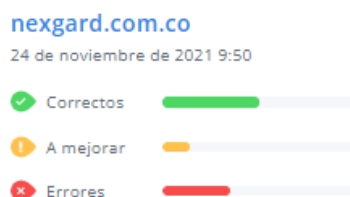


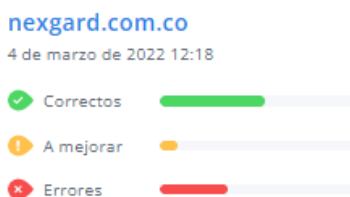
NEXGARD SEO	
Date:	24/11/2021
Theme:	technical requirements
Manager:	TEAM SEO
Recives:	TEAM NEXGARD

<https://nexgard.com.co/>

Pont 0	24/11/2021
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Actual: 04/03/22



We increased 1 point in the SEO score

Improvement opportunity according to diagnosis in Lighthouse: Performance optimizations for the website, currently the loading speed of the first render for both versions (PC and mobile) is 17.9 seconds, the ideal is 3 seconds. In order to improve this score and review the elements of the website, there is a massive compression and format change of the images contained.

Below we present the current state of the website and the elements to improve.

ID: 001 || Name of the REQ : Declare language in Spanish

Type:	Who ask for it?	Who uses it?	Validity	Priority
TECHNICAL SEO	TEAM SEO	TEAM SEO	24/11/2021	HIGH

QUALITY CONTROL

Status	Deliver date	Responsable	Tracing
TO START	00/00/2021	TEAM INGENIERIA	Astrid Camargo

Acceptance criteria	Modify lang tab: Current: <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" version="XHTML+RDFa 1.0" dir="ltr" xmlns:fb="http://ogp.me/ns/fb#"> Suggest: <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="es" version="XHTML+RDFa 1.0" dir="ltr" xmlns:fb="http://ogp.me/ns/fb#"> Add in the head: <html lang="es"> <link rel = "alternate" href = "https://nexgard.com.co/" hreflang = "es-co" />
----------------------------	--

ID: 002 || Name of the REQ : Tap targets in mobile

Type:	Who ask for it?	Who uses it?	Validity	Priority
TECHNICAL SEO	TEAM SEO	TEAM SEO	24/11/2021	HIGH

QUALITY CONTROL

Status	Deliver date	Responsable	Tracing
TO START	00/00/2021	TEAM ING	Astrid Camargo

Acceptance criteria	Adjust the size of the clickable elements, scale them to 50% more.
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Clickable element	Size	Overlay element
	61x16	
	61x16	
	144x16	

ID: 003 || Name of the REQ : Structured data

Type:	Who ask for it?	Who uses it?	Validity	Priority
SEO PERFORMANCE	TEAM SEO	TEAM SEO	24/11/2021	HIGH

QUALITY CONTROL

Status	Deliver date	Responsable	Tracing
TO START	00/00/2021	TEAM ING	Astrid Camargo

Acceptance criteria	No Schema.org structured data found There is no Open Graph configured
---------------------	---

Add to Head: Schema.org

```
<script type="application/ld+json">
{ "@context" : "http://schema.org",
  "@type" : "Organization",
  "legalName" : "NexGard",
  "url" : "https://nexgard.com.co/",
}
```

```
"logo" :
"https://nexgard.com.co/sites/nexgardfordogs_co/themes/global/assets/images/bi-logo/
logo.png",
"sameAs" : [ "https://web.facebook.com/NexGardCol",
              "https://www.instagram.com/nexgardcol/",
            ]
}
</script>
```

Add to Head:

```
<meta property="og:url" content="https://nexgard.com.co/">
<meta property="og:title" content="Perros protegidos contra pulgas y garrapatas">
<meta property="og:description" content="Tu perro merece NexGard ¡Protección completa!">
<meta property="og:image"
content="https://nexgard.com.co/sites/nexgardfordogs_co/files/BANNER_WEB2_P5%20%
281%29.jpg">
```

ID: 004 || Name of the REQ : Performance

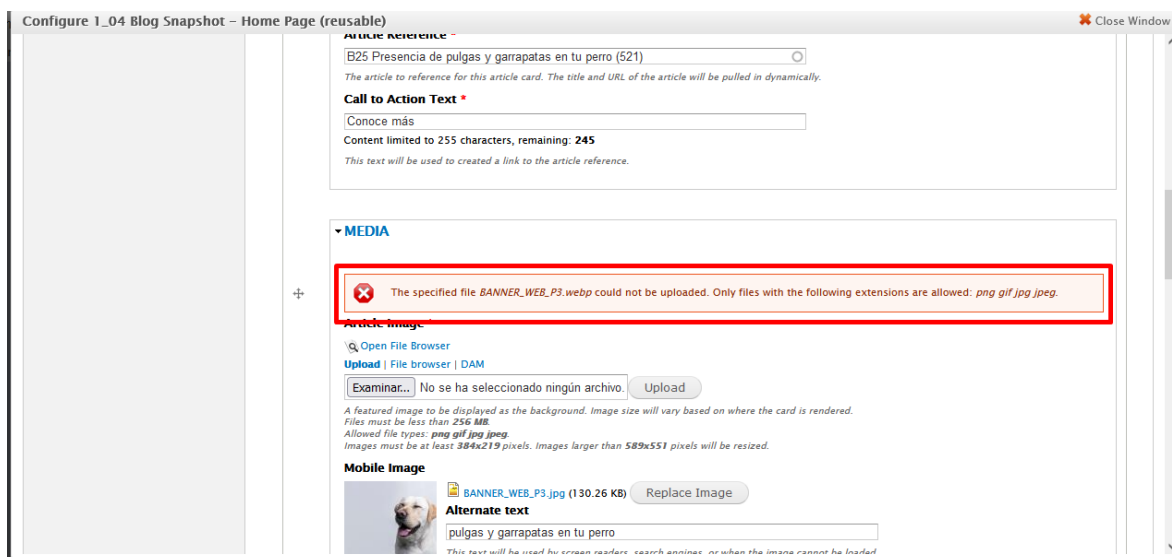
Type:	Who ask for it?	Who uses it?	Validity	Priority
SEO PERFORMANCE	TEAM SEO	TEAM SEO	24/11/2021	HIGH

QUALITY CONTROL

Status	Deliver date	Responsable	Tracing
TO START	00/00/2021	TEAM ING	Astrid Camargo

Acceptance criteria	Optimize images to Webp format with the converter There are images that have not been deferred correctly Resource minification Resource Compression resource cache Images not encoded correctly
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Convert to Webp format:



URL image	Size	Potential reduction
nexgard.com.co/...video_placeholder/Boehringuer%20felices%20f....png	358,9 KiB	335,2 KiB
nexgard.com.co/...files/BANNER_WEB_P3.jpg	130,3 KiB	111,1 KiB
nexgard.com.co/...background/BANNER_WEB_P3.jpg	130,3 KiB	111,1 KiB
nexgard.com.co/...background/right-tout-bg_0_1.jpg	66,8 KiB	58,0 KiB
nexgard.com.co/...files/BANNER_WEB2_P5%20%281%29.jpg	66,5 KiB	56,6 KiB
nexgard.com.co/...bi-logo/logo@2x.png	32,3 KiB	30,5 KiB

nexgard.com.co/...files/BANNER_WEB_P3.jpg	130,3 KiB	86,7 KiB
nexgard.com.co/...background/BANNER_WEB_P3.jpg	130,3 KiB	86,7 KiB
nexgard.com.co/...files/BANNER_WEB2_P5%20%281%29.jpg	66,5 KiB	44,6 KiB
nexgard.com.co/...background/BANNER_WEB2_P5%20%281%29.jpg	66,5 KiB	44,6 KiB
nexgard.com.co/...background/right-tout-bg_0_1.jpg	66,8 KiB	42,4 KiB

Delay the image load

URL image	size	Potential reduction
nexgard.com.co/...background/portada-de-pagina-web-final.png	1,4 MiB	1,4 MiB
nexgard.com.co/...files/BANNER_WEB_P3.jpg	130,3 KiB	130,3 KiB
nexgard.com.co/...files/BANNER_WEB2_P5%20%281%29.jpg	66,5 KiB	66,5 KiB

Define height and width of the following images:

Element:

Boehringer Ingelheim Logo

```

```

Resource minification

You can reduce 43.9 KiB by minimizing the attributes listed below.

URL	Reduction size
https://nexgard.com.co/sites/nexgardfordogs_co/files/js/js_ypadrG4kz9-JBpNOXmgjyVozLCJG_1RP3lg-iqWR8n0.js	27,9 KiB
https://nexgard.com.co/sites/nexgardfordogs_co/files/js/js_legGYiL6FeGNX2GRWOjTkxzbldE5seeOq3Cq-v37fl.js	10,8 KiB
https://nexgard.com.co/sites/nexgardfordogs_co/files/js/js_F_GnAqxaoxNKXeK0mjypekspNaHTcyjwM4wDBA-yXOU.js	5,3 KiB

Compress the following resources:

You can reduce 49% (2.7 KiB) if you compress the attributes listed below.

URL	Reduction size
https://nexgard.com.co/sites/nexgardfordogs_co/themes/global/assets/fonts/icon/icon.ttf?90eo87	2,7 KiB

Resource cache

We have found an uncached resource, it is recommended to refresh the cache.

URL

freshness time

https://nexgard.com.co/_Incapsula_Resource?SWJIYLWA=719d34d31c8e3a6e6fffd425f7e032f3&ns=1&cb=1646511530 Unspecified expiration

Images not encoded correctly

URL image

size

Potential reduction

nexgard.com.co/...files/BANNER_WEB_P3.jpg 130,3 KiB 86,7 KiB

nexgard.com.co/...background/BANNER_WEB_P3.jpg 130,3 KiB 86,7 KiB

nexgard.com.co/...files/BANNER_WEB2_P5%20%281%29.jpg 66,5 KiB 44,6 KiB

nexgard.com.co/...background/BANNER_WEB2_P5%20%281%29.jpg 66,5 KiB 44,6 KiB

nexgard.com.co/...background/right-tout-bg_0_1.jpg 66,8 KiB 42,4 KiB

ID: 005 || Name of the REQ : Accessibility

Type:	Who ask for it?	Who uses it?	Validity	Priority
SEO PERFORMANCE	TEAM SEO	TEAM SEO	24/11/2021	HIGH

QUALITY CONTROL

Status	Deliver date	Responsable	Tracing
TO START	00/00/2021	TEAM ING	Astrid Camargo

Acceptance criteria	Intensify color contrast between the background and the text of the following elements:
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Element	Relation	Preview
Conoce más 	2.53:1 (4.5:1 esperado)	Aa
VISITA NUESTRAS REDES SOCIALES <div class="eyebrow sm">	3.02:1 (4.5:1 esperado)	Aa
Información de Seguridad Importante: <div class="page-footnotes--title">	2.77:1 (4.5:1 esperado)	Aa
Home 	2.56:1 (4.5:1 esperado)	Aa
Preguntas Frecuentes 	2.56:1 (4.5:1 esperado)	Aa
Contáctanos 	2.56:1 (4.5:1 esperado)	Aa
Términos de Uso y Aviso Legal 	2.56:1 (4.5:1 esperado)	Aa

Política de Privacidad

`<a href="/politica-de-privacidad">`

2.56:1

(4.5:1 esperado)

Aa