



INSPIRY
FEEL THE WEB

inspry.com
Site Audit Report

AUDIT COMPLETED: 2/26/2024

Software

Webhost Configuration

Host: GoDaddy; PHP Version 7.4.33 - Insecure & Unsupported. Recommended to update to PHP 8.2.14.

GoDaddy is not an official recommended host. In our initial tests with Inspry Hosting, we found a 67% drop in home load speed with no modifications to the website. Recommended to migrate hosting from GoDaddy to Inspry Hosting.

WordPress Core Version 6.2.2 (Out-of-date)

Plugins Requiring Updates

- [Advanced Custom Fields 6.2.5](#)
- [Custom Twitter Feeds 2.2.1](#)
- [Elementor 3.18.1](#)
- [Gravity Forms 2.8.2](#)
- [Post Types Order 2.1.2](#)
- [Redirection 5.4.1](#)
- [WooCommerce 8.5.1](#)
- [WooCommerce PayPal Payments 2.4.3](#)
- [WooCommerce Shipping & Tax 2.4.2](#)
- [WooCommerce Subscriptions 3.0.9](#)
- [Yoast SEO 21.8.1](#)

Plugins Recommended for Removal

- [Advanced Custom Fields: Not Used](#)
- [Classic Editor: Unnecessary](#)
- [Classic Widgets: Unnecessary](#)
- [Contact Form 7: Not Used](#)
- [reCaptcha for WooCommerce: Deactivated](#)
- [Woo Product Add-ons: Deactivated](#)
- [WordPress Importer: Unnecessary](#)
- [Book Review: Deprecated; Replace with Book Review Block](#)
- [Yoast Duplicate Post: Unnecessary](#)

GeneratePress v3.4.0 (Up-to-date). Child theme activated.

Theme Review

GeneratePress is a very popular free and open-source theme that is developed by a well-known developer. It has great reviews and is frequently updated. The site has a child theme activated with minor functionality and styling modifications made.

Themes Recommended for Removal

- [Hello Elementor](#)
- [Twenty Twenty-Two](#)
- [Twenty Twenty-Three](#)
- [Twenty Twenty-Four](#)

Page Builder

Elementor; Very popular and frequently used page builder.

Speed

Web Vitals

Average Site Speed	now 9.10 sec	recommended < 3 sec
Page Load Size	now 13.10 MB	recommended < 2 MB
Page Load HTTP Requests	now 245	recommended < 75
Largest Contentful Paint	now 3.90 sec	recommended < 1 sec
Total Blocking Time	now 840 ms	recommended 0 ms
Cumulative Layout Shift	now 0.25	recommended < 0.1

GTmetrix Report

<https://gtmetrix.com/reports/inspry.com/sampleurl/>

Extended Speed Optimization

No extended speed optimization installed.

Caching & Optimization

Caching enabled?	Enabled
Browser caching enabled?	Disabled
Gzip enabled?	Enabled
Database optimized?	No

Database Optimization

Database tables that need removal:

- JetPack Tables & Data
- Contact Form 7 Tables & Data
- WPML Tables & Data

Site Organization

Menus

No menus or menu items to be removed.

Spam Management

No spam comments or trackbacks found.

Content Management

- Remove 11 draft posts
- Remove 2 demo pages

Licenses

Purchase or acquire a license key for:

- Gravity Forms (Basic License): \$59/year - <https://www.gravityforms.com/pricing/>
- Slider Revolution (Starter): \$35/year - <https://account.sliderrevolution.com/portal/pricing/>
- WooCommerce Authorize.Net Gateway: \$79/year - <https://woo.com/products/authorize-net/>

- WooCommerce Customer / Order / Coupon Export: \$79/year - <https://woo.com/products/ordercustomer-csv-export/>
- Smart Coupons Pro: \$89/year - <https://www.webtoffee.com/product/smart-coupons-for-woocommerce/>

User Audit

- Remove 2 GoDaddy support admin users

Security

Malware Scan and Clean Up

Deep malware scan and signature check results:

Clean; no malware found

Backups

GoDaddy cPanel currently running daily backups. Recommended to use the Inspry Care Plan for extra daily and one-off backups.

Blacklist Check

Not found on any known blacklists

Files & Firewall Check

Recommend removing the following files/folders:

- /test/
- /wc_logs/
- /info.php
- /mysql.sql (SECURITY RISK)

SSL Certificate

SSL found; this site is encrypted against man-in-the-middle attacks

HTTPS enforced; encryption is enforced throughout the site

Marketing

Active Promotional / Discount Codes

There are active promotional or discount codes using Smart Coupons Pro.

Gift Cards

There are gift card products using Ultimate Gift Cards for WooCommerce.

CRM / Newsletter Integration

There is a CRM / Newsletter integration installed using Mailchimp 4 WordPress.

Google & Social Media Shopping Feeds

There is not a Google or social media shopping feed.

Social Media Pixel Tracking

There are no social media pixel tracking codes.

Product Reviews

Product reviews are not active.

Pop-Up Functionality

Pop-up functionality is active using Popup Builder.

Buy Now Pay Later Methods

There are BNPL methods active, which are Affirm.

Additional Pages

- Blog page? Yes.
- Contact page? Yes.
- About page? Yes.
- FAQ page? No.

SEO

Indexable

Yes.

Sitemap

Found.

Broken Links

6 internal broken links found.

JSON + LD Schema

Present.

OpenGraph Data

Home page OpenGraph Title: Yes.

Home page OpenGraph Page URL: Yes.

Home page OpenGraph Image URL: Yes.

Product page OpenGraph Type: No.

Product page OpenGraph Title: **Yes.**

Product page OpenGraph Page URL: **Yes.**

Product page OpenGraph Image URL: **Yes.**

Product page OpenGraph Currency: **No.**

Product page OpenGraph Price: **No.**

Missing Alt Tags

14 images on home page are missing alt tags.

JavaScript Console Check

2 JavaScript errors found: Uncaught TypeError and POST (400 Bad Request).

Favicon

Present.

Social Sharing Images

Present.

Mobile Friendliness

The site is not mobile friendly and has some mobile UX or functionality issues, which are:

Mobile menu does not open when hamburger icon is clicked.

Text is overflowing for some mobile devices such as iPhone SE on Safari.

Google Search Console: Indexing

Sitemap submitted to Google Search Console

Google Search Console: Issues

Site crawl errors found.

Over 100 pages not indexed on Google since sitemap submitted was last submitted in 2016 and URLs have changed. Recommended to resubmit updated sitemap.

Mobile issues found.

Overflowing content

Google Analytics Status

Google Analytics tracking code present on the site.

Google Tag Manager Status

Google Tag Manager tracking code not present on the site.

Meta Information

Home Page Meta Title: **Set. 67 Characters; Inside the recommended range.**

Home Page Meta Description: **Set. 145 Characters; Inside the recommended range.**

Home Page Meta H1: **Set. 11 Characters; Inside the recommended range.**

Home Page Meta H2: **Set.**

Product Page Meta H1: **Set.**

Product Page Meta H2: **Set.**

Canonical Primary Domain Check

www is redirecting to non-www URLs

Branded 404 Page

No custom branded 404 page active.

Extended SEO Functionality

Yes; extended SEO functionality installed using Yoast SEO plugin installed and configured..

Store

Basic Store Information

Store Location: 691 John Wesley Dobbs Ave. Suite C, Atlanta, GA 30312.

Default Currency: USD.

Default Weight & Dimension Units: Pounds (lb) and Inches (in).

Order Data Storage: Legacy WordPress Posts Storage.

Checkout

Checkout Enabled: Enabled.

Guest Checkout Enabled: Enabled.

Customers Can Create Accounts: Yes.

Products

Downloadable Products: Yes.

Subscription Products: Yes.

Dynamic Product Filtering: Yes.

Emails

Custom Branded Emails: Yes

Abandoned Cart Email Enabled: No

Additional Functionality

- Store or Local Pickup: No.
- Multi-warehouse Functionality: No.
- Anti-fraud Functionality: Yes. Fraud Prevention For Woocommerce plugin installed..
- Back in Stock Functionality: No.
- Live Chat Functionality: Yes. Tawk.to plugin installed..
- International Landed Cost Functionality: Yes. Zonos plugin installed..

- Membership Functionality: No.
- Accounting Integration: No.

Payments

Authorize.Net Credit Card

- Processing Type: Tokenized
- PCI Compliance Level: SAQ A-EP
- Quarterly Scans Required: Yes

PayPal

- Processing Type: External Redirect
- PCI Compliance Level: SAQ A
- Quarterly Scans Required: No

Shipping

- USPS: Priority Mail
- USPS: First Class Mail
- UPS: Ground
- UPS: 3 Day Select
- UPS: Next Day Air
- Custom Rate: Free Shipping

Taxes

Taxes are enabled and currently collecting for Georgia.

Languages

Set to English only.

Test Transaction

Live test transaction passed! Order #12345 on 2/21/24 via PayPal successful paid and refunded..

Live test transaction email received!

Refund operation works as expected!

Test Form Submission

Test form submission worked!

Test form submission email confirmation received!

Anti-spam

- Checkout Anti-spam Enabled: No.
- Form Anti-spam Enabled: No.

Legal

Policies

Are all of the legal policies in place?

- Refund policy? Yes.
- Terms policy? Yes.
- Privacy policy? No.

Cookie Banner & CCPA

Site does not have Cookie Banner or CCPA features installed.

Accessibility

Site does not have accessibility features installed.

Notes

UX Notes

- Header navigation is not responsive on smaller desktop screen sizes.
- Recommend reducing the amount of products shown in the home page slider.

Other Notes

- 34 products are in draft mode which means they are not publicly available on the site. We recommend to look through all these products and remove ones from the site that are no longer needed.
- Copyright year in footer is not up-to-date and should be dynamic.

Thanks for working with us!

Project Deliverables

- Implementation of all recommended and optional website audit modifications on staging first, then deployment in production with client approval

Fee & Timeline Summary

- \$xxx.xx in xx amount of days

Why Choose Inspry?

Sample needs to establish its online presence via a professional website. Choosing the right design services can make the difference between a mundane, forgettable experience for your visitors and one that engages them and distinguishes you from your competitors.

Inspiry will listen closely to Sample's vision. Here are a few more things about us that will help us achieve Sample 's vision:

- Inspiry offers a wide variety of design options so you can find the perfect fit – When a business relies on a prepackaged web design, it risks losing its unique identity. You don't have to worry about that with us. Our design options vary by the amount of content you require, ranging from basic blogs to forums or ecommerce sites; whichever one you choose will feature a unique layout, logos, and graphics.
- Inspiry's designs are based on powerful open-source content management systems – We recognize a great website isn't a stagnant creation, so we design yours using free, easily customizable content management systems. After we finish your design, you'll be able to use these content management systems to maintain your site and adjust it as needed – even if you aren't tech-savvy.
- Inspiry's designs are responsive to computers, tablets, and mobile devices so visitors can always experience them fully – We aren't satisfied until we can guarantee that all of your visitors will experience your site in the way that you envisioned it. Everything we design is responsive because we understand you only get one chance to make a good impression on a visitor.
- We are here for you! Let's work together and make something great.

Payment Terms

- 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.
- Sample 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.

Assumptions

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 (\$120/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.
- 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 \$120 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

- 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.

Ownership

Inspry Media will provide finished work to Sample 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 Inspry 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 Sample. 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 Inspry Media are property of Inspry Media until final payment is made. Additionally, original artwork, concepts, etc. continue to be property of Inspry Media - even after final payment. Only the completed site content is transferred to Sample.

Point of Contact & Training

Inspry Media LLC will require one point of contact during the contract for the duration of the project. Inspry 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

Inspry 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

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

Sample 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.

Agreement, Successors and Assigns

The terms and conditions of this Agreement shall inure to the benefit of and be enforceable by each of the parties and their permitted successors and assigns. Except as set forth in the immediately following sentences, neither party shall assign this Agreement or any right or interest under this Agreement, nor delegate any obligation to be performed under this Agreement, without the other party's prior written consent. This Agreement shall inure to the benefit of, and be binding upon, any legal successor to all or substantially all of the business and assets of either party, where such succession occurs in connection with a merger, sale of assets, corporate restructuring or otherwise by operation of law; and Inspry reserves the right to assign this Agreement to any Inspry affiliate or successor. If the client desires to request Inspry to consent to an assignment of this Agreement, the client shall send a formal request for consent by notice to Inspry, and should send a message to Inspry at support@inspry.com setting forth details concerning the requested assignment. Any attempted assignment or delegation in contravention of this provision shall be void and ineffective. The client shall ensure that it provides the then-current passwords for the Administrator Account to any successor or assignee under this Agreement as, notwithstanding any such assignment, Inspry shall not provide any passwords to the client's Administrator Account to any party.

Warranty

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

Inspry Media LLC and subcontractors retain the right to use Sample 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

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

Signature:

Print Name:

Date:

Acceptance: Inspry

Signature:

Print Name:

Matt Schwartz

Date: