



Is your website slowing you down?

Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

Get the Free CMS

No credit card needed

This site is OK

Not too shabby. Let's see how we can bump up that score a bit. See your scorecard below and take a free website optimization course to improve your grade.

Start a free course



Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

Improve your website performance with a free 15-minute lesson

PAGE SIZE

3.7 MB

A respectable pace. Well played.

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

PAGE REQUESTS

62

Serious room for improvement.

The more HTTP requests your website makes, the slower it becomes. Try reducing the number of files your site loads.

PAGE SPEED

17.7 SEC

We need to talk.

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

BROWSER CACHING

Wowie. Your web caching is world class.

Browser caching speeds up your website by storing frequently used content in local memory.

MINIMAL PAGE REDIRECTS

Straight to the point.

Multiple redirects can make your site load slower. Aim for no more than one redirect.

IMAGE SIZE

Out of place.

Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes.

MINIFIED JAVASCRIPT

Have you been working out?

When your JavaScript is properly compressed, it makes your website run much faster.

MINIFIED CSS

Short and sweet.

When your CSS is properly compressed, it makes your website run much faster.



SEO

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

Improve Your SEO Ranking with a free 15-minute lesson

PERMISSION TO INDEX

Granted.

In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.

META DESCRIPTION

Look at you go!

Meta descriptions tell people what your page is about in search results.

CONTENT PLUGINS

Clap, clap, clap Good job!

Search engines can't always understand content that relies on browser plugins, such as Flash.

DESCRIPTIVE LINK TEXT

Your links make sense.

Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.



Mobile

Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.

Improve Your Mobile Performance with a free 15-minute lesson

LEGIBLE FONT SIZE

Easy on the eyes.

Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.

TAP TARGETS

Where do i click?

Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.

RESPONSIVE

Fantastic! You're ready to face the future.

Responsive design gives you a bump in search rankings for searches on mobile devices.



Security

A secure website equipped with an SSL certificate and free from vulnerabilities is now the standard online. People and search engines love secure websites.

Improve Your Site Security with a free 15-minute lesson

HTTPS Secured.

HTTPS protects websites from attacks and gives visitors confidence that your site is authentic and trustworthy.

SECURE JAVASCRIPT LIBRARIES Protected!

Intruders can exploit outdated JavaScript libraries. Using the latest version of each library and updating it regularly will help keep you safe.