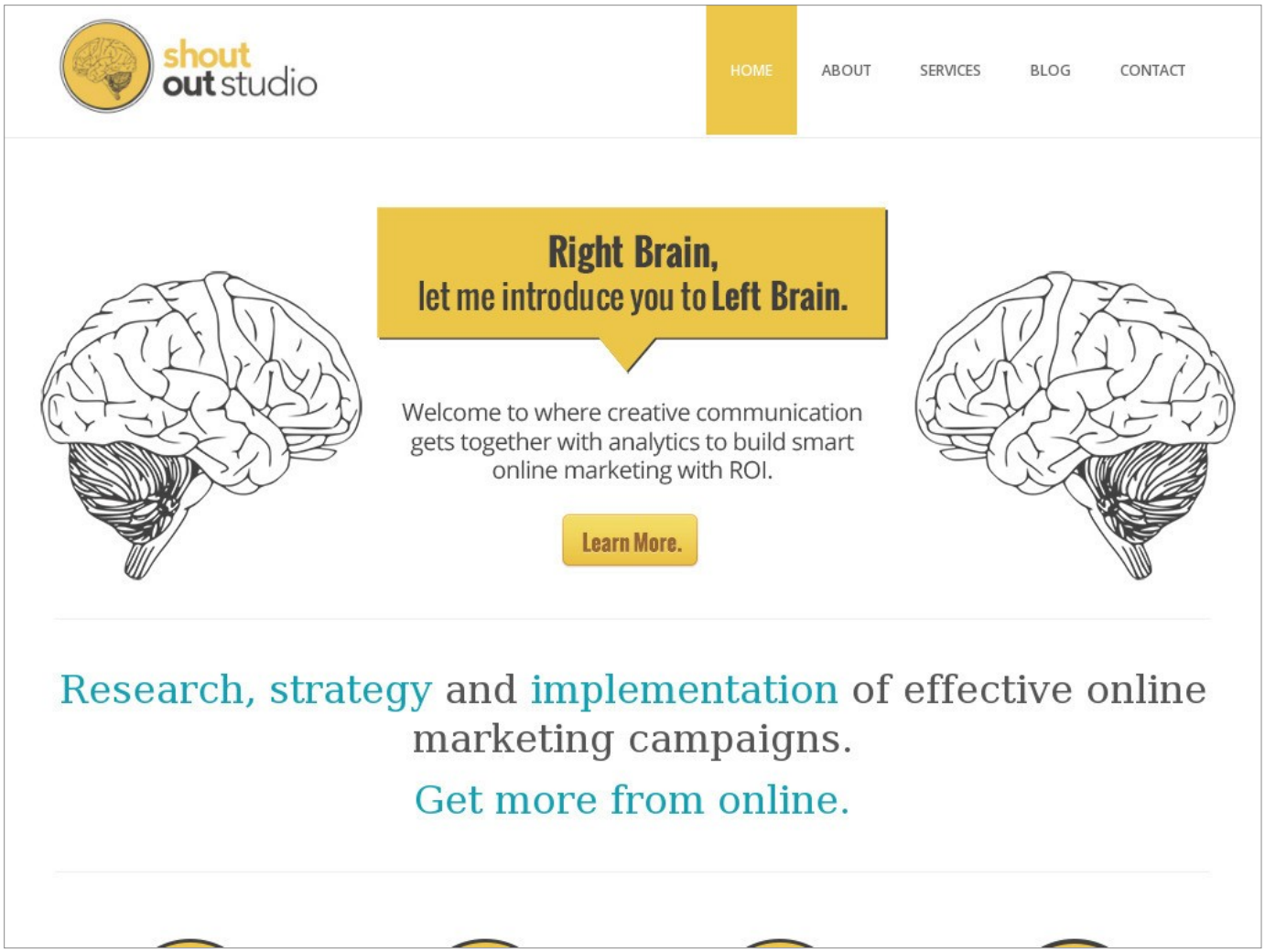
shoutoutstudio.com



8.4 **Overall**

The overall score for this website.

9.7 **Accessibility**

How accessible the website is to mobile and disabled users.

9.4 **Content**

The quality and volume of content in this website.

7.8 **Marketing**

How well this website is marketed online.

9.9 **Technology**

How well designed and built the website is.

250 pages tested on 14th November 2013

This report was limited to 250 pages.

shoutoutstudio.com

Key points

Occasionally shared socially
Facebook and Twitter can contribute to traffic and brand awareness.

Using WordPress
This makes the website easier to keep up to date.

Increasing in popularity
Over the past 3 months.

Substantial amount of content
Search engines judge you heavily on your content.

Reasonably well linked to
Sites with more incoming links rank higher in search engines.

Alternative text is used almost everywhere
Alternative text tells blind users what your images contain.

Quite popular
Compared to other websites.

Moderate Twitter influence
Twitter can be an excellent channel for communication and brand building.

Updated regularly
Regular updates promote higher search engine rankings.

Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

Summary

9.7 Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

Uses CSS for layout
CSS is the preferred technology for building webpages (compared with tables).

Headings are defined
Well defined headings are crucial for accessibility.

URLs are clear
Simple URLs help users share webpages.

Alternative text is used almost everywhere
Alternative text tells blind users what your images contain.

9.4 Content summary

The quality and volume of content in this website.

Key points

Occasionally shared socially
Low sharing suggests content could be more appealing.

Content matches keywords well
To rank competitively in search engines, content must match desired keywords

Substantial amount of content
Search engines judge you heavily on your content.

Updated regularly
Regular updates promote higher search engine rankings.

Includes contact details
You should check these details are correct and appropriate.

Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

Occasionally shared socially
Facebook and Twitter can contribute to traffic and brand awareness.

Increasing in popularity
Over the past 3 months.

Content matches keywords well
To rank competitively in search engines, content must match desired keywords

Substantial amount of content
Search engines judge you heavily on your content.

Reasonably well linked to
Sites with more incoming links rank higher in search engines.

Moderate Twitter influence
Twitter can be an excellent channel for communication and brand building.

URLs are clear
Simple URLs help users share webpages.

Quite popular
Compared to other websites.

Titles and descriptions are well optimised
Pages should have titles and descriptions optimised for search engine results.

Alternative text is used almost everywhere
Alternative text tells search engines what your images contain, aiding SEO.

Updated regularly
Regular updates promote higher search engine rankings.

Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

8.4 Overall summary

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.

Key points

Occasionally shared socially
Facebook and Twitter can contribute to traffic and brand awareness.

Using WordPress
This makes the website easier to keep up to date.

Increasing in popularity
Over the past 3 months.

Substantial amount of content
Search engines judge you heavily on your content.

Reasonably well linked to
Sites with more incoming links rank higher in search engines.

Alternative text is used almost everywhere
Alternative text tells blind users what your images contain.

Quite popular
Compared to other websites.

Moderate Twitter influence
Twitter can be an excellent channel for communication and brand building.

Updated regularly
Regular updates promote higher search engine rankings.

Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

9.9 Technology summary

How well designed and built the website is.

Key points

Using WordPress
This makes the website easier to keep up to date.

Uses CSS for layout
CSS is the preferred technology for building webpages (compared with tables).

URLs are clear
Simple URLs help users share webpages.

Alternative text is used almost everywhere
Alternative text tells blind users what your images contain.

Titles and descriptions are well optimised
Pages should have titles and descriptions optimised for search engine results.

Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

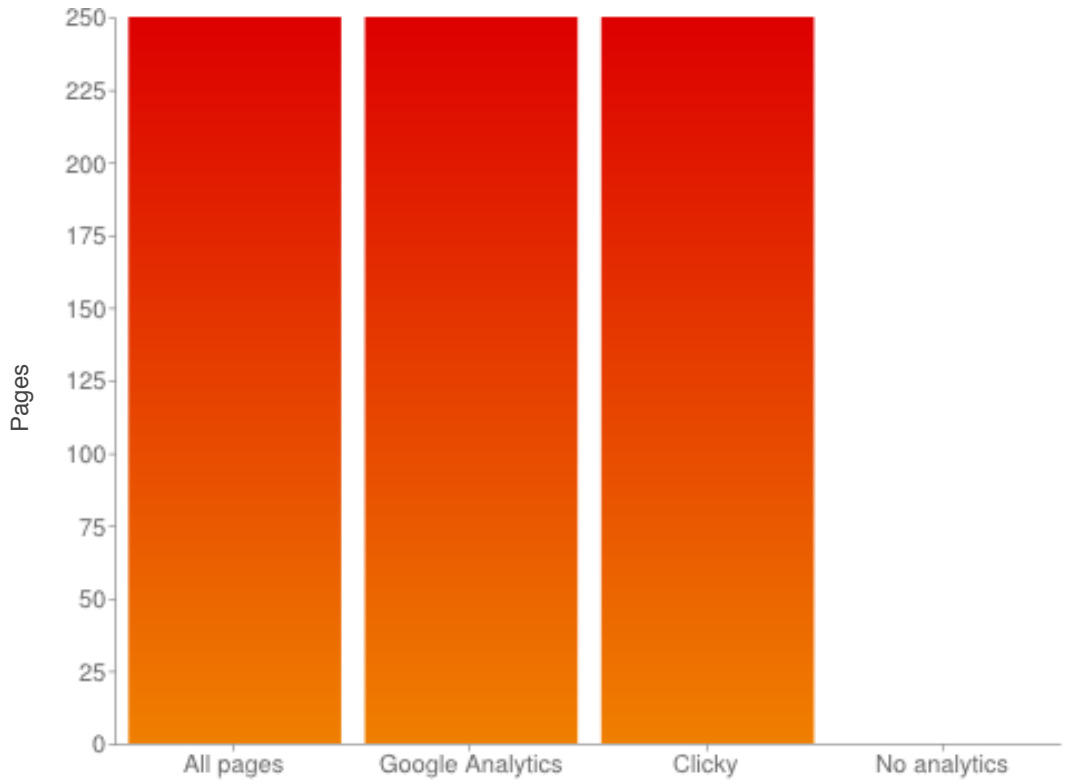
Individual tests

10 Analytics

Every page in this website is using some form of analytics software.

This is excellent and should allow for a complete analysis of visitor behaviour.

Analytics used



Pages using analytics

100%

Pages with no analytics

0%

10 Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

You can review all headings in use below - if this site is particularly concerned with search engine optimisation, these headings should be chosen carefully.

Some headings (0.1%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

0.1%

10 Spelling

One potential spelling error was found on this website. Some pages (0.4%) appear to contain at least one spelling error.

You can review potentially misspelt words below.

Pages checked

250

Pages skipped

0

Possible misspelt words

MacLead.

This test looks for words it does not recognise in the visible and invisible text on a webpage: meta descriptions, page titles and alternative text are all checked. Spell checking is case-sensitive; for example 'David' is correctly spelt, but 'david' is not.

9.8 Freshness

This site appears to have been updated recently (today). On average, this site appears to be updated every 4 days.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

shoutoutstudio.com

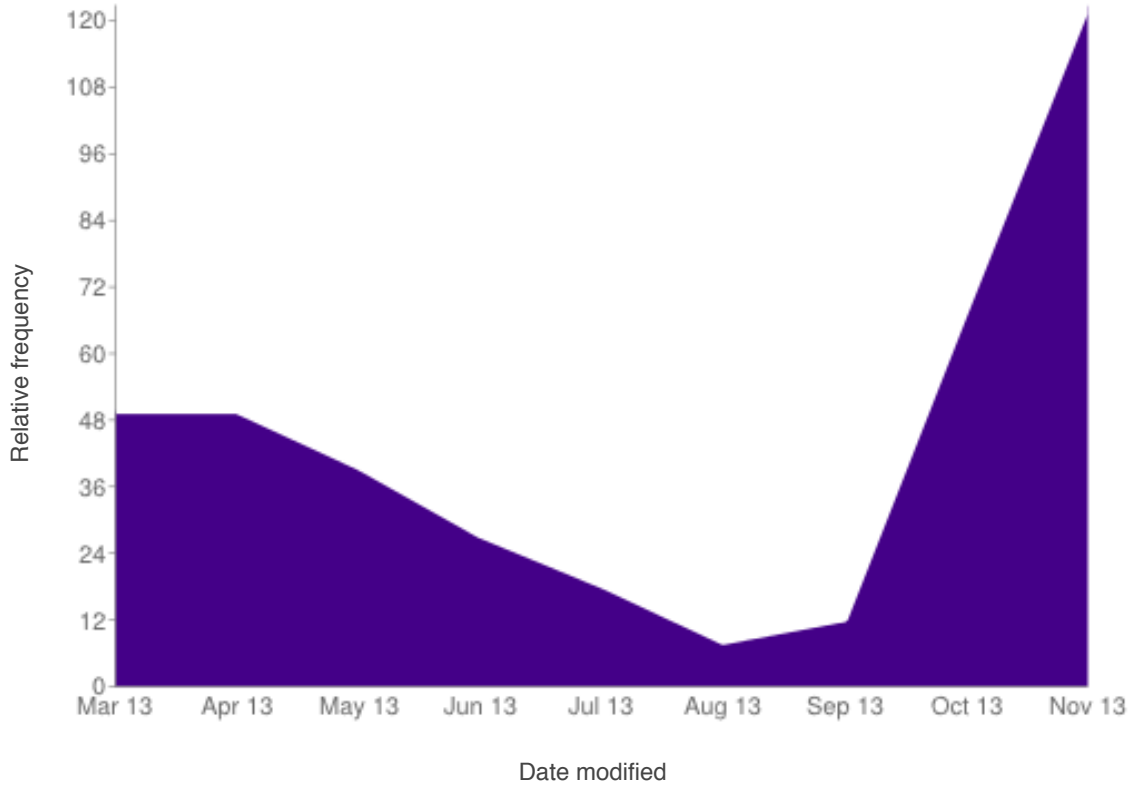
Most recent update

today

Update frequency

Every 4 days

Perceived age



9.6 Search engine results

Nearly all pages in this website should appear clearly in search engine results, which will help encourage people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	Columbus, OH Smart Digital Marketing Smart Digital Marketing. Our goals are simple; do great work, make our clients successful and build fiercely loyal relationships with them. www.shoutoutstudio.com/	

-	Search Engine Result	Issues
✓	**Shout Out Studio Blog - Digital Marketing and Design Perspectives** Shout Out Studio is a Columbus, OH digital marketing, design and branding firm. We help local businesses get more from online. www.shoutoutstudio.com/digital-marketing-articles/	
✓	**Smart Internet Marketing - Shout Out Studio** Smart internet marketing requires a left brain and right brain approach. www.shoutoutstudio.com/contact-us/	
✓	**About	Shout Out Studio** Shout Out Studio wrote about to help lead web marketing efforts for businesses. Shout Out Studio is based in Columbus, Ohio. www.shoutoutstudio.com/about-shout-out-studio/	
✓	**Digital Marketing Services	Shout Out Studio** No matter what the tools we use, Internet Marketing Services are the heart of our business. Our goal is to help our clients "Get More from Online." www.shoutoutstudio.com/digital-marketing-services/	
✓	**Identify Your Story - Shout Out Studio** Most companies know they have a story, but it's not always easy to tell it in clear concise terms. Here's a way to identify your story. www.shoutoutstudio.com/identify-your-story/	
✓	**The Top eCommerce Sites We're Addicted To and Why - Shout Out Studio** Here are the top ecommerce sites we're addicted to and why we feel they're doing it right. www.shoutoutstudio.com/the-top-ecommerce-sites-were-addicted-to-and-why/	
✓	**Google+ How To Guide** A Google+ How To Guide for getting the most out of Google's powerful social networking site. www.shoutoutstudio.com/google-plus-how-to-guide/	
✓	**Top 5 Small Business Marketing Tools** We lay out the Top 5 Small Business Marketing Tools available for the DIY small business marketer. www.shoutoutstudio.com/top-5-small-business-marketing-tools/	
✓	**Brands we wish were real - Shout Out Studio** An ode to the fictional brands we wish were real and what we can learn about them in marketing. www.shoutoutstudio.com/brands-we-wish-were-real/	

250 found (only showing top 10)

9.4 **Alternative text**

A very small number (4.8%) of images do not have alternative text specified for search engines or users with visual disabilities.

The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

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Valid alternative text

95.2%

Invalid pages

27.6%

Valid but weak alternative text

0% (0 of 1,683)

Excluded images

272

Popularity

This website is ranked 529,856th in the world for popularity (source: Alexa). In the last 3 months, this website has become significantly more popular.

This is quite low and suggests the website is infrequently visited.

Popularity rank

529,856th

3 month change

Up 260.0%

Relative popularity

Popularity rank of this website and others for comparison.

#	Site	Rank	3 month change
1	www.shoutoutstudio.com	529,856th	Up 260%
2	www.mywebwow.com	1,298,583rd	Down 14%
3	www.peopletomysite.com	1,517,676th	Up 60%
4	www.mjp.com	2,057,748th	Up 90%
5	www.netpointmarketing.com	2,184,795th	Up 180%
6	www.mindson.com	2,713,356th	Up 6%
7	www.cementmarketing.com	3,185,554th	Up 20%
8	www.lightbulbinteractive.com	4,061,875th	Up 40%
9	www.horizonscompanies.com	4,842,577th	Up 700%
10	www.smavvy.com	16,402,468th	No change

Source: Alexa, at 14th November 2013. All figures are best estimates for the whole domain shown.

8.2 Domain age

This website has an established domain name (shoutoutstudio.com), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

27/04/11

Updated date

28/04/13

Domain age

2.6 years

Expiry date

27/04/14

8.0 Content keywords

This content of this website appears well matched to the keywords it is aiming to rank for in search engines.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
marketing	250	
social media	250	
digital marketing	250	
websites	26	
marketing columbus ohio	28	
social media columbus ohio	27	
digital marketing columbus ohio	28	
websites columbus ohio	6	

Page analysis

Which keywords are featured on which page.

	Page	Includes keywords
✓	www.shoutoutstudio.com/	marketing, digital marketing, social media, websites, marketing columbus ohio, digital marketing columbus ohio
✓	www.shoutoutstudio.com/digital-marketing-articles/page/9/	digital marketing, marketing, social media
✓	www.shoutoutstudio.com/digital-marketing-services/	digital marketing, marketing, social media
✓	www.shoutoutstudio.com/tag/digital-marketing/	digital marketing, marketing, social media, websites
✓	www.shoutoutstudio.com/digital-marketing-articles/page/8/	marketing, digital marketing, social media, websites, marketing columbus ohio, social media columbus ohio, digital marketing columbus ohio, websites columbus ohio
✓	www.shoutoutstudio.com/digital-marketing-horror-story/	digital marketing, marketing, social media
✓	www.shoutoutstudio.com/tag/social-media-marketing-2/	marketing, social media, digital marketing
✓	www.shoutoutstudio.com/category/digital-marketing-2/	marketing, digital marketing, websites, social media
✓	www.shoutoutstudio.com/big-success-by-small-organization-using-social-media/	social media, marketing, digital marketing
✓	www.shoutoutstudio.com/digital-marketing-articles/	marketing, digital marketing, social media, websites

250 found (only showing top 10)

5.0 Twitter

This website has a Twitter account with 329 followers.

Followers

329 People follow this account

Tweets

1,015 Tweets made by this account

Twitter accounts

Twitter accounts used by this website and others for comparison.

#		Name	Followers	Following	Tweets	Influence
1st		Dave Culbertson For www.lightbulbinteractive.com	1,160	365	Daily	7.5
2nd		Mills James For www.mjp.com	797	228	Weekly	7.2

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#		Name	Followers	Following	Tweets	Influence
3rd		Cement Marketing For www.cementmarketing.com	1,435	1,347	Weekly	6.2
4th		Shout Out Studio For www.shoutoutstudio.com	329	278	Daily	5.0
5th		Horizons [Companies] For www.horizonscompanies.com	744	905	Weekly	4.1
6th		Minds On For www.mindson.com	622	772	Weekly	4.0

Incoming links

About 51 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is reasonably well linked to, although there is room for improvement.

This website needs an effective link building strategy.

Incoming links

1,252 links to this website

Incoming linking sites

51 sites link to this website

Incoming links comparison

Incoming links to this website and others for comparison.

#	Site	Links	Sites linking	Authority
1	www.mywebwow.com	11,508	222	4.5
2	www.netpointmarketing.com	3,891	41	3.1
3	www.horizonscompanies.com	2,303	75	3.5
4	www.shoutoutstudio.com	1,252	51	3.2
5	www.peopletomysite.com	393	50	3.3
6	www.cementmarketing.com	218	26	3.1
7	www.smavvy.com	94	5	2.3

#	Site	Links	Sites linking	Authority
8	www.mindson.com	45	30	3.3
9	www.lightbulbinteractive.com	37	45	2.8
10	www.mjp.com	30	28	2.7

Source: SEOmoz, at 14th November 2013. Authority refers to the authority of the domain.This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

3.3 Social interest

22.4% of this website (56 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

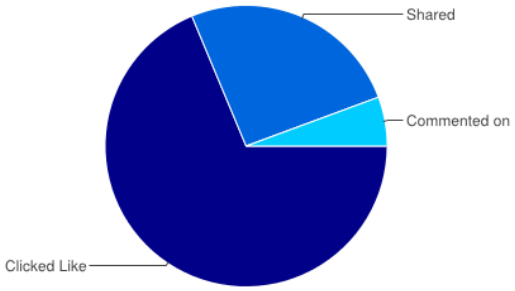
Likes

195 Likes for pages in this site

Tweets

60 Tweets linking to this site

Facebook breakdown



Clicked Like

134

Shared

50

Commented on

11

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Pages with any social interest

Page	Likes	Tweets	Total
www.shoutoutstudio.com/coffee-shop-productvity/	29	3	32
www.shoutoutstudio.com/passion-for-doing-it-right/	13	0	13
www.shoutoutstudio.com/a-more-concise-online-message/	3	10	13
www.shoutoutstudio.com/simple-methods-inbound-link-building-website/	9	4	13
www.shoutoutstudio.com/3-core-components-persuasive-marketing-messaging/	10	1	11
www.shoutoutstudio.com/breaking-bad-marketing-habits/	9	1	10
www.shoutoutstudio.com/why-we-changed-our-website-after-4-month/	10	0	10
www.shoutoutstudio.com/how-to-find-your-blog-writing-confidence/	9	0	9
www.shoutoutstudio.com/anatomy-of-an-effective-blog-post/	8	0	8
www.shoutoutstudio.com/why-we-love-moo/	8	0	8

56 found (only showing top 10)

Additional information

Contact details

6 different email addresses were found in this website. One unique phone number was found in this website.

No postal addresses were found in this website.

Because these contact details were detected automatically by software, it is possible some other details have not been identified. This test can only find contact details written in the text of pages, not those inside images.

Check all contact details (6 emails, 1 phone number) are correct.

Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

Contact details

Type	Details	Pages
Email	luke.pierce@shoutoutstudio.com	2
Email	gretchen.ardizzone@shoutoutstudio.com	1
Email	shannon.blair@shoutoutstudio.com	6
Email	marsh.williams@shoutoutstudio.com	16
Email	nathaniel.seevers@shoutoutstudio.com	25
Email	hi@shoutoutstudio.com	1
Phone	(866) 584-6789	1

Content management

This site appears to be using the WordPress Content Management System.

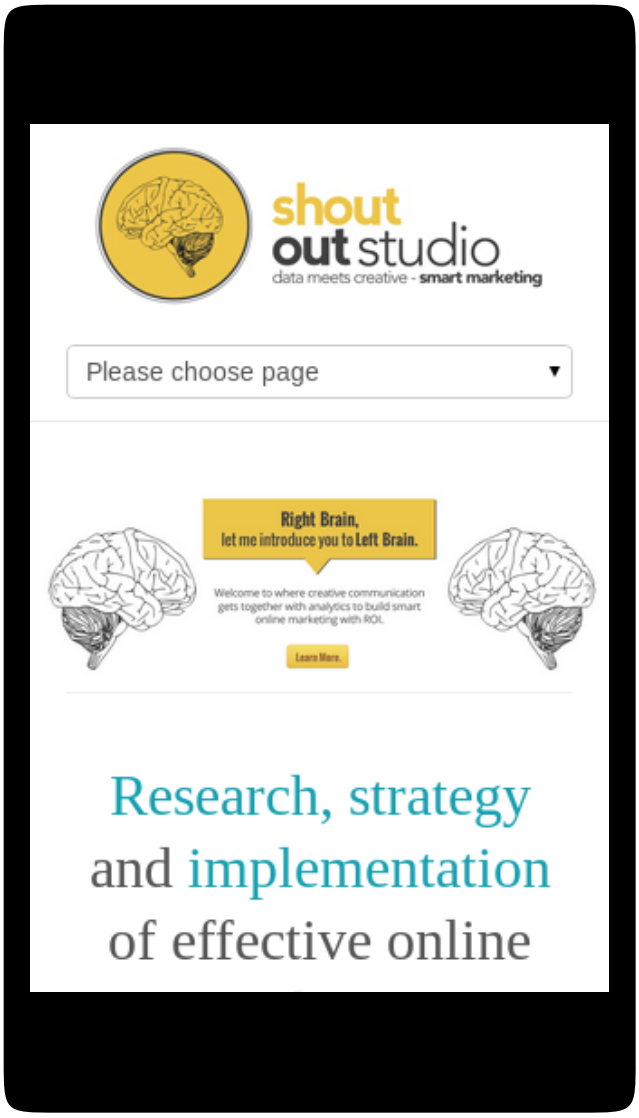
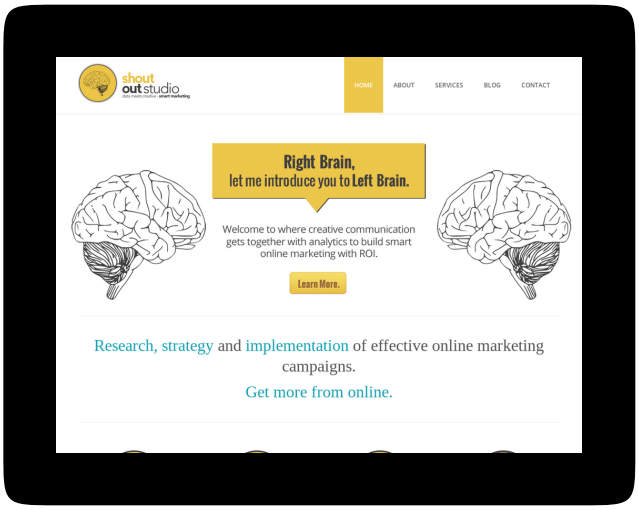
A Content Management System allows non-technical users to control the content of a website.

Content Management System

WordPress

Pages using a CMS

100%

Mobile

You can see a preview of this website on a mobile and tablet device below.