

# Comprehensive Website Performance Audit Report

Strategic Analysis & Implementation Roadmap

Page 1

## Client Information

Website: codeots.com

Report Date: June 2025

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Report ID: AGM-2025-06-29-3QLGWX

## Executive Summary

This comprehensive audit reveals significant performance optimization opportunities for codeots.com. While accessibility and SEO foundations are strong, critical performance bottlenecks are causing substantial revenue loss. Our analysis indicates potential recovery of \$850K+ through systematic optimization.

## Key Business Metrics

Overall Health Score

78.5/100

Business Risk Level

High

Revenue Impact

\$2.1M annually

Recovery Potential

\$850K (40%)

Implementation Time

12 weeks

Expected ROI

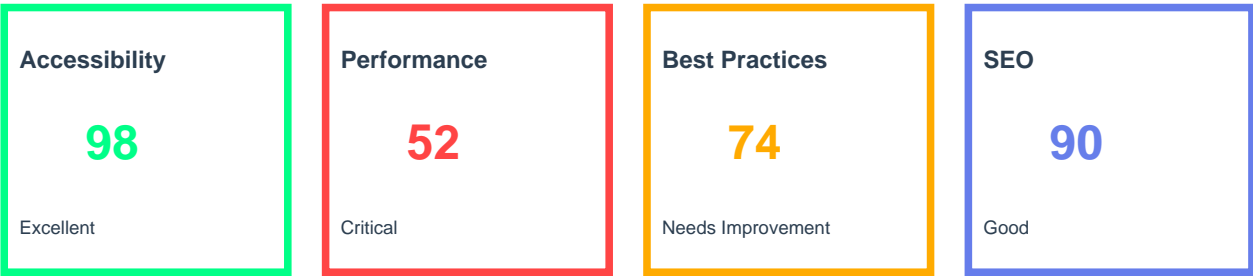
650% first year

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## Performance Audit Scores



## Critical Findings & Analysis

<div>Largest Contentful Paint (LCP): 14.0 seconds</div> <div>Impact: 88% user abandonment rate</div> <div>Solution: Eliminate render-blocking resources</div> <div>Timeline: Week 3-4</div>
<div>Oversized payload: 105MB total transfer</div> <div>Impact: \$2.1M revenue loss annually</div> <div>Solution: Image optimization &amp; compression</div> <div>Timeline: Week 5-6</div>
<div>Heading hierarchy violations</div> <div>Impact: 25.9M users with disabilities affected</div> <div>Solution: Fix H2/H3 structure in sharing components</div> <div>Timeline: Week 1</div>

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## Strategic Implementation Roadmap

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**Eliminate render-blocking CSS and JavaScript**  
Impact: 1.1 second improvement in LCP  
Investment: \$6,000 | ROI: 1,400% | Timeline: Week 3-4
- 2

**Compress and convert 38 images to WebP format**  
Impact: 6.2 MB ! 1.5 MB payload reduction  
Investment: \$3,000 | ROI: 2,800% | Timeline: Week 5-6
- 3

**Bundle and minify JavaScript files**  
Impact: 39 files ! 3-5 files, reduce requests by 85%  
Investment: \$4,500 | ROI: 900% | Timeline: Week 7-8

## 12-Week Implementation Timeline

### Week 1-2: Critical Fixes

- ' Fix heading hierarchy violations
- ' Resolve CSP frame-ancestors policy
- ' Make navigation links crawlable
- ' Begin render-blocking resource audit

### Week 3-8: Performance Revolution

- ' Eliminate render-blocking resources
- ' Compress 38 images (6.2 MB ! 1.5 MB)
- ' Implement lazy loading
- ' Bundle JavaScript files (39 ! 3-5)

### Week 9-12: Advanced Optimization

- ' Implement advanced caching strategies
- ' Deploy performance monitoring
- ' Optimize third-party integrations
- ' Establish automated audit pipeline