

# Online Business Report

For [buildingedlacer.com](http://buildingedlacer.com)

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# Speed Test

Having a slow site means making your visitors wait. In a world of immediate gratification, most people won't stick around. In fact, if your site takes longer than four seconds to load, most visitors will move on. Below is a speed test using a free tool call Pingdom. You can easily view your ranking and the histogram describing which items take the longest to load on your site.

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## Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks.

URL

Test from

[START TEST](#)[DOWNLOAD HAR](#)[SHARE RESULT](#)

Sign up for free to test your site every minute

[SIGN UP FOR FREE](#)

### Summary



Performance grade <sup>Ⓢ</sup>  
**B** 82

Load time  
**3.12 s**

Faster than  
**51 %**  
of tested sites

Page size  
**22.6 MB**

Requests  
**35**

Tested from  
 New York City  
on Mar 19 at 19:46

### Performance insights

GRADE	SUGGESTION
<b>F</b> 1	Leverage browser caching
<b>C</b> 71	Minimize redirects
<b>A</b> 90	Specify a Vary: Accept-Encoding header
<b>A</b> 93	Serve static content from a cookieless domain
<b>A</b> 100	Avoid bad requests
<b>A</b> 100	Minimize request size
<b>A</b> 100	Remove query strings from static resources
<b>A</b> 100	Specify a cache validator

### Response codes

RESPONSE CODE	RESPONSES
<b>200</b> OK	32
<b>206</b> Partial Content	1
<b>301</b> Moved Permanently	2

### Content size by content type

CONTENT TYPE	PERCENT	SIZE
Other	87.2 %	19.73 MB
Image	8.1 %	1.84 MB
CSS	2.3 %	540.78 KB
Script	2.3 %	533.81 KB
HTML	0.0 %	9.22 KB
Total	100.00 %	22.62 MB

### Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
Script	30.3 %	10
Image	27.3 %	9
CSS	24.2 %	8
Other	15.2 %	5
HTML	3.0 %	1
Total	100.00 %	33

### Content size by domain

DOMAIN	PERCENT	SIZE
www.buildingediacer.com	99.9 %	22.61 MB
www.google-analytics.com	0.1 %	15.27 KB
fonts.googleapis.com	0.0 %	1.19 KB
Total	100.00 %	22.62 MB

### Requests by domain

DOMAIN	PERCENT	REQUESTS
www.buildingediacer.com	90.9 %	30
www.google-analytics.com	6.1 %	2
fonts.googleapis.com	3.0 %	1
Total	100.00 %	33

### File requests

Sort by  Filter

Legend: ■ DNS ■ SSL ■ Send ■ Wait ■ Receive ■ Connect

FILE	SIZE	0.0s	0.5s	1.0s	1.5s	2.0s	2.5s	3.0s
<a href="http://buildingediacer.com/">http://buildingediacer.com/</a>	0 B							
<a href="http://www.buildingediacer.com/">http://www.buildingediacer.com/</a>	0 B							
<a href="https://www.buildingediacer.com/">https://www.buildingediacer.com/</a>	9.2 kB							
<a href="wp-emoji-release.min.js?ver=4.9.4">wp-emoji-release.min.js?ver=4.9.4</a>	11.7 kB							
<a href="style.css?ver=4.9.4">style.css?ver=4.9.4</a>	446.5 kB							
<a href="style.css?ver=4.7.5">style.css?ver=4.7.5</a>	11.3 kB							
<a href="css?family=Open+Sans:300italic,400ita...">css?family=Open+Sans:300italic,400ita...</a>	1.2 kB							
<a href="style.css?ver=3.0.106">style.css?ver=3.0.106</a>	11.3 kB							
<a href="dashicons.min.css?ver=4.9.4">dashicons.min.css?ver=4.9.4</a>	45.5 kB							
<a href="jquery.js?ver=1.12.4">jquery.js?ver=1.12.4</a>	95.2 kB							
<a href="jquery.migrate.min.js?ver=1.4.1">jquery.migrate.min.js?ver=1.4.1</a>	10.1 kB							
<a href="st-core-unified-15210736674922.min.css">st-core-unified-15210736674922.min.css</a>	9.4 kB							
<a href="Logo-Fdi_acer.jpg">Logo-Fdi_acer.jpg</a>	7.5 kB							
<a href="facebook-logo.png-18.png">facebook-logo.png-18.png</a>	6.1 kB							
<a href="bblogo.png">bblogo.png</a>	88.6 kB							
<a href="mediaelementplayerlegacy.min.css?ver...">mediaelementplayerlegacy.min.css?ver...</a>	11.2 kB							
<a href="wp-mediaelement.min.css?ver=4.9.4">wp-mediaelement.min.css?ver=4.9.4</a>	4.2 kB							
<a href="custom.min.js?ver=3.0.106">custom.min.js?ver=3.0.106</a>	243.1 kB							
<a href="common.js?ver=3.0.106">common.js?ver=3.0.106</a>	1.5 kB							
<a href="wp-embed.min.js?ver=4.9.4">wp-embed.min.js?ver=4.9.4</a>	1.6 kB							
<a href="mediaelement-and-player.min.js?ver=4...">mediaelement-and-player.min.js?ver=4...</a>	153.2 kB							
<a href="mediaelement-migrate.min.js?ver=4.9.4">mediaelement-migrate.min.js?ver=4.9.4</a>	1.4 kB							
<a href="wp-mediaelement.min.js?ver=4.9.4">wp-mediaelement.min.js?ver=4.9.4</a>	1.2 kB							
<a href="analytics.js">analytics.js</a>	14.8 kB							
<a href="Poppins-Regular.ttf">Poppins-Regular.ttf</a>	251.7 kB							
<a href="modules.ttf">modules.ttf</a>	90.3 kB							
<a href="preloader.gif">preloader.gif</a>	9.5 kB							
<a href="Montserrat-Bold.ttf">Montserrat-Bold.ttf</a>	187.4 kB							
<a href="Montserrat-Medium.ttf">Montserrat-Medium.ttf</a>	188.3 kB							
<a href="Stucco-2.jpg">Stucco-2.jpg</a>	835.1 kB							
<a href="interior-background.jpg">interior-background.jpg</a>	325.3 kB							
<a href="footer-background-full.jpg">footer-background-full.jpg</a>	388.6 kB							
<a href="luxurious-modern-bathroom-with-bathu...">luxurious-modern-bathroom-with-bathu...</a>	19.0 MB							
<a href="collect?v=1&amp;_v=66&amp;a=1820084091&amp;t=pag...">collect?v=1&amp;_v=66&amp;a=1820084091&amp;t=pag...</a>	488 B							
<a href="Tub-Cover.jpg">Tub-Cover.jpg</a>	220.7 kB							
35 requests	22.6 MB							3.12 s

# SEO Test (WooRank)

Search Engine Optimization is one of the biggest mysteries out there, but it doesn't mean you should forget about it. People use search features to look up everything from general questions to recommendations, and this is where you can leverage SEO. Using the WooRank reporting tool, you will be able to see what your website looks like to search engines, what keywords you have, and how visible you are. Compare these results with your target audience and see if they



Your website score

## Review of [buildingedlacer.com](http://buildingedlacer.com)

Generated on 2018-04-14

### Keywords Cloud



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

### Keyword Consistency



Keywords	Freq	Title	Desc	<H>
*** EdLacer	4	✓	✓	✗
*** bathroom	4	✗	✗	✗
*** San	3	✓	✓	✗
*** Antonio	3	✓	✓	✗
*** remodels	3	✗	✗	✗
Keywords (2 words)	Freq	Title	Desc	<H>
*** Building EdLacer	4	✓	✓	✗
*** San Antonio	3	✓	✓	✗

Keyword consistency is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

# Google My Business

Google is the primary search engine used worldwide, so setting up and maintaining your Google My Business Listing can give you exponentially increased visibility. Google creates this for you, but if you do not claim your business, you will miss out.

Below are three things that we look at when reviewing a Google My Business "Knowledge Panel." Each item will contain a score (1-5, with 5 being the best) and a few comments.

# 3

## 1. Up-to-date info: 5

Everything is up to date. Your website and contact information are good to go!

## 2. Activity: 2

There haven't been any questions and answers and only 1 review, but that one review is stellar!

## 3. Reviews: 3

The quantity is low, but the quality is five star!

The screenshot shows a Google search for "Building Ed Lacer". The search results include a "Did you mean" suggestion for "Building A Laser", a link to the company's home page, and several other search results. On the right side, there is a Knowledge Panel for "Building EdLacer" with a star rating, address, hours, phone number, and options to ask questions, send to phone, and write reviews. The Knowledge Panel also includes a "See photos" button and a map showing the location in San Antonio, Texas.

# Human Analysis

While a lot of sites will offer you a free and fast analysis of your website, machines can only do so much. After all, your target audience is people, not machines. Human emotions and feelings are the basis of design. One of our professional web designers reviews your site and puts together four items that contain a score (1-5, 5 being the best), and a few comments.

# 4

## 1. First Impressions (feeling): 4

When I first get to your site, I feel at home. The clean bathroom with the lovely view out the window is a welcoming experience.

## 2. Ease of use: 4

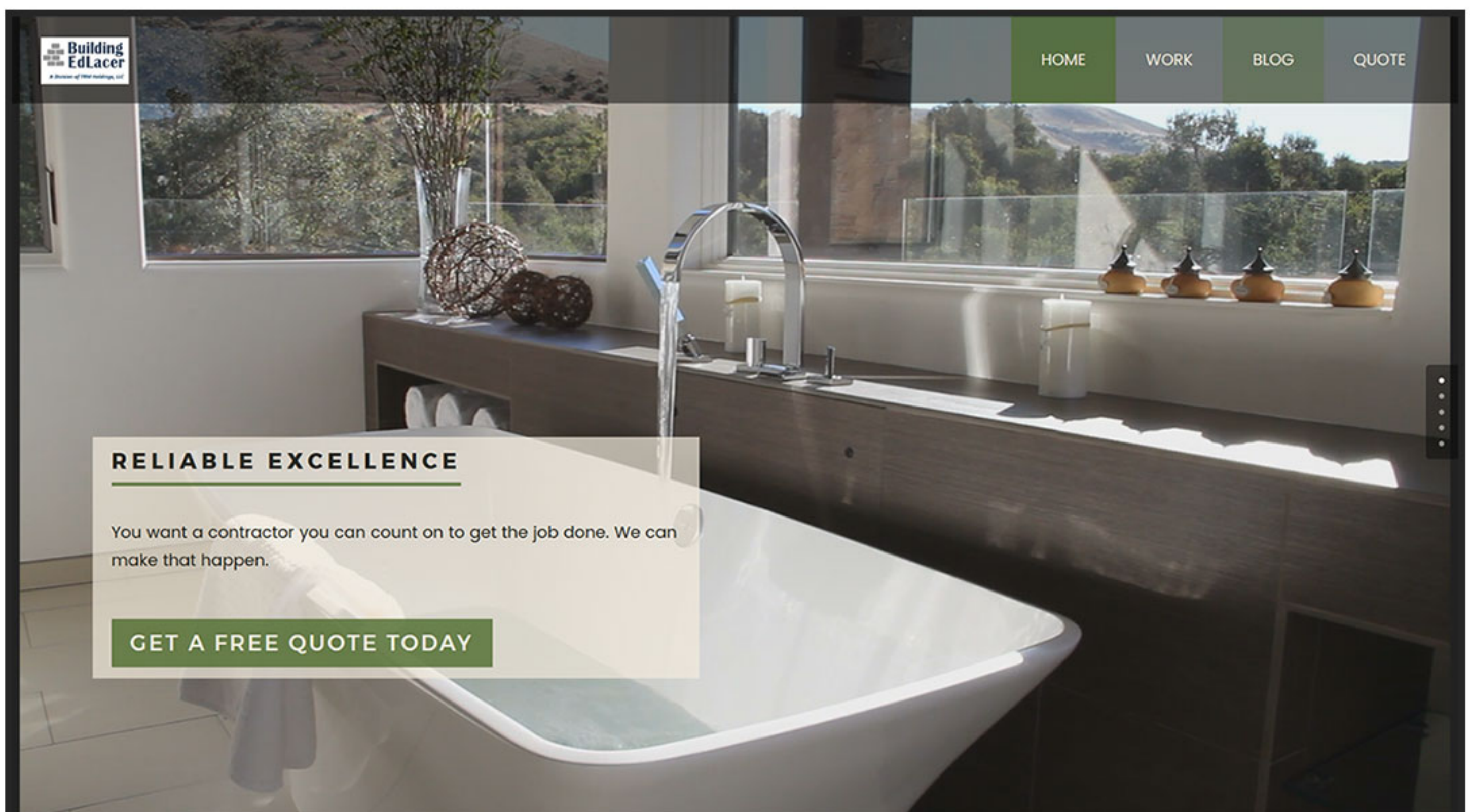
I can find everything I need without digging through piles of pages. The information is where I would expect it to be. There are no broken links or glitchy scripts.

## 3. Clear understanding of who you are: 3

The home page doesn't jump out and communicate that you are a contracting company in the San Antonio region. You have to go to the "Work" page for that. Other than that, there is a coherent theme to the site and a coherent message in the copy.

## 4. Suggestions for basic, general improvements

Again as above, I know that you offer "reliable excellence" off the bat, but not what you offer reliable excellence in. Your logo could also use a bit of improvement, but more on that later.



# Social Media Search

Social media is here to stay. Most small businesses realize this, but don't know how to stay relevant in the ever-updating social media feeds. One of our social media experts gives a quick review of your social media profiles (Facebook, Twitter, LinkedIn). Not all businesses need to have all three profiles, but it is important that the ones you are using are effective. Each item will contain a score (1-5, with 5 being the best), and a few comments.

# 5

## 1. Ease of finding your profile: 3

Your facebook is not on the first page of google results when I google your company name, but it is clearly linked on your website. It shows up on Bing, so you have that going for you.

## 2. First impressions of social media: 3

### 2.1. Is content current?

Your content is over 2 weeks old. It is not the worst, but also could be much better. The monthly blog posts are a good look, though.

### 2.2. Do you have a healthy community and media reach?

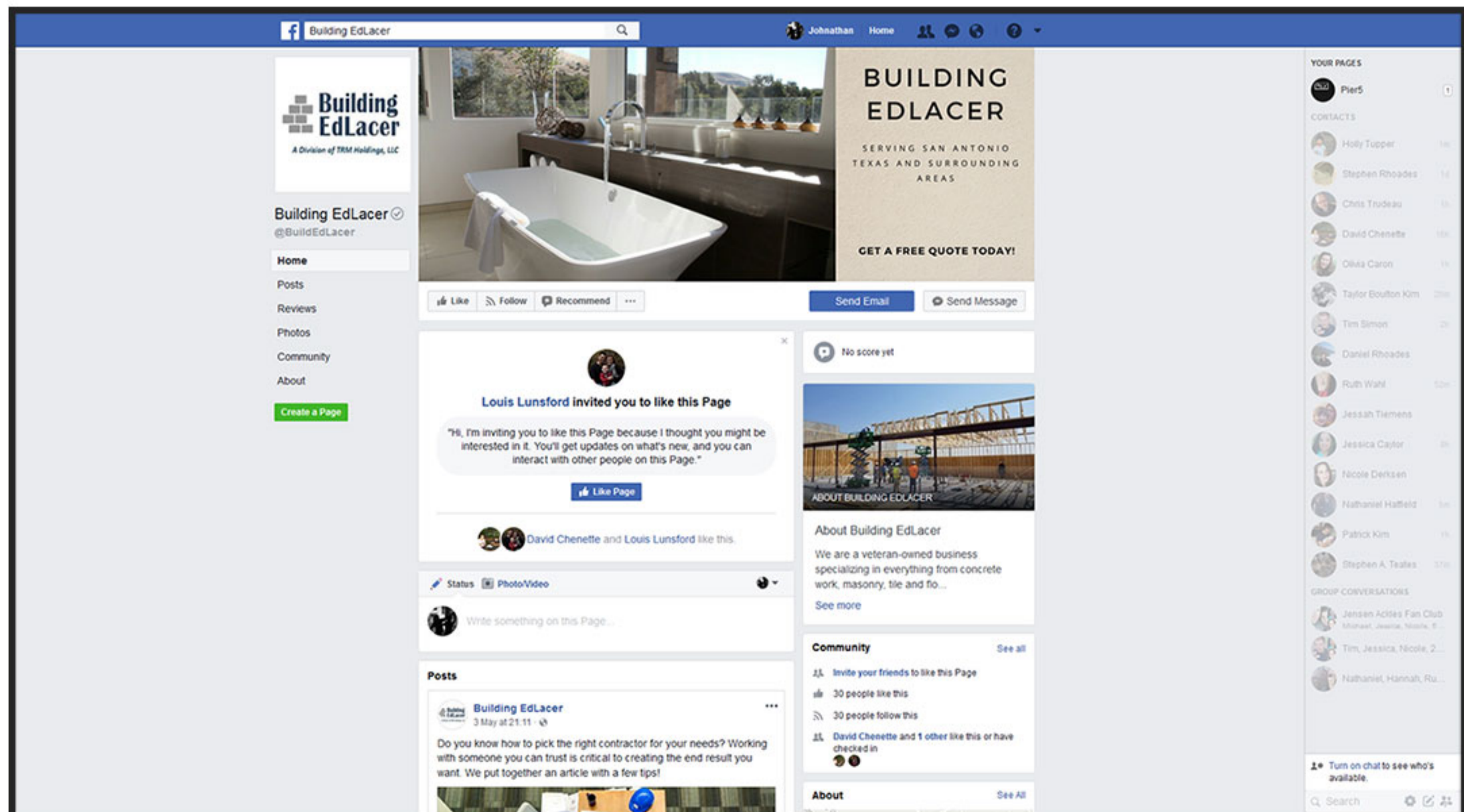
There is very little community initiated content or posts on your page. There are also only 30 likes and followers. I'm sure these will grow as your online presence does.

### 2.3. Is your branding the same throughout your content and profiles?

Absolutely! This you have down. I get the same feel whether I am on your website or facebook, and your blogs fit right in as well.

## 3. Overall social media activity: 3

You have social media activity. That is a lot more than can be said for many businesses. It is still in its infancy, though. I'm sure it will grow as you explore this new area of influence.



# Logo Test

So there you have five points of analysis, but we thought we would do one more. Logos are iconic, at least they should be. Using this logo test at [brandmark.io](http://brandmark.io), your logo (if you have one) will be reviewed in three ways. One of our designers will also review your logo and provide their thoughts and initial impressions.

# 6

## 1. Short human analysis and impressions

I think this is an area that could be improved. I like the look of the bricks. That is a very strong visual element. The text and color, however, could use a rework. The subtitle can definitely be removed, and the color of the text could be more in line with the coloration of your website. Just a few tweaks and I think it could be a very solid logo.

