

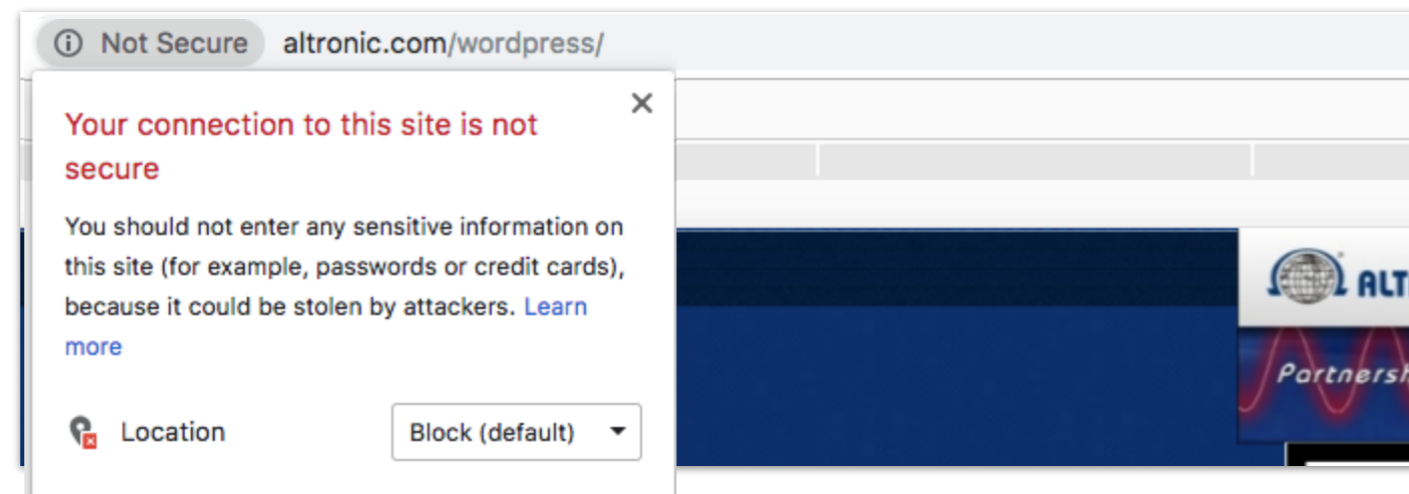
Site review for:
Altronic Research

ISSUE 1

Your site is not secure.

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

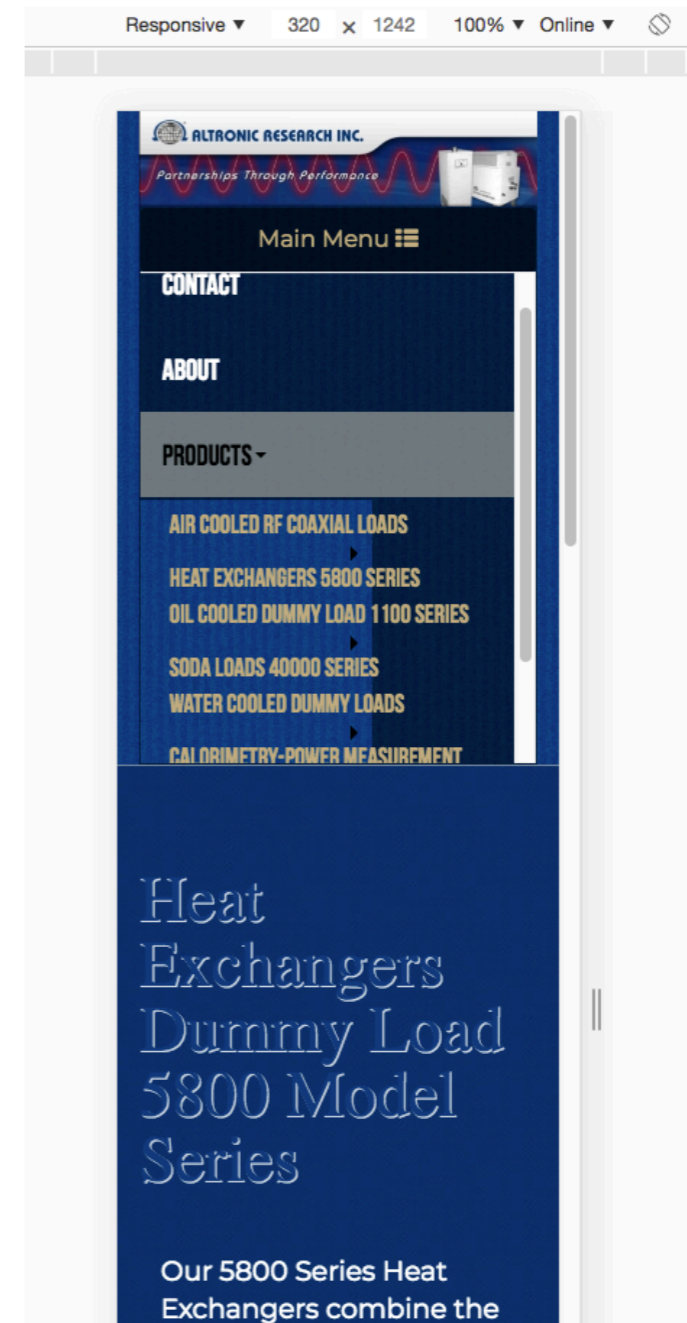
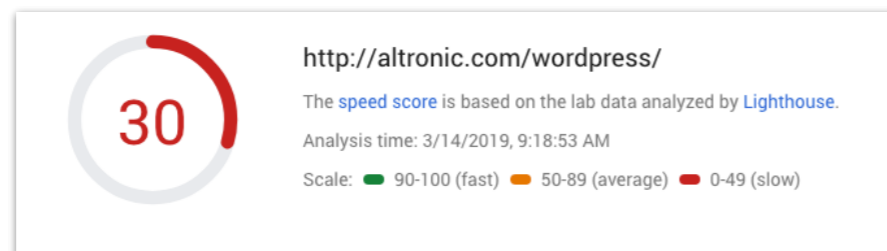
Google also ranks sites that do not use SSL poorly. This hurts your overall traffic and will prevent you from being indexed with top results.



ISSUE 2

Your site does not work or rank well on mobile

You have a responsive Wordpress theme however it is not configured properly. The result is slow load times, missing text and navigation difficulty.




ISSUE 3

Your site needs optimization

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://altronic.com/wordpress/
The **speed score** is based on the lab data analyzed by [Lighthouse](#).
Analysis time: 3/14/2019, 9:18:53 AM
Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

GRADE	SUGGESTION
F 0	Make fewer HTTP requests
F 1	Add Expires headers
F 30	Use cookie-free domains
D 70	Reduce DNS lookups
C 80	Avoid URL redirects

First Contentful Paint	4.9 s ▲	First Meaningful Paint	5.7 s ▲
Speed Index	8.8 s ▲	First CPU Idle	6.0 s i
Time to Interactive	9.5 s ▲	Estimated Input Latency	40 ms ✓



ISSUE 4

Design needs a refresh

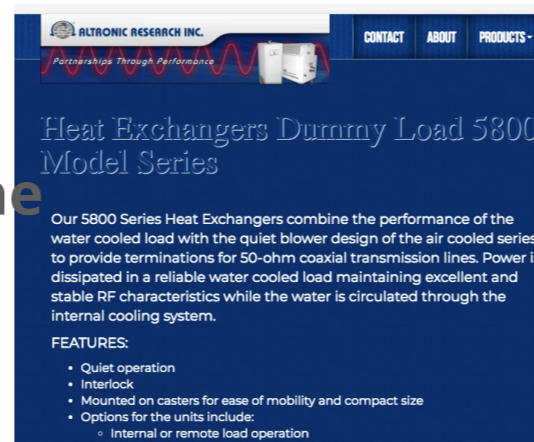
You have nice photo assets that can be re used and lots of interesting copy to read. That said, the design is cluttered, difficult to read and looks dated by today's standards.

This can make a bad impression on the younger generation of tech savvy that expect slick presentations.

Poor Legibility

Dark and monotone

Busy Design



ALTRONIC RESEARCH INC.
Partnerships Through Performance

CONTACT ABOUT PRODUCTS

Heat Exchangers Dummy Load 5800 Model Series

Our 5800 Series Heat Exchangers combine the performance of the water cooled load with the quiet blower design of the air cooled series to provide terminations for 50-ohm coaxial transmission lines. Power is dissipated in a reliable water cooled load maintaining excellent and stable RF characteristics while the water is circulated through the internal cooling system.

FEATURES:

- Quiet operation
- Interlock
- Mounted on casters for ease of mobility and compact size
- Options for the units include:
 - Internal or remote load operation



Models 5805 & 5810:



Power Rating: 5805: 5kW continuous duty
5810: 10kW continuous duty
Impedance: 50 ohms nominal
Frequency Range: DC to 800 MHz
VSWR: 1.1:1 to 800 MHz
Input Connectors: 1 5/8", 3 1/8" EIA Standard (others available)
AC Power Required: 110 VAC, 60 Hz or 230 VAC, 50/60 Hz, 1 Phase
Nominal Dimensions (Including Conn.):
5805: 28" x 19 1/2" x 20" (71 x 50 x 51 cm)
5810: 33 1/2" x 21 1/2" x 21 1/2" (85 x 55 x 55 cm)
Nominal Weight: 5805: 80 lbs. (36 kg) 5810: 100 lbs. (46 kg)
Finish: Beige Splatter

[5805 Data Sheet](#) [5805 Manual](#)
[5810 Data Sheet](#) [5810 Manual](#)

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 to HTTPS so it is secure
- Optimize site code and server side caching
- Update Wordpress and all plugins
- Redesign your theme to look great and excel on mobile devices
- Improve typography, colors, layout and styling so that your site it is up-to-date
- Build a relationship with your visitors through lead capture
- This can be a huge help in creating a viable sales pipeline. Automatically follow up with emails though services like Mailchimp, Constant Contact and Sendy.

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

