

Wikipedia.com

Preliminary Analysis

The website **www.wikipedia.com** ranks **9,830** of the **3,060,993** websites that have been ranked so far.

A website grade of **99/100** for **www.wikipedia.com** means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than **99%** 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

Bloggging 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

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.

C. Recent Blog Articles

We could not get your blog recent articles.

D. Google Indexed Pages: 12,200

This number is the approximate number of pages on **www.wikipedia.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: Advanced / Doctoral Degree

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

Page Title	Wikipedia
Meta Description	Wikipedia, the free encyclopedia that anyone can edit.

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.

No Headings Found

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: 50 , 38 image(s) don't have ALT text.

URL	Alt Text	Repeat	
http://upload.wikimedia.org/wikipedia/commons/b/bd/bookshelf-40x201_6.png		38	✗
http://upload.wikimedia.org/wikipedia/commons/thumb/7/75/wikimedia_community_logo.svg/35px-wikimedia_community_logo.svg.png	Meta-Wiki	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/f/fa/wikibooks-logo.svg/35px-wikibooks-logo.svg.png	Wikibooks	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/4/4c/wikisource-logo.svg/35px-wikisource-logo.svg.png	Wikisource	1	✓
http://meta.wikimedia.org/images/wikimedia-button.png	Wikimedia	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/4/4a/commons-logo.svg/35px-commons-logo.svg.png	Wikimedia Commons	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/9/91/wikiversity-logo.svg/35px-wikiversity-logo.svg.png	Wikiversity	1	✓
http://upload.wikimedia.org/wikipedia/commons/6/62/174px-wikipedia-word1_7.png	WIKIPEDIA	1	✓
http://upload.wikimedia.org/wikipedia/commons/6/63/wikipedia-logo.png	Wikipedia	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/d/df/wikispecies-logo.svg/35px-wikispecies-logo.svg.png	Wikispecies	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/8/8a/wikinews-logo.png/35px-wikinews-logo.png	Wikinews	1	✓
http://upload.wikimedia.org/wikipedia/commons/4/4a/wiktionary-logo-en-35px.png	Wiktionary	1	✓
http://upload.wikimedia.org/wikipedia/commons/thumb/f/fa/wikiquote-logo.svg/35px-wikiquote-logo.svg.png	Wikiquote	1	✓

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 **50** 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: 0 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. No Interior Pages Analyzed

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 9 years, 10 months, 1 week

Time To Expiration 4 years, 1 month, 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.

Permanent Redirect Not Found

Search engines may think **www.wikipedia.com** and **wikipedia.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: 7

MozRank is a 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).

G. Last Google Crawl Date: N/A

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: 403,054

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.

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: 1,967

[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.wikipedia.com](#), have been recently tweeted **757** times according to [TweetMeme](#).

C. Twitter Grade: 98

We found the account [@soloMichael](#) tied to your website
@soloMichael

Rank	Followers	Following	Updates
130,470	1,974	1,676	2,919

Grade 98

Out of 100

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: Not 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.

RSS is an industry standard syndication approach that allows users to 'subscribe' to your blog so that they are automatically notified when new content is posted. There are a variety of free RSS applications available that let site visitors subscribe and consume content.

Though it is possible this site has RSS elsewhere on the site, it is best to make the feed discoverable on the home page itself.

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.

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 0.01 %

[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 **7** which is in the top **0.01 %** of all websites.

B. Score Summary

Section	www.wikipedia.com
Website Grade	99
Moz Rank	7
Google Indexed Pages	12,200
Traffic Rank	7
Blog Grade	Not Graded
Inbound Links	403,054
del.icio.us Bookmarks	1967