

Game on Sports Production Website Analysis

1.) Overall Performance:

- Page size - 6.9mb (bad)
- Doc Type: HTML5; UTF8 language and character encoding
- File Size - 195.70 kB
- 18 Media Files
- 12 internal; 72 external links (too many, causes slow loading time)
- Lots of HTTPS page requests - 114~ every time page loads
 - Combine files to minimize HTTPS files
- Below average Page Speed - 4 sec
 - Should load at maximum of 3 sec
- Render Blocking
- Can't open or look at "Schedules" and "Highlights" tabs on homepage

2.) Mobile Performance:

- Good viewport
- Tap targets are too small
 - size in pixels and the overlapping target that is too close to be easily clicked.
- Horrible page speed - 11 sec
 - Should load at maximum of 3 sec
 - Loads 26 JavaScript files. May be affecting the load time.

3.) SEO:

- Meta Description is too long
 - Should be no longer than 300 characters
- There are no headings or heading tags
 - 2 pages
- Some pages have low word count
- Some headings occur twice on the page and some headings don't even have content (empty headings).
- Duplicate text
- Most common keywords:
 - texas sports productions, texas sport productions, sports productions, game on sports, friday night stars, dfw sports highlights.

4.) Security:

- SSL Certificate is valid
 - Set to expire soon
- At least one email address has been found in plain text
 - Use a contact form for more privacy

5.) Other Notes:

- Host Server is PPL Labs
- Currently using a WordPress template
- Only has 28 backlinks from 10 referring domains and 4 different IP addresses
- They want customers to be able to interact with sponsor driven content, like: videos, slideshows, livestream, etc.
 - While still maintaining site speed and accuracy.

6.) What We Can Work On By May 2020:

- Remove and replace filler text (Lorem Ipsum) with actual content.
- Need to shorten URL for easier typability (searching)
- **Complete overhaul of SEO on website**
 - Meta descriptions, alt attributes, heading tags, increase word count, keywords, and fix duplicate text.
 - **Keywords we could use:**
 - gameonsports, game on sports video, top sports production mansfield tx, game on sports, game on arena sports, texas sports, game on sports productions, texas sports productions, gameon sports, game on arena sports schedule, game-on-sport, game-on sports, game on arena sports fort worth, game on arena schedule, game on fort worth basketball, game on fort worth volleyball, game on fort worth lacrosse, game on alameda, game on arena sports, game on sports baseball, sports productions, game on twitter, game on sports website, kcwx app, kcwx live stream, sport productions, kcwx sports, game on sports inc, sports productions baseball, game on arena sports events...
 - 4 images have no alt attribute, which is used by search engines
 - [...opy-of-GameOn Wordmark 2018-1-400x98.png](#)
 - [...opy-of-GameOn Wordmark 2018-1-400x98.png](#)
 - [...content/uploads/2019/10/FNS-Logo-ISO.png](#)
 - [...content/uploads/2019/10/FNS-Logo-ISO.png](#)
- **Fix performance issues**
 - Page speed, loading time, render blocking (go through and remove unnecessary or duplicate JavaScript and CSS), and minimize page requests.
 - 34 CSS files - Too many and is affecting page loading time negatively.
 - 26 Java Script files - Too many and is also negatively affecting loading time.
 - 1 page with a long loading time

- Make sure HTML code is clean and uncluttered. Remove unnecessary plugins, elements, or features. Compress images and caching. If server is compromising load speed, maybe we should upgrade to a better hosting company.
- Fix “Schedules” and “Highlights” tabs on home page
- Add to “Our Story” about page at the bottom
- Fix links to social media - Twitter, Instagram, and Facebook
- Logo in top left corner needs redirect user to home page
- Add to Rankings tab on homepage
 - Last post was on July 16, 2018