Website Audit & Design Review for:

KM NY **KRAV MAGA** NEW YORK

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.
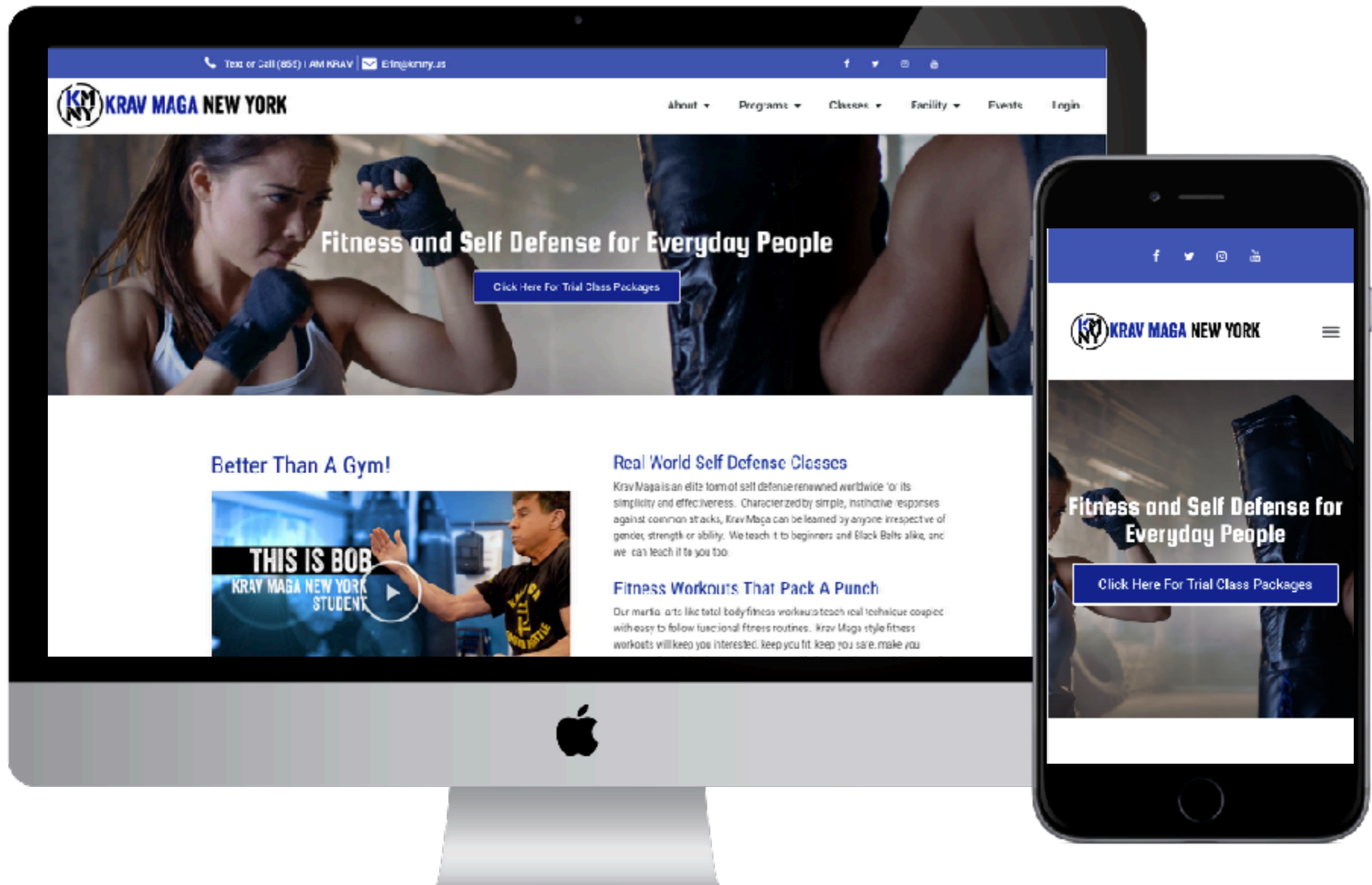
You can find it here:
haascrea.com/krav-maga-ny

I hope you find it helpful.

Alex

First of all, nice job!

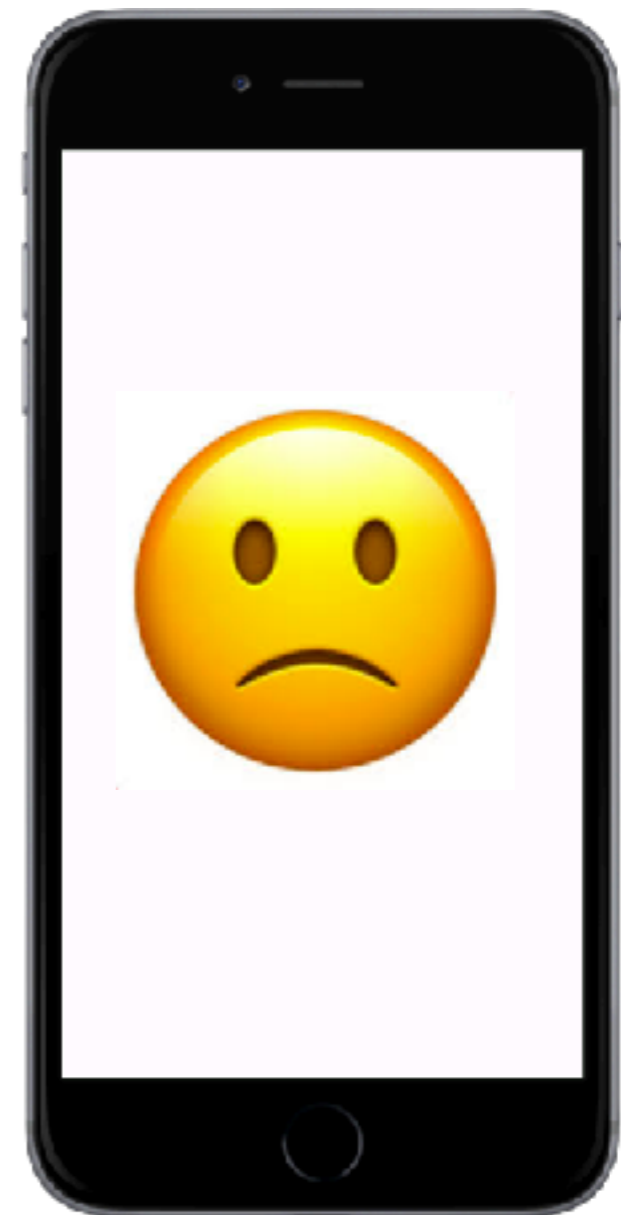You have clearly invested in design, media assets and have a great studio.

The issues:

Your site does not work well on mobile.

- **Slow - Terrible load time on mobile**

- **Buggy, slow navigation and confusing redirection**

- **Confusing buttons**

- **Add video to the desktop site**

- **Add a call to action lead capture**

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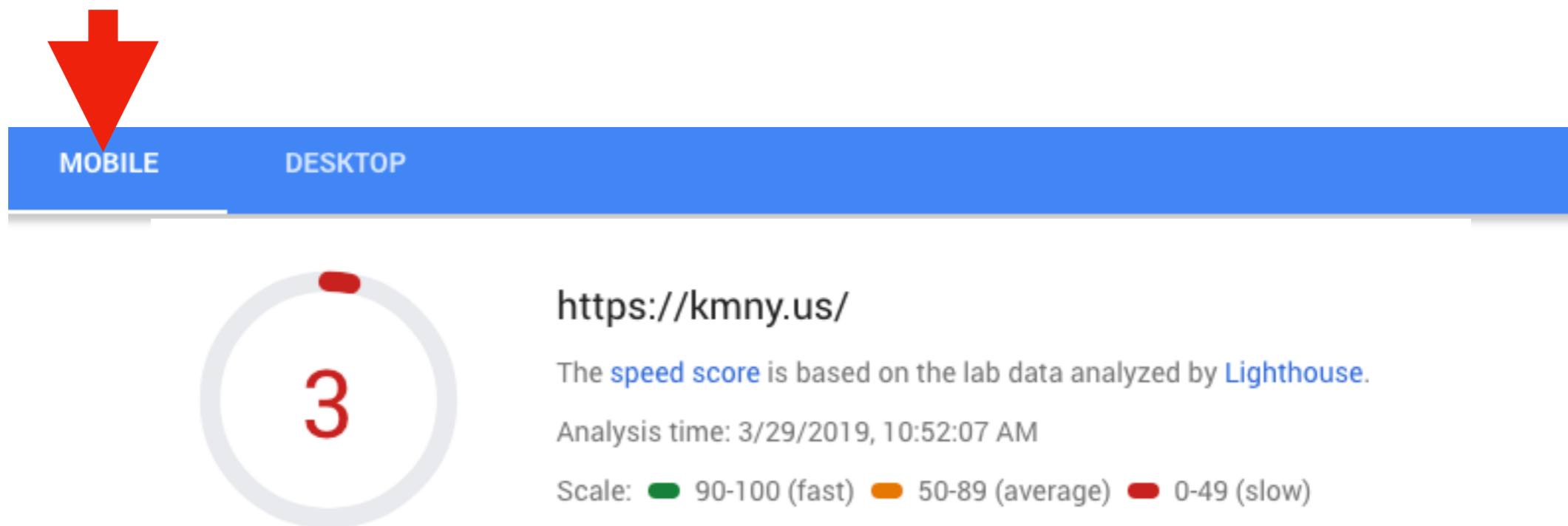Sadly, they are likely to have a poor experience.

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...
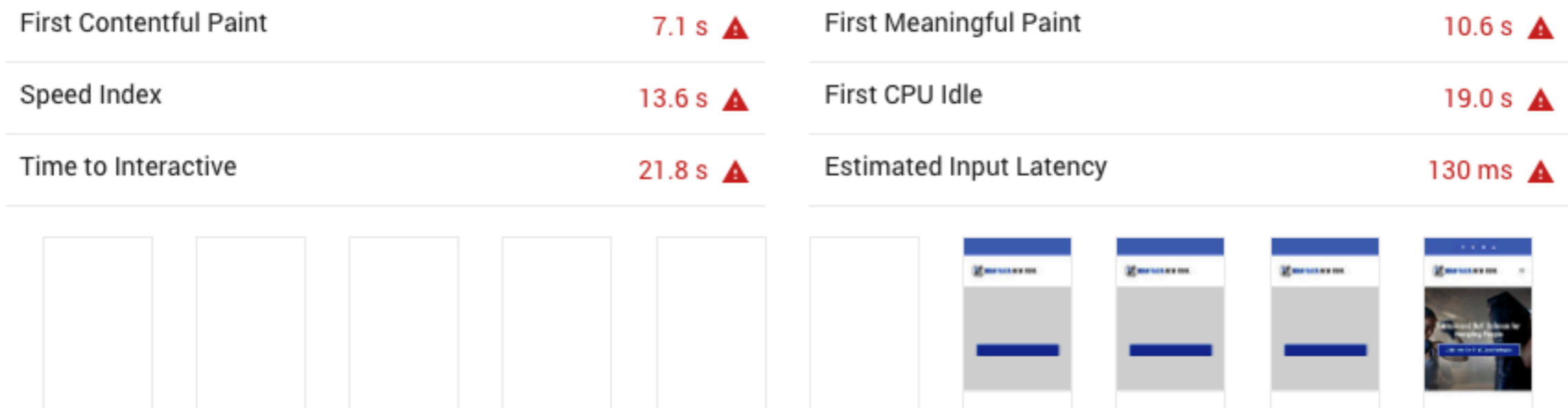
Exceptionally Slow Loading on Mobile

According to Google's developer tools:
Your site scored 3 on a scale of 0-100 for mobile devices.

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

MOBILE   DESKTOP

3

https://kmny.us/

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

Analysis time: 3/29/2019, 10:52:07 AM

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

Exceptionally Slow Loading on Mobile

Up to 10 seconds to be able to see fully loaded content!
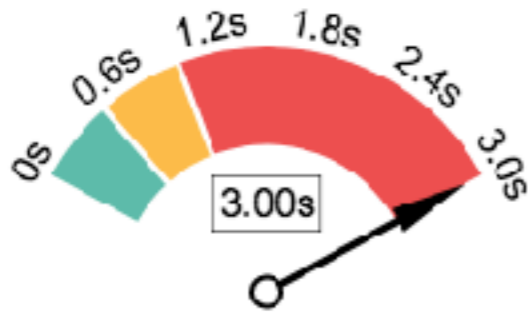**Up to 21 seconds to be able to interact with menu items!**

First Contentful Paint	7.1 s ⚠	First Meaningful Paint	10.6 s ⚠
Speed Index	13.6 s ⚠	First CPU Idle	19.0 s ⚠
Time to Interactive	21.8 s ⚠	Estimated Input Latency	130 ms ⚠

Full Google Dev Tools report
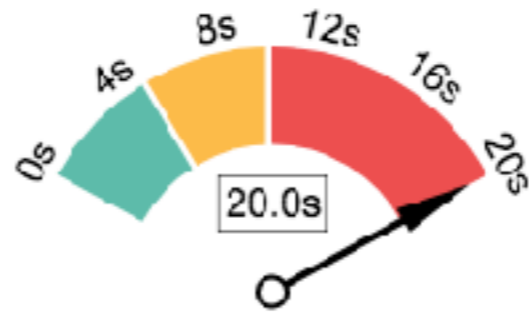
Page Speed Info

Your page's server response time is slow. We recommend optimizing this to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness.
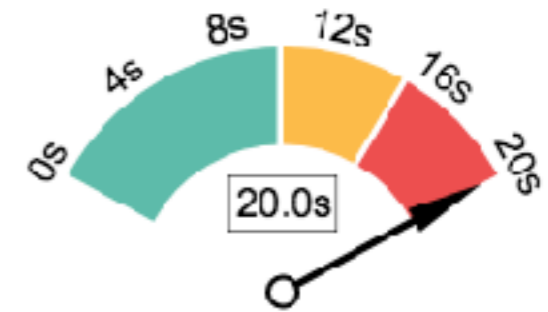
Server Response

0s 0.6s 1.2s 1.8s 2.4s 3.0s

3.00s

All Page Content Loaded

0s 4s 8s 12s 16s 20s

20.0s

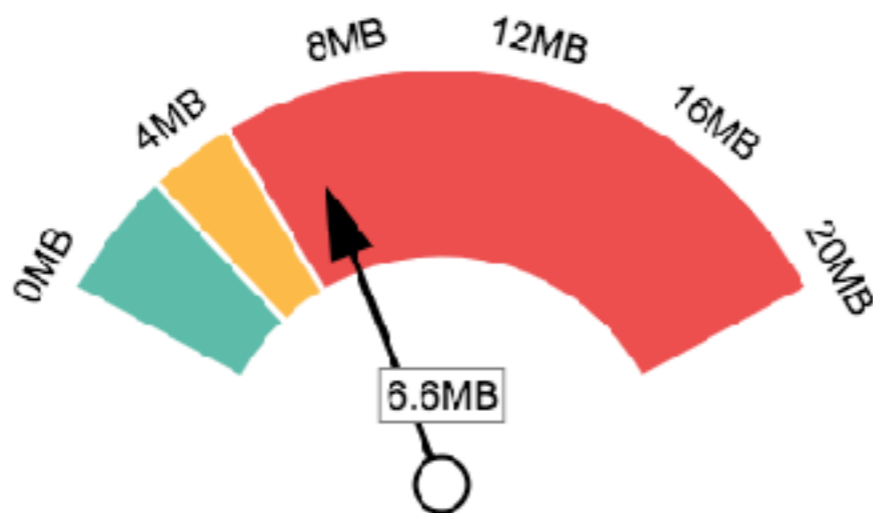### All Page Scripts Complete

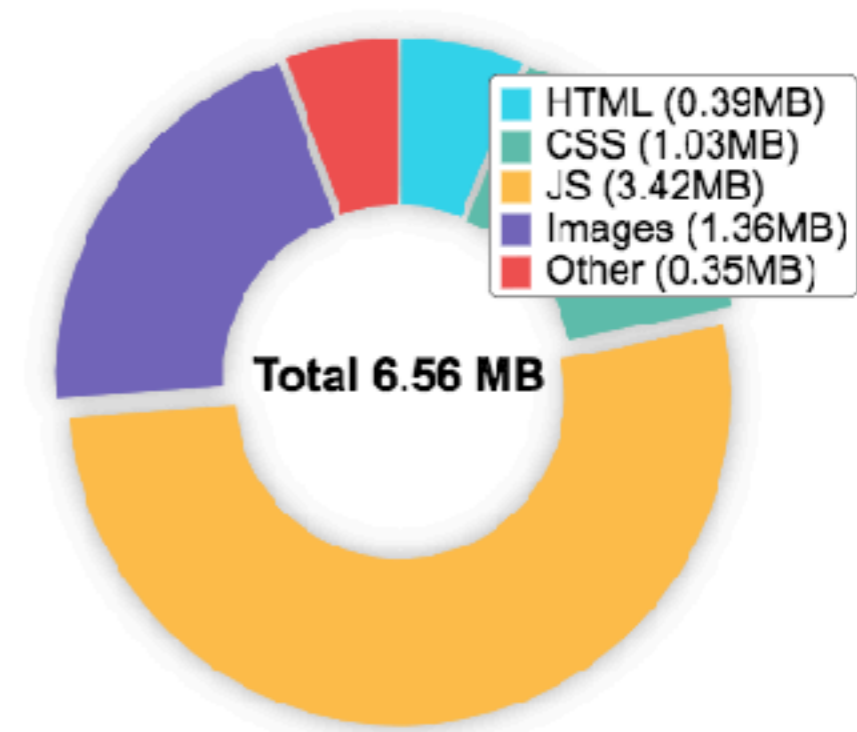0s 4s 8s 12s 16s 20s

20.0s

Page Size Info

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.

Total Page Size

0MB 4MB 8MB 12MB 16MB 20MB

6.6MB

Page Size Breakdown

HTML (0.39MB)
CSS (1.03MB)
JS (3.42MB)
Images (1.36MB)
Other (0.35MB)

Total 6.56 MB

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.

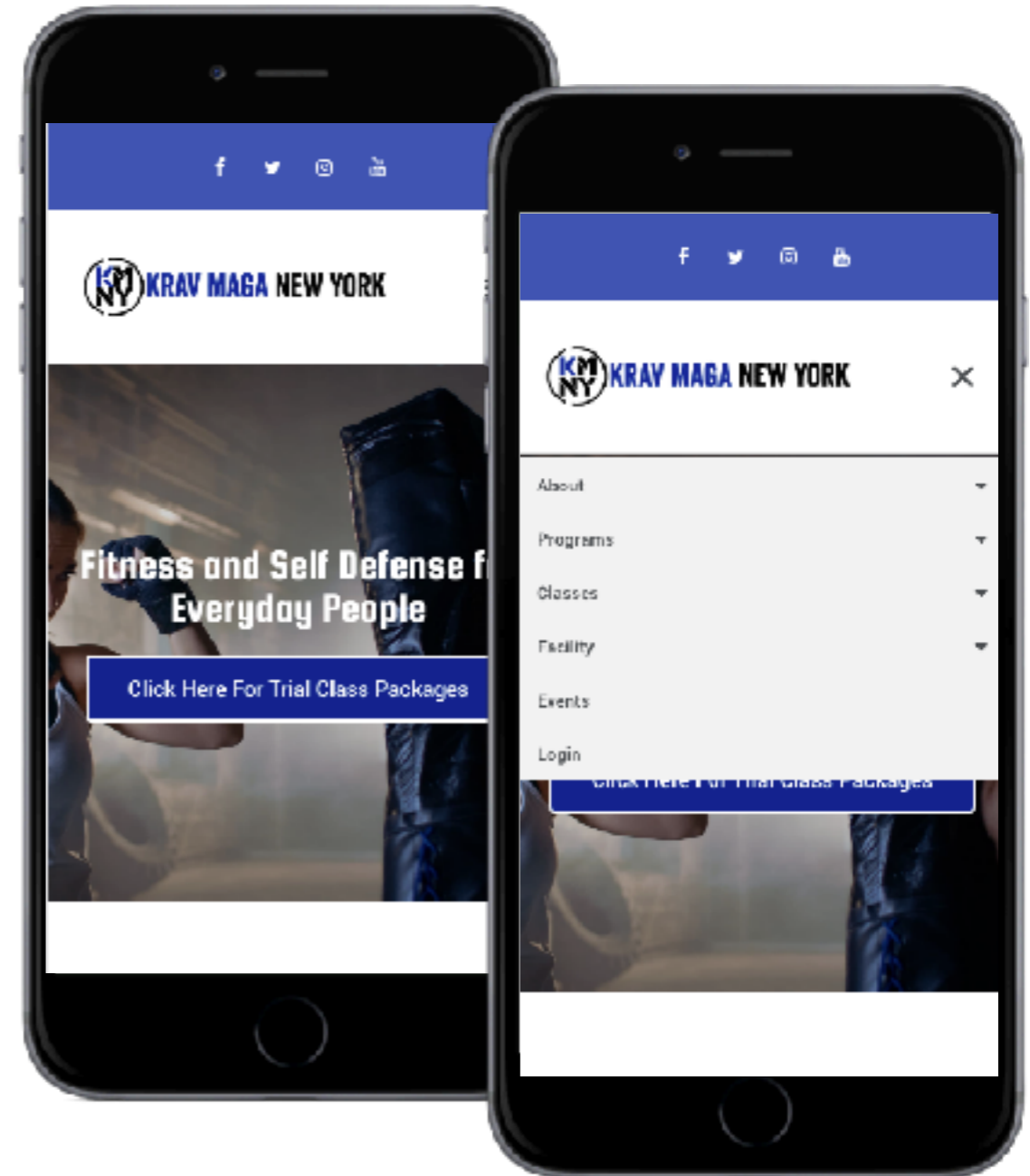**Google penalizes search rank for slow loading sites.**

"Broken" functionality

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

No obvious content button?
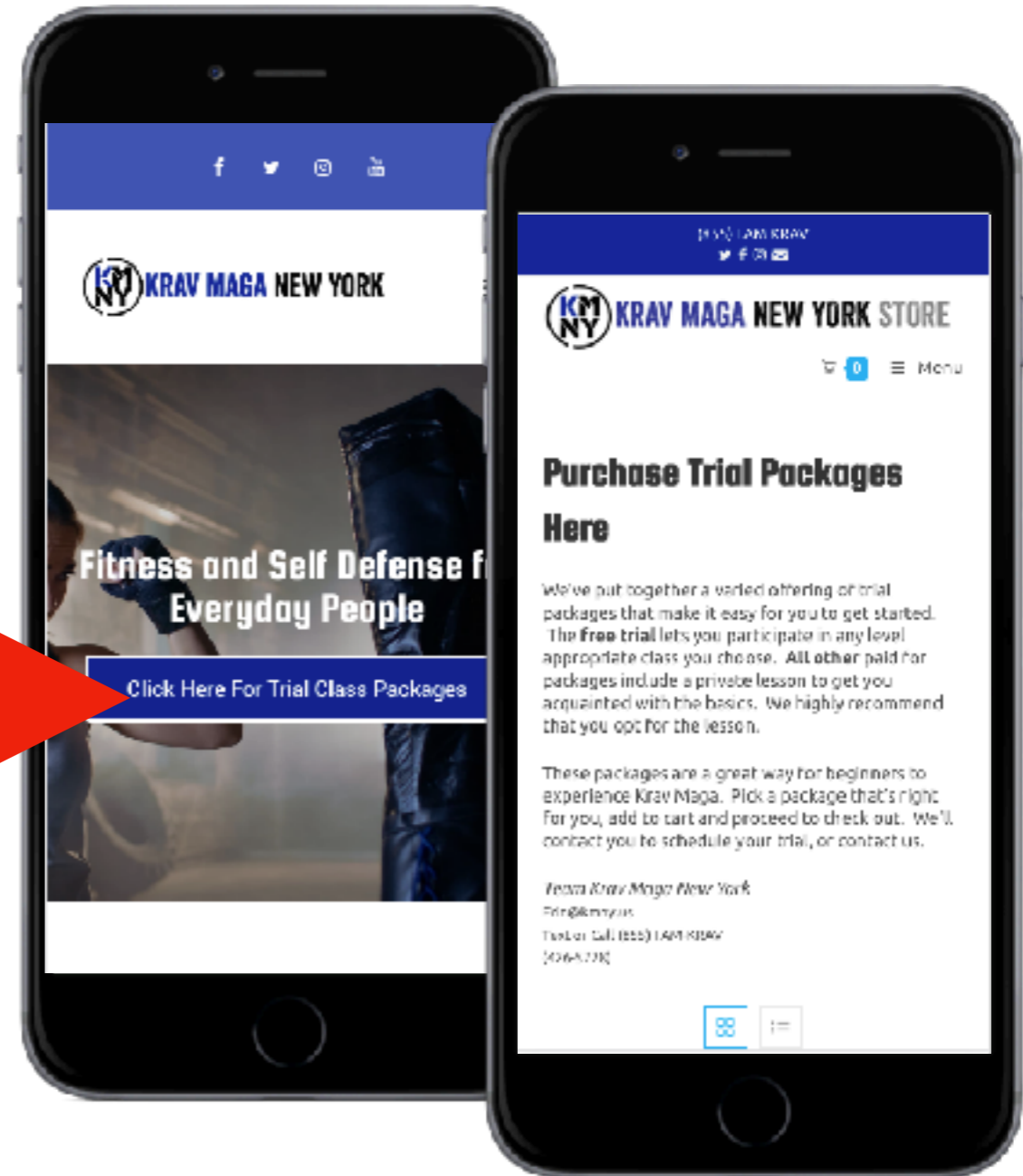
Clicking phone numbers does nothing.

"Broken" functionality

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

Very slow redirect

Second (e-commerce site is also very slow)

S.E.O. Tagging - Missed Opportunity

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
krav	✓	✓	✓	25	████████████████
classes	✓	✓	✓	24	███████████████
self	✓	✓	✓	23	███████████████
defense	✓	✓	✓	23	███████████████
maga	✓	✓	✓	22	██████████████
learn	✗	✗	✗	19	████████████
more	✗	✗	✗	18	███████████
fitness	✓	✓	✓	17	██████████

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
self defense	✓	✓	✓	23	███████████████
krav maga	✓	✓	✓	22	██████████████
learn more	✗	✗	✗	17	████████████
fitness workouts	✓	✓	✓	11	████████
self defense for	✗	✗	✓	9	█████
defense for	✗	✗	✓	9	█████
brazilian jiu jitsu	✗	✗	✓	7	███
brazilian jiu	✗	✗	✓	7	███

Other issues

Broken Links ✖

We have found 18 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Please note, we were not able to crawl all links in the given time window. Only 25 of 41 total links found were able to be crawled.

iFrames Used ✖

Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.

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.

Solutions

• Make it fast! Optimize site code, use server side caching and a CDN.

• Make it easy! Fix the navigation, code and design issues

• Sell more! Build a relationship with your visitors through active lead capture

What's missing?

• Security Audit

• Reputation Audit

• Social Audit

• S.E.O Audit

What Next?

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

Thank you,

Alex

Alexander Bonamarte
Principal
HAAS/créa Corp
haascrea.com

Serving NYC & Westchester since 1997