

WEBSITE SUPPORT AUDIT

Company. Example Company
Contact. John Smith
Website. www.yourdomain.com
Date. 01.03.18

Supporting Your Digital Journey™

impactmedia® 

ESSEX

01268 858292

LONDON

020 3355 8747

www.impactmedia.co.uk

Introduction.

Welcome to your 28 Point WordPress Support Audit.

The following document will audit your website and plugins to provide a possible list of recommendations on improving security, speed & performance.



Website Details

URL

www.yourdomain.com

Current Website Host

WP Engine

Date of Audit

01.03.18

Name of Auditor

James Coates



impactmedia® 

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ENTERPRISE WORDPRESS SPECIALISTS

Using our ISO 9001 accredited process to Build, Support and Evolve custom WordPress powered websites.

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How Scoring Works.

We score your website in the following way.

10 = No changes required. Good Work.

5 = Some tweaks are required

0 = The feature is missing and is recommended.



SECTION 1

WEBSITE OVERVIEW



Your Website: Under The Hood.

No. of Pages

375

No. Of Users

7

Payment Provider

n/a

Multiple-Language

Yes

3rd Party / API Integration

No

No. of Posts

158

Sell Online?

Yes but not active

Multisite?

No

Membership / Subscription

Yes

Use A Page Builder?

n/a



SECTION 2

WORDPRESS DETAILS



01.

Is the website running the latest stable version of WordPress?

Active

Yes

Score

10/10

Action Required

No

Notes

Running 4.9.6

Why Does The Latest Version Matter?

WordPress continuously updates and provides security patches as well as bug fixes. Some fixes solve problems your website could be experiencing. The updates also ensure that the website remains secure as older versions can sometimes provide an avenue for hackers to attack.



02.

Is the Website Built On A Custom Theme?

Active

Yes

Score

5/10

Action Required

No

Notes

The theme file may have been renamed based on the amount of plugins utilised in the website.

What is a custom theme?

A custom theme has been created and tailored around your business. They are not off the shelf templates that your business is shoehorned into.

Why does it matter?

Templates can be restrictive and are not as scalable as a custom theme. We usually have to work within the parameters of the theme.



03.

Is the website running the latest stable version of the theme?

Active

n/a

Score

n/a

Action Required

n/a

Notes

As no template theme is identified, we do not need to check for theme updates.

Why should we ensure the theme is kept up to date?

A theme is a website template that is sold to a mass market. With all websites bugs and security flaws can be identified and need to be rectified. Theme developers whether free or paid, would provide access to the updates to ensure your website remains secure and operational.



04.

Does the website use a child theme?

Active

No

Score

n/a

Action Required

No

Notes

Because the website appears to be custom theme, it is not required to create a child theme.

What is a child theme?

A child theme is a clone of the main template file.

Why does it matter?

Having a child theme allows the agency to further develop the theme without complications when running theme updates, which in most cases would overwrite any changes that you may have made to the site.



05.

Are the website's plugins all kept up-to-date?

Active

No

Score

5/10

Action Required

Yes

Notes

Some plugins are out of date and is recommended that these are kept up to date.

Why Should Our Plugins Be Kept Up To Date?

Plugins are the greatest source of security vulnerabilities in WordPress. As most sites use a considerable few to speed up development time and reduce costs, each plugin becomes another security risk.

By keeping each plugin up to date, the plugin developers will usually resolve any security patches or fix code bugs.



06.

How many active plugins does the website use?

No. of Active Plugins

22

Plugin Name

Ad Inserter
Better Search Replace
BP Better Messages
BP Member Reviews
BuddyPress
Buddypress Custom Profile Menu
Buddypress Global Search
Buddypress Live Notification
Buddypress Profile Rating
BP XProfile Custom Fields Type
Cookie Consent
Export User Data
GTranslate
Nexend Social Login

Plugin Name

Page builder by SiteOrigin
Paid Memberships Pro
SiteOrigin Widgets Bundle
Smart Slider 3
Social Network Verification
WP Email Users
Wp Google Maps
WP LinkedIn Login
Yoast SEO



07.

How many inactive plugins does the website have installed?

No. of Active Plugins

4

Plugin Name

Plugin Name

Akismet Anti-Spam

Easy WP SMTP

Nextend Twitter Connect

Two Factor Authentication



SECTION 3

WEBSITE SECURITY



08.

Does The Website Has An SSL Certificate?

Active

Yes

Score

10/10

Action Required

No

Notes

SSL by Let's Encrypt.

What Is An SSL Certificate?

An SSL Certificate is a security precaution that encrypts all data for users visiting your website. It provides a safer browsing experience.

Why Do I Need One?

User safety, security as well as most browsers now block and warn users from visiting websites without SSL certificates.



09.

Does The Website use a web application firewall? Or Security Plugin?

Active

No

Score

0/10

Action Required

Yes

Notes

We'd recommend either using a security plugin or using a third party web application firewall such as Securi. Our Support Unlimited plans filter all websites through Sucuri within the plan fee. Saving £20 per month.

What Is A WAF (web application firewall)

A WAF protects your website from hackers and other types of attacks. It screens visitors whether human or bot and allows safe passage for real users, whilst blocking bot or other potential security threats.

Why Do I Need One?

To protect your website from hacks, exploits and for total peace of mind.



10.

Does the website have a backup facility?

Active

No

Score

0/10

Action Required

Yes

Notes

There could be backups made at server / host level, we would need to investigate further. No backup plugins identified.

Why is important to backup your website?

If a disaster does occur you want to know that your data is safe and protected. Even if the backup is hours or days old, it is far better than having no data to restore.

Backups can be easily set up and are included within our Support Unlimited plans as standard.



11.

Has the website been blacklisted?

Active

No

Score

10/10

Action Required

No

Notes

n/a

What is blacklisting and why it matters?

Your website could be deemed a danger for users to view, having detected malicious code or even virus or malware. Google may display a warning within their search results prompting users that your site may harm their computer.

Security plugins or web application firewalls can prevent your website from being blacklisted.



SECTION 4

WEBSITE PERFORMANCE



12.

Does the website load fast?

Active

No

Score

5/10

Action Required

Yes

Notes

Speed test results on following page.
See recommendations at end of audit.

Why does pagespeed matter?

40% of users leave your website for every 3 seconds of waiting for the page to load.

Conversion rates are also decreased by 7% for every second delay.

Quicker to load websites, convert more and provide greater user satisfaction.



Speed / Performance Tests



Pagespeed

47% (F)

Page Load Time

3.9s

YSlow

54% (E)

Page Size

3.78mb

Mobile

74/100

Desktop

42/100



13.

Does the website use caching?

Active

No

Score

0/10

Action Required

Yes

Notes

Website caching can help improve the overall speed of your website and improve user experience.

What is website caching?

Caching is where the server can store temporary copies of web pages and images so that it is not reloading the entire page again for the next user who wants to access it.

What's the benefit of caching?

Caching can improve page loading times and improve user experience.



14.

Does the website use a CDN?

Active

No

Score

0/10

Action Required

Yes

Notes

A CDN should be implemented to improve page loading speeds. One available on WP Engine not activated.

What is a CDN & what's the benefit?

CDN (Content Delivery Network) is where your website files or images can be stored, rather than storing them directly on the website. This can put less strain on the website and helps to increase page loading times.

Most CDNs use multiple servers around the world so that when a user visits your website the content is being served from the closest server to them - which ensures the quickest method of displaying the content.



15.

Are website images optimised?

Active

No

Score

0/10

Action Required

Yes

Notes

Optimising images helps to improve loading times and pagespeed scoring. A faster websites keep customers on their longer.

What is image optimisation?

Just like when you Zip a file, you can compress the images on your website and reduce the overall file size.

Why is important?

Reducing the file size of the image will make it quicker for the user to load the website.



16.

Have scripts been minified / compressed where possible?

Active

No

Score

0/10

Action Required

Yes

Notes

Minified scripts and code will help to further improve loading times and page speeds.

What is script minification?

In the same way as compressing images, you can also compress pages of code and various scripts.

This helps reduce the overall page load times and improve user experience.



17.

Has the website got any broken links?

Active

Yes

Score

5/10

Action Required

Yes

Notes

10+ broken links, appears to be mostly external content being referenced.

What are broken links & why are they important?

Broken links are URL's on the website that are no longer valid. Whether the content has been removed, the page renamed or moved. These links usually present the user with a 404 page.

Broken links can leave a user frustrated, but they can also affect your search engine rankings, as search engines don't want their users to get frustrated with visiting pages that don't exist.



SECTION 4

WEBSITE FEATURES



18.

Does The Website Use reCAPTCHA V1?

Active

No

Score

10/10

Action Required

No

Notes

n/a

What is reCAPTCHA V1?

reCAPTCHA V1 is the oldest of Google's CAPTCHA service. Where you enter letters / numbers before completing a form.

Why does it matter?

Google discontinued the service in March 2018. Sites using the service now display error messages, causing forms to not complete.



19.

Does the website have a staging server?

Active

No

Score

5/10

Action Required

Yes

Notes

There is a staging server available with WP Engine however it doesn't appear to be setup.

What is a staging server?

Staging servers provide a clone of the website that is stored behind a private link, allowing for new development work to be carried out simultaneously without affecting the live website.

When the changes are approved the staging version can simply replace the live website, avoiding any downtime or showing incomplete website to users.



20.

Is the website running the latest version of PHP?

Active

n/a

Score

n/a

Action Required

Maybe

Notes

We couldn't determine which version of PHP your host was running. Further investigation might be needed within the host to view the information.

What is PHP?

PHP is the code used to build WordPress websites.

Why should our website run the latest version of PHP?

The latest version of PHP will be the fastest and most secure. Note that not every host will upgrade you to the latest version, and sometimes moving your website can cause conflicts without a compatibility test.



21.

Does the website use a dedicated transactional email service?

Active

No

Score

0/10

Action Required

Yes

Notes

Dedicated email services can be used to help ensure that users and administrators receive potentially important emails from the site at all times, including some levels of tracking.

What is a dedicated transactional email service?

Confirmation, signups and welcome emails are sent automatically by the website. Some emails may end up in junk or spam folders, emails usually sent from enquiry forms can benefit from higher deliverability rates by using trusted 3rd party email service providers.



SECTION 5

WEBSITE COMPLIANCE



22.

Does the website feature a privacy policy?

Active

Yes

Score

10/10

Action Required

No

Notes

Privacy and cookie policy combined.

Why would we need a privacy policy?

Since the introduction of GDPR privacy policies are now vital to provide an informative breakdown of how the website processes user data.



23.

Does the website feature a cookie policy?

Active

Yes

Score

10/10

Action Required

No

Notes

Cookie policy is combined with privacy policy. We'd recommend separating the policies. We'd also recommend running a cookie lookup to ensure all cookies are listed within policy.
<https://www.cookiebot.com/en/>

Why would we need a cookie policy?

Since the introduction of GDPR, a cookie policy should provide users a detailed breakdown of what cookies the website is using, what type of cookies they are, what they are used for, how is it stored on a user's browser / device and how long is it stored for.



24.

Does the website feature a cookie consent banner?

Active

Yes

Score

5/10

Action Required

No

Notes

There is a cookie consent plugin installed which displays a message on page load. Some more advanced options are available to provide users with options to switch off certain cookies via the consent banner.

What is a cookie consent banner and why do we need one?

A cookie consent banner is a visual prompt that appears on page load that informs the user that the website uses cookies and asks for their acceptance to continue using the website.

Since the introduction of GDPR users must give consent to be tracked when viewing your website.



SECTION 6

WEBSITE USABILITY



25.

Is the website responsive? I.e. function on mobile and tablet.

Active

Yes

Score

10/10

Action Required

No

Notes

n/a

What is a responsive website?

A responsive website is one that is flexible based on the device being used to view the website. Those visiting from a mobile or tablet should see the content and design in an alternate view compared to the desktop.

Mobile now contributes to 55% of all website traffic. By creating a website that works for mobile and tablet, provides a better user experience and should decrease bounce rate.



26.

Does the website utilise click to call on mobile devices?

Active

No

Score

n/a

Action Required

No

Notes

The website is not really driving users to contact the site for sales purposes. However if you wanted to be contacted, we'd recommend that any telephone number had click to call implemented.

What is click to call?

When viewing the website on mobile, any contact numbers being easily clickable to instantly call from the device.

Why is it important?

Allowing the user viewing your website from their mobile to conveniently click to call you. As to copying or retyping the number before calling.



SECTION 7

ANALYTICS & TRACKING



28.

Does the website have Google Tag Manager Installed?

Active

Yes

Score

10/10

Action Required

No

Notes

n/a

What is Google Tag Manager or GTM?

GTM is a script that can be put into the website that can save time and money when carrying digital advertising / marketing.

Advertising on Facebook requires adding a tracking pixel to your website, requesting your agency to add this will cost you, however any tracking pixel can be added to GTM without the need to involve your agency.



28.

Does the website have Google Analytics Installed?

Active

Yes

Score

10/10

Action Required

No

Notes

Google analytics detected.

What is Google Analytics and why is it important to have?

Google Analytics is a free tracking tool that provides statistics for your website like: number of visits, where the user come from and how long users spent on the website.

In a digital world the metrics mentioned above are vital to work out a more clean ROI on any marketing or advertising campaign.



SUMMARY

RESULTS & RECOMMENDATIONS



Your website scored:

115/230

**Good News.
We Can Help Increase Your Score!**



Recommendations

01. Ensure your plugins are kept up to date.

Good news is that both our support only and Support Unlimited plans help you achieve this.

02. For security reasons remove inactive plugins.

Good news is that both our support only and Support Unlimited plans help you achieve this.



Recommendations

03. Setup a WAF or install a security plugin.

Our Support Unlimited plans have Sucuri firewall included, saving £25 going direct. A free Sucuri plugin could be installed with reduced service.

04. Establish a backup facility.

Backup plugins can be easily installed and configured. Both Support Unlimited & Support only come with backups.



Recommendations

05. Setup website caching.

Caching plugins can be configured. Support Only & Unlimited both include website caching.

06. Create a CDN for content and imagery.

A CDN would be configured on our Support Unlimited plans.



Recommendations

07. Optimise website images to help increase speed.

Compression plugins can be installed and are included on our Support Unlimited plans.

08. Compress / Minify all scripts to help improve page speed.

Compression plugins can be installed and are included on our Support Unlimited plans.



Recommendations

09. We'd advise on resolving any broken links.

Using <http://www.brokenlinkcheck.com> to discover the broken links and change the Destination.

10. The website would benefit from using a transactional email service

Using a third party service like Postmark APP. This service is included within our Support Unlimited plan.



Recommendations

11. We'd advise on running a cookie scan to see if all cookie are listed within the cookie policy.

Using [Cookiebot.com](https://www.cookiebot.com) to run a free scan.

12. We'd also advise on separating the cookie & privacy policy to make content easier to digest for users.



Recommendations

13. Look at using a cookie consent tool like cookie bot to allow users to opt out of using cookies to further meet compliance.

Cookiebot.com have a great option, although carries a monthly charge.

14. A GDPR website audit would be beneficial to provide a greater breakdown on whether the plugins process data as well as other key parts of GDPR.



Recommendations

15. We recommend creating a staging environment for future development work

A staging server is included within our Support Unlimited.



Summary

Simply moving to either our Support Only or Support Unlimited plans will drastically improve the overall speed, performance and security of your website.

We can also help you save time by carrying out many of the update and backup tasks each month.



WHAT'S NEXT?

**LET'S BOOK A CALL TO DISCUSS YOUR
AUDIT IN MORE DETAIL.**



Call James
on **01268 858292**

