



# **ACME Corporation**

<http://www.acmecorporation.com/>

**Advanced Technical Optimization Report**  
12/19/2019

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# Introduction

As search engines continue to evolve, SEO strategies also need to grow. SEO is now becoming more technical, with activities such as Schema markups, the occupation of above-the-fold spaces, the “Snack Pack” coverage, and Google’s obsession with speed. SEO activities need a clearer line to continue being relevant and justify costs. Businesses usually measure these in lead-driving results and not in rankings.

Great on-page technical SEO focuses mainly on three factors:

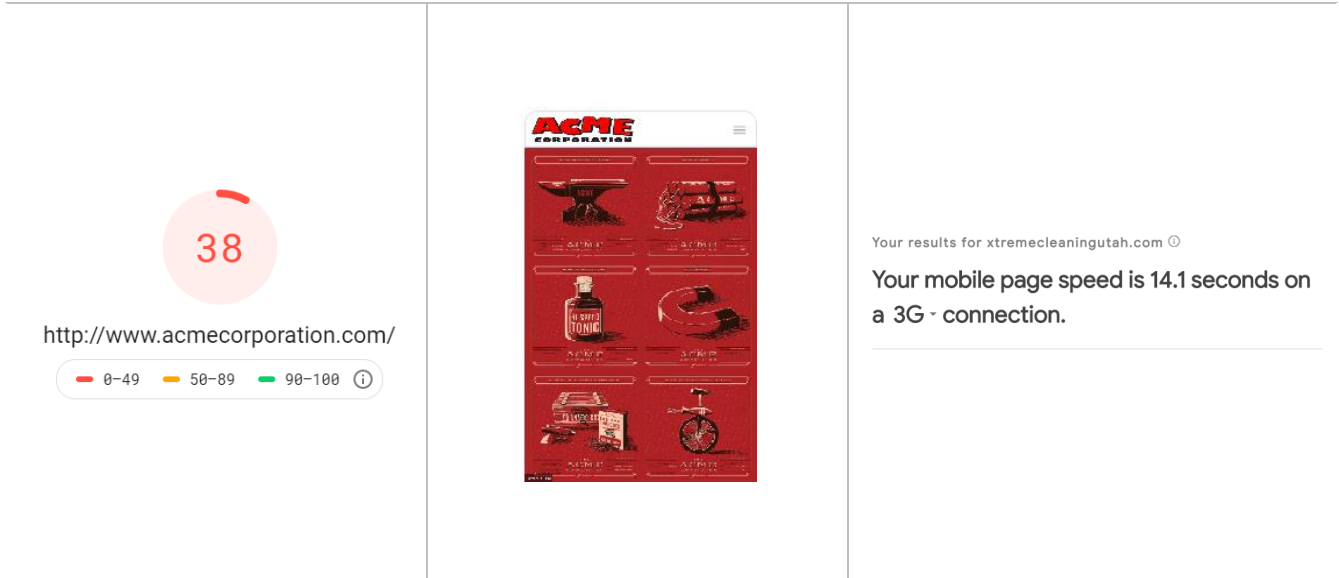
- Performance
- Crawlability
- Indexation

**Advanced Technical Optimization** deals with the website’s technical and structural issues with the intent of obtaining the site’s optimal status with regards to these three factors. Utilizing insights from Google Analytics and Google Search Console, we follow on-page best practices being promoted by Google in optimizing the site’s speed, multiple device compatibility, crawl issues, and structural improvements.

## Site Speed - Before Optimization

Before Optimization

On Mobile



This page is missing some common performance optimizations that may result in a slow user experience on mobile devices. We have investigated the recommendations below and addressed them accordingly.

- Eliminate render-blocking resources
- Enable text compression
- Remove unused CSS
- Minify CSS
- Reduce server response times (TTFB)
- Minify JavaScript
- Serve images in next-gen formats

Before Optimization

On Desktop



http://www.acmecorporation.com/



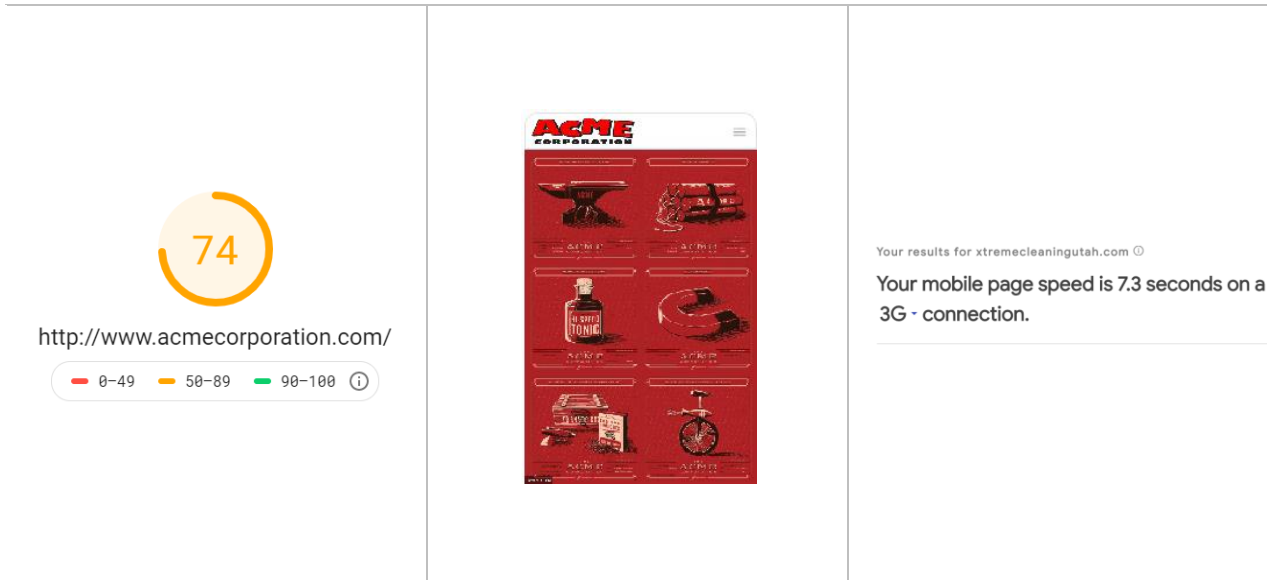
This page is missing some common performance optimizations that may result in a slow user experience on desktop devices. We have investigated the recommendations below and addressed them accordingly.

- Eliminate render-blocking resources
- Enable text compression
- Remove unused CSS
- Reduce server response times (TTFB)

## Site Speed - After Optimization

After Optimization

On Mobile



The issues that caused the slow user experience on mobile devices have been addressed and are now fixed.

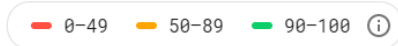
- All attachments have been smushed
- Lazy loading activated

After Optimization

On Desktop



http://www.acmecorporation.com/




The issues that caused the slow user experience on desktop devices have been addressed and are now fixed.

- Page Caching
- Optimized JavaScript Code
- Optimized CSS Code
- Optimized HTML Code
- All attachments have been smushed
- Lazy loading activated
- Combined and preload in head (fonts load late, but are not render-blocking)
- Removed WordPress' core emojis' inline CSS, inline JavaScript, and an otherwise un-optimized JavaScript file.
- Removed query strings (or more specifically the ver parameter) will not improve load time, but might improve performance scores.

## Google Search Console

### Google Search Console Installation Status

	Google Search Console has been verified through Google Analytics.
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## 301 Redirection

### List of URLs with 301 Redirection Status

1	<a href="http://theacmecorporation.com/explosive-tennis-balls">http://theacmecorporation.com/explosive-tennis-balls</a>
2	<a href="http://theacmecorporation.com/tornado-kit">http://theacmecorporation.com/tornado-kit</a>
3	<a href="http://theacmecorporation.com/batmans-outfit">http://theacmecorporation.com/batmans-outfit</a>
4	<a href="http://theacmecorporation.com/out-board-motor">http://theacmecorporation.com/out-board-motor</a>
5	<a href="http://theacmecorporation.com/disintegrating-pistol">http://theacmecorporation.com/disintegrating-pistol</a>
6	<a href="http://theacmecorporation.com/leg-muscle-vitamins">http://theacmecorporation.com/leg-muscle-vitamins</a>
7	<a href="http://theacmecorporation.com/jet-propelled-tennis-shoes">http://theacmecorporation.com/jet-propelled-tennis-shoes</a>
8	<a href="http://theacmecorporation.com/dehydrated-boulders">http://theacmecorporation.com/dehydrated-boulders</a>
9	<a href="http://theacmecorporation.com/earthquake-pills">http://theacmecorporation.com/earthquake-pills</a>
10	<a href="http://theacmecorporation.com/hi-speed-tonic">http://theacmecorporation.com/hi-speed-tonic</a>

## 404 Redirection

### List of URLs with 301 Redirection Status

	Broken Links	Resolution
1	<a href="http://theacmecorporation.com/jet-propelled-unicycle">http://theacmecorporation.com/jet-propelled-unicycle</a>	301 Redirected
2	<a href="http://theacmecorporation.com/mail-order-catalog">http://theacmecorporation.com/mail-order-catalog</a>	301 Redirected
3	<a href="http://theacmecorporation.com/contact-2">http://theacmecorporation.com/contact-2</a>	301 Redirected
4	<a href="http://theacmecorporation.com/faq">http://theacmecorporation.com/faq</a>	301 Redirected
5	<a href="http://theacmecorporation.com/product-specifications-2">http://theacmecorporation.com/product-specifications-2</a>	301 Redirected



## Data Highlighter

Data Type: Local Business

Overview About

Data Highlighter START HIGHLIGHTING

Filter Unpublish Delete Show 25 rows 1-1 of 1

Page set published.  
Data will become available as Google recrawls your site. [More info](#)

Page set	Data type	Status	# of pages	Last modified
<input checked="" type="checkbox"/> Local Businesses	Local Businesses	Published	1	10:43 AM

1-1 of 1

## Highlighted Data Items 1

Local Businesses HOME Unpublish

Highlight each piece of information and apply a tag.

ACME CORPORATION

About Us Gallery Products Contact

ACME ANVIL CORP. ANVIL

ACME DYNAMITE

ACME BATH-MAN'S OUTFIT

ACME HI-SPEED TONIC

ACME MAGNET

ACME DEHYDRATED BOULDERS

My Data Items

Local business

Name: **Acme Corporation**  
Address: **Unit 2 McEvoy, Lehi UT**  
Telephone: **(02) 9311 8524**  
Opening hours:  
Category:  
Department  
Name:  
Telephone:  
Opening hours:  
Image:  
URL:  
Average rating:  
Rating:  
Votes:  
Review  
Reviewer:  
Review rating:  
Review date:

Data Type: Article

Overview About

Data Highlighter START HIGHLIGHTING

Articles Unpublish Delete Show 25 rows 1-2 of 2 < >

Page set	Data type	Status	# of pages	Last modified
<input type="checkbox"/> Articles 2	Articles	Published	1	3/12/19
<input type="checkbox"/> Articles	Articles	Published	1	3/12/19

1-2 of 2 < >

Highlighted Data Items 2


Articles PUBLISH Cancel Settings

Highlight each piece of information and apply a tag.

**ACME CORPORATION** ENQUIRE NOW 0800 225 111

Latest News from the Team

Creative Ways to Catch Your Opponent



SEARCH

CATEGORIES

Ascendo Stairs

My Data Items

Article

Title: Creative Ways to Catch Your Opponent  
Author: The Acme Team  
Date published: Dec. 19, 2019  
Image:  
Category:  
Average rating:  
Rating:  
Votes:

## Google Analytics

### Google Analytics Installation Status



Google Analytics has been installed.

**Tracking ID:**UA-99710428-1

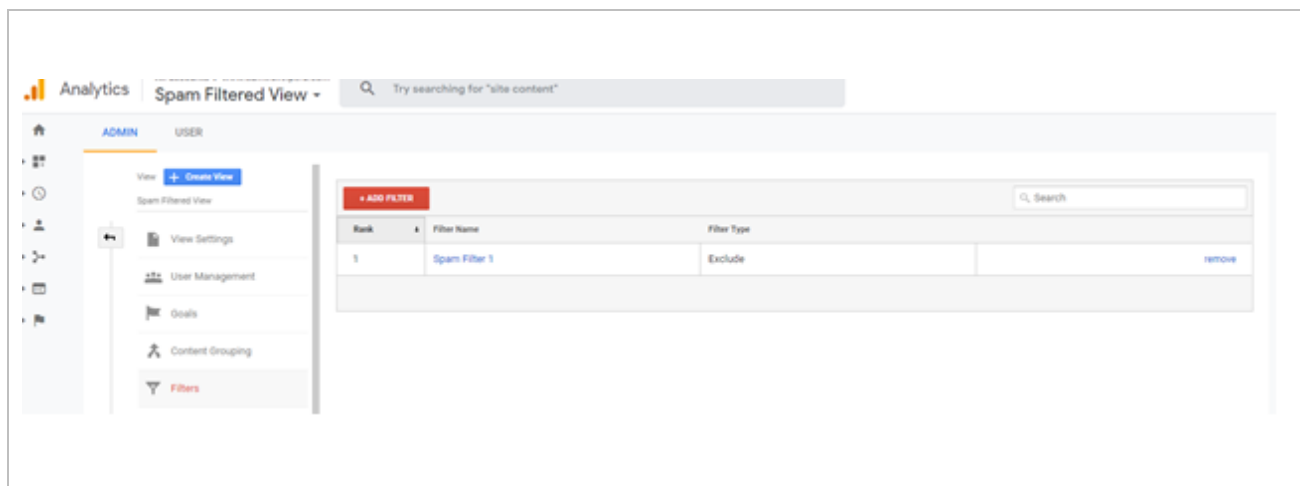
## Google Analytics Filtering

To view the list of referrals, go to **Acquisition>All Traffic>Referrals**

### List of Spam/Referral Sites

1	top1-seo-service.com
2	seojokes.net
3	herworldplus.com
4	fakemailgenerator.com
5	downloadsearch.cnet.com
6	doubleclickbygoogle.com
7	cave-vin.net
8	searchencrypt.com
9	downloadsearch.cnet.com
10	info.dogpile.com

To view the list of filters, go to **Admin>View>Filters**



# Google Tag Manager

## Google Analytics Installation Status



Google Tag Manager has been installed.

Tracking ID:GTM-KK73H7L

### List of Tags

- Site-Wide Phone Number Click

X New

Name ↑	Type	Firing Triggers	Last Edited
<a href="#">Clickable Phone Number</a>	Google Analytics: Universal Analytics	Clickable Phone Number	7 minutes ago

ACME CORPORATION [02] 9311 8524  
About Us Gallery Products Contact

ACME ANVIL CORP. ANVIL  
ACME DYNAMITE  
ACME BATMAN'S OUTFIT

Tag Manager Summary

Tags Fired On This Page

All Clicks	Phone Number Click - Site-wide
Google Analytics - Universal Analytics - Fired 3 times	Google Analytics - Universal Analytics - Fired 3 times

Tags Not Fired On This Page

None

List of Tags

- Booking Form Click

Name ↑	Type	Firing Triggers	Last Edited
<a href="#">Booking Form Click</a>	Google Analytics: Universal Analytics	Booking Form Click	a few seconds ago

The screenshot shows a web form with a search bar, a CAPTCHA, and a "Send" button. A red error message reads: "You must accept the terms and conditions before sending your message." Below the form, a yellow error box states: "One or more fields have an error. Please check and try again." The Tag Manager summary overlay is visible at the bottom, showing a list of tags and their firing status.

Click Count	Tag Name	Firing Status
13	Click	
12	Click	
11	Click	
10	Click	

**Summary**

**Tags Fired On This Page**

- Booking Form Click (Google Analytics: Universal Analytics - Fired 8 times)
- Click All Element (Google Analytics: Universal Analytics - Fired 10 times)
- Clickable Phone Number (Google Analytics: Universal Analytics - Fired 4 times)

**Tags Not Fired On This Page**

## Internal Links

### Internally-linked Pages

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**Page 1:** <http://www.acmecorporation.com/about-the-artist/>

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**Destination URL:** <http://www.acmecorporation.com/products/>

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**ARTIST AND DESIGNER** Rob Loukotka [has drawn every product](#) the ACME Corporation ever sold to Wile E. Coyote.

In the field of (fictional) DIY mayhem, the leading brand is clearly the company where Wile E. Coyote shops for gear to catch the Road Runner. What the ACME product line lacks in reliability, it makes up for in breadth. ACME will sell you just about anything, from jet-propelled tennis shoes to cheese. Over 43 episodes, Wile E. Coyote ordered and received 126 different items from the corporation and Loukotka has made a poster that includes them all.

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**Page 2:** <http://www.acmecorporation.com/about-us/>

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**Destination URL:** <http://www.acmecorporation.com/brand-history/>

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The [Acme Corporation](#) is a fictional corporation that features prominently in the Road Runner/Wile E. Coyote cartoons as a running gag featuring outlandish products that fail or backfire catastrophically at the worst possible times. The name is also used as a generic title in many cartoons, films, TV series, commercials and comic strips. It is used also as an organization's placeholder name.

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**Page 3:** <http://www.acmecorporation.com/blog/posters-all-over-the-world/>

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**Destination URL:**<http://www.acmecorporation.com/products/posters/>

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The new [golden 'I Spy' ACME poster](#) has reached over 300 backers! That's at least 300 ACME 'I Spy' posters that will be on walls all over the world. Let's make it a little more special:

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**Page 4:** <http://www.acmecorporation.com/blog/acme-poster-launch/>

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**Destination URL:**<http://www.acmecorporation.com/products/starter-kits/>

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[Kickstarter Gold](#) is celebrating their 8th year! And 3 Billion dollars raised for artists around the world. They said the ACME Poster that we (me and you all) helped launch in 2012 was a crazy success that they'd like to show again! It is now a part of Kickstarter Gold!

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**Page 5:** <http://www.acmecorporation.com/blog/screen-printed-giant-posters/>

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**Destination URL:** <http://www.acmecorporation.com/products/posters/>

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Only a giant **24x36" poster** can capture the incredible detail of these fun items. The posters will be beautifully screen printed on thick 'Wild Cherry Red' French Paper, signed and numbered by me. One poster is \$30 and includes shipping anywhere in the US; \$40 for anywhere else in the world.

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