

Website Audit & Design Review for:



Hello!

As promised, I have created a video overview as a companion to this report. It gives provides further detail regarding the points I raise in the document.

You can find it here:

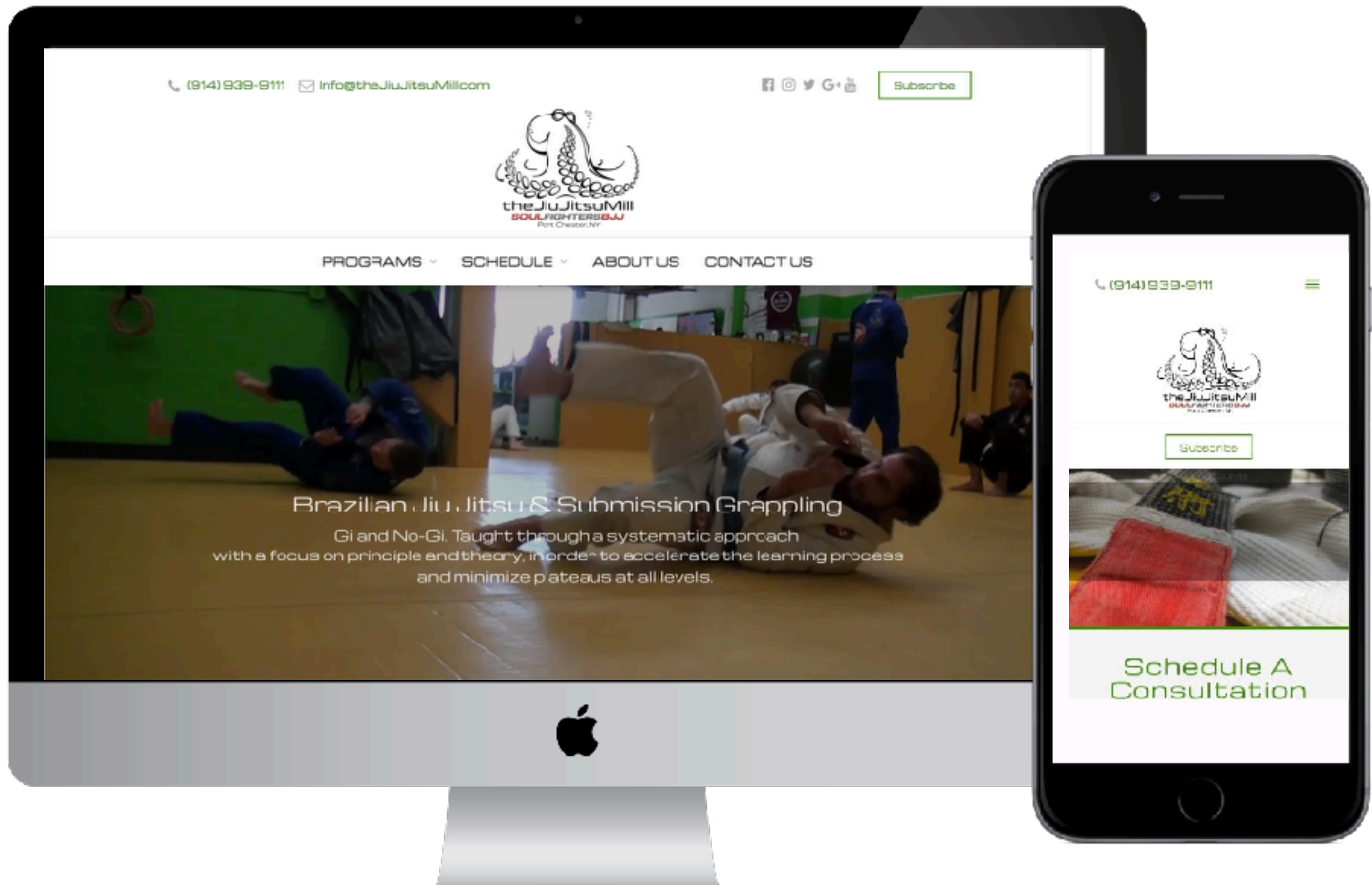
haascrea.com/krav-maga-ny

I hope you find it helpful.

Alex

First of all, nice job!

You have clearly invested in design, media assets and have a great studio.



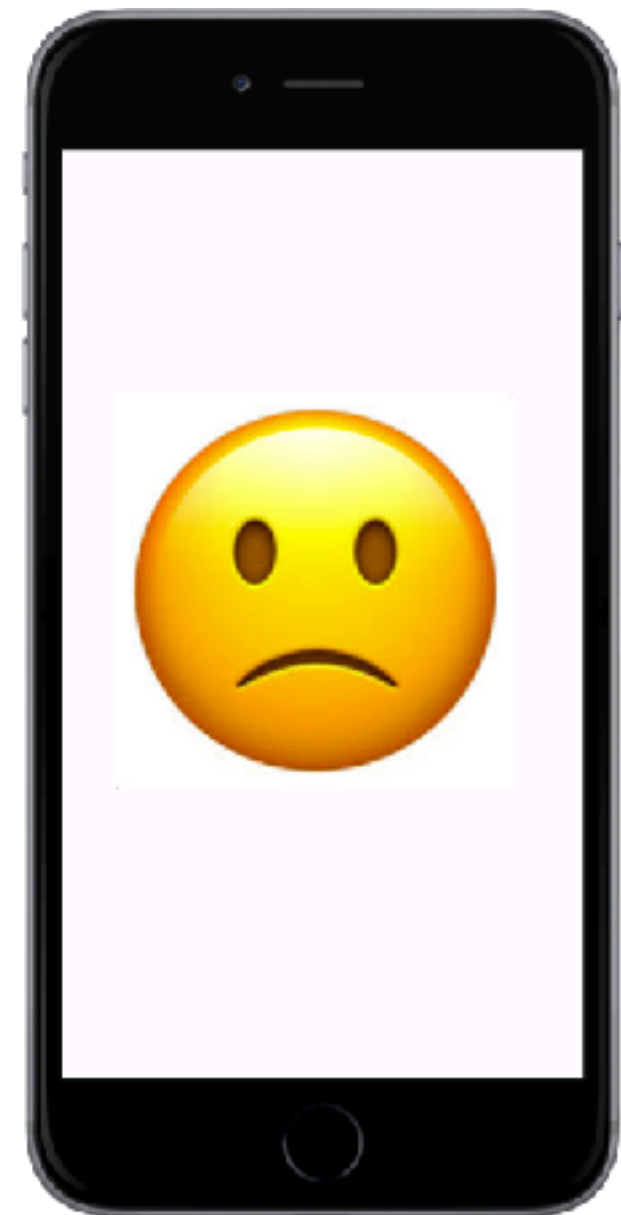
The issues:

Your site does not work well on mobile.

- **Slow load time on mobile**
- **Some Illegible text on mobile**
- **Buggy form**
- **Add video to the home page**
- **Add a call to action lead capture**

Most first visits originate from a mobile device. Sadly, they are likely to have a poor experience.

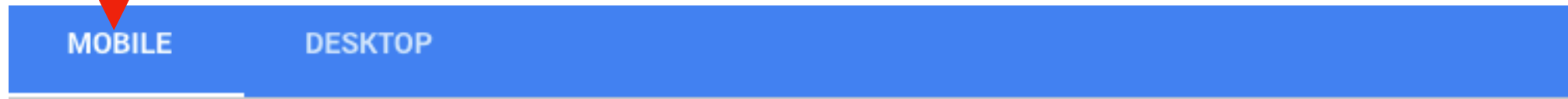
A great looking site that is difficult to use, has slow load times, missing information and navigation issues make it hard for the visitor to take action...



Slow Loading on Mobile

According to Google's developer tools:
Your site scored 25 on a scale of 0-100 for mobile devices.

It is too slow. This KILLS user experience and S.E.O. too



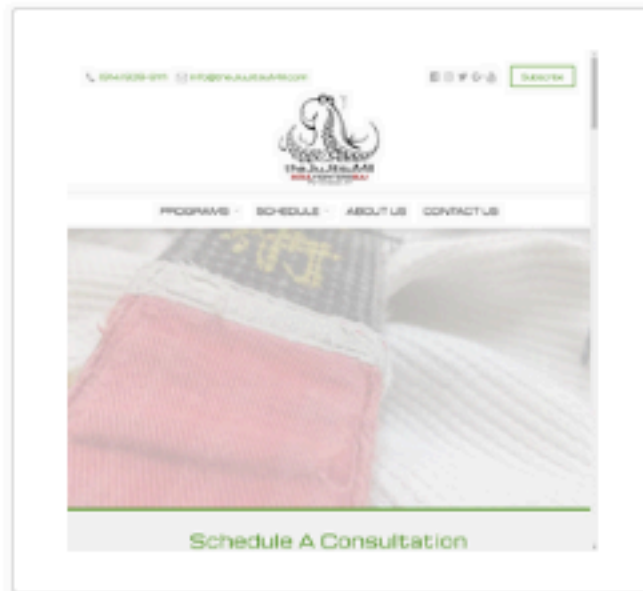
<https://thejiujitsumill.com/>

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

Analysis time: 3/29/2019, 1:34:15 PM

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

Full Google Dev Tools report



Performance grade

D 65

Page size
2.4 MB

Load time

1.20 s

Requests

115

Improve page performance

GRADE	SUGGESTION
F 0	Make fewer HTTP requests ⌵
F 0	Compress components with gzip ⌵
F 0	Use cookie-free domains ⌵
F 0	Add Expires headers ⌵
F 20	Reduce DNS lookups ⌵
B 90	Avoid URL redirects ⌵
A 100	Avoid empty src or href ⌵

Full Pingdom Tools report

Why Speed matters

No one likes waiting for a site to load.

Ask yourself what you would do... I bet like me you would try a different site.

In fact, research shows that when page load times are over 2 seconds more than **60% of visitors will just leave immediately!**

The percentage of visitors that abandon your site as soon as they arrive is called "bounce rate" and can be measured via Google analytics.

Google penalizes search rank for slow loading sites.

“Broken” functionality

While they are not technically broken there are features that feel broken to the user.

Unusable form



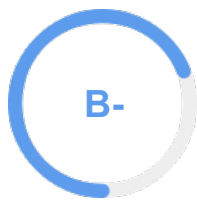
Difficult to read



Website Report for thejiujitsumill.com

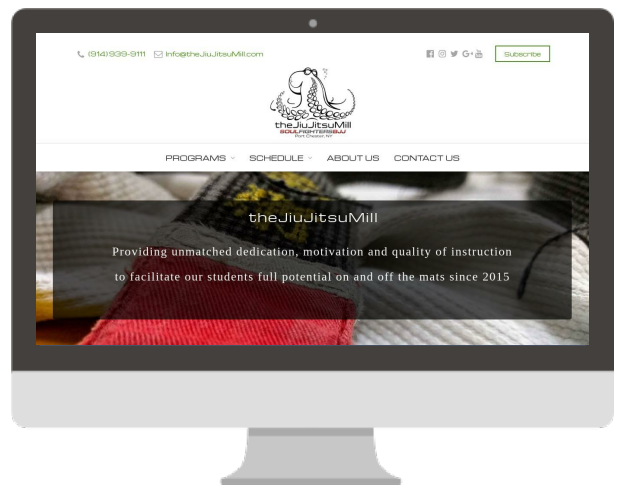
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

thejiujitsumill.com's Audit Results



Your page could be better

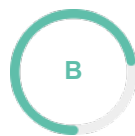
You have 12 Improvements Recommended



SEO



Usability



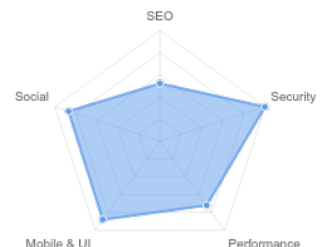
Performance



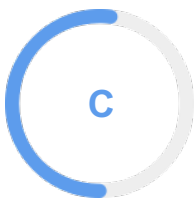
Social



Security



SEO Results



Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).



The Jiu Jitsu Mill | The Most Highly Rated BJJ Program in Westchester & Greenwich

Length : 85

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

See for yourself why The Jiu Jitsu Mill has the most highly rated BJJ and Striking Programs in Westchester, Fairfield, Greenwich, Stamford, Rye & Harrison.

Length : 159

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	0
H2	2
H3	0
H4	16
H5	0
H6	1

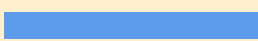
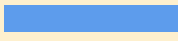
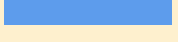
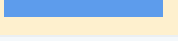
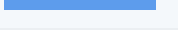
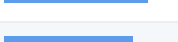
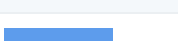

Keyword Consistency



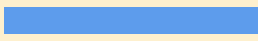

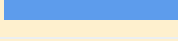
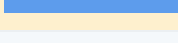
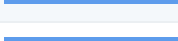
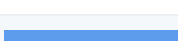
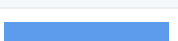

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
ago	✗	✗	✗	35	
mill	✓	✓	✗	24	
coach	✗	✗	✓	23	
jiu	✓	✓	✗	22	
great	✗	✗	✗	21	
jitsu	✓	✓	✗	20	
year	✗	✗	✗	18	
step	✗	✗	✓	15	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
jiu jitsu	✓	✓	✗	20	
a year	✗	✗	✗	17	
jiu jitsu mill	✓	✓	✗	15	
a year ago	✗	✗	✗	15	
jitsu mill	✓	✓	✗	15	
year ago	✗	✗	✗	15	
the jiu	✓	✓	✗	14	
the jiu jitsu	✓	✓	✗	13	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 2544

Image Alt Attributes

You have images on your page that are missing ALT attributes.



We found 50 images on your page and 8 of them are missing the attribute.

LINKS

Number of Backlinks



You have a strong level of backlink activity to this page.



26

External
Backlinks



127

All Backlinks



18

Moz Domain
Authority

On-Page Link Structure



We found 72 total links. 60% of your links are external links and are sending authority to other sites. 1% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Broken Links



We have found 1 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Friendly URLs



Your page links appear friendly (easily human or search engine readable).

OTHER

Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics



Your page is using an analytics tool.

 Google Analytics

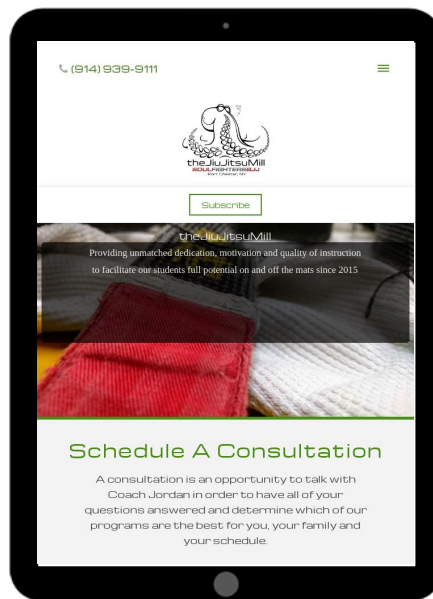
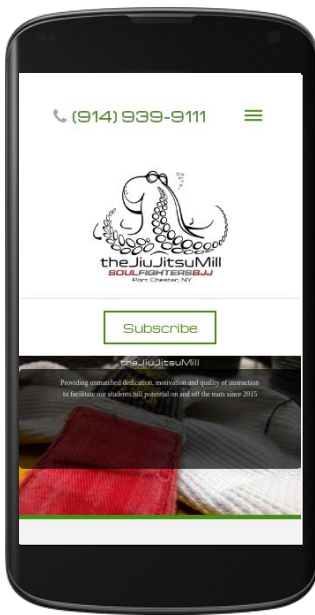


Your usability is good

Your page is mostly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Legible Font Sizes

The text on your page appears to be legible across devices.

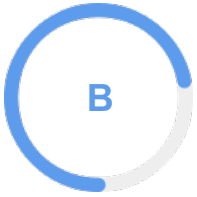


Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.



Performance Results



Your performance could be better

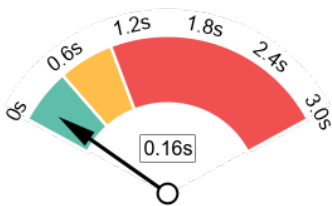
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

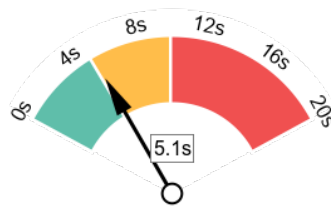
Your page's server response time is reasonably low which is good for load speed and user experience.



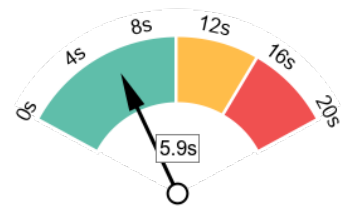
Server Response



All Page Content Loaded



All Page Scripts Complete

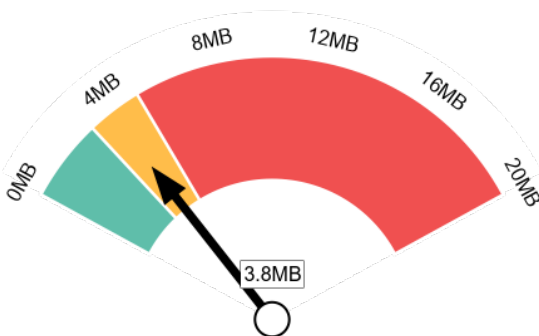


Page Size Info

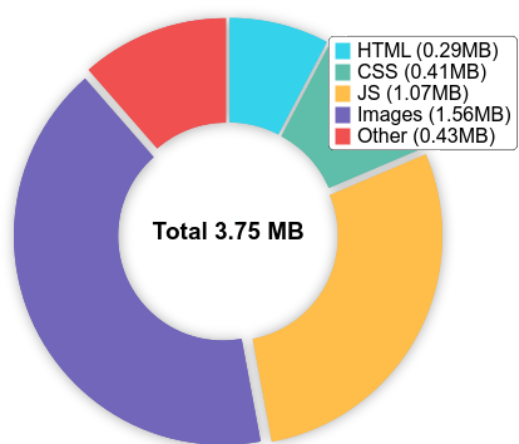
Your page's file size is acceptable though could be improved. We recommend minimizing file size as much as possible to optimize load speed.



Total Page Size









Page Size Breakdown



Number of Resources i

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

 115	 17	 35	 19	 37	 7
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors ✓

Your page is not reporting any JavaScript errors.

GZIP Compression ✓

Your website is using GZIP compression.

Optimize Images ✗

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Minification ✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML ✓

No deprecated HTML tags have been found within your page.

Inline Styles ✗

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a low level of followers on Twitter.



11

Followers

Instagram Connected

Your page has a link to an Instagram profile.



Youtube Connected

Your page has a link to a Youtube channel.



Youtube Activity

You have a low number of YouTube channel subscribers.



30

Followers



3667

View Count

LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Social Shares

Your page appears to be being shared on social networks.



543

Facebook



0

LinkedIn



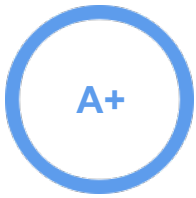
0

Pinterest



0

Stumbleupon



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Critical Software Up To Date

No outdated software versions were identified on your server.



Email Privacy

No email addresses have been found in plain text on your page.












Technology Results

Technology List

i

These software or coding libraries have been identified on your page.

Technology	Version
 Facebook	
 Font Awesome	
 Google Analytics	UA
 Google Font API	
 JavaScript Infovis Toolkit	
 Modernizr	
 WordPress	
 Yoast SEO	
 jQuery	

Server IP Address

104.27.131.77

i

DNS Servers

ken.ns.cloudflare.com
tina.ns.cloudflare.com

i

Web Server

cloudflare

i

Charset

text/html; charset=UTF-8

i

Recommendations

SEO	Reduce length of title tag (to between 10 and 70 characters).	Low Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
SEO	Implement a robots.txt file	Medium Priority
SEO	Fix identified broken links	Medium Priority
Social	Grow your Twitter following	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
SEO	Add ALT attributes to all images	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority
Performance	Remove inline styles	Low Priority
Mobile & UI	Improve the size of tap targets	Low Priority
Social	Increase your YouTube channel subscribers	Low Priority

Solutions

- Make it fast! Optimize site code
- Make it easy! Fix the navigation, code and design issues
- Sell more! Build a relationship with visitors through clear CTA & lead capture
- Make use of your awesome content and clean up legibility issues
- Improve your S.E.O.

What Next?

I am available for free consultation if you would like to discuss.

Thank you,

Alex

Alexander Bonamarte
Principal
HAAS/créa Corp
haascrea.com



Serving NYC & Westchester since 1997