Gold Pebble

Website report for Example Client Name

Tuesday June 18, 2024

Report Type: Level 2

Contents

Who are Gold Pebble?

Gold Pebble was established by the creative mind of Dean Hodges, an award-winning designer recognised by D&AD (Design & Art Direction), and the analytical expertise of Paul Goldsmith, who brings over 20 years of experience in technology. Their combined skills have shaped Gold Pebble into a dynamic and innovative web development agency.

Based in Hastings, East Sussex, we take great pride in our local heritage. Our mission is to use our expertise to benefit the local economy, enhancing businesses and organisations in our community. By staying true to our roots, we aim to make a positive contribution to the area that supports us.

We believe in building strong relationships, with openness and honesty as our core strengths. These qualities are essential for creating lasting partnerships. We are committed to nurturing relationships based on trust and transparency, ensuring mutual growth and success in all our collaborations.

"The Gold Pebble team did a great job at redesigning our website. They've made content management completely hassle-free. Plus, their customer service has been really efficient and supportive." - **Comms secretary at Oxford**

Introduction

This report is designed to provide a thorough review of your website, focusing on key areas such as dependencies and performance. Additionally, we will assess the long-term stability and affordability of your current website setup. Our goal is to ensure that you have a solid foundation for future improvements.

We aim to deliver actionable recommendations and a plain-English assessment for any necessary technical improvements, envisioning what would be needed to achieve your goal.

Objectives

- **Evaluate Dependencies**: Assess the current dependencies of your website to identify any potential risks or areas for improvement.
- **Analyse Performance**: Examine the website's performance to ensure it is operating efficiently and effectively.
- **Assess Long-Term Stability**: Evaluate the stability of the website's current setup to ensure it can support future growth and enhancements.
- **Foundation for Future Work**: Ensure that the website has a robust setup that facilitates future improvements and the addition of new functionalities without over-reliance on third-party integrations, widget and plugins.
- **Provide Recommendations**: Offer actionable recommendations for any necessary technical improvements to enhance the website's overall performance and stability.

Executive Summary

|	
Performance:	**8**/10
Website Dependencies:	**5**/10
Security:	**8**/10
SEO:	**7**/10

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University Hospitals Sussex

Our mission is to enhance the care and experience of everyone who comes through the doors of our hospitals.

My University Hospitals Sussex is the dedicated charity for your local hospitals across Sussex. We raise funds for treatment, care and research which go over and above core NHS funding, making a real and tangible difference to patients and staff alike.

Find out more
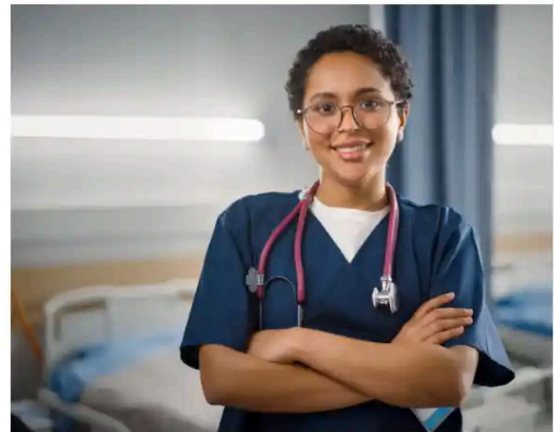


Supporting seven hospitals across Sussex

Our work supports hospitals in Brighton, Haywards Heath, Worthing, Shoreham-by-Sea and Chichester, providing them with the fundraising and patient-first initiatives to go the extra mile in hospital care and staff welfare.

More about us

Putting patients first

Your support helps us to fund a diverse range of projects across our seven hospitals. Here are some initiatives we are proud to have been involved in:
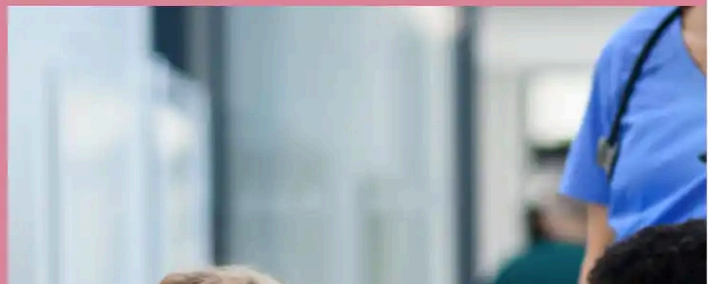
8.7 /10

Performance

1.7 s
Speed Index
The Speed Index shows how quickly the contents of a page are visibly populated. We recommend 3.4 seconds or less.

0
Errors in console
The errors can relate to a website issue which need to be fixed.

0.9 s
First Contentful Paint
First Contentful Paint marks the time at which the first text or image is painted to the screen. The aim is to be 3 seconds or less.

154
Number of requests
The number of requests relates to all the external files and server interactions to load the website such as media, stylesheets, external files. We review these in more detail further on in the report.

Errors In Console (0)

Description	Source
No Errors in Console	

Performance - Summary

> Based on the provided scores, your website demonstrates strong performance metrics. The Speed Index of 1.5 seconds is excellent, significantly below the recommended threshold of 3.4 seconds, indicating that users see the main content quickly. The absence of console errors suggests that the website is well-maintained and free from critical issues that could disrupt its operation. Additionally, the First Contentful Paint (FCP) time of 0.9 seconds is outstanding, as it ensures that the initial content is displayed rapidly, enhancing user experience and perceived loading times.
>
> However, the website makes 154 requests, which is on the higher side. Each request adds to the total load time, and while this number isn't inherently problematic, optimising it could lead to performance improvements. Overall, your website performs exceptionally well in key areas, contributing to a fast, stable, and user-friendly experience. By addressing the number of requests, you can further enhance its performance and maintain high standards.

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5 /10

Website Dependencies

Wordpress

WordPress is a popular open-source content management system (CMS) that enables users to build and manage websites easily, offering extensive customization options through themes and plugins.

✅ **Latest version installed**

4.8MB
Total Page Size

This value represents all information which is downloaded when viewing this website. The lower the score, the quicker the website loads.

26
Stylesheets

A stylesheet for a website, often referred to as a Cascading Style Sheet (CSS), is a set of rules that defines the look and layout of a website's content. This includes styles for fonts, colors, spacing, positioning of elements, and other aspects of design.

68
Scripts

A script is a piece of code written in a scripting or programming language that automates tasks or adds functionality to a website

31
Images

10
Fonts

Top 5 Images - Ordered by size

Type	URL	Size	Status	Priority
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/2526/Page-26-Photo-2-960x960.png	579.5KB	200	Low
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/990/PXL_20211109_072923512-scaled-1400x1867.jpg	336.3KB	200	Low
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/996/RSCH-1400x998.jpeg	205.4KB	200	Low
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/933/Screenshot-2023-04-02-at-13.58.51-1400x1333.png	170.1KB	200	Low
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/1911/BMW_2023_Image-01-960x640.jpg	156.8KB	200	Low
Image	https://www.myuhsussex.org/wp-content/uploads/fly-images/973/AdobeStock_566991137-scaled-960x671.jpeg	146.3KB	200	Medium

Top 5 Scripts - Ordered by size

Type	URL	Size	Status	Priority
text/javascript	https://www.gstatic.com/recaptcha/releases/EGbODne6buzpTnWrrBprcfAY/recaptcha__en.js	538KB	200	High
text/javascript	https://www.gstatic.com/recaptcha/releases/EGbODne6buzpTnWrrBprcfAY/recaptcha__en.js	538KB	200	Low
application/javascript	https://www.googletagmanager.com/gtag/js?id=G-WH08QTMN4P&l=dataLayer&cx=c	308.7KB	200	Low
application/javascript	https://www.googletagmanager.com/gtm.js?id=GTM-NRRW42D	270.3KB	200	Low
application/x-javascript	https://connect.facebook.net/en_US/fbevents.js	225.3KB	200	Low
application/javascript	https://www.googletagmanager.com/gtag/destination?id=DC-13111100&l=dataLayer&cx=c	214.6KB	200	Low

Website Dependencies - Summary

"

Your website, built using the latest version of WordPress, demonstrates a commitment to keeping up with current security patches and features. However, the total page size of **4.2MB is relatively large**, which can affect loading times, particularly for users with slower internet connections or those accessing the site via mobile devices. Reducing the size of images, compressing files, and minimising heavy scripts can help mitigate this issue (more details at the end of the document). I suspect the actual figure is higher but there is an aggressive caching tool used which is used to display a reduced sized website.

The website has 26 stylesheets, 68 scripts, 32 images, and 10 fonts. The high number of stylesheets and scripts can lead to increased loading times due to the numerous HTTP requests needed.

There are currently 10 fonts which have been loaded. I suspect the full library of font weights have been installed as apposed to just using the ones in the design. There are some rogue ones such as Ubuntu, Open Sans, bwg which look like they aren't being used. The number of scripts is alarming. I suspect multiple plugins have added their own.

Overall, while the site is well-maintained and up-to-date, but there are significant areas for optimisation to enhance speed and user experience.

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8 /10

Security

Secure Website

Website has a SSL security certificate provided by **Let's Encrypt** and expires on **Monday 19 August 2024 at 08:01**

PHP Version: 8.2.19.

The latest release is 8.2. Speak with your web developer / IT team for an upgrade.

Wordpress

WordPress is a popular open-source content management system (CMS) that enables users to build and manage websites easily, offering extensive customization options through themes and plugins.

✅ **Latest version installed**

Wordpress Plugins

What is a Wordpress plugin?

A WordPress plugin is a piece of software that can be added to a WordPress website to extend functionality or add new features.
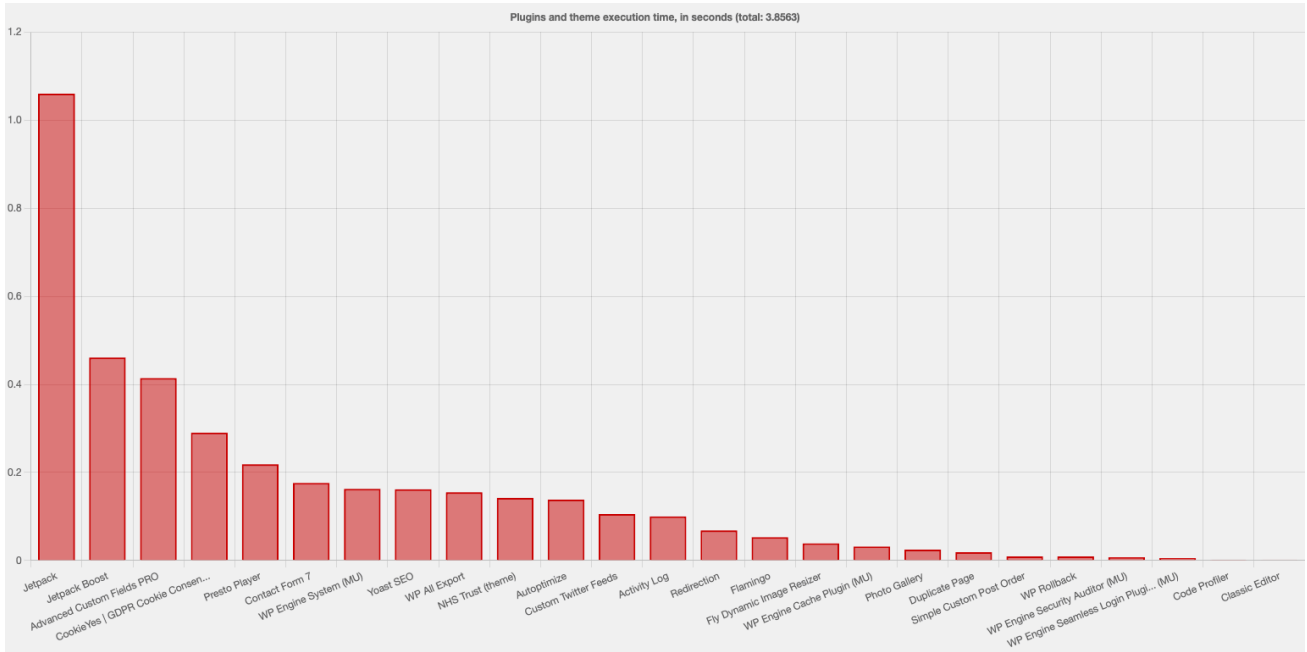
22
Installed Plugins

20
Active Plugins

1
Need Updating

Plugin Name	Description	Author	Active/ Inactive	Current Version	Update Available	
CookieYes	GDPR Cookie Consent	A simple way to show your website complies with the EU Cookie Law / GDPR.	CookieYes	Active	3.2.4	-
Activity Log	This top rated Activity Log plugin helps you monitor & log all changes and actions on your WordPress site, so you can remain secure and organized.	Activity Log Team	Active	2.10.1	No	
Advanced Custom Fields PRO	Customize WordPress with powerful, professional and intuitive fields.	WP Engine	Active	6.0.7	No	
Autoptimize	Makes your site faster by optimizing CSS, JS, Images, Google fonts and more.	Frank Goossens	Active	3.1.11	No	

Classic Editor	Enables the WordPress classic editor and the old-style... the older plugins that extend this screen.	WordPress	Active	1.6.3	No
Contact Form 7	Just another contact form plugin. Simple but flexible.	Takayuki Miyoshi	Active	5.9.6	No
Contact Form CFDB7	Save and manage Contact Form 7 messages. Never lose important data. Contact Form CFDB7 plugin is an add-on for the Contact Form 7 plugin.	Arshid	Active	1.2.7	No
Custom Twitter Feeds	Customizable X Feeds, formerly known as Twitter feeds, for your website	Smash Balloon	Active	2.2.2	No
Duplicate Page	Duplicate Posts, Pages and Custom Posts using single click.	mndpsingh287	Active	4.5.3	No
Flamingo	A trustworthy message storage plugin for Contact Form 7.	Takayuki Miyoshi	Active	2.5	No
Fly Dynamic Image Resizer	Dynamically create image sizes on the fly!	Junaid Bhura	Active	2.0.8	No
Jetpack	Security, performance, and marketing tools made by WordPress experts. Jetpack keeps your site protected so you can focus on more important things.	Automattic	Active	13.5	No
Jetpack Boost	Boost your WordPress site's performance, from the creators of Jetpack	Automattic - Jetpack Site Speed team	Active	3.4.4	No
Photo Gallery	This plugin is a fully responsive gallery plugin with advanced functionality. It allows having different image galleries for your posts and pages. You can create unlimited number of galleries, combine them into albums, and provide descriptions and tags.	Photo Gallery Team	Active	1.8.25	No
Presto Player	A beautiful, fast media player for WordPress.	Presto Made, Inc	Active	2.3.3	No
Query Monitor	The developer tools panel for WordPress.	John Blackbourn	Inactive	3.16.3	No
Redirection	Manage all your 301 redirects and monitor 404 errors	John Godley	Active	5.4.2	No
Simple Custom Post Order	Order Items (Posts, Pages, and Custom Post Types) using a Drag and Drop Sortable JavaScript.	Colorlib	Active	2.5.7	No
WP All Export	Export any post type to a CSV or XML file. Edit the exported data, and then re-import it later using WP All Import.	Soflyy	Active	1.4.6	No
WP Rollback	Rollback (or forward) any WordPress.org plugin, theme or	WP Rollback	Active	2.0.7	No

Yoast SEO	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.	Team Yoast	Active	23.8	No

Plugin Performance

Plugins and theme execution time, in seconds (total: 3.8563)

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Security - Summary

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Your website appears to be well-secured with an SSL certificate from Let's Encrypt, valid until 19 August 2024. This ensures that data transferred between your website and its users is encrypted, which is a critical aspect of maintaining trust and security.

The site is running on PHP version 8.2.19, which is up-to-date as PHP 8.2 is actively supported until December 2024 and receives security updates until December 2026. However, it's worth noting that PHP 8.3 is the latest version and brings additional features and security improvements. Upgrading to PHP 8.3 would ensure that your website benefits from the latest enhancements and remains secure against emerging threats.

Regarding the plugins, having 22 installed with 20 active is quite typical for a WordPress site. It's positive that none of the plugins require updates at this time. Keeping plugins updated is essential to prevent security vulnerabilities and ensure compatibility with the latest PHP versions and WordPress updates. However, regularly auditing your plugins to remove any that are inactive or unnecessary can help streamline performance and reduce potential security risks.

According to Google's best practices, focusing on performance and security is paramount. Ensuring that your PHP version is the latest stable release and that your plugins are minimal and up-to-date aligns with these practices and can improve your website's speed, security, and user experience.

In summary, consider planning an upgrade to PHP 8.3, continue diligent updates and audits of your plugins, and maintain your SSL certificate to ensure ongoing security and performance improvements for your website.

7 /10

SEO Optimisation

1

High Priority Issue(s)

7

Medium Priority Issue(s)

25

Low Priority Issue(s)

3

301 Redirects

A 301 is a page which has been redirected.

0

404 Page does not exist

8

Pages With Empty Meta Description(s)

⊘ Sitemap

Social Share - Preview

MYUHSUSSEX.ORG
Home I My University Hospitals Sussex
My University Hospitals Sussex is the dedicated charity for your local hospitals...

Missing Properties	The following required properties are missing: og:description, fb:app_id

Detected Issues

Priority	Type	URLs	Description	How to fix
HIGH	Warning	1	**Canonicals: Canonicalised** Pages that have a canonical to a different URL. The URL is 'canonicalised' to another location. This means the search engines are being instructed to not index the page, and the indexing and linking properties should be consolidated to the URL in the canonical.	These URLs should be reviewed carefully to ensure the indexing and link signals are being consolidated to the correct URL. In a perfect world, a website wouldn't need to canonicalise any URLs as only canonical versions would be linked to internally on a website, but often they are required due to various circumstances outside of control, and to prevent duplicate content. Update internal links to canonical versions of URLs where possible.
Medium	Opportunity	30	**Images: Over 100 KB** Large images over a size threshold. Page speed is extremely important for users and SEO and often large resources such as images are one of the most common issues that slow down web pages. This filter simply acts as a general rule of thumb to help identify images that are fairly large in file size and may take longer to load. These should be considered for optimisation, alongside opportunities identified in the PageSpeed tab which uses the PSI API and Lighthouse to audit speed. This can help identify images that haven't been optimised in size, load offscreen, are unoptimised etc.	Uncompressed images bloat pages with unnecessary bytes, so ensure images are optimised with compression, properly scaled, and using the best image format to reduce file size where possible.
Medium	Warning	6	**H1: Multiple** Pages which have multiple <h1>s. While this is not strictly an issue because HTML5 standards allow multiple <h1>s on a page, there are some problems with this modern approach in terms of usability. It's advised to use heading rank (h1-h6) to convey document structure. The classic HTML4 standard defines there should only be a single <h1> per page, and this is still generally recommended for users and SEO.	Consider updating the HTML to include a single <h1> on each page, and utilising the full heading rank between (h2 - h6) for additional headings.
Medium	Warning	5	**Canonicals: Missing** Pages that have no canonical URL present either as a link element, or via HTTP header. If a page doesn't indicate a canonical URL, Google will identify what they think is the best version or URL. This can lead to ranking unpredictability when there are multiple versions discovered, and hence generally all URLs should specify a canonical version	Specify a canonical URL for every page to avoid any potential ranking unpredictability if multiple versions of the same page are discovered on different URLs.
Medium	Opportunity	4	**Page Titles: Over 561 Pixels** Pages which have page titles over Google's estimated pixel length limit for titles in search results. Google snippet length is actually based upon pixels limits, rather than a character length. The SEO Spider tries to match the latest pixel truncation points in the SERPs, but it is an approximation and Google adjusts them frequently.	Write concise page titles to ensure important words are not truncated in the search results, not visible to users and potentially weighted less in scoring.
Medium	Opportunity	4	**Page Titles: Over 60 Characters** Pages which have page titles that exceed the configured limit. Characters over this limit might be truncated in Google's search	Write concise page titles to ensure important words are not truncated in the search results,

Medium	Issue	2	**H1: Missing**	Ensure important pages have concise, descriptive and unique headings to help users, and enable search engines to score and rank the page for relevant search queries.
			Pages which have a missing <h1>, the content is empty or has a whitespace. The <h1> should describe the main title and purpose of the page and are considered to be one of the stronger on-page ranking signals.	
Medium	Opportunity	1	**Content: Low Content Pages**	Consider including additional descriptive content to help the user and search engines better understand the page.
			Pages with a word count that is below the default 200 words. The word count is based upon the content area settings used in the analysis which can be configured via 'Config > Content > Area'. There isn't a minimum word count for pages in reality, but the search engines do require descriptive text to understand the purpose of a page. This filter should only be used as a rough guide to help identify pages that might be improved by adding more descriptive content in the context of the website and page's purpose. Some websites, such as ecommerce, will naturally have lower word counts, which can be acceptable if a products details can be communicated efficiently.	
Low	Warning	154	**Security: Missing HSTS Header**	The HSTS header should be used across all pages to instruct the browser that it should always request pages via HTTPS, rather than HTTP.
			URLs that are missing the HSTS response header. The HTTP Strict-Transport-Security response header (HSTS) instructs browsers that it should only be accessed using HTTPS, rather than HTTP. If a website accepts a connection to HTTP, before being redirected to HTTPS, visitors will initially still communicate over HTTP. The HSTS header instructs the browser to never load over HTTP and to automatically convert all requests to HTTPS.	
Low	Warning	154	**Security: Missing X-Content-Type-Options Header**	To minimise security issues, the X-Content-Type-Options response header should be supplied and set to 'nosniff'. This instructs browsers to rely only on the Content-Type header and block anything that does not match accurately. This also means the content-type set needs to be accurate.
			URLs that are missing the 'X-Content-Type-Options' response header with a 'nosniff' value. In the absence of a MIME type, browsers may 'sniff' to guess the content type to interpret it correctly for users. However, this can be exploited by attackers who can try and load malicious code, such as JavaScript via an image they have compromised.	
Low	Warning	154	**Security: Missing Content-Security-Policy Header**	Set a strict Content-Security-Policy response header across all page to help mitigate cross site scripting (XSS) and data injection attacks.
			URLs that are missing the Content-Security-Policy response header. This header allows a website to control which resources are loaded for a page. This policy can help guard against cross-site scripting (XSS) attacks that exploit the browser's trust of the content received from the server. The SEO Spider only checks for existence of the header, and does not interrogate the policies found within the header to determine whether they are well set-up for the website. This should be performed manually.	
Low	Warning	154	**Security: Missing X-Frame-Options Header**	To minimise security issues, the X-Frame-Options response header should be supplied with a 'DENY' or 'SAMEORIGIN' value.
			URLs missing an X-Frame-Options response header with a 'DENY' or 'SAMEORIGIN' value. This instructs the browser not to render a page within a frame, iframe, embed or object. This helps avoid 'clickjacking' attacks, where your content is displayed on another web page that is controlled by an attacker.	

Low	Warning	154	**Security: Missing Secure Referrer-Policy Header** cross-origin', 'no-referrer' or 'strict-origin' policies in the Referrer-Policy header. When using HTTPS, it's important that the URLs do not leak in non-HTTPS requests. This can expose users to 'man in the middle' attacks, as anyone on the network can view them.	Consider setting a referrer policy. It retains much of the referrer's usefulness, while mitigating the risk of leaking data cross-origins.
Low	Issue	62	**Images: Missing Alt Text** Images that have an alt attribute, but are missing alt text. Click the address of the image and then the 'Image Details' tab in the lower window pane to view which pages have the image on them, and are missing alt text. Images should have descriptive alternative text about its purpose, which helps the blind and visually impaired, and the search engines understand it and its relevance to the web page.	Include descriptive alt text for images to help users and the search engines understand them better. Where possible, decorative images should be provided using CSS background images or alternatively a null (empty) alt text should be provided (alt="") so that they can be ignored by assistive technologies, such as screen readers.
Low	Opportunity	15	**Links: Internal Outlinks With No Anchor Text** Pages that have internal links without anchor text or images that are hyperlinked without alt text. Anchor text is the visible text and words used in hyperlinks that provide users and search engines context about the content of the target page. Internal outlinks without anchor text can be seen in the 'Outlinks' tab, with the 'All Link Types' filter set to 'Hyperlinks', where the 'Anchor Text' column is blank, or if an image, the 'Alt Text' column is also blank. Export in bulk via 'Bulk Export > Links > Internal Outlinks With No Anchor Text'.	Review the missing anchor text outlinks and where appropriate include useful and descriptive anchor text to help users and search engines.
Low	Warning	11	**Links: Pages With High External Outlinks** Pages that have a high number of followed external outlinks on them based upon the 'High External Outlinks' preferences under 'Config > Spider > Preferences'. External outlinks are hyperlinks to another subdomain or domain (depending on your configuration). This might be completely valid, such as linking to another part of the same root domain, or linking to other useful websites. External followed outlinks can be seen in the 'Outlinks' tab, with the 'All Link Types' filter set to 'Hyperlinks' where the 'Follow' column is 'True'.	Review followed external outlinks to ensure they are to credible, trusted and relevant websites that are useful to your users.
Low	Warning	8	**H2: Missing** Pages which have a missing <h2>, the content is empty or has a whitespace. The <h2> heading is often used to describe sections or topics within a document. They act as signposts for the user, and can help search engines understand the page.	Consider using logical and descriptive <h2>s on important pages that help the user and search engines better understand the page.
Low	Opportunity	8	**Meta Description: Missing** Pages which have a missing meta description, the content is empty or has a whitespace. This is a missed opportunity to communicate the benefits of your product or service and influence click through rates for important URLs.	It's important to write unique and descriptive meta descriptions on key pages to communicate the purpose of the page to users, and entice them to click on your result over the competition. It can also mean Google use this description for snippets in the search results for some queries, rather than make up their own based upon

Low	Warning	4	**Security: Unsafe Cross-Origin Links** attribute (to open in a new tab), without using rel="noopener" (or rel="noreferrer") at the same time. Using target="_blank" alone leaves those pages exposed to both security and performance issues for some legacy browsers, which are estimated to be below 5% of market share. Setting target="_blank" on <a> elements implicitly provides the same rel behavior as setting rel="noopener" which does not set window.opener for most modern browsers, such as Chrome, Safari, Firefox and Edge. The external links that contain the target="_blank" attribute by itself can be viewed in the 'outlinks' tab and 'target' column. They can be exported alongside the pages they are linked from via 'Bulk Export > Security > Unsafe Cross-Origin Links'.	Consider the benefits of including on any links that contain the target="_blank" attribute to avoid security and performance issues for the users of legacy browsers that may visit the website.
Low	Opportunity	4	**H1: Duplicate** Pages which have duplicate <h1>s. It's important to have distinct, unique and useful main headings. If every page has the same <h1>, then it can make it more challenging for users and the search engines to understand one page from another.	Update duplicate <h1>s as necessary, so important pages contain a unique and descriptive <h1> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canonicals where appropriate.
Low	Warning	3	**Response Codes: Internal Redirection (3xx)** Internal URLs which redirect to another URL. These will include server-side redirects, such as 301 or 302 redirects (and more). View URLs that link to redirects using the lower 'inlinks' tab and export them in bulk via 'Bulk Export > Response Codes > Internal > Redirection (3xx) inlinks'.	Ideally all internal links would be to canonical resolving URLs, and avoid linking to URLs that redirect. This reduces latency of redirect hops for users, and enhanced efficiency for search engines.
Low	Warning	3	**H1: Non-Sequential** Pages with an <h1> that is not the first heading on the page. Heading elements should be in a logical sequentially-descending order. The purpose of heading elements is to convey the structure of the page and they should be in logical order from <h1> to <h6>, which helps navigating the page and users that rely on assistive technologies.	Ensure the <h1> is the first heading on the page. Headings should be in a logical sequential order from <h1> to <h6>. Review and update page heading levels so they are descending in order, for example the first heading level should be an <h1>, and this should be followed by an <h2>.
Low	Opportunity	2	**H2: Duplicate** Pages which have duplicate <h2>s. It's important to have distinct, unique and useful pages. If every page has the same <h2>, then it can make it more challenging for users and the search engines to understand one page from another.	Update duplicate <h2>s as necessary, so important pages contain a unique and descriptive <h2> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canonicals where appropriate.
Low	Issue	2	**Images: Missing Alt Attribute** Images that are missing an alt attribute all together. Click the address (URL) of the image and then the 'Image Details' tab in the lower window pane to view which pages have the image on, and are missing alt attributes. All images should contain an alt attribute with descriptive text, or blank when it's a decorative	Include alt attributes with descriptive alt text for images to help users and the search engines understand them better. Where possible, decorative images should be provided using CSS

				text should be provided (alt="") so they are not read out loud by assistive technologies, such as screen readers.
Low	Opportunity	2	**H2: Over 70 Characters** Pages which have <h2>s over the configured limit. There is no hard limit for characters in an <h2>, however they should be clear and concise for users and long headings might be less helpful	Write concise <h2>s for users, including target keywords where natural for users - without keyword stuffing.
Low	Opportunity	1	**Meta Description: Below 70 Characters** Pages which have meta descriptions below the configured limit. This isn't strictly an issue, but an opportunity. There is additional room to communicate benefits, USPs or call to actions.	Consider updating the meta description to take advantage of the space left to include additional benefits, USPs or call to actions to improve click through rates (CTR).
Low	Opportunity	1	**URL: Underscores** URLs with underscores, which are not always seen as word separators by search engines.	Ideally hyphens should be used as word separators, rather than underscores. However, changing URLs is a big decision, and often it's not worth changing them for SEO purposes alone. If URLs are changed, then appropriate 301 redirects must be implemented.
Low	Warning	1	**URL: Parameters** URLs that include parameters such as '?' or '&'. This isn't an issue for Google or other search engines to crawl unless at significant scale, but it's recommended to limit the number of parameters in a URL which can be complicated for users, and can be a sign of low value-add URLs.	Where possible use a static URL structure without parameters for key indexable URLs. However, changing URLs is a big decision, and often it's not worth changing them for SEO purposes alone. If URLs are changed, then appropriate 301 redirects must be implemented.
Low	Opportunity	1	**Meta Description: Below 400 Pixels** Pages which have meta descriptions much shorter than Google's estimated pixel length limit. This isn't necessarily an issue, but it does indicate there might be room to communicate benefits, USPs or call to actions.	Consider updating the meta description to take advantage of the space left to include additional benefits, USPs or call to actions to improve click through rates (CTR).
Low	Opportunity	1	**H1: Over 70 Characters** Pages which have <h1>s over the configured length. There is no hard limit for characters in an <h1>, however they should be clear and concise for users and long headings might be less helpful	Write concise <h1>s for users, including target keywords where natural for users - without keyword stuffing.
Low	Warning	1	**H2: Non-Sequential** Pages with an <h2> that is not the second heading level after the <h1> on the page. Heading elements should be in a logical sequentially-descending order. The purpose of heading elements is to convey the structure of the page and they should be in logical order from <h1> to <h6>, which helps navigating the page and users that rely on assistive technologies.	Ensure the <h2> is the second heading on the page. Headings should be in a logical sequential order from <h1> to <h6>. Review and update page heading levels so they are descending in order, for example the heading element following an <h1> should be an <h2>, rather than an <h3>.
Low	Opportunity	1	**Content: Readability Difficult**	Consider improving the

college graduates according to the Flesch reading ease score
are generally harder to read and understand.

audience. Copy that uses shorter
words is often easier to read and
understand.

Low	Warning	1	**Response Codes: External No Response** External URLs with no response returned from the server. Usually due to a malformed URL, connection timeout, connection error, or connection refused. View URLs that link to no responses using the lower 'inlinks' tab and export them in bulk via 'Bulk Export > Response Codes > External > No Response inlinks'.	Malformed URLs should be updated to the correct location and other connection issues can often be resolved by using different user-agents ('Config > User-Agent'), adjusting the crawl speed ('Config > Speed') or disabling firewalls & proxies. If they can be viewed in a browser, then it's often not an issue.

SEO Content Review - META / Titles

URL	Page Title Length	META Description	META Length
Home | My University Hospitals Sussex https://www.myuhsussex.org/	37		0
The inaugural My Music gig – a great success! | My University Hospitals Sussex https://www.myuhsussex.org/my-music-gig/	78	My University Hospitals Sussex first My Music gig is a hit.	59
Celebrating the Filipino community at University Hospitals Sussex | My University Hospitals Sussex https://www.myuhsussex.org/celebrating-the-filipino-community-at-university-hospitals-sussex/	98	My University Hospitals Sussex supports staff celebrations for Philippines Independence Day.	92
Contact | My University Hospitals Sussex https://www.myuhsussex.org/contact/	40		0
Funding the future: Medical Research Fellowship | My University Hospitals Sussex https://www.myuhsussex.org/funding-the-future/	80	My University Hospitals Sussex funds innovative medical research at the University of Sussex.	93
Annual Reports | My University Hospitals Sussex https://www.myuhsussex.org/annual-reports/	47		0
Make a donation | My University Hospitals Sussex https://www.myuhsussex.org/make-a-donation/	48		0
Yard Sale My University Hospitals Sussex https://www.myuhsussex.org/events/yard-sale/	40	My University Hospitals Sussex charity yard sale raising funds to support your local NHS hospitals.	99

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		University Hospitals Sussex	
About Us | My University Hospitals Sussex https://www.myuhsussex.org/about-us/	41		0
Sights set at Southlands: State-of-the-art equipment for Eye Clinic | My University Hospitals Sussex https://www.myuhsussex.org/southlands-eye-scanner/	100	My University Hospitals Sussex funds new eye scanning equipment for Southlands Hospital.	88
Get Involved | My University Hospitals Sussex https://www.myuhsussex.org/get-involved/	45		0
Privacy Policy | My University Hospitals Sussex https://www.myuhsussex.org/privacy-policy/	47		0
Volunteer | My University Hospitals Sussex https://www.myuhsussex.org/get-involved/volunteer/	42		0
News And Events | My University Hospitals Sussex https://www.myuhsussex.org/news-events/?keyword=&monthpicker=&yearpicker=&events_theme=&events_location=&pt=	48	Stay up to date with all the latest news and events from My University Hospitals Sussex	87

SEO Content Review - Flesch reading score

3 Easy **4** Fairly Easy **3** Normal **1** Hard

URL	Word Count	Flesch Reading Ease Score	Readability
https://www.myuhsussex.org/	1317	71.729	Fairly Easy
https://www.myuhsussex.org/my-music-gig/	464	83.629	Easy
https://www.myuhsussex.org/celebrating-the-filipino-community-at-university-hospitals-sussex/	402	48.205	Hard
https://www.myuhsussex.org/contact/	441	78.074	Fairly Easy
https://www.myuhsussex.org/funding-the-future/	595	50.457	Fairly Hard
https://www.myuhsussex.org/annual-reports/	88	70.166	Fairly Easy

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URL			
https://www.myuhsussex.org/events/yard-sale/	583	85.898	Easy
https://www.myuhsussex.org/news-events/	245	67.260	Normal
https://www.myuhsussex.org/about-us/	768	56.863	Fairly Hard
https://www.myuhsussex.org/southlands-eye-scanner/	377	58.078	Fairly Hard
https://www.myuhsussex.org/get-involved/	626	72.938	Fairly Easy
https://www.myuhsussex.org/privacy-policy/	1597	59.211	Fairly Hard
https://www.myuhsussex.org/get-involved/volunteer/	876	69.431	Normal
https://www.myuhsussex.org/news-events/?keyword=&monthpicker=&yearpicker=&events_theme=&events_location=&pt=	245	67.260	Normal

"

Your website currently has 1 high-priority issue, 7 medium-priority issues, and 25 low-priority issues. High-priority issues should be addressed immediately as they can significantly impact your website's performance, security, or user experience. The medium and low-priority issues, while less urgent, should still be resolved in due course to ensure optimal site functioning and user satisfaction.

There are 3 instances of 301 redirects and no 404 errors. The absence of 404 errors is excellent as it means there are no broken links, which can significantly harm user experience and SEO rankings. However, while 301 redirects are useful for maintaining SEO value when URLs change, having too many can slow down your site. It's advisable to periodically review and minimise these where possible.

Moreover, 8 of your meta descriptions are empty. Meta descriptions are crucial for SEO as they provide search engines with summaries of your pages and can influence click-through rates. According to Google's best practices, each page should have a unique, compelling meta description to enhance visibility and user engagement in search results.

In summary, prioritise resolving the high-priority issue immediately and systematically address the medium and low-priority issues. Reducing the number of 301 redirects and ensuring all pages have meta descriptions can improve your site's performance and SEO, aligning with Google's best practices for a better user experience and search engine ranking.

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Actions Checklist

Completed?	Description	Savings	Priority
☐	**Reduce the impact of third-party code** Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn how to minimize third-party impact](https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/loading-third-party-javascript/).	Third-party code blocked the main thread for 270 ms	
☐	**Avoid an excessive DOM size** A large DOM will increase memory usage, cause longer [style calculations](https://developers.google.com/web/fundamentals/performance/rendering/reduce-the-scope-and-complexity-of-style-calculations), and produce costly [layout reflows](https://developers.google.com/speed/articles/reflow). [Learn how to avoid an excessive DOM size](https://developer.chrome.com/docs/lighthouse/performance/dom-size/).	1,654 elements	
☐	**Reduce unused CSS** Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn how to reduce unused CSS](https://developer.chrome.com/docs/lighthouse/performance/unused-css-rules/).	Potential savings of 281 KiB	
☐	**Serve images in next-gen formats** Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more about modern image formats](https://developer.chrome.com/docs/lighthouse/performance/uses-webp-images/).	Potential savings of 1,099 KiB	
☐	**Ensure text remains visible during webfont load** Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading. [Learn more about `font-display`](https://developer.chrome.com/docs/lighthouse/performance/font-display/).		
☐	**Reduce unused JavaScript** Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. [Learn how to reduce unused JavaScript](https://developer.chrome.com/docs/lighthouse/performance/unused-javascript/).	Potential savings of 419 KiB	
☐	**Image elements do not have explicit `width` and `height`** Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn how to set image dimensions](https://web.dev/articles/optimize-cls#images_without_dimensions)		
☐	**Efficiently encode images** Optimized images load faster and consume less cellular data. [Learn how to efficiently encode images](https://developer.chrome.com/docs/lighthouse/performance/uses-optimized-images/).		
☐	**Minify JavaScript** Minifying JavaScript files can reduce payload sizes and script parse time. [Learn how to minify JavaScript](https://developer.chrome.com/docs/lighthouse/performance/unminified-javascript/).		
☐	**General** Review all users and remove those who are inactive / no longer permitted access		Low
☐	**Performance - Number of requests** The number of requests is unusually high. This can sometimes be due to a bootstrap theme, a rogue		High

	Website Dependencies - Total Page Size	High
	stylesheets to reduce the page size. For mobile phones, the target is 1mb.	
☐	**Website Dependencies - Stylesheets** The website has a high number of stylesheets. This could be due to a bootstrap theme or an installed plugin.	High
☐	**Website Dependencies - Scripts** The website has a high number of scripts (Javascript). This could be due to a bootstrap theme or an installed plugin.	High
☐	**Website Dependencies - Images** The website has a high number of images for a single page. Please review and reduce as this increases the page size and thus the download speed.	High
☐	**Website Dependencies - Fonts** The website has a high number of fonts loaded. On average, there should be 6 maximum but aim for 3 as these are downloaded each time a page loads.	High
☐	**Plugins - Installed Plugins** The website has a high number of plugins installed. Please review and remove any of those which are not needed or active	High
☐	**Plugins - Installed Plugins** 0 plugins need updating.	High
☐	**SEO - Issues** There are high priority issues which need looking into immediately. Please review the SEO Issues section of the report	High

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Next Steps

What are the next steps... Discovery Session

Generated Data

Created by:	Dean Hodges
Date:	2024-09-14T04:10:39.696Z
UserAgent:	Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.36 (KHTML, like Gecko) HeadlessChrome/128.0.6613.113 Safari/537.36
URL:	https://www.myuhsussex.org/
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