

## *Want to Improve Your Website Grade? We Can Help...*

*Though there may be many reasons as to why a Website will rate/grade at a particular level, our Website Grader will give you a general overview as to the strong points and not so strong points of what we have found with your present Website.*

Below you will find a general overview of characteristics which are important to being “seen” on the World Wide Web. Search Engines categorize this information to process where you will show up in their ratings. Because these Search Engines change their algorithms often throughout the year, it is necessary to constantly maintain the functionality and data within your Website. At ZD Design we can correct these issues.

It is a well kept secret by the Search Engines as to “how” each of them search for specific Website criteria. It takes time to analyze what may work best for your Website. Deeper research along with proper design and functionality, are just a couple of key factors in optimizing a Website to be “visible” on the internet. Let ZD design improve your website visibility and rank, contact us today.

### *Here are some additional reasons why your website may have a low rating:*

- 1** Search Engines cannot find your website because they use “spidering” technology that will only see your website through links from another site. If there are no links from other sites which Google for instance (and others) see, then your site will never be found by a potential client.
- 2** Your website may have many graphics or flash which cannot be seen by search engines. We have often seen websites that are very expensive using lots of graphics and flash. Though these websites are interesting for the viewer, the truth is, search engines are unable to read these types of data.
- 3** Navigation buttons on your website may be heavily coded. We have recognized this with so many of the website addresses entered into our Website Grader. These websites usually have one or two indexed pages vs 5-10 actual pages.
- 4** Search Engines may have trouble with your site due to the structure of your website address (url) string.
- 5** If your website has less than 2500 words, then it is penalized by the Search Engines. A one page word document has about 500 words. If your website has less than five pages in total, there is a very good probability it is being penalized.
- 6** When online, there is always a title bar (usually blue) at the very top of your browser. This is the website’s TITLE TAG. The search engines see this as a key indicator as to what your site/page is about. Many of the website addresses entered into our website grader have either nothing or just the name of the company/blog in this title tag. It is important that they contain words which describe your market/business, for those potential clients who would be searching for your business type.
- 7** New websites take time to bring in higher Search Engine ratings. The Search Engines are putting more precedence on website age in their algorithms.
- 8** Your website may not have a sufficient amount of inbound links from other similar content websites which already have many inbound links.