

Website Audit for Jane Doe

Site:

Businesswebsite.com

Provided By
ConciergeWP

Current WordPress Version: 5.1.1

- Recommended Action: n/a

Active Theme: MH Magazine

- Recommended Action: remove 2 other unused themes. Create child theme as best practice and to save any customizations if/when parent theme gets updated.

*Note: there is a broken theme alert .. that the parent to MH Magazine is actually not available.

Plugins

- Installed: 31
- Active: 31
- Need Update: 4
- Recommended Action: backup site, update plugins that are in need of update.

Users: 82

- Recommended Action: Review who has access and at what level. Make changes as unnecessary access opens the site to potential hacking attempts.

Backup Strategy

- None seen.
 - Recommended Action: Recommended Actions: Implement a system to backup or work with a maintenance company to provide space.
- *Performing a site backup is always advisable before updating WordPress Core, Themes or Plugins.

Additional Notes / Recommendations

- Both the backend of site (wp-admin) and front-end are on the slow side. The current load time for visitors is averaging 4.7 seconds. The following changes may help:
 - PHP Version is due for update. This too will help in site performance.
 - Enable site caching
 - Switch hosting providers.
- The current site design isn't taking advantage of the visitors full screens/browser. Newer site designs that are full width enable a modern UX (user experience) that may also allow for additional features/content on the site.
- Email signups area would get better conversion in exchange for a lead magnet. Top 10 list? Discount codes for local establishments, etc.
- Implement "Exit Intent" functionality which allows for a pop up/over opportunity