ninegravity

PERFORMANCE ANALYSIS REPORT

For Your Website

yourwebsite.com

AUDIT REPORT

Prepared For
Your Name

Prepared By
Team NineGravity

Introduction

Your website is the face of your business, but do you know how well it's performing in critical areas like security, technical setup, SEO, performance, and accessibility? This Website Performance Analysis Report provides a comprehensive evaluation to help you understand where your website excels and where it can improve.

We've identified the factors that matter most and crafted clear, actionable recommendations to address weaknesses and capitalize on strengths.

What makes this report valuable? It's not just about diagnosing problems—it's a practical guide to help you enhance your website's speed, security, search visibility, and accessibility. Optimize your website with confidence. Let this analysis be your roadmap to better performance.

Report Structure

This report is thoughtfully organized into key categories—spanning security, performance, user experience, search engine optimization, and more. Each section is designed to address the most critical factors influencing your business's online success.

We've compiled the most essential, actionable insights to empower you with the knowledge and tools you need to thrive in the digital landscape. Our explanations are detailed yet simple to follow, ensuring you don't need to be an expert to understand or apply the recommendations.

If you have any questions or require additional information, we're just a call or email away and ready to assist.

Impact Rating

Each factor in our audit is carefully evaluated and rated from high impact to low impact, based on its potential to enhance your website's ability to convert visitors into leads and customers. These factors also influence your site's performance, security, and search engine rankings.

By applying the recommendations outlined in this report, you can make your website more visually appealing, faster, more secure, and better positioned to rank higher in search results—all while driving more conversions and turning visitors into loyal customers.
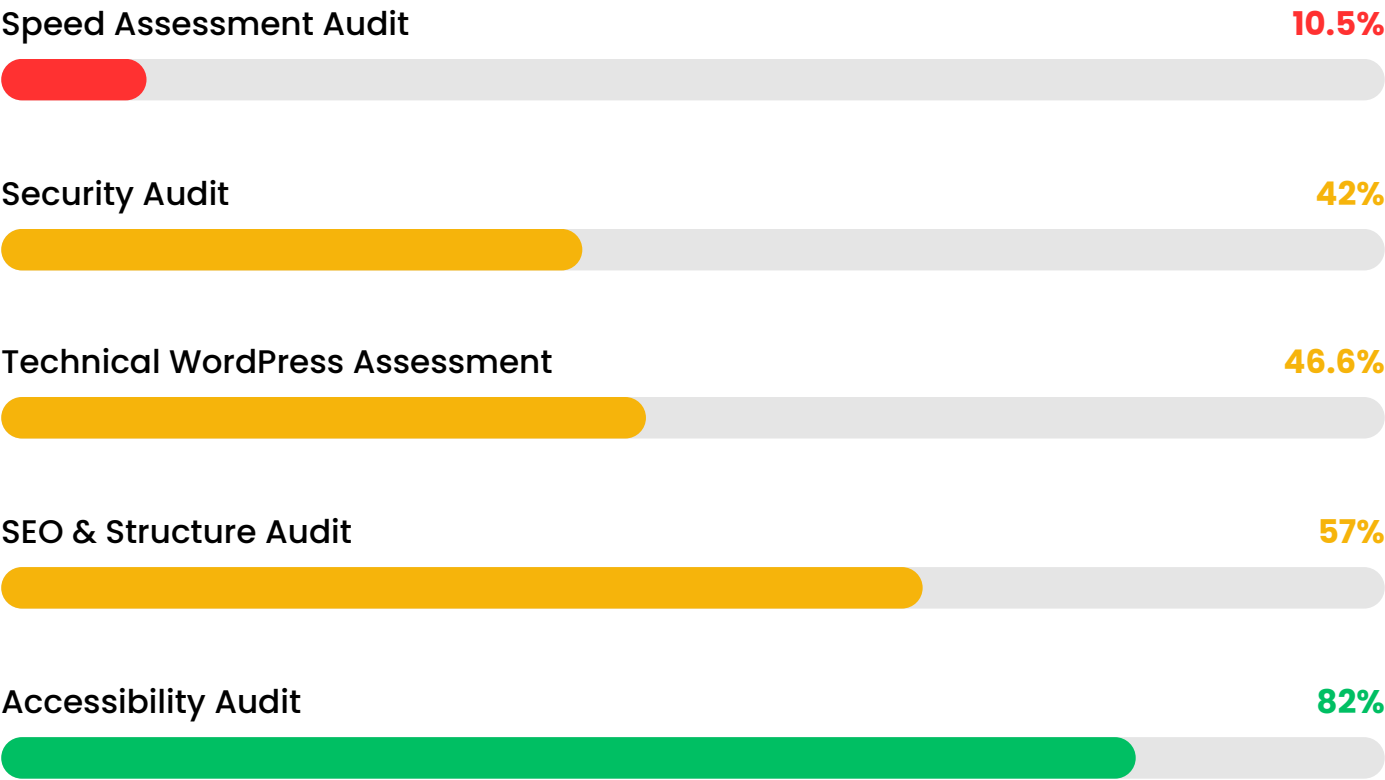
Here are the scores for your site
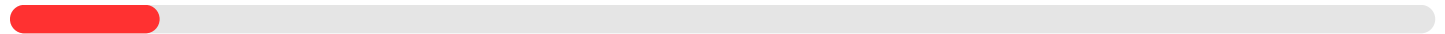
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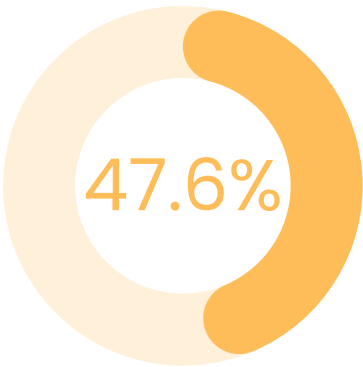
Overall Score

The website has undergone a comprehensive evaluation across key areas, showcasing its strengths or weakness in performance, security, user experience, and conversion optimization. The audit results provide actionable insights into opportunities for improvement, enabling the site to achieve better performance, enhanced security, a more engaging user experience, and increased visibility on the web. These recommendations are designed to drive higher user satisfaction and optimize the site's overall impact and effectiveness.

47.6%

Speed Assessment Audit — **10.5%**

Security Audit — **42%**

Technical WordPress Assessment — **46.6%**

SEO & Structure Audit — **57%**

Accessibility Audit — **82%**

Speed Assessment Audit

10.5%

Website speed is critical for user experience and search engine ranking. If not optimized and monitored regularly, slow loading times can harm your website's performance, user engagement, and conversion rates.

Media Format Analysis

HI

RESULT: ✕ Failed ⌄

Most of the media files on the website are in JPEG, JPG, or PNG formats. Optimizing these can significantly improve site performance.

> 👍 **Recommended Action**

Switch to Modern Formats (WebP): WebP offers better compression and faster loading times without compromising image quality. Use plugins like:

- **Converter for Media – Optimize images**
- **Imagify**
- **Smush**

These plugins can automatically compress and convert images to modern formats.

Media Performance Optimization Analysis

MI

RESULT: ✕ Failed ⌄

Lazy loading of media improves page speed by loading images and videos only when they are visible to the user. Without proper implementation, large media files can slow down your site and hurt user experience.

> 👍 **Recommended Action**

Use a plugin like **WP Rocket, Autoptimize, or Lazy Load by WP Rocket**. These plugins provide more granular control over lazy loading and can also handle other performance optimizations. to enable lazy loading.

Image Dimension Compliance Check 🎯 HI

RESULT: ✕ Failed ⌄

Ensuring images are served at their proper size helps maintain optimal page speed. Using large images that are resized through CSS or HTML can negatively impact your website's load time.

> 👍 **Recommended Action**

To resolve oversized image issues and improve page load times:

- **Audit and Optimize Images:** Use tools like GTmetrix or PageSpeed Insights to identify oversized images. Resize them to the exact display dimensions before uploading using tools like Photoshop or online editors.
- **Leverage Image Optimization Plugins:** Install plugins such as Smush or EWWW Image Optimizer to automatically resize and compress images upon upload.
- **Adjust WordPress Media Settings:** Ensure proper image sizes are set under Settings > Media to match your theme's requirements, preventing unnecessary large images from being uploaded.

This combined approach will improve image loading speed and overall site performance.

Database Performance Analysis 🎯 MI

RESULT: ✕ Failed ⌄

Database performance is essential for maintaining optimal website functionality. Inefficiencies can lead to slower page load times, reduced stability, and a subpar user experience. We couldn't assess it due to lack of database access.

👍 Recommended Action

Database Cleanup: Regular database cleanup is essential for maintaining website performance. Remove orphaned data such as:

- Old post revisions
- Spam comments
- Expired transients

You can optimize your database using plugins like:

- WP-Optimize – Cache, Compress Images, Minify & Clean Database
- Advanced Database Cleaner
- WP Rocket

This ensures your database remains lean, improving page load times and overall site performance.

Important Note: Before making any changes to your database, always back it up. This ensures that you can restore your website if anything goes wrong during the cleanup process.

HTTP Requests Performance Review   HI

RESULT: ✕ Failed ⌄

Effective management of HTTP requests plays a pivotal role in ensuring fast and seamless website performance. Consolidating CSS, JavaScript, and images, leveraging sprites, and minimizing external scripts are key strategies. Our analysis reveals that these optimizations are missing, resulting in a high impact on the site's speed and usability.

👍 Recommended Action

- **Combine CSS and JavaScript Files**
  - Merge multiple CSS and JavaScript files to reduce the number of HTTP requests.
- **Remove Unused Assets**
  - Identify and eliminate unused CSS, JavaScript, and other assets to streamline resource loading.
- **Minify and Defer CSS/JavaScript**
  - Minify code to reduce file size and defer non-critical CSS and JavaScript to improve initial page load times.

Leverage tools like WP Rocket or Autoptimize for precise control over HTTP request reduction. These plugins help:

- Combine, minify, and defer assets.
- Optimize resource loading.
- Improve overall website performance efficiently.

These tools help combine, minify, and defer assets, streamline resource loading, and improve website performance effectively.

Caching Strategy Assessment

HI

RESULT: ✕ Failed ⌄

Efficient caching reduces latency and improves website performance by storing and serving preloaded resources.

> 👍 **Recommended Caching Types**

- **Page Caching**
  - Stores a static version of your website pages, reducing the need to regenerate content on each visit.
- **Browser Caching**
  - Reduces server load by storing resources locally in the user's browser, allowing for faster access on subsequent visits.
- **Object Caching**

- Speeds up database query results by caching frequently accessed data, reducing the time needed to retrieve it.

👍 Recommended Plugins

- ○ **WP Rocket**
  - ▪ A comprehensive caching solution with user-friendly features for optimizing page speed.
- ○ **W3 Total Cache**
  - ▪ Offers advanced caching options, including page, database, and object caching for improved performance.
- ○ **LiteSpeed Cache (for LiteSpeed servers)**
  - ▪ Provides server-level caching, optimizing static and dynamic content for faster load times.

Content Delivery Network (CDN) Utilization Analysis

MI

RESULT: ✅ Passed ⌄

Using a CDN helps distribute static files (such as images, CSS, and JavaScript) across multiple global servers, which reduces latency and improves load times for users, especially those located far from the main server.

👍 Recommended Action

Implement a CDN service to optimize performance:

- ○ **Cloudflare**
  - ▪ Provides global distribution with added security features.
- ○ **StackPath**
  - ▪ Offers fast content delivery and enhanced security measures.
- ○ **KeyCDN**
  - ▪ A reliable and cost-effective solution for distributing static content globally.

Ensure that your CDN is integrated with your WordPress caching plugin for maximum performance and efficient content delivery.

It's important to consult with your developer about the best approach to implement or enable a CDN on your website. Your developer will assess your website's needs and choose the most suitable CDN provider based on factors such as performance, security, and cost.

Additional Optimization Recommendations   LO

RESULT: ✕ Failed ⌄

👎 **Recommended Action**

○ **Enable GZIP Compression**
  ▪ Compress files sent from the server to the browser to reduce load times. Most caching plugins, like **WP Rocket** or **W3 Total Cache**, offer built-in GZIP compression options to optimize performance.

○ **Optimize Fonts**
  ▪ Use modern font formats such as WOFF2 and preload critical fonts to minimize render-blocking and enhance page load speed. Preloading critical fonts ensures they are available as soon as possible during page rendering.
  ▪ **Plugin to Use:** WP Rocket

○ **Improve Server Response Time**
  ▪ Slow server response time can significantly affect website speed. Consider upgrading your hosting plan to a more powerful solution if necessary to reduce response time.

○ **Enable Preloading**
  ▪ Preload important resources such as critical images, CSS, and fonts to prioritize their loading, ensuring the most vital content is displayed quickly.
  ▪ **Plugin to Use:** WP Rocket

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Track Your Domain and Page Authority Scores HI

RESULT: ✅ Passed ⌄

DA and PA metrics help you better understand your website's authority and potential to rank in search engine results. These insights can guide your SEO strategy, improve content effectiveness, and boost organic traffic.

Page Authority ⓘ   **Domain Authority®** ⓘ

31   13

👍 Recommended Action

Build high-quality backlinks from reputable sites and create valuable, SEO-friendly content. Fix technical issues like broken links and optimize on-page elements such as meta tags and headers. Regularly monitor your backlink profile and disavow toxic links. Stay consistent with updates and promote your content on social media to boost visibility.

Google Analytics & Tag Manager HI

RESULT: ✅ Passed ⌄

Analytics help you better understand your visitors and customers to improve engagement, and usability and drive sales. Google Analytics & Tag Manager are popular free services.

👍 Recommended Action

Ensure Google Analytics and Tag Manager are properly implemented on all pages of your website. Regularly review analytics data to monitor traffic, user behavior, and conversions – use these insights to refine your marketing strategies and improve site performance.

Google Business Profile (GBP)

HI

RESULT: ✅ Passed ⌄

Google Business Profile gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

👍 Recommended Action

Keep your Google Business Profile up to date with accurate business information, including hours, contact details, and location. Regularly post updates, respond to reviews, and add high-quality images to enhance your profile and attract more customers.

Accessible to Search Engines

HI

RESULT: ✅ Passed ⌄

To rank in search results, search engines have to be able to access your site or "crawl" it to find out what information is on it. Describing that information is called "indexing."

👍 Recommended Action

Make sure your website is not blocked by a password, robot.txt, or other setting that will prevent it from being properly indexed by search engines.

You can test your robots.txt file to see if it's blocking your site from being crawled using Google's Robot.txt Tester. You can also see what Google sees when it tries to

access your website by using the [Fetch As Google Tool](). When ready you can follow [these directions]() to have Google crawl your site.

Keyword Ranking on Page #1

RESULT: ✅ Passed ⌄

When your site shows up on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic, and revenue.

👍 **Recommended Action**

Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization.

Google, for example, is the #1 search engine and it processes nearly 3.5 billion searches per day!

○ **Search Engine Results**
The Google search results for keywords you are ranking.

Keyword Used in Page Title

HI

RESULT: ✕ Failed ⌄

Using a keyword in your title helps search engines associate your page with a topic. Higher Search engine positions are strongly correlated with keyword use here.

👍 ## Recommended Action

Incorporate your primary target keyword naturally into the page title. Keep the title concise, relevant, and engaging while maintaining the recommended character length to improve search engine rankings and attract user clicks.

Optimal Use of Keywords in H1 Tags

HI

RESULT: ✕ Failed ⌄

H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility and help potential visitors determine your page's content.

👍 ## Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.
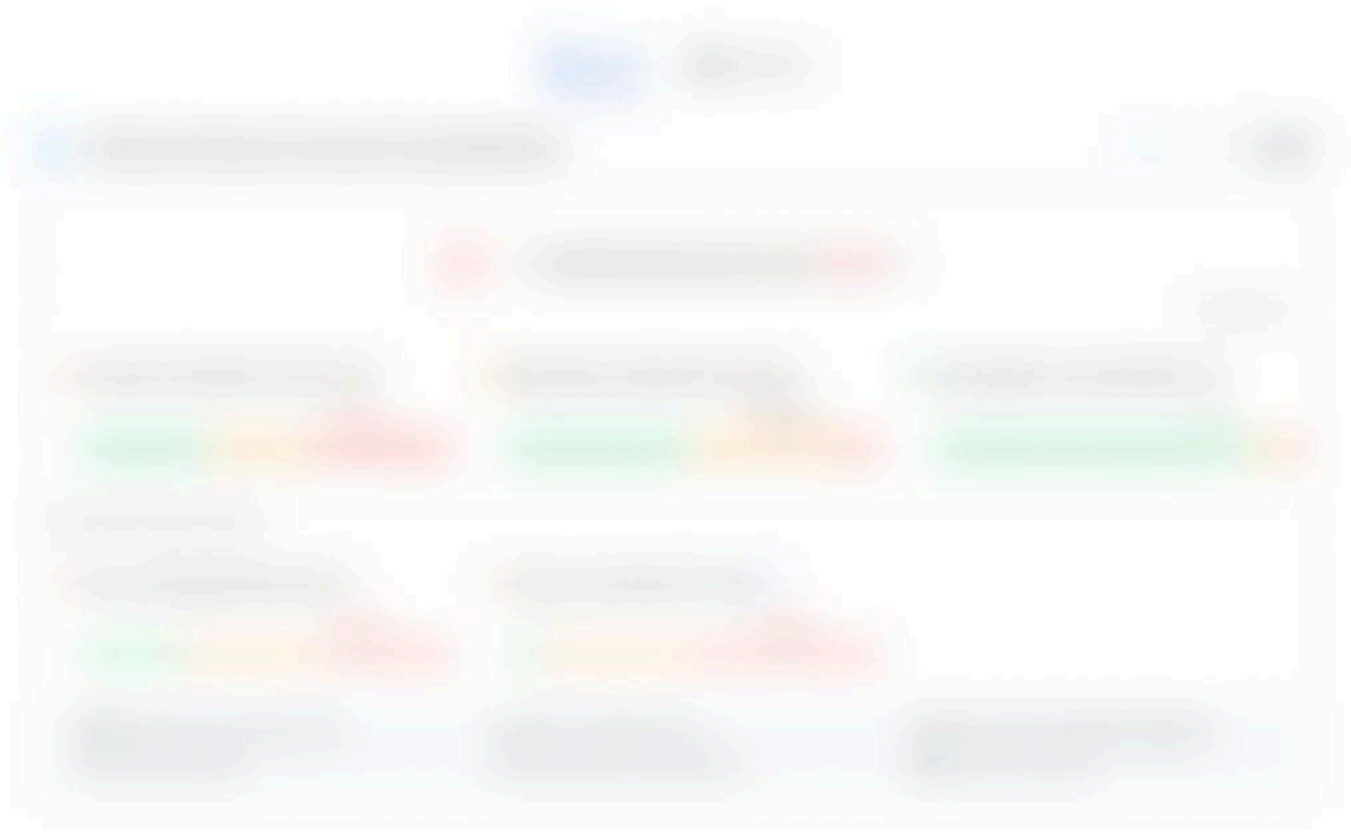
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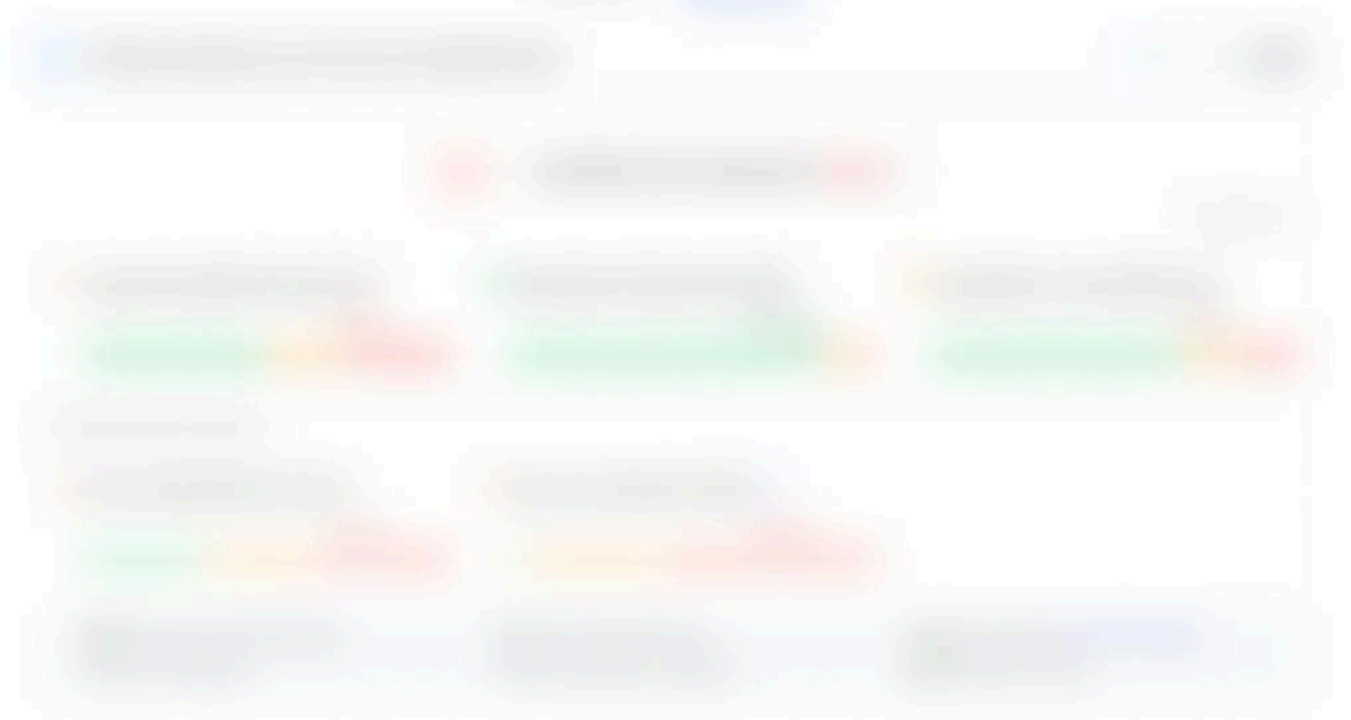Request full access to the report by emailing us at hello@ninegravity.com.

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Nik Patel

Founder & CEO, NineGravity
Author of **Complete Digital Makeover**

Not sure which option is right for you? Let's discuss your goals and pick the best approach together.

Click below to schedule a quick call

Schedule A Call Now ⇢

Making an Impact with Our Clients

She Runs It.   **Benworth** ℠   Burlington County **AGRICULTURAL CENTER**   *Retro eBikes* USA   **America Ship**

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✨ Your next big breakthrough starts here—**let's make it happen!**

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