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/oval-tennis

I hope you find it helpful.
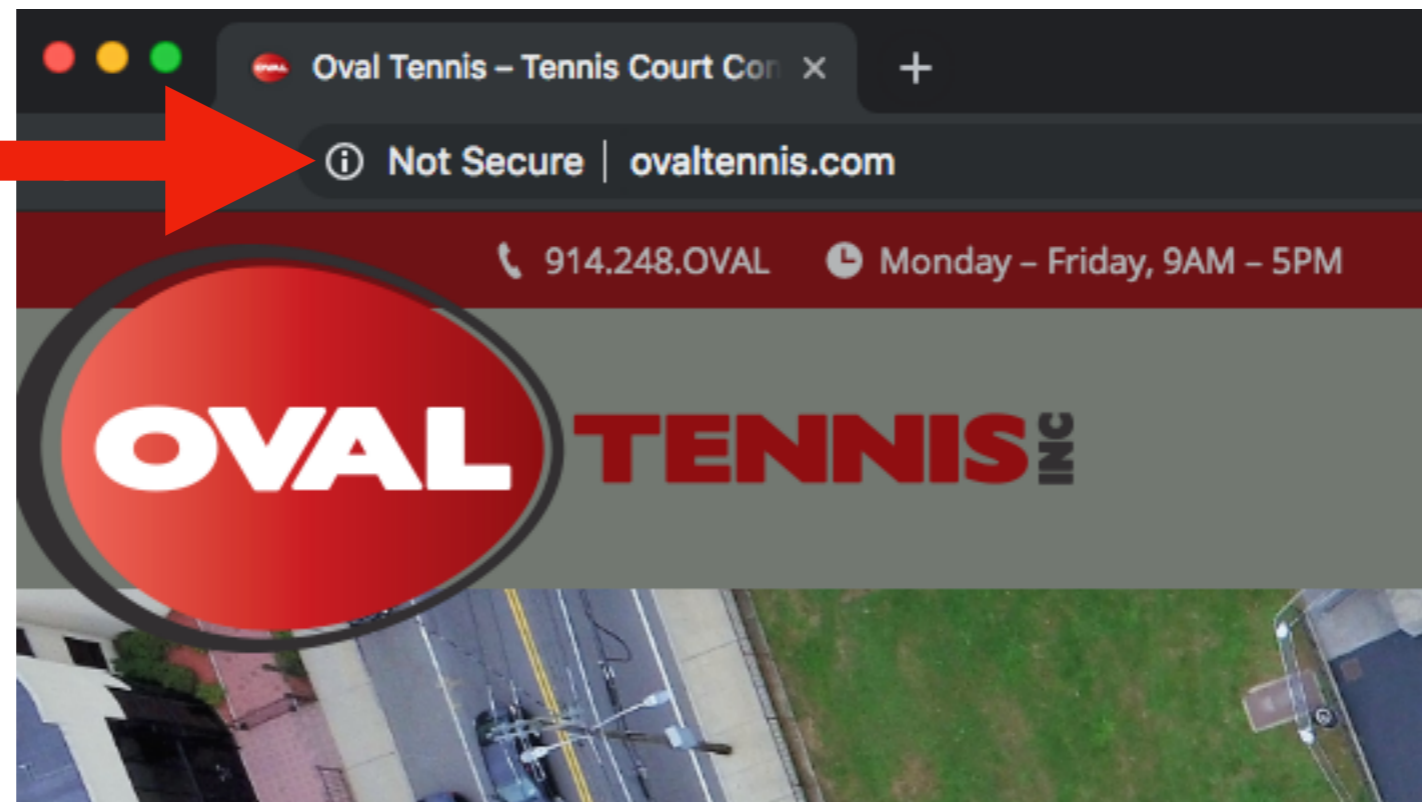
Alex

Security

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 versus peers.
This hurts your overall traffic and can prevent you from being indexed with top results.
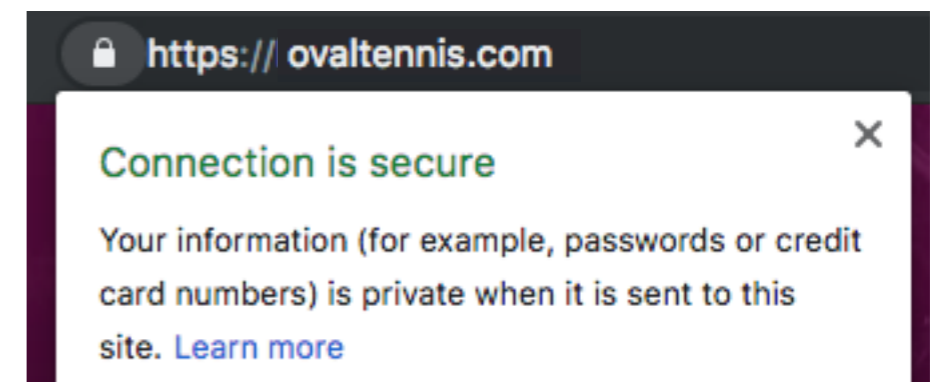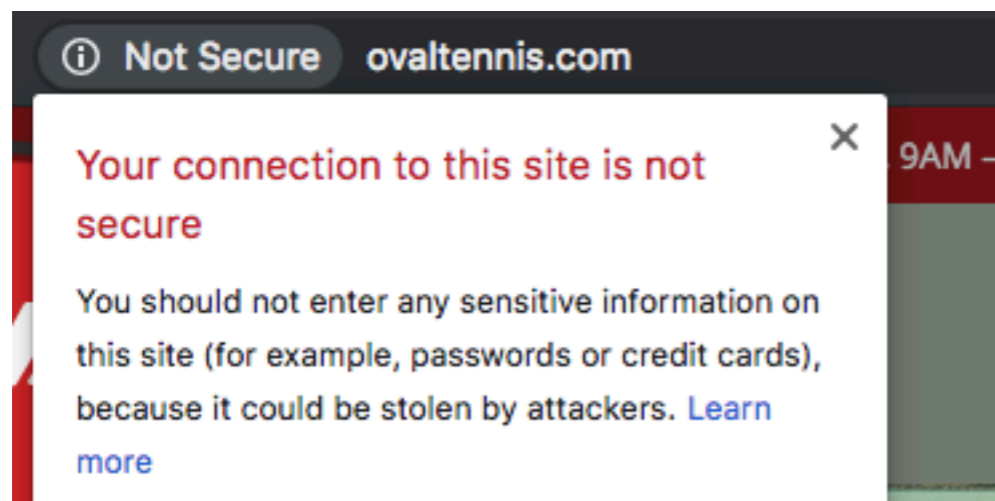
Security

Your site is <u>not secure</u>.

Once you obtain, configure and install an SSL certificate, your server should be configured to serve all traffic over HTTPS. Once you do, your search rank will improve and users will see the reassuring "lock" indicating your site is secure.

Go from this   ### To this

Security Side note:
You are using WordPress 5.1.1 for your site and hosted with Liquid Web, L.L.C
If I can see that, so can any hacker. You should obscure your IP address, change your Wordpress Admin address from the default /wp-admin and make sure your WP installation and third party theses and plugins are up to date. Because of their popularity, Wordpress site are common target.

Your site does not work well on mobile.

- **Slow - Terrible load time on mobile (and desktop)**

- **Buggy, slow navigation**

- **Confusing buttons**

- **No clear call to action**

- **Where is contact? I'm looking from a phone, I want to press a button to call you...**

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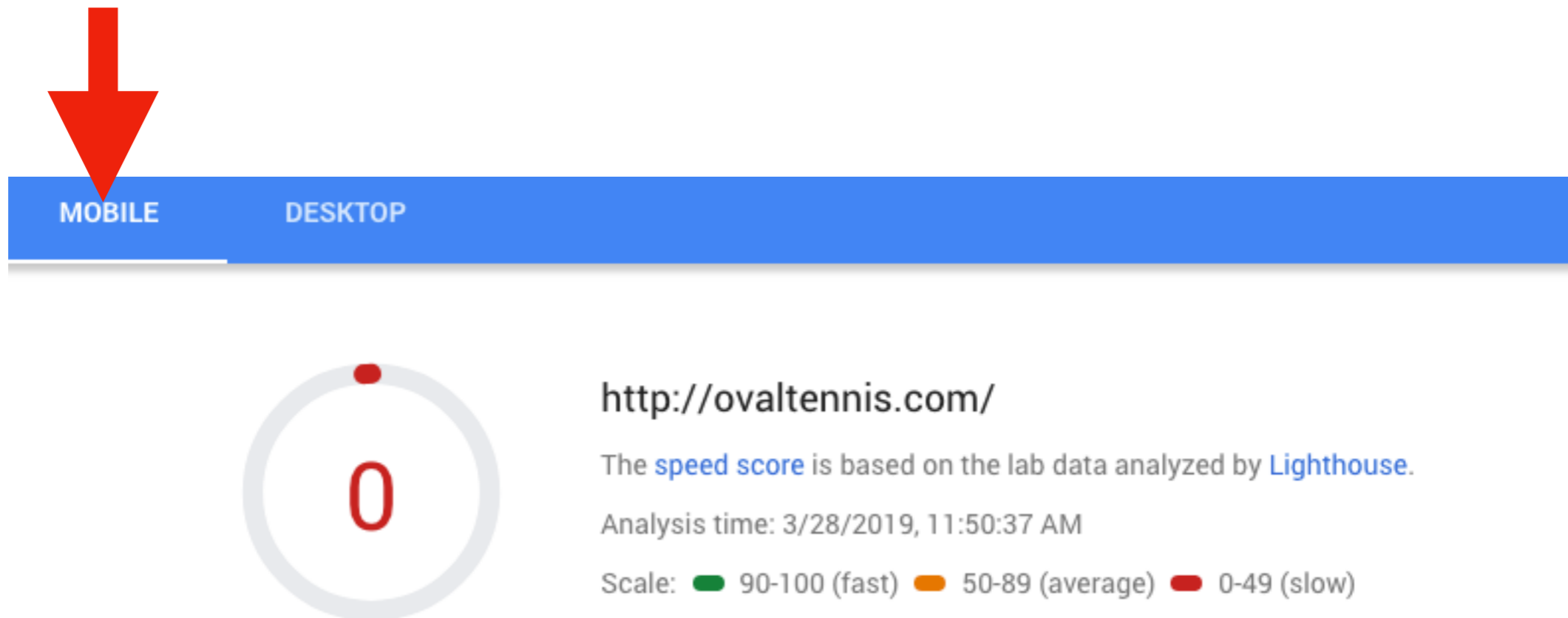Sadly, they are likely to have a poor experience.

A god 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...
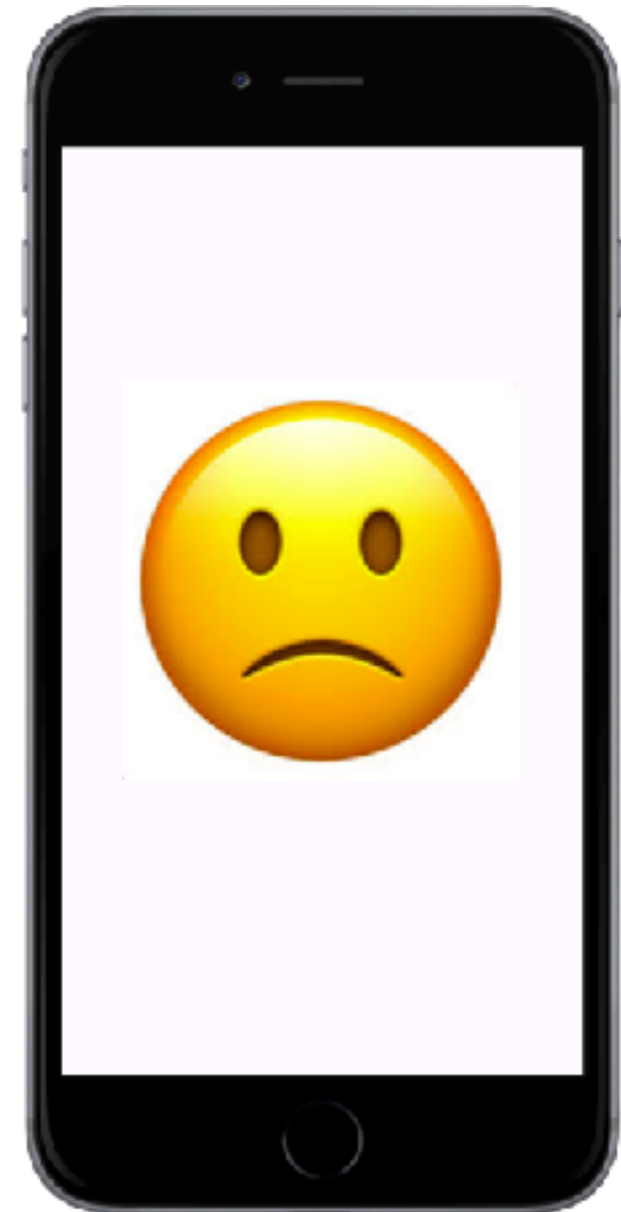
Exceptionally Slow Loading on iPhone/Android

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

MOBILE   DESKTOP

0

http://ovaltennis.com/

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

Analysis time: 3/28/2019, 11:50:37 AM

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

Exceptionally Slow Loading on iPhone/Android

Up to 18 seconds to be able to see fully loaded content!
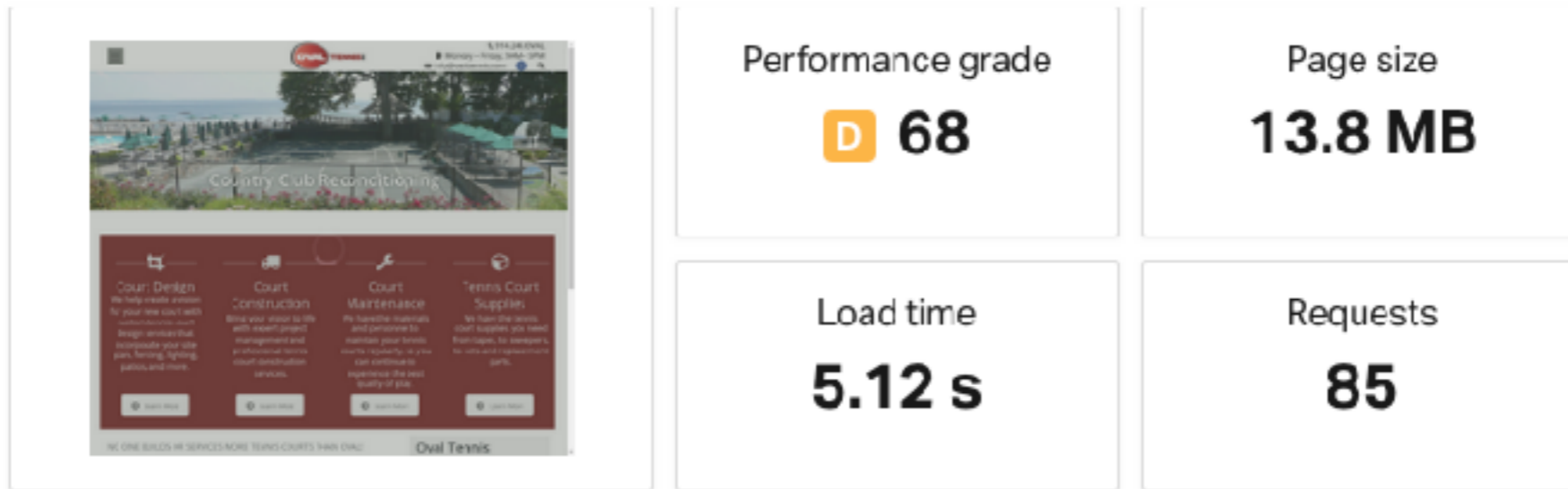## Up to 50 seconds to be able to interact with menu items!

First Contentful Paint	17.9 s ⚠	First Meaningful Paint	18.1 s ⚠
Speed Index	23.4 s ⚠	First CPU Idle	18.1 s ⚠
Time to Interactive	50.5 s ⚠	Estimated Input Latency	190 ms ⚠

<u>**Full Google Dev Tools report**</u>

Poor site optimization

Load time is terrible even on a fast connection.
Page size is too large and there are too many requests

Performance grade	Page size
D 68	**13.8 MB**

Load time	Requests
5.12 s	**85**

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	⌄

Pingdom Report

Very Slow Loading on Desktop

Your site scored 20 on a scale of 0-100 for desktop computers. Clearly this is not good for your customer experience.

DESKTOP

20

http://ovaltennis.com/

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

Analysis time: 3/28/2019, 11:50:37 AM

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

First Contentful Paint	3.8 s ⚠		First Meaningful Paint	4.6 s ⚠
Speed Index	5.9 s ⚠		First CPU Idle	4.6 s ⚠
Time to Interactive	5.2 s ⚠		Estimated Input Latency	10 ms ✓
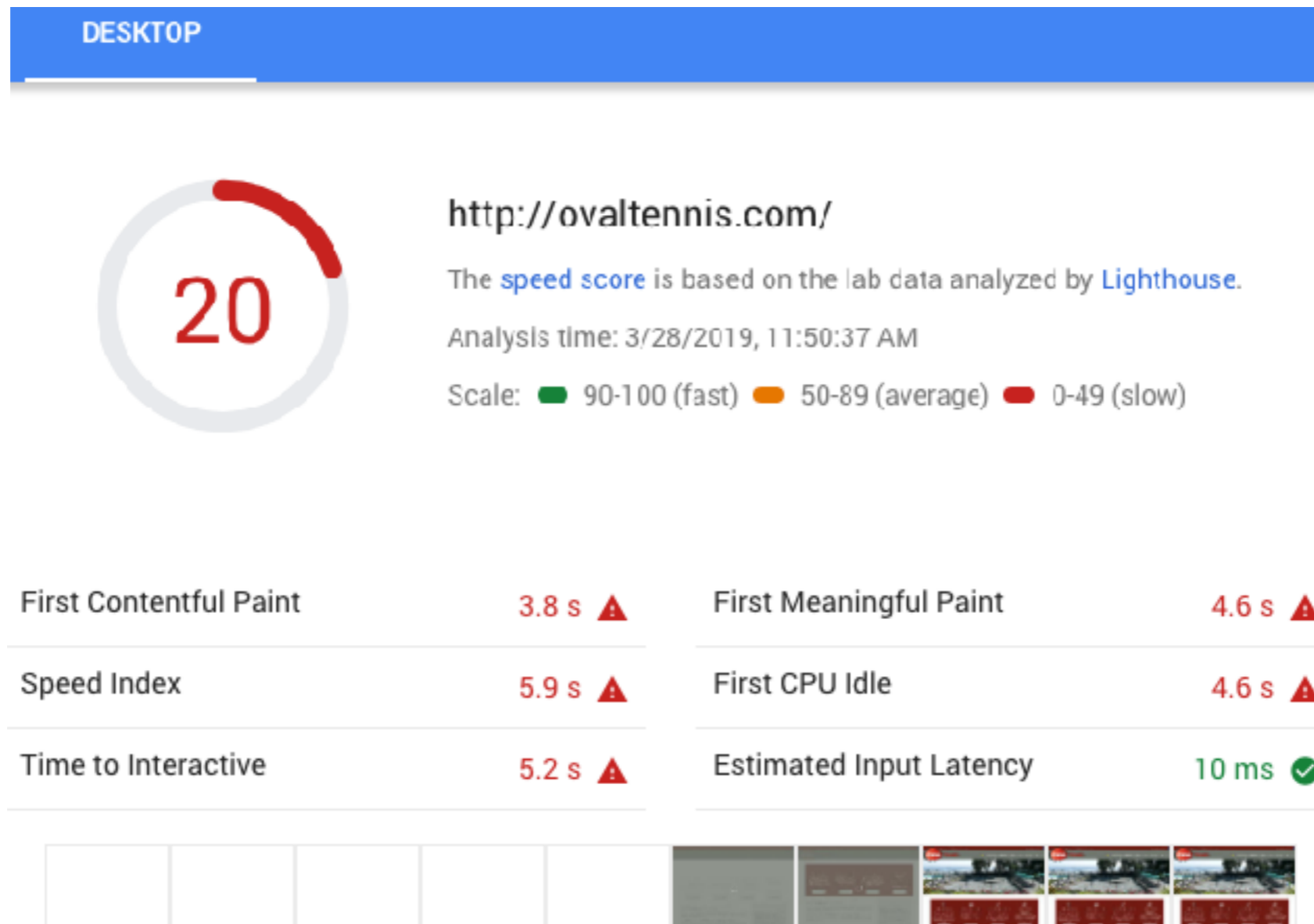
Why Speed matters

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.

Side note: Although it is out of scope for this overview we can perform a comparable SEO audit
for you to see what other areas need work to improve your search rank on Google.
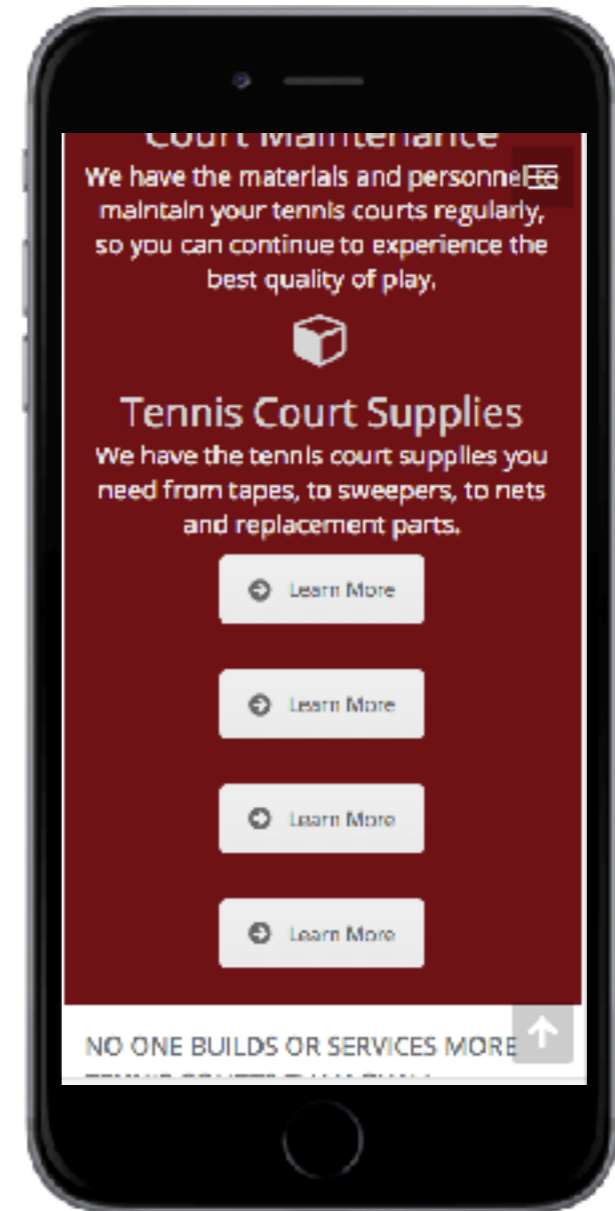
No call to action and lead capture form.

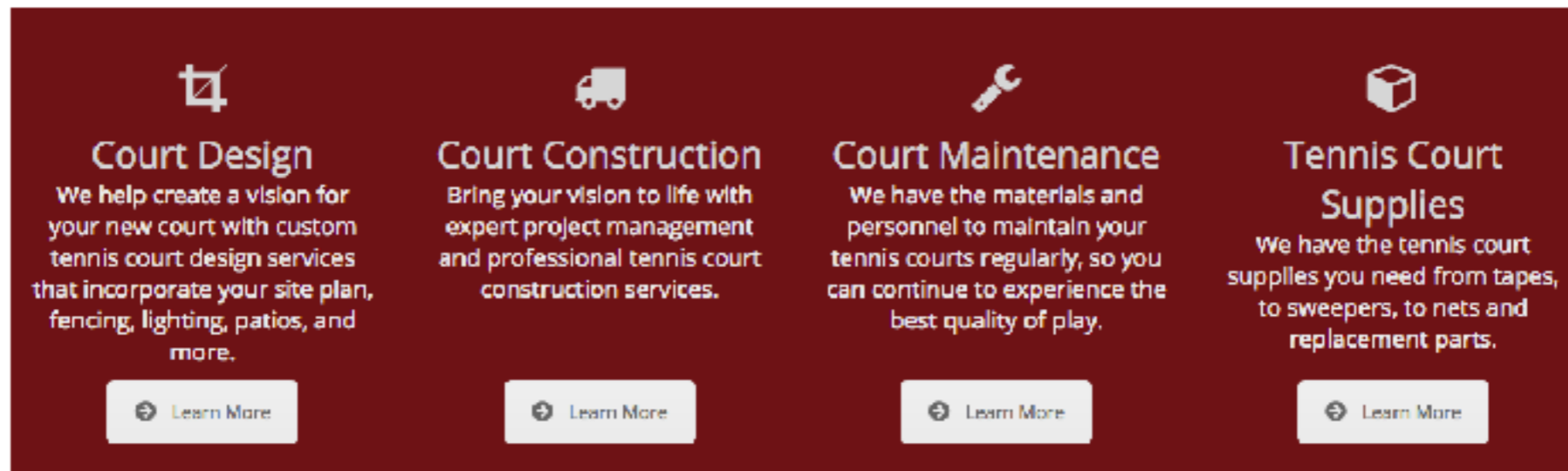**A missed opportunity to let your site work effectively for you.**
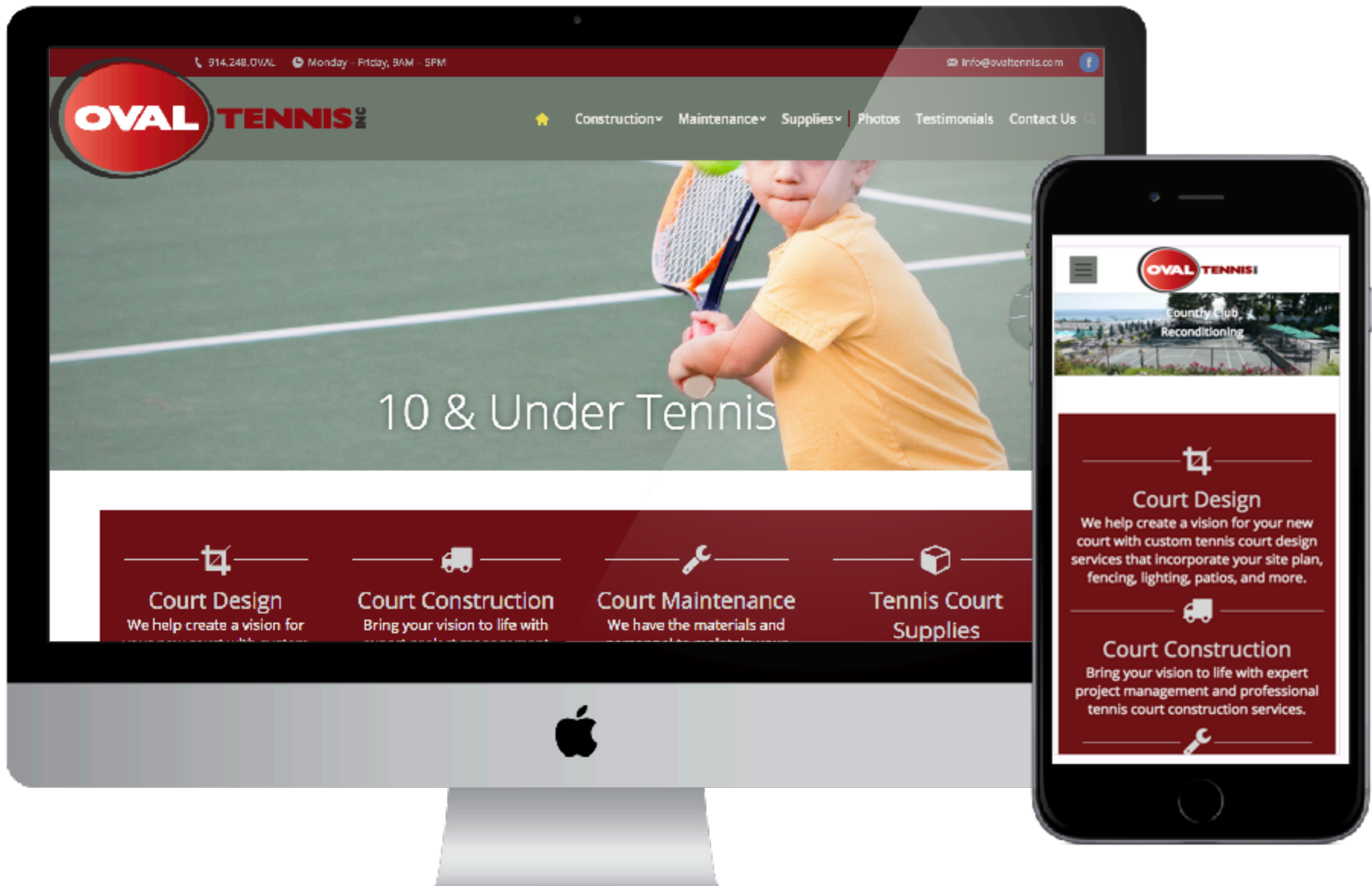
Broken functionality on Mobile

'Learn More' buttons are stacked out of context.

This is confusing and leads to user frustration.

Room for improvement on Desktop

Desktop works but why three buttons instead of text links?
The point of a button is to take action. Save it for a call to action.

Court Design
We help create a vision for your new court with custom tennis court design services that incorporate your site plan, fencing, lighting, patios, and more.

Learn More

Court Construction
Bring your vision to life with expert project management and professional tennis court construction services.

Learn More

Court Maintenance
We have the materials and personnel to maintain your tennis courts regularly, so you can continue to experience the best quality of play.

Learn More

Tennis Court Supplies
We have the tennis court supplies you need from tapes, to sweepers, to nets and replacement parts.
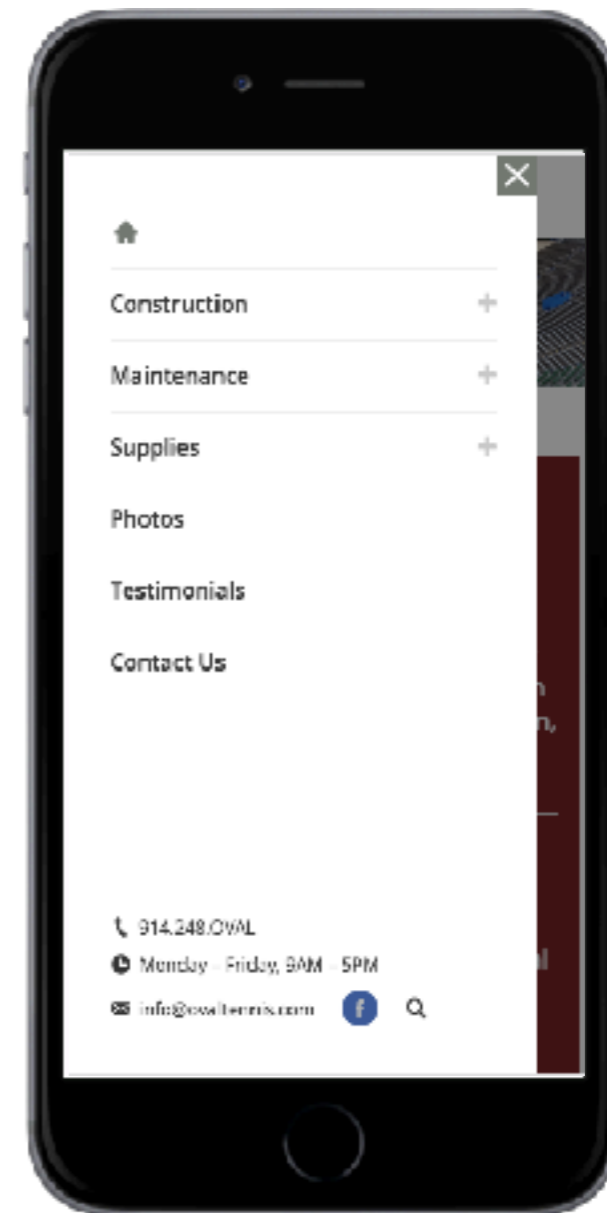
Learn More

Poor Functionality on Mobile

People expect ease of use. Your mobile navigation and functionality are not user friendly. It's also slow to respond with results in confusing accidental navigation.

Navigation is slow and confusing

Phone number does not initiate a call

Email address is not linked

Solutions

• Obtain, configure and install an SSL certificate for your domain and site

• Configure your web server to redirect traffic securely

• 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'd like to met with you for 15 minutes to show you the issues and propose solutions.

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

Thank you,

Alex

Alexander Bonamarte
principal
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