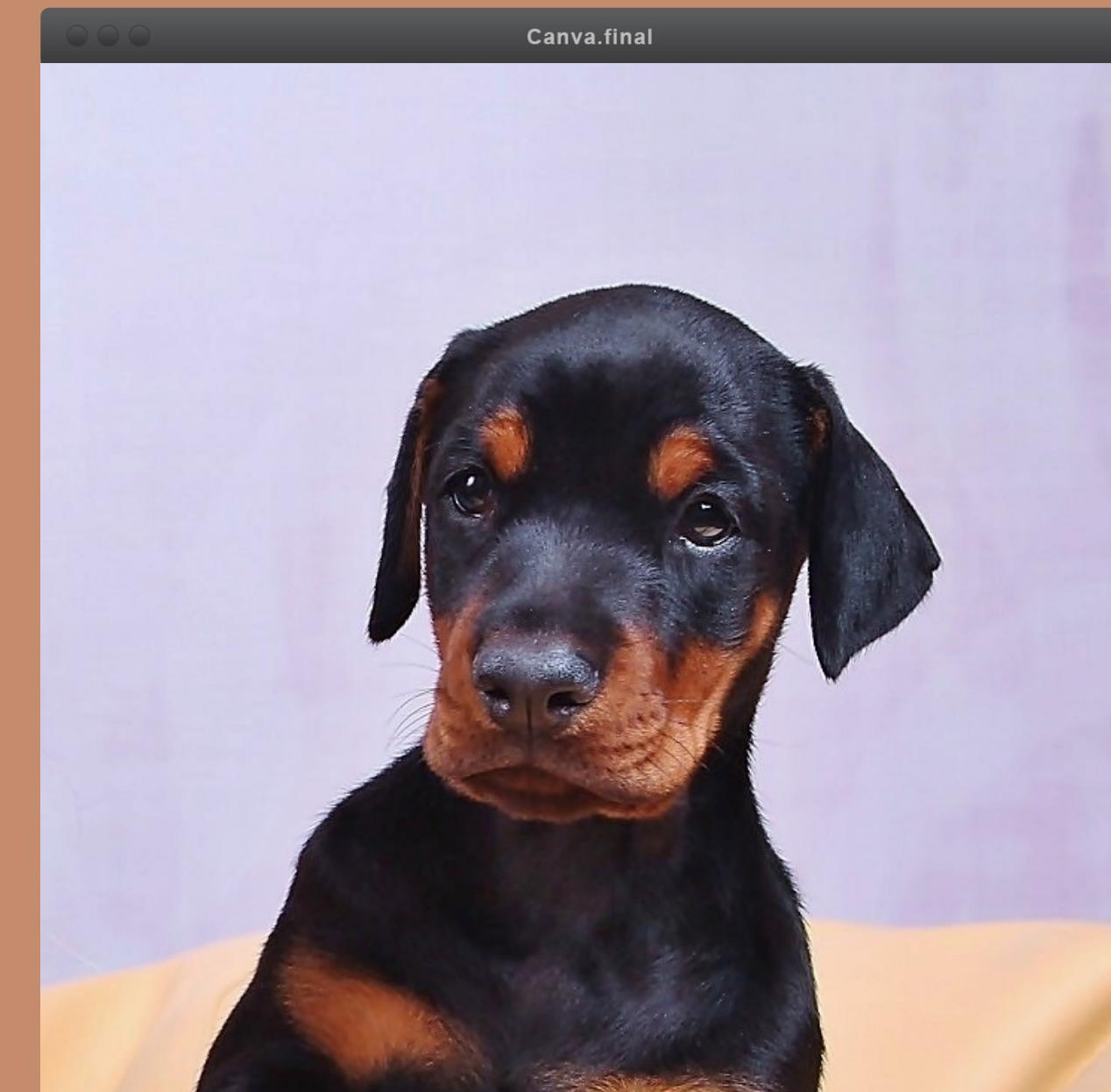
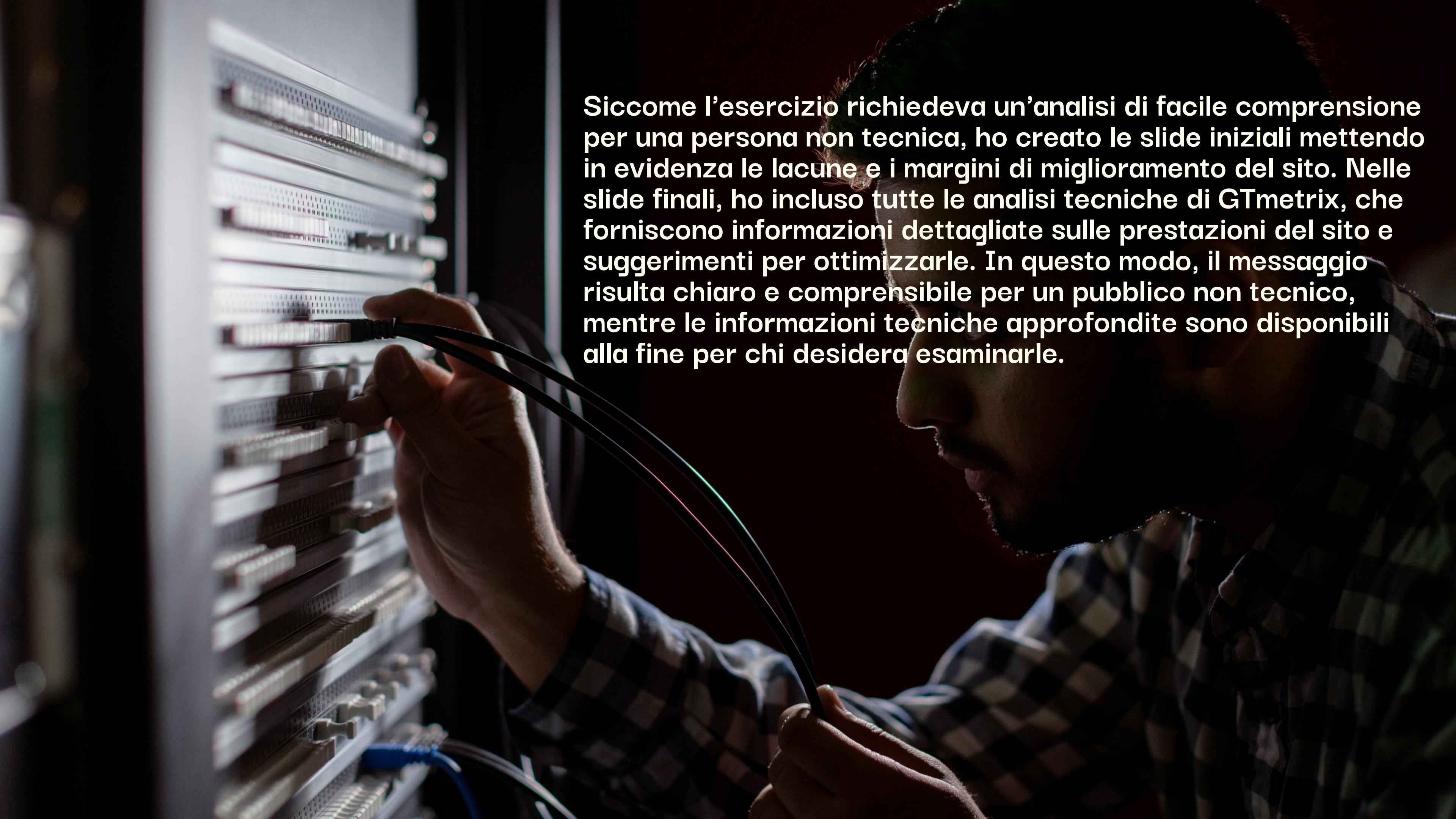


**In questo report, analizzeremo
e metteremo a confronto due
siti web del settore pet care:
Rowan Ford Dogs
(<https://rowanfordogs.com/>) e
Petco
(<https://www.petco.com/shop/en/petcostore>)**



A close-up, low-angle shot of a person's hands and face as they work in a server room. The person is wearing a dark plaid shirt and is focused on connecting black cables to a server rack. The server rack itself is filled with numerous metal components and connectors. The lighting is dramatic, coming from the side, which creates strong highlights on the cables and the metallic parts of the server, while leaving much of the scene in deep shadow.

Siccome l'esercizio richiedeva un'analisi di facile comprensione per una persona non tecnica, ho creato le slide iniziali mettendo in evidenza le lacune e i margini di miglioramento del sito. Nelle slide finali, ho incluso tutte le analisi tecniche di GTmetrix, che forniscono informazioni dettagliate sulle prestazioni del sito e suggerimenti per ottimizzarle. In questo modo, il messaggio risulta chiaro e comprensibile per un pubblico non tecnico, mentre le informazioni tecniche approfondite sono disponibili alla fine per chi desidera esaminarle.



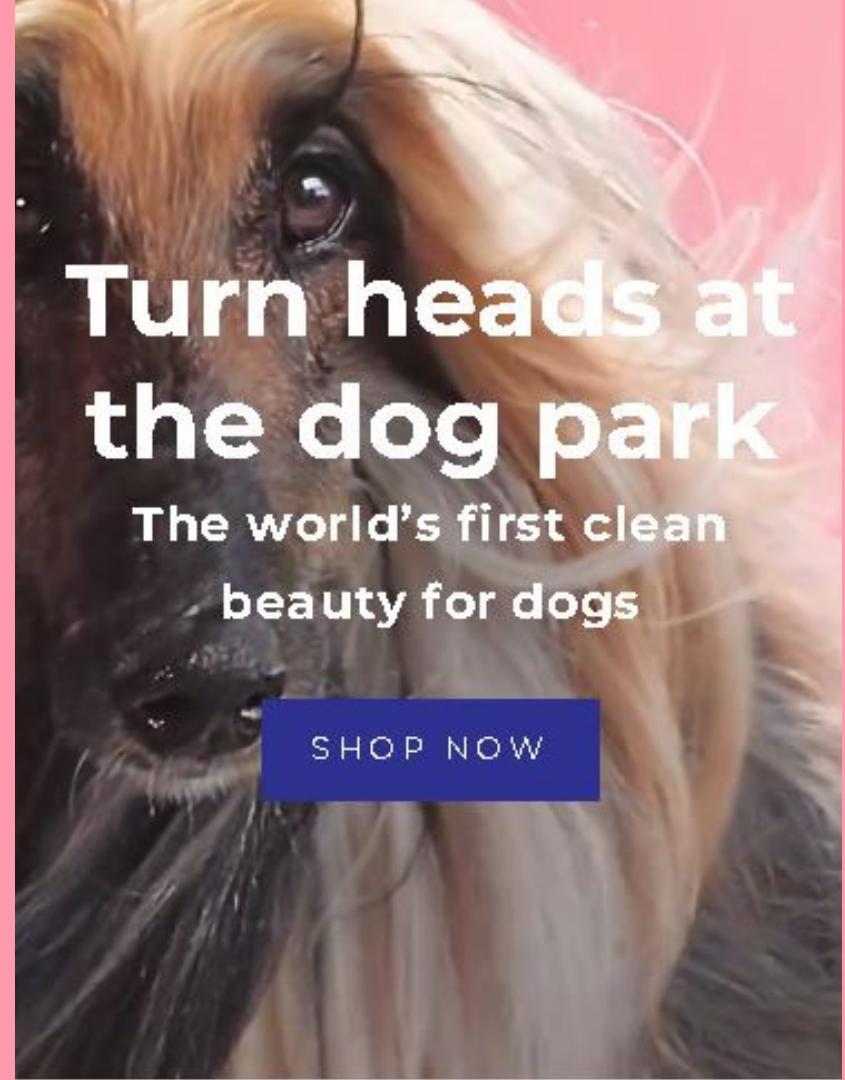
L'obiettivo è identificare gli elementi tecnici che potrebbero contribuire all'aumento delle performance per Rowan Ford Dogs e proporre aree di miglioramento in modo sintetico e facilmente comprensibile.

Migliorare la SEO Ottimizzazione delle parole chiave

- identificare parole chiave rilevanti e pertinenti
- Incorporarle nei titoli, meta tag e contenuti delle pagine

FREE SHIPPING ON ORDERS OVER \$50 

≡ Rowan  



**Turn heads at
the dog park**
The world's first clean
beauty for dogs

SHOP NOW

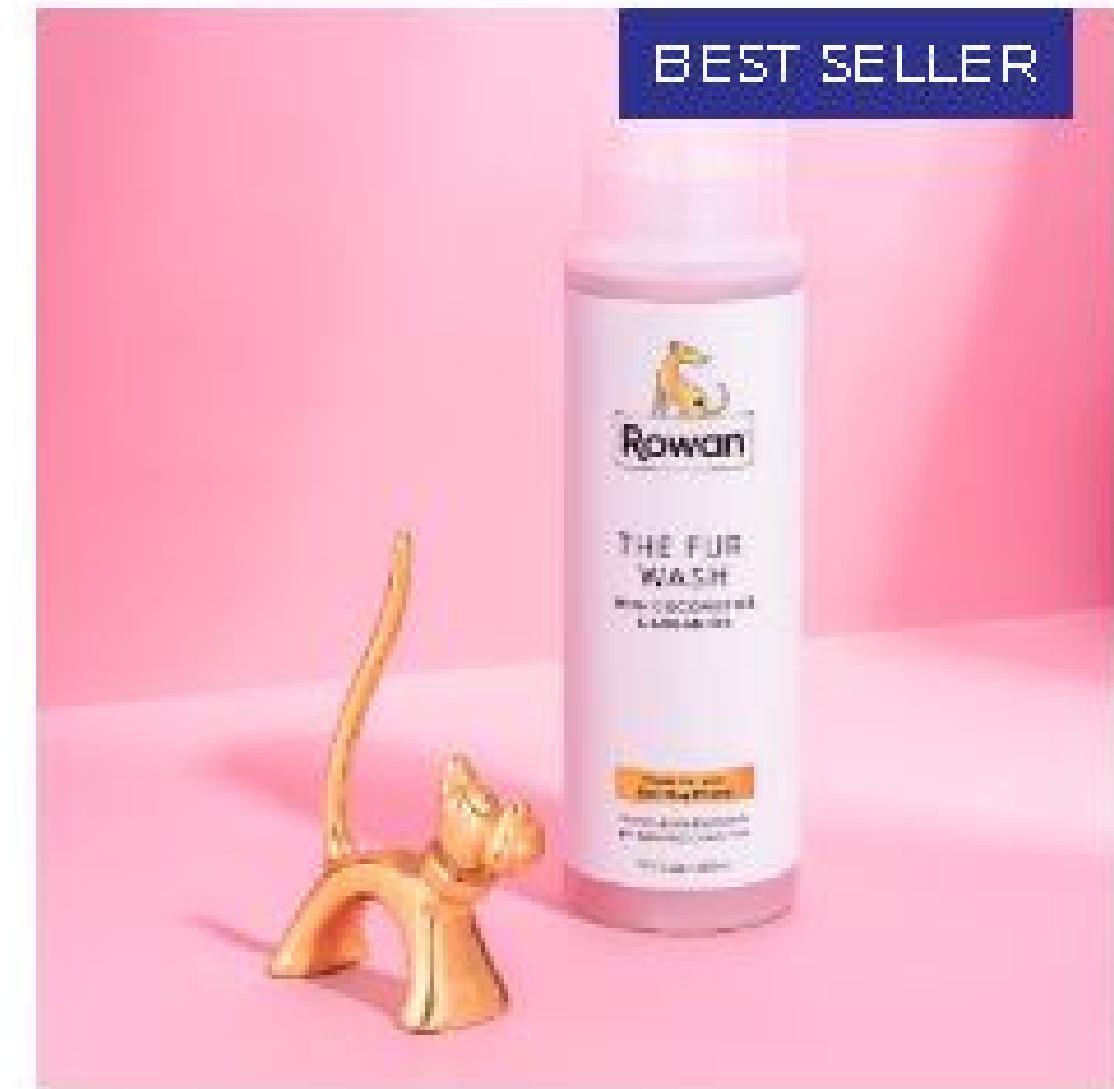
**A really good clean
from head to tail**
Shouldn't the products we use for
our dogs be as good as the products
we use for ourselves?

10% OFF

Aumentare la qualità dei contenuti

- Creare contenuti originali, informativi e di valore non semplici prodotti da vendere con implementazione di video.
- Generare backlink da più siti

like coconuts. So your tuzy tTM can get back to doing what they love.



THE FUR WASH

Qualità e velocità

- Ottimizzare immagini
- Ridurre il codice CSS e JavaScript
- Lazy loading le analisi mostrano un sito lento
- Nelle ultime slide è evidente con GTmetrix che la velocità è una grande inadeguatezza che penalizza il sito



Social

- Grave carena community Ig e fb
- Sbarcare su TikTok!!
- Identificare e coinvolgere influencer nel settore per creare una community più ampia e generare il passaparola(condivisione)
- Sfruttare tendenze e hashtag virali



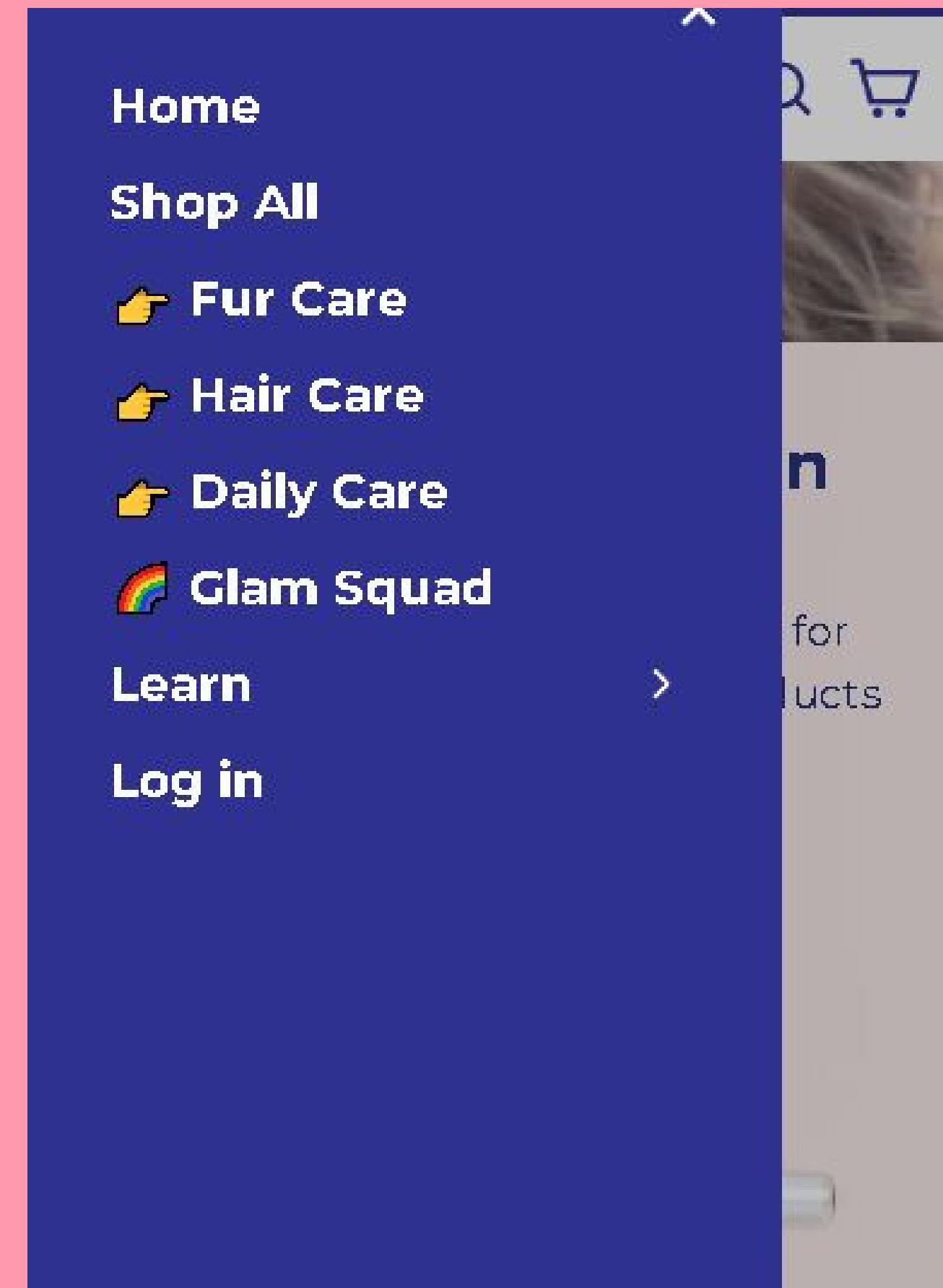
Design

- Rendere il sito responsive e mobile-friendly
- Utilizzare una navigazione intuitiva e chiara
- Non è proprio intuitivo al massimo e il banner pubblicitario dello sconto iniziale è alquanto fastidioso



Menu a tendina

- Disordinato il menu a tendina
- About us nascosto in learn
- Manca la our mission
- Da cambiare il menu di navigazione
- Icône che fanno rabbividire



Footer

- Footer da cambiare e renderlo più simmetrico
- E' un sito molto lungo quindi in fondo dobbiamo metterlo il tasto per tornare su subito
- Mettere la nota sul copyright
- Mancano i cookie!

Sign up for best in show buzz.

Get 10% off your first purchase

Enter your email

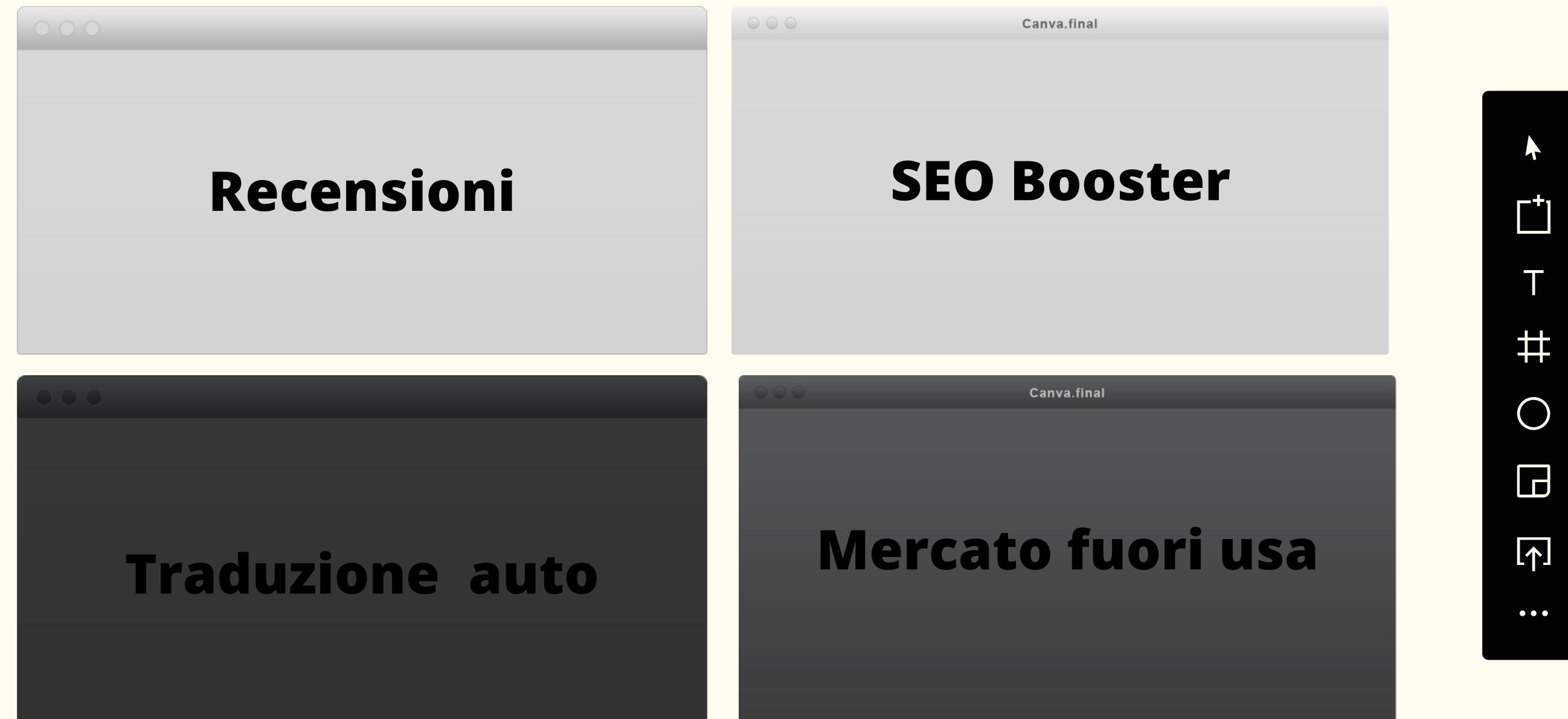


[FAQ'S](#) [Retail Partners](#) [Wholesale Inquiries](#)

[Contact us](#) [Shipping & Returns](#)

[Privacy Policy](#) [Terms & Conditions](#)

Implementazioni



Implementare Recensioni

- Includere recensioni con foto e video su un sito di prodotti per animali aumenta fiducia e credibilità, offre dimostrazioni pratiche dei prodotti, crea legami emotivi con i potenziali clienti e promuove il passaparola. Inoltre, fornisce feedback prezioso per migliorare prodotti e servizi, contribuendo ad aumentare le vendite e il tasso di conversione.



Thank you for choosing us!

Share your experience at
Puptown Girls with others.



Leave us a review
on Google



Leave us a review
on Facebook



Text us some
feedback

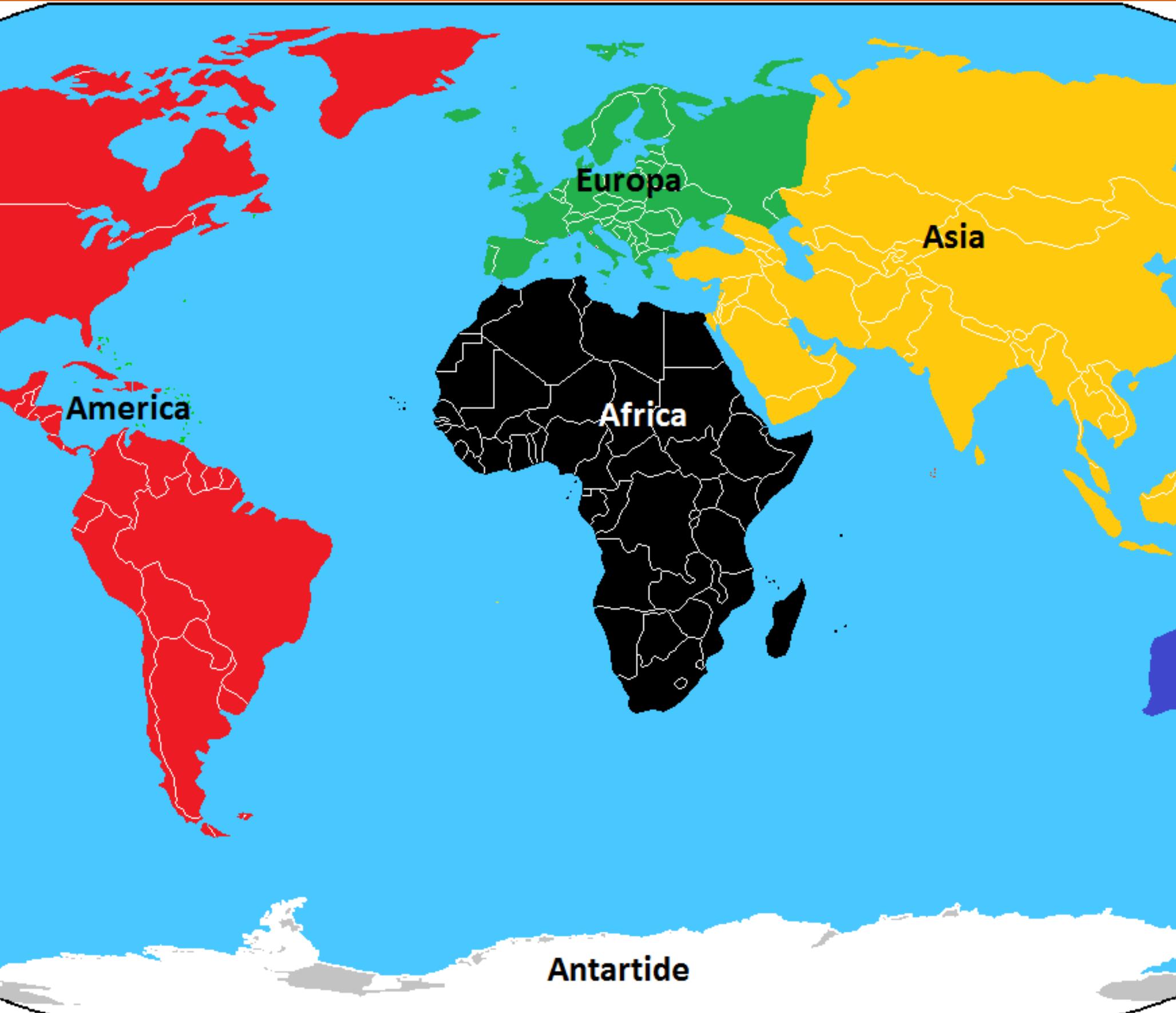
Booster

Implementare un'app SEO Booster su Shopify, anche se presente di base, è vantaggioso perché migliora ulteriormente l'ottimizzazione SEO, offre funzionalità avanzate e personalizzate, monitora costantemente le prestazioni SEO e suggerisce miglioramenti. Inoltre, permette un'analisi più approfondita delle parole chiave e un posizionamento migliore sui motori di ricerca, risultando in un maggiore traffico organico e visibilità.



Ampliare il mercato

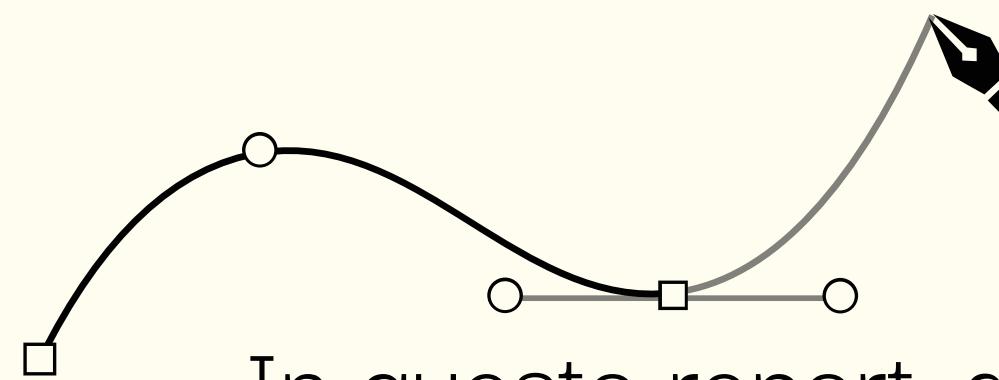
Ampliare il mercato e spingersi su scala internazionale su Shopify offre vantaggi come: accesso a un pubblico più ampio, aumentando potenzialmente le vendite; diversificazione del rischio di mercato, riducendo la dipendenza da un singolo paese; sfruttamento di economie di scala, abbattendo i costi unitari; esposizione a nuove tendenze e idee per l'innovazione; e infine, rafforzamento del brand e della reputazione globale.



Traduzioni

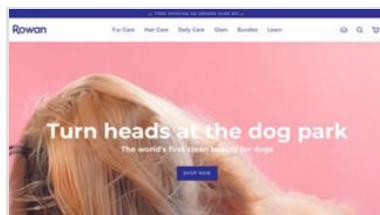
Aggiungere lingue diverse su Shopify, anche per lo stesso paese, offre vantaggi quali: raggiungere un pubblico più vario, aumentando l'inclusività e le opportunità di vendita; migliorare l'esperienza utente per i clienti multilingue, favorendo la fidelizzazione; adattarsi alle diverse comunità linguistiche presenti all'interno di un paese, incrementando la reputazione del brand; attrarre turisti e visitatori stranieri; e infine, preparare l'azienda per una futura espansione internazionale.





In questo report, abbiamo analizzato gli elementi tecnici che influenzano le performance del sito Rowan Ford Dogs che è un sito di nicchia e non ha dei competitor diretti ho provato a vedere un possibile competitor che sarebbe Petco, ma Rowan è molto specifico purtroppo carente nella Seo, grafica e community social e confrontato le sue performance con quelle di Petco. Abbiamo identificato le aree di miglioramento e proposto soluzioni pratiche per aumentare le performance del sito. Implementando queste soluzioni, Rowan Ford Dogs può offrire un'esperienza utente migliore, aumentare la sua competitività nel settore e invogliare i clienti a scegliere i suoi servizi.

Questa è l'analisi dopo aver analizzato Il sito tramite GtMetrix, in seguito le slide sono quelle tecniche in modo che se vorrà potrà fornirle a una persona specializzata nella vostra azienda.



Performance Report for:

<https://rowanfordogs.com/>

Report generated: Fri, Apr 7, 2023 3:36 AM -0700

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

Analysis options: Video



Top Issues

IMPACT	AUDIT	
Med-High	Avoid an excessive DOM size <small>TBT</small>	2,365 elements
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 280KB
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 2.83MB
Low	Use passive listeners to improve scrolling performance	2 event listeners not passive
Low	Avoid large layout shifts <small>CLS</small>	2 elements found

Page Details



Total Page Size - 2.83MB



Total Page Requests - 141



HTML JS CSS IMG Video Font Other

How does this affect me?

Today's web user expects a fast and seamless website experience. Delivering that fast experience can result in increased visits, conversions and overall happiness.

As if you didn't need more incentive, **Google has announced that they are using page speed in their ranking algorithm.**

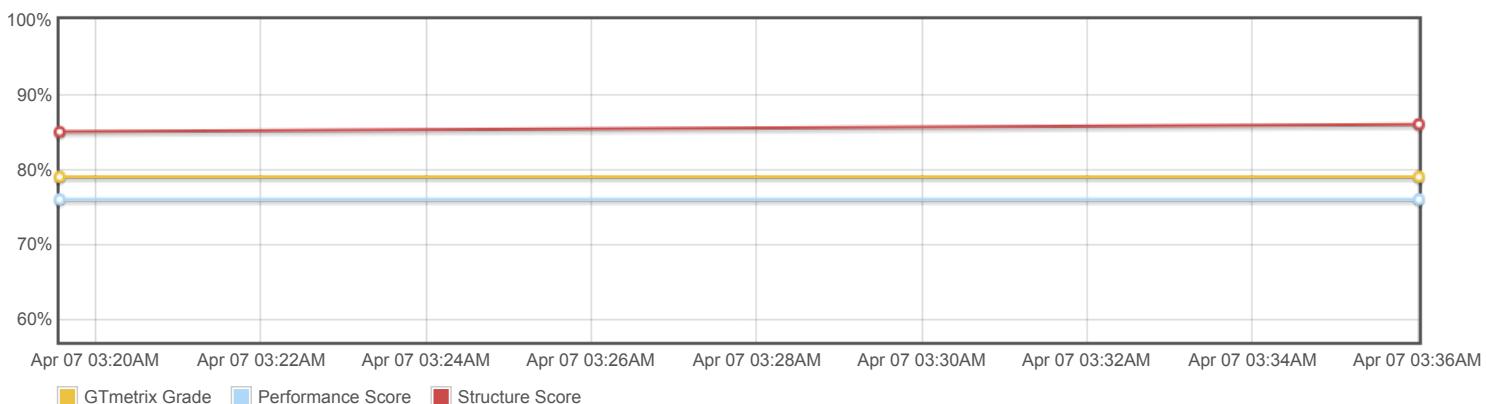
About GTmetrix

CARBON60
THE MANAGED CLOUD COMPANY

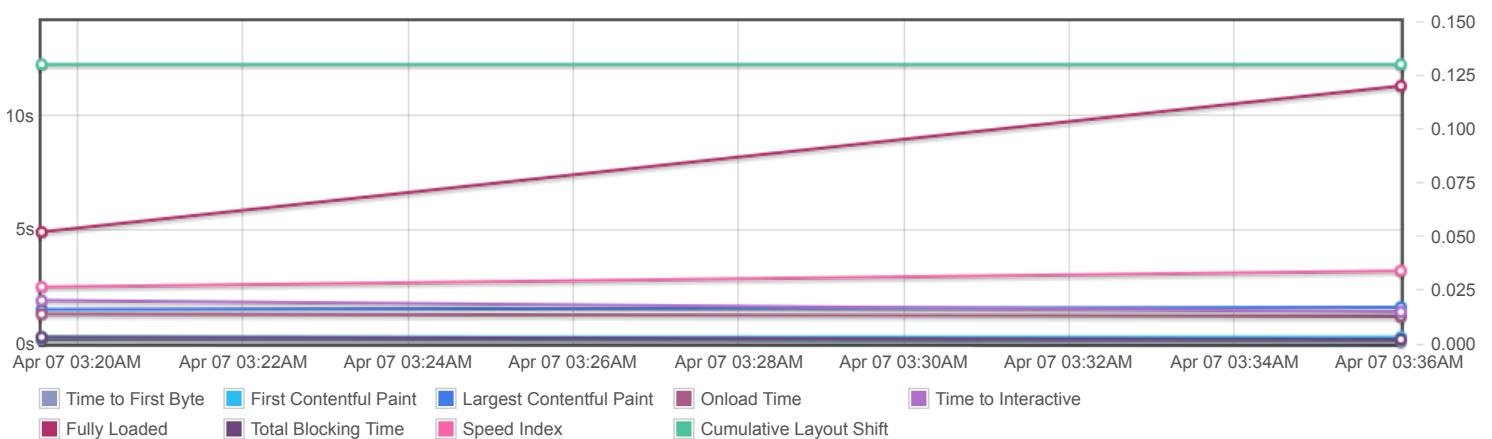
GTmetrix is developed by the good folks at Carbon60, a Canadian hosting company with over 27 years experience in web technology.

<https://carbon60.com/>

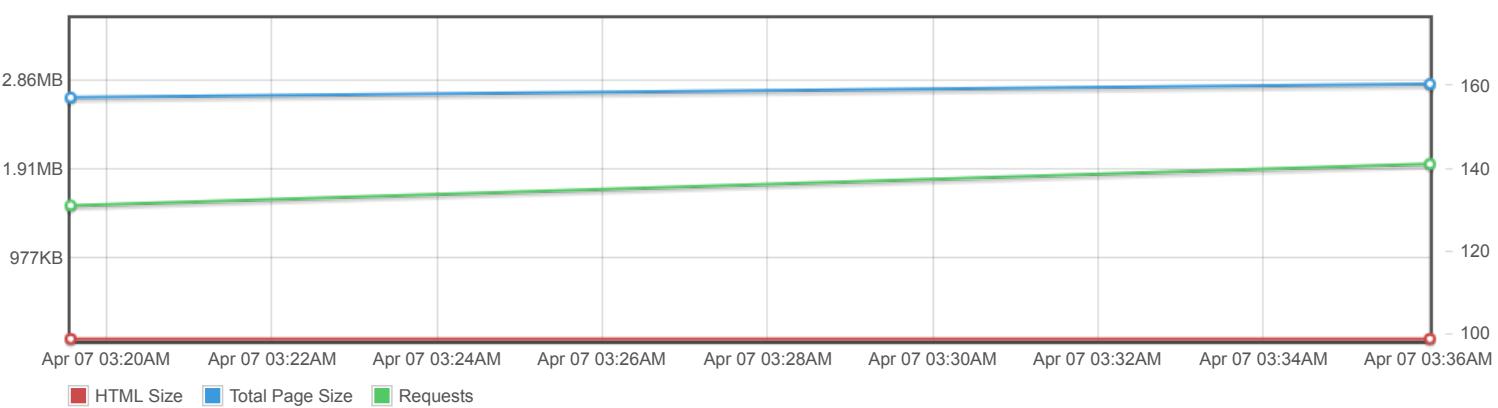
Page scores



Page metrics



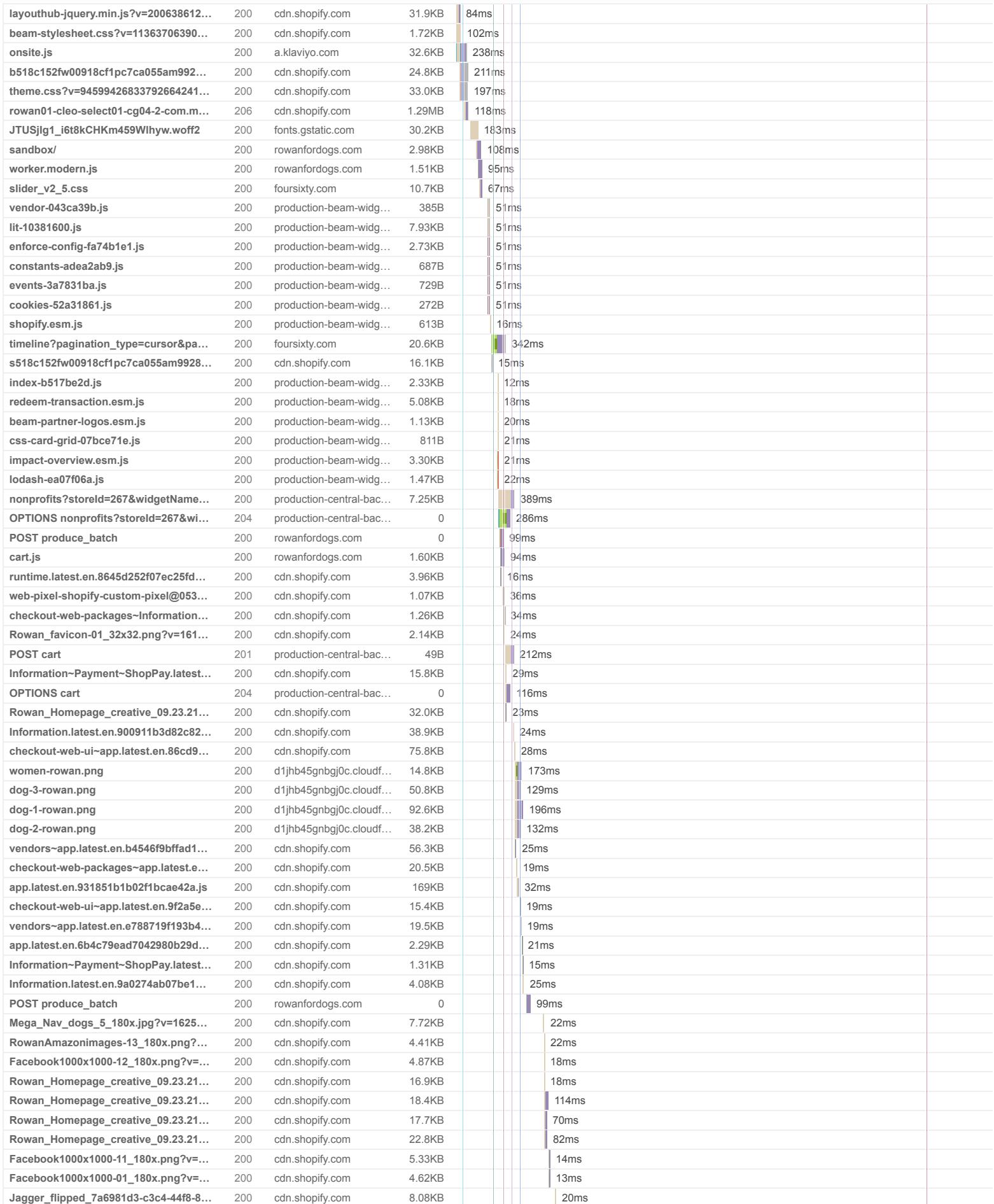
Page sizes and request counts

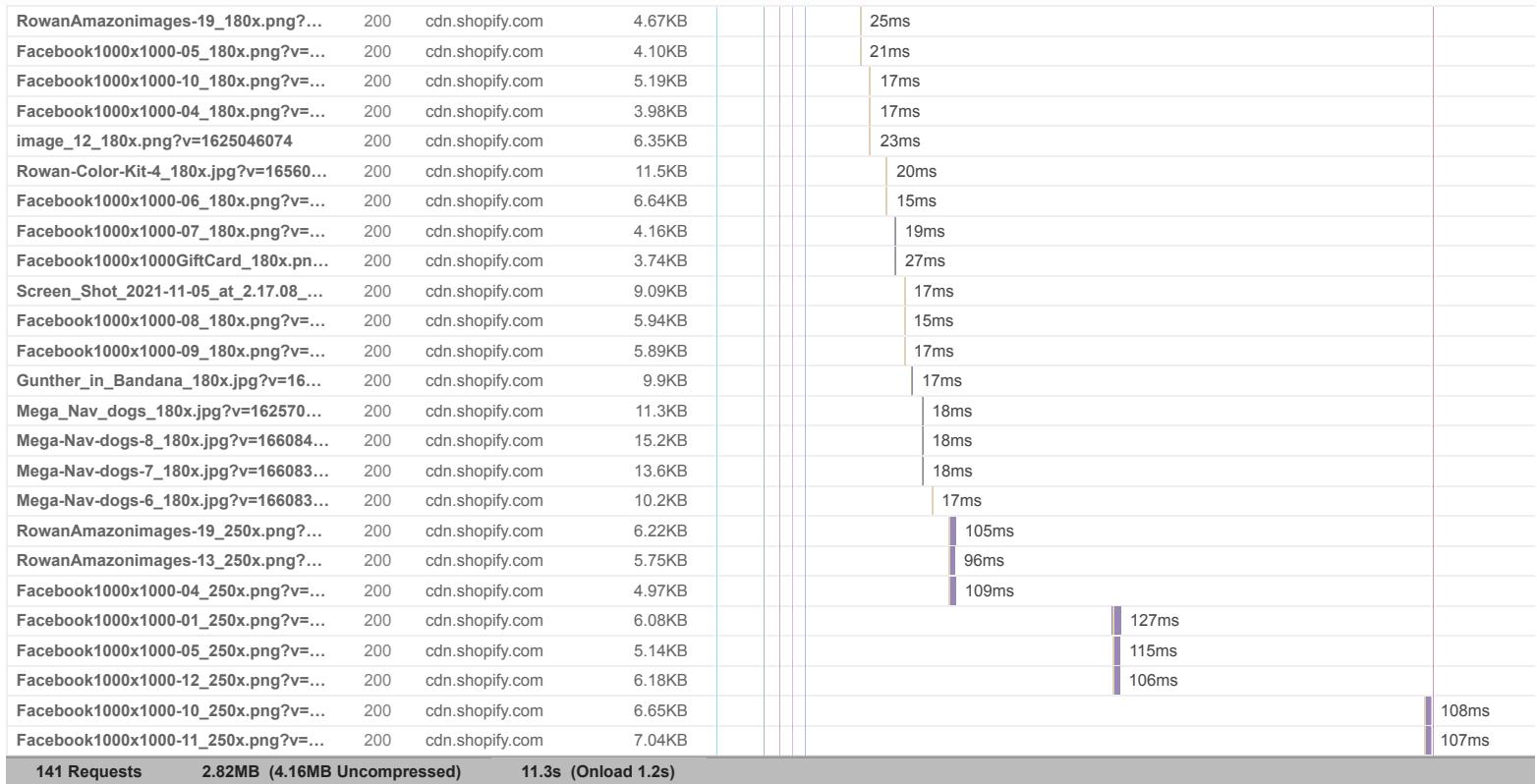


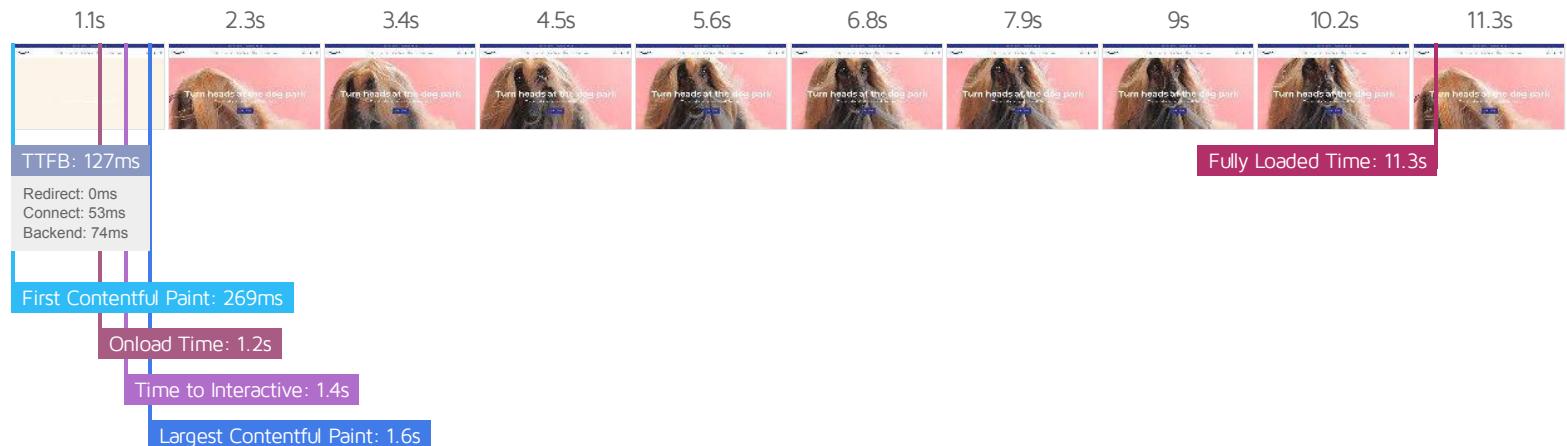
The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Rowan | Clean Coat Care For Modern Dogs

/	200	rowanfordogs.com	85.7KB	150ms		
css?family=Montserrat:100,200,300,4...	200	fonts.googleapis.com	1.10KB	45ms		
load_feature-e154599399e6b8b29dc...	200	cdn.shopify.com	3.96KB	21ms		
storefront-c31d2fa4962d2ef90b673e9...	200	cdn.shopify.com	18.9KB	159ms		
features-87e8399988880142f2c62771b...	200	cdn.shopify.com	13.6KB	158ms		
vendor-v1.js	200	cdn.shopify.com	71.7KB	284ms		
theme.js?v=592528083458709082616...	200	cdn.shopify.com	48.8KB	284ms		
klaviyo.js?company_id=V67hKi	200	static.klaviyo.com	1.02KB	204ms		
main.min.css	200	d3hw6dc1ow8pp2.clo...	19.1KB	65ms		
widget-style-customisations.css?v=0...	200	dov7r31oq5dkj.cloudfr...	1.68KB	72ms		
Rowan_avatar_LARGE-02_130x.png?...	200	cdn.shopify.com	3.79KB	277ms		
Rowan_Logo-11_140x.png?v=163114...	200	cdn.shopify.com	3.58KB	140ms		
Rowan_Logo-11_130x.png?v=163114...	200	cdn.shopify.com	3.35KB	277ms		
Mega_Nav_dogs_5_1x1.jpg?v=16257...	200	cdn.shopify.com	1.47KB	231ms		
RowanAmazonimages-13_1x1.png?v...	200	cdn.shopify.com	1.51KB	159ms		
Facebook1000x1000-12_1x1.png?v=1...	200	cdn.shopify.com	1.50KB	158ms		
Facebook1000x1000-11_1x1.png?v=1...	200	cdn.shopify.com	1.50KB	141ms		
Facebook1000x1000-01_1x1.png?v=1...	200	cdn.shopify.com	1.50KB	158ms		
Jagger_flipped_7a6981d3-c3c4-44f8-8...	200	cdn.shopify.com	1.53KB	158ms		
RowanAmazonimages-19_1x1.png?v...	200	cdn.shopify.com	1.51KB	141ms		
Facebook1000x1000-05_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	136ms		
Facebook1000x1000-10_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	153ms		
Facebook1000x1000-04_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	140ms		
image_12_1x1.png?v=1625046074	200	cdn.shopify.com	1.50KB	197ms		
Rowan-Color-Kit-4_1x1.jpg?v=165600...	200	cdn.shopify.com	1.47KB	271ms		
Facebook1000x1000-06_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	271ms		
Facebook1000x1000-07_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	271ms		
Facebook1000x1000GiftCard_1x1.pn...	200	cdn.shopify.com	1.51KB	276ms		
Screen_Shot_2021-11-05_at_2.17.08_...	200	cdn.shopify.com	1.52KB	276ms		
Facebook1000x1000-08_1x1.png?v=1...	200	cdn.shopify.com	1.50KB	153ms		
Facebook1000x1000-09_1x1.png?v=1...	200	cdn.shopify.com	1.50KB	224ms		
Gunther_in_Bandana_1x1.jpg?v=162...	200	cdn.shopify.com	1.51KB	152ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.52KB	142ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.52KB	212ms		
Facebook1000x1000-70_1x1.png?v=1...	200	cdn.shopify.com	1.51KB	166ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.54KB	185ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.54KB	241ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.52KB	185ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.52KB	166ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.48KB	166ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.52KB	264ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.54KB	264ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.54KB	264ms		
rowan_site_creatives-10-21_transiti...	200	cdn.shopify.com	2.58KB	264ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.48KB	257ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.53KB	257ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.48KB	212ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.48KB	212ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.54KB	165ms		
Rowan_Homepage_creative_09.23.21...	200	cdn.shopify.com	1.56KB	211ms		
fs.slider.v2.5.js	200	foursixty.com	28.4KB	380ms		
purple_dog-01.png?v=1603899447	200	cdn.shopify.com	4.52KB	211ms		
select-nonprofit.esm.js	200	production-beam-widg...	3.68KB	239ms		
purple_dog.png?v=857894920386800...	200	cdn.shopify.com	3.34KB	257ms		







Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Good - Nothing to do here 268ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Good - Nothing to do here 1.4s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 3.2s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	OK, but consider improvement 223ms
Largest Contentful Paint How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less.	OK, but consider improvement 1.6s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	OK, but consider improvement 0.13

Browser Timings

Redirect	0ms	Connect	53ms	Backend	74ms
TTFB	127ms	First Paint	269ms	DOM Int.	947ms
DOM Loaded	984ms	Onload	1.2s	Fully Loaded	11.3s

IMPACT	AUDIT	
Med-High	Avoid an excessive DOM size TBT	2,365 elements
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 280KB
Low	Avoid enormous network payloads LCP	Total size was 2.83MB
Low	Use passive listeners to improve scrolling performance	2 event listeners not passive
Low	Avoid large layout shifts CLS	2 elements found
Low	Use a Content Delivery Network (CDN)	2 resources found
Low	Preconnect to required origins FCP LCP	Potential savings of 154ms
Low	Eliminate render-blocking resources FCP LCP	Potential savings of 24ms
Low	Avoid long main-thread tasks TBT	6 long tasks found
Low	Reduce JavaScript execution time TBT	491ms spent executing JavaScript
Low	Avoid chaining critical requests FCP LCP	15 chains found
Low	Enable text compression FCP LCP	Potential savings of 19.6KB
Low	Properly size images	Potential savings of 14.8KB
Low	Ensure text remains visible during webfont load FCP LCP	1 font found
Low	Reduce unused CSS FCP LCP	Potential savings of 45.0KB
Low	Serve images in next-gen formats	Potential savings of 152KB
Low	Reduce initial server response time FCP LCP	Root document took 73ms
Low	Avoid serving legacy JavaScript to modern browsers TBT	Potential savings of 182B
Low	Avoid non-composited animations CLS	70 animated elements found
Low	Minify JavaScript FCP LCP	Potential savings of 18.0KB
Low	Reduce unused JavaScript LCP	Potential savings of 96.2KB
N/A	Largest Contentful Paint element LCP	1 element found
N/A	Minimize main-thread work TBT	Main-thread busy for 3.9s

N/A	User Timing marks and measures	9 user timings
N/A	Reduce the impact of third-party code <small>TBT</small>	Third-party code blocked the main thread for 5ms



Latest Performance Report for:

<https://rowanfordogs.com/>

Report generated: Fri, Apr 7, 2023 3:19 AM -0700

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

C

Performance ?
76%

Structure ?
85%

Web Vitals ?

Largest Contentful Paint ?

1.5s

Total Blocking Time ?

256ms

Cumulative Layout Shift ?

0.13

Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization ?



Top Issues

All

FCP

LCP

TBT

CLS

These audits are identified as the top issues impacting **your performance**.

IMPACT

AUDIT

Med-High	Avoid an excessive DOM size <small>TBT</small>	2,365 elements	▼
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 280KB	▼
Low	Use passive listeners to improve scrolling performance	2 event listeners not passive	▼
Low	Avoid large layout shifts <small>CLS</small>	2 elements found	▼
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 2.44MB	▼

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)

Page Details ?

Your page content is broken down into the following:

4.9s

Fully Loaded Time

Total Page Size - 2.44MB



Total Page Requests - 131



HTML

JS

CSS

IMG

Video

Font

Other

Performance Metrics

The following metrics are generated using Lighthouse Performance data.

Metric details OFF

First Contentful Paint <small>?</small>	Good - Nothing to do here	349ms	Time to Interactive <small>?</small>	Good - Nothing to do here	1.9s
Speed Index <small>?</small>	Much longer than recommended	2.5s	Total Blocking Time <small>?</small>	Longer than recommended	256ms
Largest Contentful Paint <small>?</small>	OK, but consider improvement	1.5s	Cumulative Layout Shift <small>?</small>	OK, but consider improvement	0.13

Browser Timings

These timings are milestones reported by the browser.

Redirect Duration <small>?</small>	0ms	Connection Duration <small>?</small>	112ms	Backend Duration <small>?</small>	87ms
Time to First Byte (TTFB) <small>?</small>	199ms	First Paint <small>?</small>	349ms	DOM Interactive Time <small>?</small>	928ms
DOM Content Loaded Time <small>?</small>	1.0s	Onload Time <small>?</small>	1.3s	Fully Loaded Time <small>?</small>	4.9s

Summary		Performance	Structure	Waterfall	Video	History
Impact	Audit	Show Audits Relevant to				
Med-High	Avoid an excessive DOM size <small>TBT</small>	2,365 elements				
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 280KB				
Low	Use passive listeners to improve scrolling performance	2 event listeners not passive				
Low	Avoid large layout shifts <small>CLS</small>	2 elements found				
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 2.44MB				
Low	Use a Content Delivery Network (CDN)	2 resources found				
Low	Preconnect to required origins <small>FCP LCP</small>	Potential savings of 165ms				
Low	Avoid long main-thread tasks <small>TBT</small>	4 long tasks found				
Low	Eliminate render-blocking resources <small>FCP LCP</small>	Potential savings of 15ms				
Low	Reduce JavaScript execution time <small>TBT</small>	464ms spent executing JavaScript				
Low	Reduce unused CSS <small>FCP LCP</small>	Potential savings of 45.0KB				
Low	Minify JavaScript <small>FCP LCP</small>	Potential savings of 17.9KB				
Low	Avoid chaining critical requests <small>FCP LCP</small>	15 chains found				
Low	Reduce unused JavaScript <small>LCP</small>	Potential savings of 95.8KB				
Low	Enable text compression <small>FCP LCP</small>	Potential savings of 19.6KB				
Low	Properly size images	Potential savings of 10.2KB				
Low	Ensure text remains visible during webfont load <small>FCP LCP</small>	1 font found				
Low	Serve images in next-gen formats	Potential savings of 152KB				
Low	Reduce initial server response time <small>FCP LCP</small>	Root document took 87ms				
Low	Avoid serving legacy JavaScript to modern browsers <small>TBT</small>	Potential savings of 180B				
Low	Defer offscreen images	Potential savings of 196KB				
Low	Avoid non-composited animations <small>CLS</small>	69 animated elements found				
N/A	Largest Contentful Paint element <small>LCP</small>	1 element found				
N/A	Minimize main-thread work <small>TBT</small>	Main-thread busy for 3.4s				
N/A	User Timing marks and measures	9 user timings				
N/A	Reduce the impact of third-party code <small>TBT</small>	Third-party code blocked the main thread for 60ms				

Waterfall Chart

Fullscreen

Download HAR

A request-by-request visualization of the page load. [Learn how to read a waterfall chart.](#)

 Filter requests...

All

HTML

CSS

JS

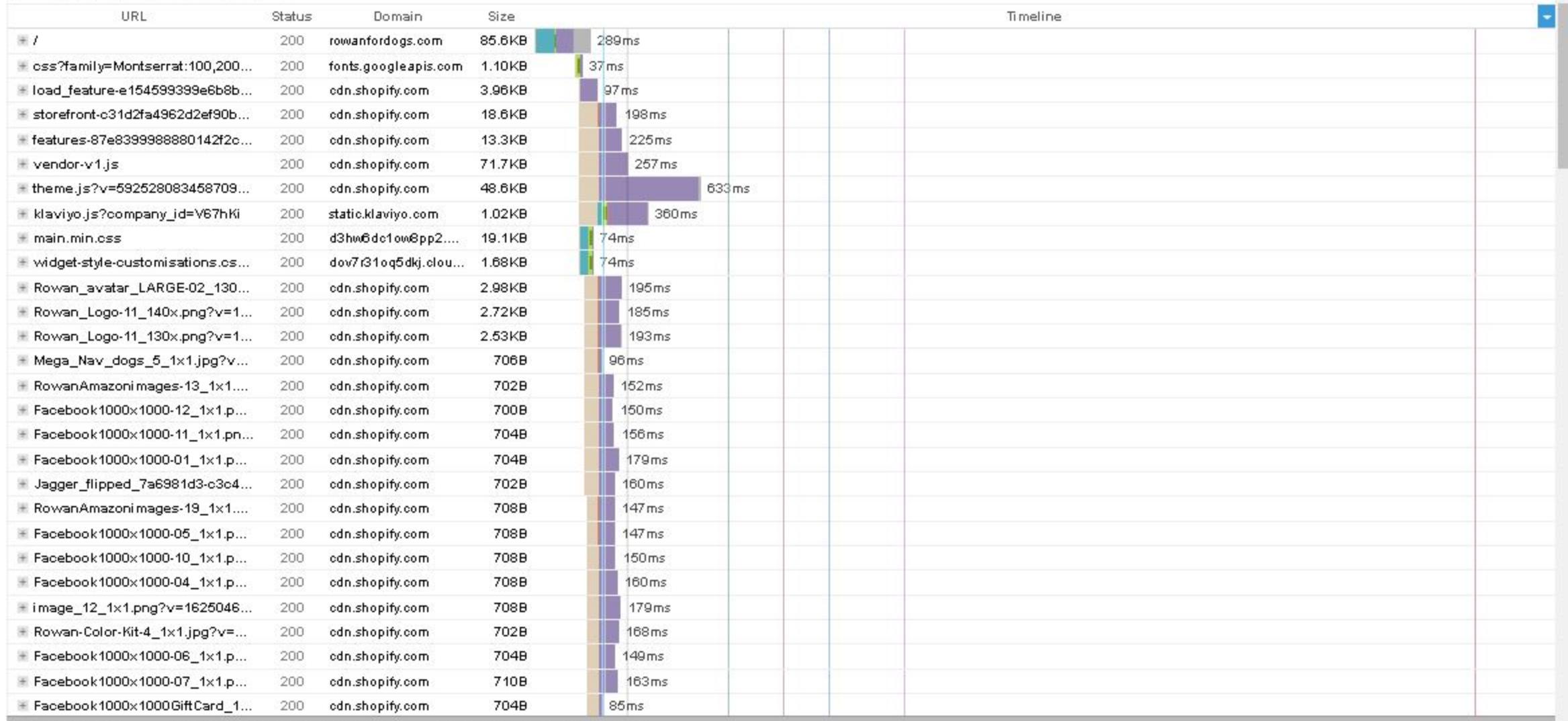
XHR

Fonts

Images

Other

Rowan | Clean Coat Care For Modern Dogs



CPU

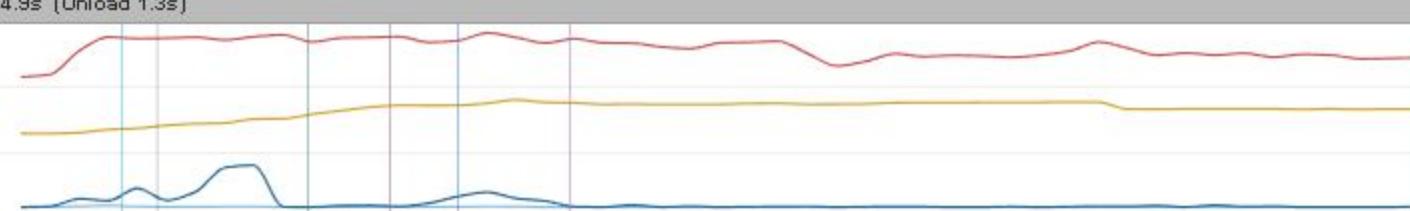
88%

MEMORY

240 MB

UPLOAD DOWNLOAD

34 KB/s 1 MB/s



FREE SHIPPING ON ORDERS OVER \$50

Rowan

Fur Care

Hair Care

Daily Care

Glam

Bundles

Learn



Turn heads at the dog park

The world's first clean beauty for dogs

SHOP NOW

11.9s

- Time to First Byte - 127ms
- First Contentful Paint - 269ms
- Onload - 1.2s
- Time to Interactive - 1.4s
- Largest Contentful Paint - 1.6s
- Fully Loaded - 11.3s



GTmetrix

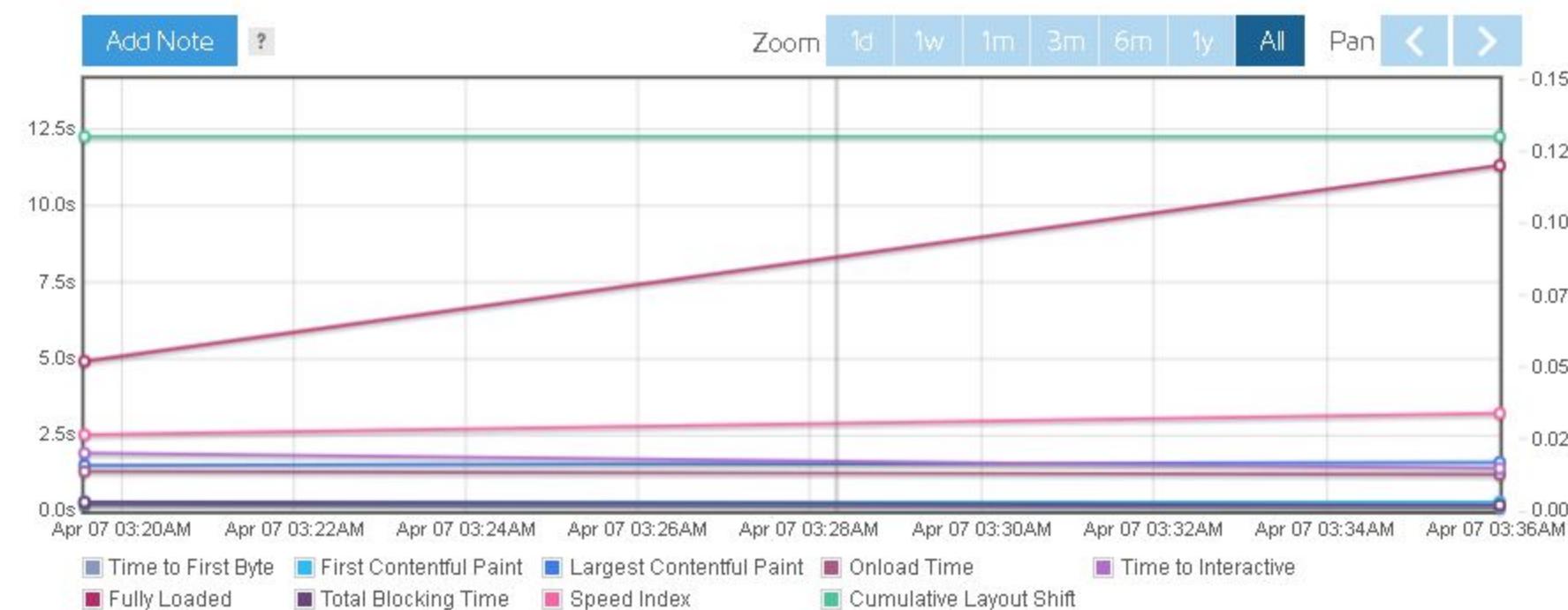


1x

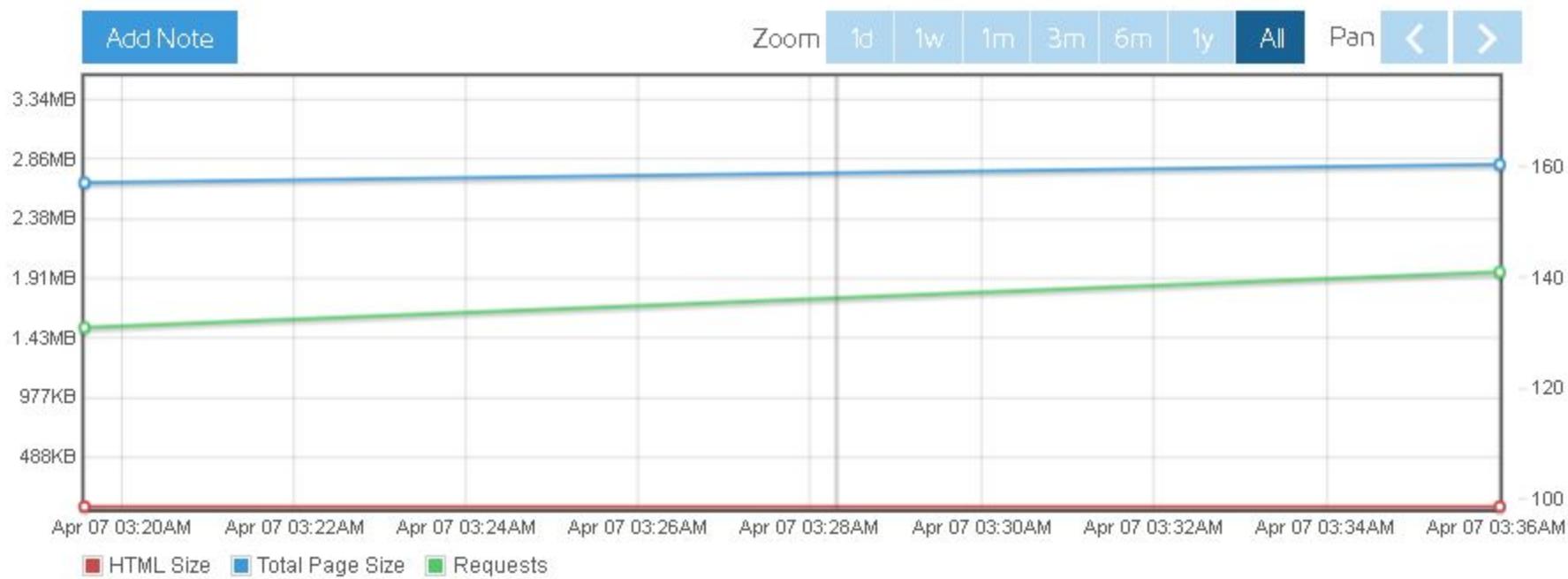
Report History

A series of graphs to keep track of your page performance over time. [Learn how to use the History Graphs.](#)

Page metrics



Page sizes and request counts

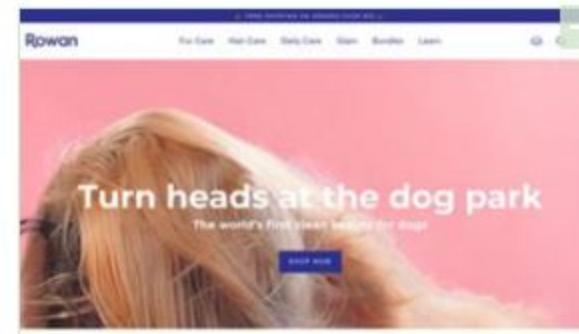


Page scores



Compare Reports

+ Add Another URL



<https://rowanfordogs.com/>
 Fri, Apr 7, 2023 3:36 AM -0700
 Vancouver, Canada
 Chrome (Desktop) 103.0.5060.134
 Options: Video



<https://www.petco.com/>
 Fri, Apr 7, 2023 3:50 AM -0700
 Vancouver, Canada
 Chrome (Desktop) 103.0.5060.134
 Options: Video

GTmetrix Grade
 Performance Score
 Structure Score
 Largest Contentful Paint
 Total Blocking Time
 Cumulative Layout Shift
 Total Page Size
 Total # of Requests

C (79%)
76%
86%
 1.6s
223ms
0.13
2.82MB
141

C (71%)
67% -9%
81% -5%
 1.6s +16ms
610ms +386ms
0 -0.13
5.33MB +2.52MB
130 -11

Filmstrip

Performance

Structure

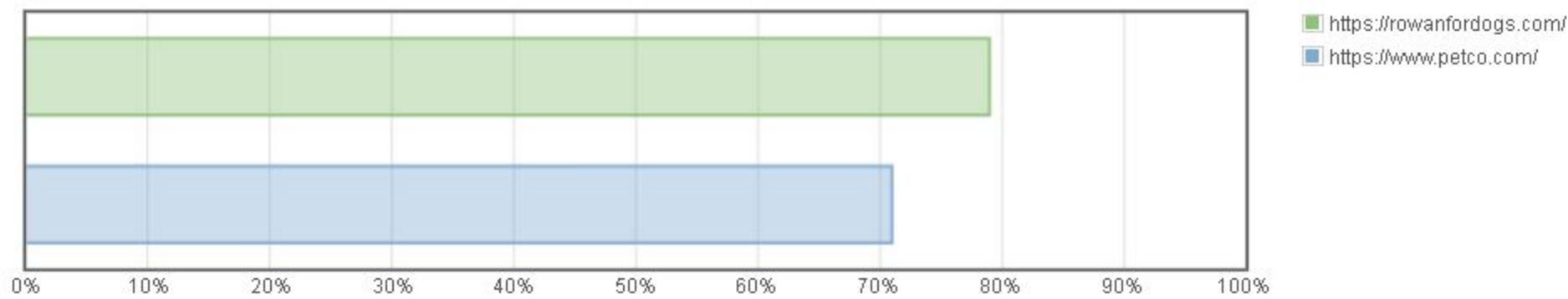
Waterfall

Graphs

Cumulative Layout Shift	0.13	0
First Contentful Paint	268ms	454ms
Largest Contentful Paint	1.6s	1.6s
Speed Index	3.2s	852ms
Time to Interactive	1.4s	3.3s
Total Blocking Time	223ms	610ms
Redirect Duration	N/A	179ms
Connect Duration	53ms	1ms
Backend Duration	74ms	65ms
Time to First Byte	127ms	245ms
First Paint	269ms	454ms
DOM Loaded	984ms	1.3s
DOM Interactive	947ms	1.2s
Onload Time	1.2s	3.1s
Fully Loaded Time	11.3s	13.6s

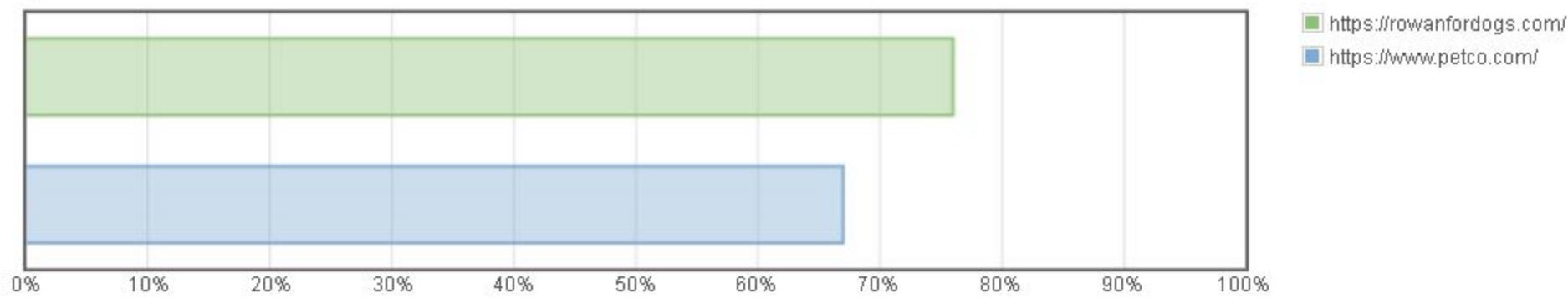
GTmetrix Grade

Higher is better



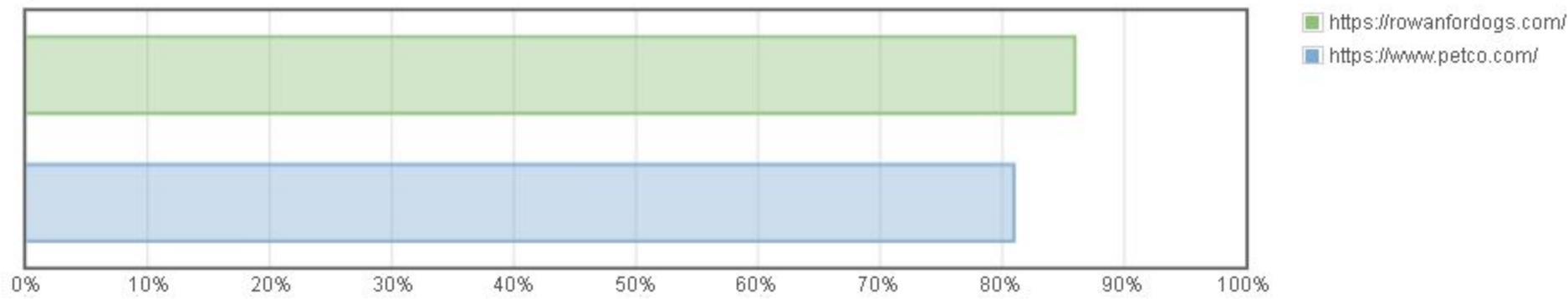
Performance Scores

Higher is better



Structure Scores

Higher is better



Largest Contentful Paint

Lower is better

