

## **My Presentation**

<https://www.loom.com/share/8d470807dbba4540a08f30b7d8a1a6fa>

Hi There,

We are looking for a WordPress speed optimizing expert with web development experience, DISCLAIMER : if you don't have above please don't apply for this opportunity as it will be waste of our time. Please write "ITAdOn" as heading of your offer otherwise we will not respond.

## **Details about our website**

Our website is: <https://itadon.com/>

Hosted in: <https://www.namecheap.com/>

Build on WordPress: Elementor

Theme: Kadence

We use Nitorpack for website optimizer and speed is really good (we also used WP rocket plugin)

Please note we are looking for someone who wants to just some plugin to optimize the website, this is more advanced level.

## SEO Site Checkup - SEO site checkup score is good



SEO Site Checkup

Pricing

Free Tools

Articles

Log in

Report generated a minute ago

<https://itadon.com>

Your general SEO Checkup Score

Archived



Improve your score!

4 Failed



3 Warnings



64 Passed



### Issues to fix

Last found on Sep 24 2022, 07:34 PM

HIGH

The size of this webpage's HTML is 78.55 Kb, and is greater than the average size of 33 Kb! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

MEDIUM

The Document Object Model (DOM) of this webpage has 2,847 nodes which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.


MEDIUM

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

LOW

This webpage is using inline CSS styles!

## Page Speed Insights- Mobile - Page Speed Insights score is good for Mobile

 PageSpeed Insights

[Docs](#)

 Mobile

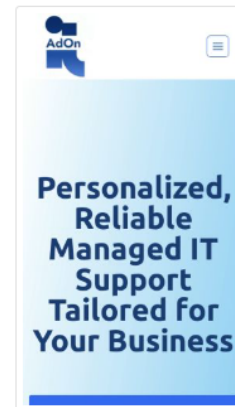
 Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49    ■ 50–89    ● 90–100



### METRICS

[Expand view](#)

■ First Contentful Paint

2.3 s

● Speed Index

3.2 s

■ Largest Contentful Paint

2.9 s

● Time to Interactive

2.3 s

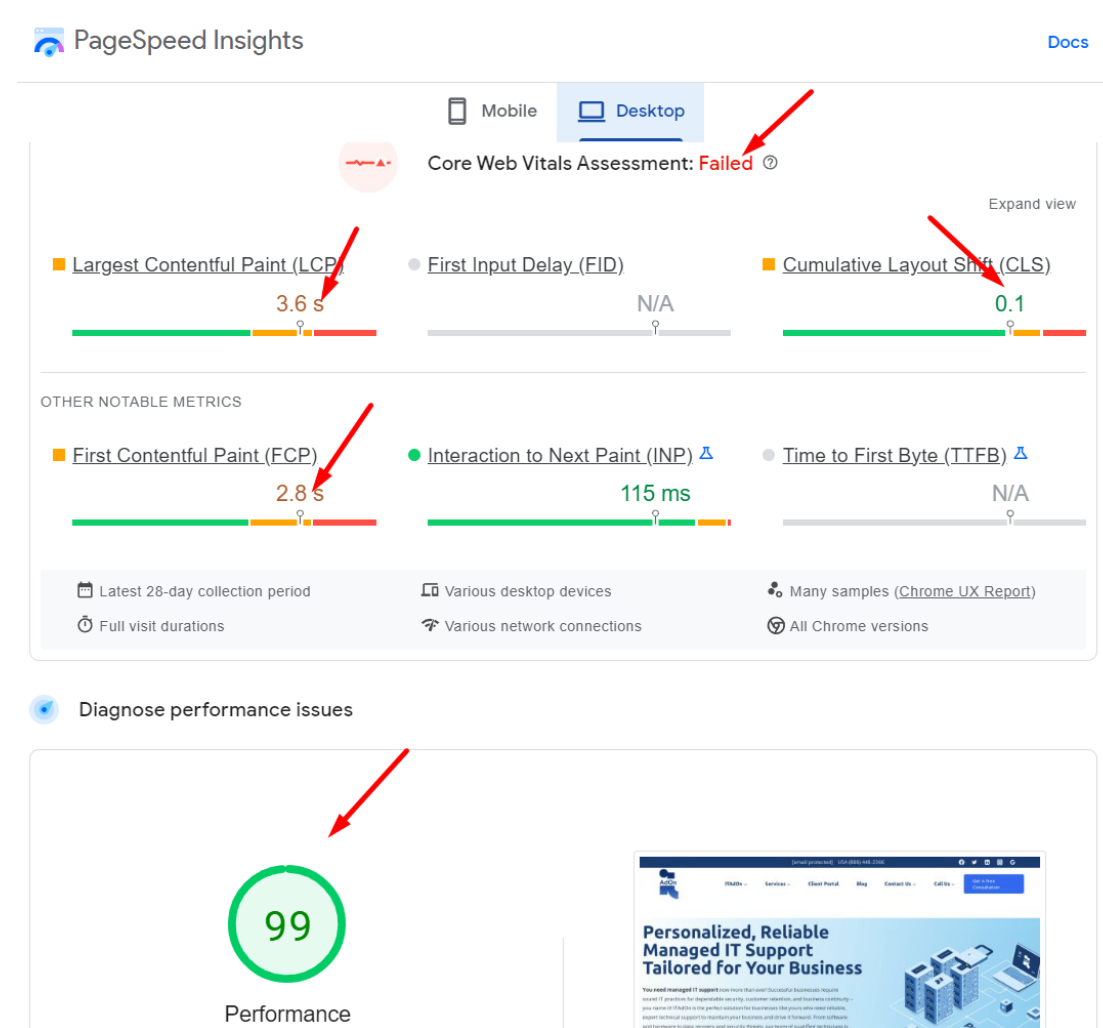
● Total Blocking Time

0 ms

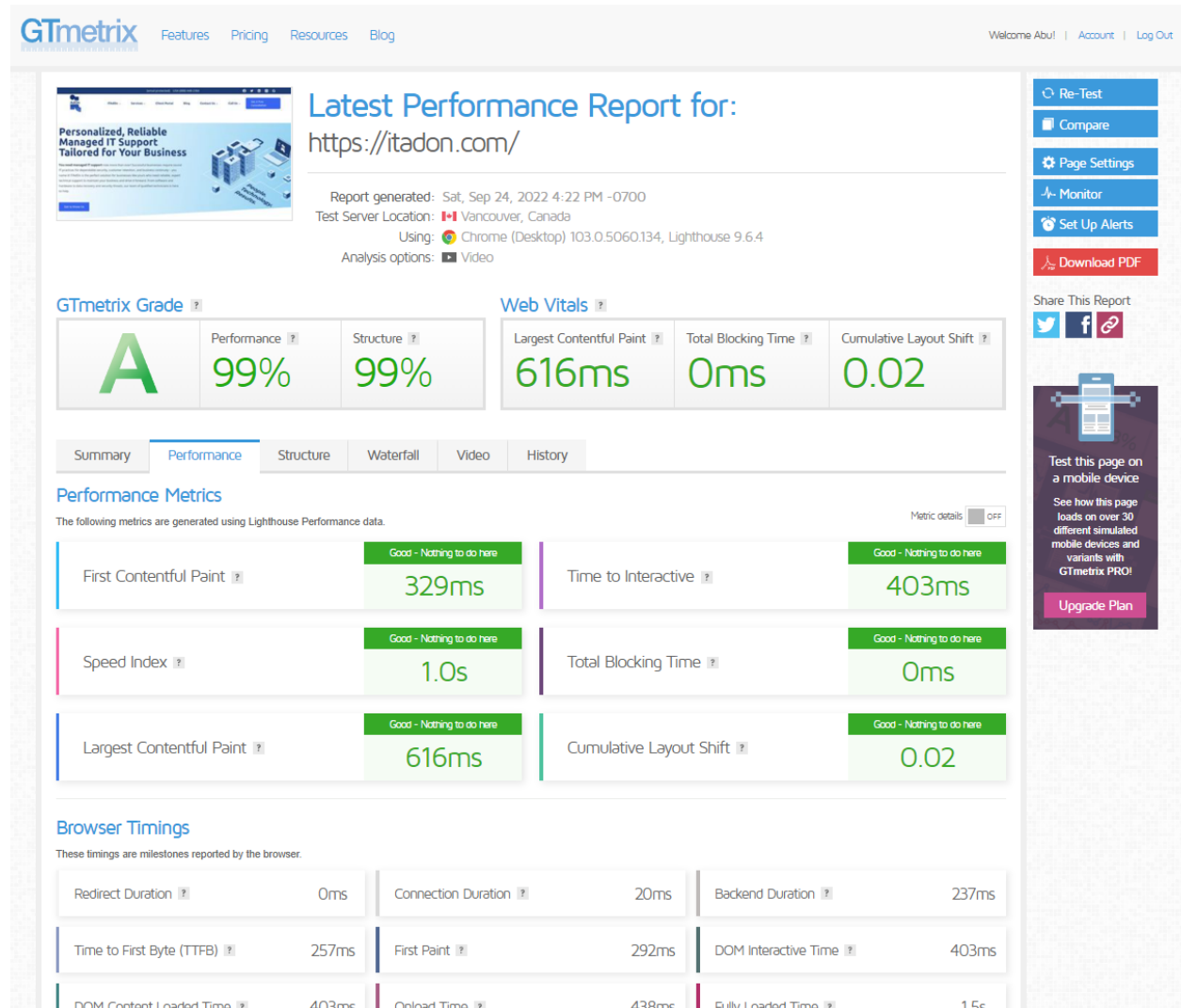
● Cumulative Layout Shift

0

















## Page Speed Insights- Desktop - Page Speed Insights score is good for Desktop



**GT Matrix** - GT Matrix score is also good



We also tried to optimize the website by removing unused CSS

Coverage x What's New					
Per function ▾    URL filter					
All ▾ <input type="checkbox"/> Content scripts					
URL	Type	Total Bytes	Unused Bytes		Usage
https://itadon.com/wp-includes/js/dist/components.min.js?ver=76c5a4c54d97b02824ed3d3b164c2811	JS (per function)	792 211	569 871 71.9%		
chrome-error://chromewebdata/	CSS+JS (per func...	187 612	139 639 74.4%		
https://itadon.com/wp-content/plugins/elementor-pro/assets/css/frontend-lite.min.css?ver=3.5.2	CSS	127 275	126 615 99.5%		
https://www.youtube.com/s/player/abfb84fe/www-widgetapi.vflset/www-widgetapi.js	JS (per function)	164 825	121 156 73.5%		
https://embed.tawk.to/_s/v4/app/63258f417d7/js/twk-chunk-vendors.js	JS (per function)	211 269	120 685 57.1%		
https://itadon.com/wp-content/plugins/elementor/assets/js/web-cli.min.js?ver=3.7.7	JS (per function)	173 287	108 457 62.6%		
https://itadon.com/wp-content/plugins/elementor/assets/css/frontend-lite.min.css?ver=3.7.7	CSS	108 424	97 951 90.3%		
https://www.googletagmanager.com/gtag/js?id=AW-317920898&l=dataLayer&cx=c	JS (per function)	118 027	94 714 80.2%		
https://itadon.com/wp-content/plugins/elementor/assets/js/common.min.js?ver=3.7.7	JS (per function)	152 219	93 240 61.3%		
https://embed.tawk.to/_s/v4/app/63258f417d7/js/twk-chunk-common.js	JS (per function)	196 157	88 750 45.2%		
https://embed.tawk.to/_s/v4/app/63258f417d7/css/max-widget.css	CSS	75 642	75 642 100%		
https://itadon.com/wp-content/plugins/elementor/assets/js/common-modules.min.js?ver=3.7.7	JS (per function)	100 417	72 080 71.8%		
https://itadon.com/wp-content/plugins/elementor/assets/lib/swiper/swiper.min.js?ver=5.3.6	JS (per function)	139 153	67 906 48.8%		
Filtered: 2.2 MB of 5.4 MB (41%) used so far. 3.2 MB unused. Total: 4.2 MB of 10.6 MB (41%) used so far. 6.3 MB unused.					

## Google search console - Mobile Web Vitals

Google Search Console

Inspect any URL in "https://itadon.com/"

https://itadon.com/

Core Web Vitals

Overview  
Performance  
URL inspection

Index  
Pages  
Video pages  
Sitemaps  
Removals

Experience  
Page Experience  
Core Web Vitals  
Mobile Usability

Enhancements  
Breadcrumbs  
Job Postings  
Sitelinks searchbox

Mobile

OPEN REPORT >

Not enough usage data in the last 90 days for this device type. [Learn more](#)  
[Try PageSpeed Insights](#)

Desktop

OPEN REPORT >

4 poor URLs 0 URLs need improvement 0 good URLs

Date	Poor URLs	URLs need improvement	Good URLs
6/25/22	4	0	0
7/6/22	4	0	0
7/17/22	4	0	0
7/28/22	4	0	0
8/8/22	4	0	0
8/19/22	4	0	0
8/30/22	4	0	0
9/10/22	4	0	0
9/21/22	4	0	0



## Google search console - Mobile Web Vitals

Google Search Console

Inspect any URL in "https://itadon.com/"

https://itadon.com/

Core Web Vitals > Desktop > LCP issue: longer than 4s (desktop)

Source: Chrome UX report ⓘ Last updated: 9/22/22

**LCP issue: longer than 4s (desktop)**  
URLs with this issue provide a poor page experience

LEARN MORE

First detected: 9/20/22 Done fixing? **VALIDATE FIX** ⓘ

**Affected URLs**  
4

6  
4  
2  
0

6/25/22 7/12/22 7/29/22 8/14/22 8/31/22 9/16/22

4 URLs in this group ⓘ

Group LCP: **4.0s** Severity: **Poor**

User experience is evaluated for URL groups, not individual URLs. [Learn more](#)

Examples of URLs in this group ⓘ

There are only URLs with not enough LCP usage data in this group. [Learn more](#)

- https://itadon.com/job/seo-intern/
- https://itadon.com/
- https://itadon.com/job/desktop-support-technician/
- https://itadon.com/author/abuitadon-com/

Security & Manual Actions

## Word fence - scan takes long with 44243 urls

The screenshot displays the Wordfence security dashboard. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, Job Listings, Rank Math, Elementor, Templates, Appearance, Plugins, Users, Tools, All-in-One WP Migration, Settings, HFCM, and Wordfence (highlighted with a red arrow). The top header shows the user 'Howdy, Abu Nahian' and various status indicators.

The main content area features a scan log with the following entries:

- [SEP 25 00:18:06] Scan Complete. Scanned 11182 files, 17 plugins, 1 themes, 54 posts, 0 comments and 44243 URLs in 26 minutes 3 seconds.
- [Sep 25 00:18:02] Done examining URLs
- [Sep 25 00:18:02] Starting password strength check on 7 users.
- [Sep 25 00:18:06] Examining URLs found in the options we scanned for dangerous websites
- [Sep 25 00:18:06] Done examining URLs
- [Sep 25 00:18:06] -----
- [Sep 25 00:18:06] Wordfence used 39.49 MB of memory for scan. Server peak memory usage was: 41.49 MB
- [Sep 25 00:18:06] Scan Complete. Scanned 11182 files, 17 plugins, 1 themes, 54 posts, 0 comments and 44243 URLs in 26 minutes 3 seconds.

Below the log, there are buttons for 'DELETE ALL DELETABLE FILES' and 'REPAIR ALL REPAIRABLE FILES'. A table summarizes the scan results:

Category	Count
Posts, Comments, & Files	11236
Themes & Plugins	18
Users Checked	7
URLs Checked	44243
Results Found	2

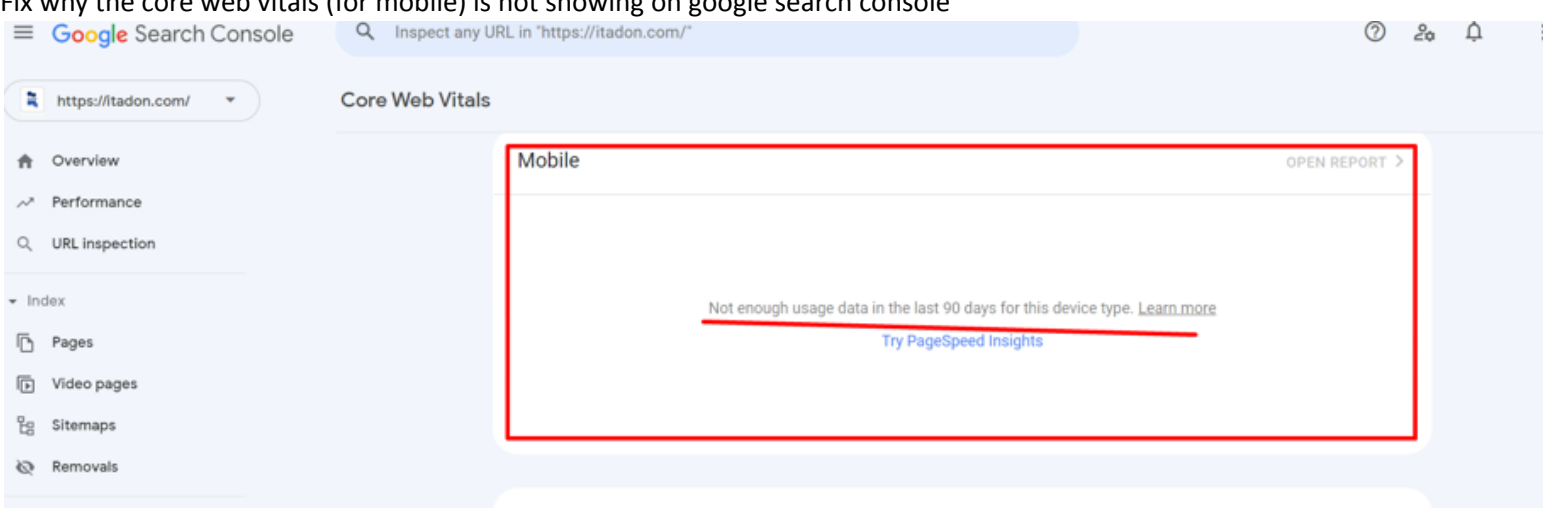
The first result is a 'Modified plugin file: wp-content/plugins/simple-google-recaptcha/simple-google-recaptcha.php' with a 'Medium' severity issue found on September 24, 2022, at 11:52 pm. It includes 'REPAIR', 'IGNORE', and 'DETAILS' options.

A promotional banner for 'Wordfence Care' is displayed, stating: 'Need help with a security issue? Sign up for Wordfence Care and we'll take care of it. Our security experts will clean your site, resolve the infection, and perform a security audit. Get hands-on support with any security issue including help installing, configuring and optimizing Wordfence.' A button labeled 'LEARN MORE ABOUT WORDFENCE CARE' is present.

The second result is a 'Modified plugin file: wp-content/plugins/wp-job-manager/changelog.txt' with an issue found on September 24, 2022, at 11:52 pm.

## Milestones

We are looking for someone who can optimize our website by completing below tasks

Task	Details
Task 1	<p>Reduce the page size to less than 30 kb on <a href="https://seositecheckup.com/">https://seositecheckup.com/</a></p> <p><b>HIGH</b> <a href="#">The size of this webpage's HTML is 78.55 Kb, and is greater than the average size of 33 Kb! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts external style sheets, and moving javascript to external files</a></p>
Task 2	<p>Reduce DOM to less than 1000 on <a href="https://seositecheckup.com/">https://seositecheckup.com/</a></p> <p><b>MEDIUM</b> <a href="#">The Document Object Model (DOM) of this webpage has 2,847 nodes which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.</a></p>
Task 3	<p>Fix why the core web vitals (for mobile) is not showing on google search console</p>  <p>The screenshot shows the Google Search Console interface for the URL <a href="https://itadon.com/">https://itadon.com/</a>. The 'Core Web Vitals' section is active, and the 'Mobile' device type is selected. A red box highlights the message: 'Not enough usage data in the last 90 days for this device type. Learn more' with a link to 'Try PageSpeed Insights'.</p>

Task 4

Pass core web vitals Page Speed Insights

PageSpeed Insights

Docs

MobileDesktop

Core Web Vitals Assessment: Failed

Expand view

Largest Contentful Paint (LCP)3.6 s

First Input Delay (FID)N/A

Cumulative Layout Shift (CLS)0.1

OTHER NOTABLE METRICS

First Contentful Paint (FCP)2.8 s

Interaction to Next Paint (INP)115 ms

Time to First Byte (TTFB)N/A

Task5

Investigate why its showing 44242 files on wordfence scan and takes about 26minutes which doesn't look normal (our other site takes less than 3 minutes)

[Sep 25 00:18:06] Wordfence used 39.49 MB of memory for scan. Server peak memory usage was: 41.49 MB

[Sep 25 00:18:06] Scan Complete. Scanned 11182 files, 17 plugins, 1 themes, 54 posts, 0 comments and 44243 URLs in 26 minutes 3 seconds.

Results Found (2)Ignored Results (2)

DELETE ALL DELETABLE FILESREPAIR ALL REPAIRABLE FILES

Posts, Comments, & Files	11236	Themes & Plugins	18	Users Checked	7	URLs Checked	44243	Results Found
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## Next Step

If you believe you can help us solve above issues, please submit attach form

<https://forms.gle/rc52hyUmy2kRsPkW6>

We are comfortable paying via Upwork/Fiverr however for Bangladeshi developer we prefer paying in BD Taka directly

We are USA based startup IT MSP so if you can help, we potentially have long-term working relationship with more future work

We will also gladly help you with reference if needed