 100

For full analysis check [Twitter Grader report for @worcesternissan](#)

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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/MarlboroNissanBlog>.

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.

CONVERT MORE WEBSITE VISITORS INTO LEADS WITH HUBSPOT

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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 4.87 %

[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 **1,515,491** which is in the top **4.87 %** of all websites.

B. Score Summary

Section	www.marlboronissan.com
Website Grade	97
Moz Rank	6
Google Indexed Pages	5,730
Traffic Rank	1,515,491
Blog Grade	87
Linking Domains	416
del.icio.us Bookmarks	3

TRACK YOUR MARKETING AND YOUR COMPETITORS ONLINE WITH HUBSPOT [Start a Free Trial](#)

Bookmark This Report

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 www.marlboronissan.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.



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)