+++=report.name+++ Technical Audit

We tested +++report.data.url+++ on various technical metrics, including site speed, the presence of page elements crucial for SEO, along with best practices that increase search visibility and usability. We performed this audit using testing tools that emulate a mid-tier Android mobile phone as a benchmark for site performance. An increasing number of searches are performed via mobile phone and good performance on modestly powerful hardware indicates good performance overall. Additionally, Google has recently announce that they will start prioritizing mobile versions of pages for indexing over pages that are not mobile-friendly.

## Performance Overview

+++FOR metric IN report.data.metrics.details.items+++

+++ IF $metric.speedIndex != null+++

**Page load time:** +++=$metric.speedIndex/1000+++ seconds

+++END-IF+++

+++IF $metric.firstContentfulPaint != null+++

**Time to first content render:** +++=$metric.firstContentfulPaint/1000+++ seconds.

+++END-IF+++

+++IF $metric.firstMeaningfulPaint != null+++

**Time to first text render:** +++=$metric.firstMeaningfulPaint/1000+++ seconds

+++END-IF+++

**+++**END-FOR metric+++

## Performance Items

### Uses secure server connections

HTTP with SSL, or HTTPS, ensures a secure connection between a browser’s computer and your website. Beyond adding security, Google uses the presence of HTTPS as a ranking factor when determining where your website gets listed in search.

+++IF report.data.is\_on\_https.score===0+++

**+++=report.data.url+++ is not using HTTPS.** Consider adding an SSL certificate to your server to enable this feature on your website. Many content management systems allow for setting up HTTPS on your server.

+++END-IF+++

+++IF report.data.is\_on\_https.score === 1+++

**+++=report.data.url+++ is using HTTPS.** No further action is needed.

+++END-IF+++

### HTTP/2

HTTP/2 allows multiple requests from a web server to a browser in one connection, which speeds up transfer of scripts, images, and other files on your server that you webpages use as resources.

+++IF report.data.uses\_http2.score===0+++

**+++=report.data.url+++ is not using HTTP/2.** Consider configuring your server to use HTTP/2.

+++END-IF+++

+++IF report.data.uses\_http2.score ===1+++

**+++=report.data.url+++ is using HTTP/2.** No further actions are needed.

+++END-IF+++

+++IF report.data.render\_blocking\_resources.score < 1 +++

### Render-blocking resources

Ensuring the resources on your page do not block the rendering of the page increases the overall speed of your page. For JavaScript resources, add the “async” attribute to the <script> tag for scripts that can be loaded asynchronously. For CSS, add the attributes “rel=preload” and “as=style” attributes for the <link> HTML element. In both cases, asses what JavaScript and CSS can be added inline to the page.

+++=report.data.render\_blocking\_resources.displayValue+++

|  |  |
| --- | --- |
| URL | Potential Savings |
| +++FOR resource IN report.data.render\_blocking\_resources.details.items+++ |  |
| +++= $resource.url+++ | +++=$resource.wastedMs+++ |
| +++END-FOR resource+++ |  |

+++END-IF+++

+++IF report.data.uses\_rel\_preconnect.score < 1+++

### Use rel=”Preconnect” and rel=”dns-prefetch” for third-party resources.

Using these html attributes for JavaScript (rel=”preconnect”) and CSS files (rel=”dns-prefetch”) establishes a connection between the domains that they are served from before making requests for the third-party files that +++report.data.url+++ uses.

+++=report.data.uses\_rel\_preconnect.displayValue+++

|  |  |
| --- | --- |
| URL | Potential Savings |
| +++FOR origin IN report.data.uses\_rel\_preconnect.details.items+++ |  |
| +++= $origin.url+++ | +++=$origin.wastedMs+++ |
| +++END-FOR origin+++ |  |

+++END-IF+++

+++IF report.data.uses\_webp\_images.score === 0+++

### Compress and/or serve images in next-gen formats

Images are some of the most most resource-intesive files on a page for a browser to load, and so minimizing image filesize is a crucial aspect of improving page performance and speed.

+++=report.data.uses\_webp\_images.displayValue+++

|  |  |  |
| --- | --- | --- |
| URL | Potential Savings | Total Size |
| +++FOR image IN report.data.uses\_webp\_images.details.items+++ |  |  |
| +++= $image.url+++ | +++=Math.round($image.wastedBytes)+++ | +++=$image.totalBytes+++ |
| +++END-FOR image+++ |  |  |

+++END-IF+++

+++IF report.data.unused\_css\_rules.score < 1+++

### Remove unused CSS rules

CSS files are generally shared across pages on a website, and as such there are usually CSS rules that are not used on a given page. For the homepage, it’s especially useful to streamline CSS as it’s one of the most common entry points for users into your site.

+++=report.data.unused\_css\_rules.displayValue+++

|  |  |  |  |
| --- | --- | --- | --- |
| URL | Potential Savings | % of original file | Total Size |
| +++FOR css\_rules IN report.data.unused\_css\_rules.details.items+++ |  |  |  |
| +++= $css\_rules.url+++ | +++=$css\_rules.wastedBytes+++ | +++=$css\_rules.wastedPercent+++ | +++=$css\_rules.totalBytes+++ |
| +++END-FOR css\_rules+++ |  |  |  |

+++END-IF+++

### Minified CSS and Javascript

Minifying is a process of making smaller versions of CSS and Javascript files by creating smaller, faster versions of these files by removing whitespace and shortening variable names.

# CSS Files

+++IF report.data.unminified\_css.score === 1+++

**CSS files for +++=report.data.url+++ are minifed.** No further action is needed.

+++END-IF+++

+++IF report.data.unminified\_css.score === 0+++

**CSS files for +++=report.data.url+++ are not minifed.** Consider minifying the following CSS resources:

+++END-IF+++

# Javascript Files

+++IF report.data.unminified\_javascript.score ===1+++

**JavaScript files for +++=report.data.url+++ are minifed.** No Further action is needed.

+++END-IF+++

+++IF report.data.unminified\_javascript.score===0+++

**JavaScript files for +++=report.data.url+++ are not minified.**

+++END-IF+++

# SEO

### Valid Robots.txt File

The robots.txt file tells search engines what pages they should crawl on your site, which helps them understand the structure of the website.

+++IF report.data.robots\_txt.score ===null+++

**+++=report.data.url+++ does not have a valid robots.txt.**  Consider adding a robots.txt if there are files or resources on your website that should not be crawled.

+++END-IF+++

+++IF report.data.robots\_txt.score !=null+++

**+++=report.data.url+++ has a valid robots.txt**  No further action is needed.

+++END-IF+++

### Page is Crawlable

Ensuring that your page is able to be crawled by search engines is a fundamental part of SEO, as this enables search engines to discover pages on your website.

+++IF report.data.is\_crawlable.score===0+++

**Your website is not able to be crawled by search engines.** Check for noindexing directives in your page HTML and HTTP headers.

+++END-IF+++

+++IF report.data.is\_crawlable.score===1+++

**Your website is able to be crawled by search engines.**  No Further action is needed.

+++END-IF+++

+++IF report.data.link\_text.score ==0+++

## Link Text

Descriptive link text helps search engines understand your content. Consider changing the following link text:

|  |  |
| --- | --- |
| URL | Link Text |
| +++FOR link IN report.data.link\_text.items+++ |  |
| +++= $link.href+++ | +++=link.text+++ |
| +++END-FOR css\_rules+++ |  |

+++END-IF+++

## Page Has “Hreflang” link.

Hreflang links tell search engines what version of a page they should list in search results for a given language or region.

+++IF report.data.hreflang.score===1+++

**Your website has an hreflang link.** No further action is needed.

+++END-IF+++

+++IF report.data.is\_crawlable.score===0+++

**Your website does not have an hreflang link.** Consider adding hreflang links for alternate versions of your pages in other languages.

+++END-IF+++