

Site review for:



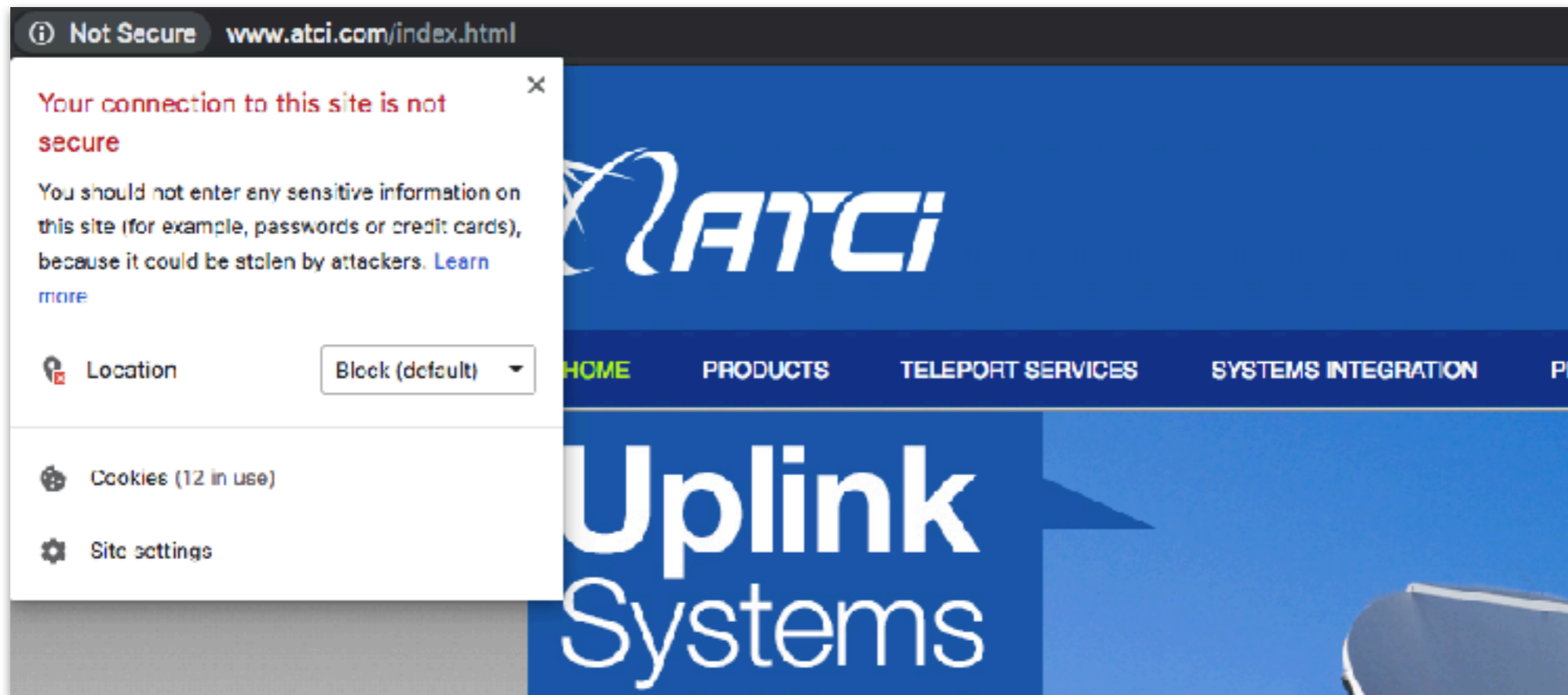
ISSUE 1

Your site is not secure.

It hurts your credibility. It hurts your Google rank.

When a site does not use HTTPS/ SSL security to encrypt traffic and protect users, **modern browsers show security warnings that worry visitors and hurts your credibility.**

Google also ranks sites that do not use SSL poorly. This decreases your overall traffic and will prevent you from being indexed with top results.



ISSUE 2

**Poor mobile user experience is costing you.
Users don't like it.
It hurts your Google rank.**

Fix this:

- Slow loading time
- Not responsive
- Impossible to read (tiny text!)
- No mobile friendly navigation



ISSUE 3

Your site needs optimization. It is too slow.

Because assets and code are not optimized your site scores low on a number of metrics that Google uses to evaluate if a site is user friendly. It's a good approximation of how your visitors will feel.

Issues like this hurt search rank and increase your bounce rate - people leaving immediately upon arrival because it's too slow.



http://www.atci.com/index.html

The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 3/15/2019, 12:45:22 PM

Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

Performance grade
D 70

| GRADE | SUGGESTION |
|-------------|-------------------------------|
| F 0 | Add Expires headers |
| F 8 | Make fewer HTTP requests |
| F 25 | Use cookie-free domains |
| F 45 | Reduce DNS lookups |
| F 50 | Avoid URL redirects |
| E 56 | Compress components with gzip |

| | | | |
|------------------------|---|-------------------------|---|
| First Contentful Paint | 6.5 s ▲ | First Meaningful Paint | 7.2 s ▲ |
| Speed Index | 8.8 s ▲ | First CPU Idle | 9.8 s ▲ |
| Time to Interactive | 11.2 s ▲ | Estimated Input Latency | 170 ms ▲ |
| | | | |

ISSUE 4

Build on your great design and content.

- Use responsive layout
- Add full width video
- Make tech specs clearer
- Simplify your navigation



You have amazing photo assets and a wealth of interesting copy to read. That said, the design looks dated by today's standards because it is not responsive.

This can make a bad impression on the younger generation of tech savvy that expect slick presentations and hurts your rank on Google.

ISSUE 5

**Your site does not work hard enough for you.
It should capture leads!**

Your site should sell for you. To do so, it needs to have a clear calls to action that invite visitors to download a report, a catalog, to join a newsletter or receive pro-tips and other interesting content in exchange for their contact information.

Solutions

- Obtain, configure and install an SSL certificate for your domain and site.
- Configure your web server to redirect all non HTTP traffic too HTTPS so it is secure
- Optimize site code and server side caching
- Redesign your site to be responsive to look great on all devices
- Build a relationship with your visitors through lead capture

What Next?

There is still time before NAB to make the suggested changes and the improvements. I am available for free consultation if you would like to discuss.

Thank you,

Alex

