

SEO Analysis Report for www.cnn.com

Google PageRank

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What Is Google PageRank?

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important".

Google Indexed Pages

8,200,000

What Is Google Indexed Pages?

This is the number of pages on a given website that Google has successfully "cached" or downloaded to their database.

Last Google Crawl Date

October 3rd 2008 @ 9:45am

What Is Last Google Crawl Date?

The way Google indexes web pages is by sending automated "robots" that go through your site and evaluate its contents. The Last Google Crawl date is the last time the Google "robots" visited your pages.

InBound Links

28,645,336

What are InBound Links?

InBound links are links that point to your website, from other websites. This is an important part of SEO as the search engines use these metrics to judge how important your website is. The more websites that point to your website, obviously shows the search engines that your website is important and relevant.

DMOZ Directory

Found

What is the DMOZ Directory?

DMOZ directory is a hand edited directory that is now owned by Google. By having an entry in the DMOZ directory, this can significantly increase the importance that the search engines (Especially Google) place on your site. This in turn can increase your PR as well as traffic.

How Do I Get My Website Listed in DMOZ?

The only way to get your website listed in the DMOZ directory is by manually submitting it by using their submission page. After your site is submitted, you will have to wait for a human to manually approve your entry before it becomes live in the directory. Submitting to DMOZ is 100% free.

DMOZ is yet another website that Google has bought out.

Yahoo Directory

Found

What is the Yahoo Directory?

The Yahoo Directory is a directory similar to the DMOZ directory. Having a link to your website in the Yahoo Directory shows the search engines that your website is more trusted.

How Do I Get My Website Listed in Yahoo Directory?

Unlike the DMOZ directory, submitting your site to the Yahoo Directory requires a payment of \$299 a year.

Delicious Bookmarks

41,490

What are Delicious Bookmarks?

Delicious is a social media bookmarking website. Similar to how you can bookmark sites you want to remember in your browser, you can use this website to bookmark all the websites you want to remember so you have access to the bookmarks no matter which computer you are on in the world.

The benefit of having bookmarks on Delicious is purely for traffic reasons as their links are all "NoFollow".

Digg Submissions

39,295

What are Digg Submissions?

Digg.com is a website where users vote or “Digg” their favorite content and news on the internet. By a piece of content having more “Diggs” it gradually makes it way up to the front page of Digg where an incredible amount of traffic will be pushed towards a website. In fact, the power of the Digg front page is so powerful, there is a term “Digg Effect” where a websites server will receive so much traffic that it can temporarily crash the server.

Having your website on Digg can both give your site a huge amount of traffic, as well as link importance as links on Digg are “Followed” by the search engines.

Alexa Ranking

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What is Alexa Ranking?

Alexa Rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and data obtained from other, diverse traffic data sources, and is a combined measure of page views and users .

The smaller the number, the higher the ranking. To put this into perspective, Google.com has a rank of 2, while myspace.com has a rank of 7.

Blog / Blog Rank

5,317

What is Blog/Blog Rank?

The blog rank only comes into effect if your website has a blog on it, or is a blog itself.

Having a blog on your website is a very helpful SEO tactic. Google is very partial to Blogs as they are usually updated quite regularly, and have unique content.



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