

<http://marketing.grader.com>

# HubSpot's Marketing Grader

**84**  
OUT OF 100

Report for **www.molblog.nl**

| www.molblog.nl   |                       |
|--|-----------------------|
| <b>Top of the Funnel (ToFu)</b><br>Fill the top of your sales and marketing funnel by creating, optimizing, and promoting unique and interesting content.<br><b>Top 3 Things To Do »</b>   | <b>70%</b><br>CORRECT |
| <b>Middle of the Funnel (MoFu)</b><br>Convert traffic into leads and leads into customers by focusing on the middle of your funnel and using landing pages, conversion forms, email marketing and social media.<br><b>Top 3 Things To Do »</b> | <b>33%</b><br>CORRECT |
| <b>Analytics</b><br>Know what marketing activities are working (or aren't working) for you by measuring your successes and failures.<br><b>1 Thing To Do »</b>   | <b>50%</b><br>CORRECT |

## Top of the Funnel

Creating, optimizing, and promoting content are keys to filling the top of your sales and marketing funnel with more website traffic and leads. The good news is that companies who create, optimize and promote their blogs get **55% more traffic** and **70% more leads** than those who don't.

### Top 3 Things To Do

1. **Get more people to share your content on Facebook by making it more remarkable and/or making it easier to share.**
2. **Make sure your blog article titles are unique and under 75 characters.**
3. **Make sure you have unique page descriptions for each page on your website.**

### Blogging

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. Blogging is a great way to add interesting content to your site so you can get more traffic and leads.

#### Yay! You have a blog!

You've got a blog, which means you know it's the best way to reach your target audience and grab them with the content they crave. In fact, it might already be the only way to reach them.





<http://www.molblog.nl/rss/>

*Last post: Sat Jan 14 2012 09:00:02 GMT+0100 (CET)*

#### Recent Blog Articles

Blog posts that were shared on just Twitter had **113% more** inbound links than those not shared on social media at all.

| Article   | Tweets   | Facebook Shares   |
|---|--|---|
| Vermogende particulier wordt bankier  | 7   | 0  |
| Accenture Innovation Awards Concept van de Week: Foodzy – je eetpatroon positief veranderen | 9   | 0  |
| Vanaf 2014: Dutch Space Cowboys   | 16  | 0  |

|   |  |   |
|---|--|---|
| KAWS ontwerpt Hennessy-fles             | 4    | 0   |
| De Telefoongids durft niet los te laten | 20  | 0  |



### Are your blog post titles unique & fewer than 75 characters? **No**

Remember that blog post titles are key to creating a successful blog. Make sure the title of every post is unique and keep it short (under 75 characters).

#### Learn More About How to Fix This

Download HubSpot's free ebook, **An Introduction to Business Blogging** (<http://www.hubspot.com/introduction-to-business-blogging/>), to learn more about getting the most out of your blog.



### You publish new blog posts every **7 hours** on average.

You're doing a great job creating and publishing blog content regularly, so get pumped! If you keep doing what you're doing, you'll see some serious return on your efforts before long.



### Do you have an easily located RSS feed? **Yes**

RSS is just another way of saying you make it easy for folks to subscribe to your content. Your RSS is what we like to call "auto-discoverable," which is geek-speak for "easy to find." Way to go.

<http://www.molblog.nl/rss/>



### Is your blog easy to find? **Yes**

Awesome – we found your blog easy as pie by looking on your homepage. Two thumbs up for you!



### Is your blog easy to share? **Yes**

You are a rock star – look at all those social sharing buttons! Making it easy for people to share your stuff on Twitter and Facebook is the best way to get them to share it.

## ✔ Your blog posts are being tweeted **11 times** on average.

Looks like you have the blog sharing winds blowing your way! Blogging has great compounding benefits when people share your posts on social media.



## ✘ Your blog posts are being shared on Facebook **0 times** on average.

It doesn't look like you're getting much love on Facebook. You can make it easier for readers to share your content by adding social sharing buttons to your site, but the real key is to write remarkable content.

### Learn More About How to Fix This

Check out HubSpot's free ebook, [How to use Facebook for Business \(http://www.hubspot.com/marketing-ebook/how-to-use-facebook-to-grow-your-business/\)](http://www.hubspot.com/marketing-ebook/how-to-use-facebook-to-grow-your-business/), to learn more about maximizing your Facebook presence.

## SEO

Optimizing your content is a key step 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.



## ✔ Your site has **40,200** pages indexed by search engines.

Search engines look for fresh content so that they can serve it up later in search results. If they don't index it, results won't show it. The more fresh content you create, the more often search engines will come back looking for more. It's a beautiful thing. It's the cycle of life.



## ✘ We found **38** images on your homepage, and **33** of them have alt tags.

Ouch – you don't have alt tags on all your images! Images are invisible to search engines, and alt tags are a wicked easy way to tell search engines what your page is about. Tuck in a keyword between some alt tags and maximize the impact of the images on your site.

| URL   | Alt Text  | Repeat |
|---|---|--------|
| <a href="http://www.molblog.nl/imgscaler/50---50---ffffff---1---jtgaw1hz2vz...">http://www.molblog.nl/imgscaler/50---50---ffffff---1---jtgaw1hz2vz...</a> | Maak je strategie streetwize!                                     | 1      |
| <a href="http://www.molblog.nl/imgscaler/132---132---ffffff---1---jtgaw1hz2...">http://www.molblog.nl/imgscaler/132---132---ffffff---1---jtgaw1hz2...</a> | Contentmarketing: I do something for you, you do something for me | 1      |
| <a href="http://www.molblog.nl/imgscaler/50---50---ffffff---1---jtgaw1hz2vz...">http://www.molblog.nl/imgscaler/50---50---ffffff---1---jtgaw1hz2vz...</a> | Vicks: Mensen in Maarsssen tweeten het meest over verkouden zijn  | 1      |

|  |   |   |
|--|---|---|
| http://www.molblog.nl/images/captchas/1326625801.6188.jpg                  |   | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | KAWS ontwerpt Hennessy-fles                                       | 1 |
| http://www.molblog.nl/imgscaler/25---25---ffffff---1---<br>jtjgaw1hz2vz... | Kari-Anne Fygi  | 2 |
| http://www.molblog.nl/scaler/scaler.php?src=/old-<br>images/upload/1150... | Whirlpool in Plopsaland   | 1 |
| http://tu.connect.wunderloop.net/tu/934/2533/8405/?<br>ord=12345           |   | 1 |
| http://nl.sitestat.com/kluwer/marketingonline/s?<br>molblog&amp;categor... |   | 1 |
| http://www.molblog.nl/imgscaler/25---25---ffffff---1---<br>jtjgaw1hz2vz... | Ilan Roos   | 1 |
| http://www.molblog.nl/imgscaler/50---50---ffffff---1---<br>jtjgaw1hz2vz... | Asics heeft nieuwe reclamecampagne                                | 1 |
| http://www.molblog.nl/imgscaler/25---25---ffffff---1---<br>jtjgaw1hz2vz... | Elsbeth Eilander  | 2 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Vanaf 2014: Dutch Space Cowboys                                   | 1 |
| http://www.molblog.nl/imgscaler/25---25---ffffff---1---<br>jtjgaw1hz2vz... | Gilbert Saktoe  | 1 |
| http://www.molblog.nl/scaler/scaler.php?<br>src=/images/uploads/125olym... | Brood en Spelen   | 1 |
| http://www.molblog.nl/imgscaler/50---50---ffffff---1---<br>jtjgaw1hz2vz... | Zero Based Budgeting voor Sales &<br>Marketing                    | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | De Telefoongids durft niet los te laten                           | 1 |
| http://www.molblog.nl/images/geen-avatar.jpg                               |   | 3 |
| http://www.molblog.nl/scaler/scaler.php?src=/old-<br>images/upload/1158... | Philips maakt WSJ.com af en toe gratis                            | 1 |
| http://www.molblog.nl/imgscaler/50---50---ffffff---1---<br>jtjgaw1hz2vz... | Green Key discussie op Horecava: van<br>kansloos naar winnend MVO | 1 |
| http://www.molblog.nl/imgscaler/303---227---ffffff---1---<br>jtjgaw1hz2... | Hippe zwemvliesschoenen   | 1 |
| http://www.molblog.nl/scaler/scaler.php?src=/old-                          |   |   |

|  |   |   |
|--|---|---|
| images/upload/1175...  | Philips blijft bij Carat  | 1 |
| http://www.molblog.nl/images/banner-2.png                                  | Onstuimig interactieve communicatie   | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Pinkwashing   | 1 |
| http://www.molblog.nl/imgscaler/50---50---ffffff---1---<br>jtjgaw1hz2vz... | Ikea-appartement in metrostation Parijs   | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Vermogende particulier wordt bankier  | 1 |
| http://www.molblog.nl/images/uploads/hom_new.jpg                           | Handboek Online Marketing   | 1 |
| http://www.molblog.nl/images/quovide-47.png                                | Quo Vide  | 1 |
| http://www.molblog.nl/imgscaler/25---25---ffffff---1---<br>jtjgaw1hz2vz... | Bart Ruisch   | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>ahr0ccuzqs... | Accenture Innovation Awards Concept van de Week: Foodzy – je eetpatroon positief veranderen | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Roy Scheerder wint DM-Award   | 1 |
| http://www.molblog.nl/scaler/scaler.php?<br>src=/images/uploads/foto_sp... | ICT-sector doet meer aan marktwerking   | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Waterstones keert terug naar oude logo  | 1 |
| http://www.molblog.nl/imgscaler/132---132---ffffff---1---<br>jtjgaw1hz2... | Shell gaat over op Air Miles  | 1 |

#### Learn More About How to Fix This

Download HubSpot's step by step guide to **Learn SEO from the Experts** (<http://www.hubspot.com/learning-seo-from-experts-guide/>), and gain a better understanding of how to optimize your images.



## How do your internal pages look?

For a little extra fun, we analyzed a few internal pages on your site to see how well those were optimized. It looks like you should look into changing page titles that start with your company name, if you have page descriptions on all your pages and if they are unique. Easy things to change, but they make a big difference.

| Page Title | Page Description |
|------------|------------------|
|            |                  |

|             |        |
|-------------|--------|
| Ledenpagina | (None) |
| Molblog     | (None) |
| Channels    | (None) |

## ✓ How many page titles start with your company name? 0

Well done! You've already taken the first step to having well optimized page titles by not starting them all with your company name.

## ✗ Do you have page descriptions and are they unique? No

You are either missing page descriptions, or those you have aren't all unique. While page descriptions don't directly affect your search rankings, they do affect how likely someone is to click on your search results. The text you put in your page description shows up prominently in search engine results. Make sure it's compelling to get more people to click.

### Learn More About How to Fix This

Download the **Learning SEO from the Experts Guide** (<http://www.hubspot.com/learning-seo-from-experts-guide/>) to learn more about page descriptions.

## ✓ Your mozRank is 5.9.

mozRank is on a scale of **1 to 10** and is SEOMoz's 10-point measure of link authority and popularity. It's similar to the old Google Page Rank and is logarithmic, so bear that in mind, too. (That means it's ten times as hard to move from a 3 to a 4 as it is to move from a 2 to a 3.)

## ✓ 1,299 other sites have linked to your site.

Every link to your site is another vote in the giant popularity contest that is the internet. The more sites that link to you, the better you will rank. Keep on creating and sharing all that great content, and you'll keep moving closer to the top of the charts.

## ✓ Here are 10 authoritative pages that are linking to you.

It's not enough to just get links from other sites – those sites need to be trustworthy and authoritative, too. Naturally, these are harder to come by. But you're doing great so far – keep it up!

| Domain          | Linking Page  |
|-----------------|---|
| twitter.com     | Kari-Anne Fygi (@KAFygi) on Twitter                   |
| wordpress.com   | Ace Jewelers Blog                                     |
| feedburner.com  | AniBlurbs (Column)                                    |
| livejournal.com | Glorycookie   |
| typepad.com     | Marketvoice Blog                                      |
| blogspot.com    | Inside AdWords  |
| accenture.com   | Innovation Awards 2011   MCHT   ...                   |
| goo.gl          | <a href="http://goo.gl/4QDWC">http://goo.gl/4QDWC</a> |
| xs4all.nl       | Torture is not US                                     |
| vlaanderen.be   | 2007   Communicatie-site   Internet van de Vlaa...    |

## Mobile

Having a website that displays well on mobiles devices is becoming more and more important as **35% of American adults** have a smartphone and **87% of smartphone owners** access the internet on their mobile devices. When mobile optimizing your site, you want to take into account smaller screen sizes and slower bandwidths. This means using smaller images and font sizes, thinking about how much content is displayed on a single page.



### Do you have a mobile version of your website? **Yes**

Pretty slick mobile website you've got there, my friend. You're fully on the mobile bandwagon.



### Do you have Apple icons? **No**

The iPhone and iPad both allow users to add a quick link to the desktop of their device for easy access. Don't let a hard-to-see screenshot (which is the default option) rob you of an excellent branding opportunity!

#### Learn More About How to Fix This

Download HubSpot's **Mobile Marketing Kit** (<http://www.hubspot.com/mobile-marketing-kit/>) to get up to speed on mobile basics.



## Do you have a meta viewport tag? **No**

The meta viewport tag tells a mobile device how to orient a page when it's loaded. It also determines if a page can be scaled larger or smaller and if it should rotate as the user rotates their mobile device. Be friendly to your mobile users by including this on your site.

### Learn More About How to Fix This

Download HubSpot's **Mobile Marketing Kit** (<http://www.hubspot.com/mobile-marketing-kit/>) to get up to speed on mobile basics.

## Social

**57% of small businesses** say social media is beneficial to their business, which is no wonder since being active on Twitter and Facebook has been shown to increase the number of inbound links, traffic and leads. As a result, **54% of companies** increased their investment in social media & blogs in 2011.



## Are you on Twitter? **Yes**

We found the account **@molblog** that looks like it belongs to you. You're rocking out on Twitter, which is great! Now make sure that you're sharing awesome content there, too. Want more folks to visit your blog? Blog posts shared on Twitter get **117% more page views** than those not shared. That's a big number.

| Followers | Following | Updates |
|-----------|-----------|---------|
| 9,104     | 5,614     | 5,375   |



## Your homepage has been tweeted **96** times.

According to Twitter, your homepage has been tweeted **96** times recently (usually in the last few days). To increase this, make sure you are including social sharing buttons right on your homepage and creating compelling content.



## You average **7 hours** between tweets.

You're working Twitter to your advantage by posting updates often and regularly. That sort of thing matters, trust us.

✓ **Your Klout Score is 43**

Your Klout Score is a measure of how much influence you have in social media. It analyzes your reach, influence, and the power of your network. From the looks of it, you're doing well and influencing people around the social media sphere.



✓ **Your Facebook business fan page has 129 fans.**

You are clearly friends with Facebook! Social media is only going to have a bigger impact on search rankings over time, and you're definitely working that to your advantage.

<http://www.facebook.com/pages/Tijdschrift-voor-MarketingM...>

## Middle of the Funnel

The middle of the funnel is all about converting the traffic you get into prospects and leads and then nurturing your leads and prospects in order to make it more likely that they will become customers. You do this by using landing pages, blogs, conversion forms, email marketing and social media.

### Top 3 Things To Do

1. Add calls to action that link to landing pages to your blog posts.
2. Add social subscriptions to your blog.
3. Reply to individuals on Twitter to be more conversational.

### General

The most general tools in the middle of your funnel have to do with collecting leads and nurturing those leads into customers. Making it easy for customers to give you their information through forms on your website and understanding the tools you are using to nurture those leads are the beginning of an optimized middle of the funnel.



**Are you using landing pages with forms to convert your visitors into leads?**

**Yes**

It looks like you already know that landing pages with conversion forms are a great way to get leads from your website because we found at least one on your site. Make sure you are collecting contact information from your visitors so that you can follow up with them later and be in touch. Without landing pages, you can't convert your website traffic into customers.



**Are you using any marketing automation software? No**

It doesn't look like you are using anything to automate your marketing efforts. Automation can be an effective tool when used to engage potential customers on their terms. You don't want to use marketing automation to force leads through your old school sales process by beating them into submission with endless programmed emails.

**Learn More About How to Fix This**

Download the **Marketing Automation 10 Commandments** (<http://www.hubspot.com/marketing-automation-commandments/>) to learn the do's and don'ts of effective marketing automation.



## Your visitors are **not engaged** when on your site.

Visitor Engagement looks at how many times your visitors came to your site, how long they stayed around and how many pages they viewed. In general, we want to see that people came to your site and stayed around because of all your great content.

### **Average Number of Visits Per Person: Not Engaged**

Visitors come to your website fewer than 1.5 times on average per month.

### **Average Length of Stay: Not Engaged**

Visitors stay on your website for less than a minute on average!

### **Average Pages Per Visit: Not Engaged**

Visitors view fewer than 2 pages on average each time they visit your website.



#### Learn More About How to Fix This

Keep your visitors engaged with **effective calls-to-action** (<http://www.hubspot.com/how-to-create-effective-calls-to-action/>).

## Blogging

Blogging is a great way to get more traffic and leads but it's also a great way to convert leads into customers. Having valuable and relevant calls to action, allowing readers to subscribe and encouraging them to follow you in social media are great ways to leverage your blog and get more.



## **0** of your last 5 blog posts included links to a landing page with a form.

Drawing in prospects with great content on your blog is a start, but you'll need to do more than that to convert those prospects into leads. Use relevant calls to action to convert those visitors into hot, hot leads!

#### Learn More About How to Fix This

Download our **Blogging For Business Marketing Kit** (<http://www.hubspot.com/blogging-kit/>).



## Your blog has a handy email subscription link.

Well done! You're making it easy for people to follow your blog and keep in touch over the long haul by allowing them to subscribe to your blog via email.



## Oh no, don't you want your blog readers to follow you in social media?

Looks like you need to add some social subscription options to your blog. Make it easy for people to stay in touch with your company however it is easiest for THEM! It's all about THEM, not you.

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**Learn More About How to Fix This**

Download our **Social Media Marketing Kit** (<http://www.hubspot.com/social-media-marketing-kit/>) and learn how to leverage Facebook, Twitter and LinkedIn for lead generation.

## Social

Social media is about more than the number of fans, friends and follows you have. Are you leveraging social media to get more leads and customers? Do you engage in the conversation or just talk about yourself?

### **Are you linking to your social media accounts on your homepage? Yes**

It looks like you are doing a great job making it easy for people to follow you where they want. Continue to promote your social platforms whenever you get the chance.

### **0 of your last 10 tweets were replies to somebody else.**

Twitter should be more than your personal soap box. If all you're doing is tweeting about yourself and your business, people aren't going to be listening very much. Instead, try engaging with your followers by replying to THEIR tweets, asking questions, and just chatting once in a while. You like to chat, don't you? Sure you do.

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**Learn More About How to Fix This**

Download the **Twitter for Business Beginners Guide** (<http://www.hubspot.com/twitter-for-business-a-beginners-guide/>) to learn more about engaging on Twitter.

### **@molblog was mentioned 2 times by other people in the last 24 hours on Twitter.**

It doesn't look like anyone has mentioned your Twitter handle in the last 24 hours. Let's give them something to talk about! Go write a really stellar blog post RIGHT NOW and post it to Twitter.

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**Learn More About How to Fix This**

Download the **Twitter for Business Beginners Guide** (<http://www.hubspot.com/twitter-for-business-a-beginners-guide/>) to learn more about maximizing your Twitter presence.

**2 of your last 10 tweets link to a landing page.**

Nicely done! You're already working the Twitterverse for leads. Do a quick analysis from time to time to make sure you're offering a good balance of engaging content and exciting offers to maximize your return.

# Analytics

Measuring your successes (and failures) is the only way to know what marketing activities are working for you. If you can't measure how many visits, leads and customers your different campaigns generate, you need to reevaluate how you're measuring your activities.

## 1 Thing To Do

### 1. Attract more website visitors using inbound marketing.

#### ✔ It looks like you're using **Google Analytics** to measure your website.

Looks like you've got a bead on your analytics with **Google Analytics**. Nice job – measuring your results is the first step to making truly data-driven decisions. And oh my gosh do I love data-driven decisions.



#### How many unique visitors do you have per month? **360**

The first steps to generating leads online is to get visitors coming to your site. It looks like you need to spend some time creating really awesomely interesting content and making sure it ranks well in search engines. This will bring people to you, then you can focus on how to convert more of them into leads.



#### Learn More About How to Fix This

Download HubSpot's free ebook, **An Introduction to Business Blogging** (<http://www.hubspot.com/introduction-to-business-blogging/>), to learn more about how blogging can help you get more visitors.

## How do your results compare to other companies?

It's awesome that you are focused on improving your marketing efforts. But how much do you need to improve to make a difference? Compare your results to other companies. If you are beating the benchmarks, great job! If you aren't time to get to work. (Based on data from over 5000 companies.)

| % of HubSpot Customers       | Monthly Visits | Visit To Lead | Monthly Inbound Leads | Lead To Customer | Monthly Customers |
|------------------------------|----------------|---------------|-----------------------|------------------|-------------------|
| Top 10% of HubSpot Customers | 148,240        | 7.6%          | 11,262                | 90.57%           | 10,200            |
| Top 25% of HubSpot           |                |               |                       |                  |                   |

|                              |        |       |       |        |       |
|------------------------------|--------|-------|-------|--------|-------|
| Customers                    | 65,224 | 4.57% | 2,981 | 65.57% | 1,954 |
| Top 50% of HubSpot Customers | 33,978 | 2.96% | 1,005 | 42.45% | 427   |

## What is HubSpot?

**All-in-One Inbound Marketing Software.** It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software gives you all the tools you'll need to make marketing people will love – earning quality leads and loyal customers in return.

## How can we help improve your Marketing Grade?

See how HubSpot can help you grow traffic, leads and sales.

**Request a Demo to Learn More! (<http://www.hubspot.com/products/demo/>)**

<http://marketing.grader.com>

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