

#WCVLC22



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València  
2022

# Website Auditing and Conversion Optimization

Vineet Talwar

 @vineetsktalwar



# Vineet Talwar

Founder, **Some Tech Work**

**E-Mail:** [contact@vineet.de](mailto:contact@vineet.de)

**Twitter/Instagram:** [@vineetsktalwar](https://twitter.com/vineetsktalwar)

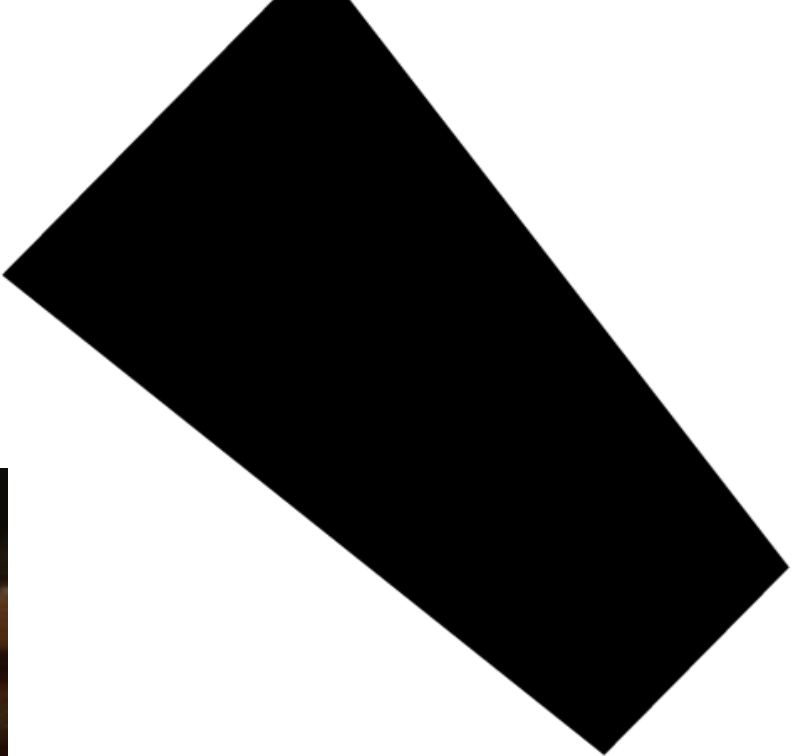
**Linkedin:** [/in/vineetsktalwar](https://www.linkedin.com/in/vineetsktalwar)

**Podcast:** [wpshoutout.com](https://www.wpshoutout.com)

**Speakerdeck:** [@vineetsktalwar](https://www.speakerdeck.com/vineetsktalwar)

**WPTV:** <https://vineet.de/wptv>

**Website:** <https://sometech.work>



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**Andy Budd**

@andybudd

A typical website visit in 2022

1. Figure out how to decline all but essential cookies
2. Close the support widget asking if I need help
3. Stop the auto-playing video
4. Close the “subscribe to our newsletter” pop-up
5. Try and remember why I came here in the first place

7:35 AM · 1/2/22 · [Twitter Web App](#)

**8,605** Retweets **889** Quote Tweets **40.5K** Likes



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Let's talk about **buttons**



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As page load time goes from:

**1s to 3s** the probability of bounce **increases 32%**



**1s to 5s** the probability of bounce **increases 90%**



**1s to 6s** the probability of bounce **increases 106%**



**1s to 10s** the probability of bounce **increases 123%**



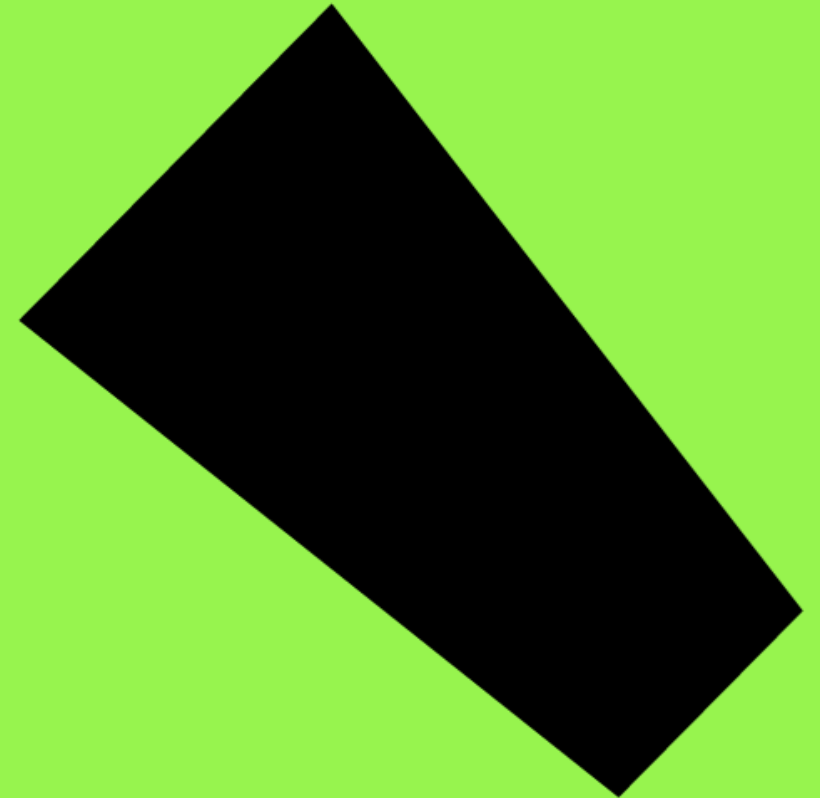
<https://www.thinkwithgoogle.com/intl/en-ca/marketing-strategies/app-and-mobile/mobile-page-speed-new-industry-benchmarks/>





A Bad website has a  
**measurable  
business impact**

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John @JohnMu · Jul 17

Me: Scrolls

Website:

- \* ad overlay (you didn't want to see the content, right?)
- \* event promo overlay
- \* newsletter signup overlay
- \* inline full-viewport ads
- \* >700 requests
- \* another ad overlay
- \* promo: check your core web vitals

Me: ...



Marques Brownlee @MKBHD · Jun 30

Me: Visits website for the first time

Website:

- \*asks for location\*
- \*asks to send notifications\*
- \*popup newsletter signup\*
- \*surprise paywall\*

Me: Leaves website forever

20

36

185



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# Google <3 User Experience



John @JohnMu · Jul 17

Lazy-loading for lazy developers & SEOs - just add "loading=lazy" to the img tags of your large images.

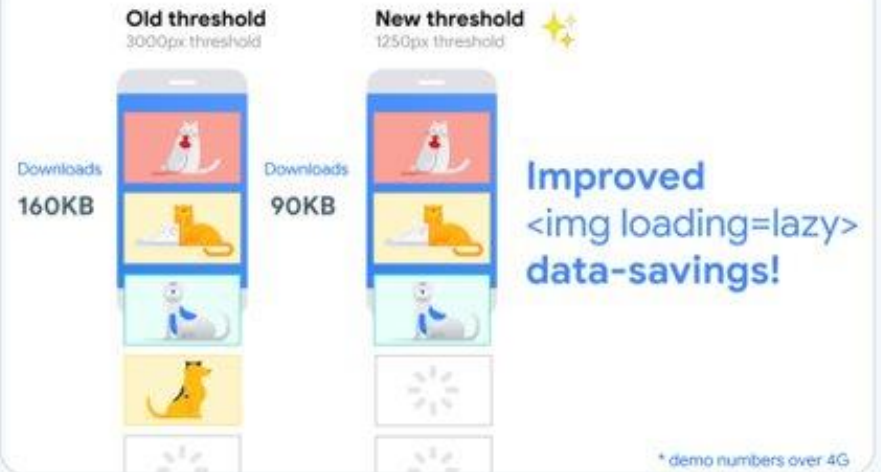
SEO-safe, 100% organic, 80% fewer chemicals.



Addy Osmani @addyosmani · Jul 17

We've improved <img> lazy-loading in Chrome! bit.ly/lazy-updates The new thresholds for when we load <img loading=lazy>:

- \* Offer \*much\* better data-savings
- \* Are closer to JavaScript lazy-loading libraries
- \* Are rolling out to Chrome 79+



23

390

986



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But **How?**

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# 5 Pillars of auditing

- Performance
- Security
- Accessibility
- SEO
- UI / UX

**USABILITY**



**HEARD OF IT?**

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**Security**

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# Are you **Secure** ?

- [securityheaders.com](https://securityheaders.com)
- [observatory.mozilla.org](https://observatory.mozilla.org)
- [web.dev/measure](https://web.dev/measure)
- Github Repo Security
- [sitecheck.sucuri.net](https://sitecheck.sucuri.net)
- Server Firewall // AWS Firewall
- File permissions
- WAF // AWS
- WPScan
- Audit users / code
- No Nulled Code

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# Need for Speed ?

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**Still loading?**

**I was 19 when I clicked this link**

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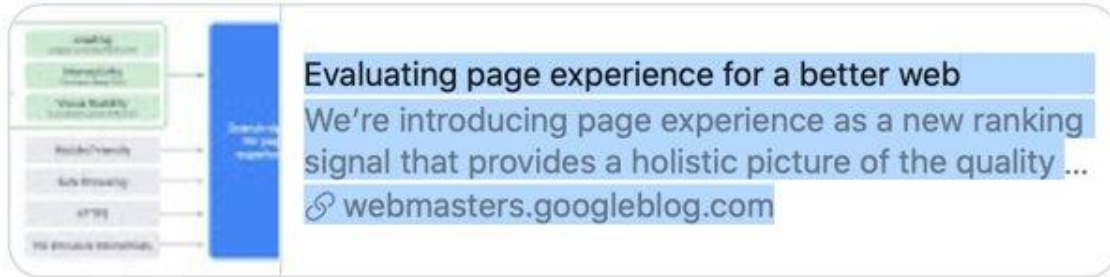
#WCVLC22

John Retweeted

**Google Webmasters** @googlewmc · May 28

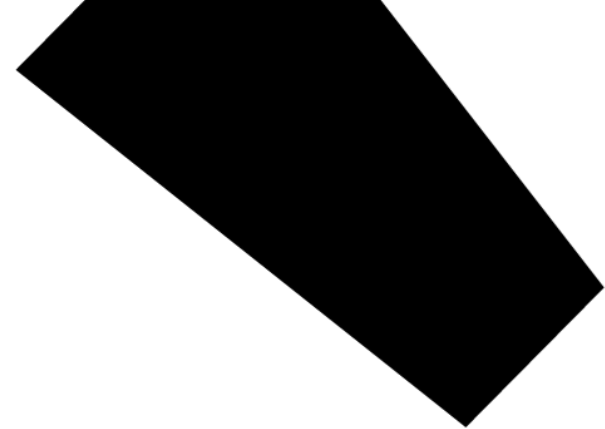
Introducing upcoming ranking signals for Google Search based on various aspects of page experience—combining Core Web Vitals and previous UX-related signals.

Read our pre-announcement

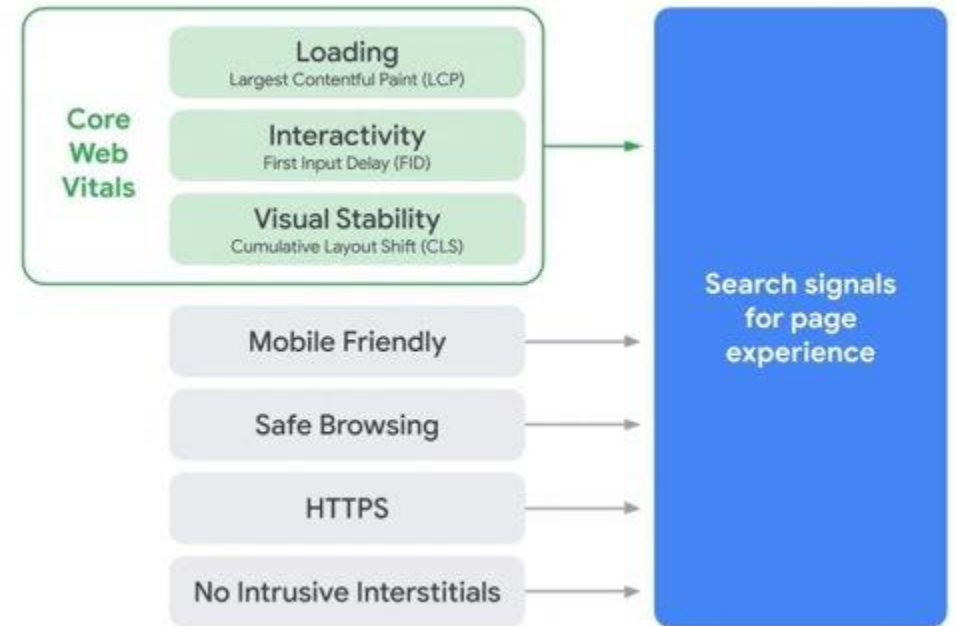


35 774 1K

Google wants you to speed up



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# Performance

- Tools.pingdom.com
- Page Speed Insights
- Lighthouse test (web.dev/measure)
- Gtmetrics
- Chrome devtools



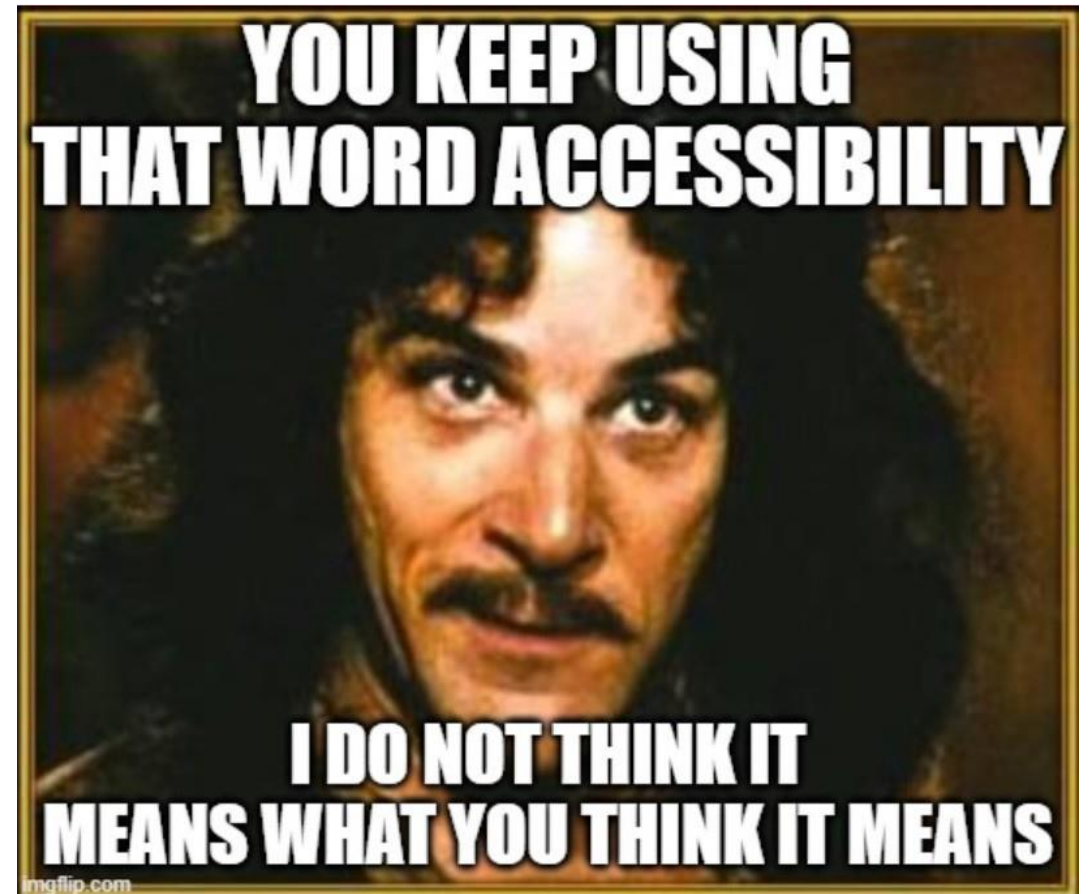
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**a11y**

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# Accessibility

- Lighthouse test ([web.dev/measure](https://web.dev/measure))
- Alt text
- [make.wordpress.org/accessibility/handbook/best-practices/](https://make.wordpress.org/accessibility/handbook/best-practices/)
- <https://www.a11yproject.com/checklist/>



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**SEO**

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# SEO

- web.dev/measure
- Any SEO Plugin
- Search console and Analytics
- Meta text and description
- 404 check
- Backlinks
- Screaming Frog

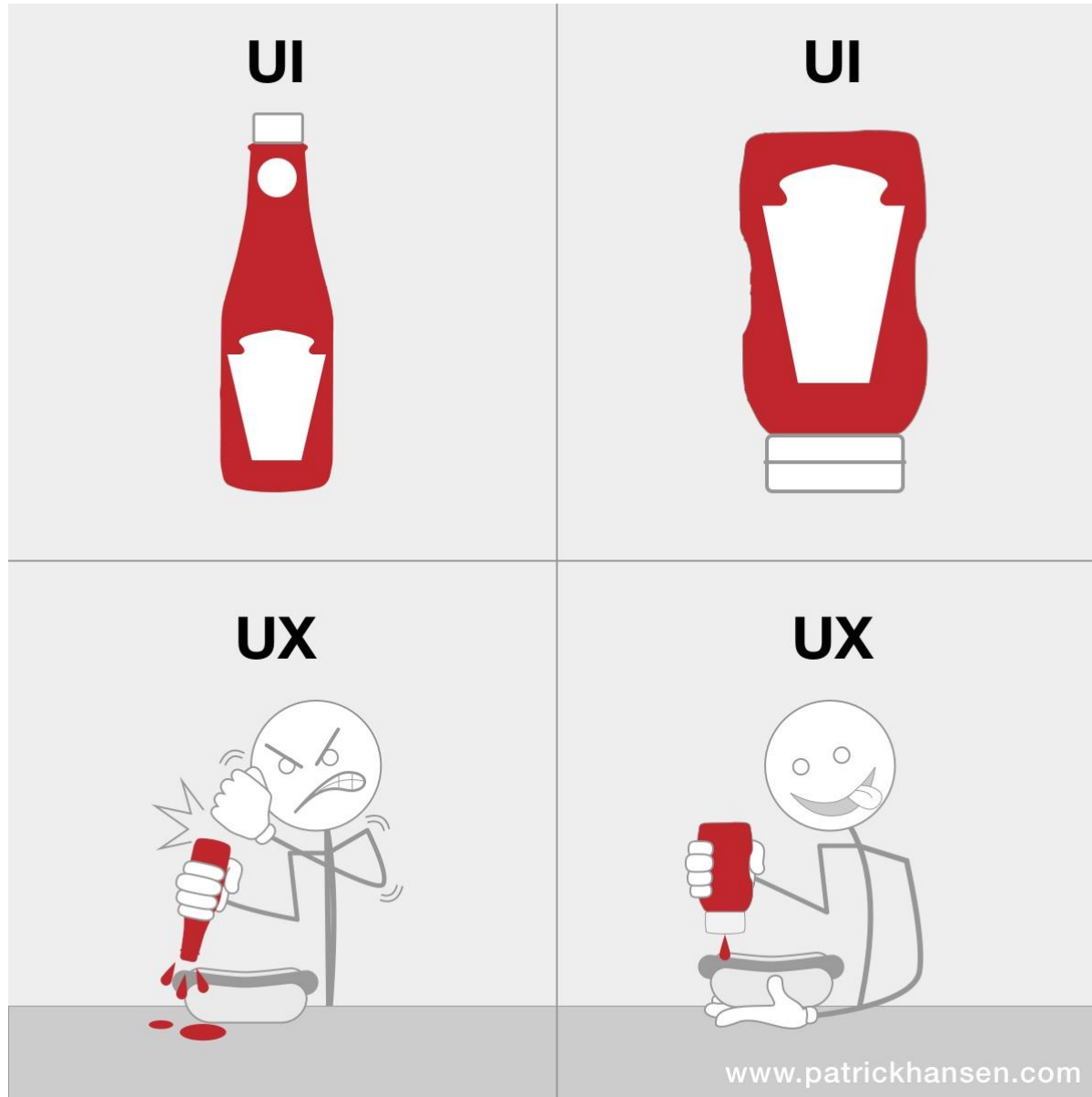


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UI/UX

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# UX



# UI



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**A user interface is like a joke,** if  
you have to explain it, its not  
that good



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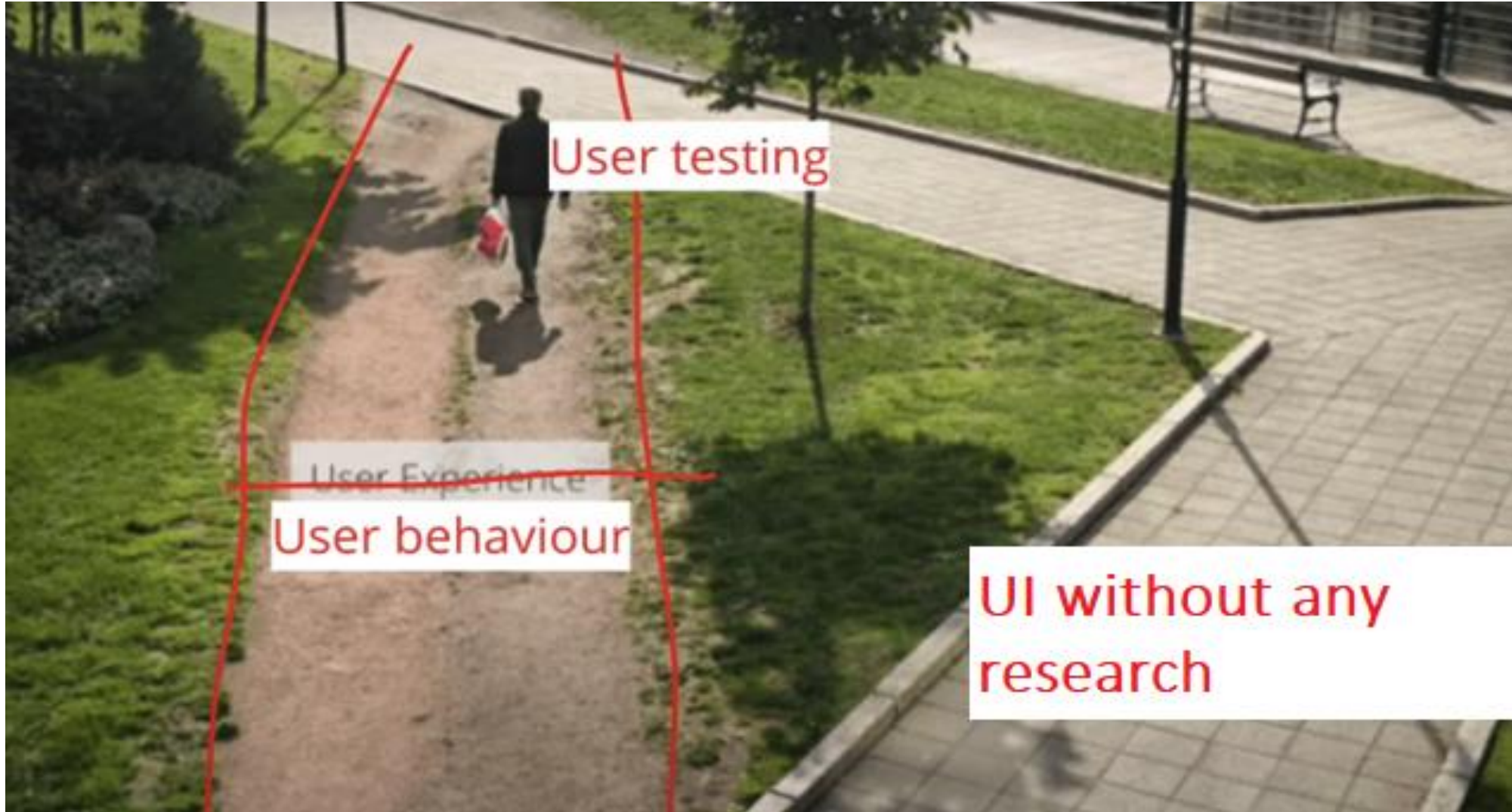
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Source: vaexperience

[@vineetsktalwar](#)





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UX and Psychology are  
**match made in heaven**



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Developer: Makes a simple, intuitive UI

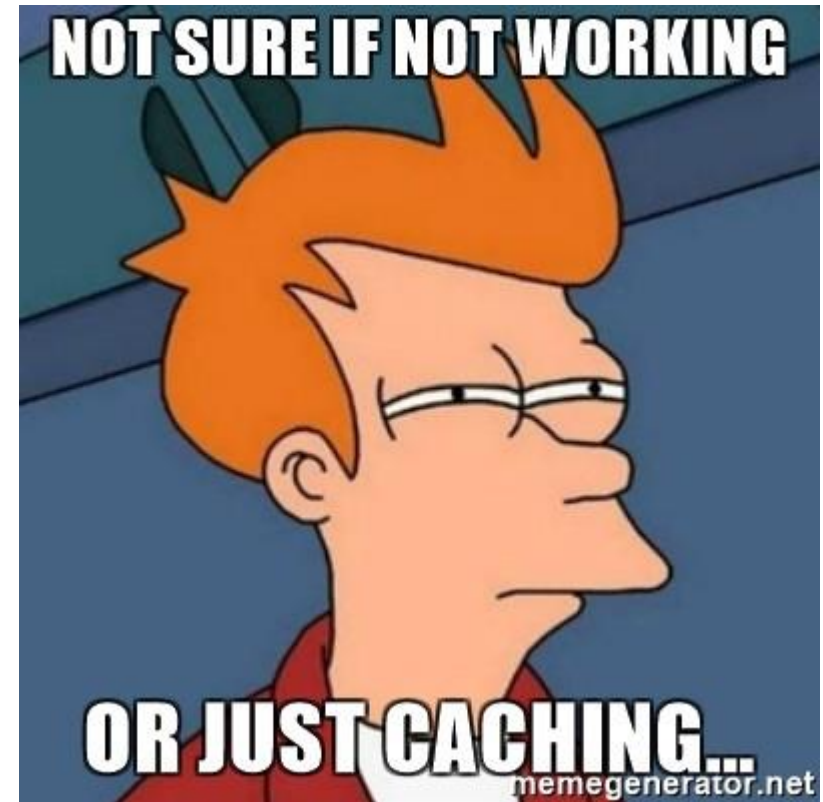


Users



# Plan it out

- Use case
- Estimate traffic
- Expectations from visitors
- User Retention
- Test as your end user
- Think about mobile users first
- A/B Test
- Hotjar Test
- VWO





# UX is all about

- Where you are
- What your motivations are
- Experience
- Interactivity
- How you feel
- <https://growth.design/case-studies>

## HOW UX SEES IT.



HOW THE CLIENT SEES IT.

HOW CREATIVE SEES IT.



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UX design is a bridge  
between your **users**  
and your **business**



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# UX design is:

- **Research:** Understanding, Personas, Use cases, Journey Maps
- **Brainstorming:** User Flows Wireframes
- **Implement:** Prototype, Frontend / Backend
- **Reporting:** Usability, Split testing, Analytics Reporting



# Decoding UX

- Interview potential users
- Messaging
- Content Flow
- Define purpose for each page
- Usability testing
- Analyze data
- Identify trends
- Test Test and Test

UI

UX







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# Examples

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Tickets & Angebote

Info & Services

Geschäftskunden



👤 Login



Die BahnCard wird 30. Sichern Sie sich im April die Jubiläums BahnCard 25.

Zur BahnCard 25

Reiseauskunft

von Bahnhof / Haltestelle / Adresse



nach Bahnhof / Haltestelle / Adresse



< Mi, 20.04.2022 >



< 00:45 >

Ab

An

> Nur Sitzplatz (kein Ticket)

Suchen





**Vineet  
Talwar**

## Willkommen, Vineet Talwar!

Kundennr.

### ☰ Übersicht

- Meine Buchungen
- BahnCard & BahnBonus
- Benachrichtigungen zur Reise
- Newsletter & Services
- Meine Vorteilswelt
- Login & Sicherheit

Tickets kaufen



Nur Sitzplatz (kein Ticket)



**Meine Buchungen** ▾

**BahnCard & BahnBonus** ▾

**Persönliche Daten** ▾

**Zahlungsdaten** ▾

**Gemerkte Verbindungen** ▾

### Erstklassig fahren, 25 % sparen

Gratis für die nächsten Wochen: die Schnupper BahnCard 1. Klasse

> In "Meine Vorteilswelt"





Suche

Auswahl

Ticket & Reservierung

Zahlung

Prüfen & Buchen

Bestätigung

# Reiseauskunft

von

Bhf / Haltestelle / Adresse



nach

Bhf / Haltestelle / Adresse

Hinfahrt



Mi, 20.04.22



00:54



Ab  An

Rückfahrt



Rückfahrt hinzufügen



Uhrzeit



Ab  An



**Schnellste Verbindungen anzeigen**



Nur Nahverkehr





Tickets & Angebote

Info & Services

Geschäftskunden



Login



Die BahnCard wird 30. Sichern Sie sich im April die Jubiläums BahnCard 25.

Zur BahnCard 25

Reiseauskunft

von Bahnhof / Haltestelle / Adresse



nach Bahnhof / Haltestelle / Adresse



< **Mi, 20.04.2022** >



< **00:45** >

Ab  An

> Nur Sitzplatz (kein Ticket)

Suchen



# facebook


Connect with friends and the world  
around you on Facebook.

**Log In**

[Forgot password?](#)

**Create new account**

**Create a Page** for a celebrity, brand or business.

- Main page
- Contents
- Current events
- Random article
- About Wikipedia
- Contact us
- Donate
- Contribute
- Help
- Learn to edit
- Community portal
- Recent changes
- Upload file
- Tools
- Upload file
- Special pages
- Printable version
- Languages 

# Create account

**Consider using a username other than your real name, as usernames are public and cannot be made private later.**

Username [\(help me choose\)](#)

Password

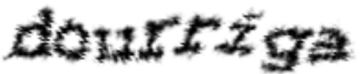
It is recommended to use a unique password that you are not using on any other website.

Confirm password

Email address (recommended)

Email is required to recover your account if you lose your password.

CAPTCHA Security check [\(what is this?\)](#)



[Refresh](#)

[Can't see the image?](#) [Request an account](#)

## Wikipedia is made by people like you.



1,078,920,565

edits



6,486,854

articles



126,798

recent contributors





# Sign in to Twitter

 Sign in as Vineet 

 Sign in with Apple

or

Phone, email, or username  
xyz@gmail.com

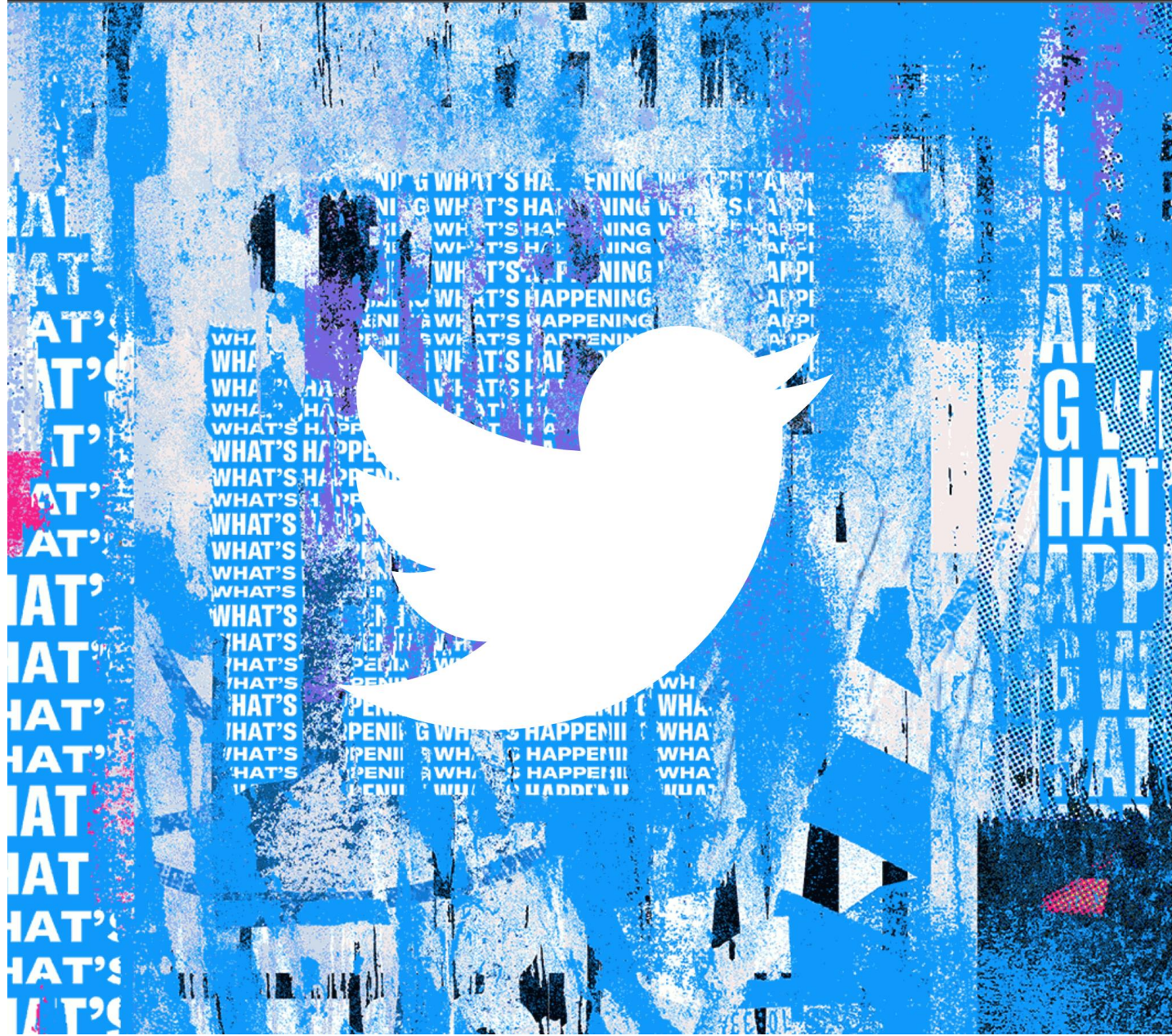
Next

Forgot password?

Don't have an account? [Sign up](#)







# Happening now

Join Twitter today.

 Sign in as Vineet 

 Sign up with Apple

or

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

Already have an account?

Sign in



COVID-19

AKTUELLE HINWEISE

# Sommer-Träume verwirklichen

Mit unserem Online Kredit rücken Sie Ihren Sommer-Träumen für Ihr Zuhause ein Stück näher.

ZUM ONLINE KREDIT >

HILFE & KONTAKT

**> Register for univie: summer schools 2022**

**> COVID-19 information about university operations**

Bachelor's / Diploma Programmes	Teacher Education Programmes	Master's Programmes	Continuing Education	Doctoral / PhD Programmes
---------------------------------	------------------------------	---------------------	----------------------	---------------------------

Information for

Prospective students	Students	Alumni	Continuing education
Applicants	Employees	Researchers	Student Mobility
Staff Mobility	summer/winter schools	Visitors	Media

Connect:



 Events

 Info



timesofindia.indiatimes.com

Connection is secure

Cookies 65 in use

Site settings

**Cookie policy**

TOI Never miss out on a breaking news!

We promise to keep you updated by delivering news in real-time

Later **Subscribe**

We use cookies to show personalize content and targeted ads, analyze site usage, and to improve our website. By using this Website, you consent to the use of these cookies.

**ACCEPT**



TOI+

SUBSCRIBE TO TOI+

SIGN IN



# The EV you would want to buy has zero tax rebate

## Why this story

It's an electric car that you'll never need to charge. And which will give you zero 'range anxiety'. And it's not the stuff of dreams. But this car that sounds almost too good to be true — for you and the environment — comes with no tax rebate and is therefore beyond your reach. Why?

**What's inside**

Visuals	Words	Minutes
✓	1052	6

INDIA BUSINESS

#Auto

@vineetsktalwar





### Privatsphäre Einstellungen

Für ein optimales Webseitenerlebnis verwenden wir Cookies. Hierbei unterscheiden wir zwischen notwendigen, Komfort- und Marketing-Cookies.

Da die Comtrada GmbH als Betreiberin unseres Ticket-Buchungssystems ebenfalls Cookies setzt, erteilen Sie daher sowohl ihr als auch der Kinopolis Management Multiplex GmbH eine Einwilligung zur Nutzung von Cookies.

Ihre getroffene Einstellung können Sie unter "Cookie Einstellungen" am unteren Ende der Webseite jederzeit ändern.

- Notwendig
- Komfort
- Marketing

Auswahl bestätigen

Alle auswählen

[Detaillierte Cookieinformationen](#)



# MIT **SICHERHEIT** EIN PHANTASTISCHES **KINOERLEBNIS**

UNSERE **EMPFEHLUNGEN** FÜR **DEINEN KINOBESUCH**



**ONLINE  
TICKETKAUF**



**MASKEN-  
EMPFEHLUNG**



**GRÜPPCHENBILDUNG  
VERMEIDEN**



SO **SCHÜTZEN WIR UNS** UND **ANDERE**

- Bewährtes Hygienekonzept
- Kontaktloses Bezahlen

- Desinfektionsspender zur Händedesinfektion
- Leistungsstarke Lüftungsanlagen

[HIER GEHT'S ZU DEN EMPFEHLUNGEN](#)





SULZBACH / MTZ - KINOPOLIS

FILMSUCHE

ANMELDEN

WARENKORB

# Großes Kino zum Verschenken!

Unser vielfältiges Gutscheinsortiment bietet für jeden Anlass das passende Geschenk! Verschenkt unvergessliche Kinoerlebnisse mit unseren beliebten Geschenkfilm Dosen - bestückt mit Kinogutscheinen, Softdrinks und Popcorn – oder den wieder aufladbaren CineCard Geschenkgutscheinen!

Selbstverständlich erhaltet Ihr sämtliche Produkte auch an unseren Kinokassen. Für Kurzentschlossene bieten wir darüber hinaus Online-Gutscheine zum Sofortdruck an! Hinweis: Falls Ihr eine größere als die im Shop verfügbare Menge an Geschenkartikeln kaufen möchtet, fordert euch bitte **Euer Angebot** an.

- Sofortdruckgutscheine
- Geschenkfilm Dosen
- Geschenkgutscheine
- Sondereditionen

## Geschenkartikel



### CineCard (Frohe Ostern)

1,50 €

4Werkstage

Sie möchten Kinoräume verschenken und dem Empfänger freie Wahl lassen? Dann ist die KINOPOLIS CineCard genau das Richtige. Guthaben der CineCard: 20 €.



- 0 +

je 20,00 €

Geschenkooption hinzufügen

je 1,00 €





SULZBACH / MTZ - KINOPOLIS

FILMSUCHE

ANMELDEN

WARENKORB

PROGRAMM & TICKETS

EVENTS

ANGEBOTE

GUTSCHEINE

CINECARD PREMIUM-CLUB

NEWSLETTER



# CineCard premium-club

CINECARD PREMIUM - CLUB    PRÄMIEN UND PRIVILEGIEN

Eine Karte, viele Vorteile – das exklusiv

DevTools - www.kinopolis.de/su/cinecard\_premium\_club

Elements Console Sources Network Performance Memory Application

Failed to load resource: net::ERR\_BLOCKED\_BY\_CLIENT [web\\_banner\\_cinecard-...um\\_1920x576\\_1.jpg:1](#)

moviebox.js v6.0-20150429 [moviebox.js:24](#)

[CloudTICKET] Setup Public Interface [cloudticket-all.2.1.js:13](#)

[CloudTICKET] expires missing in loginstate or is no valid date. [cloudticket-all.2.1.js:14](#)

[CloudTICKET] cart contains no items [cloudticket-all.2.1.js:14](#)

AdSpirit Async Fetch GDPR data (Feedback: false / GDPR: 1 / Status: / TCString: ) [adasync.js:31](#)

DevTools failed to load source map: Could not load content for [https://shop.kinopolis.de/jwr/gzip\\_N737151694/js\\_bundles/iframeResizer.contentWindow.map](https://shop.kinopolis.de/jwr/gzip_N737151694/js_bundles/iframeResizer.contentWindow.map): HTTP error: status code 404, net::ERR\_HTTP\_RESPONSE\_CODE\_FAILURE

DevTools failed to load source map: Could not parse content for <https://shop.kinopolis.de/st/kts/js/redesign-extern/iframeResizer.map>: Unexpected token < in JSON at position 0

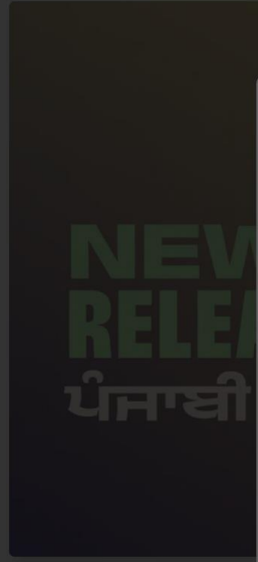
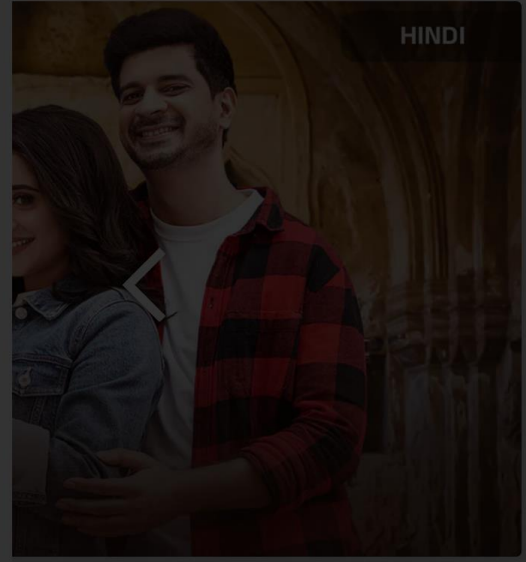
What's New x

Highlights from the Chrome 100 update

View and edit @supports at-rules  
The CSS @supports at-rules are now displayed and editable in the Styles pane.







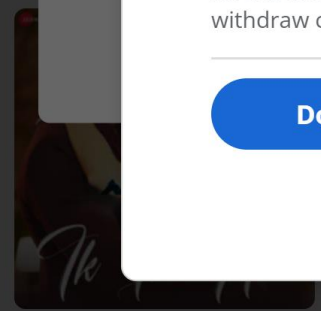
### Trending Songs



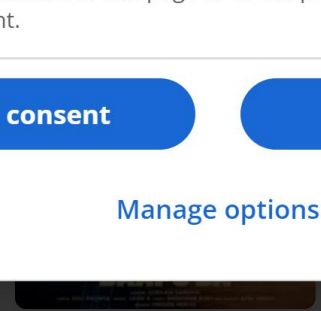
Main Royaan



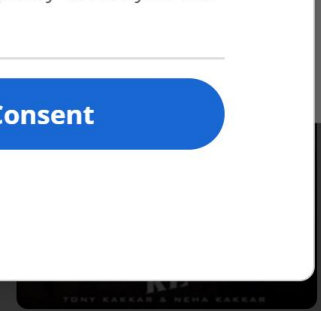
Scapegoat



Ik Tu Hai ❤️




Ford Baapu Da






Mud Mud Ke



Taur Jattan Di



### Gamma Gaana Ltd. asks for your consent to use your personal data to:

-  Personalised ads and content, ad and content measurement, audience insights and product development
-  Store and/or access information on a device
-  [Learn more](#)

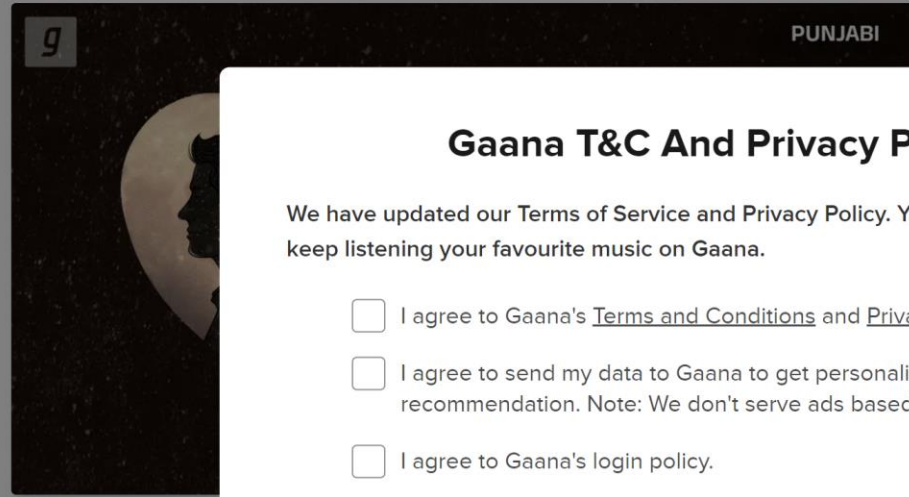
Your personal data will be processed and information from your device (cookies, unique identifiers, and other device data) may be stored by, accessed by and shared with [third party vendors](#), or used specifically by this site or app.

Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in our privacy policy where you can withdraw consent.

Do not consentConsent

[Manage options](#)





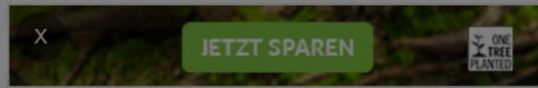
### Gaana T&C And Privacy Policy

We have updated our Terms of Service and Privacy Policy. You must agree to it to keep listening your favourite music on Gaana.

- I agree to Gaana's [Terms and Conditions](#) and [Privacy Policy](#).
- I agree to send my data to Gaana to get personalised music recommendation. Note: We don't serve ads based on this data.
- I agree to Gaana's login policy.
- I agreed to use my data to show me personalized ads

*\*All the check box are mandatory.*

Don't Agree I Agree



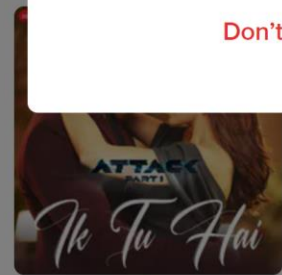
### Trending Songs



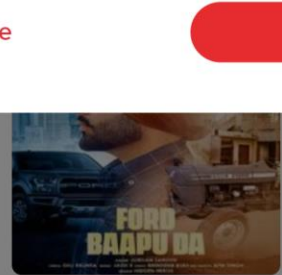
Main Royaan



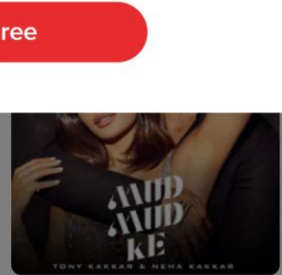
Scapegoat



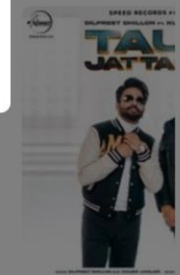
Ik Tu Hai



Ford Baapu Da

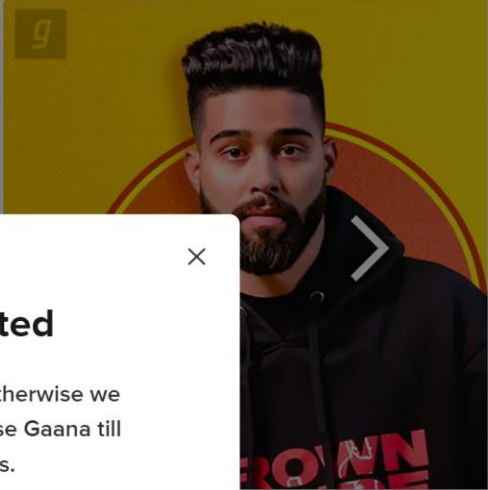
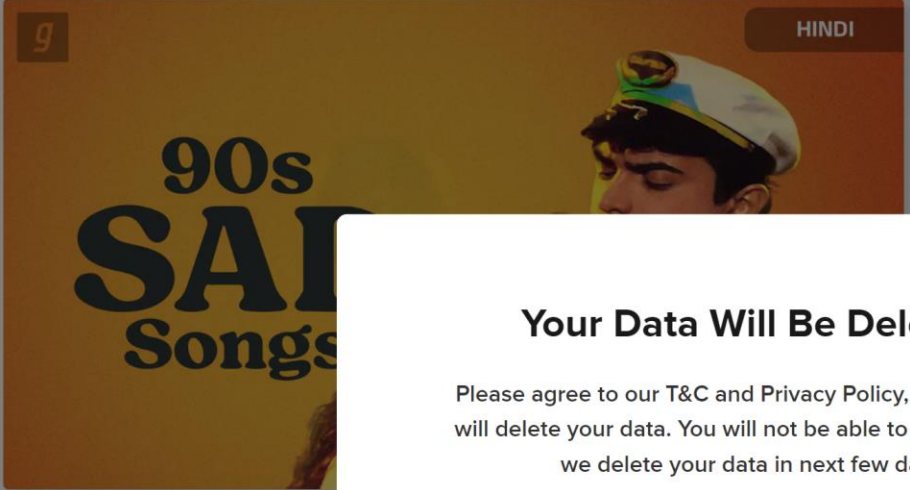


Mud Mud Ke



Taur Jattan C

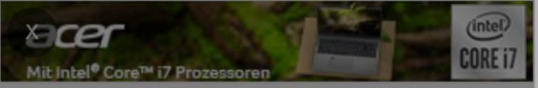




**Your Data Will Be Deleted**

Please agree to our T&C and Privacy Policy, otherwise we will delete your data. You will not be able to use Gaana till we delete your data in next few days.

[Delete Data](#) [I Agree to T&C](#)

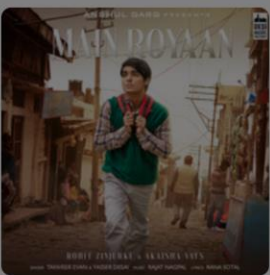


**Acronis Backup**

**The Most Secure & Reliable Backup**

Virtual, Physical & Cloud

Trending Songs



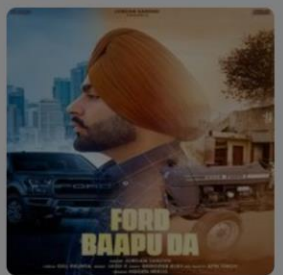
Main Royaan



Scapegoat



Ik Tu Hai



Ford Baapu Da



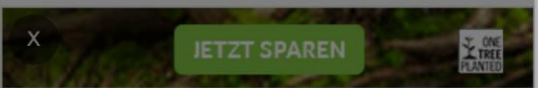
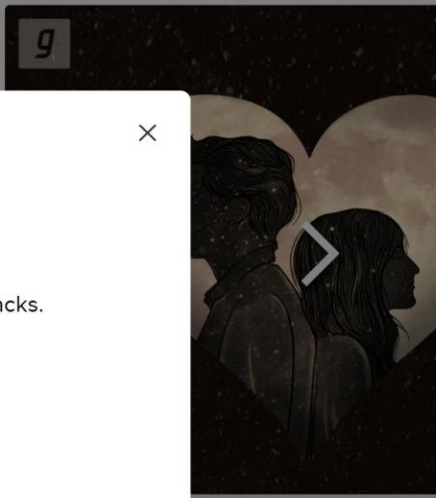
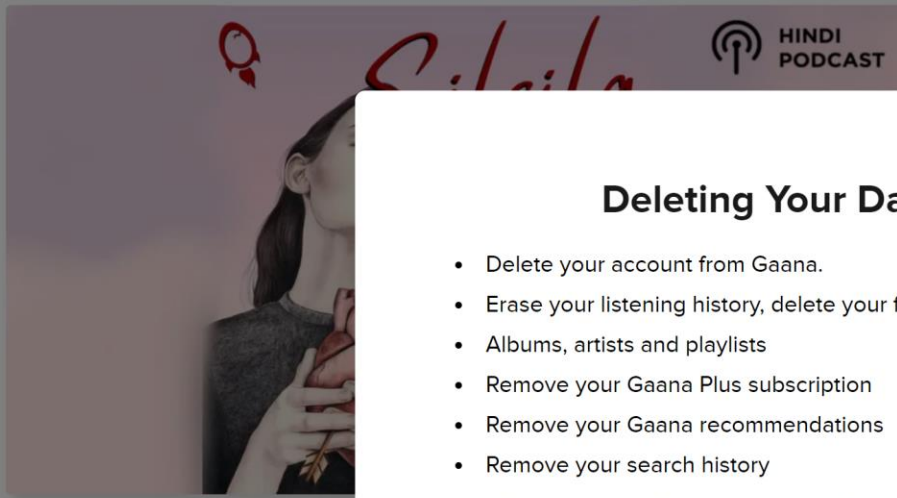
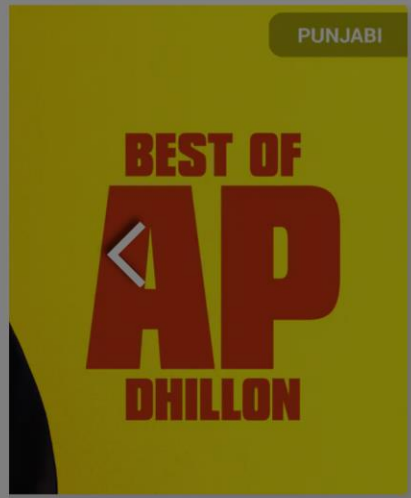
Mud Mud Ke



Taur Jattan D

Remove ad





### Deleting Your Data

- Delete your account from Gaana.
- Erase your listening history, delete your favorite tracks.
- Albums, artists and playlists
- Remove your Gaana Plus subscription
- Remove your Gaana recommendations
- Remove your search history

I accept the [T&C](#) and [Privacy Policy](#) of Gaana.

\*Please accept terms and conditions

**Continue**



Trending Songs



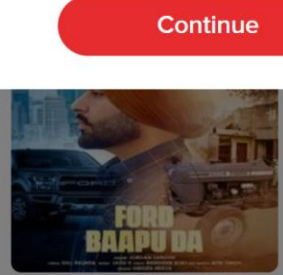
Main Royaan



Scapegoat



Ik Tu Hai ❤️



Ford Baapu Da

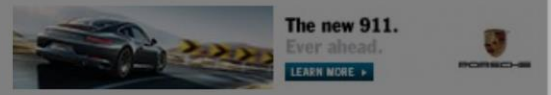
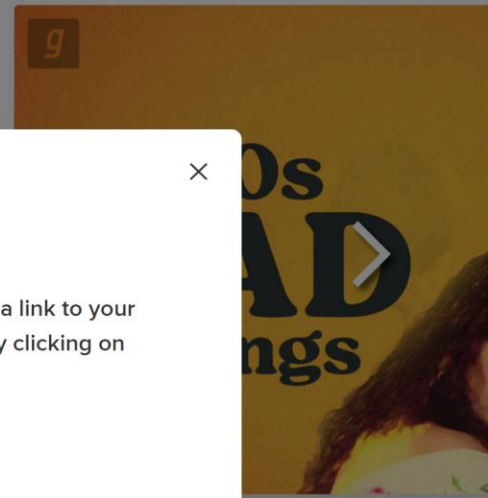
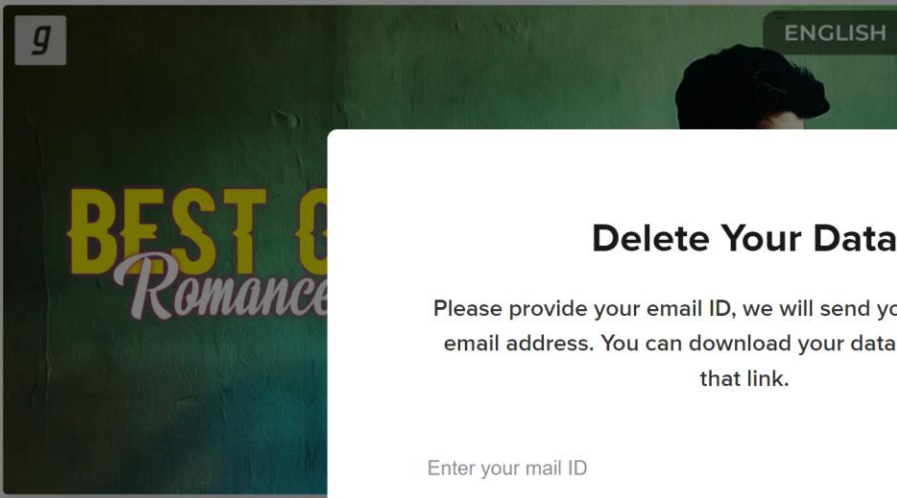
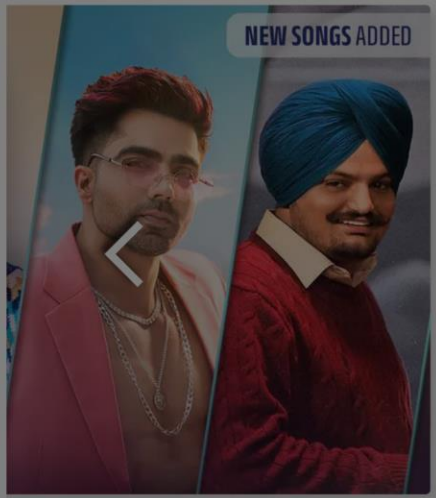


Mud Mud Ke



Taur Jattan Da





**Delete Your Data**

Please provide your email ID, we will send you a link to your email address. You can download your data by clicking on that link.

Enter your mail ID

I accept the [T&C](#) and [Privacy Policy](#) of Gaana.

**Continue**

Trending Songs



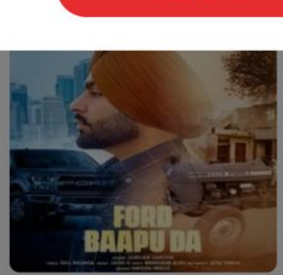
Main Royaan



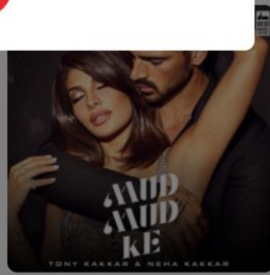
Scapegoat



Ik Tu Hai ❤️



Ford Baapu Da



Mud Mud Ke



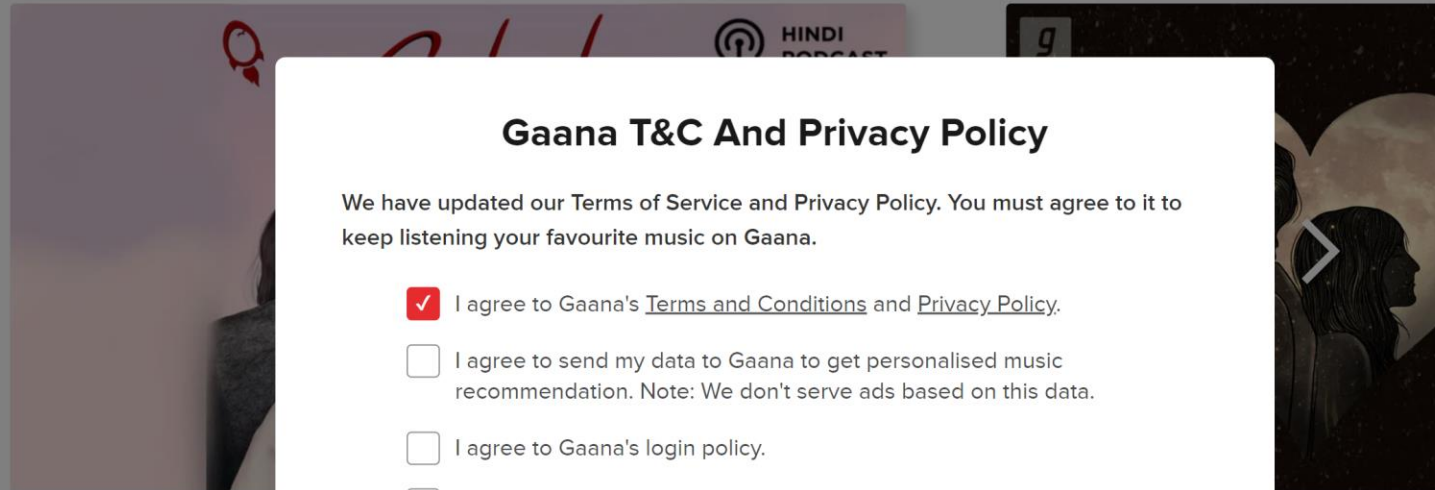
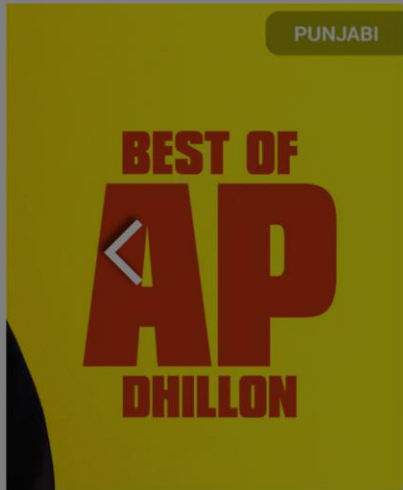
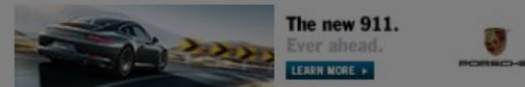
Taur Jattan D

Acronis Backup

The Most Secure & Reliable Backup

Virtual, Physical & Cloud





### Gaana T&C And Privacy Policy

We have updated our Terms of Service and Privacy Policy. You must agree to it to keep listening your favourite music on Gaana.

- I agree to Gaana's [Terms and Conditions](#) and [Privacy Policy](#).
- I agree to send my data to Gaana to get personalised music recommendation. Note: We don't serve ads based on this data.
- I agree to Gaana's login policy.
- I agreed to use my data to show me personalized ads

Please accept all the T&C and Privacy Policy to keep listening

\*All the check box are mandatory.

Don't Agree

I Agree

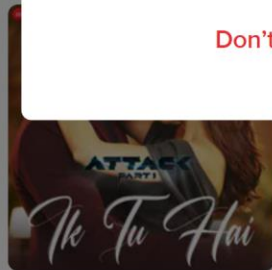
### Trending Songs



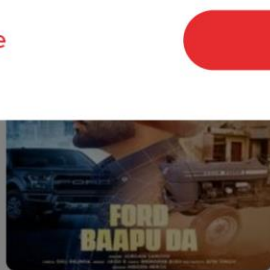
Main Royaan



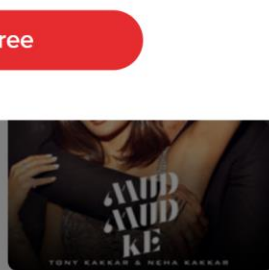
Scapegoat



Ik Tu Hai



Ford Baapu Da



Mud Mud Ke



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gaana.com

Connection is secure

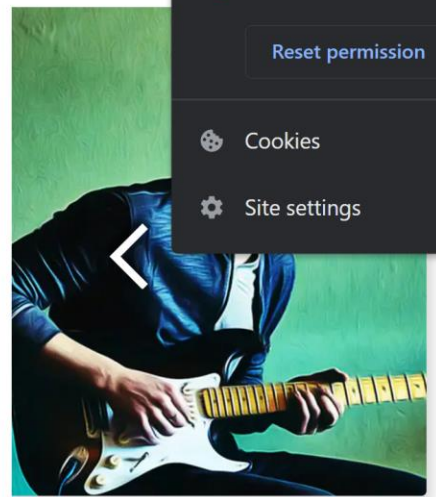
Notifications

Reset permission

Cookies 252 in use

Site settings

All Trending **Songs & Genres** Album Radio Podcast My Music



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Trending Songs



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Ford Baapu Da



Mud Mud Ke



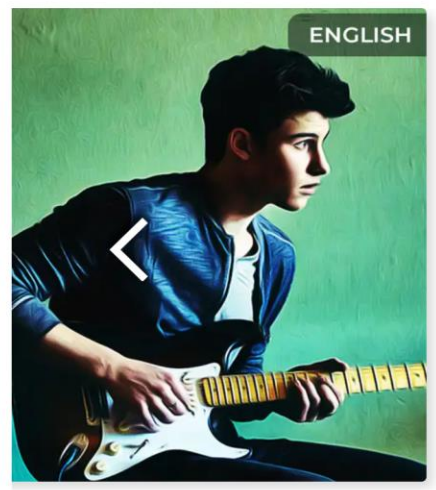
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See All

Remove ad



All Trending Songs New Songs Old Songs Moods & Genre



Cookies in use

Allowed Blocked

The following cookies were set when you viewed this page

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Name	no cookie selected
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Block Remove Done

Trending Songs



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Possible Issues ?



**problem?**



#WCVLC22

thank you for attention

any  
questions ???? ?

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2022



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**Slides available:** on Speakerdeck