

# Trifecta (/trifecta)



Test the Strength of Your Page, Blog or Domain

## Trifecta Tool Report Domain Strength for Factors Used In Your Domain Strength Calculation

<http://baiadaphotography.com>  
(<http://baiadaphotography.com>)

10%

Generated on Mon, Apr 12th 2010, 17:22

**Congrats, you scored a 10%**

Your score is a measure of your domain's importance and popularity. It predicts the domain's ability to rank well in search engines, the reach of your brand awareness and how well you currently draw in traffic.

SEOMoz retrieves [data from multiple web services \(#factors\)](#) including Google, Yahoo!, Technorati, Bloglines & more and sends them through our custom formula to produce your blog strength score.

### How Do You Compare?

90 – 100%	<b>Top Echelon</b>	These elite domains are among the most well referenced and popular on the web. Nearly all of their pages receive top ten rankings at the search engines.
75 – 89%	<b>Extremely Popular</b>	Domains at this level are widely renowned and have tremendous recognition. Pages on these domains consistently receive high rankings on search engines.
60 – 74%	<b>Very Important</b>	Content on these domains has a strong ability to rank well in search engines and

receives moderate to high levels of readership and referral traffic.

45 - 59%

**Moderately Important**

Though not widely read, these domains have an impact on the web and receive solid readership.

30 - 44%

**Somewhat Important**

Low readership, but enough traffic and links to get attention.

15 - 29%

**Just Emerging**

These domains have recently emerged from obscurity and have relatively low traffic and search engine ranking ability.

**0 - 14%**

**Under the Radar**

**These new or rarely noted domains have extremely low levels of traffic and may not even be included in the search engines yet.**

### Side-By-Side Score Comparison

One of the most valuable things you can do with your score is to see it lined up against a wide range of blogs in your industry or niche. SEOMoz has [created a list \(#comparison\)](#) of 10 domains in each of 12 different sectors to help make comparison easy.

For custom comparisons against the domains of your choice, become a [PRO member \(/gopro\)](#).

### Promote Your Score

Put a Trifecta Tool Set badge on your website to help us spread the word about our new tool. All you need to do is copy the lines of HTML code into your website and the image will appear as soon as the page is loaded by a browser.

(<http://www.seomoz.org/trifecta>)

10%

```
<a href="http://www.seomoz.org/trifecta" style="background:url(http://www.seomoz.org/img/web_s
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## PageRank Of Homepage

Google's PageRank algorithm is the system that originally powered the search engine's rankings (and remains an important factor today). The Google Toolbar shows a score from 1 to 10 (on a logarithmic scale, meaning it is an order of magnitude more difficult to achieve a 5 over a 4, etc.) that estimates the relative link popularity of a page.

3

[See original source » \(http://www.google.com/search?client=navclient-auto&features=Rank:&q=info:baiadaphotography.com&ch=73535761948\)](http://www.google.com/search?client=navclient-auto&features=Rank:&q=info:baiadaphotography.com&ch=73535761948)

21%

## Avg PageRank Of Top 10 Pages On Site

Our Domain Strength algorithm estimates what Google thinks are the 10 most important pages on a domain, excluding the homepage (using the search tld site:domain.tld - example), then checks the PageRank of each to get a rough distribution of PR, and estimate the relative link popularity of the site.

2

22%

## Median PageRank Of Top 10 Pages On Site

Median PageRank of Top 10 Pages on Site - As with the Avg PageRank of the top 10 pages, Domain Strength reports back on the median value as an indication of variance/consistency of PageRanks across a domain.

2

22%

# Dmoz Links

Could not retrieve this scoring factor.

The Open Directory Project lists websites and pages its editors feel are worthwhile and important. Although the project has declined in importance and freshness over the past several years, multiple references from DMOZ are still a solid indication that a site is noteworthy & valuable.

0

[See original source >> \(http://search.dmoz.org/cgi-bin/search?search=baiadaphotography.com&all=no&cat=&t=b\)](http://search.dmoz.org/cgi-bin/search?search=baiadaphotography.com&all=no&cat=&t=b)

0%

# Google News Mentions

Could not retrieve this scoring factor.

Google's News search tracks stories from thousands of sources. Having your domain/brand mentioned in Google News a large number of times is positively correlated with a more important, competitive website. Our tool checks for the number of mentions in the past month (example ).

0

[See original source >> \(http://news.google.com/archivesearch?q=%22baiadaphotography.com%22&btnG=Search+Archives&hl=en&ned=us&ie=UTF-8\)](http://news.google.com/archivesearch?q=%22baiadaphotography.com%22&btnG=Search+Archives&hl=en&ned=us&ie=UTF-8)

0%

# Compete Rank

Could not retrieve this scoring factor.

Compete is one of several services that aims to provide data about website traffic levels based on intelligence gathered from ISPs, toolbar usage data and other sources. Compete shows a rank (from 1 - the most popular site on the web, all the way into the 10s of millions - for very low traffic sites) for each site it has collected data about and displays it on a trends page.

0

[See original source >> \(http://siteanalytics.compete.com/baiadaphotography.com/?metric=rank\)](http://siteanalytics.compete.com/baiadaphotography.com/?metric=rank)

0%

# Alexa Rank

As with Compete & Quantcast, Alexa aims to measure relative traffic levels (primarily via the Alexa toolbar). A low Alexa rank suggests high traffic levels and an important website.

**3,100,834**

[urce >> \(http://awis.amazonaws.com/?id=1CZVW125D3P58Z217G02&Signature=X07yF1S/VaP3STinaFEF153u2oo%3D&Timestamp=2010-12%3A01.000Z&Action=UrlInfo&ResponseGroup=Rank,SiteData&Url=baiadaphotography.com\)](http://awis.amazonaws.com/?id=1CZVW125D3P58Z217G02&Signature=X07yF1S/VaP3STinaFEF153u2oo%3D&Timestamp=2010-12%3A01.000Z&Action=UrlInfo&ResponseGroup=Rank,SiteData&Url=baiadaphotography.com)

0%

# Google Blog Search Links

Although Google's link command has reported inaccurate and largely useless data for years, Google's BlogSearch engine provides this data (consistently for links from blogs) with few exceptions.

data (specifically for links from blogs) with far greater precision. A

high number of links from the blogosphere suggests greater importance and popularity.

**1**

[See original source » \(http://blogsearch.google.com/blogsearch?hl=en&ie=UTF-8&q=link%3Ahttp%3A//baiadaphotography.com&btnG=Search+Blogs\)](http://blogsearch.google.com/blogsearch?hl=en&ie=UTF-8&q=link%3Ahttp%3A//baiadaphotography.com&btnG=Search+Blogs)

8% 

## Yahoo Site Explorer Links To Domain

In order to examine the link popularity of the domain on which the URL resides (a crucial factor in popularity and potential search engine ranking ability), Page Strength pulls the number of external links to the entire domain as reported by Yahoo! Site Explorer.

**93**

[See original source » \(http://siteexplorer.search.yahoo.com/advsearch?p=http%3A//baiadaphotography.com&bwm=i&bwmo=d&bwmf=s\)](http://siteexplorer.search.yahoo.com/advsearch?p=http%3A//baiadaphotography.com&bwm=i&bwmo=d&bwmf=s)

7% 

## Quantcast Rank

**Could not retrieve this scoring factor.**

Like Compete, Quantcast measures website popularity based on an estimate of traffic. A lower Quantcast rank tends to indicate a more important, more popular website.

**0**

[See original source » \(http://www.quantcast.com/baiadaphotography.com\)](http://www.quantcast.com/baiadaphotography.com)

0% 

## Wikipedia Links

**Could not retrieve this scoring factor.**

Using a Wikipedia search, we determine how many references have been made to pages on your domain. A higher number of Wikipedia attributions suggest a website that the online community believes to be important and reference-worthy.

**0**

[See original source » \(http://en.wikipedia.org/w/index.php?title=Special:Linksearch&target=\\*.baiadaphotography.com&namespace=&limit=500&offset=0\)](http://en.wikipedia.org/w/index.php?title=Special:Linksearch&target=*.baiadaphotography.com&namespace=&limit=500&offset=0)

0% 

## Google Domain Mentions

Using a domain-specific search string, we extract the number of results Google reports for instances of your site name across the web. High number suggest an important, popular site.

**335**

[See original source » \(http://www.google.com/search?q=%22baiadaphotography.com%22+-site:baiadaphotography.com\)](http://www.google.com/search?q=%22baiadaphotography.com%22+-site:baiadaphotography.com)

6%

# Age In Days

Our system checks the initial cache date at Google using a lengthy temporal search, rather than simply the registration date. Older websites are often more competitive in the search results, and better referenced overall, hence the metric's inclusion.

How This Site **3,709**

100%

## Compare With Others

We've compiled oodles of Domain Strength reports ranging from "Under the Radar" to "Top Echelon" and divided them up into relevant categories. **Select one option from the list below** to see where your URL falls in the range of domains for that category.

Arts & Entertainment

## Your Domain Compared in Arts & Entertainment

### AllMusic

(<http://www.allmusic.com/>)



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**70%**

### Art.com (<http://www.art.com/>)



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**65%** Search Rankings

### Art Cyclopedia

(<http://www.artcyclopedia.com/>)



Competing on the web can be a challenge, and building a successful website that draws in visitors and builds your brand requires the right knowledge and tools. SEOMoz is a resource for Internet marketing &

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search engine optimization, and it's our goal to help you build the best website

53%

you can. Check out some of the excellent resources below (from SEOMoz and many others), and if decide to take the next step, consider upgrading to [SEOMoz PRO \(/gopro\)](#), where we offer more tools like Trifecta, educational guides, tips and direct Q+A with the experts.

## AMC Theatres

(<http://www.amctheatres.com/>)



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### Resources for Creating a Better Website

- [How We Really Use the Web](#)

(<http://www.sensible.com/chapter.html>) – from the book "Don't Make Me Think"

46%

[Principles of Effective Web Design](#)

(<http://www.smashingmagazine.com/2008/01/31/10-principles-of-effective-web-design/>) – from Smashing Magazine

## Art.net (<http://www.art.net/>)

- [How to Create a Great Website](#)



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33%

([http://sethgodin.typepad.com/seths\\_blog/2007/10/how-to-create-1.html](http://sethgodin.typepad.com/seths_blog/2007/10/how-to-create-1.html)) – from Seth Godin

[Understanding Web Design](#)

(<http://www.alistapart.com/articles/understandingwebdesign>) – from A List Apart

## The Official Whitlams Website

(<http://www.thewhitlams.com/NEWS/>)

### Resources for Improving a Site's Search Traffic

- [Beginner's Guide to Search Engine Optimization](#)



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(<http://www.seomoz.org/article/beginners-guide-to-search-engine-optimization>) – from SEOMoz

[Search Engine Ranking Factors](#)

(<http://www.seomoz.org/article/search-ranking-factors>) – from SEOMoz

## Shihad.com

(<http://www.shihad.com/>)

- [High Accessibility is Effective SEO](#)



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18%

(<http://www.alistapart.com/articles/accessibilityseo>) – from A List Apart

### Resources for Building a Site's Popularity

- [A Visual Tour through the](#)

## Your Site

(<http://baiadaphotography.com>)

[Basics of Social Media Marketing](#)

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**10%**

<http://www.seomoz.org/blog/a-visual-tour-through-the-basics-of-social-media-marketing> – from SEOMoz

• [10 Remarkably Effective Strategies for Driving Traffic](http://www.seomoz.org/blog/10-remarkably-effective-strategies-for-driving-traffic)

[http://www.seomoz.org/blog/10-remarkably-effective-](http://www.seomoz.org/blog/10-remarkably-effective-strategies-for-driving-traffic)

[strategies-for-driving-traffic](http://www.seomoz.org/blog/10-remarkably-effective-strategies-for-driving-traffic) – from SEOMoz

**EntertainmentTonight.org**

(<http://entertainment-tonight.org/>)

- [How to Attract Links And Increase Web Traffic](#)

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**3%**

<http://www.copyblogger.com/increase-web-traffic/> – from

Copyblogger

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## Upgrade to PRO Membership

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**Non-members are limited to one report a day** (<http://www.seomoz.org/store/3>)

Join **SEOMoz PRO** (<http://www.seomoz.org/store/3>)

today to run more reports and gain access to *exclusive* Trifecta Tool Set features such as:

**Comparison reporting:** Automatically generate competitive intelligence against specific sites top ranking URLs for any desired keyword. All Members to directly compare their Web Strength scores and stats against competitors sites, p blogs.

**Enterprise Level Access:** PRO Members can run as many as *100* Web Strength Reports per day. Non-members are limited to one report each day.

**PRO Integration:** Web Strength Reports are your personal PRO Dashboard for easy access and comparison alongside all of your other Profiles and Reports, Guides, Q&A Consulting and even other PRO offers.

