



# COMPREHENSIVE SITE AUDIT

Website Migration to RadiateWP Maintenance and Support Plan

## Prepared By

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## Prepared For

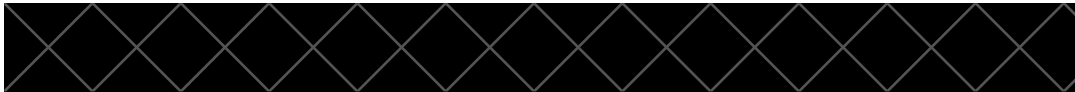
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Here are the scores for your site:



	User Experience	100/100		GREAT
	Accessibility	59/100		POOR
	Performance & Security	45/100		POOR
	Content Format & Copy	100/100		GREAT
	Legal	38/100		POOR
	Conversion Optimization	80/100		GOOD
	SEO / Online Visibility	73/100		FAIR
	Technical WP Assessment	91/100		GREAT
	Ongoing Management-Licenses & ...	75/100		GOOD

### Impact Rating:

Our audit factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better and start converting more visitors into customers.

# Next Steps...

Here is your quick list of the items that need to be addressed.

Address the action items in this section called "Next Steps" to help your site look nicer, rank better and start converting more visitors into customers.

## Accessibility

### Alternative (ALT) Text for Images

 High Impact  Needs Improvement

Whenever you place an image on your website, be sure to use the "alt" tag and insert text to describe your image.

To check if your "alt" tags are working properly, hover your mouse over an image. If it's working, then in most popular browsers you should see the alternative text appear over the image while you're hovering on it.

### Color Contrast

 Medium Impact  Needs Improvement

Take these steps to ensure you're using contrast and color in a way that makes your site more accessible:

- Use high contrast between the text and the background. Generally, it's best to use the standard black text on a white background.
- Avoid anything that requires your visitor to distinguish between colors. For example, don't create a list of "dos" and "don'ts" where the only way to distinguish them is green font for "do" and red font for "don't".

### Fields & Forms

 Medium Impact  Needs Improvement

Take these steps to make your forms more accessible:

- Provide instructions for using forms.
- Label each part of your form clearly so that users know what to input in each field.
- Use the tabindex attribute to specify the tab order of an element
- Provide confirmation if a form is completed successfully.
- Provide a descriptive error message if the form isn't completed successfully.
- Avoid placing time limits on completing forms unless it's absolutely necessary.

## Performance & Security

## Google Page Speed

 High Impact  Needs Improvement

Every second counts when a visitor is waiting for a page to load—speed influences a visitor's experience on your site. Page speed also affects your position in the search engines. Even when sites are hosted on premium servers such as [WP Engine](#), there are often additional tasks that can help improve page speed.

## GTmetrix Page Speed

 High Impact  Needs Improvement

Use website caching services, compressing of your scripts and other speed optimization techniques to make your site load faster. Check out [GTmetrix](#) for more details.

# Legal

## Google Fonts Loaded Locally

 High Impact  Needs Improvement

A website owner does not have to be in the European Union to be required to comply with GDPR. According to the law, if the user of the website is in the EU and the website tracks their behavior through the use of technology, such as pixels, cookies, and analytics, then that site must comply with GDPR.

According to the court's findings, Google fonts can be used if the fonts are loaded locally rather than directly from the Google servers. Therefore, it is imperative that any Google font be downloaded and installed, and loaded locally on the website.

## GDPR Features

 High Impact  Needs Improvement

Consult with a GDPR specialist to be sure that your website is fully compliant with the regulations. You can also leverage resources provided by services like [IUBENDA](#). We always recommend you consult with a lawyer whichever direction you take.

## Disclaimer

 Medium Impact  Needs Improvement

You want to start by identifying the type of advertising, affiliate marketing and content which can be construed as legal advice.

- Contact an attorney to draft your disclaimer statement. Since this is a legal document, you want to be sure a qualified professional creates it.
- You can save time and money by adding our policy service to your monthly plan. Our plan will embed a disclaimer statement on your website that will be continually updated as laws change. The laws are constantly changing, and this service will provide a continually updated policy based on the latest changes.

We always recommend you consult with a lawyer whichever direction you take. Be sure a link to your disclaimer statement appears on all pages of your website.

## Conversion Optimization

### Trust Factors & Testimonials

 High Impact  Needs Improvement

Prominently display awards, affiliations, certifications, case studies, guarantees and other things that can build trust in the eyes of the visitor. Testimonials are a great way to build trust. Look to Yelp and Google Reviews as a place for possible testimonials that can be added to your site.

### Social Media Share Buttons

 Low Impact  Needs Improvement

We can help choose one of several plugins and code snippets for your site that supports social sharing buttons.

## SEO / Online Visibility

### Optimal Use of Keywords in H1 Tags

 High Impact  Needs Improvement

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### Meta Title & Descriptions

 Medium Impact  Needs Improvement

Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

### Meta Description Length

 Medium Impact  Needs Improvement

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

### Keywords in the Meta Description

 Medium Impact  Needs Improvement

Tips for writing good description tags:

Keep to a 155 character limit

Include keywords you want to rank for

Think about your target audience

Unique for every page

### Alt Attribute



Medium Impact ✖ Needs Improvement

Add ALT attribute in image tag.

## Technical WP Assessment

### General Plugins



High Impact ✖ Needs Improvement

Keep plugins up to date by selecting to update them from Appearance -> Plugins section. Please note to backup your website before any update. We can handle this for you; our plans include plugin updates.

### Deactivated Plugins



Low Impact ✖ Needs Improvement

Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well.

## Ongoing Management-Licenses & Analytics

### All License Keys are Up to Date



Low Impact ✖ Needs Improvement

For RadiateWP to effectively manage a site, it is important to send all license keys and logins. As a part of our service, we can purchase licenses on your behalf and simply add it to your next monthly bill.

License(s) needed:

Slider Revolution - [Starter License](#) \$29/yr

# Google Analytics

Google Analytics provides you with insights to how your site visitors use your site. Use it to improve engagement, usability and drive sales.

## Website Traffic Key Performance Indicators

07/01/2022 - 07/31/2022

**2830**

Users

**8740**

Page Views

**3998**

Sessions

**0**

Avg. Session

**2511**

New Users

**2.19**

Page / Session

**62.81**

% New Sessions

## Top Referral Sources

07/01/2022 - 07/31/2022

	USERS	NEW USERS	BOUNCE RATE	AVG. SESSION DURATION
SOURCE	2881 % OF TOTAL: 101.80% (2830)	2511 % OF TOTAL: 100.00% (2511)	56.25% AVG FOR VIEW: 56.25%	00:01:55 AVG FOR VIEW: 00:01:55
google / organic	1897 (65.85%)	1670 (66.51%)	56.42%	00:01:59
(direct) / (none)	803 (27.87%)	703 (28.00%)	58.92%	00:01:27
bing / organic	93 (3.23%)	71 (2.83%)	43.36%	00:03:24
yahoo / organic	33 (1.15%)	29 (1.15%)	54.05%	00:02:08
duckduckgo / organic	25 (0.87%)	18 (0.72%)	58.62%	00:02:17
m.facebook.com / referral	4 (0.14%)	4 (0.16%)	75%	00:04:44
<div></div>	(0.10%)	0 (0.00%)	8.33%	00:10:26
<div></div>	3 (0.10%)	1 (0.04%)	22.58%	00:01:55
<div></div>	2 (0.07%)	2 (0.08%)	0%	00:00:17
<div></div>	2 (0.07%)	2 (0.08%)	50%	00:00:05



## Top Traffic Channels

07/01/2022 - 07/31/2022

	SESSIONS	USERS	NEW USERS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
DEFAULT CHANNEL GROUPING	3998 % OF TOTAL: 100.00% (3998)	2878 % OF TOTAL: 101.70% (2830)	2511 % OF TOTAL: 100.00% (2511)	56.25% AVG FOR VIEW: 56.25%	2.19 AVG FOR VIEW: 0	00:01:55 AVG FOR VIEW: 00:01:55
Organic	2837 (70.96%)	2047 (71.13%)	1789 (71.25%)	55.9%	2.27	00:02:03
Direct	1093 (27.34%)	803 (27.90%)	703 (28.00%)	58.92%	1.91	00:01:27
Referral	61 (1.53%)	21 (0.73%)	12 (0.48%)	22.95%	3.08	00:03:37
Social / Facebook	6 (0.15%)	6 (0.21%)	6 (0.24%)	66.67%	2.17	00:03:30
Social / Yelp	1 (0.03%)	1 (0.03%)	1 (0.04%)	100%	1	00:00:00
Social	0 (0.00%)	0 (0.00%)	0 (0.00%)	0%	0	00:00:00

# Top Content Efficiency Report

07/01/2022 - 07/31/2022

	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
PAGE TITLE	7086 % OF TOTAL: 100.00% (7086)	8740 % OF TOTAL: 100.00% (8740)	45.74% AVG FOR VIEW: 45.74%	56.25% AVG FOR VIEW: 56.25%	00:01:37 AVG FOR VIEW: 00:01:37	0 % OF TOTAL: 0%
Home - [REDACTED] [REDACTED]	1478 (20.86%)	1904 (21.78%)	0.02%	0.02%	00:28:05	0
Make a Payment - [REDACTED]	772 (10.89%)	1012 (11.58%)	43.08%	74.31%	00:03:13	0
[REDACTED] [REDACTED]	512 (7.23%)	624 (7.14%)	54.49%	65.59%	00:01:49	0
Contact Us - [REDACTED]	238 (3.36%)	278 (3.18%)	31.65%	77.27%	00:02:56	0
[REDACTED] [REDACTED]	228 (3.22%)	262 (3.00%)	85.11%	65.92%	00:01:11	0
Events Calendar - [REDACTED]	204 (2.88%)	257 (2.94%)	22.18%	61.4%	00:01:24	0
[REDACTED] [REDACTED]	169 (2.38%)	225 (2.57%)	28.76%	66.96%	07:05:07	0
Classes, Activities & Sp...	141 (1.99%)	167 (1.91%)	12.65%	27.38%	07:07:36	0
[REDACTED] [REDACTED]	139 (1.96%)	170 (1.95%)	14.71%	84%	00:01:20	0
[REDACTED] [REDACTED]	125 (1.76%)	155 (1.77%)	35.48%	63.64%	00:01:48	0

## Worst Content Efficiency Report

07/01/2022 - 07/31/2022

	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
PAGE TITLE	7086 % OF TOTAL: 100.00% (7086)	8740 % OF TOTAL: 100.00% (8740)	45.74% AVG FOR VIEW: 45.74%	56.25% AVG FOR VIEW: 56.25%	00:01:37 AVG FOR VIEW: 00:01:37	0 % OF TOTAL: 0%
██████████ ████████████████	1 (0.01%)	1 (0.01%)	0%	0%	00:00:15	0
████████████████ ██████████	1 (0.01%)	1 (0.01%)	0%	0%	00:00:12	0
██████████ ████████████████	1 (0.01%)	1 (0.01%)	0%	0%	00:00:07	0
██████████ ████████████████	1 (0.01%)	1 (0.01%)	0%	0%	00:00:33	0
████████████████ ██████████	1 (0.01%)	1 (0.01%)	100%	0%	00:00:12	0
████████████████ ████████████████	1 (0.01%)	1 (0.01%)	100%	0%	00:00:06	0
████████████████ ██████████	1 (0.01%)	1 (0.01%)	100%	0%	00:00:13	0
████████████████ ████████████████	1 (0.01%)	1 (0.01%)	100%	0%	00:00:37	0
████████████████ ████████████████	1 (0.01%)	1 (0.01%)	100%	0%	00:00:20	0
████████████████ ██████████	1 (0.01%)	1 (0.01%)	100%	100%	00:00:00	0

# Device Report

07/01/2022 - 07/31/2022

	USERS	SESSIONS	BOUNCE RATE	AVG. SESSION DURATION
DEVICES	2831 % OF TOTAL: 100.04% (2830)	3998 % OF TOTAL: 100.00% (3998)	56.25% AVG FOR VIEW: 56.25%	00:01:55 AVG FOR VIEW: 00:01:55
Mobile	1498 (52.91%)	2103 (52.60%)	64.95%	00:01:29
Desktop	1295 (45.74%)	1847 (46.20%)	46.45%	00:02:23
Tablet	38 (1.34%)	48 (1.20%)	52.08%	00:02:16

## Top Cities / Geo Report

07/01/2022 - 07/31/2022

	USERS	NEW USERS	SESSIONS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
CITY	2994 % OF TOTAL: 105.80% (2830)	2511 % OF TOTAL: 100.00% (2511)	3998 % OF TOTAL: 100.00% (3998)	56.25% AVG FOR VIEW: 56.25%	2.19 AVG FOR VIEW: 0	00:01:55 AVG FOR VIEW: 00:01:55
Phoenix	1060 (35.40%)	929 (37.00%)	1443 (36.09%)	63.55%	1.92	00:01:36
Mesa	664 (22.18%)	490 (19.51%)	1046 (26.16%)	44.36%	2.48	00:02:12
Tempe	133 (4.44%)	112 (4.46%)	149 (3.73%)	50.34%	2.25	00:01:53
(not set)	109 (3.64%)	97 (3.86%)	124 (3.10%)	68.55%	1.97	00:01:43
Gilbert	102 (3.41%)	76 (3.03%)	123 (3.08%)	47.15%	2.37	00:01:42
Chandler	97 (3.24%)	84 (3.35%)	116 (2.90%)	44.83%	2.45	00:02:07
Englewood	92 (3.07%)	70 (2.79%)	114 (2.85%)	66.67%	1.71	00:01:53
Los Angeles	92 (3.07%)	82 (3.27%)	111 (2.78%)	57.66%	1.97	00:01:13
Scottsdale	47 (1.57%)	40 (1.59%)	65 (1.63%)	38.46%	3.82	00:03:39
New York	36 (1.20%)	29 (1.15%)	41 (1.03%)	51.22%	2.2	00:01:39

# Appendix A - Detailed Analysis

The following section of this report takes a detailed analysis of your website looking at the findings from each category. For immediate action items, go to the tab called "Next Steps: Your Action Items".



# User Experience

YOUR SCORE

100 / 100

User experience and design is a strategic process of enhancing a website by improving the visual elements, usability, accessibility, and interactions to ensure the site is user friendly and intuitive to use.

## Overall Design - First Impressions

✓ Passed

 High Impact

Your website is often your customer's first impression of your business. Your site should look professional, be simple and intuitive to use, and clearly explain what you do.

### Learn More

Today's online visitor is savvy and will judge your whole business by what he or she sees in the first 3 seconds. Make your first impression count!

## Digital Branding - First Impression

✓ Passed

 Medium Impact

Your website's brand comprises your logo, color scheme, images, fonts, and other visual elements on your website. The site's branding should complement your offline branding.

### Learn More

Creating a brand identity allows prospects and customers to associate themselves with your company both online and offline. By creating a well-designed identity you can create customer loyalty and a trusted association for a specific product or service.

## Relevant Headlines & Page Copy

✓ Passed

 High Impact

Your headline should be attention-getting, and your page copy should be clear and concise. It should effectively explain what you do, who you do it for, and why they should buy.

### Learn More

Most buyers are nearly done with their decision before they ever contact you. By making sure you have excellent page copy and headlines, you can help bias that decision in your favor.

## Mobile Friendly

✓ Passed

 High Impact

On average, visitors now spend more than half of their time online on a mobile device. That means a mobile-friendly website is now a critical part of your online presence.

### ! Learn More

You can have Google test your website by using their [Mobile-Friendly Test Tool](#)

## User Friendly Navigation

✓ Passed

 Medium Impact

A simplified navigation system will intuitively help your website visitors know where they are on their site, where they can go, and how to get back again.

### ! Learn More

We recommend implementing a mobile friendly menu and arranging both your main and mobile menu so that there are no more two sub-levels beneath the main level.

## Relevant use of Images & Video

✓ Passed

 Medium Impact

High-quality, relevant images and video can increase user engagement on your website, improve your position in search engines like Google, and help build your brand.

### ! Learn More

Images and video have another advantage—they're easier to consume than text. This is one of the reasons why a majority of users prefer them.

## Favicon

✓ Passed

 Low Impact

Having a favicon included on your site helps people easily identify the branding on your site.

### ! Learn More

This is an example of one small detail that elevates your logo and brand.



## 404 Page

✔ Passed

📊 Medium Impact

When your visitors encounter a generic 404 Page Not Found error, they're likely to get frustrated and click away from your site. Making sure your 404 page has search capabilities creates a better user experience, keeps visitors on your site, and helps them find what they're looking for.

### ! Learn More

If you're using WordPress, check if your theme includes a custom 404 page template. You can also use a plugin such as <https://wordpress.org/plugins/404page>. Many of the new page builders also make it easy to create a custom 404 page.

## Navigation Menus

✔ Passed

📊 Low Impact

Are all navigation menus up to date and contain active pages?

### ! Learn More

WordPress allows for multiple navigation menus that can show throughout the site. It's not uncommon for a site to have an old menu that is no longer used still in the menu system. Reviewing each menu and determining if the menu appears on the site and if the menu has active links is an important maintenance task.

## Logo is clickable

✔ Passed

📊 Low Impact

A basic website standard is for the website logo to be clickable returning the user to the home page of the website.

### ! Learn More

Fewer websites are placing "Home" as an item on their navigation menu and are relying on the standard clickable logo as the navigation tool to return users to the front page of the website making it even more important for this functionality to exist.

Web accessibility refers to the practice of ensuring websites are designed and developed so that people with disabilities can perceive, understand, navigate, and interact with them as equitably as people without disabilities.

## Alternative (ALT) Text for Images

✖ Needs Improvement

🌈 High Impact

Alternative text should be added to all relevant images on a site to describe the images. Both search engines and screen readers used by people with visual impairments process the alternative text to better understand how images are used on the site.

### 💡 Recommended Action

Whenever you place an image on your website, be sure to use the "alt" tag and insert text to describe your image.

To check if your "alt" tags are working properly, hover your mouse over an image. If it's working, then in most popular browsers you should see the alternative text appear over the image while you're hovering on it.

### ❗ Learn More

To learn more about how to use the "alt" tag, go to [https://www.w3schools.com/tags/att\\_img\\_alt.asp](https://www.w3schools.com/tags/att_img_alt.asp).

## Captions / Transcripts for Audio & Video

✔ Passed

🌈 High Impact

Multimedia such as audio and video can boost conversions and engage your audience. However, if they aren't accessible, then your visitors who are hearing-impaired are going to miss out on important info. What's more, some people simply prefer to read rather than listen, which is another good reason to include captions or transcripts.

### ❗ Learn More

You can learn more about web accessibility, plus see examples of how to make your multimedia accessible, by visiting <https://www.w3.org/WAI/videos/standards-and-benefits>.

## Text Size & Readability

✓ Passed

 High Impact

People with visual impairments often increase text size using ctrl + or sizers built into their browser. You'll want to be sure your website's text is still readable and accessible even if it's enlarged to multiple times its default size. It's also important to use readable fonts.

### ! Learn More

Learn more at <https://www.w3.org/QA/Tips/font-size> and <https://usability.yale.edu/web-accessibility/articles/zoom-resizing-text>

## Color Contrast

✗ Needs Improvement

 Medium Impact

Low-contrast websites are difficult for many people to read, but those who have visual impairments may find the task impossible. Using colors and contrasts can help make your website as accessible and easy-to-read as possible.

### 💡 Recommended Action

Take these steps to ensure you're using contrast and color in a way that makes your site more accessible:

- Use high contrast between the text and the background. Generally, it's best to use the standard black text on a white background.
- Avoid anything that requires your visitor to distinguish between colors. For example, don't create a list of "dos" and "don'ts" where the only way to distinguish them is green font for "do" and red font for "don't".

### ! Learn More

To learn more, and to get a list of contrast-analyzer tools, see <https://www.w3.org/TR/WCAG20-TECHS/G18.html>.

## Descriptive Link Text

✓ Passed

 Medium Impact

Use descriptive text so it is clear where links are going to and/or what the purpose of the link is. This improves both the usability and accessibility for people using screen readers.

## Learn More

Learn more about creating accessible and useful links at <https://webaim.org/techniques/hypertext>.

## Navigation & Site Structure

 **Passed**

 **Medium Impact**

Not everyone navigates your website using a mouse or by touching their screen. Some people will navigate using only their keyboard. If your site isn't accessible to those who do this, then you're going to needlessly block a segment of your population from fully accessing your site.

## Fields & Forms

 **Needs Improvement**

 **Medium Impact**

Your forms should be set up so that those who're using assistive technologies (such as screen readers) are able to easily understand the forms and use them. Creating accessible forms also makes it easier for those who have cognitive disabilities, problems with dexterity, or those who're using speech-to-text technology to fill in your form.

## Recommended Action

Take these steps to make your forms more accessible:

- Provide instructions for using forms.
- Label each part of your form clearly so that users know what to input in each field.
- Use the tabindex attribute to specify the tab order of an element
- Provide confirmation if a form is completed successfully.
- Provide a descriptive error message if the form isn't completed successfully.
- Avoid placing time limits on completing forms unless it's absolutely necessary.

## Learn More

To learn more about making your forms accessible to those with disabilities, visit <https://www.w3.org/WAI/tutorials/forms>.

# Performance & Security

YOUR SCORE

45 / 100

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

## HTTPS

✓ Passed

🚦 High Impact

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

### ! Learn More

SSL is important because the information you send on the Internet is passed from computer to computer to get to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren't encrypted with SSL, bad actors can more easily steal that data.

### ! HTTPS Test Results

✓ We've identified that the site is running on <https://www.dobsonranchhoa.com/>.

## Google Page Speed

✗ Needs Improvement

🚦 High Impact

Every second counts when a visitor is waiting for a page to load—speed influences a visitor's experience on your site. Page speed also affects your position in the search engines.

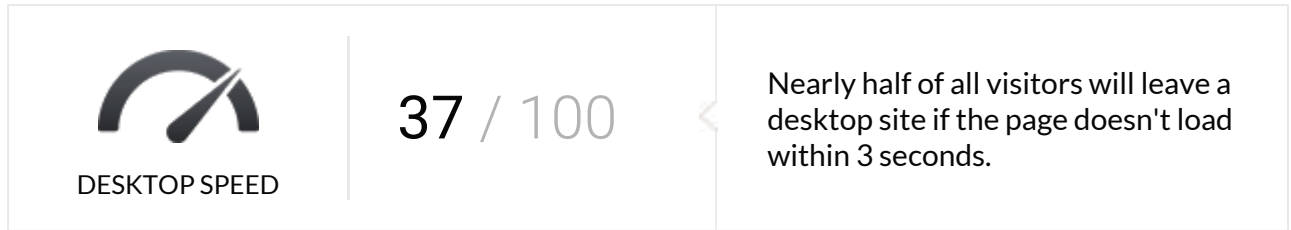
### 💡 Recommended Action

Every second counts when a visitor is waiting for a page to load—speed influences a visitor's experience on your site. Page speed also affects your position in the search engines. Even when sites are hosted on premium servers such as [WP Engine](#), there are often additional tasks that can help improve page speed.

### ! Learn More

You can have Google test your page speed by using their [Page Speed Insights Tool](#). Other popular page performance testing tools are [GTmetrix](#) and [Pingdom](#).

## ! Page Speed Results



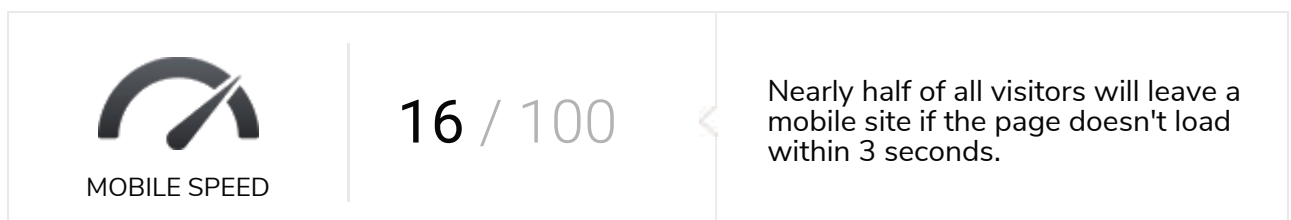
### 🕒 Lab Data

First Contentful Paint	1.5 s !	Time to Interactive	4.6 s ✖
Speed Index	3.2 s ✖	Total Blocking Time	550 ms ✖
Largest Contentful Paint	4.9 s ✖	Cumulative Layout Shift	0 ✔

### 📦 Opportunities

OPPORTUNITIES		ESTIMATED SAVINGS
1	Properly size images	2.04 s ✖
2	Eliminate render-blocking resources	1.06 s ✖
3	Serve images in next-gen formats	0.88 s ✖
4	Defer offscreen images	0.8 s ✖
5	Reduce unused JavaScript	0.56 s !
6	Reduce unused CSS	0.4 s !
7	Preload key requests	✖

[Get detailed desktop page speed recommendations.](#)



## Lab Data

First Contentful Paint	5.5 s ✖	Time to Interactive	24.8 s ✖
Speed Index	13.3 s ✖	Total Blocking Time	4,330 ms ✖
Largest Contentful Paint	28.8 s ✖	Cumulative Layout Shift	0 ✔

## Opportunities

OPPORTUNITIES		ESTIMATED SAVINGS
1	Properly size images	8.1 s ✖
2	Serve images in next-gen formats	6.15 s ✖
3	Defer offscreen images	5.1 s ✖
4	Eliminate render-blocking resources	4.37 s ✖
5	Reduce unused JavaScript	3.9 s ✖
6	Reduce unused CSS	2.1 s ✖
7	Efficiently encode images	0.3 s !
8	Minify CSS	0.15 s !
9	Avoid serving legacy JavaScript to modern browsers	0.15 s !
10	Preload key requests	✖

[Get detailed mobile page speed recommendations.](#)

## Browser Caching & Compression

✔ Passed

 Medium Impact

These technologies make your website pages to load significantly faster. That's important because of the three-second rule—you've only got three seconds to make an impression on your site.

## ! Learn More

You can learn more about browser caching and page compression by visiting [Google's Page Speed Documentation](#) or visiting the [GTmetrix Browser caching knowledgebase](#).

## GTmetrix Page Speed

✖ Needs Improvement

🌈 High Impact

Every second counts when a visitor is waiting for your home page to load—speed influences a visitor's experience on your site. Page speed is also a factor that affects your position in search engines. Stats clearly show that faster sites lead to better rankings and more sales.

## 💡 Recommended Action

Use website caching services, compressing of your scripts and other speed optimization techniques to make your site load faster. Check out [GTmetrix](#) for more details.

## ! Learn More

You can have [GTmetrix](#) test your page speed by using their free page speed scan. Other popular page performance testing tools are [Page Speed Insights Tool](#) and [Pingdom](#).

## ! Page Speed Results

### GTmetrix Grade

Grade	Performance	Structure
F	16%	77%

### Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
7.6s	3.1s	0.09

### Top Issues

These audits are identified as the top issues impacting your performance



High-Med Impact	Avoid enormous network payloads	Total size was 6,114 KiB
Low Impact	Some third-party resources can be lazy loaded with a facade	1 facade alternative available
Low Impact	Does not use passive listeners to improve scrolling performance	N/A
Low Impact	Ensure text remains visible during webfont load	N/A
N/A	Time to Interactive	17.7 s
N/A	Speed Index	10.6 s
N/A	Total Blocking Time	3,080 ms
N/A	Largest Contentful Paint	7.6 s
N/A	Max Potential First Input Delay	790 ms
N/A	Minimize main-thread work	10.0 s

# Content Format & Copy

YOUR SCORE

100 / 100

To dominate a crowded market your website content & copy needs to be well written, formatted so that it is easy to read, SEO friendly and focused on your ideal target audience.

## Compelling Messaging / Calls to Action

✓ Passed

 High Impact

If you fail to provide a strong call to action, your prospects are simply going to click away without taking action. A good call to action tells your readers exactly what you want them to do next. This boosts your opt-ins, generates more sales, and increases your conversions.

### ! Learn More

Learn more about how to create a compelling, powerful call to action at <https://www.copyblogger.com/powerful-calls-to-action>.

## Easily Readable

✓ Passed

 High Impact

If your content is difficult to read, you can guess what happens: your visitors aren't going to read it. In most cases, they'll just click away to your competitor's site instead. That's why you'll want to make sure your web pages are easy to read.

### ! Learn More

Learn more about how to choose the right font plus other tips at: <https://etc.usf.edu/techease/4all/web-accessibility/making-text-easier-to-read-on-screen/>.

## Captivating Headlines

✓ Passed

 High Impact

The job of any headline is to captivate your reader and get their attention. If your headline fails to do this, your reader will simply click away. And you'll lose an opportunity to generate a lead or even a sale.

### ! Learn More

To learn more about writing better headlines, visit <https://www.copyblogger.com/headlines-that-get-results>. Ask your current web agency if they offer this service or can refer someone to you.

## Consistent formatting

✓ Passed

 Medium Impact

Consistent formatting is important because it makes your content more readable and easier-to-understand. Inconsistent formatting looks sloppy and may even have some readers clicking away before they finish reading your webpage.

### ! Learn More

Ask your current web agency how they can help.

## Spelling

✓ Passed

 Medium Impact

Spelling errors on your website create a poor impression, damage your credibility, and may even get people clicking away from your site. Many people judge the quality of your business by the quality of your content. If your site has misspellings, people are going to view your business as sloppy and amateurish.

### ! Learn More

A proofreader will catch simple spelling and grammatical errors, while an editor will delve into deeper problems with content structure. Connect with your web agency or check out a service like <https://www.editorr.com>

## Easy to Scan

✓ Passed

 Medium Impact

While we'd love for every visitor to read every word on our webpages, the truth is most won't. Make sure visitors can extract the highlights of your content just by scanning. This helps engage visitors, keeps them on your site longer, and read it more of it.

### ! Learn More

We can connect you with a copywriter that can assist you in creating relevant content that helps readers understand your value. Let us know if you would like a connection to a professional copywriter.

## No Placeholder Text / Loremipsum

✓ Passed

 Medium Impact

Placeholder text makes your site look like it's unfinished. At worst, it can give the impression that your business is sloppy and amateurish. Placeholder text also hurts your search engine rankings.

### Learn More

We can connect you with a professional copywriter to help write the pending content.

## Link and Formatting Review

✓ Passed

 Medium Impact

It is important to make sure that the content shows properly on this site. This includes page text, links, and images.

### Learn More

We review the home page on the site. When looking at this page, we make sure that text and images show properly. We also look for broken links as well as links that lead a user off-site by opening in the same tab. We also look for other general abnormalities that impede the effectiveness of the site. If there are errors on the home page, we recommend doing a full link and content review on all important pages.

Protect your business by making sure your website is compliant with the national and international laws, rules and regulations.

## Privacy Policy

 **Passed****Medium Impact**

Your privacy policy informs your visitors of what sort of information your website collects and how this information will be used. You need a privacy policy because in most cases it's legally required. Aside from that, a privacy policy builds trust with your visitors.

### Learn More

To learn more about what all is included in a typical privacy policy, check out [Nolo.com](https://www.nolo.com).

## Terms & Conditions

 **Passed****Medium Impact**

A terms and conditions agreement is a legal document that outlines how visitors may use your site, and what happens if they abuse your site. For example, you can detail what happens to users who spam your blog (e.g., they may be permanently banned). This protects you legally in the event you need to take action against an abusive visitor.

### Learn More

To learn more about what all is included in a Terms & Condition agreement visit [Nolo.com](https://www.nolo.com).

## Disclaimer

 **Needs Improvement****Medium Impact**

A disclaimer statement provides an important statement about the limit of your liability regarding your website content, advertising, and legal advice.

### Recommended Action

You want to start by identifying the type of advertising, affiliate marketing and content which can be construed as legal advice.

- Contact an attorney to draft your disclaimer statement. Since this is a legal document, you want to be sure a qualified professional creates it.

- You can save time and money by adding our policy service to your monthly plan. Our plan will embed a disclaimer statement on your website that will be continually updated as laws change. The laws are constantly changing, and this service will provide a continually updated policy based on the latest changes.

We always recommend you consult with a lawyer whichever direction you take. Be sure a link to your disclaimer statement appears on all pages of your website.

### Learn More

To learn more about what all is included in a typical privacy policy, check out [Nolo.com](https://www.nolo.com).

## Website Copyright in Footer

 Passed

 Low Impact

Generally, you retain a copyright over your graphics and content at the moment you create them. This means that a copyright notice isn't absolutely mandatory. However, a notice makes it clear who owns the copyright, and it may potentially help you win damages if there is ever a lawsuit related to your copyrighted material.

### Learn More

Check out this resource to learn more about [how to create a proper copyright notice](#).

## GDPR Features

 Needs Improvement

 High Impact

GDPR stands for General Data Protection Regulation, and it's designed to give residents of the European Union more control over their personal data. These regulations apply to those who operate within the EU, as well as to those who offer products or services to EU residents. If you're not in compliance with these regulations, you could incur heavy fines.

### Recommended Action

Consult with a GDPR specialist to be sure that your website is fully compliant with the regulations. You can also leverage resources provided by services like [IUBENDA](#). We always recommend you consult with a lawyer whichever direction you take.

### Learn More

Learn more about the [EU's data protection guidelines here](#).

## Cookie Policy

✖ Needs Improvement

🌧 Medium Impact

A cookie policy tells your visitors how cookies are used on your site. If your business operates in the EU or EU citizens use your website, then a cookie policy is a legal requirement. For all others, it's a good idea to have this policy as it instills trust.

### ! Learn More

Learn more about what cookies are and how they're typically used at <http://www.whatarecookies.com>. You can also leverage done for you resources at <https://termsfeed.com> and <https://www.iubenda.com/en>.

## WHOIS

✔ Passed

🌧 Low Impact

Whois is an Internet record listing that identifies who owns a domain and how to get in contact with them. If you don't make your whois info private, then anyone can look it up and obtain your name and contact info. This opens you up to receiving unsolicited calls and emails.

### ! Learn More

Check with your domain registrar to learn more about private domain registration. Most popular ones like GoDaddy, Name.com and Network Solutions offer this as a standard service.

## Google Fonts Loaded Locally

✖ Needs Improvement

🌧 High Impact

A court in Munich, Germany has recently found that websites that have embedded Google Fonts violate the General Data Protection Regulation (GDPR). This exposes millions of website owners to the possibility of fines for non-compliance with the General Data Protection Regulation (GDPR).

### 💡 Recommended Action

A website owner does not have to be in the European Union to be required to comply with GDPR. According to the law, if the user of the website is in the EU and the website tracks their behavior through the use of technology, such as pixels, cookies, and analytics, then that site must comply with GDPR.

According to the court's findings, Google fonts can be used if the fonts are loaded locally rather than directly from the Google servers. Therefore, it is imperative that any Google font be downloaded and installed, and loaded locally on the website.

### **Learn More**

For more information about GDPR and this ruling, visit [Termageddon.com](https://termageddon.com) and their [article on this particular](#) court case.

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# Conversion Optimization

YOUR SCORE

80 / 100

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action — be that filling out a form, becoming customers, or otherwise.

## Trust Factors & Testimonials

✖ Needs Improvement

🌈 High Impact

Trust factors—such as awards, affiliations, certifications, case studies, and guarantees and testimonials—help position your business as knowledgeable experts who can be relied on.

### 💡 Recommended Action

Prominently display awards, affiliations, certifications, case studies, guarantees and other things that can build trust in the eyes of the visitor. Testimonials are a great way to build trust. Look to Yelp and Google Reviews as a place for possible testimonials that can be added to your site.

### ❗ Learn More

Trust factors are sometimes called “proof points” because they prove to your visitor that you know what you’re talking about and can be trusted with their money.

## Newsletter Signup

✔ Passed

🌈 High Impact

The majority of your visitors will leave your site without taking any action (requesting a quote, calling or purchasing). Once they leave, they may not return. You'll want to install an opt-in form which encourage visitors to join your email list. This gives you the opportunity to follow-up, build relationships, and convert them into a customer over time.

### ❗ Learn More

Choose a reputable email service provide such as Mailchimp, Active Campaign or other similar services.

## Primary Call To Action (CTA)

✔ Passed

🌈 High Impact

A call-to-action asks visitors to take a specific action on your site—buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

## Learn More

Common calls to action include:

- Buy
- Add to Cart
- Subscribe
- Sign Up
- Start Chat
- Click to Call
- "Read / Learn More"

## Noticeable Phone No.

 Passed

 High Impact

Your website should display your phone number in a prominent place—for example, in the top right corner or in the mobile header—to make it easy for web visitors to contact you.

## Learn More

Many people don't have the patience to click through to a contact us page anymore (especially if they're on a mobile device and your menu links are too small to click). You could be losing a lot of potential customers right now by making it hard to contact you.

## Lead Capture Forms

 Passed

 High Impact

An intuitive form will help you capture high-quality lead information or, at the very least, an email address from visitors who aren't interested in calling you.

## Learn More

It's important to have your forms in an easy to find place—usually before a visitor has to scroll. Keep the number of fields to a minimum, and use field validations to make sure your visitors' information is submitted properly.

## Unique Selling Proposition (USP)

 Passed

 Medium Impact

Your USP clearly describes how your product or service solves your customer's needs or desires better than the competition.

## Learn More

Here's an example USP formula to get you started: **We are a \_\_\_\_\_ who help \_\_\_\_\_ with \_\_\_\_\_. And \_\_\_\_\_ distinguishes us from our competitors.**

## Secondary Call To Actions

 **Passed**

 **Medium Impact**

Secondary CTAs help you engage visitors who are not interested in your primary CTA, or who may need additional information before taking the desired action.

## Learn More

If your primary CTA is "Buy Now", the secondary CTA could be, "Learn More" or "Contact Us"

## Social Media Share Buttons

 **Needs Improvement**

 **Low Impact**

Make your content easily shareable across different social media platforms with just one click. You'll improve your branding and increase your traffic and exposure.

## Recommended Action

We can help choose one of several plugins and code snippets for your site that supports social sharing buttons.

## Learn More

Two common services to use for social sharing are <http://www.addthis.com/> and <https://www.sharethis.com/> Several plugins and code snippets are also available.

## SEO / Online Visibility

YOUR SCORE

73 / 100

SEO gives you an edge over your competition by bringing more prospects and customers straight to your website from searches they make on search engines like Google.

RadiateWP can assist with tasks to improve your basic on-site SEO through your available support time. If you are a DIY type of person, we can share our video tutorials that will teach you the basic concepts of on-site SEO allowing you to handle these changes without support.

### WWW Resolve

✓ Passed

 High Impact

Search engines consider example.com and **www**.example.com to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

#### Learn More

Many hosts also make it easy to redirect your www version to the main version of your site. RadiateWP can help with these technical issues.

### Google Analytics / Tag Manager

✓ Passed

 High Impact

Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free service.

#### Learn More

Visit the [Google Analytics](#) site or [Google Tag Manager](#) page to learn more about how it can help your business.

### Google Business Profile (GBP)

✓ Passed


 High Impact

Google Business Profile gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

## ! Learn More


When people search for you, does your phone number show up? Is the right address and website listed? Make sure your Name, Address and Phone (NAP) are consistent across the web.

## ! Your Google Business Profile Listing Preview




No Image Available

Missing Photos



5 ★★★★★ 1 Google reviews

Address: 

Phone: Missing Phone Number

Website: Missing Website URL

### Hours of Operation

Missing Hours of Operation

## Accessible to Search Engines

✓ Passed

 High Impact

To rank in search results, search engines have to be able to access your site—or “crawl” it—to find out what information is on it. Describing that information is called “indexing.”

## ! Learn More

You can test your robots.txt file to see if it’s blocking your site from being crawled using [Google's Robot.txt Tester](#). You can also see what Google sees when it tries to access your website by using the [Fetch As Google Tool](#). When ready you can follow [these directions](#) to have Google crawl your site.

# Optimal Use of Keywords in H1 Tags

✖ Needs Improvement

📈 High Impact

H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility, and help potential visitors determine your page's content.

## 💡 Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

## ⓘ Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target and be treated with the same importance as title tags.

## ⓘ Your Website Headings

Subheadings	
H2	████████████████████
	██
	██
	██
	██
	Our Mission
	Our Vision
	████████████████
	Upcoming Events
	Check Out Our Gallery

	E-News – STAY UPDATED
	Our Hours
	Our Location
	Follow Us
	Contact Us

## Keyword Used in Page Title

✓ Passed

 High Impact

Using a keyword in your title helps search engines associate your page with a topic. Higher search engine positions are strongly correlated to keyword use here.

### Learn More

Yoast SEO is widely regarded as an expert in the industry. They have a helpful resource on "[How to craft great page titles for SEO](#)".

## Sitemap.xml File

✓ Passed

 Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

### Learn More

There are WordPress plugins that dynamically create sitemaps. You can also use a free service like [XML-Sitemaps](#) to create a sitemap.xml file and submit it to search engines. If the Yoast SEO plugin is installed on your site, this also will help with the submission of the sitemap.

## Blog / Resource Center

✓ Passed

 Medium Impact

An effective blog can improve your search engine position, drive more traffic to your website, position you as an industry leader and help generate more leads and customers.

## Learn More

Blogging takes commitment, but it can also help your website rank and also establish you as a leader in your industry.

## Schema Markup

 Passed

 Medium Impact

Schema markup code helps search engines return more informative results about your business to users. Used effectively, it can boost your website rankings.

## Learn More

You can learn how to get started with used schema by visiting [Schema.org](https://schema.org). You can also test your website schema using [Google's Structured Data Testing Tool](https://search.google.com/structured-data/testing-tool/).

## Your Website Schema Markup

We have excluded the following schema markup (Webpage, hentry, and Website) because they are basic. Visit [Schema.org](https://schema.org) to identify the appropriate markup to get the best results.

WebPage	1 ITEM(S)
ImageObject	1 ITEM(S)
BreadcrumbList	1 ITEM(S)
WebSite	1 ITEM(S)
Organization	1 ITEM(S)

[Show schema tag results.](#)

## Brand in Page Title

 Passed

 Medium Impact

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.



## Learn More

If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages.

## Meta Title & Descriptions

 Needs Improvement

 Medium Impact

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.



## Recommended Action


Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

## Learn More

When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags.

## Meta Title & Description

 Title Home - 

 Description

## Optimal Page Title Length

 Passed

 Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

## Learn More

Optimizing it can help boost your search engine rankings.

## Meta Description Length

✖ Needs Improvement

📊 Medium Impact

Search engines use this description to describe your page. Its maximum length is usually 156 characters. A good description can convince more searchers to click on your link.

### 💡 Recommended Action

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

### ❗ Learn More

Yoast SEO has a great article on "[How to create the right meta description](#)".

### ❗ View Description

✖ Description - (Missing)

## Keywords in the Meta Description

✖ Needs Improvement

📊 Medium Impact

Searchers will see the keyword bolded in search engine results page. That will increase your page's prominence and visibility, and will likely lead to more website clicks.

### 💡 Recommended Action

Tips for writing good description tags:

Keep to a 155 character limit

Include keywords you want to rank for

Think about your target audience

Unique for every page

### Learn More

Yoast SEO has a great article on how to "[Create the right meta description](#)".

## Map & Address

 Passed

 Medium Impact

For organizations with an actual location, listing your address on all your pages and having a Google location map on your contact us page is critical to showing up in local search engine results.

### Learn More

Recent changes to the Google Maps API has made this a little more technical. You must register the project through the [Google Cloud Platform](#).

## Alt Attribute

 Needs Improvement

 Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

### Recommended Action

Add ALT attribute in image tag.

### Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site by reading this article from [Yoast SEO](#). Check out their SEO plugin if your site runs on WordPress.

## Your Google Listing

 Passed

 Medium Impact

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

## Learn More

Your Google Listing is what shows up to users on the search page. It is important to get this right.

## Google Website Listing Preview

Home - [REDACTED]  
[REDACTED]

## Sufficient Page Content

 Passed

 Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

## Learn More

Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words.

## Keywords in Image Alt Attribute

 Passed

 Low Impact

Using keywords in the alt attribute of an image can boost search rankings slightly—but it can also add value for sight-impaired users.

## Learn More

Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web.

## Open Graph

 Passed

 Medium Impact

Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

## ! Learn More

You can learn more about the Open Graph tags and protocol by visiting <http://ogp.me/>

## ! Open Graph Result



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Based on the raw tags, we constructed the following Open Graph properties

✓ og:title

Home - [REDACTED]

✓ og:description

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

✓ og:url

[REDACTED]

✓ og:image

[REDACTED]  
[REDACTED]  
[REDACTED]

## FB Pixel

✖ Needs Improvement

📊 Low Impact

It's code FB provides that goes on your site so you can show ads on FB to people who have visited your site. It also tracks actions that can be used for optimizing your FB ads.

### ! Learn More

The FaceBook pixel is critical for any company using or planning to use Facebook for Advertising. You can learn more by visiting the [Facebook Business](#) resource page.

# Technical WP Assessment

YOUR SCORE

91 / 100

WordPress is a powerful and feature rich platform. If not configured properly and updated frequently you are risking your website security, performance, stability, and functionality.

## No Comments Spam

✓ Passed

 High Impact

Comments allow readers to engage the author and other readers in an interactive manner. It's a great way to nurture relationships with your audience, build a community and gather feedback. When abused irrelevant comments are used by bots and spammers for the sole purpose of dropping spammy content with a link to the spammer's website.

### ! Learn More

If you are using WordPress, you can learn about the different ways to combat comment spam by clicking here: [https://codex.wordpress.org/Combating\\_Comment\\_Spam](https://codex.wordpress.org/Combating_Comment_Spam).

## No Malware Found

✓ Passed

 High Impact

Malware that infects your site can steal visitor data, destroy your content, hijack your site, use system resources for nefarious purposes, and/or damage or even destroy your business. If infected, your site could get blacklisted by Google and other search engines.

### ! Learn More

Ask your web developer for recommendations on how to keep your website secure and up to date. You can also visit sites like [SiteLock](#) and [Securi](#) for more information.

## Managed Hosting Plan

✓ Passed

 Medium Impact

Your site should run on a WordPress specific hosting plan with managed hosting support. This is recommended because they offer better support, reliability, security and performance for your site.

## Learn More

Many web hosts now have specific WordPress managed hosting environments. When you host with us, we have a web professional migrate you to our optimal hosting for WordPress. We use [WP Engine](#) for all of our hosting needs.

## WordPress Backups

 Passed

 Medium Impact

WordPress doesn't include built-in website backups. You need a reliable backup strategy in case of security breach like hacks and malware or to protect you from user errors that may bring down your website.

## Learn More

You can learn more about Wordpress backups here. [https://codex.wordpress.org/WordPress\\_Backups](https://codex.wordpress.org/WordPress_Backups). If you are not using a managed WordPress hosting company, we recommend checking out the [UpDraft](#) plugin or a service like [ManageWP](#) to help you backup your website independently of your website hosting.

## Premium Plugins

 Passed

 High Impact

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be updated. Premium plugins required a paid license in order to be updated.

## Learn More

Visit the website of each premium plugin to learn more about the features it controls on your website. Keep your login information in a safe place for renewals and updates.

## Your Website Premium Plugins Information



Plugin	Current Version	Latest Version	Status
✔ Elementor Pro	3.7.6	3.7.6	active
✔ Embed Plus Plugin for YouTube	14.1.3	14.1.3	active
✔ Gavia's Oxpitan Themer	1.0.0	1.0.0	active
✔ Gravity Forms	2.6.6	2.6.6	active
✔ Gravity Forms Constant Contact Add-On	1.6	1.6	active
✔ PDF Embedder Premium	5.0.2	5.0.2	active
✔ RWP: Updates Reporting	2.6.4	2.6.4	active
✔ Slider Revolution	6.1.3	6.1.3	active
✔ WP Engine Smart Plugin Manager	5.12.8	5.12.8	active

## General Plugins

✖ Needs Improvement

🌈 High Impact

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be kept updated to keep the website secure.

### 💡 Recommended Action

Keep plugins up to date by selecting to update them from Appearance -> Plugins section. Please note to backup your website before any update. We can handle this for you; our plans include plugin updates.

### ⓘ Learn More

Read more about "WordPress Housekeeping" at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a "tidy" WordPress installation.

### ⓘ Your Website General Plugins Information

Plugin	Current Version	Latest Version	Status
✔ Akismet Anti-Spam	5.0	5.0	active
✔ All-in-One Event Calendar by Time.ly	3.0.0	3.0.0	active
✔ Better Search Replace	1.4.1	1.4.1	inactive
✔ Classic Editor	1.6.2	1.6.2	active
✔ Column Shortcodes	1.0.1	1.0.1	active
✔ Elementor	3.7.6	3.7.6	active
✔ Elementor Addon Elements	1.11.15	1.11.15	active
✔ Import Export WordPress Users and WooCommerce Customers	2.3.4	2.3.4	inactive
✔ MC4WP: Mailchimp for WordPress	4.8.10	4.8.10	active
✔ ManageWP - Worker	4.9.14	4.9.14	active
✖ Meta Box	5.6.6	5.6.7	active
✔ NextGEN Gallery	3.28	3.28	active
✔ Obfuscate Email	3.8.1	3.8.1	active
✔ Post Type Switcher	3.2.1	3.2.1	active
✔ Profile Builder	3.7.9	3.7.9	active
✔ Remove Category URL	1.1.6	1.1.6	active
✔ Show IDs	1.1.9	1.1.9	active
✖ UpdraftPlus - Backup/Restore	1.22.21	1.22.22	active
✔ User Menus	1.3.0	1.3.0	active

✓ WP Dashboard Notes	1.0.10	1.0.10	active
✓ WP Downgrade   Specific Core Version	1.2.5	1.2.5	active
✓ WP Rollback	1.7.2	1.7.2	active
✓ WP101 Video Tutorial Plugin	5.3.1	5.3.1	active
✓ WordPress Importer	0.7	0.7	active
✓ Wordpress Tabs	4.0.3	4.0.3	active
✓ Yoast Duplicate Post	4.5	4.5	active
✓ Yoast SEO	19.6.1	19.6.1	active
✓ reSmush.it Image Optimizer	0.4.6	0.4.6	active
✓ s2Member Framework	220809	220809	active

## Additional Themes

✓ Passed



Medium Impact

For optimal security, if you aren't using a theme, it's highly recommended that you delete it. Removing them eliminates unused code that could potentially harbor security vulnerabilities.

### ! Learn More

Read more about "WordPress Housekeeping" at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a "tidy" WordPress installation.

### ! Your Website Themes Information

Theme	Current Version	Latest Version	Status
✔ Oxpitan Child			Active
✔ Oxpitan	1.0.0	1.0.0	Active

## Deactivated Themes

✔ Passed

 High Impact

These are themes that are not enabled and not actively used on your website. We recommend that these deactivated themes, no longer in use (even if updated) be removed for security reasons.

### ! Learn More

Read more about “WordPress Housekeeping” at [https://codex.wordpress.org/WordPress\\_Housekeeping#Theme\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping#Theme_Housekeeping) and the importance of keeping a “tidy” WordPress installation.

## Google Safe Browsing

✔ Passed

 High Impact

This Google service helps protect visitors by displaying warnings to users when they attempt to navigate to sites that could be harmful to the visitor. Keep your site updated and secure to prevent being flagged.

### ! Learn More

Read this if you want to learn more about [Google Safe Browsing](#).

## Discourage Search Engines Disabled

✔ Passed

 High Impact

*Discourage Search Engines From Indexing Your Site* is a setting used to tell search engines not to index your site. If enabled, this will harm your rankings by blocking your site from search engines.

## Permalinks

✓ Passed

🌈 Medium Impact

They are the permanent URLs to your pages, posts, categories and other lists. The default permalink settings are not intuitive or user friendly and should be updated.

### ! Learn More

Read more about the permalinks on WordPress codex here [https://codex.wordpress.org/Using\\_Permalinks](https://codex.wordpress.org/Using_Permalinks)

## Deactivated Plugins

✗ Needs Improvement

🌈 Low Impact

These are plugins that are not enabled and not actively used on your website. We recommend that these deactivated plugins, no longer in use (even if updated) be removed for security reasons.

### 💡 Recommended Action

Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well.

### ! Learn More

Read more about “WordPress Housekeeping” at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a “tidy” WordPress installation.

### ! Your Website Deactivated Plugins

Plugin	Current Version	Latest Version	Status
✗ Better Search Replace	1.4.1	1.4.1	Inactive
✗ Import Export WordPress Users and WooCommerce Customers	2.3.4	2.3.4	Inactive

## Disable Directory Access

✓ Passed

 High Impact

This prevents displaying details from a directory to the public. Revealing info about plugins or themes could make your site vulnerable to hackers by publicly exposing your sites vulnerabilities and exploits.

### ! Learn More

Click here for specific directions on [How to Disable Directory Browsing in WordPress](#).

## Debug Mode

✓ Passed

 High Impact

Debug Mode is great while developing but should be disabled once your site is live. If enabled the errors could disclose sensitive info that could be used by hackers to compromise your site.

### ! Learn More

For more info on debugging mode on WordPress codex here [https://codex.wordpress.org/Editing\\_wp-config.php#Debug](https://codex.wordpress.org/Editing_wp-config.php#Debug)

## Hide WordPress Version

✓ Passed

 Medium Impact

By default WordPress discloses the version number in the Generator meta tag and in the RSS feeds. Hackers could use this info to identify vulnerabilities and exploits on your site.

## Post Revision Control

✓ Passed

 Medium Impact

WordPress, by default, saves copies of each edit made to a post or page, allowing for version control of your content. Revisions can impact your page performance.

### ! Learn More

You can read more about post revisions on WordPress codex here [https://codex.wordpress.org/Editing\\_wp-config.php#Post\\_Revisions](https://codex.wordpress.org/Editing_wp-config.php#Post_Revisions)

## Timezone Settings

✓ Passed



Medium Impact

Your website's timezone setting is responsible for how time appears on your website. This setting affects post scheduling and various internal WordPress functions.

## Sample Content

✓ Passed



Low Impact

When WordPress is installed, it comes with sample content that should be removed.

### ! Your Website Sample Content

✓ Sample Page

✓ Sample Post

✓ Sample Comment

## Page Edit URL

✓ Passed



Low Impact

Certain themes will display a direct edit link on the front end to edit a page or post. This could be used by hackers to compromise your site .

# Ongoing Management-Licenses & Analytics

YOUR SCORE

75 / 100

Every website is different in configuration and complexity. Different plugins may be needed with some requiring premium licenses. It is important to continually monitor the plugins, keep them up to date and renew premium licenses as needed.

## All License Keys are Up to Date

✖ Needs Improvement



Low Impact

In order to keep the site up to date, all premium themes and plugins must have an active license key. Without such a key, the plugin or theme cannot be updated leading to a potentially insecure website.

### Recommended Action

For RadiateWP to effectively manage a site, it is important to send all license keys and logins. As a part of our service, we can purchase licenses on your behalf and simply add it to your next monthly bill.

License(s) needed:

Slider Revolution - [Starter License](#) \$29/yr

## Analytics Tracking and Access

✔ Passed



High Impact

Google Analytics allows you to learn information about your website visitors, what pages they visit, how long they stay and how they found your site. Google Search Console is another important tool in use.



## Learn More

There are three important pieces of information when looking at the analytics tracking.

1. Is Google Analytics installed on the site and tracking properly
2. Is Google Webmaster Tools activated and connected to Google Analytics
3. It is imperative that any web professional working with your site have access to these tools to properly manage the site. It is also important for you as a website owner to maintain and have the proper access to these tools as well.

# Your Ongoing Management

**As a client of RadiateWP's ongoing management services, you get the following benefits for your company:**

- Premium Managed WordPress Hosting with SSL Certificate
- Standard Plugin and Theme Updates
- Premium Plugin and Theme Updates with plugin license renewal tracking services
- Daily backups and security monitoring with malware removal
- Phone and email support billed at the hourly rate
- Monthly website reporting

**Clients on the Premium Service Plan additionally receive:**

- Annual Comprehensive Site Audit
- 2 hours of phone and email support/consultation included per month
- Access to Dashboard Video Tutorials
- Access to RadiateWP's library of developer licensed plugins including Gravity Forms, Elegant Themes, Beaver Builder, etc
- Support for high volume sites

Hi 

This audit was conducted as a part of your ongoing maintenance and support plan through RadiateWP.

Your team at RadiateWP provides support services and these items can be addressed using your allotted support hours. If you wish to work on some of these items on your own, that is completely acceptable as well.

If you are interested in even more in-depth information, RadiateWP has two additional high-specialized audits that can give even more information about you and your competitor's sites.

- Competitors Analysis - We can create a report that will compare your site to 3 of your top competitors. It will look at the same audit categories and will score each of your competitors in comparison to you so that you can see what you need to focus on to gain the competitive edge.
- Ecommerce Audit - If you run an eCommerce site, we can conduct an in-depth eCommerce audit that will look at your overall site as well as the different parts of your store.

Check out the audit report below and reach out to me if you have any questions. There is a lot of information included so I would be happy to schedule a phone consultation to review the results of this report or to schedule an additional report. You can schedule a consultation with me using our [online schedule form](#).

I hope you find this informative and of tremendous value.

Cheers,  
Carol

# Schedule a Support Consultation

RadiateWP is here to assist you with your website needs. Our audit process is just one of the many things we do on an ongoing basis to make sure that your website is performing to its potential.

Schedule Your Consultation

Or call us now at 480-485-8784



**Carol Stambaugh**  
Owner, RadiateWP



[hello@radiatewp.com](mailto:hello@radiatewp.com)



480-485-8784



<https://radiatewp.com/>