

Website Audit Report

2020

[Insert Image
Here]

Site Name

<https://xyz.com>

Areas of Coverage

Performance Audit

1. GT Metrix results
2. Google Design scores
3. Page Size Details
4. Page Speed Details
5. Scope of Optimization

Security Audit

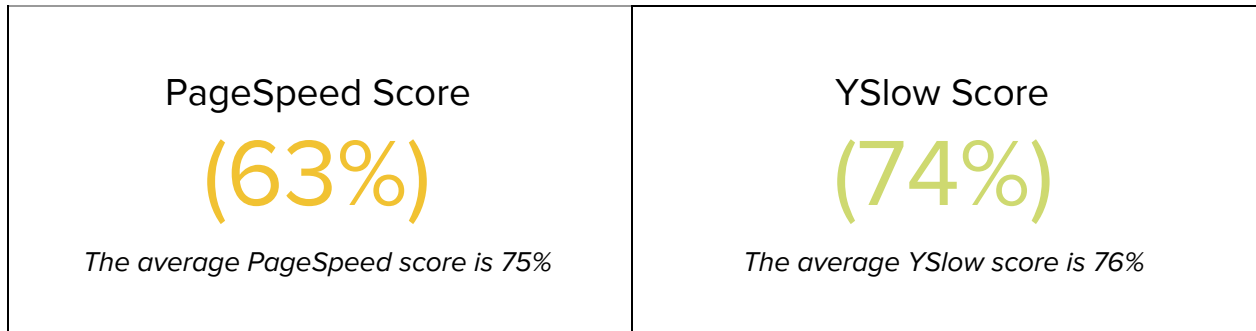
1. Site Information
2. Server Information
3. Malware Status
4. Blacklist Status
5. Site Upgrades Status

SEO Performance

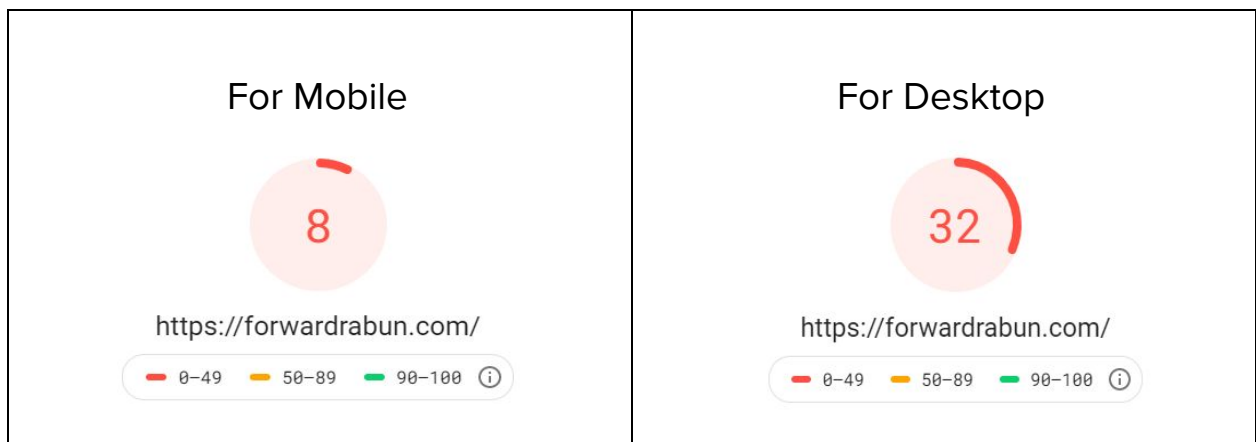
1. Site SEO Score
2. Score Comparison
3. Optimum SEO Score

Performance Audit

GT Metrix - Performance Score



Google PageSpeed Scores



Page Size Details

4.1 MB

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

Reasons for bigger page size:

- High resolution Images
- Uncompressed content
- Non-minified browser requests

Solutions for Decreasing Page size:

- Minification of Style and JS files
- Compression of high quality Images
- Minimization in HTTP requests

Page Speed Details

8.9 sec

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

Reasons for slow page loads:

- Uncompressed content
- Non-minified browser requests
- Rendering requests blockage

Solutions for Decreasing Page Speed:

- Minification of Style and JS files
- Compression of high-quality Images
- Minimizing the page rendering blockages caused by external browser requests.








Scope of Optimization:

Based on the results from various speed test tools, the website got an average rating of poor. There seems to be scope for optimizations at several places.

- ❖ Images are not optimized **(High Priority)**
- ❖ Render blocking scripts present **(High Priority)**
- ❖ Files not minified **(High Priority)**
- ❖ The browser is making several HTTP requests **(Medium Priority)**
- ❖ Found lower PHP version **(Medium Priority)**
- ❖ Unused CSS **(Low Priority)**
- ❖ Unused Javascript **(Low Priority)**

1. Images are not optimized

- Images can take a long time to load. Responsive images or SVGs can be used to optimize images for different screen sizes.
- Images in JPG format provides better compression and consumes less cellular data, takes lesser time in loading
- Compression in images doesn't reduce the aspect ratio of images but reduces the load over server requests, hence can be loaded easily after compression.

URL	Resource Size	Potential Savings
 ...06/20200617_....jpg (forwardrabun.com)	1,725.3 KiB	1,500.1 KiB
 ...06/Lake-4.jpg (forwardrabun.com)	541.8 KiB	188.8 KiB
 ...08/RabunCoun....png (forwardrabun.com)	135.3 KiB	113.5 KiB
 ...06/Shopping-1024x706.jpg (forwardrabun.com)	264.7 KiB	83.4 KiB
 ...08/Clayton-Logo.png (forwardrabun.com)	87.2 KiB	69 KiB
 ...06/20200630_....jpg (forwardrabun.com)	101.1 KiB	66.2 KiB
 ...08/Dillard-Logo-300x95.png (forwardrabun.com)	46.5 KiB	30.4 KiB

2. Render blocking scripts present

- The browser is requesting for certain resources like javascript files before it loads the page content which is causing a delay in rendering the page.
- Page performance will automatically be enhanced as display content loads faster as per conventional human experience.

URL	Transfer Size	Potential Savings
...css/prettyPhoto.css?ver=5.4.2 (forwardrabun.com)	3.3 KiB	70 ms
...wp-video-lightbox/wp-video-lightbox.css?ver=5.4.2 (forwardrabun.com)	1 KiB	150 ms
...course-maker-pro/style.css?ver=2.0.3 (forwardrabun.com)	12.8 KiB	230 ms
...block-library/style.min.css?ver=5.4.2 (forwardrabun.com)	8.2 KiB	190 ms
...components/style.min.css?ver=5.4.2 (forwardrabun.com)	17 KiB	270 ms
/css?family=Noto+Serif%3A400%2C400i%2C700%2C700i&ver=5.4.2 (fonts.googleapis.com)	1.8 KiB	230 ms
...block-editor/style.min.css?ver=5.4.2 (forwardrabun.com)	10.3 KiB	230 ms
...nux/style.min.css?ver=5.4.2 (forwardrabun.com)	1.1 KiB	70 ms
...editor/style.min.css?ver=5.4.2 (forwardrabun.com)	4.5 KiB	110 ms
...block-library/theme.min.css?ver=5.4.2 (forwardrabun.com)	1.1 KiB	70 ms

3. File minification needed

- When your CSS and JS files are properly compressed, it makes your website run much faster.
- Minified files make a single server request and loads at once making pages load faster.

URL	Total CPU Time	Script Evaluation	Script Parse
...aUMtGvKgJ.../recaptcha__en.js (www.gstatic.com)	1,039 ms	893 ms	52 ms
...api2/anchor?ar=... (www.google.com)	340 ms	322 ms	1 ms
...api2/bframe?hl=en&v=aUMtGvKgJ...&k=6LeCZCcUA...&cb=hfkrjdl1oqjz (www.google.com)	319 ms	300 ms	1 ms
https://forwardrabun.com	315 ms	61 ms	2 ms
Unattributable	161 ms	4 ms	0 ms
...jquery/jquery.js?ver=1.12.4-wp (forwardrabun.com)	115 ms	92 ms	2 ms
...api2/anchor?ar=... (www.google.com)	89 ms	68 ms	1 ms
...bg/dvDKLY21E...js (www.google.com)	53 ms	49 ms	4 ms

4. Multiple HTTP requests

- The more HTTP requests your website makes, the slower it becomes.
- Combining files can help reduce the number of requests.

URL: http://forwardrabun.com
Javascript: 36 (1427 KB)
CSS: 34 (893 KB)
Images: 25 (3054 KB)
Font: 5 (81 KB)
HTML: 2 (143 KB)
Redirects: 1 (0 KB)
TOTAL HTTP REQUESTS: 103

5. Expiry headers missing for Browser Caching

- By just setting expiry headers on static resources, browser-caching can be leveraged to reduce page load time for users who are revisiting the site.
- Browser caching speeds up your website by storing frequently used content in local memory.

The following resources are missing a cache validator. Resources that do not specify a cache validator cannot be refreshed efficiently. Specify a Last-Modified or ETag header to enable cache validation for the following resources:

[What's this mean?](#)

- <https://www.google.com/recaptcha/api.js>
- <https://www.google.com/recaptcha/api.js?hl=en&render=explicit&ver=5.4.2>
- https://www.google.com/recaptcha/api2/payload?p=06AGdBq24FkctowdnadD_0asdOlpbamldPFcls3eRmyJMG-0XjNa7i1UBZ1AqFoafaOhUZQpc9B4gFnLNAt-fKolOeZgi4Nx1502l96rlsu-9HWg4xt5p7JW6EtFjAc8KZXN3GUFxEtwJb0Dr8bemjZ2aSQHVDC2Skt-5EkdeyM4R26-s-XsKTlrqYNNm31GFj_pdQlqkIAE&k=6LeCZCcUAAAAALhxcQ5fN80W6Wa2K3GqRQK6WRJA
- <https://www.google.com/recaptcha/api2/webworker.js?hl=en&v=QVh-Tz10ahidjrORqXOS1oB0>

6. Upgrading PHP

We detected that it's a WordPress installation using PHP v7.3. WordPress recommends upgrading to PHP7.4 to get a performance boost up to some extent.

7. Removing unused CSS

We detected some of the CSS files which are not being used by the website, we can remove them to avoid unnecessary server requests and delay in page loads.

URL	Transfer Size	Potential Savings
...css/dashicons.min.css?ver=5.4.2 (forwardrabun.com)	28.3 KiB	28.3 KiB
...aUMtGvKgJ.../styles__ltr.css (www.gstatic.com)	25.3 KiB	25.3 KiB
...components/style.min.css?ver=5.4.2 (forwardrabun.com)	17 KiB	17 KiB
...css/frontend.min.css?ver=2.9.8 (forwardrabun.com)	15.9 KiB	15 KiB
...css/formsmain.min.css?ver=2.4.20 (forwardrabun.com)	12.3 KiB	11.5 KiB
...block-editor/style.min.css?ver=5.4.2 (forwardrabun.com)	10.3 KiB	10.3 KiB

8. Removing unused JS

We detected some of the JS files which are not being used by the website, we can remove them to avoid unnecessary server requests and delay in page loads.

URL	Transfer Size	Potential Savings
...QVh-Tz10a.../recaptcha__en.js (www.gstatic.com)	132.5 KiB	103.3 KiB
...aUMtGvKgJ.../recaptcha__en.js (www.gstatic.com)	130.8 KiB	65.4 KiB
...swiper/swiper.min.js?ver=5.3.6 (forwardrabun.com)	35.6 KiB	32 KiB
/gtag/js?id=UA-718496-40 (www.googletagmanager.com)	35.8 KiB	20.2 KiB

Security Audit

Site Information

- **URL:** `https://xyv.com/`
 - **Application:** *WordPress*
 - **Version:** *5.4.2*
-

Server information

- **Server:** *Server Name*
 - **Version:** *Server Version*
-

Malware status

No Malware Found

Blacklist status

Site is not Blacklisted

Plugin Details

Active Plugins:

0 plugins

Inactive Plugins:

0 plugins

Outdated Plugins:

0 plugins

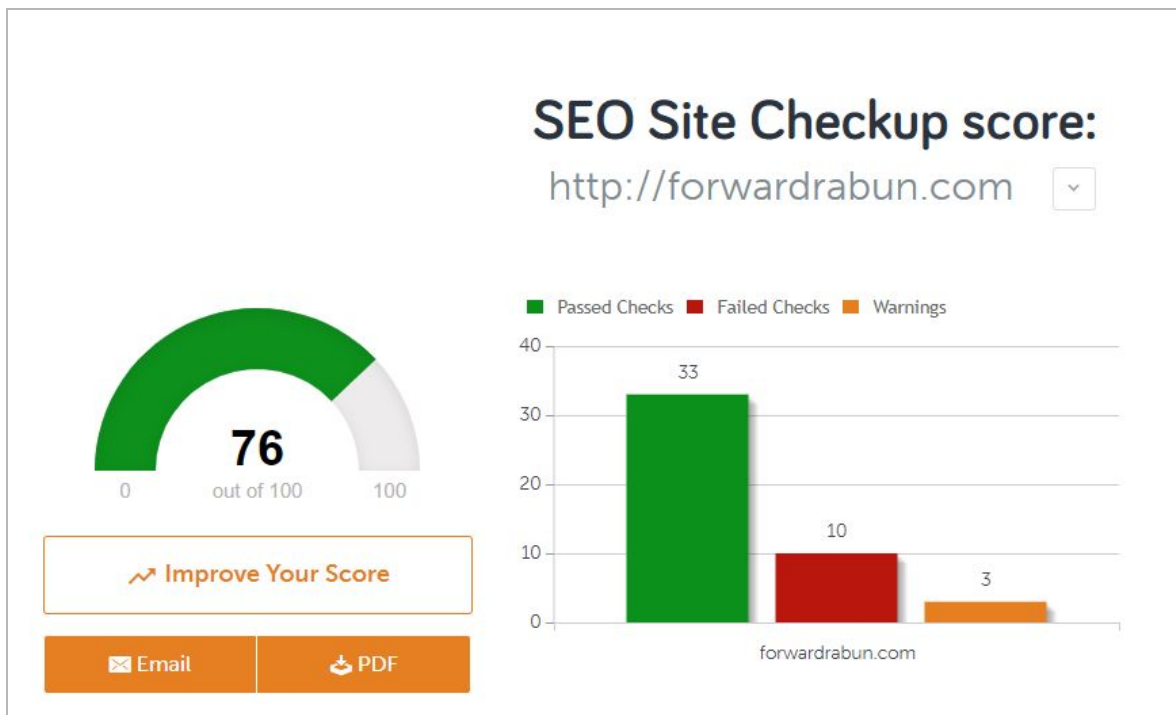
Security Plugin Activated:

Yes (WordFence)

Major Plugin Updates:

- *Name of the plugins*

SEO Performance



- Site SEO Score is **Good**
- Average SEO score - **75%**
- Optimum score - **85 - 90%**