

Task 1:

Here's how we checked and optimized Propelrr's page speed:

1. Enable compression (via CZip)
2. Image optimizations
3. Optimize Javascript and CSS delivery
4. Icons and font usage optimizations
5. Minify CSS, JavaScript, and HTML (resources)
6. Reduce redirects
7. Use a Content Distribution Network (CDN)
8. Caching techniques - browser cache, page cache, and HTTP caching

Task 2:

Technical improvements web site:

1. Freshen the Content Regularly

Just yesterday I saw a restaurant website highlighting its Thanksgiving menu -- and it's January! That restaurant had a great idea to add a special seasonal menu to the front page. However, they didn't execute well, and let it stay up too long. Schedule a monthly reminder to check your website and update the content on the homepage.

2. Add Contact Information Prominently

Examine your homepage objectively. Are you making visitors hunt or guess to figure out how to reach you?

Many small businesses add contact information in the header or footer of every page. At a minimum, include an email address and phone number. If you receive customers at your location, add your address. If you'd rather use a separate "Contact" page, add a large prominent link to your Contact page.

3. Add Images and/or Video

Look at your home page. Is it text heavy? Images break up big blocks of text -- and they are more inviting to visitors. Include at least one photograph showing your business, team or products. If no one in-house is a competent photographer, invest in professional photography. In most locales you can hire a professional photographer at rates starting at a few hundred dollars.

4. Improve Page Speed

If your home page loads slowly, visitors may never go beyond it. And very slow pages can even negatively affect rankings in search engines. Take the speed test [here](#). The best part: you'll get suggestions for how to improve the speed.

Videos are also excellent. So create a how-to video or one demonstrating your product, or of you welcoming visitors. Load it on YouTube or another video platform. Then embed the code to put it on your site.