

WooRank - Press Release

January 27, Brussels.

A brand new Belgian service causes a sensation in the blogosphere

On January 21 a Belgian start-up officially launched WooRank (<http://www.woorank.com/>), an online analysis tool which offers the insight necessary to optimize a website's relevancy with search engines and achieve higher search positions that drive greater numbers of qualified visitors and better return on investment. In less than no time the world's authoritative technology blog TechCrunch (www.techcrunch.com) and all the main American tech websites have covered WooRank. Even the Washington Post has echoed the service.

How search-engine-friendly is your website?

Only 16% of Google searchers look beyond the first two pages of search results. WooRank can help you to get on top. In one single click the WooRank web tool analyses any submitted website for conformance to SEO (Search engine optimization) best practices and shows how it ranks against the competition by giving it a "grade". Its on-the-fly reporting based on 50 criteria helps to instantly spot critical issues that could impact web traffic, usability and lead generation. WooRank also delivers easy-to-understand descriptions of identified problems and provides precious advice on how to fix them. More than one hundred personalized how-to tips are already available to achieve top rankings and drive additional traffic.

A freemium business model

A premium version will be offered in about 3 months. For a yet-to-be-determined fee, publishers and marketers will be able to screen websites based on up to 120 pre-defined criteria, get served more personalized tips as well as references to online tools that they can use to increase the findability and performance of their websites. Since search engines regularly update their rules and algorithms, the variables that influence search visibility and rankings are constantly changing. Hence the interest of a continuously updated web tool like WooRank.

Amazing facts

From WooRank's perspective [Skynet.be](http://www.skynet.be) is currently the best Belgian website.

International top 5 is taken up by the Google's official developer site (code.google.com), the English version of Wikipedia (en.wikipedia.org), Twitter (twitter.com), Firefox (mozilla.com) and the Daily Mail website (dailymail.co.uk).

The WooRank scores distribution chart looks like a Gaussian curve. Half of the reports have a WooRank higher than 50. (Pessimists say half of them are lower than 50.) See <http://www.woorank.com/en/ranking/stats>

Do the shoemaker's children always go barefoot? Most of the so-called SEO experts websites are well below the average.

The Central Intelligence Agency (CIA) careers website scores exactly 50 on WooRank. (<http://cia-jobs.com/>)

The Greenpeace website is the most analyzed domain on WooRank. See <http://www.woorank.com/en/www/greenpeace.org>

If you type "[woorank.com](http://www.woorank.com/)" in WooRank, you can crash the Internet. Do it at your own risk.

About WooRank

WooRank is an online marketing start-up based in Brussels, Belgium. Its eponymous product is a SaaS website analysis tool built by the digital marketer Jean Derély of BetaGroup (www.betagroup.be) and the founders of interactive agency 1MD (www.1MD.be). Since soft-launching the service on January 21, more than 30,000 unique reports have already been generated by some 40,000 visitors. As search engines continue to grow in importance, WooRank is intended to become the inevitable SaaS tool for anyone involved in online marketing. <http://www.woorank.com/>

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