Business Name: Mlife Insurance

Website URL: https://mlifeinsurance.com/

Introduction and Scope of the Report

The primary objective of this SEO audit report is to evaluate the performance of page speed and pinpoint opportunities for optimization on the mlife insurance website.

Our analysis of page speed involves the utilization of tools such as Google Page Speed and GTMatrix to identify instances of slow loading. The recommendations provided encompass various aspects like optimizing images, compressing text, implementing lazy loading, and minimizing code.

Furthermore, the report draws attention to specific issues such as the absence of a navigation bar, excessive redirects, missing meta descriptions, and suggests remedies such as implementing proper navigation, reducing redirects, crafting meta descriptions, eliminating unnecessary indexing, and enhancing social media metadata.

In summary, these recommendations have the overarching goal of improving page speed, enhancing navigation, refining meta descriptions, controlling indexing, and boosting social media visibility. All of these enhancements collectively contribute to an enhanced user experience and improved performance on search engines.

Business Name: Mlife Insurance

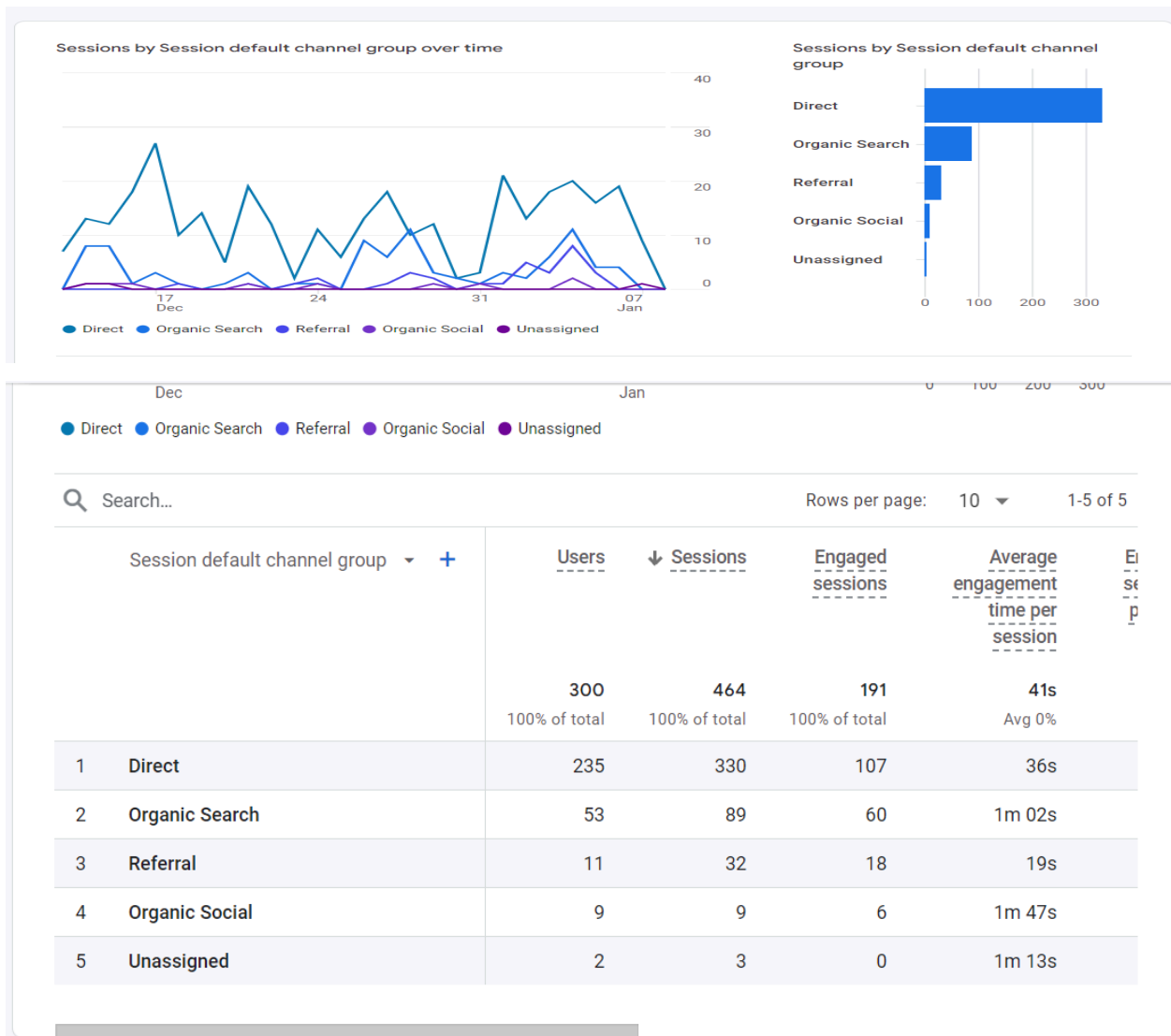**Website URL:** https://mlifeinsurance.com/

Google Search Console
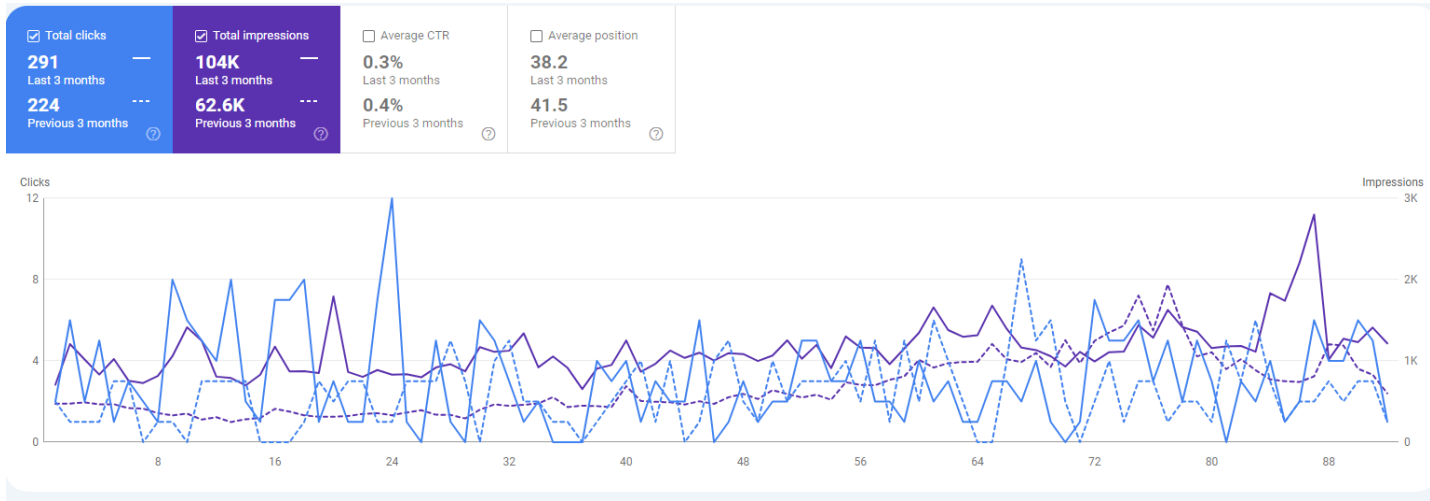
- **Comparison of 3 Months (Nov 2023 to Feb 2024 - Aug to Oct 2023)**

Last 3 Month (**Dec 2023 to Feb 2024**)	Previous 3 Month (**Sep to Nov 2023**)

Total Clicks	59	Total Clicks	6
Total Impressions	12.6 K	Total Impressions	1.5 K
Average CTR	0.5 %	Average CTR	0.4 %

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Google Analytics

- From December to January

Sessions by Session default channel group over time

Sessions by Session default channel group

Direct · Organic Search · Referral · Organic Social · Unassigned

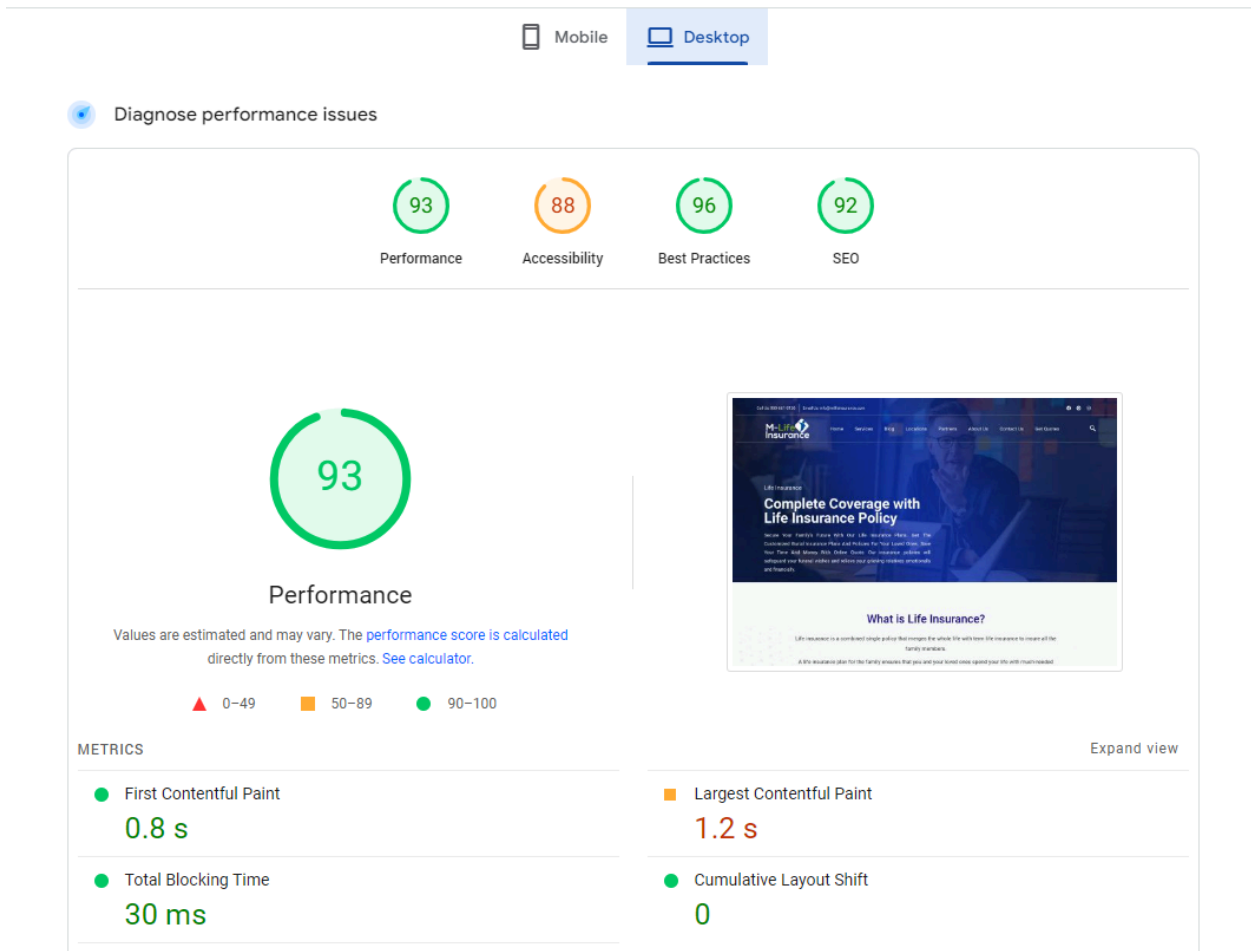|	Search...	Users	↓ Sessions	Engaged sessions	Average engagement time per session	E s p
	Session default channel group ▾ ＋	300 100% of total	464 100% of total	191 100% of total	41s Avg 0%	
1	Direct	235	330	107	36s	
2	Organic Search	53	89	60	1m 02s	
3	Referral	11	32	18	19s	
4	Organic Social	9	9	6	1m 47s	
5	Unassigned	2	3	0	1m 13s	

Rows per page: 10 ▾   1-5 of 5

Page Speed Issues and Recommendations

- **Google Page Speed Performance:**

Desktop

Business Name: Mlife Insurance

Website URL: https://mlifeinsurance.com/

Issues:

DIAGNOSTICS

▲ Reduce unused CSS — Potential savings of 289 KiB	⌄
▲ Eliminate render-blocking resources — Potential savings of 190 ms	⌄
▲ Largest Contentful Paint element — 1,240 ms	⌄
■ Preload Largest Contentful Paint image	⌄
■ Serve static assets with an efficient cache policy — 14 resources found	⌄
■ Ensure text remains visible during webfont load	⌄
■ Properly size images — Potential savings of 13 KiB	⌄

Business Name: Mlife Insurance

Website URL: https://mlifeinsurance.com/

Report Link:

https://pagespeed.web.dev/analysis/https-mlifeinsurance-com/39ipecr990?form_factor=desktop
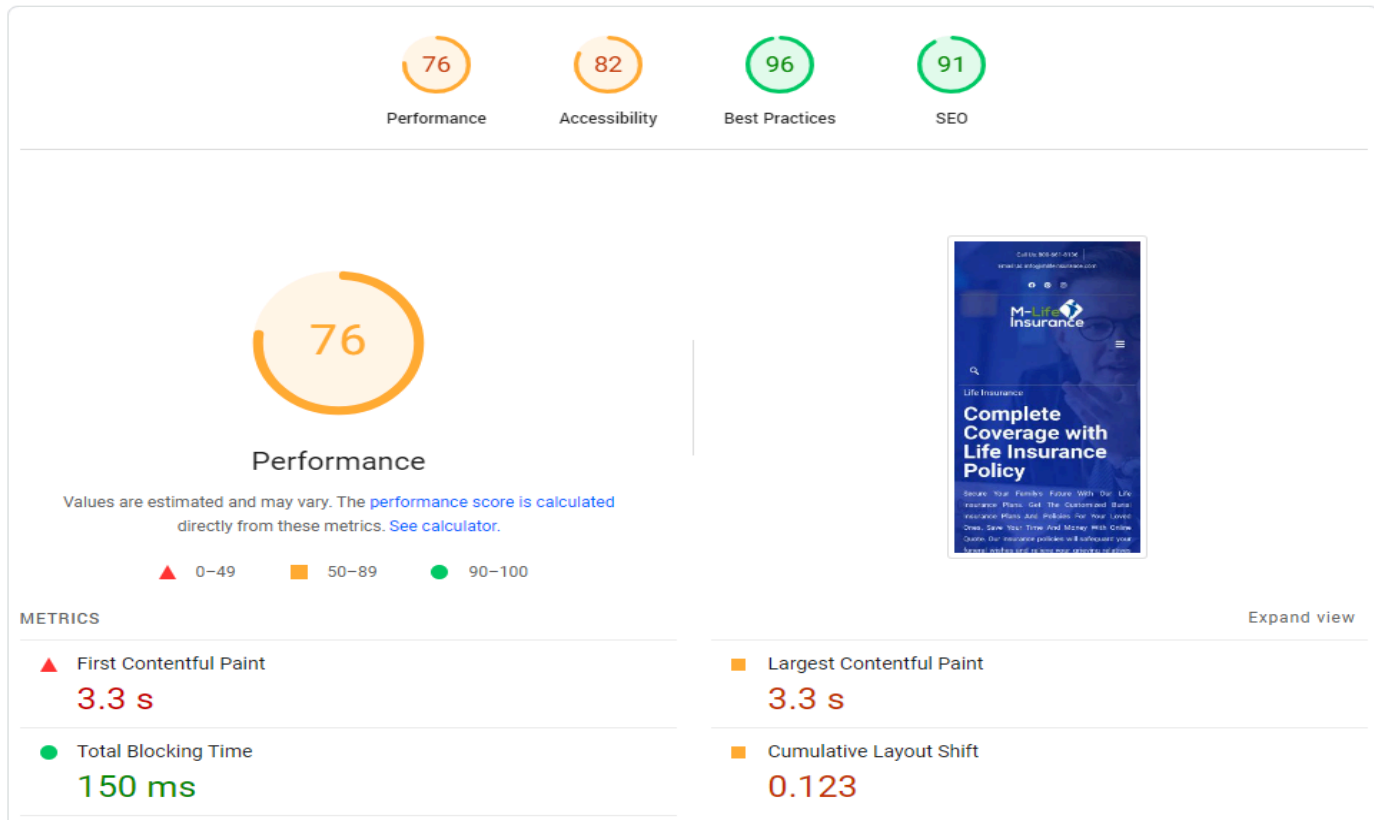
Recommendations:
- LCP Or FCP issues need to be resolved
- Background & Foreground Contrast Ratio Issue

Mobile

Business Name: Mlife Insurance

Website URL: https://mlifeinsurance.com/
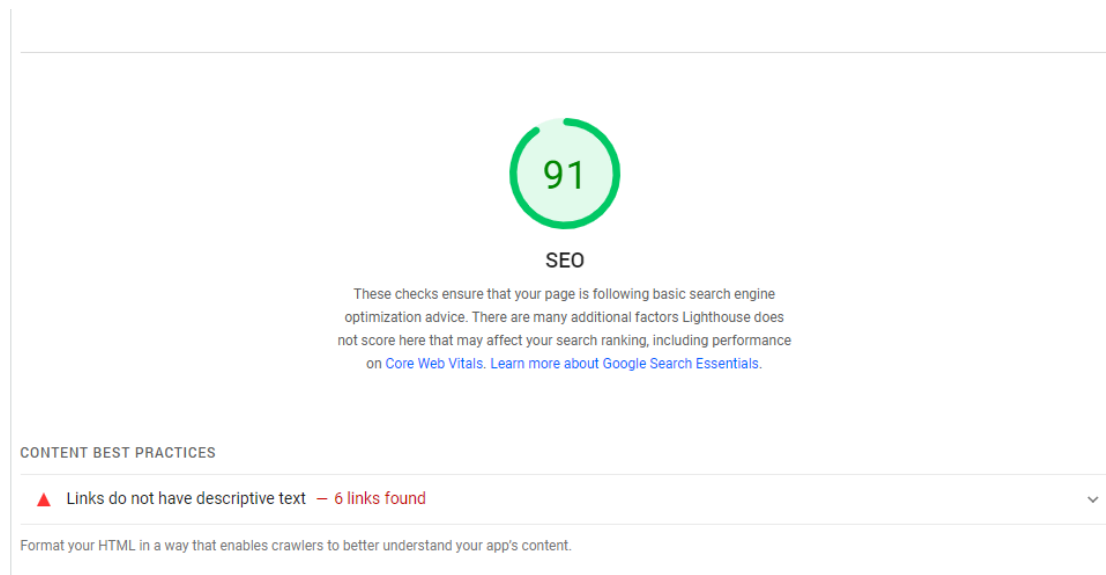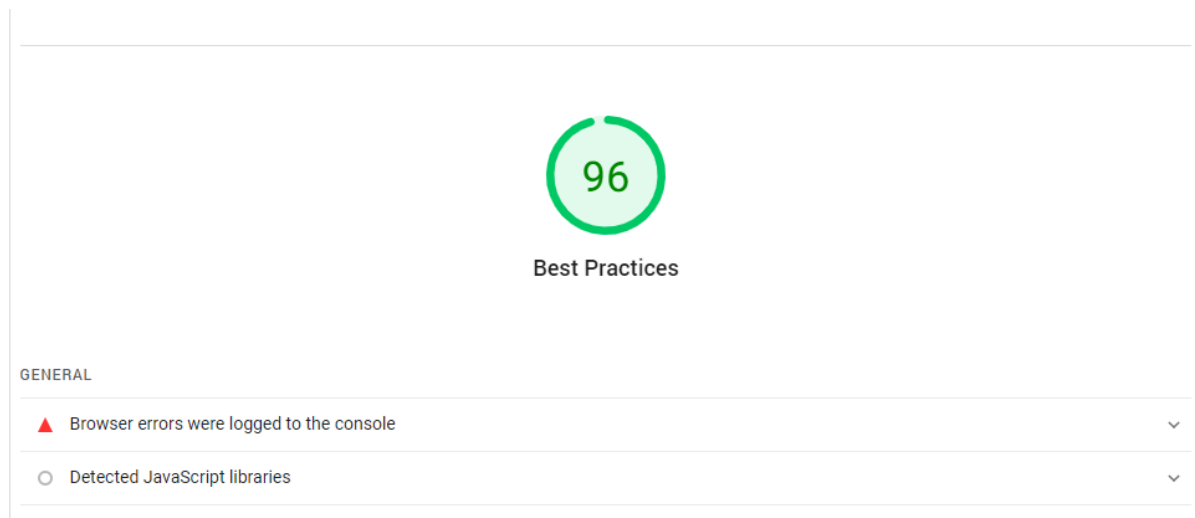
Diagnose performance issues

76	82	96	91
Performance	Accessibility	Best Practices	SEO

76

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

Complete Coverage with Life Insurance Policy

METRICS

Expand view

▲ First Contentful Paint	■ Largest Contentful Paint
3.3 s	**3.3 s**
● Total Blocking Time	■ Cumulative Layout Shift
150 ms	**0.123**

Issues

▲ Eliminate render-blocking resources — Potential savings of 1,290 ms ⌄

▲ Reduce unused CSS — Potential savings of 289 KiB ⌄

▲ Avoid large layout shifts — 6 elements found ⌄

▲ Largest Contentful Paint element — 3,330 ms ⌄

■ Serve static assets with an efficient cache policy — 14 resources found ⌄

■ Ensure text remains visible during webfont load ⌄

Business Name: Mlife Insurance
Website URL: https://mlifeinsurance.com/

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Best Practices

GENERAL

⚠ Browser errors were logged to the console   ⌄

○ Detected JavaScript libraries   ⌄

91

SEO

These checks ensure that your page is following basic search engine
optimization advice. There are many additional factors Lighthouse does
not score here that may affect your search ranking, including performance
on Core Web Vitals. Learn more about Google Search Essentials.

CONTENT BEST PRACTICES

⚠ Links do not have descriptive text — 6 links found   ⌄

Format your HTML in a way that enables crawlers to better understand your app's content.

Recommendations:
- LCP Or FCP issues need to be resolved
- Background & Foreground Contrast Ratio Issue

Report Link
https://pagespeed.web.dev/analysis/https-mlifeinsurance-com/39ipecr990?form_factor=mobile

Business Name: Mlife Insurance
Website URL: https://mlifeinsurance.com/

GTMatrix Speed Performance:

Issues
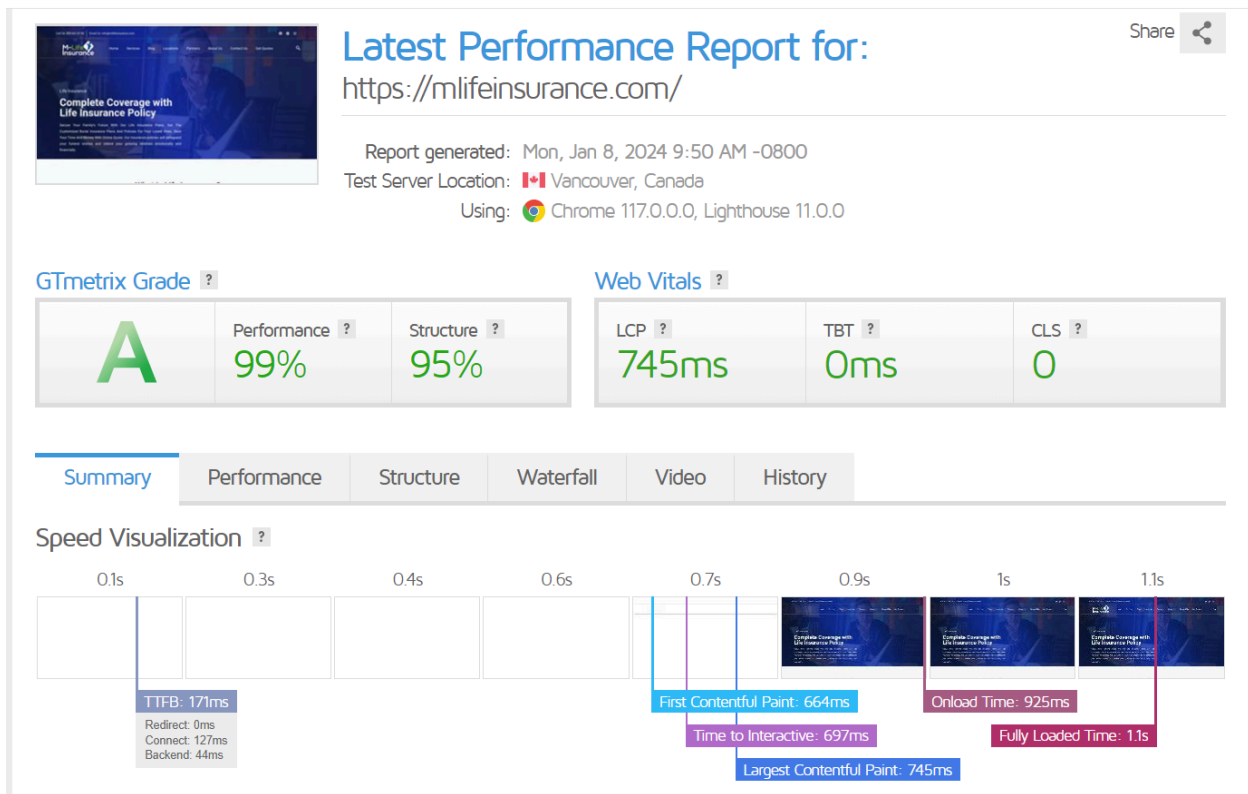
Business Name: Mlife Insurance
Website URL: https://mlifeinsurance.com/

Top Issues

| All | FCP | LCP | TBT | CLS | These audits are identified as the top issues impacting **your performance**. |

IMPACT	AUDIT		
Med-Low	Serve static assets with an efficient cache policy	⌄	
Low	Use a Content Delivery Network (CDN)	⌄	
Low	Avoid an excessive DOM size TBT	⌄	
Low	Reduce unused CSS FCP LCP	⌄	
Low	Eliminate render-blocking resources FCP LCP	⌄	

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

See all Structure audits

Page Details ?

Your page content is broken down into the following:

1.1s
Fully Loaded Time

Total Page Size - 1.01MB

| Font 652KB | CSS 271KB | IMG 92.2KB |

Total Page Requests - 22

| IMG 31.8% | Font 31.8% | Other 22.7% | CSS 9.1% |

HTML   JS   CSS   IMG   Video   Font   Other
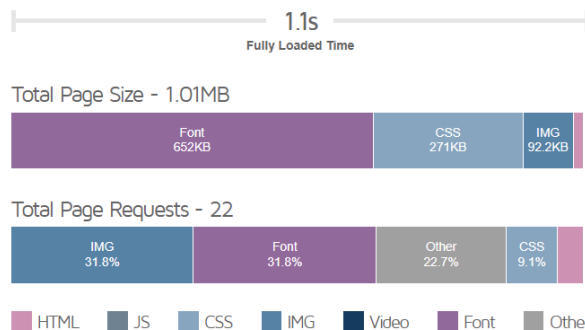
More from GTmetrix

Additional tips and suggestions based on your page analysis.

Your WordPress Performance could be improved
Optimize your WordPress performance with WP Rocket ›

Reduce your image file sizes automatically
Compress and optimize your entire WP Media Library with Imagify ›

Looks like you're running WordPress
Have a look at our WP optimization tips ›

Consider monitoring performance
Learn why monitoring is important ›

Discover more insights with GTmetrix PRO   Get PRO insights now

Report Link:

https://gtmetrix.com/reports/mlifeinsurance.com/h4Df7HRB/

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Website URL: https://mlifeinsurance.com/

Meta Description Missing

All	316	100%
Missing	3	0.95%
Duplicate	6	1.9%
Over 155 Characters	128	40.51%
Below 70 Characters	0	0%
Over 985 Pixels	118	37.34%
Below 400 Pixels	0	0%
Multiple	0	0%
Outside <head>	0	0%
▼ Meta Keywords		

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H1 Tag Issues

	URLs	% of Total
All	316	100%
Missing	12	3.8%
Duplicate	5	1.58%
Over 70 Characters	9	2.85%
Multiple	1	0.32%
Alt Text in H1	0	0%
Non-Sequential	4	1.27%
▼ H2		
All	316	100%
Missing	13	4.11%
Duplicate	19	6.01%
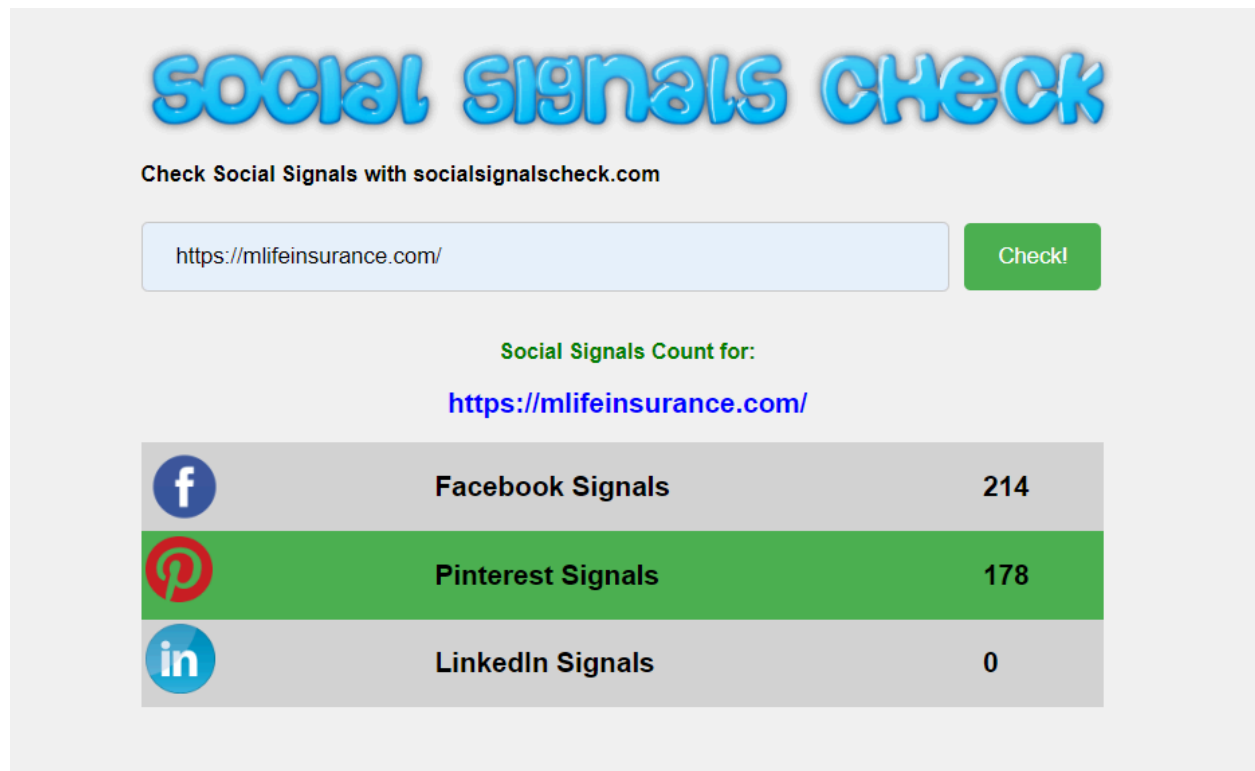
Page title Issues

	URLs	% of Total
All	316	100%
Missing	0	0%
Duplicate	0	0%
Over 60 Characters	81	25.63%
Below 30 Characters	12	3.8%
Over 561 Pixels	40	12.66%
Below 200 Pixels	0	0%
Same as H1	55	17.41%
Multiple	0	0%
Outside <head>	0	0%
▼ Meta Description		

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Website URL: https://mlifeinsurance.com/

Social Signal Check

Conclusion of the SEO Audit Report

In summary, this technical SEO audit report offers a thorough assessment of the page speed and optimization challenges observed on the website (https://mlifeinsurance.com/). After a meticulous examination involving tools like Google Page Speed and GTMatrix, several areas requiring improvement were pinpointed, encompassing page speed, website structure, and metadata optimization.

The recommendations outlined in this report present practical solutions to tackle these issues, with the ultimate goal of enhancing the website's overall performance, user experience, and visibility on search engines. By implementing these suggestions, website owners can take significant strides toward enhancing their online presence, ensuring faster loading times, smoother navigation, and improved organic search rankings. Consistent monitoring and optimization guided by the findings of this audit will assist in maintaining a competitive edge in the ever-changing digital landscape.