

WEBSITE GRADER

52

This site is OK

hessigandpohl.com

Not too shabby. Let's see how we can bump up that score a bit. See your scorecard below and take a free website optimization course to improve your grade.

PERFORMANCE **7/30**[Start a free course](#)SEO **25/30**MOBILE **10/30**SECURITY **10/10**

Is your
website
slowing
you
down?

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

**Start 14-day
free trial**

No credit card needed

52



hessigandpohl.com

7/30

PERFORMANCE7/30

Performance

SEO 25/30

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

MOBILE10/30

Improve your website performance with a [free 15-minute lesson](#)

SECURITY10/10

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

PAGE SIZE

3.4MB

A respectable pace. Well played.

The heavier the site page, the slower the load. For optimal performance,

PAGE REQUESTS

120

Now that's a lot of requests.

The more HTTP requests your website

PAGE SPEED

19.6s

We need to talk.

Best-in-class webpages should become interactive 5.3s. Ar slower and

52

hessigandpohl.com

try to keep
page size
below 3MB.

makes, the
slower it
becomes.
Try
reducing
the number
of files your
site loads.

visitors will
abandon your
site, reducing
conversion:
and sales.

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your
website
slowing
you
down?

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

Start 14-day
free trial

No credit card needed

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.

FAIL

IMAGE
SIZE

Out of
place.

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

FAIL

MINIFIED JAVASCRIPT

MINIFIED CSS

52

hessigandpohl.com

Hmmm. We can
shorten that.

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

Let's trim some of
that.

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

PERFORMANCE **7/30**SEO **25/30**MOBILE **10/30**SECURITY **10/10**

Is your
website
slowing
you
down?

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

Start 14-day
free trial

No credit card needed

**25/30****SEO**

Optimizing your website content for search helps you drive organic traffic. You can do this by providing a great experience for people at your website.

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

PASS

PERMISSION
TO INDEX

PASS

META
DESCRIPTION

CONTENT
PLUGINS

52

hessigandpohl.com

PERFORMANCE **7/30**SEO **25/30**MOBILE **10/30**SECURITY **10/10**

Is your
website
slowing
you
down?

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

Start 14-day
free trial

No credit card needed

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.

Look at you go!

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

Clap, clap, clap
Good job!

Search engines can't always understand content that relies on browser plugins, such as Flash.



10/30

Mobile

Traffic from mobile devices is growing fast. Optimize your website out on valuable traffic, leads, and revenue

Improve Your Mobile Performance with a **free 15-minute**

PASS

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

Where
do I
click?

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

52

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your
website
slowing
you
down?

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

Start 14-day
free trial

No credit card needed



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](#)

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

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 regularly helps keep you safe.

What should I do next?

PERFORMANCE	CURRENT	RECOMMENDATION
-------------	---------	----------------

52

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

PERFORMANCE	CURRENT	RECOMMENDATION	
Page size	b	< 3MB	Lighten your pages by removing or compressing heavy content such as images and video.
Page requests		< 30	Reduce the number of HTTP requests your site makes. Remove any unnecessary images, scripts, or files, and consider lazy loading your images.
Page speed	NaNSec	< 5.3Sec	Speed up your site by lightening up your site pages, compressing images and video where possible.
Minimal page redirects	No	Yes	Aim for no more than one redirect.

52

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

PERFORMANCE	CURRENT	RECOMMENDATION	
Image Size	No	Yes	Use re-responsive images or SVGs to optimize your images for different screen sizes.
Minified JavaScript	No	Yes	Use a minifier tool or contact your web host to ensure your JavaScript is minified.
Minified CSS	No	Yes	Use a minifier tool or contact your web host to ensure your CSS is minified.

SEO	CURRENT	RECOMMENDATION	
Permission To Index	No	Yes	Remove the meta tag or HTTP header telling search engines not to list your page in search results.

52

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

SEO	CURRENT	RECOMMENDATION	
Meta Description	No	Yes	Add a meta description to the <head> section of your page.
Content Plugins	No	Yes	Convert your plugin content into HTML to ensure your page is fully accessible to search engines and mobile users.
Descriptive Link Text	No	Yes	Use descriptive link text that tells visitors what they'll see if they click the link.

MOBILE	CURRENT	RECOMMENDATION
Legible Font Size	No	Yes Increase the font size of some of your text so at least 60% of the page has a font size of 12px or larger.



52

hessigandpohl.com

PERFORMANCE7/30

SEO 25/30

MOBILE10/30

SECURITY10/10

MOBILE	CURRENT	RECOMMENDATION	
Tap Targets	No	Yes	Tap targets (e.g., links and buttons) should be at least 8px apart from each other, and at least 48px wide and 48px tall so they are clickable for mobile users.
Responsive	No	Yes	Give your site the gift of responsive design by using the HubSpot Website Platform.

Is your website slowing you down?

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

Start 14-day free trial

No credit card needed

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

