

Summary report for www.cmtmarketing.net

Speed

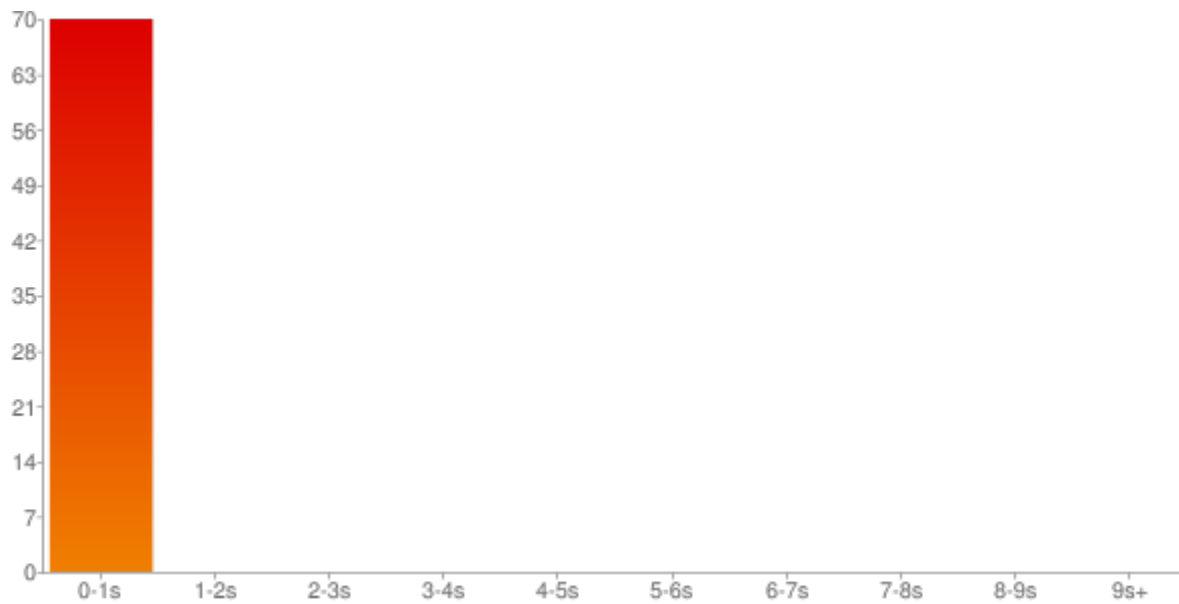


Perfect

This website is quick to use (on a 2Mb broadband connection).

On average pages take 0.1 seconds to download on a 2Mb broadband connection.

Time to download



Pages by filesize

70 found (only showing top 8)

Page	Size	Files	Est. seconds	Importance
www.cmtmarketing.net/	16.6k	28	0.4	★★★★★★
www.cmtmarketing.net/web-design-company-houston.html	21.5k	31	0.4	★★★★★★
www.cmtmarketing.net/contact.html	15.2k	26	0.4	★★★★★★
www.cmtmarketing.net/portfolio.html	15.3k	28	0.4	★★★★★★
www.cmtmarketing.net/content_management.html	25.9k	27	0.4	★★★★★★
www.cmtmarketing.net/houston-seo-company.html	23.9k	30	0.4	★★★★★★

Page	Size	Files	Est. seconds	Importance
www.cmtmarketing.net/blog_design.html	16.3k	28	0.4	★★★★★★
www.cmtmarketing.net/social_media.html	20.9k	32	0.4	★★★★★★

Spiderability

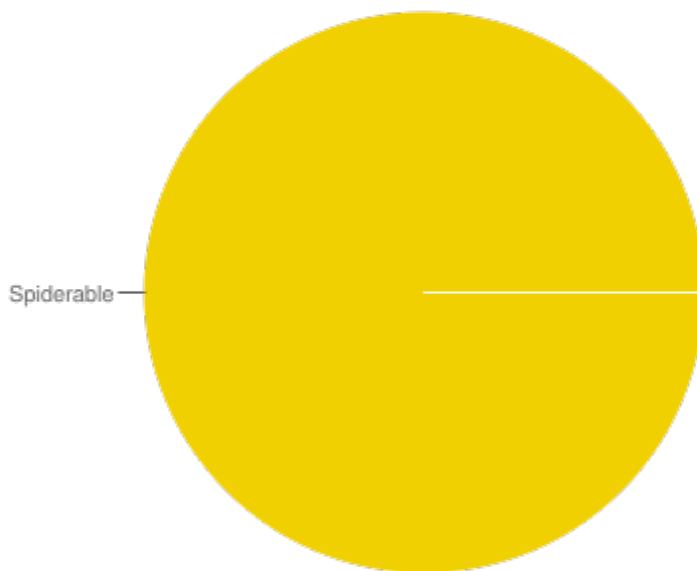
This website appears fully spiderable via conventional methods.



This is a crucial first step for any website, as it ensures search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.

It is possible that some part of this website is non-spiderable, but that the means used to access that content is beyond my ability to detect it. (For example, a login area that I don't have details for). You can optionally choose to add these sections yourselves. Read the Help for more information.

Spiderability



Spiderable pages

100% (70 of 70)

Stylesheets

2.9% of this website appear to use tables for layout (an outdated technique for implementing webpages).



Excellent

Websites built using stylesheets are generally faster, more accessible and easier to maintain. Stylesheets have been accepted best practice since 2001; any websites not using them now are usually extremely out of date, or poorly written.

98.6% of pages use external stylesheets. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

Recommendations

- Move embedded and inline style definitions into external stylesheets where possible.

Site structure

This website has a shallow page structure. The average page is 1.9 clicks away from the homepage.



Excellent

The deepest pages are 4 clicks away from the homepage.

Note that client-side redirections (e.g. Meta Refreshes, Javascript) count as 'clicks' to a page. These should be avoided where possible as they slow down the load speed of a website, particularly for homepages.

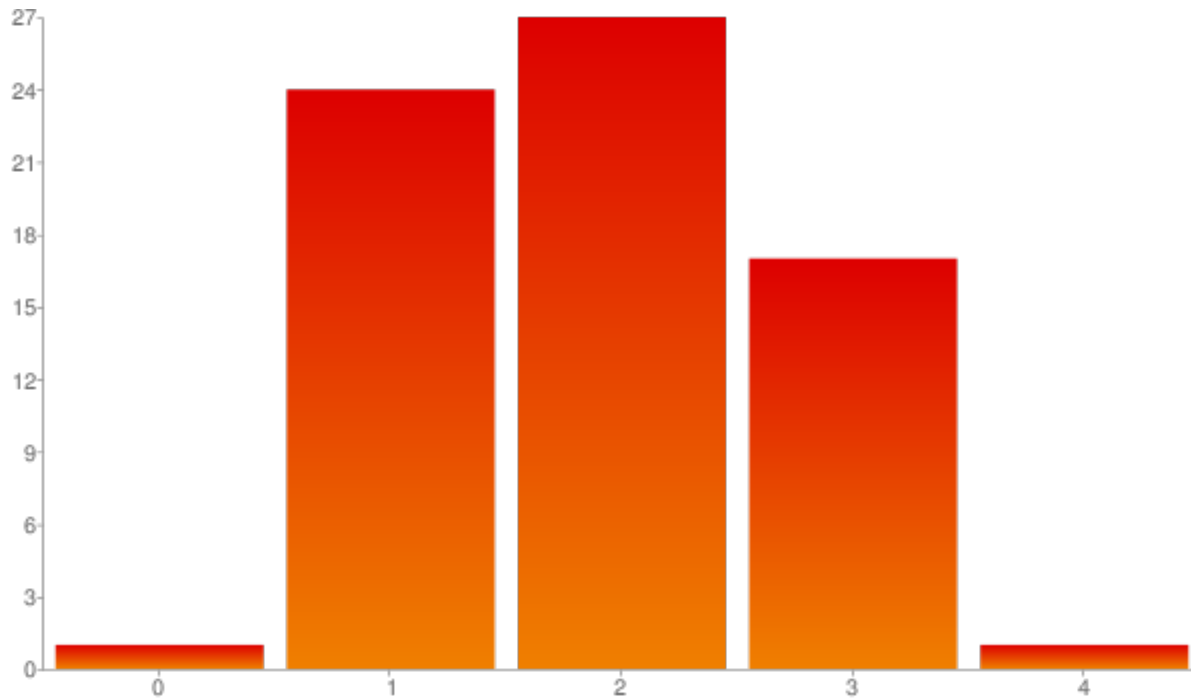
Average distance

1.9

Maximum distance

4

Click distance



Pages by path

5 found

Path	Pages
www.cmtmarketing.net/	70
www.cmtmarketing.net/articles_updates	19
www.cmtmarketing.net/sample	10
www.cmtmarketing.net/sample/dds	10
www.cmtmarketing.net/internetmarketing	9

Amount of content



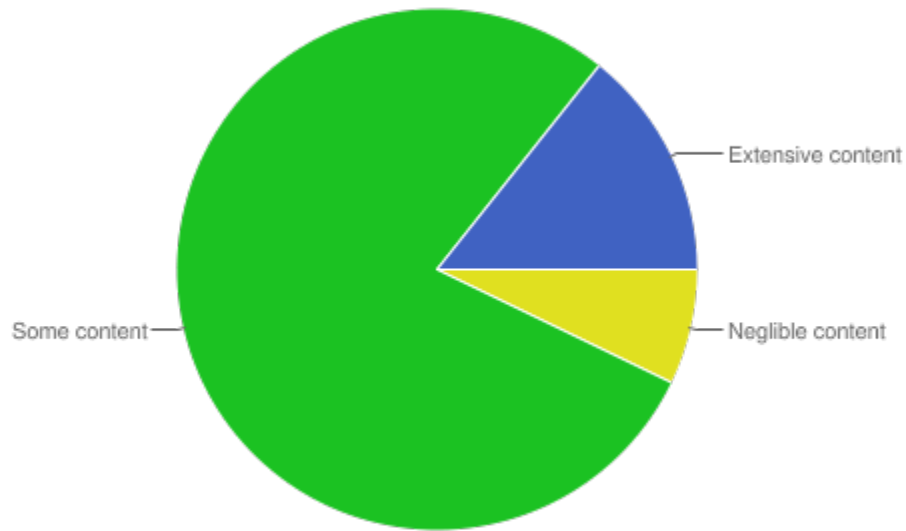
70 webpages were found and tested. 93% of pages contain a meaningful amount of text content.

Not all pages need to contain extensive text, but a reasonable volume of substantial, relevant text content is crucial for good performance in search engines and helps to serve users.

Recommendations

- Develop more substantial content for this website, particularly content that would attract visitors.

Page breakdown



Pages with substantial content

10

Pages with some content

55

Pages with negligible content

5

Analytics

44.3% of this website is using Google Analytics v2.

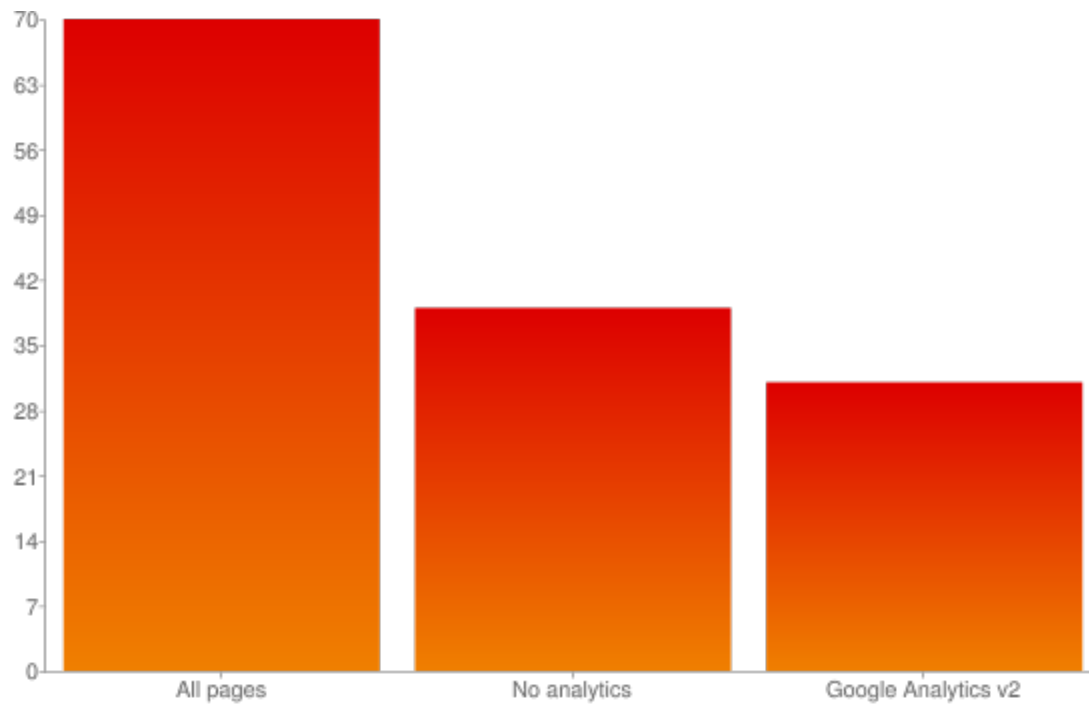


Good

It is still possible to gather a great deal of information for the other 55.7% of pages from your webserver logs, however complete visitor analysis requires client-side Javascript or an image not found here.

Note that this test can only detect *recognised* analytics solutions. If an analytics solution is new, obscure or used in a non-standard way (e.g. it has been customised) it cannot be detected.

Analytics used



Appendix: Summaries

How summary scores for this report were calculated.

Overall Score



The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Derived from

28 found

Score	Test	Extra penalty*	Weight
0.0	W3C compliance		1
0.0	Search placement		1
0.0	Printability		1
1.2	Twitter		0.5
1.7	Link states		0.75
2.6	Visual interest		1
2.7	Search engine results		1
3.2	Incoming links		1
3.4	Readability		1
4.6	Popularity		1.75
6.3	Analytics		0.5
7.4	URL format		0.8
7.4	Content keywords		1
7.8	Image usage		0.5
8.9	Flash usage		1.5

Score	Test	Extra penalty*	Weight
9.0	Alternative text		1
9.6	Amount of content		1
9.7	Links		1
9.8	Headings		1
9.9	Stylesheets		1
9.9	Site structure		0.5
10	URL chopping		0.25
10	Redirections		1
10	Spiderability		1
10	Speed		2
10	Broken links		1
info	Freshness		2
info	Cookies		0.5

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.

Marketing Score



How well this website is marketed online.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the Internet Marketing of this website - however for a full understanding you should review the individual tests listed below.

Derived from

19 found

Score	Test	Extra penalty*	Weight
0.0	W3C compliance		0.25

Score	Test	Extra penalty*	Weight
0.0	Search placement		2
1.2	Twitter		1.5
2.7	Search engine results		1.5
3.2	Incoming links		2
4.6	Popularity		2
7.4	URL format		1.5
7.4	Content keywords		2
9.0	Alternative text		1
9.6	Amount of content		2
9.7	Links		1
9.8	Headings		1
9.9	Stylesheets		0.25
10	Spiderability		1
10	Speed		0.5
10	Broken links		0.5
10	URL chopping		0.25
10	Redirections		1
info	Freshness		2

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.