

AVYNA WEBSITE PERFORMANCE ANALYSIS

<http://www.trampolinesinground.com>

Overall Examination

1. SEO

- a. To Address:
 - i. **No sitemap.xml** - Sitemap.xml files can increase the chances of ranking by making the site easier to crawl by search engines. Also, **not found in robots.txt**.
 - ii. 8 pages have a **low word count** - Higher word count pages have a higher chance of ranking better. The average web page that ranks on page 1 of Google contains 2,200 words.
 - iii. 28 pages with **duplicate meta descriptions** - These descriptions help both the people searching and the search engine crawlers understand what to expect on each page.
 - iv. 9 pages with **duplicate <title> tags** - Go through pages and make sure that all of the title tags are unique.
 - v. 1 page **without an H1 heading**
 - vi. 1 page with a **URL that is too long**
 - vii. 27 pages with a **poorly formatted URL for SEO**
 - viii. 3 pages with a **<title> tag that is too long**
 - ix. 13 pages with a **<title> tag that is too short**
 - x. **Renew SSL Certificate - About to expire**
 - xi. **Missing Alt Attributes for multiple site images** - Valuable to websites in potentially generating traffic from image searches, as well as avoiding losing potential customers.
 - xii. **Engage and promote on Facebook** and other social media - could lead to more sales conversions and traffic on the website.
 - xiii. Fix **Google Preview** on Mobile and Desktop for higher visibility.
 - xiv. **Add AMP, mobile frameworks, and rendering** in order to optimize for mobile viewers.
 - xv. **Add schema.org, open graph protocol, and microformats** in structured data - adds meaning to the info on the website in order to make it easier for search engines to understand and relay content.
 - xvi. **Minimize assets** - will reduce transfer size and greatly increase, by 33%, the site's speed.
 - xvii. **Cache assets** - total of 55 uncached assets.
 - xviii. **Domain expires in 3 months.**
 - xix. **Add social media to structured data** - useful in SEO.

John's Questions

Is Magento the right platform for today's internet business?

- **No, it is outdated and difficult to transfer files** because they are fragile. Broken links are common and the site's structure is not designed for the implementation of search engine optimization (**SEO**).
- We could **easily transfer this site to Wix.com** or another platform since Magento is about to expire in June of this year anyway. This would take around 1 day, perhaps less.
- **Wix.com is very easy to use and maintain.** SEO and marketing tools are a big part of what makes Wix sites so compelling.

I am caught between whether we spend our meager resources to correct the website or spend it on marketing?

- I would say we **correct the website** as that will help increase sales. A **good website is necessary for boosting marketing performance.** The two go hand in hand.

Does a performance review of our site on <https://gtmetrix.com/> suggest any immediate action?

- **Yes. The site is very slow, especially on mobile devices,** which as you mentioned makes up a large portion of your user traffic.
- All of the issues mentioned in this report **can be fixed when the website is redone.** See the above report ("SEO: To Address") for details.

What We Need

Google Analytics - Do we have one already? If so, what is the login information?

Hootsuite - Same as above, need login info or create a new account.

All of the website's files - Pictures, text, etc.