



bobsburgers.com

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# Site Audit Report

AUDIT COMPLETED: July 19, 2018

## Webhost Configuration

Host: HostGator; PHP Version: 5.4.45 - **insecure and not supported**

- Hostgator is not an official recommended WordPress host. In our initial tests with SiteGround hosting with PHP 7.1, we found a 67% drop in home load speed with no modifications to the website. Recommended to migrate hosting from HostGator to SiteGround.

## Wordpress Core **Version 4.8.7 (Out-of-date)**

### Plugins Requiring Updates

- Akismet 4.0.8
- BuddyPress 3.1.0
- Contact Form 7 5.0.3
- Content Protector 3.0
- Jetpack 3.6.2
- Layerslider 6.7.6
- LifterLMS 3.21.0
- Members 2.1.0
- OptinMonster API 1.4.2
- Redirection 3.4
- Simple Membership 3.6.6
- The Events Calendar 4.6.20.1
- Ultimate Member 2.0.21
- Unyson 2.7.19
- WooCommerce 3.4.3
- WP Super Cache 1.6.2
- WPBakery Visual Composer 5.5.2
- YITH Wishlist 2.2.2
- YITH Zoom 1.3.4

### Plugins Recommended for Removal

- Akismet Anti-Spam: Unnecessary
- BuddyPress: Unnecessary
- Content Protector: Deactivated
- Hello Dolly: Deactivated
- JetPack: Deactivated
- LayerSlider WP: Unnecessary
- LifterLMS: Deactivated
- Members: Unnecessary
- Mojo Marketplace: Deactivated
- OptinMonster API: Deactivated
- Peters Login Redirect: Deactivated
- Re-add: Unnecessary
- Redirection: Unnecessary
- Google Maps: Unnecessary
- SCORM Cloud; Unnecessary
- Simple 301 Redirects: Deactivated

## Plugins Recommended for Removal Cont.

- Simple Members: Unnecessary
- Slider Revolution: Unnecessary
- Styles: Unnecessary
- Ultimate Addons: Unnecessary
- Ultimate Member: Deactivated
- Unyson: Unnecessary
- WooCommerce: Unnecessary
- WP Show IDs: Unnecessary
- WP Super Cache: Unnecessary
- Visual Composer: Unnecessary
- YITH Wishlist: Unnecessary
- YITH Zoom: Unnecessary

## Theme Updated Available

LMS by DesignThemes 5.2  
Recommend creating a child theme

## Themes Recommended for Removal

- Bizcorp
- Twenty Fourteen
- Twenty Fifteen
- Twenty Sixteen



## Image Optimization

Your images could be **40% smaller** with optimization!

Original size was: 60.58KB // Optimized size is: 36.49KB

This page has been analyzed

10 images have been found and 6 images can be optimized



10 images represent



# Page Speed Optimization

- Average site speed

now 6.79 sec | recommended < 3 sec

- Pingdom page load score

was 84 (B) | rec 90 (A)

- Page load size

now 1.1MB | rec < 2MB

- Page load HTTP requests

now 103 | rec < 75

## Caching & Code Minification

- No caching enabled; recommended to enable
- No browser caching enabled; recommended to enable
- No minification configured; recommended to configure
- Gzip not enabled; recommended to enable
- Database not optimized; recommended to run



# Database Optimization

Removal of the following database data:

- BuddyPress Tables and Data
- LifterLMS Tables and Data
- Redirection Tables and Data
- Revolution Slider Tables and Data
- Scorm Cloud Tables and Data
- Simple Membership Tables and Data
- YITH Wishlist Tables and Data
- WooCommerce Tables and Data

# Site Organization

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## Menus

- Remove invalid Blog menu item
- Rename main menu from Access Courses to Main Menu

## Spam Management

- No spam comments or trackbacks found
- Recommended to disable both comments and trackbacks globally from website



# Content Management

- Remove 13 demo posts from Posts
- Remove 7 demo post categories from Posts Categories
- Remove 9 demo tags from Tags
- Remove 9 demo tags from Events
- Remove Eliot Center duplicate Event Venue
- Remove QuickBooks Made Easy duplicate Event Organizer
- Remove 1 draft page
- Remove 40 trashed pages
- Remove 3 demo comments
- Remove 3 demo contact forms
- Remove 1 draft product

## Licenses

- Purchase or acquire LMS theme license key

## User Audit

- Remove user2 admin user
- Remove user1 subscriber user
- Remove pbj s2member level 2 user
- Remove kburch s2member level 2 user



# Security

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## Malware Scan and Clean Up

- Deep malware scan and signature check results
  - Clean; no malware found

## Backups

- Recommended to setup Akeeba Backup for one-off backups and SiteGround auto-backups

## Blacklist Check

- Not found on any known blacklists

## Files and Firewall Check

- Recommended to install and configure WordFence plugin including software firewall
- Remove the following vulnerable and unnecessary server files:
  - /wp-admin.zip
  - /wp-content/plugins/bypass-protected-page-with-single-pass.zip
  - /wp-content/plugins/errog\_log
  - wp-content/uploads/revslider
  - wp-content/uploads/ultimatemember
  - wp-content/uploads/swc-logs
  - wp-content/uploads/woocommerce\_uploads

## SSL Certificate

- Not found; this site is not encrypted against man-in-the-middle attacks
- Recommended to install and force SSL / HTTPS across the entire site





## Sitemap: **Not found**

- Recommended to install and configure
- sitemap using Yoast SEO

Indexable: **Yes**

Broken Links: **Found 3 internal broken links**

OpenGraph Data: **Not Present**

Missing Alt Tags: **None**

JS Console Check: **No errors found**

Favicon: **Present**

Google Mobile Test: **Pass**

## Google Search Console Status

- **Google Search Console not found on the site**

## Google Analytics Status

- **Google Analytics not found on the site**



# Server Crawl Errors

- Link with 3xx status code: <http://bmetraining.com/https://quickbooksmadeeasy.com/tech-support/>
- Link with 4xx status code: <http://qbmetraining.com/https://quickbooksmadeeasy.com/tech-support/>

## Home Meta Information

- Meta Title Present
- Meta Description Not Present; Recommended to set a basic description for Google and other search engines
- Meta HI Present

## Canonical Primary Domain Check

- [www not redirecting to non-www URLs](#)

## Other Notes

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- Consider an on-going maintenance retainer to keep your site-up-to-date
- Full site backup before and after maintenance.
- Work performed on staging first, then implemented on live environment.
- Contact Us form and content missing from Contact page
- Copyright info out-of-date
- Dsiable registration?
- Remoavl social links
- Remove backlink to themedevloper
- Restyle Access Courses filters to match rest of theme
- Remove search box and breadcrumbs

Thanks for working with us!



# Project Deliverables

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- Comprehensive website audit

## Fee and Timeline Summary

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Total

\$xxx

Audit Completion

xxx Days

## Why Choose Inspry?

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- **Inspiry goes the extra mile to ensure your site is functioning the best it possibly can** – We check every nook and cranny to help optimize your site for success. We guarantee a faster, more secure online experience for both you and your customers.
- **We are here for you!** Let's work together and make something great.



# Payment Terms

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- 50% of the estimated design and development fees will be billed (due upon receipt) upon signed execution of this contract.
- The remaining balance will be due on the day the site goes live and the project deployment phase is complete.
- bobsburgers.com will be responsible for agreed upon changes in scope (additional revisions, additional elements, and scope changes) at the point of change. An invoice will be sent to reflect the revised project scope/cost.
- A "Project Cancellation Fee" of 50% of estimated project cost will be invoiced to the client in the event that the client does not want to complete the project after signed execution of this contract.
- A 2% monthly service charge will be added to all invoices that are over 30 days past due.
- In the event of a past due invoice, a "Project Freeze" will be implemented and files will not be released/ site will not go live until full payment is received.

# Ownership

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Inspiry Media will provide finished work to **bobsburgers.com** in the form of php, js, psd, jpg, gif, sql, and html files. General public use licensing is given to client and is not intended for resale. These files are partially based on a non-exclusive code base created and maintained by Inspiry Media and in some cases existing code was used to help create the deliverables. Such code and other underlying technologies do not become the property of bobsburgers.com. In addition, the deliverables may depend on code, objects, and other third party utilities that are the property of their respective owners. No rights to these dependencies is expressed or implied. All content, media, and concepts created by Inspiry Media are property of Inspiry Media until final payment is made. Additionally, original artwork, concepts, etc. continue to be property of Inspiry Media - even after final payment. Only the completed site content is transferred to bobsburgers.com.



# Assumptions

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This SOW is dependent on confirmation of the following assumptions:

- Content provided in non-digital formats may require additional reformatting and additional costs.
- Text and image content production will be the responsibility of the client; uploading and integrating content will be the responsibility of Inspry.
- Website structure size will be limited to 20 pages and 10 press releases / blog posts at launch, but can be expanded by the client after site launch.
- Client will provide timely responses (within 3 business days) and feedback for revisions and approval requests. Content will be provided within a timely manner or the turnaround time will be modified appropriately.
- Two (2) rounds of revisions to the selected design are included in the estimated hours; thereafter any changes will require additional time at the specified bill rate (\$xx/hour)
- Costs are based on the project as specified. If during the course of the project, additional components / design features are desired, estimates will be provided related to these enhancements as a scope change document.
- Significant changes to the design after the client approval, or sign-off date, will be considered a change order and a supplemental fee may be incurred
- After the client approval, or sign-off date Inspry Media is not responsible for typos or content errors.
- This does not include paid fonts, photography or illustrations. If custom / stock photography or illustrations are required, the client will be responsible for these costs and will be alerted by Inspry prior to adding to the site development.
- External file and database system integrations and meta linking are excluded from this scope.
- The website includes one MySQL database designated only for the content management system chosen by Inspry Media.
- Inspry Media is not held liable of any issues regarding content / software updates or security breaches outside of the 30-day warranty unless client has an Annual Service Agreement with Inspry Media.
- Development site hosting will be provided by Inspry Media. Live domain website and email hosting will be paid for by the client's preferred third party hosting service provider or a separate agreement with Inspry Media must exist.
- Inspry Media is not responsible for uploading or adding content, pages, menus, or any tasks outside of the scope requirements above.
- Data migration is included in the scope if provided digitally in Word, Excel or email format and counted towards page and document limit.



# Assumptions

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- Any licensing, support, or subscriptions associated with third party services or vendors is the responsibility of the client; Inspry Media cannot be held liable by any change in scope or costs from modifications or alterations executed by third party services or vendors during the course of this project or therein after.
- Any gateway or payment transaction fees are outside this scope.
- Unless noted above, all additional content changes, development modifications, and website scope change requests are available at the standard rate of \$xx per hour.
- Inspry will ensure the previous site's URLs are redirected to the most closely related URL on the new site, but Inspry cannot be responsible for a change in your search engine rankings due to the new site structure.

# Exclusions

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- This SOW does not include website or email hosting. This SOW estimate does not include nor guarantee search engine listings for the site. In addition, the included basic search engine optimization (SEO) does not include PPC campaigns, keyword research, press releases, or other unstated lead generation or SEO techniques.
- Inspry will strive to ensure that domain name registration and subsequent DNS propagation is effected in the shortest period of time. However, Inspry cannot be held liable for any delays that may accompany the registration of domains. Domain Name Registration fees constitute a once-off payment subject to certain renewal charges. In addition, Inspry cannot be responsible or liable for any DNS issues outside of the direct control of any Inspry-controlled server. Inspry is not responsible for browser or DNS caching that may cause a client site to appear inaccessible when others can still access it.



# Point of Contact & Training

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Inspiry Media LLC will require one point of contact during the contract for the duration of the project. Inspiry Media LLC requires this person be available to answer questions arising from the project within 72 hrs. on workdays (subject to reasonable exceptions), and to have authority to make final decisions on the system. This point of contact is required to participate in project meetings. 2 hours of training for the content management system is included with the project.

# Subcontractors

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Inspiry Media LLC retains the rights to subcontract any or all portions of the contract including independent developers, designers and third party software.

# Expiration or Cancellation

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This contract is valid for the calendar year of in, which it was signed, upon which point it expires. Upon expiration, both parties may review and amend the contract and decide whether or not to renew. This contract may be terminated by either party with a 30 day written notice. All payments will be due and all work will be submitted upon the termination of contract.



# Limited Liability

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bobsburgers.com alone shall be responsible for: (a) the accuracy and adequacy of information and data furnished for processing; and (b) any use made by the Client of the output of the Software or any reliance thereon. The Client shall also be responsible for the continued operation and maintenance of the computer equipment and third-party software used with the Software, and shall comply with all operational, environmental and maintenance recommendations and requirements of the applicable licensors, vendors and manufacturers. The Client agrees that any liability of Inspry Media LLC relating to this agreement and the services performed shall be limited to the amount of fees actually received by Inspry Media LLC, from the Client under this agreement regarding the services in question. In no event shall Inspry Media LLC be liable for any special, incidental, indirect, cover, consequential, exemplary or punitive damages; any damages based on injury to person or property; or any lost sales, profits or data, even if the Client is told that any such damages may occur.

## Warranty

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Inspry Media LLC will provide patches and bug fixes for any bugs or issues included in the scope of this contract within the grace period of no more than 30 days following the date of project completion as defined by the date the client signs off on the deliverables. All fixes outside of the project scope or after the grace period are the responsibility of the client unless a Annual Support Agreement with Inspry Media exists and is active. All projects involving the placement, editing and arrangement of content or design will have no warrantee past the completion of the project.

## Credit

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Inspry Media LLC and subcontractors retain the right to use bobsburgers.com within its roster of clients. A link to the Client website/application website can be placed on these websites as a portfolio item. Additionally, a link can be placed to Inspry Media LLC on the client's site.





# Acceptance

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We have read and agree to all terms, conditions, estimates, and deliverables stated in this agreement. bobsburgers.com authorized Inspry to initiate the project and begin work.

Signature:

Print Name:

Date:

Acceptance: **Inspiry**

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Signature:

Print Name: **Matt Schwartz**

Date:

