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 (28)	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-



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