

# **Website Audit Report:** **growmore.community**

**Prepared by:** Shreyash Srivastva

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**Report Date:** June 17, 2025

**Analysis Period:** Thorough Website Assessment

**Prepared For:** GrowMore Community Strategic Planning

**Document Type:** Comprehensive Competitive Analysis

## **Overview:**

Growmore Immigration is based in Williams Landing, Victoria, Australia, and is officially registered with the Australian Migration Agents Registration Authority (MARA) under agent number 2217941.

The company offers a range of services including visa consulting, education counseling, and support for international students and professionals looking to settle abroad.

**(Head to Page 4 for Main Content)**

# Website Anomaly & Optimization Feedback

Growmore Immigration, a consultancy that specializes in helping individuals and families navigate the complexities of migrating to Australia. With a personal background in migration himself, Krunal leads the organization with a focus on empathy, professionalism, and up-to-date expertise in immigration law.

## 1. Technical Performance

- **Bundle Size & Load Times:** Large JavaScript/CSS bundles can slow down the website, especially on mobile or slow connections. This results in sluggish user experience and higher bounce rates. Consider analyzing the bundle sizes and use code-splitting, lazy loading, and removing unused scripts/styles to optimize performance.
- **Unoptimized Extensions/Themes:** Avoid keeping of unused plugins or bulky themes. These can add unnecessary load and slow down rendering. Only activate essential extensions, and regularly audit for unused code.
- **Image Optimization:** Large - uncompressed images can also degrade load speed. Ensuring all images are compressed and use modern formats (like WebP) where possible.

## 2. SEO & Content Structure

- **Content Quality & Relevance:** Google's ranking system prioritizes content that demonstrates real expertise and directly answers user intent. Using a topic cluster strategy: create pillar pages for main topics and interlink them with related, in-depth cluster pages. This boosts the authority and helps Google understand your site's structure.
- **Internal Linking:** Properly interlinking related pages to help both users and search engines navigate your content. This also distributes link equity and can improve rankings for important pages.
- **Backlink Profile:** To increase the visibility, focusing on acquiring high-quality backlinks from reputable sources. Analyzing competitors' backlinks for ideas, creating link-worthy content (e.g., research, infographics), and considering outreach strategies.

## 3. User Experience (UX) & Design

- **Navigation & Accessibility:** Ensuring navigation is intuitive and accessible. Complex menus or hidden links frustrate users and can harm engagement.
- **Mobile Responsiveness:** With most users on mobile devices, the site must be fully responsive. Making sure by testing on various devices to ensure layouts, buttons, and forms work seamlessly.

- **Customer Feedback:** Regularly gathering direct feedback from users to identify pain points and opportunities for delight. Even small usability tweaks (like simplifying forms or clarifying CTAs) can yield significant improvements in engagement and conversions.

#### 4. Site-Specific Observations

- **Recent Updates:** The news content is recent, which is good for user trust and SEO.
- **Community Engagement:** Adding more interactive features (forums, Q&A, webinars) if not already present, to increase user retention and perceived value.

Feature/Aspect	GrowMore	Australia Forum	TrackIt	Expat Forum	British Expats	IARC	Facebook Groups
Expert Consultation	✔ Strong	✗ Limited	✗ None	✗ Limited	✗ Limited	✔ Excellent	✗ None
Community Engagement	Growing	✔ Excellent	Moderate	✔ Excellent	✔ Good	✗ None	✔ High
Technical Performance	Poor	✔ Good	✔ Good	✔ Good	Average	✔ Good	✔ Excellent
Content Quality	Mixed	✔ Good	Variable	Variable	✔ Good	✔ Excellent	Poor
User Experience	Poor	✔ Good	Complex	✔ Good	Average	✔ Professional	✔ Familiar
Mobile Optimization	Critical	✔ Good	✔ Good	✔ Good	Average	✔ Good	✔ Excellent
Search Functionality	✗ Missing	✔ Good	✔ Excellent	✔ Good	Basic	Limited	Poor
Professional Credibility	Limited	Community	Data-focused	Community	Community	✔ Excellent	None
Specialization	✔ Immigration Focus	Broad	✔ Tracking Focus	Broad	✔ UK-AU Focus	✔ Legal Focus	✗ Unfocused

# Thorough Application Analysis - UI/UX

This is a thorough review alongwith suggestions and area of improvements in the <https://www.growmore.community>, that could lead to the enhanced user interactivity and better engagement.

## 1. Post

- I. Adding the **Images/Videos** to be posted might increase the User Interactivity which can help build the website look more like a social platform like Facebook, Instagram, X,etc.
- II. **Delete** feature to be added Posted content can't be deleted which makes user-side mistakes be visible on the site to everyone. This might cause privacy issues if passwords, or sensitive information is shared by the user which requires taking steps as fast as it can be.
- III. Posted content if having **hate speech or propaganda**(even by mistake) visible for long might hurt people's emotions/sentiments which could lead to losing clients.

## 2. Event-Post Ambiguity

### Issues

- I. The post and events comprise of two different sections in the website but the main ambiguity is created because that is not interactive.
- II. Users are posting their queries, successes, thoughts as well in the post section but due to lack of interactivity and user response, in almost all of the reply sections there is a lack of engagement by other users.
- III. Only the founder is seen interacting with the users in most cases if not all.
- IV. No clear distinction of getting posts from the followed account as user gets only information from the main page which follows the same **stack** format - Last post comes on the top.
- V. No **Priority** based feed.

## Requirement Analysis and Solutions

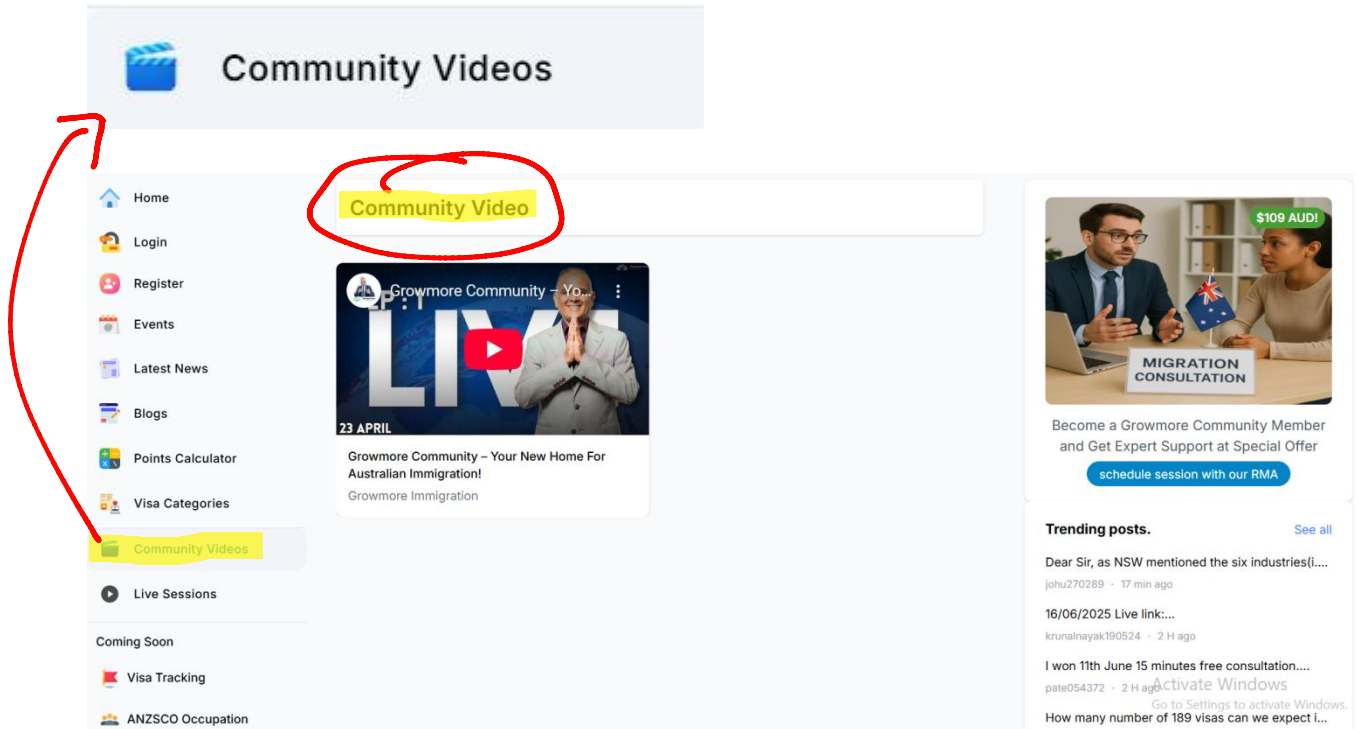
- I. The introduction of a combined Event-Post section as Post Feed or making clear distinctions between them.
- II. By allowing people to post their success pictures and videos may lead to better engagement.

III. Changing the section 'Events' name to Journal or entirely combining it with the 'Post' section may lead to user Interactivity.

IV. Making a Q/A Forum for dealing with the doubts that are commonly seen.(Section 7)

V. Database of high capacity is needed to store user data and logs.

### 3. Community Videos



I. Typo in the Community videos

II. Introduction of more videos to let the users engage more on Growmore's content.

III. Uploading user-made videos can make the users see the platform as more reliable and trustful.

IV. Incorporating Testimonial Videos and User Successes may lead to assurance and trust from the user-end. (Section 4)

## 4. Testimonials

- I. Lack of Testimonials, a lot of time make the users think of their choices and make the users have less trust on the organization.
- II. A room of doubt is always there in a situation like above.
- III. Posting valid and genuine happy client's successes lead to more users coming for the service through referrals, suggestions or renewals.

### Example 1.

### Testimonials



**Shreyash Srivastva**  
Designer

Professional, Cheerful and Reliable. She assisted me to get better returns during international exchange when the markets were not performing well.



**Mukesh Dungrani**  
Head of Lakshya Production


Great Analytical Skills. Hard Working. Punctual. Sharp. Highly Recommended. She did an excellent job in our Finance Department during her tenure.



**Prakash Mehta**  
Finance

She performed exceptionally well in the Finance Department throughout her service. Without a doubt, she is a must-hire for any finance-related position.

### Example 2.


AperiumUI


Products ▾ Blogs ▾ Resources ▾ History ▾


Sign Up [Sign Up](#)


Curious how people are using AperiumUI


### Hear what our customers are saying





 **Emily Manekshaw**  
COO, Prime Inc.




 **Emily Manekshaw**  
COO, Prime Inc.



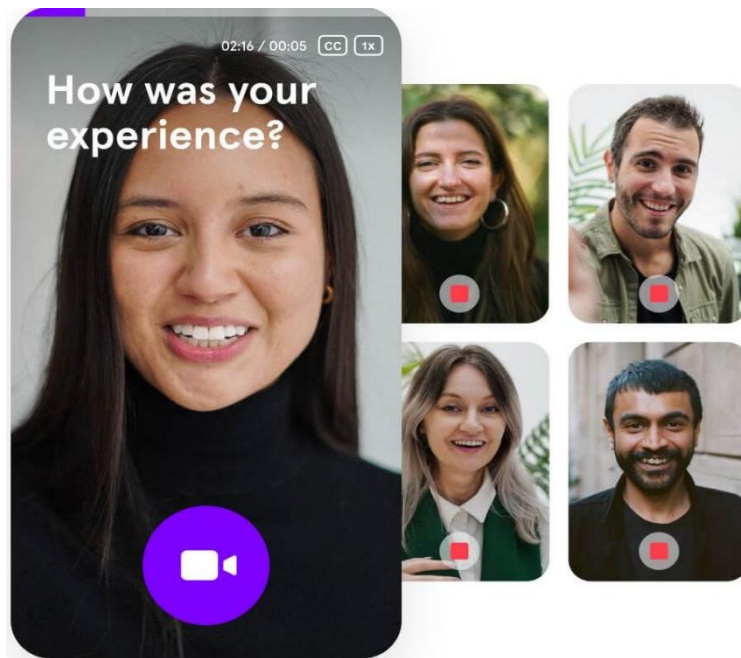
 **Emily Manekshaw**  
COO, Prime Inc.



 **Heath Badger**  
CEO, Insinious Inc.

[<](#) [>](#)

### Example 3.

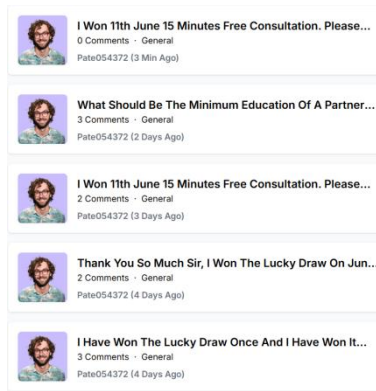


### 5. User Icon

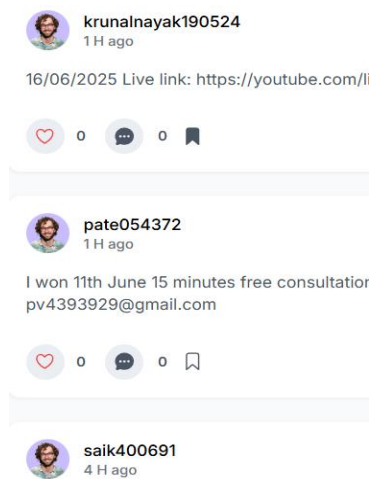
- > Currently the user icon is not of ideal type as per the norm.
- > Makes the site look unappealing



Img 5.1. Growmore's Anon Icon



Img 5.2. Feed View



Img 5.3. ceo image not visible some times

### Suggestions:

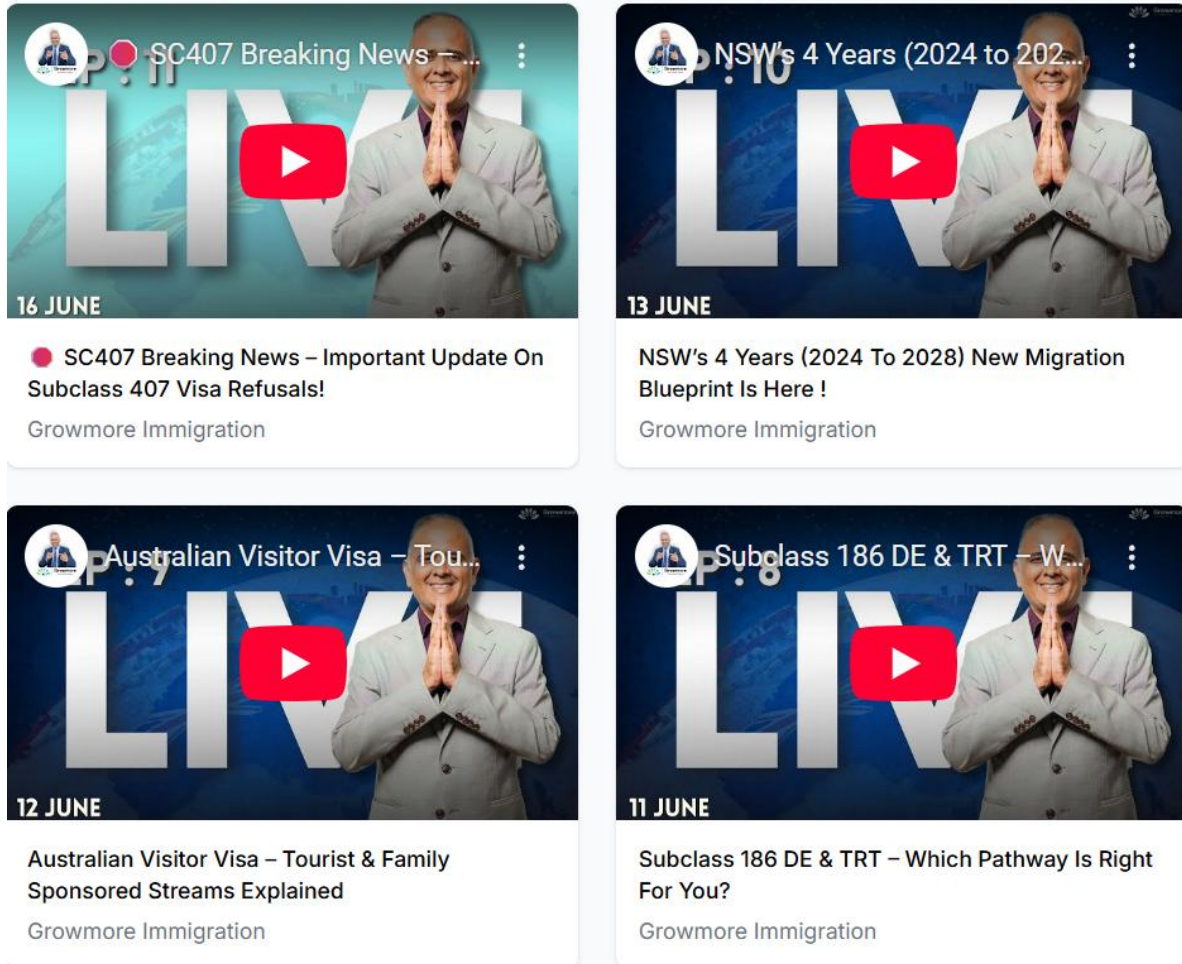
> using the standard anonymous icon



Img 5.4. Suggested Anon Icon



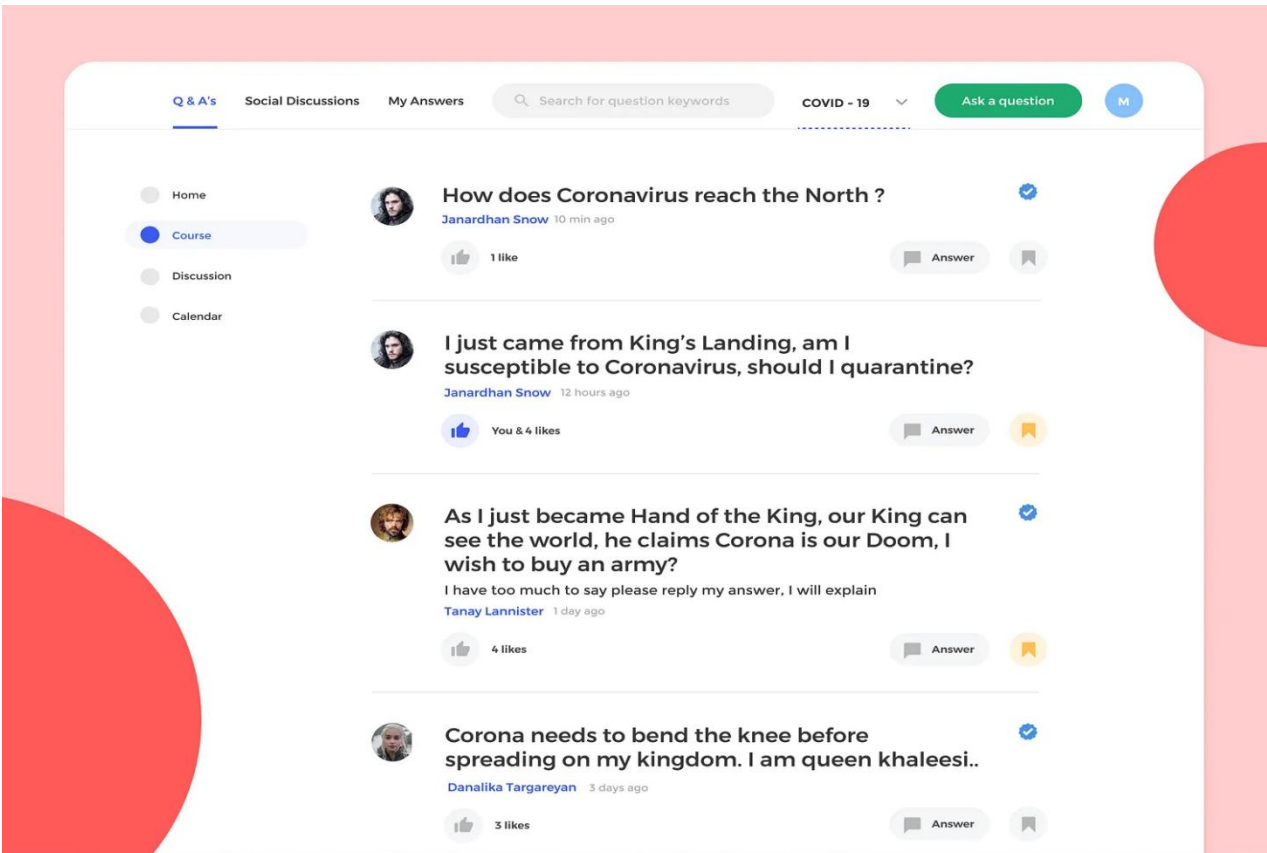
## 6. Live Sessions



- I. Time alongwith the date is required.
- II. Giving Alerts for the sessions using **Youtube Data API**.

## 7. Forum

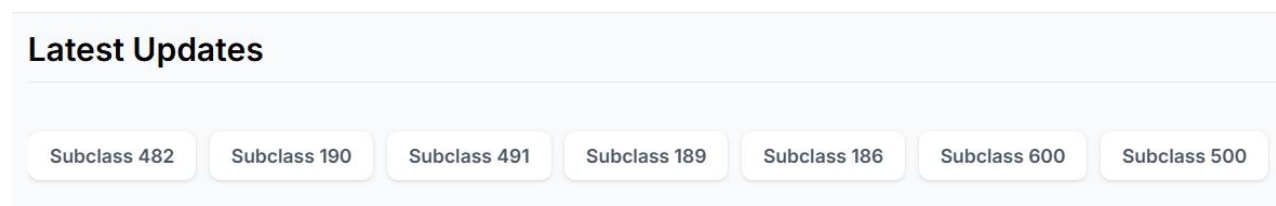
- I. Making a Q/A Forum for dealing with the doubts that are commonly seen.
- II. People commenting for shared experience.
- III. One-on-one discussion.
- IV. Variety of people coming together, thus enhancing the engagement of the platform.



## 8. Visa Categories









- I. Repeated at three different places in the website.
- II. The above issue leads to issues like:
  - a. Taking more memory in the website.
  - b. Ambiguity for users due to repeated content.
  - c. Taking more time to load. (upto <800ms).
  - d. Overall leading to Poor User Experiences.

### Example 1



## Example 2

**Visa Categories**

 <b>Subclass 482</b> 96 Posts   4 Event <a href="#">Read</a>	 <b>Subclass 190</b> 132 Posts   2 Event <a href="#">Read</a>	 <b>Subclass 491</b> 183 Posts   4 Event <a href="#">Read</a>	 <b>Subclass 189</b> 50 Posts   3 Event <a href="#">Read</a>
 <b>Subclass 186</b> 32 Posts   3 Event <a href="#">Read</a>	 <b>Subclass 600</b> 8 Posts   2 Event <a href="#">Read</a>	 <b>Subclass 500</b> 34 Posts   2 Event <a href="#">Read</a>	 <b>Subclass 403</b> 6 Posts   0 Event <a href="#">Read</a>

## Example 3

**dwmore**  
Immigration Partner

Login

**News**

**Calculator**

**Categories**

**Unity Videos**

**Sessions**

**Visa Categories**

**Subclass 407**

**Subclass 494**

## 9. Ad Revenue Model

**Ads** relatable for the students should be initially be launched in the feed only in the categories like:

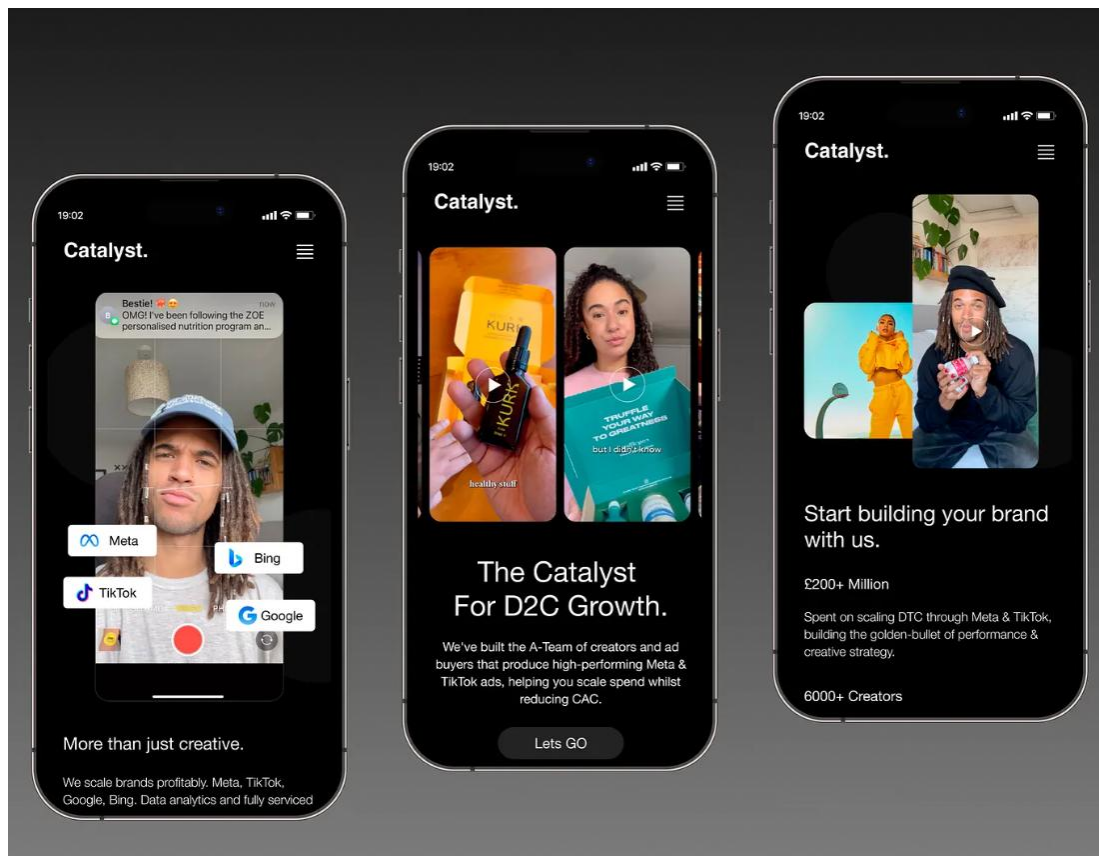
- Colleges
- Real Estate/Rental Housing

- iii. Food Services
- iv. Indian Restaurants
- v. Trip Guides
- vi. Hotels

This can be done by:

- a. Allowing/Posting from growmore's servers.
- b. Or making the Advertisement organisation do their post, for ex-2 posts a day/week[scheme of choice or as per payment].

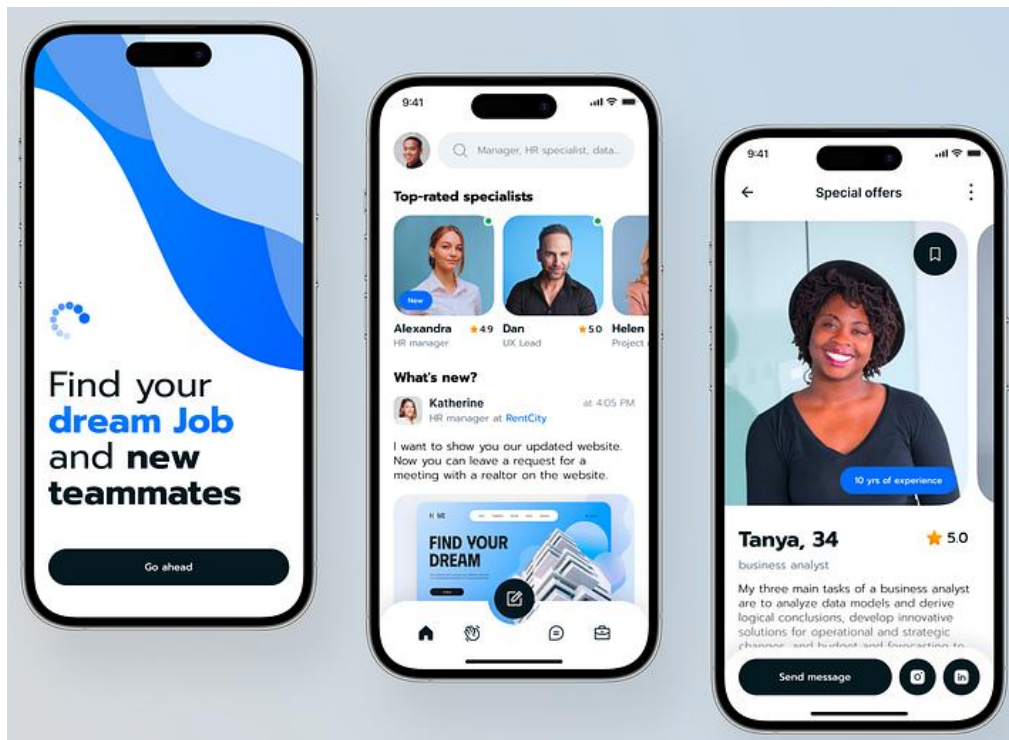
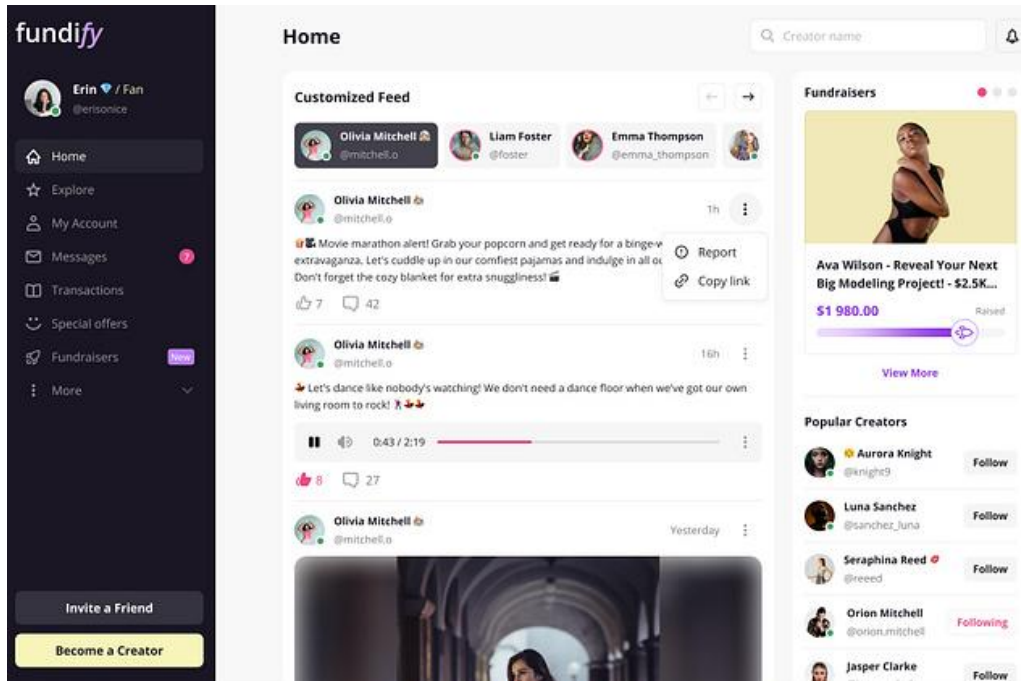
### Example 1





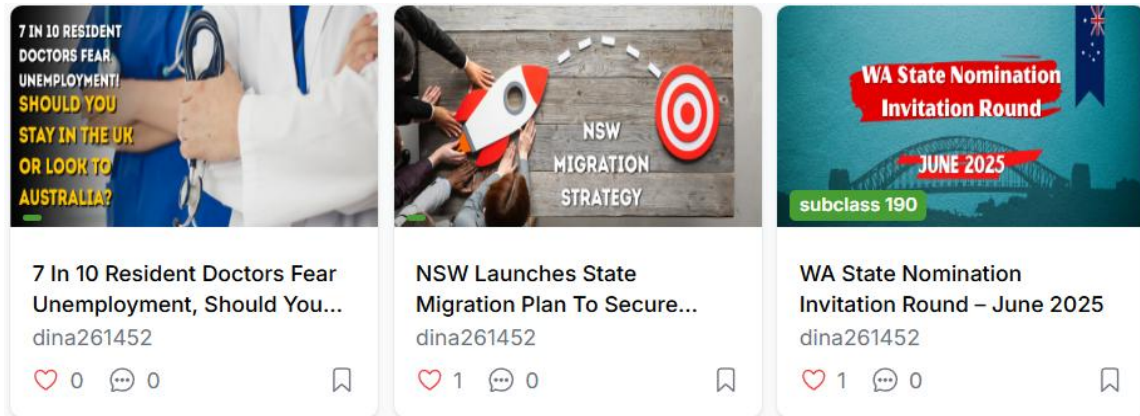
## 10. Home UI

- I. Card like posts to make it more engaging like social media platforms. ex- Facebook.
- II. Current 'List' format is not intuitive for a 21<sup>st</sup> century person.

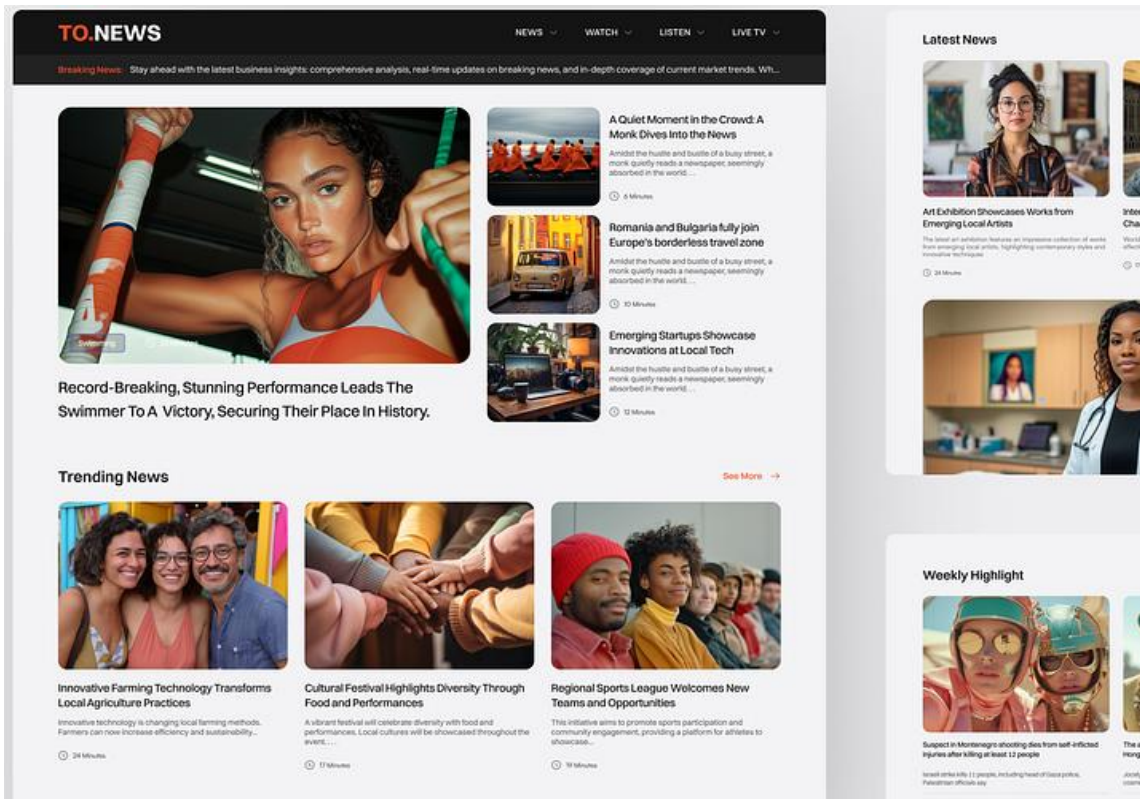


## 11. News/Blogs

- I. Current UI is old fashioned and not upto today's standards.
- II. Better UI for news tabs could lead to enhanced user interactivity.



### Current News UI Vs Enhanced News UI



## 12. User Profile

- I. Repeated Username
- II. Chaotic User Profile
- III. Term & Conditions not at the standard section (settings/profile)
- IV. Help menu is currently unavailable.
- V. Personalization is not available.

### Current Profile

The screenshot shows a user profile for 'shre140211'. The profile header includes the username 'shre140211' (highlighted in yellow), '1 Posts • 0 events', and a 'Write Post' button. Below the header are tabs for 'Posts', 'Events', 'Following', and 'Followers'. The 'Posts' tab is active, showing a post with a profile picture of a man and the text 'I Hope I Get The Visa.' with '1 Comments · General' and 'Shre140211 (1 Days Ago)'. To the right of the post is an 'Edit' button. Further right is a 'Details' section with a user icon, the username 'shre140211' (highlighted in yellow), and the email 'shreyash5183@gmail.com'. An 'Edit' link is next to the details section.

### Suggested Profile

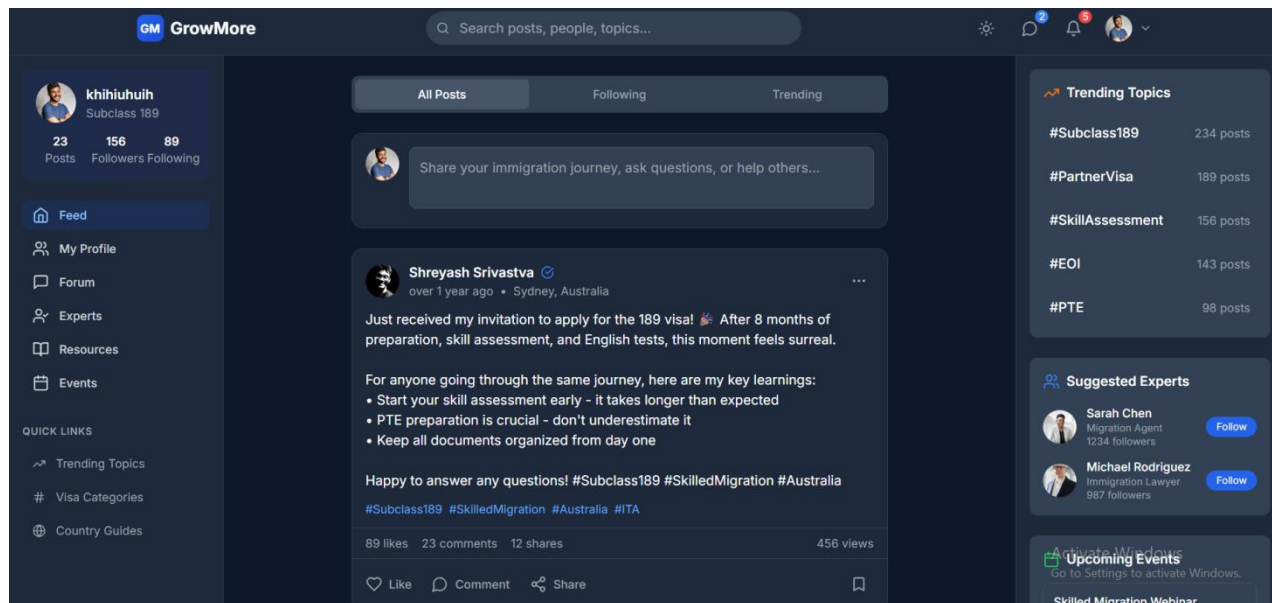
The screenshot shows a suggested profile for 'Eleanor Roberts' on the 'immapp' app. The profile header includes the app name 'immapp', a user icon, and statistics: '12 Posts', '250 Followers', and '198 Following'. Below the header is the name 'Eleanor Roberts' and the category 'Immigration', with an 'Edit Profile' button. The profile features a list of menu items with icons and right-pointing arrows: 'Immigration Status', 'My Applications', 'Appointments', 'Notifications', 'Support', and 'Settings'.

### 13. Overall UI

- I. Too much brightness.
- II. No dark mode available.
- III. Soft Soothing warm UI is a must.

**Solution ->** <https://growmorebyshreyash.netlify.app/>

**View:**



### 14. Core Analytics

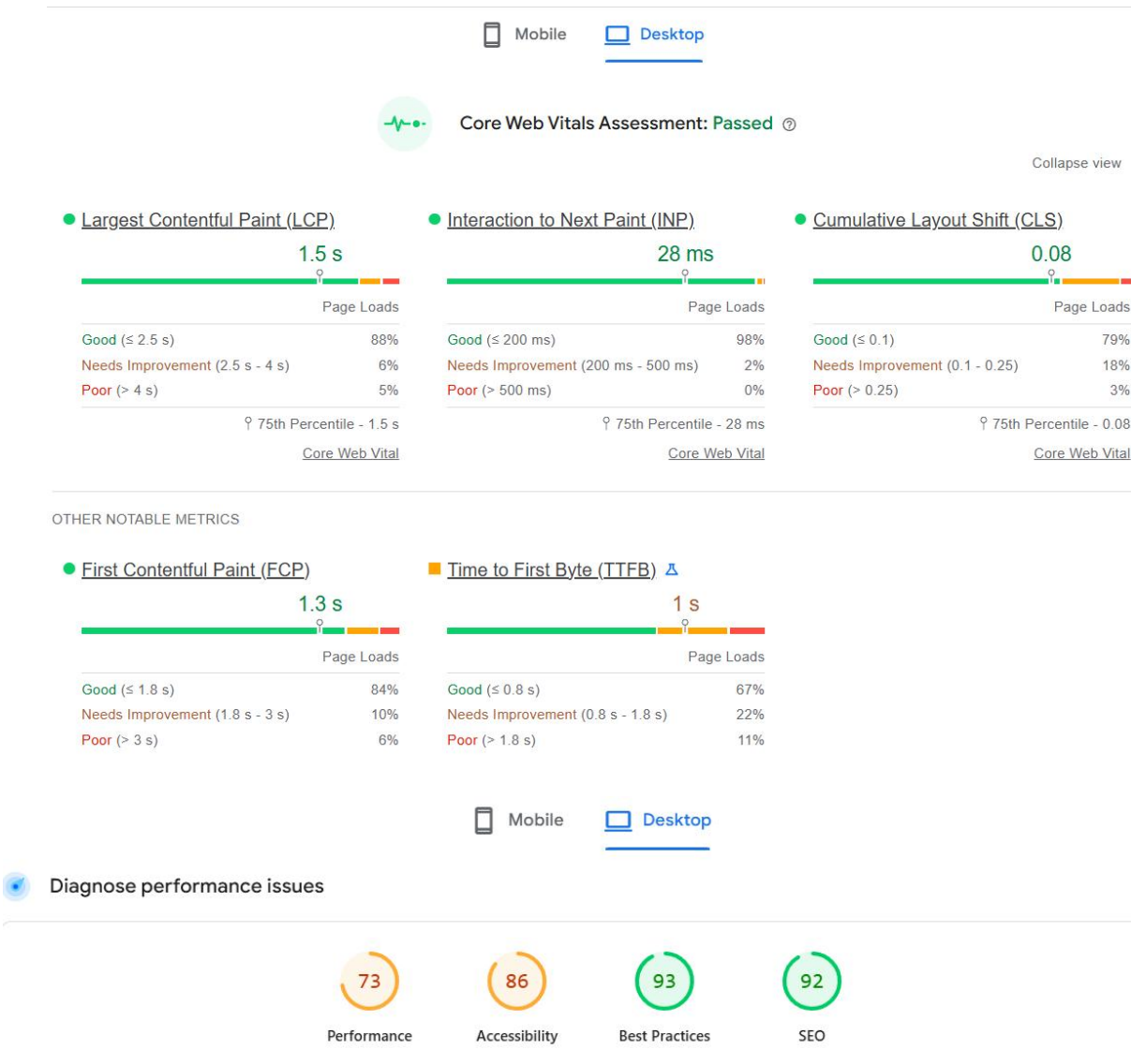
<https://shreyazh.github.io/growmore-with-shreyash/>

Improve page performance

GRADE	SUGGESTION
<b>F</b> 0	Compress components with gzip
<b>F</b> 0	Use cookie-free domains
<b>F</b> 36	Make fewer HTTP requests
<b>F</b> 45	Add Expires headers
<b>D</b> 70	Reduce DNS lookups



# 15. Critical Performance Analysis on Desktop



Mobile

Desktop

## METRICS

Collapse view

- First Contentful Paint

0.8 s

First Contentful Paint marks the time at which the first text or image is painted. [Learn more about the First Contentful Paint metric.](#)

- Total Blocking Time

120 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more about the Total Blocking Time metric.](#)

- Speed Index

2.0 s

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more about the Speed Index metric.](#)

- ▲ Largest Contentful Paint

3.9 s

Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more about the Largest Contentful Paint metric.](#)

- Cumulative Layout Shift

0.049

Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more about the Cumulative Layout Shift metric.](#)

📅 Captured at Jun 15, 2025, 12:15 AM GMT+5:30

🕒 Initial page load

🖥️ Emulated Desktop with Lighthouse 12.6.1

⚙️ Custom throttling

🔗 Single page session

🔍 Using HeadlessChromium 137.0.7151.68 with Ir

Mobile

Desktop

## DIAGNOSTICS

▲ Serve images in next-gen formats — Est savings of 2,478 KiB

▲ Largest Contentful Paint element — 3,910 ms

▲ Properly size images — Est savings of 1,935 KiB

▲ Reduce unused JavaScript — Est savings of 422 KiB

▲ Eliminate render-blocking resources — Est savings of 220 ms

▲ Defer offscreen images — Est savings of 757 KiB

▲ Efficiently encode images — Est savings of 125 KiB

▲ Reduce unused CSS — Est savings of 97 KiB

▲ Minify JavaScript — Est savings of 16 KiB

■ Image elements do not have explicit `width` and `height`

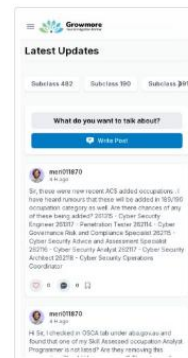
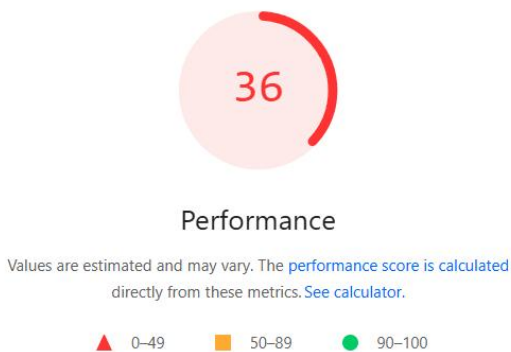
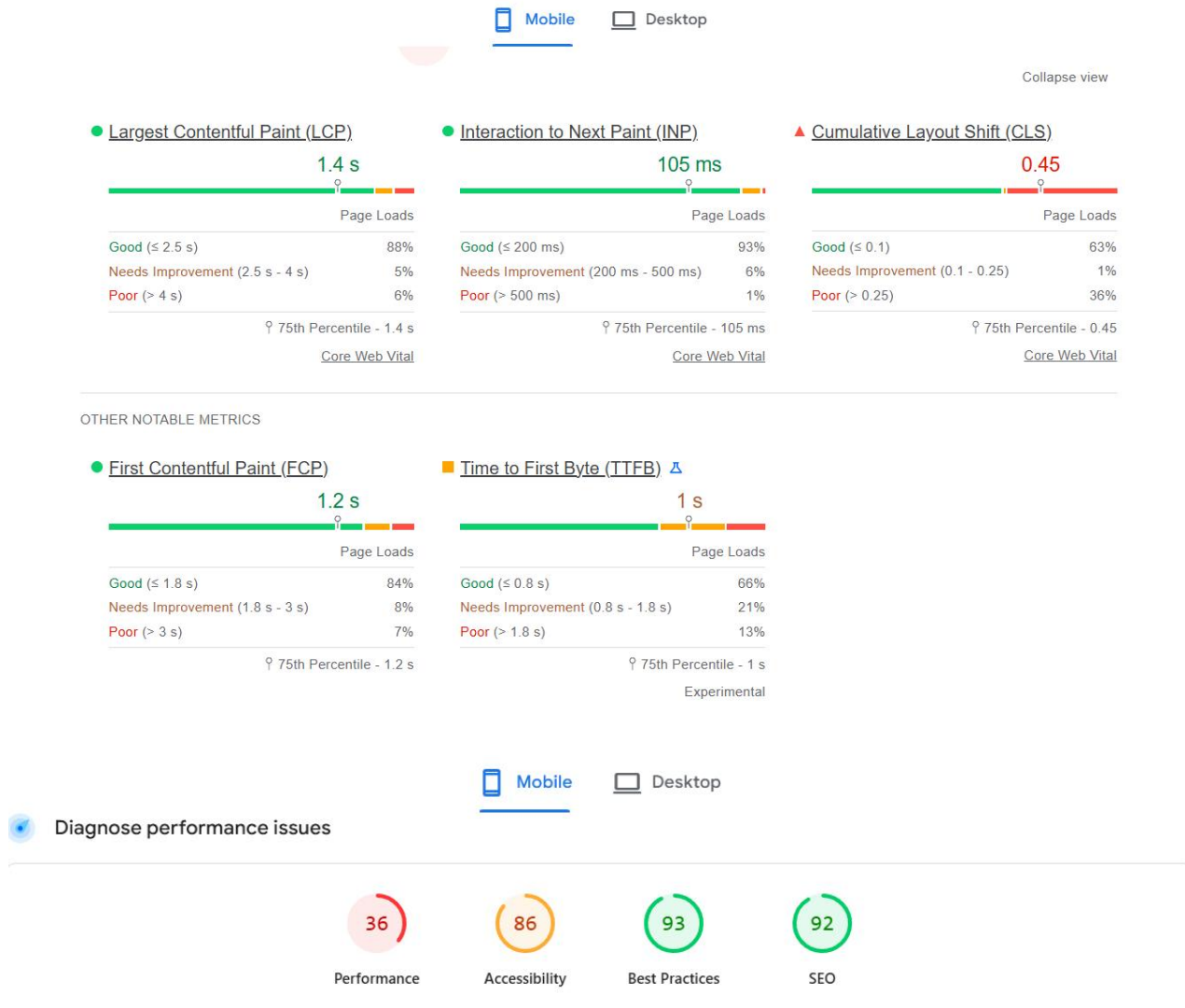
■ Serve static assets with an efficient cache policy — 3 resources found

■ Ensure text remains visible during webfont load

■ Does not use passive listeners to improve scrolling performance

■ Avoid serving legacy JavaScript to modern browsers — Est savings of 0 KiB

# 16. Critical Performance Analysis on Mobile Phone





Mobile



Desktop

## METRICS

Collapse view

## ■ First Contentful Paint

2.6 s

First Contentful Paint marks the time at which the first text or image is painted. [Learn more about the First Contentful Paint metric.](#)

## ■ Total Blocking Time

340 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more about the Total Blocking Time metric.](#)

## ▲ Speed Index

6.4 s

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more about the Speed Index metric.](#)

## ▲ Largest Contentful Paint

15.2 s

Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more about the Largest Contentful Paint metric.](#)

## ▲ Cumulative Layout Shift

0.551

Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more about the Cumulative Layout Shift metric.](#)

Captured at Jun 15, 2025, 12:15 AM GMT+5:30

Initial page load

Emulated Moto G Power with Lighthouse 12.6.1

Slow 4G throttling

Single page session

Using HeadlessChromium 137.0.7151.68 with Ir



Mobile



Desktop

## DIAGNOSTICS

▲ Avoid large layout shifts — 4 layout shifts found

▲ Largest Contentful Paint element — 15,200 ms

▲ Serve images in next-gen formats — Est savings of 2,478 KiB

▲ Reduce JavaScript execution time — 1.3 s

▲ Minimize main-thread work — 2.2 s

▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 500 ms

▲ Eliminate render-blocking resources — Est savings of 890 ms

▲ Reduce initial server response time — Root document took 860 ms

▲ Properly size images — Est savings of 620 KiB

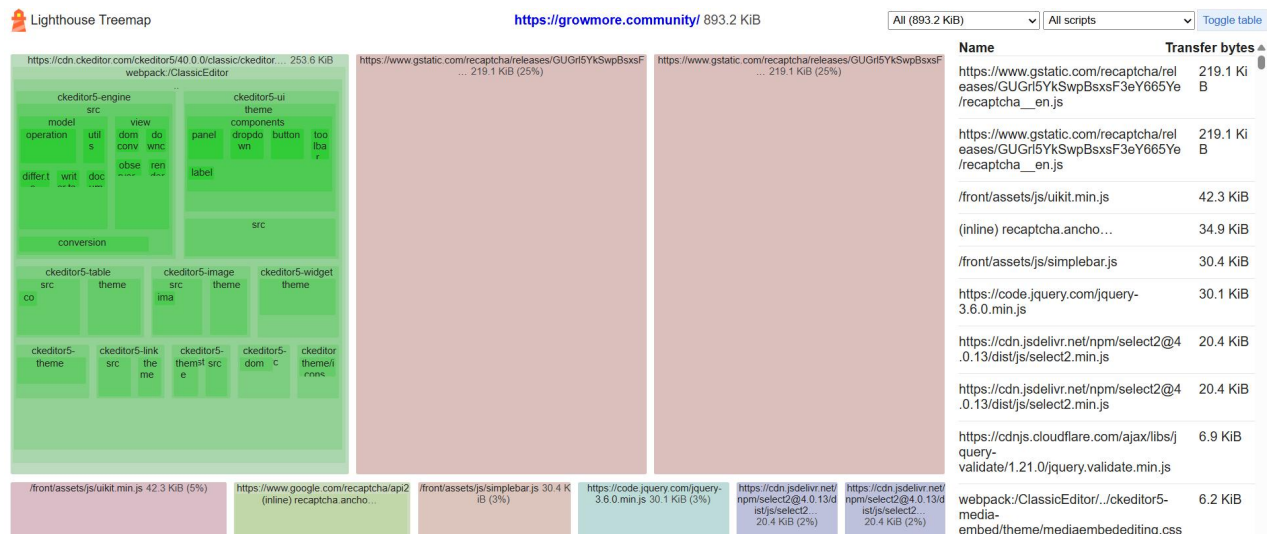
▲ Defer offscreen images — Est savings of 723 KiB

▲ Efficiently encode images — Est savings of 125 KiB

▲ Reduce unused JavaScript — Est savings of 422 KiB

▲ Reduce unused CSS — Est savings of 97 KiB

■ Image elements do not have explicit width and height



## Actionable Next Steps

- Review and streamline the JavaScript/CSS bundles; implement lazy loading for images and scripts.
- Audit the plugins/extensions and remove any that are unnecessary or unoptimized.
- Revisit the content strategy: build topic clusters, update pillar pages, and ensure all content is high-quality and answers user intent.
- Strengthen internal linking and pursue new backlink opportunities.
- Collect user feedback via surveys or usability testing to uncover hidden UX issues.

## Conclusion

GrowMore Community operates in a highly competitive market with established players holding significant advantages in technical infrastructure, brand recognition, and user base size. However, the analysis identifies a clear market opportunity for expert-led community services that combine professional consultation with peer support accessibility.

The platform's competitive success depends critically on addressing fundamental technical and user experience deficiencies while leveraging its unique positioning as an expert-led community. The combination of professional migration agent services with community engagement represents a differentiated value proposition that can attract users seeking more than generic advice but less than full legal representation. Strategic recommendations prioritize technical infrastructure modernization, user experience enhancement, and community building initiatives as foundational requirements for competitive positioning. Long-term success requires consistent execution of these initiatives while maintaining focus on the platform's core differentiation through expert-led community services.

The competitive landscape analysis demonstrates that while barriers to entry are significant, sustainable competitive advantages can be developed through superior user experience, expert

validation, and targeted community building that addresses specific user needs not fully served by existing competitors.

### **Acknowledgement**

I would like to acknowledge my own efforts in the successful completion of this technical website audit. This project was undertaken independently, and every stage from research and analysis to reporting and recommendations was a journey of turmoil and focused continuous efforts.

I would like to thank Mr. Krunal Nayak, Growmore Immigration for providing me the opportunity to analyze and assess the website's technical,UI/UX and overall performance.

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