

WORDPRESS WEBSITE REPORT

We carried out some basic checks on your WordPress website and here are the main findings.

CLIENT DETAILS

This report focuses on speed, security, legalities and aspects which could affect how visitors to your website perceive your business.

It's also important to remember we have not included what is good about your site. So all is not lost!

Also, this report has not considered the content or design of your website.

Stormchasers Digital

Telephone 01634 566321

Innovation Centre, Maidstone Rd,
Chatham ME5 9FD

Also at

Dragon Co-Working 7-8 New Rd
Ave, Rochester, Chatham ME4 6BB

team@stormchasersdigital.com



PREPARED BY
MARK JENNINGS

 **Stormchasers Digital**

WEBSITE SPEED

This report shows how Google (Page Speed Score) and Bing (YSlow Score) measure website loading speed for potential visitors.

They use a traffic light principle where green is good, gravitating to red as the speed slows and becoming sluggish to load for visitors.

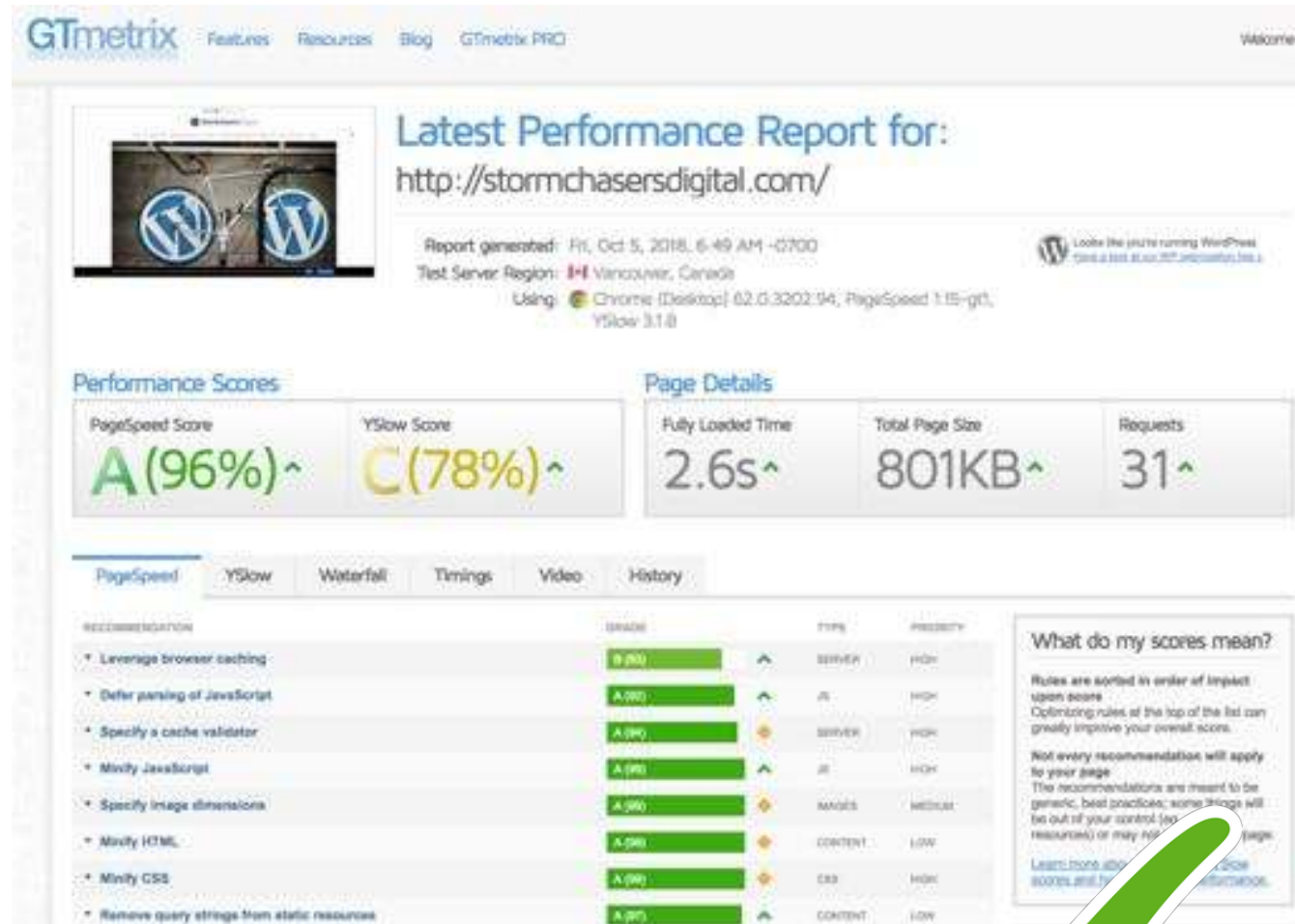
What do slow speeds mean?

Website and page speeds have different impacts depending on your website.

A site that processes payments may lose sales.

If you post your website articles published onto social media or email them out, people clicking through to read them may not bother to wait longer than 2 seconds for the page to open.

If it's a simple 'brochure' site which you direct customers and prospects to via your business cards, brochures and emails, then visitors may be more tolerant of slow loading, but it could impact on how your business is perceived.



MOBILE FRIENDLY

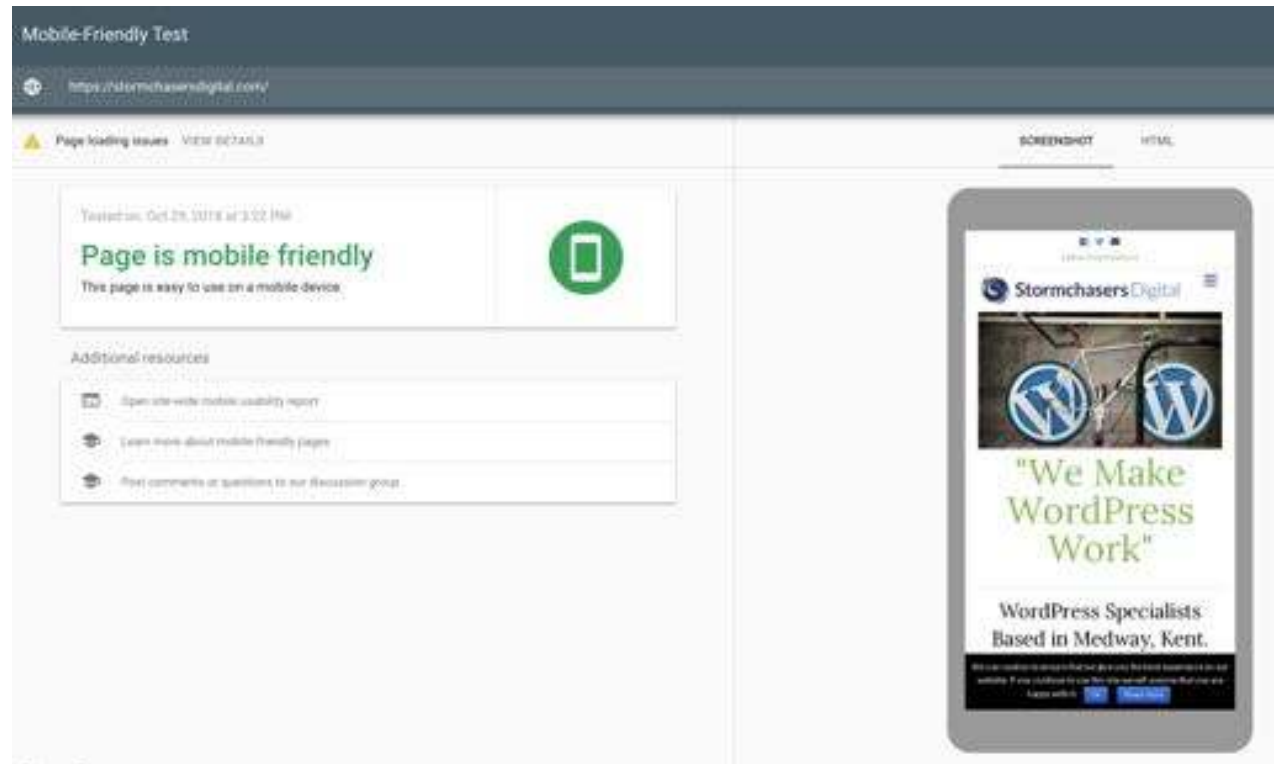
We checked to see if Google recognises your website as being mobile friendly.

This looks at if your website incorporates a menu system that can be easily operated via a mobile screen and that scrolling is only in one direction, up and down. Google also considers if the font is large enough to be easily read.

What does not being mobile friendly mean?

Approximately 70% of website views are via a mobile. Often people are looking for contact and address details and if they are en-route to you then not being able to find them easily could get the meeting off to a frustrating start.

If visitors can buy your products and services, or book appointments through your website, you could be losing business.

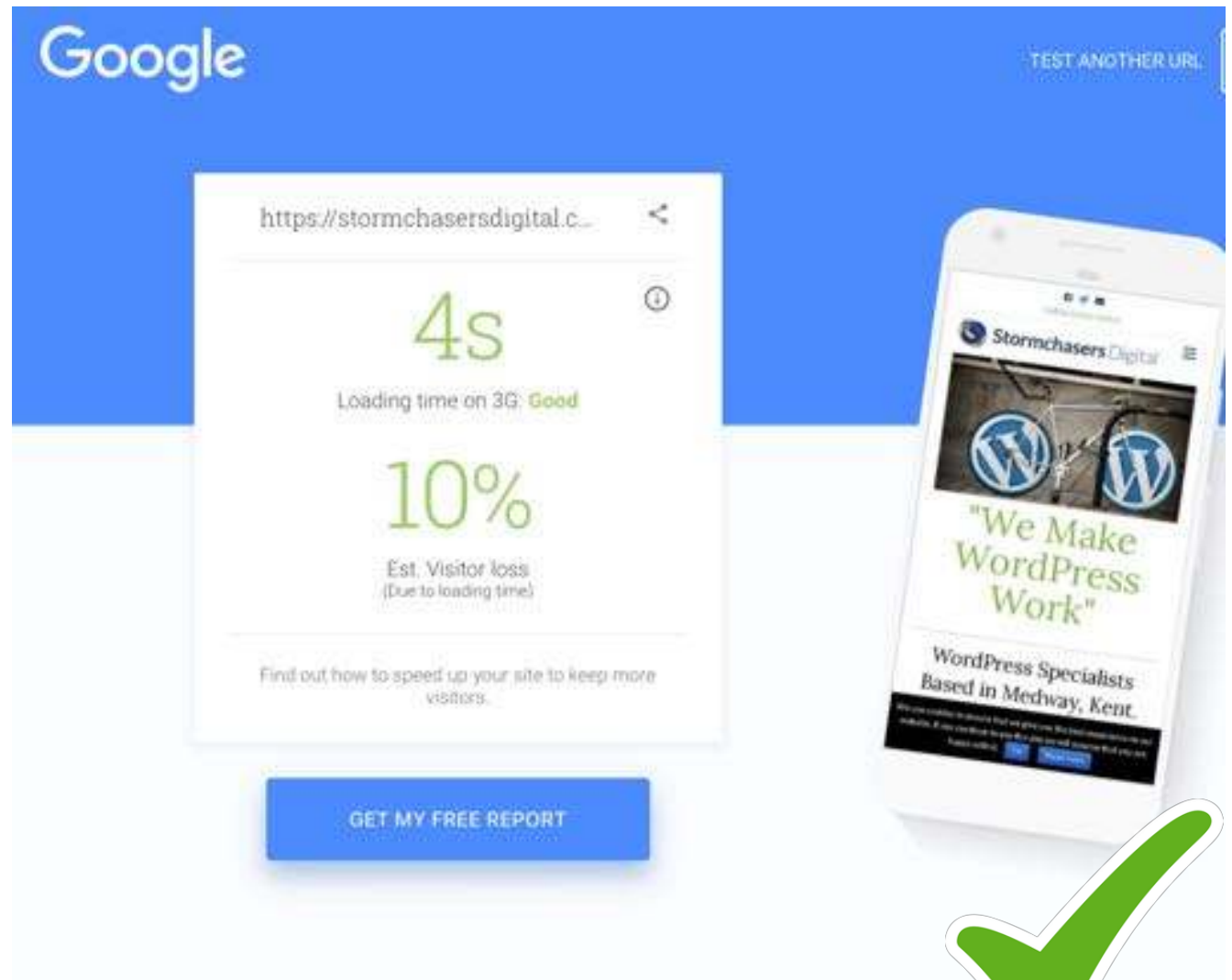


MOBILE SPEED TEST

Using Google's mobile speed test tool we checked how quickly your website is delivered via a simulated 3G network.

This tool measures the load time and estimates visitor loss as those people that would get fed up waiting and go somewhere else.

As of July 2018 Google started including mobile website load times in its algorithm for mobile website search ranking.



WEBSITE SECURITY

We did a quick test to see if your WordPress website has some basic security measures in place.

If these basic features have been implemented, the first level of security would be showing a '403 forbidden' message or a redirect to a 404 Error page when we tried to access the files. (See Image 1)

Image 2 shows what we could access on your website. If we are able to see words, such as 'First Things First' and 'Installation details, then your website is not secure.

What Does This Mean For My Website?

Unfortunately, you don't have to be taking payments, hold important data or have a complicated website to be vulnerable to hackers. Hacking is usually carried out by 'bots' automatically scanning websites to inject code that insert rogue words and links, often to sites selling Viagra.

Clearing and restoring hacked websites can cost over £250 on top of loss of reputation and other issues.

Image 1

This is what we would like to see



Image 2

This is what your website let us into



SSL CERTIFICATE

An SSL Certificate protects your visitors, and depending on the type of certificate you use, could give indemnify you if compensation is payable for any financial loss experienced by visitors when buying through your website.

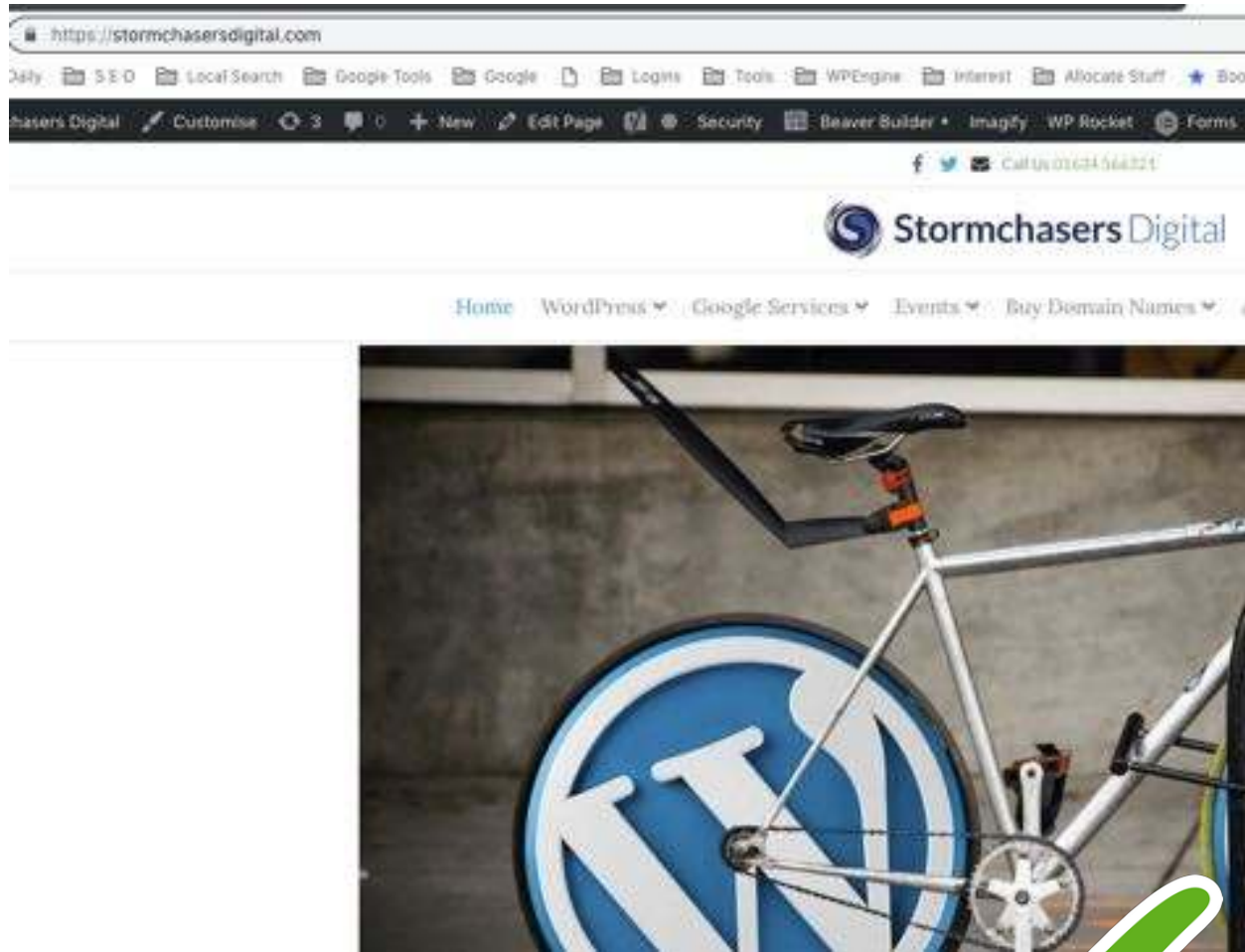
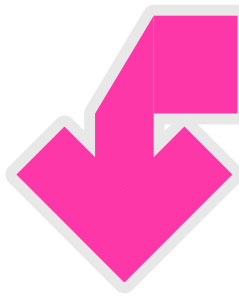
There isn't currently a legal requirement to have an SSL Certificate, although some professional bodies require them.

What Does This Mean For My Website?

If a visitor to your website suffers a loss and you don't have a warranty certificate, then you could be financially liable.

For many business websites the implication is looking unprofessional because Google now displays a 'Not Secure' message in the browser window for your visitors to see. (See Image)

If you are concerned about (SEO) Search Engine Optimisation, Google is now penalising websites without SSL Certificates.



LEGALITIES

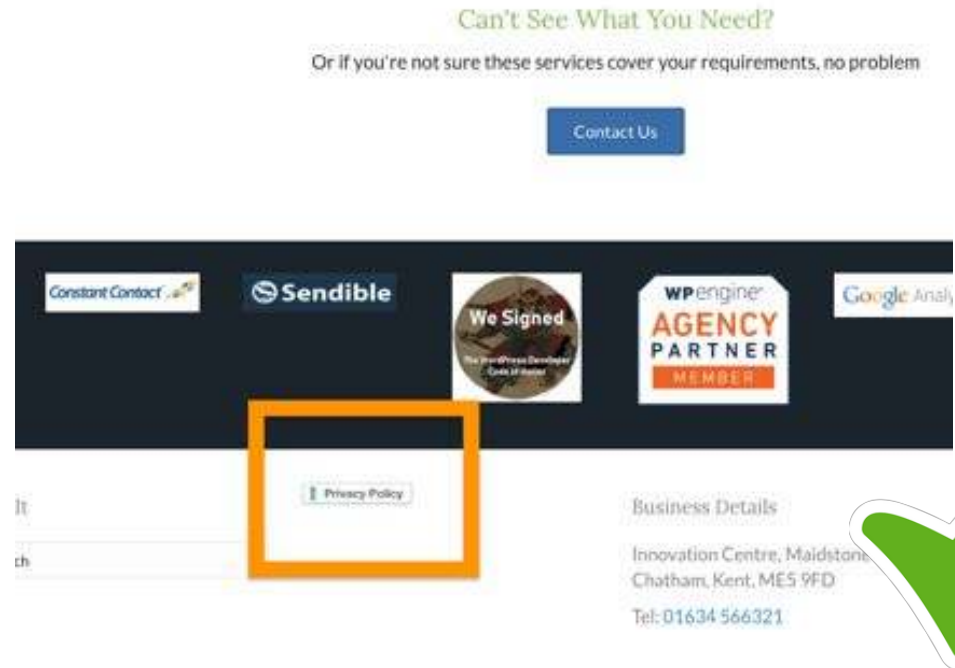
Privacy Policy

A privacy policy is a statement or a legal document (in privacy law) that discloses some or all of the ways a party gathers, uses, discloses, and manages a customer or client's data. It fulfils a legal requirement to protect a customer or client's privacy in relation to any data collected.

Cookie Policy

There is a banner at the bottom of your site that explains that the website uses Cookies and a link to a Cookie Policy.

The Cookie Law is a piece of privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet. ... All websites owned in the EU or targeted towards EU citizens, are expected to comply with the law.



BUSINESS INFORMATION

Registered information: For a UK registered business, the website needs to display the Company Information i.e. the business name, place of registration, registered number, registered office address and if it is a member of a trade association. For sole traders and partnerships, the address of the principle place of business must be displayed.

Aside from the legal implications, prospective and existing clients may visit your website to get your business or contact details and query your credentials if you appear elusive.

Displaying your business information also gives assurance you can be contacted if there is a problem with the service delivery.



BROKEN LINKS

Broken Links and SEO

Search engines see links as a vote for a website's quality. Links to your website and links within your website can affect where your website ranks in search results. Because of this, it's best practice to either remove or update broken links.

Cleaning up broken links can add context to your website, improve user experience, and make content within the website easier for visitors and search engines to discover. On the other hand, websites with too many broken links can be a signal of low quality to search engines.



WORDPRESS WEBSITE REPORT

The next stage in our process is to have a 30 minute one-to-one meeting with you, preferably face to face but we can do it on Skype or Webinar. There isn't any charge for this.

HOW DO I GET THIS STUFF SORTED OUT?

You now know what should be done and you could just ignore it and carry on regardless.

You could of course do a bit of DIY. If you don't fancy putting on your overalls and opening the bonnet yourself and decide to get an expert to do the works for you, we hope that will be us.

If you want more information about how we can sort this out, we can prepare and estimate for your consideration.

If you need to book your one-to-one then please use this link

Book Now

We are also just a phone call away on 01634 566321 so please pick up the phone and chat to us.



Telephone 01634 566321 & Email - team@stormchasersdigital.com

Innovation Centre, Maidstone Rd, Chatham ME5 9FD & at Dragon Co-working 7-8 New Rd Ave, Rochester, Chatham ME4 6BB