

















Here are the scores for your site:

# REMODELMARKETINGPROS.COM

	User Experience	88/100		GOOD
	Conversion Optimization	67/100		FAIR
	SEO / Online Visibility	52/100		POOR
	Performance & Security	62/100		POOR
	Technical WP Assessment	64/100		POOR
	Accessibility	53/100		POOR
	Content Format & Copy	65/100		FAIR
	Legal	18/100		POOR

## Impact Rating:

Our audit factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better and start converting more visitors into customers.

# Next Step To A Successful Website

Address the action items in these tabs to help your site look nicer, rank better and start converting more visitors into customers.

Task	Recommended Action
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## User Experience

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### Relevant use of Images & Video

 Medium Impact

Use high quality, relevant images, audio and video to communicate and engage with your audience.

## Conversion Optimization

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### Lead Capture Forms

 High Impact

Work with a web designer to create an intuitive form, or use services like Wufoo Forms or Google Forms to collect visitor info.

### Newsletter Signup

 High Impact

Create an enticing lead magnet (such as a free report, video, or app) to encourage your visitors to join your list. Be sure to use a reputable email service provider so that your emails reach their intended audience.

### Thank You Page

 High Impact

Implement thank-you pages for visitors who fill out forms on your site.

Here are some of the things you can do with a thank-you page:

- Build anticipation for your emails (which increases open rates).
- Direct visitors to other important content like a blog or video.

- Promote a special offer or upsell / cross sell a product or service.
- Request the connect or follow you on social media.
- Offer a survey to get feedback.
- Ask for a referral

## SEO / Online Visibility

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### Google My Business (GMB)

 High Impact

Setup an account here: <https://www.google.com/business/>

### Keyword Ranking on Page #1

 High Impact

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

### Optimal Use of Keywords in H1 Tags

 High Impact

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### Local Map Pack Listing

 Medium Impact

Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. Check out this article to learn more about the [Factors That Influence Local Search Ranking](#)

### AMP Enabled

 Medium Impact

Hire a web professional who can implement AMP on your site. There are free [AMP plugins](#) that make things any easier if you have a WordPress site.

### Meta Title & Descriptions

 Medium Impact

Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

## Meta Description Length

 Medium Impact

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

## Keywords in the Meta Description

 Medium Impact

Tips for writing good description tags:

- Keep to a 155 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

## Map & Address

 Medium Impact

Make sure to include your address in the footer of all your pages and integrate a Google map with directions on your contact page.

## Alt Attribute

 Medium Impact

Add ALT attribute in image tag.

## Open Graph

 Medium Impact

Hire a web professional to implement Open graph tags appropriately on your website. The key tags to use are og:title, og:description, og:type and og:image. Plugins like [Yoast SEO](#) can help.

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## Performance & Security

### Google Page Speed

 High Impact

Use website caching services, compressing of your scripts and other speed optimization

techniques to make your site load faster. Check out GT Metrix

### Utilizes Content Delivery Network

 Medium Impact

Talk to your web developer about the best way to implement or enable CDN on your website. Your developer will help you choose a network (such as the Google Cloud CDN) and configure your site to work with this network.

## Technical WP Assessment

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### Upgrade.php Accessibility

 High Impact

To protect the file use your FTP or file editor to add the below rule to the .htaccess file in the root of your WordPress install.

```
<files wp-admin/upgrade.php>  
    order allow,deny  
    deny from all  
</files>
```

*This change will affect services like ManageWP that manage updates remotely. We highly recommend this edit be discussed with and made by an experienced developer.*

### WordPress Security & Vulnerabilities

 High Impact

Our audit has identified that your website includes known security exploits and is susceptible to attacks from hackers or bots. We recommend providing the list of vulnerabilities to your webmaster or contact us to have these security threats resolved immediately. <https://premium.wpmudev.org/blog/wordpress-security-exploits/>

### Premium Plugins

 High Impact

Secure a paid license for each of your premium plugins. Most of these have nominal licensing fees paid annually. In return they provide

technical support and the latest version of the plugin, which usually includes bug fixes and new features. Most premium plugins have a place in WordPress for you to enter your license key in so you can update it from within the admin screen.

## General Plugins

 High Impact

Keep plugins up to date by selecting to update them from Appearance -> Plugins section. Please note to backup your website before any update. Contact your web host or your webmaster if you have trouble updating or the update causes errors.

## Theme and Plugin Editor

 High Impact

Disabling the the theme and the plugin editor is recommended. To do this use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Open and add this line to the file and save it:  
**define( 'DISALLOW\_FILE\_EDIT', true );**

## Automatic Updates

 High Impact

You should update your site monthly or immediately if you are aware of security threats or vulnerabilities. If you have a custom website with a lot of functionality we recommend your updates be done and tested by a web professional.

To disable the automatic updates, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Add this line to the file and save:

**define( 'AUTOMATIC\_UPDATER\_DISABLED', true );**

## Additional Themes

 Medium Impact

Delete unnecessary themes by going to Appearance -> Themes and clicking to delete the theme under the theme's Theme Details. Keep your active theme (and parent theme if your active theme is a child theme).

## Post Revision Control

 Medium Impact

We recommend either disabling the post revisions or limiting the number of revisions to 5 to prevent unnecessary performance load on the database and site.

To disable the post revisions, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Adding this code:

```
define( 'WP_POST_REVISIONS', false );
```

To keep the revisions but limit the number of revisions to 5 for example, use the below line of code:

```
define( 'WP_POST_REVISIONS', 5 );
```

## Akismet Spam Protection

 Medium Impact

Activate Akismet and enter a API key in order for the plugin to begin flagging comment spam, even if your blog is not very active. You can generate a key from <https://akismet.com/wordpress/> . You may always want to adjust Discussion settings to restrict commenting under General Settings -> Discussion.

## Development Site Instance

 Medium Impact

If you're redesigning your site, upgrading it, coding new features or adding new scripts and/or making any other major changes, then do these activities on a development site. Most hosting companies now offer development sites

as part of the service, or talk to your web developer about how to set one up.

## Deactivated Plugins

 Low Impact

Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well.

## Accessibility

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### Alternative (ALT) Text for Images

 High Impact

Whenever you place an image on your website, be sure to use the "alt" tag and insert text to describe your image.

To check if your "alt" tags are working properly, hover your mouse over an image. If it's working, then in most popular browsers you should see the alternative text appear over the image while you're hovering on it.

### Captions / Transcripts for Audio & Video

 High Impact

Take the following steps to make sure your audios and videos are accessible:

- Be sure your multimedia includes captions that are always available. If you don't provide captions, then your audios and videos should include full text transcripts.
- Do not use media that plays automatically. In some cases, this may confuse the visitor. In other cases, the visitor may close your website (such as if they're in a quiet waiting room and suddenly your audio starts playing loudly).
- Ensure that your audios and videos have full controls (e.g., pause, stop and play).



## Fields & Forms

 Medium Impact

Take these steps to make your forms more accessible:

- Provide instructions for using forms.
- Label each part of your form clearly so that users know what to input in each field.
- Use the tabindex attribute to specify the tab order of an element
- Provide confirmation if a form is completed successfully.
- Provide a descriptive error message if the form isn't completed successfully.
- Avoid placing time limits on completing forms unless it's absolutely necessary.

## Content Format & Copy

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### Compelling Messaging / Calls to Action

 High Impact

Provide a strong call to action that tells people exactly what you want them to do next.

Whenever possible, give prospects a good reason to act now. Creating urgency works particularly well.

E.G., "Click here to order – and do it now before this sale ends!" or "Click to Order – Limited Time Offer"

### Consistent formatting

 Medium Impact

The key here is to pick one type of format for each element on your page and then stick with that formatting through your website. To make this easier, create and use templates so that your formatting is consistent.

For example, all headlines should be the same size, the same color and use the same font.

Another example: use the same color for all text links, so that visitors can quickly identify them.

## Easy to Scan

 Medium Impact

Here are ways to format your content for easy scanning:

- Use bulleted lists instead of long paragraphs.
- Use short sentences and paragraphs with plenty of white space.
- Highlight key benefits with bolded headlines and subheadlines.
- Emphasize important information with italics, different font sizes, etc.
- Insert captions under graphics.

## Legal

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### GDPR

 High Impact

Consult with a GDPR specialist to be sure that your website is fully compliant with the regulations. You can also leverage resources provided by services like [IUBENDA](#). We always recommend you consult with a lawyer whichever direction you take.

### Privacy Policy

 Medium Impact

You want to start by identifying all the ways your website collects and using data. E.G., newsletter sign ups, quote requests, customer purchases, shipping, third-party services, other forms, etc.

You can then proceed in one of two ways:

- Contact an attorney to draft your privacy policy. Since this is a legal document, you want to be sure a qualified professional creates it.

- You can save time and money by purchasing template privacy policies, filling them out, and then having your attorney review them. Services like <https://termsfeed.com/> and <https://www.iubenda.com/en/> can help you with that.

We always recommend you consult with a lawyer whichever direction you take. Be sure a link to your privacy policy appears on all pages of your website.

## Terms & Conditions

 Medium Impact

You want to start by identifying all the ways users may interact with your site. Consult with an attorney to draw up the actual terms and conditions document of how you expect users to act, what activities are prohibited, and exactly what happens if someone does something that's against your terms.

You can save time and money by purchasing templates, filling them out, and then having your attorney review them. Services like [https://termsfeed.com](https://termsfeed.com/) and <https://www.iubenda.com/en> can help you with that. We always recommend you consult with a lawyer whichever direction you take.

## Cookie Policy

 Medium Impact

Consult with an attorney to create a cookie policy or use resources provides on services like <https://termsfeed.com/> and <https://www.iubenda.com/en>. We always recommend you consult with a lawyer whichever direction you take.

Then be sure a link to this policy appears at the bottom of each page of your website.

# User Experience

YOUR SCORE **88 / 100**

User experience and design is a strategic process of enhancing a website by improving the visual elements, usability, accessibility, and interactions to ensure the site is user friendly and intuitive to use.

## Professional Website Design

✔ Passed  High Impact

Your website is often your customer’s first impression of your business. Your site should look professional, be simple and intuitive to use, and clearly explain what you do.

### ! Learn More

Today’s online visitor is savvy and will judge your whole business by what he or she sees in the first 3 seconds. Make your first impression count!

## Professional Digital Branding

✔ Passed  Medium Impact

Your website’s brand comprises your logo, color scheme, images, fonts, and other visual elements on your website. The site’s branding should complement your offline branding.

### ! Learn More

Creating a brand identity allows prospects and customers to associate themselves with your company both online and offline. By creating a well-designed identity you can create customer loyalty and a trusted association for a specific product or service.

## Relevant Headlines & Page Copy

✔ Passed  High Impact

Your headline should be attention-getting, and your page copy should be clear and concise. It should effectively explain what you do, who you do it for, and why they should buy.

### ! Learn More

Most buyers are nearly done with their decision before they ever contact you. By making sure you have excellent page copy and headlines, you can help bias that decision in your favor.

## Mobile Friendly

 **Passed**  **High Impact**

On average, visitors now spend more than half of their time online on a mobile device. That means a mobile-friendly website is now a critical part of your online presence.

### **Learn More**

You can have Google test your website by using their [Mobile-Friendly Test Tool](#)

### **Your Mobile Friendly Results**

Blocked Resources

- <https://ma.remodelmarketingpros.com/media/js/mautic-form.js>
- <https://www.remodelmarketingpros.com/wp-admin/admin-ajax.php>

## User Friendly Navigation

 **Passed**  **Medium Impact**

A simplified navigation system will intuitively help your website visitors know where they are on their site, where they can go, and how to get back again.

### **Learn More**

We recommend implementing a mobile friendly menu and arranging both your main and mobile menu so that there are no more two sub-levels beneath the main level.

## Relevant use of Images & Video

 **Failed**  **Medium Impact**

High-quality, relevant images and video can increase user engagement on your website, improve your position in search engines like Google, and help build your brand.

### **Recommended Action**

Use high quality, relevant images, audio and video to communicate and engage with your audience.

### **Learn More**

Images and video have another advantage—they're easier to consume than text. This is one of the reasons why a majority of users prefer them.

## Custom 404 Page

✔ Passed  Medium Impact

When your visitors encounter a generic 404 Page Not Found error, they're likely to get frustrated and click away from your site. Installing a custom 404 page creates a better user experience, keeps visitors on your site, and helps them find what they're looking for.

### Learn More

If you're using WordPress, check if your theme includes a custom 404 page template. You can also use a plugin such as <https://wordpress.org/plugins/404page>.

# Conversion Optimization

YOUR  
SCORE

67 / 100

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action – be that filling out a form, becoming customers, or otherwise.

## Unique Selling Proposition (USP)

✔ Passed



Medium Impact

Your USP clearly describes how your product or service solves your customer's needs or desires better than the competition.

### ! Learn More

Here's an example USP formula to get you started: **We are a \_\_\_\_\_ who help \_\_\_\_\_ with \_\_\_\_\_.** Unlike our competitors, \_\_\_\_\_.

## Relevant Trust Factors

✔ Passed



High Impact

Trust factors—such as awards, affiliations, certifications, case studies, and guarantees—help position your business as knowledgeable experts who can be relied on.

### ! Learn More

Trust factors are sometimes called “proof points” because they prove to your visitor that you know what you’re talking about and can be trusted with their money.

## Testimonials / Reviews

✔ Passed



Medium Impact

Reviews and testimonials help convince people to buy, because they are honest recommendations from people your visitors trust the most—other customers.

### ! Learn More

According to a Bright Local study, 84% of people trust online reviews as much as a personal recommendations. 74% of consumers surveyed also said that positive reviews make them trust a local business more.

## Primary Call To Action (CTA)

✔ Passed  High Impact

A call-to-action asks visitors to take a specific action on your site—buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

### Learn More

Common calls to action include:

- Buy
- Add to Cart
- Subscribe
- Sign Up
- Start Chat
- Click to Call
- “Read / Learn More”

## Secondary Call To Actions

✔ Passed  Medium Impact

Secondary CTAs help you engage visitors who are not interested in your primary CTA, or who may need additional information before taking the desired action.

## Noticeable Phone No.

✔ Passed  High Impact

Your website should display your phone number in a prominent place—for example, in the top right corner or in the mobile header—to make it easy for web visitors to contact you.

### Learn More

Many people don't have the patience to click through to a contact us page anymore (especially if they're on a mobile device and your menu links are too small to click). You could be losing a lot of potential customers right now by making it hard to contact you.



## Lead Capture Forms

 **Failed**  **High Impact**

An intuitive form will help you capture high-quality lead information or, at the very least, an email address from visitors who aren't interested in calling you.

### **Recommended Action**

Work with a web designer to create an intuitive form, or use services like Wufoo Forms or Google Forms to collect visitor info.

### **Learn More**

It's important to have your forms in an easy to find place—usually before a visitor has to scroll. Keep the number of fields to a minimum, and use field validations to make sure your visitors' information is submitted properly.

## Online Chat Functionality

 **Passed**  **Medium Impact**

A chat script can help to capture customers by answering their questions quickly; it can also drive more leads by reaching out to prospective customers before they leave.

### **Learn More**

- **Increased Sales:** The availability of live chat assistance has been found to decrease sales cart abandonment by up to 30%.
- **Customer Support:** 79% of respondents in one survey said they preferred live chat because they received quick answers.
- **Affordable:** Live chat is cost effective and can be set up in under an hour or two.

## Social Media Share Buttons

 **Passed**  **Low Impact**

Make your content easily shareable across different social media platforms with just one click. You'll improve your branding and increase your traffic and exposure.

### **Learn More**

Two common services to use for social sharing are <http://www.addthis.com/> and <https://www.sharethis.com/> Several plugins and code snippets are also available.

## Newsletter Signup

 Failed  High Impact

The majority of your visitors will leave your site without taking any action (requesting a quote, calling or purchasing). Once they leave, they may not return. You'll want to install an opt-in form which encourage visitors to join your email list. This gives you the opportunity to follow-up, build relationships, and convert them into a customer over time.

### Recommended Action

Create an enticing lead magnet (such as a free report, video, or app) to encourage your visitors to join your list. Be sure to use a reputable email service provider so that your emails reach their intended audience.

### Learn More

Choose a reputable email service provide such as Mailchimp, Active Campaign or other similar services.

## Thank You Page

 Failed  High Impact

The thank you page is where a visitor is redirected to once they've submitted a form on your site (contact form, free quote, email signup etc) If you don't have a thank-you page, then you're missing out on an additional opportunity to engage your visitors and to prompt them to take action.

### Recommended Action

Implement thank-you pages for visitors who fill out forms on your site. Here are some of the things you can do with a thank-you page:

- Build anticipation for your emails (which increases open rates).
- Direct visitors to other important content like a blog or video.
- Promote a special offer or upsell / cross sell a product or service.
- Request the connect or follow you on social media.

- Offer a survey to get feedback.
- Ask for a referral

### 📌 **Learn More**

To learn more about the ways you can use a thank-you page, see <https://blog.hubspot.com/customers/the-top-5-reasons-why-a-thank-you-page-is-crucial-to-your-marketing-strategy>.

# SEO / Online Visibility

YOUR SCORE **52 / 100**

SEO gives you an edge over your competition by bringing more prospects and customers straight to your website from searches they make on search engines like Google.

## FB Pixel

✔ Passed  Low Impact

It's code FB provides that goes on your site so you can show ads on FB to people who have visited your site. It also tracks actions that can be used for optimizing your FB ads.

### ! Learn More

The FaceBook pixel is critical for any company using or planning to use Facebook for Advertising. You can learn more by visiting the [Facebook Business](#) resource page.

## Local Map Pack Listing

✘ Failed  Medium Impact

If you are a local business, you want your businesses to show in the Local 3-Pack at the top of the results page above the organic listings. 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. Check out this article to learn more about the [Factors That Influence Local Search Ranking](#)

### ! Learn More

The Local 3-Pack appears in the #1 spot 93% of the time when a local search is performed – and 46% of all searches on Google are of this nature. [Learn more >>](#)

### ! Local Map Results

The local map results for “Remodel” in Phoenix, AZ, USA are shown below.

<b>1</b>	Pro Home Remodel <a href="http://prohomeremodel.com/">http://prohomeremodel.com/</a>	
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2

Signature Kitchen & Bath Remodeling  
<http://www.signatureremodelingaz.com/>



3

Homework Remodels  
<https://homeworkremodels.com/>



## AMP Enabled

 **Failed**  **Medium Impact**

Accelerated Mobile Pages (AMP) is a initiative created to help increase usability and engagement by delivering fast, high performing content from the web onto mobile devices.



### Recommended Action

Hire a web professional who can implement AMP on your site. There are free [AMP plugins](#) that make things any easier if you have a WordPress site.



### Learn More

You can learn how to get started with using AMP Pages on your site by visiting <https://www.ampproject.org>.

## WWW Resolve

 **Passed**  **High Impact**

Search engines consider [example.com](#) and [www.example.com](#) to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

## Sitemap.xml File

 **Passed**  **Medium Impact**

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.



### Learn More

Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps. You can also use a free service like [XML-Sitemaps](#) to create a sitemap.xml file and submit it to search engines.

## Google Analytics / Tag Manager

 **Passed**  **High Impact**

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

### **Learn More**

Visit the [Google Analytics](#) site or [Google Tag Manager](#) page to learn more about how it can help your business.

## Google My Business (GMB)

 **Failed**  **High Impact**

Google My Business 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**

Setup an account here: <https://www.google.com/business/>

### **Learn More**

When people search for you, does your phone number show up? Is the right address and website listed? Make sure your Name, Address and Phone (NAP) are consistent across the web.

## Blog / Resource Center

 **Passed**  **Medium Impact**

An effective blog can improve your search engine position, drive more traffic to your website, position you as an industry leader and help generate more leads and customers.

## Schema Markup

✔ Passed  Medium Impact

Schema markup code helps search engines return more informative results about your business to users. Used effectively, it can boost your website rankings.

### ! Learn More

You can learn how to get started with used schema by visiting [Schema.org](https://schema.org). You can also test your website schema using [Google's Structured Data Testing Tool](#).

### ! Your Website Schema Markup

We have excluded the following schema markup (Webpage, hentry, and Website) because they are basic. Visit [Schema.org](https://schema.org) to identify the appropriate markup to get the best results.

<b>WebPage</b>	1 ITEM(S)
<b>ImageObject</b>	14 ITEM(S)

[Show schema tag results.](#)

## Sufficient Page Content

✔ Passed  Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

### ! Learn More

Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words.

## Keyword Ranking on Page #1

✘ Failed  High Impact

When your site shows 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.

### ! Learn More

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

### ! Google Search Results

The google search results for "Remodel" in Phoenix, AZ, USA are shown below.

1 Top 10 Best Phoenix AZ Home Remodeling Contractors ...  
<https://www.angieslist.com/companylist/phoenix/kitchen-and-bath-remodeling.htm>

2 Home Improvement Phoenix - #1 Remodeling Contractors In AZ  
<https://www.holtzmanhomeimprovement.com/>

3 Kitchen & Bathroom Remodeling in Phoenix, Arizona  
<https://www.superiorstoneandcabinet.com/remodeling>

4 25 Best Remodeling Contractors - Phoenix AZ | Home Additions  
<https://www.homeadvisor.com/c.Additions-Remodeling.Phoenix.AZ.-12001.html>

5 Top 10 Best Kitchen Remodel in Phoenix, AZ - Last Updated ...  
[https://www.yelp.com/search?find\\_desc=Kitchen+Remodel&find\\_loc=Phoenix%2C+AZ](https://www.yelp.com/search?find_desc=Kitchen+Remodel&find_loc=Phoenix%2C+AZ)

6 Top 10 Best Remodeling Contractors in Phoenix, AZ - Last ...  
[https://www.yelp.com/search?find\\_desc=Remodeling+Contractors&find\\_loc=Phoenix%2C+AZ](https://www.yelp.com/search?find_desc=Remodeling+Contractors&find_loc=Phoenix%2C+AZ)

7 Home - Kitchen, Bathroom and Remodeling Design - Phoenix  
<https://homeworkremodels.com/>



8

Signature Kitchen and Bath | Arizona's Premier ... - Phoenix  
<http://signatureremodelingaz.com/>

9

Remodeling Ideas, Home Planning, Kitchen & Bath Design ...  
<https://www.hgtv.com/remodel>

10

Pankow Construction - Phoenix Home Remodeling  
<https://www.pankowconstruction.com/>

## Accessible to Search Engines

 **Passed**  **High Impact**

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.”

### **Learn More**

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.

## Brand in Page Title

 **Passed**  **Medium Impact**

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.

### **Learn More**

If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages.

## Meta Title & Descriptions

 **Failed**  **Medium Impact**

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.



### **Recommended Action**

Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

### **Learn More**

When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags.

### **Meta Title & Description**

 <b>Title</b>	Home - Remodel Marketing Pros
 <b>Description</b>	

## Optimal Page Title Length


 **Passed**  **Medium Impact**

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

### **Learn More**

Optimizing it can help boost your search engine rankings.

### **Your Website Title**

 **Title - Home - Remodel Marketing Pros (29)**

## Keyword Used in Page Title

 **Passed**  **High Impact**

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

## Meta Description Length

 **Failed**  **Medium Impact**

Search engines use this description to describe your page. Its maximum length is usually 156 characters. A good description can convince more searchers to click on your link.

### **Recommended Action**

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

### **View Description**

 **Description - (Missing)**

## Keywords in the Meta Description

 **Failed**  **Medium Impact**

Searchers will see the keyword bolded in search engine results page. That will increase your page's prominence and visibility, and will likely lead to more website clicks.

### **Recommended Action**

Tips for writing good description tags:

- Keep to a 155 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

## Optimal Use of Keywords in H1 Tags

 **Failed**  **High Impact**

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.



## Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target and be treated with the same importance as title tags.



## Your Website Headings

Subheadings	
H2	We grow companies by doubling their leads using their website & digital marketing.
	IS YOUR WEBSITE GENERATING MORE THAN 90NEW LEADS A MONTH?
	WHAT STEP DO YOU NEED HELP WITH?
	100% SATISFACTION GUARANTEE
	Actionable Web Design and Marketing Resources for Remodel Companies
	Your Online Marketing Checklist Score
H3	Website Design
	Planning & Strategy
	Marketing & Lead Gen.
	EVERYTHING YOU NEED TO HAVE A SUCCESSFUL BUSINESS
	Unique Designs
	Mobile Friendly

Search Friendly
Easily Make Edits
Photo Galleries
Integrated Blogs
Social Integration
Web Analytics
We Place Your Website In Front Of Your Prospects
So You Don't Lose Jobs To The Other Contractors
EXPERIENCE YOU CAN RELY ON. RESULTS YOU CAN TRUST.
7 Web Design Questions Contractors Need To Ask
Are You Wondering 'Where Are my Remodel Leads?'
Maximize Your Profit On Your Remodel Website

## Map & Address

 **Failed**  **Medium Impact**

Listing your address on all your pages and having a Google location map on your contact us page is critical to showing up in local search engine results.

### **Recommended Action**

Make sure to include your address in the footer of all your pages and integrate a Google map with directions on your contact page.

## Keywords in Image Alt Attribute

 **Passed**  **Low Impact**

Using keywords in the alt attribute of an image can boost search rankings slightly—but it can also add value for sight-impaired users.

## Learn More

Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web.

## Alt Attribute

 Failed  Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

## Recommended Action

Add ALT attribute in image tag.

## Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site by reading this article from [Yoast SEO](#). Check out their SEO plugin if your site runs on WordPress.

## Your Google Listing

 Passed  Medium Impact

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

## Google Website Listing Preview

Home - Remodel Marketing Pros  
<https://www.remodelmarketingpros.com>

## Open Graph

 Failed  Medium Impact

Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

## Recommended Action

Hire a web professional to implement Open graph tags appropriately on your website. The key tags to use are og:title, og:description, og:type and og:image. Plugins like [Yoast SEO](#) can help.

### Learn More

You can learn more about the Open Graph tags and protocol by visiting <http://ogp.me/>





### Open Graph Result

WWW.REMODELMARKETINGPROS.COM

#### Home - Remodel Marketing Pros

We grow companies by doubling their leads using their website & digital marketing. Schedule Your Free Consultation IS YOUR WEBSITE GENERATING MORE THAN 90NEW LEADS A MONTH? Your website is only as good as the leads it generates. Like your projects – we plan, design and build your website to be beautiful, functional and each website is created with ...

#### Based on the raw tags, we constructed the following Open Graph properties

 <b>og:title</b>	Home - Remodel Marketing Pros
 <b>og:description</b>	We grow companies by doubling their leads using their website & digital marketing. Schedule Your Free Consultation IS YOUR WEBSITE GENERATING MORE THAN 90NEW LEADS A MONTH? Your website is only as good as the leads it generates. Like your projects – we plan, design and build your website to be beautiful, functional and each website is created with ...
 <b>og:url</b>	<a href="http://www.remodelmarketingpros.com/">www.remodelmarketingpros.com/</a>
 <b>og:image</b>	

# Performance & Security

YOUR SCORE **62 / 100**

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

## Browser Caching & Compression

 **Passed**  **Medium Impact**

These technologies make your website pages to load significantly faster. That’s important because of the “three-second rule”—you’ve only got three seconds to make an impression on your site.

### **Learn More**

You can learn more about browser caching and page compression by visiting [Google's Page Speed Documentation](#) or visiting the [GTmetrix Browser caching knowledgebase](#).

## HTTPS

 **Passed**  **High Impact**

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

### **Learn More**

SSL is important because the information you send on the Internet is passed from computer to computer to get to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren’t encrypted with SSL, bad actors can more easily steal that data.

### **HTTPS Test Results**

 We've identified that the site is running on <https://www remodelmarketingpros.com/>.

## Google Page Speed

 **Failed**  **High Impact**

Every second counts when a visitor is waiting for a page to load—speed influences a visitor's experience on your site. Page speed also affects your position in the search engines.



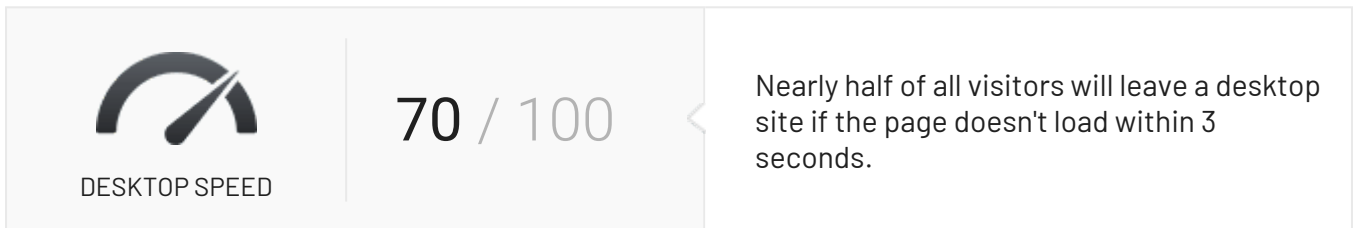
## Recommended Action

Use website caching services, compressing of your scripts and other speed optimization techniques to make your site load faster. Check out GT Metrix







## Learn More

You can have Google test your page speed by using their [Page Speed Insights Tool](#). Other popular page performance testing tools are [GTmetrix](#) and [Pingdom](#).




## Page Speed Results



## Lab Data

First Contentful Paint	1.4 s 	First Meaningful Paint	1.6 s 
Speed Index	2.6 s 	Time to Interactive	2.3 s 
First CPU Idle	2.4 s 	Estimated Input Latency	40 ms 


## Opportunities

	OPPORTUNITIES	ESTIMATED SAVINGS
1	Eliminate render-blocking resources	1.15 s 
2	Reduce server response times (TTFB)	1.05 s 
3	Remove unused CSS	0.36 s 

## Diagnostics

- 1 Serve static assets with an efficient cache policy 40 resources found ✖
- 2 Minimize Critical Requests Depth 43 chains found ✖
- 3 User Timing marks and measures ✖
- 4 Ensure text remains visible during webfont load ✖
- 5 Keep request counts low and transfer sizes small 87 requests • 1,212 KB ✖
- 6 Avoid an excessive DOM size 851 elements !

[Get detailed desktop page speed recommendations.](#)



MOBILE SPEED

42 / 100



Nearly half of all visitors will leave a mobile site if the page doesn't load within 3 seconds.

### Lab Data








First Contentful Paint	4.2 s ✖	First Meaningful Paint	5.4 s ✖
Speed Index	7.0 s ✖	Time to Interactive	7.7 s ✖
First CPU Idle	6.4 s !	Estimated Input Latency	470 ms ✖

### Opportunities

OPPORTUNITIES	ESTIMATED SAVINGS
1 Eliminate render-blocking resources	3.06 s ✖
2 Remove unused CSS	1.2 s ✖
3 Reduce server response times (TTFB)	0.95 s ✖

OPPORTUNITIES	ESTIMATED SAVINGS
4 Serve images in next-gen formats	0.45 s 
5 Enable text compression	0.15 s 

## Diagnostics

1 Serve static assets with an efficient cache policy	38 resources found 
2 Minimize Critical Requests Depth	41 chains found 
3 User Timing marks and measures	
4 Minimize main-thread work	5.2 s 
5 Ensure text remains visible during webfont load	
6 Keep request counts low and transfer sizes small	76 requests • 854 KB 
7 Reduce JavaScript execution time	2.7 s 

[Get detailed mobile page speed recommendations.](#)

## CAPTCHA

 **Passed**  **High Impact**

A system for identifying if humans or bots are inputting info on your website forms. The benefit of installing CAPTCHA is that you'll reduce unwanted actions by bots from spam emails to injection attacks on your forms.

### Learn More

You can learn more about Google reCAPTCHA here: <https://www.google.com/recaptcha/intro/v3.html>.

## Utilizes Content Delivery Network

 **Failed**  **Medium Impact**

CDN refers to content delivery network, and it's designed to make your webpage load faster. It does this by caching information from your website. The network then serves the cached information from a server that's in close physical proximity to your visitor, which speeds up load times. Faster load times result in an improved user experience and better SEO.

### **Recommended Action**

Talk to your web developer about the best way to implement or enable CDN on your website. Your developer will help you choose a network (such as the Google Cloud CDN) and configure your site to work with this network.

### **Learn More**

To learn more about CDN, or to start utilizing it to speed up your webpage load times, visit <https://cloud.google.com/cdn> or <https://aws.amazon.com/cloudfront>.

# Technical WP Assessment

YOUR  
SCORE

64 / 100

WordPress is a powerful and feature rich platform. If not configured properly and updated frequently you are risking your website security, performance, stability, and functionality.

## Upgrade.php Accessibility

✖ Failed  High Impact

This is used in the WordPress upgrade process. Besides the security issue it's never a good idea to let people run any database upgrade scripts without your knowledge. This is a useful file but it should not be accessible directly.

### Recommended Action

To protect the file use your FTP or file editor to add the below rule to the .htaccess file in the root of your WordPress install.

```
<files wp-admin/upgrade.php>  
  order allow,deny  
  deny from all  
</files>
```

*This change will affect services like ManageWP that manage updates remotely. We highly recommend this edit be discussed with and made by an experienced developer.*

## WordPress Security & Vulnerabilities

✖ Failed  High Impact

As a popular platform, WordPress is a natural target for security exploits. Keeping your WordPress version, plugins and themes updated, helps keep your site secure and protects it from known vulnerabilities.

### Recommended Action

Our audit has identified that your website includes known security exploits and is susceptible to attacks from hackers or bots. We recommend providing the list of vulnerabilities to your webmaster or contact us to have these security threats resolved immediately. <https://premium.wpmudev.org/blog/wordpress-security-exploits/>

### Learn More

Click on this link to read more about the [History of WordPress Security Exploits and What They Mean](#). Another great resource for reference is [5 Common WordPress Security Issues](#)

## ! Your Website Vulnerabilities

- The website has Duplicate Page And Post v2.1.1 installed. Updating the plugin to the latest version will remove the following vulnerabilities:  
Duplicate Page and Post 2.1.0-2.1.1(current) - Backdoored [Learn More](#)

## Premium Plugins

 Failed  High Impact

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be updated. Premium plugins required a paid license in order to be updated.




## 💡 Recommended Action

Secure a paid license for each of your premium plugins. Most of these have nominal licensing fees paid annually. In return they provide technical support and the latest version of the plugin, which usually includes bug fixes and new features. Most premium plugins have a place in WordPress for you to enter your license key in so you can update it from within the admin screen.

## ! Learn More

Visit the website of each premium plugin to learn more about the features it controls on your website. Keep your login information in a safe place for renewals and updates.

## ! Your Website Premium Plugins Information

Plugin	Current Version	Latest Version	Status
 Advanced Custom Fields: Repeater Field	2.1.0	2.1.0	active
 Beaver Builder Plugin (Agency Version)	2.2.5.3	2.2.5.3	active
 Duplicate Page And Post	2.1.1	2.1.1	active

✔ Gravity Forms	2.4.14	2.4.14	active
✔ HAW BB Module	1.0	1.0	active
✔ Layered Popups	6.57	6.57	active
✔ ROI Calculator	1.0	1.0	active
✔ Split Hero	1.7.5	1.7.5	active
✘ Thrive Architect	2.4.2.1	2.4.3.4	active
✔ iThemes Security Pro	2.0.2	2.0.2	active

## General Plugins

✘ Failed  High Impact

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be kept updated to keep the website secure.

### Recommended Action

Keep plugins up to date by selecting to update them from Appearance -> Plugins section. Please note to backup your website before any update. Contact your web host or your webmaster if you have trouble updating or the update causes errors.

### Learn More

Read more about “WordPress Housekeeping” at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a “tidy” WordPress installation.

### Your Website General Plugins Information

Plugin	Current Version	Latest Version	Status
✔ 301 Redirects	0.4	0.4	active
✘ Advanced Custom Fields	5.8.3	5.8.5	active

✔ Autoptimize	2.5.1	2.5.1	inactive
✔ Classic Editor	1.5	1.5	active
✔ Duplicate Post	3.2.3	3.2.3	active
✔ Easing Slider	3.0.8	3.0.8	active
✔ Easy WP SMTP	1.3.9.1	1.3.9.1	active
✔ Gravity Forms No CAPTCHA reCAPTCHA	1.0.7	1.0.7	active
✔ ManageWP - Worker	4.9.1	4.9.1	active
✘ NitroPack	1.2.1	1.2.2	inactive
✔ Recent Posts Widget With Thumbnails	6.5.1	6.5.1	active
✔ Username Changer	3.1.3	3.1.3	active
✔ WP Mautic	2.2.2	2.2.2	active
✔ WP SMTP	1.1.10	1.1.10	inactive
✔ WP-PageNavi	2.93	2.93	active
✘ Yoast SEO	12.1	12.2	active
✔ Yoast SEO: Search index purge	1.1.0	1.1.0	active

## Admin User Account

✔ Passed  High Impact

The default WordPress username for the administrator account with full access to your site is *admin*. We recommend changing it because it makes your site vulnerable to hackers and threats like brute force attacks.

 [Learn More](#)



Most hacks are automated, and performed by hackers' bots. So just as a search engine's bots crawl the internet for content, hackers' bots crawl for vulnerabilities that they can exploit. Read the full article here: [Why and How To Change the Default Username on WordPress](#) Click here for a [Step by Step Guide on How to Properly Change Your WordPress Username](#).

## Deactivated Themes

 **Passed**  **High Impact**

These are themes that are not enabled and not actively used on your website. We recommend that these deactivated themes, no longer in use (even if updated) be removed for security reasons.

### **Learn More**

Read more about "WordPress Housekeeping" at [https://codex.wordpress.org/WordPress\\_Housekeeping#Theme\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping#Theme_Housekeeping) and the importance of keeping a "tidy" WordPress installation.

## Google Safe Browsing

 **Passed**  **High Impact**

This Google service helps protect visitors by displaying warnings to users when they attempt to navigate to sites that could be harmful to the visitor. Keep your site updated and secure to prevent being flagged.

### **Learn More**

Read this is you want to learn more about [Google Safe Browsing](#).

## Discourage Search Engines Disabled

 **Passed**  **High Impact**

*Discourage Search Engines From Indexing Your Site* is a setting used to tell search engines not to index your site. If enabled, this will harm your rankings by blocking your site from search engines.

## Theme and Plugin Editor

 Failed  High Impact

This is used to edit themes and plugins in the admin. An error here could potentially crash the site. It also provides an additional layer of security in the event a hacker gains access to a privileged user account.

### Recommended Action

Disabling the the theme and the plugin editor is recommended. To do this use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Open and add this line to the file and save it:

```
define( 'DISALLOW_FILE_EDIT', true );
```

### Learn More

Read more about disabling the admin editor here [https://codex.wordpress.org/Editing\\_wp-config.php#Disable\\_the\\_Plugin\\_and\\_Theme\\_Editor](https://codex.wordpress.org/Editing_wp-config.php#Disable_the_Plugin_and_Theme_Editor)

## Protect wp-config.php

 Passed  High Impact

This is one of the most important files in your WordPress installation. It contains your website's configuration details and database credentials. Accessibility to it should be restricted.

### Learn More

You can read more about this on WordPress codex here [https://codex.wordpress.org/Hardening\\_WordPress#WP-Config.php](https://codex.wordpress.org/Hardening_WordPress#WP-Config.php)

## Install.php Accessibility

 Passed  High Impact

This is used when first installing and configuring a WP instance. Hackers often scan for the setup URL and identify new instances of WordPress in which a user has not completed the configuration properly.

## Debug Mode

 **Passed**  **High Impact**

Debug Mode is great while developing but should be disabled once your site is live. If enabled the errors could disclose sensitive info that could be used by hackers to compromise your site.

### **Learn More**

For more info on debugging mode on WordPress codex here [https://codex.wordpress.org/Editing\\_wp-config.php#Debug](https://codex.wordpress.org/Editing_wp-config.php#Debug)

## Disable Directory Access

 **Passed**  **High Impact**

This prevents displaying details from a directory to the public. Revealing info about plugins or themes could make your site vulnerable to hackers by publicly exposing your sites vulnerabilities and exploits.

### **Learn More**

Click here for specific directions on [How to Disable Directory Browsing in WordPress](#).

## Automatic Updates

 **Failed**  **High Impact**

Automatic updates were introduced to streamline the update process and promote better security. These auto updates could potentially cause problems on your site if there are compatibility issues or if your code is deprecated.

### **Recommended Action**

You should update your site monthly or immediately if you are aware of security threats or vulnerabilities. If you have a custom website with a lot of functionality we recommend your updates be done and tested by a web professional.

To disable the automatic updates, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Add this line to the file and save:

```
define( 'AUTOMATIC_UPDATER_DISABLED', true );
```

## Readme.html Accessibility

 **Passed**  **High Impact**

The file provides basic info about your WordPress installation including the version installed. This info can be used by hackers to exploit vulnerabilities. The file should be deleted.

## No Malware Found

 **Passed**  **High Impact**

Malware that infects your site can steal visitor data, destroy your content, hijack your site, use system resources for nefarious purposes, and/or damage or even destroy your business. If infected, your site could get blacklisted by Google and other search engines.

### **Learn More**

Ask your web developer for recommendations on how to keep your website secure and up to date. You can also visit sites like [SiteLock](#) and [Securi](#) for more information.

## No Comments Spam

 **Passed**  **High Impact**

Comments allow readers to engage the author and other readers in an interactive manner. It's a great way to nurture relationships with your audience, build a community and gather feedback. When abused irrelevant comments are used by bots and spammers for the sole purpose of dropping spammy content with a link to the spammer's website.

### **Learn More**

If you are using WordPress, you can learn about the different ways to combat comment spam by clicking here: [https://codex.wordpress.org/Combating\\_Comment\\_Spam](https://codex.wordpress.org/Combating_Comment_Spam).

## Managed Hosting Plan

 **Passed**  **Medium Impact**

Your site should run on a WordPress specific hosting plan with managed hosting support. This is recommended because they offer better support, reliability, security and performance for your site.

### **Learn More**

Many web hosts now have specific WordPress managed hosting environments. Contact your current host about your options or have a web professional migrate you to optimal hosting for WordPress. [WP Engine](#), [Liquid Web](#), [Flywheel](#), [Site Ground](#) and [GoDaddy](#) are some of the most popular ones.

## Admin Accounts

 **Passed**  **Medium Impact**

Admin users on your site have full access to everything. If compromised, a hacker could delete content, add malware to the site or take it down. Admin users should be restricted to necessary personnel.

### **Learn More**

Learn more about the different user roles in WordPress and what is right for each person who accesses the backend of your website by visiting [https://codex.wordpress.org/Roles\\_and\\_Capabilities](https://codex.wordpress.org/Roles_and_Capabilities) .

## Additional Themes

 **Failed**  **Medium Impact**

For optimal security, if you aren't using a theme, it's highly recommended that you delete it. Removing them eliminates unused code that could potentially harbor security vulnerabilities.

### **Recommended Action**

Delete unnecessary themes by going to Appearance -> Themes and clicking to delete the theme under the theme's Theme Details. Keep your active theme (and parent theme if your active theme is a child theme).

### **Learn More**

Read more about "WordPress Housekeeping" at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a "tidy" WordPress installation.

### **Your Website Themes Information**

Theme	Current Version	Latest Version	Status
-------	-----------------	----------------	--------

✔ Remodel	1.0	1.0	Active
✔ Twenty Nineteen	1.1	1.4	Inactive

## WordPress Backups

✔ Passed  Medium Impact

WordPress doesn't include built-in website backups. You need a reliable backup strategy in case of security breach like hacks and malware or to protect you from user errors that may bring down your website.

### ! Learn More

You can learn more about Wordpress backups here. [https://codex.wordpress.org/WordPress\\_Backups](https://codex.wordpress.org/WordPress_Backups). We recommend checking out the [UpDraft](#) plugin or a service like [ManageWP](#) to help you backup your website independently of your website hosting.

## Current Stable WordPress Version

✔ Passed  Medium Impact

It is important that you are running the latest version of WordPress for security concerns. When a new version of WordPress is available you will receive an update message in your WordPress Admin Screens.

### ! Learn More

Visit [https://codex.wordpress.org/Updating\\_WordPress](https://codex.wordpress.org/Updating_WordPress) to see more details on the process of updating, what it affects and it's importance.

### ! Your WordPress Version

Software	Current Version	Latest Version
✔ Software	5.2.3	5.2.3

## Permalinks

✔ Passed  Medium Impact

They are the permanent URLs to your pages, posts, categories and other lists. The default permalink settings are not intuitive or user friendly and should be updated.

### ! Learn More

Read more about the permalinks on WordPress codex here [https://codex.wordpress.org/Using\\_Permalinks](https://codex.wordpress.org/Using_Permalinks)

## Hide WordPress Version

✔ Passed  Medium Impact

By default WordPress discloses the version number in the Generator meta tag and in the RSS feeds. Hackers could use this info to identify vulnerabilities and exploits on your site.

## Post Revision Control

✘ Failed  Medium Impact

WordPress, by default, saves copies of each edit made to a post or page, allowing for version control of your content. Revisions can impact your page performance.

### 💡 Recommended Action

We recommend either disabling the post revisions or limiting the number of revisions to 5 to prevent unnecessary performance load on the database and site.

To disable the post revisions, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.

Adding this code:

```
define( 'WP_POST_REVISIONS', false );
```

To keep the revisions but limit the number of revisions to 5 for example, use the below line of code:

```
define( 'WP_POST_REVISIONS', 5 );
```

### ! Learn More

You can read more about post revisions on WordPress codex here [https://codex.wordpress.org/Editing\\_wp-config.php#Post\\_Revisions](https://codex.wordpress.org/Editing_wp-config.php#Post_Revisions)

## Akismet Spam Protection

 **Failed**  **Medium Impact**

Akismet is a plugin that comes installed in the default installation of your WordPress software. When activated, Akismet will monitor and flag spam comments.

### **Recommended Action**

Activate Akismet and enter a API key in order for the plugin to begin flagging comment spam, even if your blog is not very active. You can generate a key from <https://akismet.com/wordpress/> . You may always want to adjust Discussion settings to restrict commenting under General Settings -> Discussion.

### **Learn More**

Learn more about Akismet and it's importance in WordPress at <https://codex.wordpress.org/Akismet>.

## Timezone Settings

 **Passed**  **Medium Impact**

Your website's timezone setting is responsible for how time appears on your website. This setting affects post scheduling and various internal WordPress functions.

## Development Site Instance

 **Failed**  **Medium Impact**

A development site (sometimes called a staging site) is a clone of your live site which is inaccessible to the public. You use the development site to review and test changes before they go live. This eliminates issues like layout issues, performance problems or even the site going down because of changes going live without testing.

### **Recommended Action**

If you're redesigning your site, upgrading it, coding new features or adding new scripts and/or making any other major changes, then do these activities on a development site.



Most hosting companies now offer development sites as part of the service, or talk to your web developer about how to set one up.

### **Learn More**

Reach out to your web developer or hosting company about your options.


## **Sample Content**

 **Passed**  **Low Impact**

When WordPress is installed, it comes with sample content that should be removed.

### **Your Website Sample Content**

 Sample Page

 Sample Post

 Sample Comment

## **Page Edit URL**

 **Passed**  **Low Impact**

Certain themes will display a direct edit link on the front end to edit a page or post. This could be used by hackers to compromise your site .

## **Deactivated Plugins**

 **Failed**  **Low Impact**

These are plugins that are not enabled and not actively used on your website. We recommend that these deactivated plugins, no longer in use (even if updated) be removed for security reasons.




### **Recommended Action**

Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well.

### **Learn More**

Read more about “WordPress Housekeeping” at [https://codex.wordpress.org/WordPress\\_Housekeeping](https://codex.wordpress.org/WordPress_Housekeeping) and the importance of keeping a “tidy” WordPress installation.

### Your Website Deactivated Plugins

Plugin	Current Version	Latest Version	Status
 Autoptimize	2.5.1	2.5.1	Inactive
 NitroPack	1.2.1	1.2.2	Inactive
 WP SMTP	1.1.10	1.1.10	Inactive

# Accessibility

YOUR SCORE **53 / 100**

Web accessibility refers to the practice of ensuring websites are designed and developed so that people with disabilities can perceive, understand, navigate, and interact with them.

## Alternative (ALT) Text for Images

 **Failed**  **High Impact**

Alternative text should be added to all relevant images on a site to describe the images. Both search engines and screen readers used by people with visual impairments process the alternative text to better understand how images are used on the site.

### **Recommended Action**

Whenever you place an image on your website, be sure to use the "alt" tag and insert text to describe your image.

To check if your "alt" tags are working properly, hover your mouse over an image. If it's working, then in most popular browsers you should see the alternative text appear over the image while you're hovering on it.

### **Learn More**

To learn more about how to use the "alt" tag, go to [https://www.w3schools.com/tags/att\\_img\\_alt.asp](https://www.w3schools.com/tags/att_img_alt.asp).

## Captions / Transcripts for Audio & Video

 **Failed**  **High Impact**

Multimedia such as audio and video can boost conversions and engage your audience. However, if these multimedia pieces aren't accessible, then your visitors who are hearing-impaired are going to miss out on important information. What's more, some people simply prefer to read rather than listen, which is another good reason to include captions or transcripts.

### **Recommended Action**

Take the following steps to make sure your audios and videos are accessible:

- Be sure your multimedia includes captions that are always available. If you don't provide captions, then your audios and videos should include full text transcripts.
- Do not use media that plays automatically. In some cases, this may confuse the visitor. In other cases, the visitor may close your website (such as if they're in a quiet waiting room and suddenly your audio starts playing loudly).
- Ensure that your audios and videos have full controls (e.g., pause, stop and play).

### **Learn More**

You can learn more about web accessibility, plus see examples of how to make your multimedia accessible, by visiting <https://www.w3.org/WAI/videos/standards-and-benefits>.

## **Text Size & Readability**

 **Passed**  **High Impact**

People with visual impairments often increase text size using ctrl + or sizers built into their browser. You'll want to be sure your website's text is still readable and accessible even if it's enlarged to multiple times its default size. It's also important to use readable fonts.

### **Learn More**

Learn more at <https://www.w3.org/QA/Tips/font-size> and <https://usability.yale.edu/web-accessibility/articles/zoom-resizing-text>

## **Color Contrast**

 **Passed**  **Medium Impact**

Low-contrast websites are difficult for many people to read, but those who have visual impairments may find the task impossible. Using colors and contrasts can help make your website as accessible and easy-to-read as possible.

### **Learn More**

To learn more, and to get a list of contrast-analyzer tools, see <https://www.w3.org/TR/WCAG20-TECHS/G18.html>.

## Descriptive Link Text

✔ Passed  Medium Impact

Use descriptive text so it is clear where links are going to and/or what the purpose of the link is. This improves both the usability and accessibility for people using screen readers.

### ! Learn More

Learn more about creating accessible and useful links at <https://webaim.org/techniques/hypertext>.

## Navigation & Site Structure

✔ Passed  Medium Impact

Not everyone navigates your website using a mouse or by touching their screen. Some people will navigate using only their keyboard. If your site isn't accessible to those who do this, then you're going to needlessly block a segment of your population from fully accessing your site.

### ! Learn More

Learn more at <https://www.w3.org/WAI/tutorials/menus>.

## Fields & Forms

✘ Failed  Medium Impact

Your forms should be set up so that those who're using assistive technologies (such as screen readers) are able to easily understand the forms and use them. Creating accessible forms also makes it easier for those who have cognitive disabilities, problems with dexterity, or those who're using speech-to-text technology to fill in your form.

### 💡 Recommended Action

Take these steps to make your forms more accessible:

- Provide instructions for using forms.
- Label each part of your form clearly so that users know what to input in each field.
- Use the `tabindex` attribute to specify the tab order of an element
- Provide confirmation if a form is completed successfully.
- Provide a descriptive error message if the form isn't completed successfully.

- Avoid placing time limits on completing forms unless it's absolutely necessary.

### **Learn More**

To learn more about making your forms accessible to those with disabilities, visit <https://www.w3.org/WAI/tutorials/forms>.

# Content Format & Copy

YOUR  
SCORE

65 / 100

To dominate a crowded market your website content & copy needs to be well written, formatted so that it is easy to read, SEO friendly and focused on your ideal target audience.

## Compelling Messaging / Calls to Action

 Failed  High Impact

If you fail to provide a strong call to action, your prospects are simply going to click away without taking action. A good call to action tells your readers exactly what you want them to do next. This boosts your opt-ins, generates more sales, and increases your conversions.

### Recommended Action

Provide a strong call to action that tells people exactly what you want them to do next. Whenever possible, give prospects a good reason to act now. Creating urgency works particularly well.

E.G., "Click here to order – and do it now before this sale ends!" or "Click to Order – Limited Time Offer"

### Learn More

Learn more about how to create a compelling, powerful call to action at <https://www.copyblogger.com/powerful-calls-to-action>.

## Easily Readable

 Passed  High Impact

If your content is difficult to read, you can guess what happens: your visitors aren't going to read it. In most cases, they'll just click away to your competitor's site instead. That's why you'll want to make sure your web pages are easy to read.

### Learn More

Learn more about how to choose the right font plus other tips at: <https://etc.usf.edu/techease/4all/web-accessibility/making-text-easier-to-read-on-screen/>.

## Relevant Headlines

✔ Passed  High Impact

Often, one of the first things a new visitor sees on your website is a headline. If the headline isn't relevant to them, they're going to click away without reading anything else. That's why you'll want to make sure your headlines are relevant and speak directly to your ideal customer.

### ! Learn More

You may decide to hire a professional ghostwriter or copywriter to help you create content that's easy to scan. Ask your current web agency if they offer this service or can refer someone to you.

## Captivating Headlines

✔ Passed  High Impact

The job of any headline is to captivate your reader and get their attention. If your headline fails to do this, your reader will simply click away. And you'll lose an opportunity to generate a lead or even a sale.

### ! Learn More

To learn more about writing better headlines, visit <https://www.copyblogger.com/headlines-that-get-results>. Ask your current web agency if they offer this service or can refer someone to you.

## Consistent formatting

✘ Failed  Medium Impact

Consistent formatting is important because it makes your content more readable and easier-to-understand. Inconsistent formatting looks sloppy and may even have some readers clicking away before they finish reading your webpage.

### 💡 Recommended Action

The key here is to pick one type of format for each element on your page and then stick with that formatting through your website. To make this easier, create and use templates so that your formatting is consistent.



For example, all headlines should be the same size, the same color and use the same font.

Another example: use the same color for all text links, so that visitors can quickly identify them.

### **Learn More**

Ask your current web agency how they can help.

## Spelling

 **Passed**  **Medium Impact**

Spelling errors on your website create a poor impression, damage your credibility, and may even get people clicking away from your site. Many people judge the quality of your business by the quality of your content. If your site has misspellings, people are going to view your business as sloppy and amateurish.

### **Learn More**

A proofreader will catch simple spelling and grammatical errors, while an editor will delve into deeper problems with content structure. Connect with your web agency or check out a service like <https://www.editorr.com>

## Easy to Scan

 **Failed**  **Medium Impact**

While we'd love for every visitor to read every word on our webpages, the truth is most won't. Make sure visitors can extract the highlights of your content just by scanning.

This helps engage visitors, keeps them on your site longer, and read it more of it.

### **Recommended Action**

Here are ways to format your content for easy scanning:

- Use bulleted lists instead of long paragraphs.
- Use short sentences and paragraphs with plenty of white space.
- Highlight key benefits with bolded headlines and subheadlines.
- Emphasize important information with italics, different font sizes, etc.

- Insert captions under graphics.

### **Learn More**

Ask your current web agency if they offer this service or can refer someone to you to help.

## **No Placeholder Text / Loremipsum**

 **Passed**  **Medium Impact**

Placeholder text makes your site look like it's unfinished. At worst, it can give the impression that your business is sloppy and amateurish. Placeholder text also hurts your search engine rankings.

### **Learn More**

Ask your current web agency if they offer this service or can refer someone to you to help write the pending content.

Protect your business by making sure your website is compliant with the national and international laws, rules and regulations.

## GDPR

 **Failed**  **High Impact**

GDPR stands for General Data Protection Regulation, and it's designed to give residents of the European Union more control over their personal data. These regulations apply to those who operate within the EU, as well as to those who offer products or services to EU residents. If you're not in compliance with these regulations, you could incur heavy fines.

### **Recommended Action**

Consult with a GDPR specialist to be sure that your website is fully compliant with the regulations. You can also leverage resources provided by services like [IUBENDA](#). We always recommend you consult with a lawyer whichever direction you take.

### **Learn More**

Learn more about the [EU's data protection guidelines here](#).

## Privacy Policy

 **Failed**  **Medium Impact**

Your privacy policy informs your visitors of what sort of information your website collects and how this information will be used. You need a privacy policy because in most cases it's legally required. Aside from that, a privacy policy builds trust with your visitors.

### **Recommended Action**

You want to start by identifying all the ways your website collects and using data. E.G., newsletter sign ups, quote requests, customer purchases, shipping, third-party services, other forms, etc.

You can then proceed in one of two ways:

- Contact an attorney to draft your privacy policy. Since this is a legal document, you want to be sure a qualified professional creates it.

- You can save time and money by purchasing template privacy policies, filling them out, and then having your attorney review them. Services like <https://termsfeed.com/> and <https://www.iubenda.com/en/> can help you with that.

We always recommend you consult with a lawyer whichever direction you take. Be sure a link to your privacy policy appears on all pages of your website.

### **Learn More**

To learn more about what all is included in a typical privacy policy, check out [Nolo.com](https://www.nolo.com/).

## **Terms & Conditions**

 **Failed**  **Medium Impact**

A terms and conditions agreement is a legal document that outlines how visitors may use your site, and what happens if they abuse your site. For example, you can detail what happens to users who spam your blog (e.g., they may be permanently banned). This protects you legally in the event you need to take action against an abusive visitor.

### **Recommended Action**

You want to start by identifying all the ways users may interact with your site. Consult with an attorney to draw up the actual terms and conditions document of how you expect users to act, what activities are prohibited, and exactly what happens if someone does something that's against your terms.

You can save time and money by purchasing templates, filling them out, and then having your attorney review them. Services like [https://termsfeed.com](https://termsfeed.com/) and <https://www.iubenda.com/en> can help you with that. We always recommend you consult with a lawyer whichever direction you take.

### **Learn More**

To learn more about what all is included in a Terms & Condition agreement visit [Nolo.com](https://www.nolo.com/).

## Cookie Policy

 **Failed**  **Medium Impact**

A cookie policy tells your visitors how cookies are used on your site. If your business operates in the EU or EU citizens use your website, then a cookie policy is a legal requirement. For all others, it's a good idea to have this policy as it instills trust.

### **Recommended Action**

Consult with an attorney to create a cookie policy or use resources provides on services like <https://termsfeed.com/> and <https://www.iubenda.com/en>. We always recommend you consult with a lawyer whichever direction you take.

Then be sure a link to this policy appears at the bottom of each page of your website.

### **Learn More**

Learn more about what cookies are and how they're typically used at <http://www.whatarecookies.com>. You can also leverage done for you resources at <https://termsfeed.com> and <https://www.iubenda.com/en>.

## Website Copyright in Footer

 **Passed**  **Low Impact**

Generally, you retain a copyright over your graphics and content at the moment you create them. This means that a copyright notice isn't absolutely mandatory. However, a notice makes it clear who owns the copyright, and it may potentially help you win damages if there is ever a lawsuit related to your copyrighted material.

### **Learn More**

Check out this resource to learn more about [how to create a proper copyright notice](#).

## WHOIS

 **Passed**  **Low Impact**

Whois is an Internet record listing that identifies who owns a domain and how to get in contact with them. If you don't make your "whois" info private, then anyone can look it up and obtain your name and contact info. This opens you up to receiving unsolicited calls and emails.

### **Learn More**

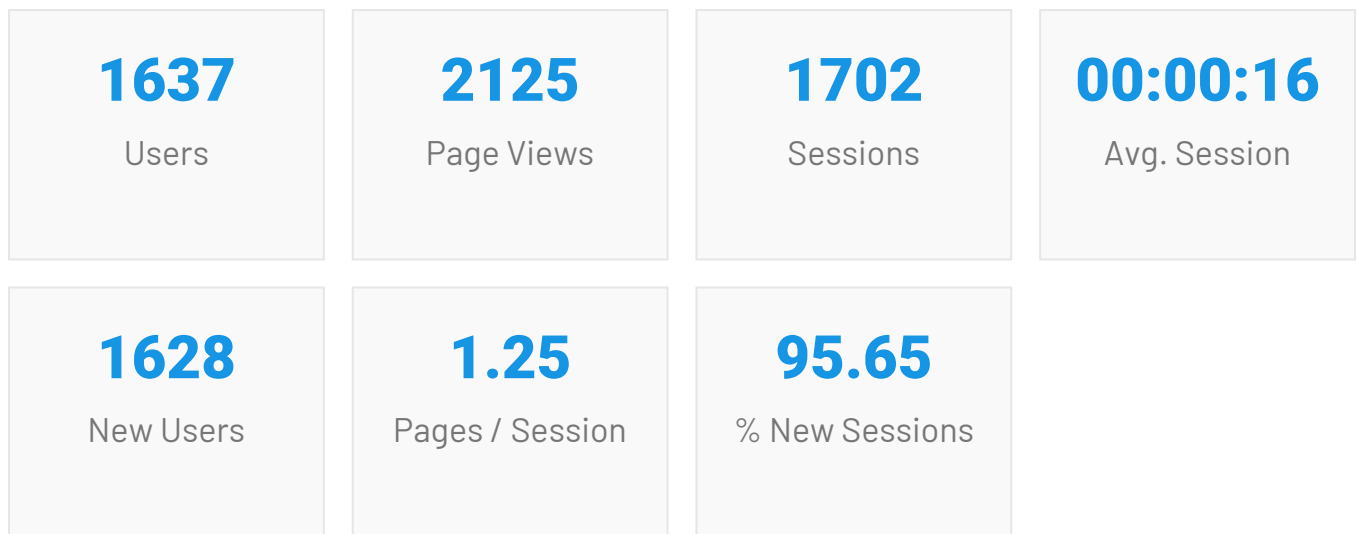
Check with your domain registrar to learn more about private domain registration. Most popular ones like GoDaddy, Name.com and Network Solutions offer this as a standard service.

# Google Analytics

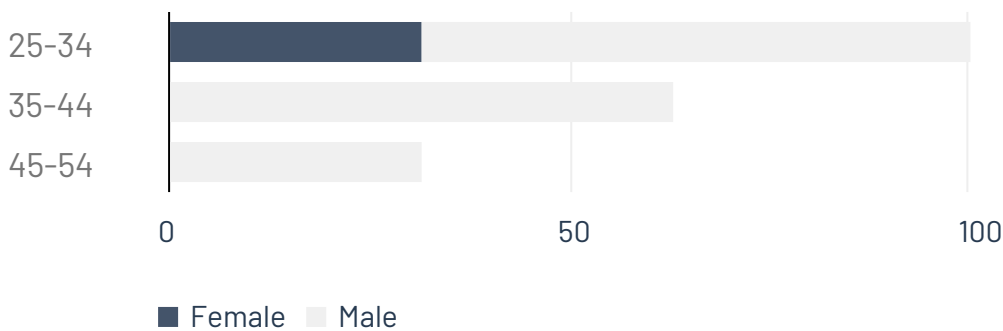
Google Analytics provides you with insights to how your site visitors use your site. Use it to improve engagement, usability and drive sales.

## Website Traffic Key Performance Indicators

01/27/2019 - 02/26/2019



## Engagement By Age & Gender



# Top Referral Sources

01/27/2019 - 02/26/2019

	USERS	NEW USERS	BOUNCE RATE	AVG. SESSION DURATION
<b>SOURCE</b>	1643 % OF TOTAL: 100.37% (1637)	1628 % OF TOTAL: 100.00% (1628)	93.71% AVG FOR VIEW: 93.71%	00:00:16 AVG FOR VIEW: 00:00:16
(direct) / (none)	1500 (91.30%)	1498 (92.01%)	97.43%	00:00:07
google / organic	69 (4.20%)	66 (4.05%)	64.63%	00:01:52
UpCity / referral	15 (0.91%)	14 (0.86%)	31.58%	00:03:11
facebook.com / referral	12 (0.73%)	12 (0.74%)	91.67%	00:00:02
slfhc.org / referral	6 (0.37%)	6 (0.37%)	100%	00:00:00
mywebaudit.com / referral	6 (0.37%)	5 (0.31%)	42.86%	00:02:12
cei-az.com / referral	3 (0.18%)	2 (0.12%)	50%	00:00:12
beautifulmindsmedical.com	3 (0.18%)	3 (0.18%)	33.33%	00:02:04
iiitbs.com / referral	3 (0.18%)	3 (0.18%)	100%	00:00:00
l.facebook.com / referral	2 (0.12%)	2 (0.12%)	0%	00:00:28



## Top Traffic Channels

01/27/2019 - 02/26/2019

	SESSIONS	USERS	NEW USERS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
<b>DEFAULT CHANNEL GROUPING</b>	1702 % OF TOTAL: 100.00% (1702)	1642 % OF TOTAL: 100.31% (1637)	1628 % OF TOTAL: 100.00% (1628)	93.71% AVG FOR VIEW: 93.71%	1.25 AVG FOR VIEW: 1.25	00:00:16 AVG FOR VIEW: 00:00:16
Direct	1520 (89.31%)	1500 (91.35%)	1498 (92.01%)	97.43%	1.17	00:00:07
Organic	84 (4.94%)	71 (4.32%)	68 (4.18%)	64.29%	1.86	00:01:50
Referral	81 (4.76%)	54 (3.29%)	46 (2.83%)	60.49%	1.98	00:01:17
Social	17 (1.00%)	17 (1.04%)	16 (0.98%)	2444.44%	3.76	00:02:02

# Top Content Efficiency Report

01/27/2019 - 02/26/2019

PAGE TITLE	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
	2002 % OF TOTAL: 100.00% (2002)	2125 % OF TOTAL: 100.00% (2125)	80.09% AVG FOR VIEW: 80.09%	93.71% AVG FOR VIEW: 93.71%	00:01:04 AVG FOR VIEW: 00:01:04	0.0 % OF TOTAL: 0.0%
Phoenix Web Design Company   Phoenix Arizona Website Design	558 (27.87%)	628 (29.55%)	88.54%	86.15%	00:02:02	0.0
About Us - Hireawiz	35 (1.75%)	42 (1.98%)	35.71%	86.67%	00:01:33	0.0
Digital Marketing Advice	32 (1.60%)	35 (1.65%)	54.29%	100%	00:00:15	0.0
Portfolio - Web Design, Print, Logo, Apps - Hireawiz	24 (1.20%)	28 (1.32%)	14.29%	75%	00:01:01	0.0
Web Design Phoenix - Hireawiz	22 (1.10%)	27 (1.27%)	14.81%	100%	00:01:30	0.0
Contact Us - Hireawiz	22 (1.10%)	25 (1.18%)	20%	80%	00:00:46	0.0
Case Studies - Hireawiz Web Design	20 (1.00%)	23 (1.08%)	13.04%	100%	00:00:17	0.0
WordPress Web Design & Development Company Phoenix Arizona	18 (0.90%)	23 (1.08%)	34.78%	62.5%	00:00:47	0.0

Phoenix SEO Company   Local Effective & Affordable SEO Services	17 (0.85%)	22 (1.04%)	22.73%	80%	00:00:24	0.0
Our Process To Solving Problems - Hireawiz Web Design	15 (0.75%)	15 (0.71%)	73.33%	27.27%	00:00:12	0.0

# Worst Content Efficiency Report

01/27/2019 - 02/26/2019

	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
<b>PAGE TITLE</b>	2002 % OF TOTAL: 100.00% (2002)	2125 % OF TOTAL: 100.00% (2125)	80.09% AVG FOR VIEW: 80.09%	93.71% AVG FOR VIEW: 93.71%	00:01:04 AVG FOR VIEW: 00:01:04	0.0 % OF TOTAL: 0.0%
Ranking Your Website Part 2: Content is King	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
How To Run A More Efficient PPC Campaign	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
Web Design Archives - Page 7 of 21 - Hireawiz Web Design	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
Facebook and Twitter Marketing Tactics for Your Business	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
4 Solutions to Fix Your Broken Online Marketing Campaign	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
Simple Tips for a Better Website	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
5 Reasons You Need a Mobile Friendly Website	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
How to Build a Loyal Customer Base Using Social Media	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0

Web Design Archives - Page 5 of 21 - Hireawiz Web Design	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0
Tips to Execute a Site Redesign Without Compromising SEO	2 (0.10%)	2 (0.09%)	100%	100%	00:00:00	0.0

# Device Report

01/27/2019 - 02/26/2019

	USERS	SESSIONS	BOUNCE RATE	AVG. SESSION DURATION
<b>DEVICES</b>	1637 % OF TOTAL: 100.00% (1637)	1702 % OF TOTAL: 100.00% (1702)	93.71% AVG FOR VIEW: 93.71%	00:00:16 AVG FOR VIEW: 00:00:16
Desktop	1596 (97.50%)	1650 (96.94%)	94.61%	00:00:14
Mobile	35 (2.14%)	46 (2.70%)	67.39%	00:01:12
Tablet	6 (0.37%)	6 (0.35%)	50%	00:00:28

# Top Cities / Geo Report

01/27/2019 - 02/26/2019

	USERS	NEW USERS	SESSIONS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
<b>CITY</b>	1643 % OF TOTAL: 100.37% (1637)	1628 % OF TOTAL: 100.00% (1628)	1702 % OF TOTAL: 100.00% (1702)	93.71% AVG FOR VIEW: 93.71%	1.25 AVG FOR VIEW: 1.25	00:00:16 AVG FOR VIEW: 00:00:16
Ashburn	1062 (64.64%)	1062 (65.23%)	1062 (62.40%)	100%	1	00:00:00
Clifton	234 (14.24%)	234 (14.37%)	234 (13.75%)	100%	1	00:00:00
(not set)	89 (5.42%)	88 (5.41%)	89 (5.23%)	94.38%	1.31	00:00:01
Phoenix	35 (2.13%)	35 (2.15%)	50 (2.94%)	56%	1.86	00:02:34
Dearborn	32 (1.95%)	32 (1.97%)	32 (1.88%)	96.88%	1.03	00:00:02
New York	16 (0.97%)	15 (0.92%)	19 (1.12%)	84.21%	1.37	00:00:07
Boardman	15 (0.91%)	15 (0.92%)	15 (0.88%)	100%	1	00:00:00
Glendale	11 (0.67%)	7 (0.43%)	19 (1.12%)	47.37%	9.26	00:03:27
Cheshire	8 (0.49%)	8 (0.49%)	8 (0.47%)	0%	2	00:00:01
Mesa	7 (0.43%)	5 (0.31%)	9 (0.53%)	33.33%	3.89	00:01:43