



Optimization Report for <https://puredigitalmarketing.com/>

Old Site GTMetrix

<https://gtmetrix.com/reports/puredigitalmarketing.com/uICkYFj1>



Latest Performance Report for:

<https://puredigitalmarketing.com/>

Report generated: Fri, Jan 17, 2020 1:07 PM -0800

Test Server Region: Dallas, USA

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips >](#)

Looks like you might not be using a CDN
[Why should I use a CDN? >](#)

Performance Scores

PageSpeed Score D (65%) ▾	YSlow Score E (59%) ▾
-------------------------------------	---------------------------------

Page Details

Fully Loaded Time 26.2s ▾	Total Page Size 4.32MB ▾	Requests 217 ▾
-------------------------------------	------------------------------------	--------------------------

Our Hyper Optimized Stack

<https://gtmetrix.com/reports/puredigitalmarketing.com/Lak1fEUz>



Latest Performance Report for:

<https://puredigitalmarketing.com/>

Report generated: Fri, Jan 17, 2020 5:05 PM -0800

Test Server Region: Dallas, USA

Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Performance Scores

PageSpeed Score A (100%) ▲	YSlow Score A (98%) ▲
--------------------------------------	---------------------------------

Page Details

Fully Loaded Time 0.9s ▲	Total Page Size 104KB ▲	Requests 10 ▲
------------------------------------	-----------------------------------	-------------------------



Improvements

Page Load Time

Old Site: 26.2 seconds

New Optimized Site: 0.9 seconds

The lower the page load time the better, as per recent Google Studies any website that takes over 3 seconds to load loses 1/3 of its visitors.

PageSpeed Score

Old Site: 65 (D)

New Optimized Site: 100 (A)

This is Google's Algorithm to analyze a webpage based on its best practices, the higher the score the better optimized the webpage which then gets Google's PageSpeed benefits as Google considers the website well optimized and ranks it better.

YSlow Score

Old Site: 59 (E)

New Optimized Site: 98 (A)

Another Pagespeed scoring algorithm similar to Google PageSpeed but with different thresholds and key areas.

Requests

Old Site: 217

New Optimized Site: 10

High requests count makes the webpage heavier on the visitor's computer/mobile as it has to make a high number of requests to load the page, this increases load times significantly if the visitor is using a slower internet connection and also increase loads on the server further decreasing the performance if the website has multiple visitors.



Time To First Byte

Old Site: 324 milliseconds

New Optimized Site: 103 milliseconds

This is how long the server takes to respond with the First Byte of information to the visitor. When the visitor requests a webpage the server starts getting the page ready by loading the page and its database queries and starts sending information in pieces, TTFB is the time it takes for that first piece of information to reach the visitor. The lower it is the better.

Page Size

Old Site: 4.32 MB

New Optimized Site: 104 KB

This is the size of the Page which is loaded on initialization of the website, the higher this is the more time it would take and would also take more resources on the visitor's end. Well optimized sites tend to ensure Page Size is under 3MB to ensure webpage loads fast and takes minimum resources.



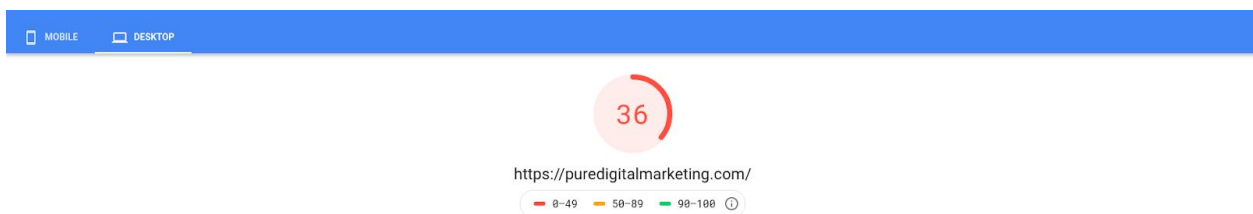
Google Pagespeed Insights Tool

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fpuredigitalmarketing.com%2F&tab=desktop>

Old Site:

Mobile: 18

Desktop: 36



Our Hyper Optimized Stack

Mobile: 100

Desktop: 100

