

WEBSITE QUALITY REPORT

<http://pearlandmedspa.com/>

Increased Website Performance Can Reduce Marketing Costs

Website Performance Has A Direct Effect On Customer Conversion Rates

Search Engines Like Google Take Site Speed Into Account When Determining Search Rankings

Mobile Devices Will Soon Out Number Desktop Traffic

It All Comes Down To Better User Experience

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Health Report : <http://pearlandmedspa.com/>

Examined at : 2019-05-24 20:19:41

found **11** major issues

SCORE **47.4 (F)**

✓ Page Title

Page Title : Home - Pearland Med Spa

Your page title does not exceed 60 characters. It's fine.

Knowledge Base

Title is the heading of the webpage. The sentence or string enclosed between HTML title tag () is the title of your website. Search engines search for the title of your website and display the title along with your website address upon search result. The title is the most important element for both SEO (Search Engine Optimization) and social sharing. Title should be less than 50 to 60 characters because search engines typically display this length of string or sentence on search result. A good title can consist of the primary keyword, secondary keyword, and brand name. For example: a fictitious gaming information site's The title may be something like "The Future of Gaming Information is Here". A webpage title should contain a proper glimpse of the website. title is an important element for identification of your website for user experience, SEO, and social sharing. So, have a nice and catchy title.

<https://moz.com/learn/seo/title-tag>

✓ Meta Description

Meta Description : Welcome to Pearland Med Spa & Weight Loss Clinic in Pearland, where our goal is to redefine your beauty.

Your meta description does not exceed 150 characters. It's fine.

Knowledge Base

A description is the full interpretation of your website content and features. Most often it is a short paragraph that describes what the features and information provided by the website to its visitors are. You may consider it as an advertisement of your website. Although not important for search engine ranking, it is very important for hits or visits through search engine results. The description should be less than 150 characters because search engines show this length of paragraph for search results. And every page of a website should contain an unique description to avoid description duplication. The description is the definition of your website for user experience, so make it a complete, but short and precise, illustration of your website.

✘ Meta Keyword

Meta Keyword :

Your site does not have any meta keywords.

Knowledge Base

Meta keywords are keywords inside meta tags. Meta keywords are not likely to be used for search engine ranking. The words of the title and description can be used as meta keywords, and it is a good idea for SEO rather than search engine ranking.

✔ Google Analytics

Your site has Google Analytics code installed.

✘ Facebook Tracking Pixel

Your site does not have a facebook tracking pixel.

✓ Google Tracking Pixel

Your site has Google Tracking Pixel code installed.

✓ Google My Business

Your site has Google My Business profile.

✗ SSL

Your site does not have SSL.

Single Keywords

Keyword	Occurrence	Density	Possible Spam
body	6	1.367 %	No
Pearland	6	1.367 %	No
Med	6	1.367 %	No
Spa	5	1.139 %	No
skin	5	1.139 %	No
health	4	0.911 %	No
Weight	4	0.911 %	No
Loss	4	0.911 %	No
IV	3	0.683 %	No
Learn	3	0.683 %	No
program	3	0.683 %	No
rejuvenation	3	0.683 %	No
proven	3	0.683 %	No
beauty	3	0.683 %	No
client	3	0.683 %	No
produce	2	0.456 %	No
breakthrough	2	0.456 %	No
results	2	0.456 %	No
weight	2	0.456 %	No
aesthetics	2	0.456 %	No

Two Word Keywords

Keyword	Occurrence	Density	Possible Spam
---------	------------	---------	---------------

Pearland Med	5	1.139 %	No
Med Spa	5	1.139 %	No
Weight Loss	4	0.911 %	No
Learn More	3	0.683 %	No
health and	2	0.456 %	No
spa services	2	0.456 %	No
and health	2	0.456 %	No
body and	2	0.456 %	No
is to	2	0.456 %	No
breakthrough results	2	0.456 %	No
produce breakthrough	2	0.456 %	No
of the	2	0.456 %	No
to produce	2	0.456 %	No
technological innovations	2	0.456 %	No
innovations in	2	0.456 %	No
in aesthetics	2	0.456 %	No
aesthetics with	2	0.456 %	No
with clinically	2	0.456 %	No
clinically proven	2	0.456 %	No
the body	2	0.456 %	No

Three Word Keywords

Keyword	Occurrence	Density	Possible Spam
Pearland Med Spa	4	0.911 %	No
produce breakthrough results	2	0.456 %	No
innovations in aesthetics	2	0.456 %	No
in aesthetics with	2	0.456 %	No
aesthetics with clinically	2	0.456 %	No
with clinically proven	2	0.456 %	No
clinically proven strategies	2	0.456 %	No
proven strategies to	2	0.456 %	No
strategies to produce	2	0.456 %	No
Weight Loss Clinic	2	0.456 %	No
Spa Weight Loss	2	0.456 %	No
Med Spa Weight	2	0.456 %	No
to produce breakthrough	2	0.456 %	No
technological innovations in	2	0.456 %	No
clients We provide	1	0.228 %	No
and providing complete	1	0.228 %	No
Spa we are	1	0.228 %	No
we are dedicated	1	0.228 %	No
are dedicated to	1	0.228 %	No
dedicated to promoting	1	0.228 %	No

Four Word Keywords

Keyword	Occurrence	Density	Possible Spam
technological innovations in aesthetics	2	0.456 %	No
innovations in aesthetics with	2	0.456 %	No
in aesthetics with clinically	2	0.456 %	No
aesthetics with clinically proven	2	0.456 %	No
with clinically proven strategies	2	0.456 %	No
clinically proven strategies to	2	0.456 %	No
proven strategies to produce	2	0.456 %	No
Spa Weight Loss Clinic	2	0.456 %	No
Med Spa Weight Loss	2	0.456 %	No
strategies to produce breakthrough	2	0.456 %	No
to produce breakthrough results	2	0.456 %	No
About Us Skin Care	1	0.228 %	No
We provide a full	1	0.228 %	No
provide a full complement	1	0.228 %	No
clients We provide a	1	0.228 %	No
full complement of spa	1	0.228 %	No
our clients We provide	1	0.228 %	No
to our clients We	1	0.228 %	No
wellness to our clients	1	0.228 %	No
complete wellness to our	1	0.228 %	No

✘ Keyword Usage

The most used keywords do not match with meta keywords.

Knowledge Base

Keyword usage is the use of your keywords inside meta tags and the content of your website. Use keywords that describe your site properly for precise search engine results.

Total Words

Total Words : 439

Knowledge Base

Unique words are uncommon words that reflect your site's features and information. Search

engine metrics are not designed to use unique words as a ranking factor but it is still useful to get a proper picture of your site's contents. Using positive unique words like “complete”, “perfect”, “shiny”, is a good idea for user experience.

Stop words are common words like all the prepositions, some generic words like download, click me, offer, win etc. Since the most used keywords may be a factor for visitors, you are encouraged to use more unique words and less stop words.

✘ Text/HTML Ratio Test

Site failed text/HTML ratio test.

Text/HTML Ratio Test : 12%

Knowledge Base

The ideal page's ratio of text to HTML code must be between 20% to 60%. If it is less than 20% it means you need to write more text on your web page, while in the case of a score over 60% your page might be considered as spam.

HTML Headings

H1(0)

H2(5)

- BEAUTY BEGINS AT OUR DOORS
- MICRONEEDLING
- IV Therapy
- Weight Loss & Wellness Program
- Pearland Med Spa

H3(1)

- Pearland Med Spa uses the most advanced technological innovations in aesthetics with clinically proven strategies to produce breakthrough results. We believe that beauty and health are the same so every client that walks out feels and looks beautiful.

H4(0)

H5(0)

H6(0)

Knowledge Base

H1 status is the existence of any content inside the h1 tag. Although they are not important like meta titles and descriptions for search engine ranking, they are still a good way to describe your contents in search engine result.

H2 status is less important but should be used for proper understanding of your website for a visitor.

✓ Robot.txt

Your site has robots.txt

Robot.txt

```
> User-agent: * Disallow: /wp-admin/ Allow: /wp-admin/admin-ajax.php
```

Knowledge Base

Robots.txt is text file that resides in the website root directory and contains the instructions for various robots (mainly search engine robots) for how to crawl and index your website for their webpage. Robots.txt contains the search bots or others bot names, the directory list allowed or disallowed to be indexed, crawling for bots, time delay for bots to crawl and index, and even the sitemap URL. Full access or a full restriction or customized access or restriction can be imposed through robots.txt.

Robots.txt is very important for SEO. Your website directories will be crawled and indexed on search engines according to robots.txt instructions. So, add a robots.txt file in your website root directory. Write it properly including your content-enriched pages and other public pages and exclude any pages which contain sensitive information. Remember robots.txt instruct restricts access to the sensitive information of your page if it is not formidable on webpage security grounds.

<http://www.robotstxt.org/robotstxt.html>

✓ Sitemap

Your site has sitemap

Location: <http://pearlandmedspa.com//sitemap.xml>

Knowledge Base

Sitemap is an xml file which contains a full list of your website URLs. It is used to include directories of your websites for crawling and indexing for search engines and access for users. It can help search engine robots for indexing your website faster and more deeply. It is roughly the opposite of robots.txt. You can create a sitemap.xml through various free and paid services or you can write it the proper way (read about how to write a sitemap).

Also keep these things in mind:

- 1) The sitemap must be less than 10 MB (10,485,760 bytes) and can contain a maximum 50,000 URLs. If you have more URLs than this, create multiple sitemap files and use a sitemap index file.
- 2) Put your sitemap in the website root directory and add the URL of your sitemap in robots.txt.
- 3) Sitemap.xml can be compressed using gzip for faster loading.

Broken link: A broken link is an inaccessible link or URL of a website. A higher rate of broken links has a negative effect on search engine ranking due to reduced link equity. It also has a bad impact on user experience. There are several reasons for broken links, all are listed below:

- 1) An incorrect link entered by you.
- 2) The destination website removed the linked web page given by you. (a common 404 error).
- 3) The destination website is irreversibly moved or does not exist anymore. (a change domain or the site is blocked or dysfunctional).
- 4) User may be behind some firewall or similar software or security mechanism that is blocking the access to the destination website.
- 5) You have provided a link to a site that is blocked by firewalls or similar software for outside access.

<http://www.sitemaps.org/protocol.HTML>

or

<http://webdesign.tutsplus.com/articles/all-you-need-to-know-about-xml-sitemaps--webdesign-9838>

Internal Vs. External Links

TOTAL INTERNAL LINKS? **14**

TOTAL EXTERNAL LINKS? **3**

Internal Links

- <http://pearlandmedspa.com/>
- <http://pearlandmedspa.com/about-us/>
- <http://pearlandmedspa.com/skin-care/>
- <http://pearlandmedspa.com/medical-grade-facials/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/dermal-fillers/>
- <http://pearlandmedspa.com/kybella/>
- <http://pearlandmedspa.com/iv-infusion-therapy/>
- <http://pearlandmedspa.com/eyebrow-microblading/>
- <http://pearlandmedspa.com/eyelash-extensions/>
- <http://pearlandmedspa.com/contact/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/medical-microneedling/>

External Links

- <https://www.hempworx.com/pms>
- <https://www.facebook.com/pearlandmedspa/>
- <http://www.lbmarketing.net>

Alexa Rank

TRAFFIC RANK **no data**

REACH RANK **no data**

TOP COUNTRY

TOP COUNTRY RANK

Domain IP Information

ISP **Websitewelcome.com**

IP **192.254.235.234**

ORGANIZATION **Unified Layer**

CITY **Houston**

COUNTRY **United States**

TIME ZONE **America/Chicago**

LONGITUDE **-95.472000**

LATITUDE **29.832400**

NoIndex , NoFollow, DoDollow Links

TOTAL NOINDEX LINKS

TOTAL NOFOLLOW LINKS

TOTAL DOFOLLOW LINKS **17**

NOINDEX ENABLED BY META ROBOT? **No**

NOFOLLOW ENABLED BY META ROBOT? **No**

NoIndex Links

NoFollow Links

DoFollow Links

- <http://pearlandmedspa.com/>
- <http://pearlandmedspa.com/about-us/>
- <http://pearlandmedspa.com/skin-care/>
- <http://pearlandmedspa.com/medical-grade-facials/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/dermal-fillers/>
- <http://pearlandmedspa.com/kybella/>
- <http://pearlandmedspa.com/iv-infusion-therapy/>
- <https://www.hempworx.com/pms>
- <http://pearlandmedspa.com/eyebrow-microblading/>
- <http://pearlandmedspa.com/eyelash-extensions/>
- <http://pearlandmedspa.com/contact/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <http://pearlandmedspa.com/medical-microneedling/>
- <https://www.facebook.com/pearlandmedspa/>

- <http://www.lbmarketing.net>

Knowledge Base

NoIndex : The NoIndex directive is a meta tag value. NoIndex directive is to prevent showing your website on search engine results. You must not set "NoIndex" as value in meta tags if you want your website to show up on search engine results.

By default, a webpage is set to "index." You should add a `<meta name="robots" content="NoIndex" />` directive to a webpage in the <head> section of the HTML if you do not want search engines to crawl a given page and include it in the SERPs (Search Engine Results Pages).

DoFollow & NoFollow : The NoFollow directive is a meta tag value to prevent following of any links on your website by search engine bots. You must not set "NoFollow" as a value in meta tags if you want your link followed by search engine bots.

By default, links are set to "DoFollow." You would set a link to "NoFollow" in this way: `Anchor Text` if you want to suggest to Google that the hyperlink should not pass any link equity/SEO value to the link target.

<http://www.launchdigitalmarketing.com/seo-tips/difference-between-noindex-and-nofollow-meta-tags/>

✓ SEO Friendly Links

Links of your site are SEO friendly.

Knowledge Base

An SEO friendly link roughly follows these rules. The URL should contain a dash as a separator, not contain parameters and numbers, and should be static.

To resolve this use these techniques:

- 1) Replace underscores or other separator with a dash. Clean the URL by deleting or replacing numbers and parameters.
- 2) Merge your www. and non-www. URLs.
- 3) Do not use dynamic and related URLs. Create an xml sitemap for proper indexing for search engines.
- 4) Block unfriendly and irrelevant links through robots.txt.
- 5) Endorse your canonical URLs in canonical tags.

<https://www.searchenginejournal.com/seo-friendly-url-structure-2/202790/>

✓ Favicon

Your site have favicon.

<http://blog.woorank.com/2014/07/favicon-seo/>

! Image 'alt' Test

Your site has 3 image(s) missing alt text.

Images Without alt

- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Microneedling.jpg>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/lv-Therapy.png>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/weight-loss-Pearland-2.2.jpg>

Knowledge Base

An alternate title for an image, alt attribute content to describe an image. It is necessary for notifying search engine spiders and improve actability on your website. So, put a suitable title for your image, or at least those that are part of your website content (not including the images for website design). To resolve this put a suitable title in your alt attributes.

<https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/>

✓ DOC Type

DOC Type : <!DOCTYPE html>

Page has doc type.

Knowledge Base

doc type is not SEO factor but it is checked for validating your web page. So set a doctype at your HTML page.

<https://html.com/tags/doctype/>

✓ Deprecated HTML Tag

Your site does not have any deprecated HTML tag.

Knowledge Base

Older HTML tags and attributes that have been superseded by other more functional or flexible alternatives (whether HTML or CSS) are declared as deprecated in HTML4 by the W3C - (the consortium that sets the HTML standards). Browsers should continue to support deprecated tags and attributes, but eventually these tags are likely to become obsolete and so future support cannot be guaranteed.

✓ HTML Page Size

HTML Page Size : 38 KB

HTML page size is \leq 100KB

Knowledge Base

HTML page size is one of the main factor for webpage loading time. It should be less than 100 KB according to Google's recommendations. Note that, this size does not include external CSS, JavaScript or image files. So, a small page size less loading time.

To reduce your page size follow these steps:

- 1) Move all your CSS and JavaScript code to external file.
- 2) Make sure your text content is on top of the page so that it can be displayed before full page loading.
- 3) Reduce or compress all the images, flash media files and so on. It would be better if these files were less than 100 KB.

✘ Inline CSS

Your site has 10 cases of inline CSS.

Inline CSS

- ``
- ``
- ``
- ``
- ``
- ``
- ``
- ``
- ``
- ``

Knowledge Base

Inline CSS is the CSS code residing in HTML page under HTML tags not in external .CSS file. Inline CSS increases the loading time of your webpage, which is an important search engine ranking factor. So, try not to use inline CSS.

✘ Internal CSS

Your site has 3 cases of internal CSS.

Knowledge Base

Internal CSS is the CSS codes which resides on HTML page inside the style tag. Internal CSS also increases loading time since no page caching is possible for internal CSS. Try to put your CSS code in external file.

✘ Micro Data Schema Test

Test Site failed the micro data schema test.

Knowledge Base

Micro data is the information underpinning an HTML string or paragraph. Consider a string as an “avatar”:- it could refer to a profile picture on a forum, blog or social networking site, or may refer to a highly successful 3D movie. Microdot is used to specify the reference or underlying information about an HTML string. Microdata gives chances to search engines and other applications to better understand your content and better display it on search results.

<https://schema.org/docs/gs.html>

IP & DNS Report

IPV4 **192.254.235.234**

IPV6 **Not Compatible**

DNS Report

SL	Host	Class	TTL	Type	PRI	Target	IP
1	pearlandmedspa.com	IN	14400	A			192.254.235.234
2	pearlandmedspa.com	IN	86400	NS		ns6517.hostgator.com	
3	pearlandmedspa.com	IN	86400	NS		ns6518.hostgator.com	
4	pearlandmedspa.com	IN	14400	MX	0	mail.pearlandmedspa.com	

✓ IP Canonicalization Test

Test Site passed IP canonicalization test.

Knowledge Base

If multiple domain names are registered under a single IP address, the search bots can label other sites as duplicates of one site. This is IP canonicalization, rather like URL canonicalization. To solve this use redirects.

<https://techglimpse.com/fix-improve-site-seo-ip-canonicalization/>

✓ URL Canonicalization Test

Test Site passed URL canonicalization test.

Knowledge Base

Canonical tags make all your URLs (those leading to a single address or webpage) into a single URL. For example, if

```
<link rel="canonical" href="https://mywebsite.com/home" />
```

```
<link rel="canonical" href="https://www.mywebsite.com/home" />
```

both refer to the link, mywebsite.com/home, all the different URLs with the same content or

page now come under the link or URL, mywebsite.com/home. This will boost your search engine ranking by eliminating content duplication. Use canonical tags for all the same URLs. <https://audisto.com/insights/guides/28/>

✓ Plain Text Email Test

Site passed plain text email test. No plain text email found.

Knowledge Base

Plain text email addresses are vulnerable to email scrapping agents. An email scrapping agent crawls through your website and collects every email address which is written in plain text. So, existence of plain text email addresses in your website can help spammers with email harvesting. This could be a bad sign for search engines.

To fight this, you can obfuscate your email addresses in several ways:

- 1) CSS pseudo classes.
- 2) Writing your email address backwards.
- 3) Turn off display using CSS.
- 4) Obfuscate your email address using JavaScript.
- 5) Using WordPress and PHP (WordPress site only).

<http://www.labnol.org/internet/hide-email-address-web-pages/28364/>

CURL Response

url	http://pearlandmedspa.com/	content type	text/html; charset=UTF-8
http code	200	header size	496
request size	140	filetime	-1
ssl verify result	0	redirect count	0
total time	5.202456	namelookup time	0.124518
connect time	0.158059	pretransfer time	0.158108
size upload	0	size download	38455
speed download	7391	speed upload	0
download content length	-1	upload content length	-1
starttransfer time	3.371012	redirect time	0
redirect url		primary ip	192.254.235.234
certinfo		primary port	80
local ip	172.31.28.233	local port	42056

✓ Mobile Friendly Check

Mobile Friendly : Yes

Score : 99

Localized Rule Name

Mobile viewport not set
Text too small to read
Uses incompatible plugins
Content wider than screen
Links too close together

Rule Impact

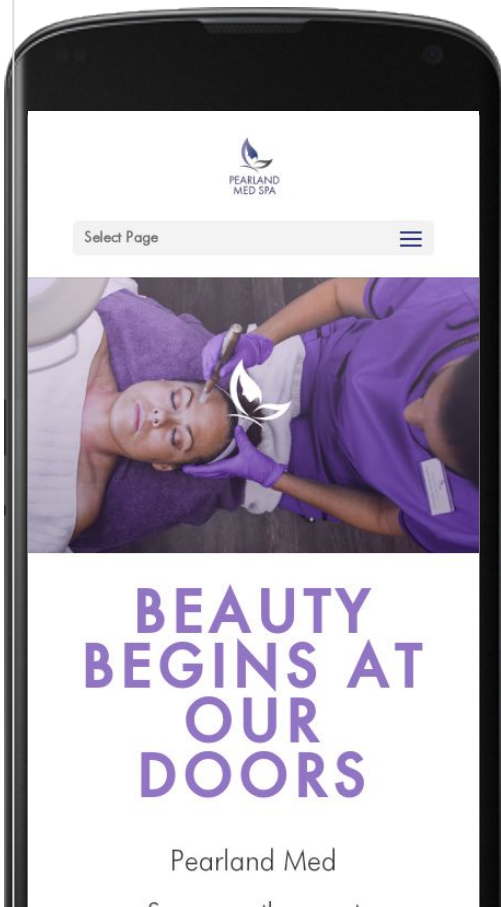
0
0
0
0
0.41522491349481

CMS: WORDPRESS

Locale: en_US

Roboted Resources: 0

Transient Fetch Failure Resources: 0



Google Page Speed Insight (Mobile)

PAGE SPEED **13**

USABILITY SCORE **99**

Page Statistics

numberResources	42	numberHosts	5
totalRequestBytes	5084	numberStaticResources	12
htmlResponseBytes	38961	overTheWireResponseBytes	5326180
cssResponseBytes	915241	imageResponseBytes	4854160
javascriptResponseBytes	539340	otherResponseBytes	183436
numberJsResources	14	numberCssResources	11

✓ Avoid App Install Interstitials That Hide Content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of avoiding the use of app install interstitials.
<https://developers.google.com/search/mobile-sites/mobile-seo/common-mistakes#avoid-interstitials>

✓ Avoid Plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms.

✓ Configure Viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about configuring viewports.
<https://developers.google.com/speed/docs/insights/ConfigureViewport>

✓ Size Content to Viewport

The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

<https://developers.google.com/speed/docs/insights/SizeContentToViewport>

✗ Size Tap Targets Appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger(<https://developers.google.com/speed/docs/insights/SizeTapTargetsAppropriately>) to provide a better user experience. The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `<header id="main-header">About Us Skin...s Contact Us</header>` is close to **1** other tap targets

✓ Use Legible Font Sizes

The text on your page is legible. Learn more about using legible font sizes(<https://developers.google.com/speed/docs/insights/UseLegibleFontSizes>).

✓ Landing Page Redirects

Your page has no redirects. Learn more about avoiding landing page redirects(<https://developers.google.com/speed/docs/insights/AvoidRedirects>)

✓ GZIP Compression

You have compression enabled. Learn more about enabling compression(<https://developers.google.com/speed/docs/insights/EnableCompression>).

✘ Leverage Browser Caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from the local disk rather than over the network.

Leverage browser

caching(<https://developers.google.com/speed/docs/insights/LeverageBrowserCaching>) for the following cacheable resources:

- <http://pearlandmedspa.com/wp-content/cache/et/global/et-divi-customizer-global-155698841787.min.css>
- <http://pearlandmedspa.com/wp-content/uploads/2016/05/Pearland-Med-Spa-Background-3.jpg>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/lv-Therapy.png>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Microneedling.jpg>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearland-Laugh.jpg>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearland-Med-Spa-Logo-Small.png>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearland-Med-Spa-Facebook-banner.jpg>
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/weight-loss-Pearland-2.2.jpg>
- <https://www.google-analytics.com/analytics.js>

✘ Server Response Time

In our test, your server responded in **3 seconds**. There are many factors that can slow down your server response time.

Please read our recommendations(<https://developers.google.com/speed/docs/insights/Server>) to learn how you can monitor and measure where your server is spending the most time.

✘ Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times. Minify CSS(<https://developers.google.com/speed/docs/insights/MinifyResources>) for the following resources to reduce their size by **1.3KiB (31% reduction)**.

- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//css/flick/flick.css?ver=c83dabd97654c632a17f7cc7933518fcc> could save **1KiB (25% reduction)**
- <http://pearlandmedspa.com/wp-content/themes/Divi-child/style.css?ver=3.22.7> could save **353B (94% reduction)**

✓ Minify HTML

Your HTML is minified. Learn more about minifying HTML(<https://developers.google.com/speed/docs/insights/MinifyResources>).

✗ Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript(<https://developers.google.com/speed/docs/insights/MinifyResources>) for the following resources to reduce their size by **7.6KiB (37% reduction)**.

- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/datepicker.js?ver=c83dabd97654c632a17f7cc7933518fc> could save **7.1KiB (38% reduction)**
- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/scrollTo.js?ver=1.5.7> could save **190B (16% reduction)**
- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/mailchimp.js?ver=1.5.7> could save **187B (37% reduction)**
- <http://pearlandmedspa.com/wp-content/themes/Divi/core/admin/js/common.js?ver=3.22.7> could save **140B (25% reduction)**

✗ Render-blocking JavaScript And CSS

Your page has **(13)** blocking script resources and **(12)** blocking CSS resources. This causes a delay in rendering your page. None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Render-blocking JavaScript

- <http://pearlandmedspa.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <http://pearlandmedspa.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/scrollTo.js?ver=1.5.7>
- <http://pearlandmedspa.com/wp-includes/js/jquery/jquery.form.min.js?ver=4.2.1>
- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/mailchimp.js?ver=1.5.7>
- <http://pearlandmedspa.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4>
- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//js/datepicker.js?ver=c83dabd97654c632a17f7cc7933518fc>
- <http://pearlandmedspa.com/wp-content/plugins/wp-spamshield/js/jscripts.php>
- <http://pearlandmedspa.com/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.1.1>
- <http://pearlandmedspa.com/wp-content/themes/Divi/js/custom.min.js?ver=3.22.7>
- <http://pearlandmedspa.com/wp-content/themes/Divi/core/admin/js/common.js?ver=3.22.7>
- <http://pearlandmedspa.com/wp-content/plugins/wp-spamshield/js/jscripts-ftr-min.js>
- <http://pearlandmedspa.com/wp-includes/js/wp-embed.min.js?ver=c83dabd97654c632a17f7cc7933518fc>

Render-blocking CSS

- <http://pearlandmedspa.com/wp-content/plugins/mailchimp//css/flick/flick.css?ver=c83dabd97654c632a17f7cc7933518fc>
- http://pearlandmedspa.com/?mcsf_action=main_css&ver=c83dabd97654c632a17f7cc7933518fc
- <http://pearlandmedspa.com/wp-includes/css/dist/block-library/style.min.css?ver=c83dabd97654c632a17f7cc7933518fc>
- <http://pearlandmedspa.com/wp-content/plugins/contact-form-7/includes/css/styles.css?ver=5.1.1>
- <http://pearlandmedspa.com/wp-content/plugins/vfb-pro/public/assets/css/vfb-style.min.css?ver=2018.08.01>
- <http://pearlandmedspa.com/wp-content/plugins/vfbp-display-entries/public/assets/css/vfb-display-entries.min.css?ver=2018.05.24>
- <http://pearlandmedspa.com/wp-content/themes/Divi/style.css?ver=c83dabd97654c632a17f7cc7933518fc>
- <http://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800&subset=latin,latin-ext>
- <http://pearlandmedspa.com/wp-content/themes/Divi-child/style.css?ver=3.22.7>

- <http://fonts.googleapis.com/css?family=Open+Sans%3A300%2C300italic%2Cregular%2Citalic%2C600%2C600italic%2C700%2C700italic%2C800%2C800italic&ver=c83dabd97654c632a17f7cc7933518fc>
- <http://pearlandmedspa.com/wp-includes/css/dashicons.min.css?ver=c83dabd97654c632a17f7cc7933518fc>
- <http://pearlandmedspa.com/wp-content/cache/et/global/et-divi-customizer-global-155698841787.min.css>

✘ Optimize Images

Properly formatting and compressing images can save many bytes of data.

Optimize the following

images(<https://developers.google.com/speed/docs/insights/OptimizeImages>) to reduce their transfer size by **3.6MiB (90% reduction)**.

- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Microneedling.jpg> could save **1.7MiB (99% reduction)**
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearlnd-Med-Spa-Facebook-banner.jpg> could save **1.4MiB (98% reduction)**
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/weight-loss-Pearland-2.2.jpg> could save **392.6 KB (95% reduction)**
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearland-Laugh.jpg> could save **49.3 KB (14% reduction)**
- <http://pearlandmedspa.com/wp-content/uploads/2018/08/Pearland-Med-Spa-Logo-Small.png> could save **45.8 KB (93% reduction)**
- <http://pearlandmedspa.com/wp-content/uploads/2016/05/Pearland-Med-Spa-Background-3.jpg> could save **30.8 KB (66% reduction)**

✔ Prioritize Visible Content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content(<https://developers.google.com/speed/docs/insights/PrioritizeVisibleContent>).

Page Statistics

numberResources	42	numberHosts	5
totalRequestBytes	5072	numberStaticResources	12
htmlResponseBytes	38961	overTheWireResponseBytes	5339158
cssResponseBytes	914531	imageResponseBytes	4854160
javascriptResponseBytes	539340	otherResponseBytes	196455
numberJsResources	14	numberCssResources	11

PAGE SPEED **17**

✓ Landing Page Redirects

Your page has no redirects. Learn more about avoiding landing page redirects(<https://developers.google.com/speed/docs/insights/AvoidRedirects>)

✓ Prioritize Visible Content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content(<https://developers.google.com/speed/docs/insights/PrioritizeVisibleContent>).

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