

Website Grader Templates

Template: Kickback Email -- Website Grader Prospect Submission

Subject Line: Your Website Grade & Ways to Optimize!

Hi {{ contact.firstname }},

Congrats on taking the first step towards a better optimized website that'll fuel your growth.

Here is your website grade {{ grader_result_overall_score }}/100

- *Performance score: {{ grader_result_performance_score }}/30*
- *Security score: {{ grader_result_security_score }}/10*
- *Mobile score: {{ grader_result_mobile_score }}/30*
- *SEO score: {{ grader_result_seo_score }}/30*

If you'd like to improve your score, we can help. Are you open to a free 15 minute consultation?

Talk soon,

{{ site_settings.company_name }}

Template: Cold Outreach -- Website Grader Follow Up

Subject Line: noticed your website grade and took a look through your website

Hi {{ contact.firstname }},

Hope you're doing well.

I work at {{ insert sender company name }} and we ran your website through our website grader tool and while we've never connected before, I had a few things I wanted to get your thoughts on:

- *Your website's overall score was a {{ grader_result_overall_score }}.*
- *It scored {{ grader_result_security_score }}/10 for Security, {{ grader_result_mobile_score }}/30 for mobile, {{ grader_result_performance_score }}/30 for Performance, and {{ grader_result_seo_score }}/30 for SEO*
- *[insert other findings based on their scores -- include screenshot]*

Based on website grade and looking through your site, it seems like my email could be timely.

Have any time to connect this week or next?

Thanks, and hope to connect,

{{ sender.firstname }}

Template: Nurture Email | Hasn't Responded to First Email

Subject Line: 3 Ways to Improve Your Website

Hi {{ contact.firstname }},

I realize that we're all busy and now might not be the best time to connect. In the meantime, I wanted to share some helpful courses and content that you can use to improve your site's performance on your own.

- [Academy Course: Improving your web strategy](#)
- [Academy Lesson: Improve SEO](#)
- [Case Study: How HubSpot customer, Foleon, scaled up through better website performance](#)

If you find yourself wanting more guidance or need help getting your website to be a top performer that wins more business, then feel free to reach out any time.

Best

{{ sender.firstname }}

Template: Website Grader Reactive | Poor Security Score | Screen-share Ask

Subject Line: Noticed your website security grade

Hi {{ contact.firstname }},

We haven't spoken yet, but my name is {{ sender.firstname }} from {{ sender.company.name }} and I thought you'd find this interesting. We ran your businesses website through [HubSpot's Website Grader](#) tool.

One area that stood out was your security score, which was a {{ grader_result_security_score }}/10. {{ contact.role__c }} like you share with me that they understand secure websites are important, but unsure what impact it has on their business lead generation efforts and also, what to change that improves the bottom line.

- *One part that stood out to me [from this article](#) was, "82% stated they would leave a website that is not secure. And since Google holds about 67% out of the whole market share, that is a lot of traffic to lose."*

I've got some additional feedback based on your report and if you're open to solving this, let's start off by walking through a screen-share of your website over a call. Want to see where you can improve?

Hope to offer some help,

{{ sender.firstname }}

Template: Website Grader Reactive | Short Response offering time to meet

Note: Make sure to include a screenshot of their website score

Subject Line: noticed your website grade and took a look through your website

Hi {{ contact.firstname }},

Hope you're doing well.

I work at {{ insert sender company name }} and we ran your website through [HubSpot's Website Grader](#) and while we've never connected before, I had two things I wanted to get your thoughts on:

- I noticed that your website scored a {{ grader_result_overall_score }}/100
- Is improving your SEO something you're looking into?
- Have you been looking for better ways to increase website visits and engage with more contacts on your site and through email?

Based on website grade and looking through your site, it seems like my email could be timely.

Have any time to connect this week or next?

Thanks, and hope to connect,

{{ sender.firstname }}

CMS Developer templates

Template: CMS Developer Prospecting Email

Subject Line: Your web development team will love CMS Hub, here's why...

Hello {{ contact.firstname }},

As you evaluate CMS Hub, I wanted to share some resources to help your web development team understand how CMS Hub can work for them and the top reasons [why developers love CMS Hub](#).

Your team will be happy to find that CMS Hub is just as powerful as it is easy to use -- for both developers and marketers.

- Developers are enabled to build websites using the workflows, tools, and technologies they prefer.
- Developers can build design systems for content creators to work within, enabling them to create and publish content easily.
- With the CMS Hub Enterprise, developers can write [serverless functions](#), server-side code that interacts with HubSpot and third-party services through APIs.
- CMS Hub is a hosted CMS solution, so you can leave server management, hosting and [security](#) to us. This frees you up to focus your time coding some amazing solutions. Our lightning-fast [CDN](#) and industry-leading security ensure your site is set up for success.

Personally, I think that the biggest benefit to building on CMS Hub is our ever-growing community of brilliant developers who share resources and knowledge on a daily basis via our [developer slack](#) and [developer forums](#). Many of our developers collaborate on [open source projects](#) built on top of the HubSpot platform.

Don't believe me? Try it out for yourself by following the [quick start guide to developing on CMS Hub](#), where you will spin up a free CMS developer sandbox account, get your local development environment set up, scaffold out a boilerplate theme, deploy it and publish content live on the internet in a few minutes.

Are you open to speaking later today or this week together through a 20 minute call?

Best,

{{ sender.firstname }}
