

77

This site is good

Now let's take your site from good to great! See your scorecard below and take action now by creating a high-speed website with HubSpot CMS Free.

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PERFORMANCE **12/30**

Create a high-speed website

SEO **25/30**

MOBILE **30/30**

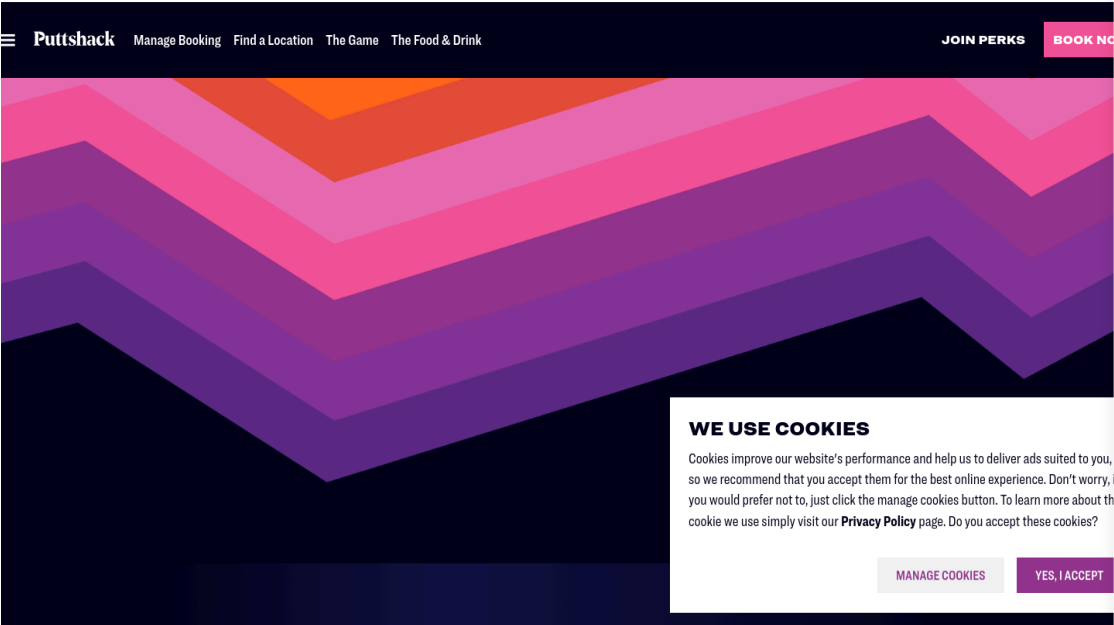
SECURITY **10/10**

Is your website slowing you down?

Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

Get the Free CMS

No credit card needed



12/30

Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

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PAGE SIZE

41MB

**Vaster than
empires and
more slow.**

The heavier the
site page, the
slower the load.

For optimal
performance, try
to keep page size
below 3MB.

PAGE REQUESTS

70

**Serious room
for
improvement.**

The more HTTP
requests your
website makes,
the slower it
becomes. Try
reducing the
number of files
your site loads.

PAGE SPEED

12.8SEC

**We need to
talk.**

Best-in-class
webpages should
become
interactive within
5.3 seconds. Any
slower and visitors
will abandon your
site, reducing
conversions and
sales.

PASS

BROWSER CACHING

**Wowee. Your
web caching
is world class.**

Browser caching
speeds up your
website by storing
frequently used
content in local
memory.

PASS

MINIMAL PAGE REDIRECTS

**Straight to the
point.**

Multiple redirects
can make your
site load slower.
Aim for no more
than one redirect.

PASS

IMAGE SIZE

**They fit
perfectly!**

Images can take
a long time to
load. Use
responsive
images or SVGs to
optimize your
images for
different screen
sizes.

PASS

MINIFIED JAVASCRIPT

PASS

MINIFIED CSS

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25/30

SEO

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Have you been working out?

When your JavaScript is properly
compressed, it makes your
website run much faster.

Short and sweet.

When your CSS is properly
compressed, it makes your
website run much faster.

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

Improve Your SEO Ranking with a [free 15-minute Lesson](#). [🔗](#)

PASS

PERMISSION TO INDEX

Granted.

In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.

PASS

META DESCRIPTION

**Look at
you go!**

Meta descriptions tell people what your page is about in search results.

PASS

CONTENT PLUGINS

***Clap,
clap,
clap*
Good
job!**

Search engines can't always understand content that relies on browser plugins,

DESC LIN

So

Des
link t
visit
who
see
click
"Cli
does

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PERFORMANCE 12/30

SEO 25/30

MOBILE 30/30

SECURITY 10/10



30/30

Mobile

Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll be left out on valuable traffic, leads, and revenue.

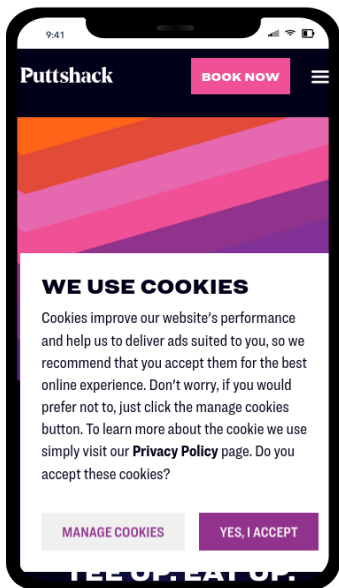
Improve Your Mobile Performance with a [free 15-minute Lesson](#)

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LEGIBLE FONT SIZE

Easy on the eyes.

Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.

TAP TARGETS

Clicking is so easy!

Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.

RESPONSIVE DESIGN

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PERFORMANCE **12/30**SEO **25/30**MOBILE **30/30**SECURITY **10/10****10/10**

Security

A secure website equipped with an SSL certificate and free from vulnerabilities is now the standard online. People and search engines love secure websites.

Improve Your Site Security with a [free 15-minute Lesson](#) 

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HTTPS

Secured.

HTTPS protects websites from attacks and gives visitors confidence that your site is authentic and trustworthy.

SECURE JAVASCRIPT LIBRARIES

Protected!

Intruders can exploit outdated JavaScript libraries. Using the latest version of each library and updating it regularly will help keep you safe.

What should I do next?

PERFORMANCE	CURRENT	RECOMMENDATION
Page size	41MB	< 3MB Lighten your pages by removing or compressing heavy content such as images and video.
Page requests	70	< 30 Reduce the number of HTTP requests your site makes. Remove any unnecessary images, scripts, or files, and consider lazy loading your images.

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PERFORMANCE **12/30**SEO **25/30**MOBILE **30/30**SECURITY **10/10**

PERFORMANCE	CURRENT	RECOMMENDATION
Page speed	12.8Sec	< 5.3Sec Speed up your site by lightening up your site pages, compressing images and video where possible.

SEO	CURRENT	RECOMMENDATION
Descriptive Link Text	No	Yes Use descriptive link text that tells visitors what they'll see if they click the link.

Share your website grade. Got a great grade? Take to social media to share your results with colleagues and friends

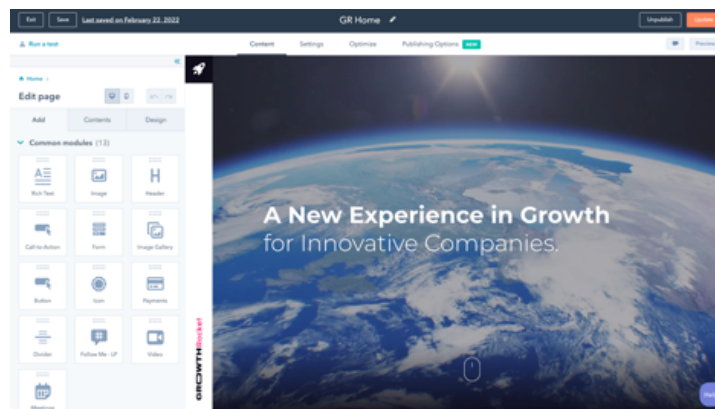


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INCREASE YOUR WEBSITE GRADE

Improve your score by creating a brand new website with HubSpot CMS Free. Drive more traffic and convert more leads with secure and speedy pages.

Create a high-speed website

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