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FLORIDAENERGY.UFL.EDU

THIS SITE COULD BE BETTER

Oh dear. That is... not great. But help is on the way!

PERFORMANCE	MOBILE	SEO	SECURITY
24/30	0/30	15/30	0/10





OVERALL PERFORMANCE MOBILE SEO SECURITY

24_{/30}

PERFORMANCE

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

PAGE SIZE

**720_{KB}**

So fast! So light!

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/MARKETING/REDUCING-PAGE-SIZE](http://blog.hubspot.com/marketing/reducing-page-size))

PAGE REQUESTS

**55**

Serious room for improvement.

The more HTTP requests your website makes, the slower it becomes. Combine files to minimize the number of requests made.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/MARKETING/REDUCE-HTTP-REQUESTS](http://blog.hubspot.com/marketing/reduce-http-requests))

PAGE SPEED

**1.4_{Sec}**

Zoom zoom. Nice work.

Best-in-class webpages should load within 3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/MARKETING/HOW-TO-REDUCE-YOUR-WEBSITES-PAGE-SPEED](http://blog.hubspot.com/marketing/how-to-reduce-your-websites-page-speed))



BROWSER CACHING

Wowee. Your web caching is world class.

Browser caching speeds up your website by storing frequently used content in local memory.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/MARKETING/WHAT-IS-BROWSER-CACHE-FAQS](http://blog.hubspot.com/marketing/what-is-browser-cache-faq))



PAGE REDIRECTS

Perfect! No page redirects detected.

Page redirects add an additional loading cycle, increasing the time to display the page.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/BLOG/TABID/6307/BID/7430/WHAT-IS-A-301-REDIRECT-AND-WHY-SHOULD-YOU-CARE.ASPX](http://blog.hubspot.com/blog/tabid/6307/bid/7430/what-is-a-301-redirect-and-why-should-you-care.aspx))



COMPRESSION

Have you been working out?

When your JavaScript and CSS are properly compressed, it makes your website run much faster.

READ MORE >
([HTTP://BLOG.WSOL.COM/HOW-TO-BOOST-PAGE-PERFORMANCE-IMAGE-COMPRESSION-TIPS](http://blog.wsol.com/how-to-boost-page-performance-image-compression-tips))



RENDER BLOCKING

Time is not on your side.

Remove or defer JavaScript and CSS that interferes with loading above-the-fold content.

READ MORE >
([HTTP://BLOG.HUBSPOT.COM/MARKETING/REMOVE-JAVASCRIPT-RENDERING-BLOCK](http://blog.hubspot.com/marketing/remove-javascript-rendering-block))



0/30

MOBILE

Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.



RESPONSIVE



Do try to keep up.

Responsive design gives you a bump in search rankings for searches on mobile devices.

READ MORE > ([HTTP://BLOG.HUBSPOT.COM/INSIDERS/WHY-RESPONSIVE-WEB-DESIGN](http://blog.hubspot.com/insiders/why-responsive-web-design))

VIEWPORT



My kingdom for a viewport.

The viewport lets you control your page width and scale on different device types.

READ MORE > ([HTTP://BLOG.HUBSPOT.COM/MARKETING/MOBILE-VIEWPORT-SETUP](http://blog.hubspot.com/marketing/mobile-viewport-setup))



15_{/30}

SEO

Make sure your website is easy for users to discover—and easy for search bots to understand—with better page titles, headings, and meta descriptions.



PAGE TITLES

Splendid page titles.

Page titles should be no longer than 70 characters in length and not repeat keywords.

READ MORE >

([HTTP://BLOG.HUBSPOT.COM/BLOG/TABID/6307/BID/5984/SPILLING-SEO-JUICE-3-DOS-AND-DON-TS-FOR-WRITING-GREAT-PAGE-TITLES.ASPX](http://blog.hubspot.com/blog/tabid/6307/bid/5984/spilling-seo-juice-3-dos-and-don-ts-for-writing-great-page-titles.aspx))



META DESCRIPTION

The only way is up.

Meta descriptions should be no longer than 300 characters in length and should be relevant to the page.

READ MORE >

([HTTP://BLOG.HUBSPOT.COM/INSIDERS/HOW-TO-WRITE-A-META-DESCRIPTION](http://blog.hubspot.com/insiders/how-to-write-a-meta-description))



HEADINGS

Head of the class!

Heading tags distinguish headings from core page content.

READ MORE >

([HTTP://BLOG.HUBSPOT.COM/MARKETING/SEO-SITE-KEYWORD-OPTIMIZE-HT](http://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht))



SITEMAP

Hello? Where am I?

Site maps help users navigate your site easily.

READ MORE >

([HTTP://BLOG.HUBSPOT.COM/MARKE-SITEMAP-WEBSITE](http://blog.hubspot.com/marketing/seo-site-keyword-optimize-ht))



OVERALL PERFORMANCE MOBILE SEO SECURITY

0/10

SECURITY

SSL CERTIFICATE



Shut the front door!

SSL certificates protect websites from attacks and give visitors confidence that your site is authentic and trustworthy.

READ MORE > ([HTTP://BLOG.HUBSPOT.COM/MARKETING/WHAT-IS-SSL](http://blog.hubspot.com/marketing/what-is-ssl))