



SHARP TRACK ASSESSMENT REPORT

Scoring for YOURCOMPANY

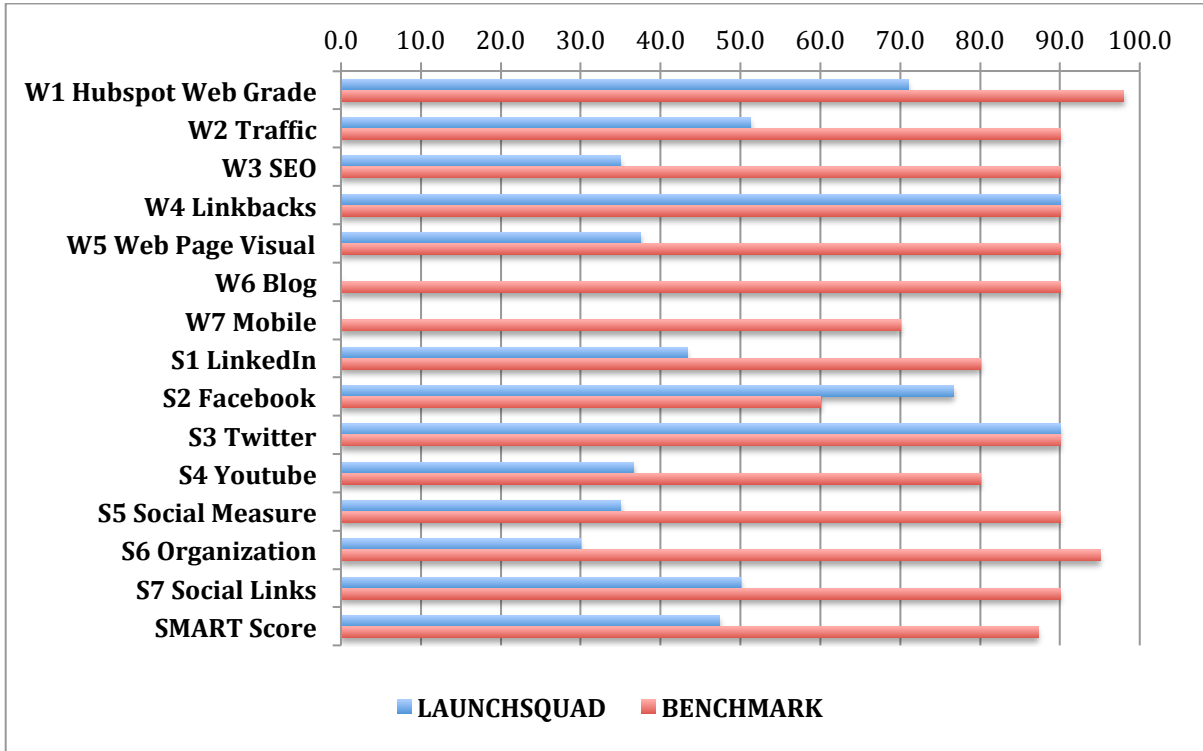
Your site www.yourcompany.com received a SHARP ASSESSMENT REPORT Score of 47.4 representing your web 2.0 and social media presence. This is calculated from a weighted average of the 14 metrics shown below and is compared to a benchmark score of 87.3/100.

METRIC	YOURCOMPANY	BENCHMARK
W1 Hubspot Web Grade	71.0	98.0
W2 Traffic	51.3	90.0
W3 SEO	35.0	90.0
W4 Linkbacks	90.0	90.0
W5 Web Page Visual	37.5	90.0
W6 Blog	0.0	90.0
W7 Mobile Friendly	0.0	70.0
S1 LinkedIn	43.3	80.0
S2 Facebook	76.7	60.0
S3 Twitter	90.0	90.0
S4 Youtube	36.7	80.0
S5 Social Measure	35.0	90.0
S6 Organization Effort	30.0	95.0
S7 Social Links	50.0	90.0
SHARP REPORT Score	47.4	87.3

0-19 = failing ; 10-39 = poor ; 40-69 = moderate ; 70-89 = good ; 90-100 = excellent



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Recommendations:

1. Create a site-map to improve SEO
2. Re-design home page – obvious problems are:
 - a. Page too large and long
 - b. Too many very large images
 - c. Change to mobile friendly design
 - d. Improve navigation to relevant content
3. Consider adding a blog for building community
4. Be active on LinkedIn and Facebook with more CTA and sharing
5. Encourage company-wide social media participation and contribution
6. Strategize and organize your social marketing