

# CASE STUDY REPORT OF



## Aebaby.co.uk

### OBJECTIVE:

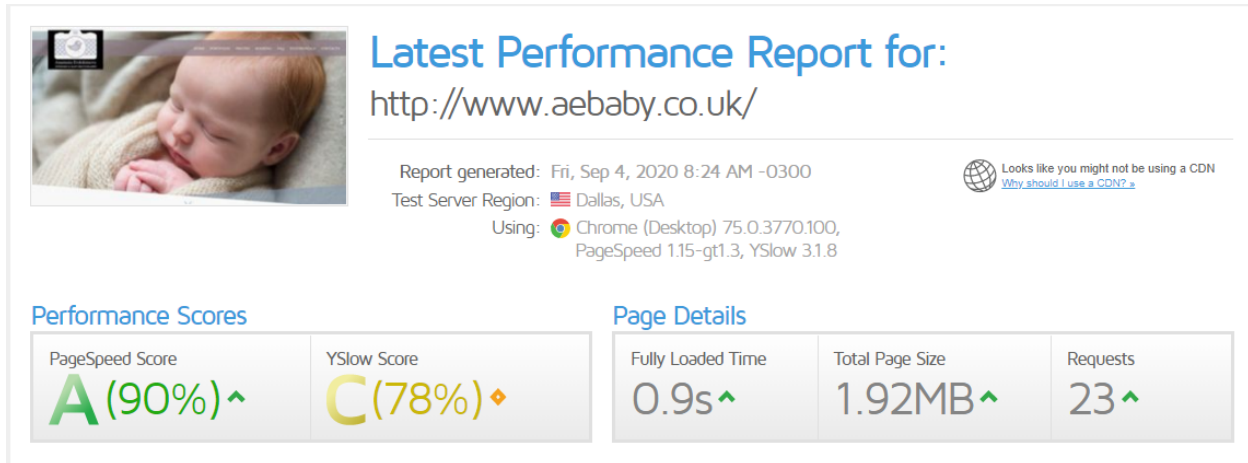
To continually develop our expertise; to both demystify the CRM marketplace, and design best-fit solutions for our customers and then work practically with customers to implement them in a timely and cost-effective manner.

<https://www.aebaby.co.uk/> is the custom html based website, The client need best optimize for his website,

The performance score when the campaign was arrived the scores was quite good.



After attempting all technical SEO steps the final score was



This issues also fixed

Before fixing-

| RECOMMENDATION           | GRADE  | TYPE    | PRIORITY |
|--------------------------|--------|---------|----------|
| Optimize images          | F (0)  | IMAGES  | HIGH     |
| Leverage browser caching | F (23) | SERVER  | HIGH     |
| Serve scaled images      | C (78) | IMAGES  | HIGH     |
| Avoid bad requests       | A (92) | CONTENT | HIGH     |
| Minify JavaScript        | A (97) | JS      | HIGH     |
| Minify CSS               | A (98) | CSS     | HIGH     |
| Specify image dimensions | A (99) | IMAGES  | MEDIUM   |

After Fixing-

|                                 |        |   |         |        |
|---------------------------------|--------|---|---------|--------|
| ▼ Avoid bad requests            | A (92) | ▼ | CONTENT | HIGH   |
| ▼ Specify image dimensions      | A (99) | ◆ | IMAGES  | MEDIUM |
| ▼ Defer parsing of JavaScript   | A (99) | ▲ | JS      | HIGH   |
| ▼ Minify JavaScript             | A (99) | ▲ | JS      | HIGH   |
| ▼ Enable compression            | A (99) | ▲ | SERVER  | HIGH   |
| ▼ Specify a character set early | A (99) | ◆ | CONTENT | MEDIUM |
| ▼ Minify CSS                    | A (99) | ◆ | CSS     | HIGH   |

The all issues which is making the website slower have been fixed.

## End Result:

## The client's requirements have been met and delivered:

- The website speed performance has been increased
- No cache problem which was making website slower