

health report : <https://www.abettertheory.com>

examined at : 24-07-16 16:02:17

follow recommendations of this health report to keep your site healthy

Score

24.4

Page Title

Page Title

A Better Theory

Short Recommendation

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

Meta Description

Meta Description

Short Recommendation

Your site do not have any meta description.

Meta Keyword

Meta Keyword

Short Recommendation

Your site do not have any meta keyword.

Keyword Analysis

Single Keywords

Keyword	Occurrence	Density	Possible Spam
Theory	8	1.175 %	No
Services	6	0.881 %	No
business	5	0.734 %	No
LinkedIn	4	0.587 %	No
Started	4	0.587 %	No
Menu	4	0.587 %	No
solutions	4	0.587 %	No
organizational	4	0.587 %	No
problems	4	0.587 %	No
team	3	0.441 %	No
Blog	3	0.441 %	No
Marketing	3	0.441 %	Yes
process	3	0.441 %	No
deep	3	0.441 %	No
Friends	3	0.441 %	No
organization	3	0.441 %	No
organizations	3	0.441 %	No
approach	3	0.441 %	No
app	2	0.294 %	No
transform	2	0.294 %	No

Two Word Keywords

Keyword	Occurrence	Density	Possible Spam
Better Theory	8	1.175 %	No
A Better	6	0.881 %	No
Get Started	4	0.587 %	No
Our Friends	3	0.441 %	No
Blog Get	3	0.441 %	No
your business	3	0.441 %	No
Marketing Services	3	0.441 %	No
Go Our	3	0.441 %	No
Let's Go	3	0.441 %	No
Do Let's	3	0.441 %	No
We Do	3	0.441 %	No
What We	3	0.441 %	No
Friends Blog	3	0.441 %	No
exactly what	2	0.294 %	No
your email	2	0.294 %	No

Keyword	Occurrence	Density	Possible Spam
email address	2	0.294 %	No
address to	2	0.294 %	No
and now	2	0.294 %	No
at the	2	0.294 %	No
with A	2	0.294 %	No

Three Word Keywords

Keyword	Occurrence	Density	Possible Spam
A Better Theory	6	0.881 %	No
What We Do	3	0.441 %	No
We Do Let's	3	0.441 %	No
Do Let's Go	3	0.441 %	No
Let's Go Our	3	0.441 %	No
Go Our Friends	3	0.441 %	No
Our Friends Blog	3	0.441 %	No
Friends Blog Get	3	0.441 %	No
Blog Get Started	3	0.441 %	No
Close Menu What	2	0.294 %	No
solutions to organizational	2	0.294 %	No
your email address	2	0.294 %	No
email address to	2	0.294 %	No
Menu What We	2	0.294 %	No
Open Menu Close	2	0.294 %	No
Menu Close Menu	2	0.294 %	No
the A Better	2	0.294 %	No
Started Open Menu	2	0.294 %	No
Get Started Open	2	0.294 %	No
with A Better	2	0.294 %	No

Four Word Keywords

Keyword	Occurrence	Density	Possible Spam
What We Do Let's	3	0.441 %	No
We Do Let's Go	3	0.441 %	No
Do Let's Go Our	3	0.441 %	No
Let's Go Our Friends	3	0.441 %	No
Go Our Friends Blog	3	0.441 %	No
Our Friends Blog Get	3	0.441 %	No
Friends Blog Get Started	3	0.441 %	No
Menu What We Do	2	0.294 %	No
Menu Close Menu What	2	0.294 %	No

Keyword	Occurrence	Density	Possible Spam
your email address to	2	0.294 %	No
with A Better Theory	2	0.294 %	No
Close Menu What We	2	0.294 %	No
Started Open Menu Close	2	0.294 %	No
Open Menu Close Menu	2	0.294 %	No
the A Better Theory	2	0.294 %	No
Get Started Open Menu	2	0.294 %	No
Blog Get Started Open	2	0.294 %	No
lifelong learning the A	1	0.147 %	No
learning the A Better	1	0.147 %	No
of lifelong learning the	1	0.147 %	No

Keyword Usage

Keyword Usage

Short Recommendation

The most using keywords do not match with meta keywords.

Total Words

Total Words

681

Text/Html Ratio Test

Site Failed Text/Html Ratio Test.

Text/HTML Ratio Test : 8%

Html Headings

H1(2)

Engineering solutions to organizational problems, seen and unseen

book a free consultation to see how we can transform problems into wins

Unlocking solutions to organizational puzzles

Harmony Brown, Founder @ Clarify Funding

Kraig Escobar, Senior EMP @ Apple

Charles Lee, Founder & CEO @ Ideation

Jeffrey Kranz, Owner @ Overthink

Stay updated on ABT stuff... maybe

across industries , diverse verticals , and business contexts , our team has assisted organizations in solving their complex organizational problems by helping them find better theories

[Robot.txt](#)

Short Recommendation

Your site have robot.txt

Sitemap

Short Recommendation

Your site have sitemap

Location

<https://www.abettertheory.com/sitemap.xml>

Internal Vs. External Links

Total Internal Links?

16

Total External Links?

17

/cart
/
/whatwedo
/letsgo
/partner
/blog
mailto:support@abettertheory.com
/letsgo
/whatwedo
/letsgo
/partner
/blog
mailto:support@abettertheory.com
/letsgo
/letsgo
mailto:support@abettertheory.com
https://www.instagram.com/abettertheory/
https://twitter.com/abettertheory
https://www.instagram.com/abettertheory/

https://twitter.com/abettertheory
https://radialnow.com
https://www.dannahinvestmentgroup.com
https://www.entusiastinc.com
https://www.cdfcapital.org
https://www.engiven.com
https://40parables.com/about/
https://app.reclaim.ai/m/nathanrelson/consult
https://www.linkedin.com/in/harmony-brown-534693192/
https://www.linkedin.com/in/kraigescobar/
https://www.linkedin.com/in/charlestlee/
https://www.linkedin.com/in/jeffreydkranz/
https://www.instagram.com/abettertheory/
https://twitter.com/abettertheory

[Domain Ip Information](#)

IP: [198.49.23.144](#)

City:

Country: [US](#)

Time Zone: [America/Chicago](#)

Longitude: [-97.822](#)

Latitude: [37.751](#)

[Noindex , Nofollow, Dofollow Links](#)

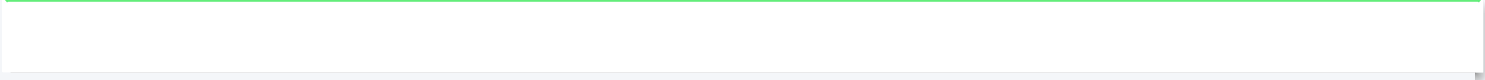
Total NoIndex Links: [0](#)

Total NoFollow Links: [0](#)

Total DoFollow Links: [33](#)

NoIndex Enabled by Meta Robot?: [No](#)

NoFollow Enabled by Meta Robot?: [No](#)



Seo Friendly Links

Short Recommendation

Links of your site are SEO friendly.

Favicon

Short Recommendation

Your site have favicon.

Image 'Alt' Test

Short Recommendation

Your site have 3 images without alt text.

Images Without alt

<https://images.squarespace-cdn.com/content/v1/6476f4f9be60d03510f34003/22ed2615-7672-4c12-b596-6936fdb30be4/business-2022-11-15-18-23-26-utc.jpg>

<https://images.squarespace-cdn.com/content/v1/6476f4f9be60d03510f34003/1686382393138-MZTQ151K8EBQIEZITY1X/image-asset.jpeg>

https://images.squarespace-cdn.com/content/v1/6476f4f9be60d03510f34003/6726794d-d217-4eb2-8cdd-dd1221a83936/abt_light_website_hi-res.png

Doc Type

Doc Type : <!Doctype Html>

Short Recommendation

Page have doc type.

Deprecated Html Tag

Short Recommendation

Your site does not have any deprecated HTML tag.

Html Page Size

Html Page Size : 208 Kb

Short Recommendation

HTML page size is > 100KB

Gzip Compression

Short Recommendation

GZIP compression is disabled.

Inline Css

Short Recommendation

Your site have 81 inline css.

Inline CSS

```
<header data-test="header" id="header" class="black header theme-col--primary" data-section-theme="black" data-controller="Header" data-current-styles="{ &quot;layout&quot;: &quot;navRight&quot;, &quot;action&quot;: { &quot;href&quot;: &quot;/lets-go&quot;, &quot;buttonText&quot;: &quot;Get Started&quot;, &quot;newWindow&quot;: false }, &quot;showSocial&quot;: true, &quot;socialOptions&quot;: { &quot;socialBorderShape&quot;: &quot;none&quot;, &quot;socialBorderStyle&quot;: &quot;outline&quot;, &quot;socialBorderThickness&quot;: { &quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 1.0 } }, &quot;sectionTheme&quot;: &quot;black-bold&quot;, &quot;menuOverlayAnimation&quot;: &quot;fade&quot;, &quot;cartStyle&quot;: &quot;cart&quot;, &quot;cartText&quot;: &quot;Cart&quot;, &quot;showEmptyCartState&quot;: true, &quot;cartOptions&quot;: { &quot;iconType&quot;: &quot;stroke-1&quot;, &quot;cartBorderShape&quot;: &quot;none&quot;, &quot;cartBorderStyle&quot;: &quot;outline&quot;, &quot;cartBorderThickness&quot;: { &quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 1.0 } }, &quot;showButton&quot;: true, &quot;showCart&quot;: false, &quot;showAccountLogin&quot;: true, &quot;headerStyle&quot;: &quot;dynamic&quot;, &quot;languagePicker&quot;: { &quot;enabled&quot;: false, &quot;iconEnabled&quot;: false, &quot;iconType&quot;: &quot;globe&quot;, &quot;flagShape&quot;: &quot;shiny&quot;, &quot;languageFlags&quot;: [ ] }, &quot;mobileOptions&quot;: { &quot;layout&quot;: &quot;logoLeftNavRight&quot;, &quot;menuIcon&quot;: &quot;doubleLineHamburger&quot;, &quot;menuIconOptions&quot;: { &quot;style&quot;: &quot;doubleLineHamburger&quot;, &quot;thickness&quot;: { &quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 1.0 } } }, &quot;dynamicOptions&quot;: { &quot;border&quot;: { &quot;enabled&quot;: false,
```

```
&quot;position&quot;: &quot;allSides&quot;, &quot;thickness&quot;: { &quot;unit&quot;:
&quot;px&quot;, &quot;value&quot;: 4.0 }, &quot;color&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } }, &quot;solidOptions&quot;: {
&quot;headerOpacity&quot;: { &quot;unit&quot;: &quot;%&quot;, &quot;value&quot;: 100.0
}, &quot;border&quot;: { &quot;enabled&quot;: false, &quot;position&quot;:
&quot;allSides&quot;, &quot;thickness&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 4.0 }, &quot;color&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } }, &quot;dropShadow&quot;: {
&quot;enabled&quot;: false, &quot;blur&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 30.0 }, &quot;spread&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 0.0 }, &quot;distance&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 0.0 }, &quot;color&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } }, &quot;blurBackground&quot;: {
&quot;enabled&quot;: false, &quot;blurRadius&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 12.0 } }, &quot;backgroundColor&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;white&quot;, &quot;alphaModifier&quot;: 1.0 } }, &quot;navigationColor&quot;: {
&quot;type&quot;: &quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: {
&quot;colorName&quot;: &quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } },
&quot;gradientOptions&quot;: { &quot;gradientType&quot;: &quot;faded&quot;,
&quot;headerOpacity&quot;: { &quot;unit&quot;: &quot;%&quot;, &quot;value&quot;: 90.0 },
&quot;border&quot;: { &quot;enabled&quot;: false, &quot;position&quot;:
&quot;allSides&quot;, &quot;thickness&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 4.0 }, &quot;color&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } }, &quot;dropShadow&quot;: {
&quot;enabled&quot;: false, &quot;blur&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 30.0 }, &quot;spread&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 0.0 }, &quot;distance&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 0.0 }, &quot;color&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } }, &quot;blurBackground&quot;: {
&quot;enabled&quot;: false, &quot;blurRadius&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 12.0 } }, &quot;backgroundColor&quot;: { &quot;type&quot;:
&quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: { &quot;colorName&quot;:
&quot;white&quot;, &quot;alphaModifier&quot;: 1.0 } }, &quot;navigationColor&quot;: {
&quot;type&quot;: &quot;SITE_PALETTE_COLOR&quot;, &quot;sitePaletteColor&quot;: {
&quot;colorName&quot;: &quot;black&quot;, &quot;alphaModifier&quot;: 1.0 } } },
&quot;dropShadowOptions&quot;: { &quot;enabled&quot;: false, &quot;blur&quot;: {
&quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 12.0 }, &quot;spread&quot;: {
&quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 0.0 }, &quot;distance&quot;: {
&quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 12.0 } }, &quot;borderOptions&quot;:
{ &quot;enabled&quot;: false, &quot;position&quot;: &quot;allSides&quot;,
&quot;thickness&quot;: { &quot;unit&quot;: &quot;px&quot;, &quot;value&quot;: 4.0 },
&quot;color&quot;: { &quot;type&quot;: &quot;SITE_PALETTE_COLOR&quot;,
&quot;sitePaletteColor&quot;: { &quot;colorName&quot;: &quot;black&quot;,
&quot;alphaModifier&quot;: 1.0 } } }, &quot;showPromotedElement&quot;: false,
&quot;buttonVariant&quot;: &quot;primary&quot;, &quot;blurBackground&quot;: {
&quot;enabled&quot;: false, &quot;blurRadius&quot;: { &quot;unit&quot;: &quot;px&quot;,
&quot;value&quot;: 12.0 } }, &quot;headerOpacity&quot;: { &quot;unit&quot;:
&quot;%&quot;, &quot;value&quot;: 100.0 } }" data-section-id="header" data-header-
style="dynamic" data-language-picker="{ &quot;enabled&quot;: false,
&quot;iconEnabled&quot;: false, &quot;iconType&quot;: &quot;globe&quot;,
&quot;flagShape&quot;: &quot;shiny&quot;, &quot;languageFlags&quot;: [ ]}" data-first-
focusable-element tabindex="-1" style=" --headerBorderColor: hsla(var(--black-hsl), 1); --
solidHeaderBackgroundColor: hsla(var(--white-hsl), 1); --solidHeaderNavigationColor:
hsla(var(--black-hsl), 1); --gradientHeaderBackgroundColor: hsla(var(--white-hsl), 1); --
```

```
gradientHeaderNavigationColor: hsla(var(--black-hsl), 1); " ></header>
```

```
<div class="header-border" data-header-style="dynamic" data-header-usability-enabled="true" data-header-border="false" data-test="header-border" style=" border-width: 0px !important; " ></div>
```

```
<div class="header-dropshadow" data-header-style="dynamic" data-header-usability-enabled="true" data-header-dropshadow="false" data-test="header-dropshadow" style=" " ></div>
```

```
<div class='header-inner container--fluid header-mobile-layout-logo-left-nav-right header-layout-nav-right' style=" padding: 0; " data-test="header-inner" ></div>
```

```

```

```

```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-6476f57107fa073a431a2d51);" ></div>
```

```
<div class="section-background-overlay" style="opacity: 0.5;"></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<h1 style="white-space:pre-wrap;"></h1>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<div class="section-divider-display" style=" --stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-6476f57107fa073a431a2d54);" ></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<h2 style="text-align:center;white-space:pre-wrap;"></h2>
```

```
<p style="text-align:center;white-space:pre-wrap;" class=""></p>
```

```
<div class="section-divider-display" style=" --stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-6477c391555c700ccd415f00);" ></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<h3 style="text-align:center;white-space:pre-wrap;"></h3>
```

```
<div class="section-divider-display" style="--stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-6476f57107fa073a431a2d55);" ></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<div class="gallery gallery-section-wrapper" style="min-height: 100px;"></div>
```

```
<div class="gallery" style="min-height: 100px;"></div>
```

```
<div class="section-divider-display" style="--stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-6476f57107fa073a431a2d5c);" ></div>
```

```
<div class="section-background-overlay" style="opacity: 0.15;"></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<h1 style="text-align:center;white-space:pre-wrap;"></h1>
```

```
<p style="text-align:center;white-space:pre-wrap;" class=""></p>
```

```
<div class="section-divider-display" style="--stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class="section-border" data-controller="SectionDivider" style="clip-path: url(#section-divider-653a87bc5475105e2c0b70c0);" ></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<div class="user-items-list" style=" min-height: 100px; padding-top: 6.6vmax; padding-bottom: 6.6vmax; " data-card-theme="" data-section-id="user-items-list" data-section-title-enabled="true" data-space-below-section-title-value="80" data-space-below-section-title-unit="px" data-layout-width="full" ></div>
```

```
<div class="list-section-title" id="653a87bc5475105e2c0b70c0" style="padding-bottom: 80px;" data-section-title-alignment="left" ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<ul class="user-items-list-carousel__slides" style="grid-gap: 20px;"></ul>
```

```
<li class="user-items-list-carousel__slide list-item list-item-basic-animation" style="padding-top: 10%; padding-right: 10%; padding-bottom: 10%; padding-left: 10%; " data-is-card-enabled="true" ></li>
```

```
<div class="user-items-list-carousel__media-container" style="margin-bottom: 40px; width: 30%; " ></div>
```

```
<h2 class="list-item-content__title" style="max-width: 100%;" ></h2>
```

```
<div class="list-item-content__description" style="margin-top: 10px; max-width: 100%; " ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<li class="user-items-list-carousel__slide list-item list-item-basic-animation" style="padding-top: 10%; padding-right: 10%; padding-bottom: 10%; padding-left: 10%; " data-is-card-enabled="true" ></li>
```

```
<div class="user-items-list-carousel__media-container" style="margin-bottom: 40px; width: 30%; " ></div>
```

```
<h2 class="list-item-content__title" style="max-width: 100%;" ></h2>
```

```
<div class="list-item-content__description" style="margin-top: 10px; max-width: 100%; " ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<li class="user-items-list-carousel__slide list-item list-item-basic-animation" style="padding-top: 10%; padding-right: 10%; padding-bottom: 10%; padding-left: 10%; " data-is-card-enabled="true" ></li>
```

```
<div class="user-items-list-carousel__media-container" style="margin-bottom: 40px; width: 30%; " ></div>
```

```
<h2 class="list-item-content__title" style="max-width: 100%;" ></h2>
```

```
<div class="list-item-content__description" style="margin-top: 10px; max-width: 100%; " ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<li class="user-items-list-carousel__slide list-item list-item-basic-animation" style="padding-top: 10%; padding-right: 10%; padding-bottom: 10%; padding-left: 10%; " data-is-card-enabled="true" ></li>
```

```
<div class="user-items-list-carousel__media-container" style="margin-bottom: 40px; width: 30%; " ></div>
```

```
<h2 class="list-item-content__title" style="max-width: 100%;" ></h2>
```

```
<div class="list-item-content__description" style="margin-top: 10px; max-width: 100%; " ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<div class="desktop-arrows arrows-bottom-wrapper" style="margin-top: 30px;" ></div>
```

```
<div class="section-divider-display" style="--stroke-thickness: 0; --stroke-dasharray: 0; --stroke-linecap: square; " ></div>
```

```
<div class='content-wrapper' style=' ' ></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<div class="newsletter-form-fields-wrapper form-fields" style="vertical-align:middle;"></div>
```

```
<fieldset id="name-yui_3_17_2_1_1552579698432_3882" class="newsletter-form-name-fieldset form-item fields name required" style="vertical-align: bottom;"></fieldset>
```

```
<div id="email-yui_3_17_2_1_1552579698432_3881" class="newsletter-form-field-wrapper form-item field email required" style="vertical-align: bottom;"></div>
```

```
<div data-animation-role="button" class="newsletter-form-button-wrapper submit-wrapper" style="vertical-align: middle;"></div>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<p class="" style="white-space:pre-wrap;"></p>
```

```
<section data-test="page-section" data-section-theme="light" class='page-section full-bleed-section layout-engine-section background-width--full-bleed section-height--custom content-width--wide horizontal-alignment--center vertical-alignment--middle light' data-section-id="649369de1890760603e176e8" data-controller="SectionWrapperController" data-current-styles="{ &quot;imageOverlayOpacity&quot;: 0.15, &quot;backgroundWidth&quot;: &quot;background-width--full-bleed&quot;, &quot;sectionHeight&quot;: &quot;section-height--custom&quot;, &quot;customSectionHeight&quot;: 10, &quot;horizontalAlignment&quot;: &quot;horizontal-alignment--center&quot;, &quot;verticalAlignment&quot;: &quot;vertical-alignment--middle&quot;, &quot;contentWidth&quot;: &quot;content-width--wide&quot;, &quot;customContentWidth&quot;: 50, &quot;sectionTheme&quot;: &quot;light&quot;, &quot;sectionAnimation&quot;: &quot;none&quot;, &quot;backgroundMode&quot;: &quot;image&quot; }" data-current-context="{ &quot;video&quot;: { &quot;playbackSpeed&quot;: 0.5, &quot;filter&quot;: 1, &quot;filterStrength&quot;: 0, &quot;zoom&quot;: 0, &quot;videoSourceProvider&quot;: &quot;none&quot; }, &quot;backgroundImageId&quot;: null, &quot;backgroundMediaEffect&quot;: { &quot;type&quot;: &quot;none&quot; }, &quot;divider&quot;: { &quot;enabled&quot;: false }, &quot;typeName&quot;: &quot;page&quot; }" data-animation="none" data-fluid-engine-section style="min-height: 10vh;" ></section>
```

```
<div class='content-wrapper' style=' padding-top: calc(10vmax / 10); padding-bottom: calc(10vmax / 10); ' ></div>
```

```
<div class="fluid-image-container sqs-image-content" style="overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;"></div>
```

```
<p class="sqsrtte-small" style="white-space:pre-wrap;"></p>
```

```
<p class="sqsrtte-small" style="white-space:pre-wrap;"></p>
```

```
<p class="sqsrtte-small" style="white-space:pre-wrap;"></p>
```

```
<p class="sqsrtte-small" style="white-space:pre-wrap;"></p>
```

```
<svg xmlns="http://www.w3.org/2000/svg" version="1.1" style="display:none" data-usage="social-icons-svg"></svg>
```

Internal Css

Short Recommendation

Your site have 24 internal css.

Micro Data Schema Test

Short Recommendation

Site failed micro data schema test.

Ip & Dns Report

IPv4: [198.49.23.144](#)

IPv6: [Not Compatiable](#)

Dns Report

SL	Host	Class	TTL	Type	PRI	Target	IP
1	ext-sq.squarespace.com	IN	23	A			198.185.159.144
2	ext-sq.squarespace.com	IN	23	A			198.49.23.145
3	ext-sq.squarespace.com	IN	23	A			198.185.159.145
4	ext-sq.squarespace.com	IN	23	A			198.49.23.144
5	www.abettertheory.com	IN	3600	CNAME		ext-sq.squarespace.com	

Ip Canonicalization Test

Short Recommendation

Site failed IP canonicalization test.

Url Canonicalization Test

Short Recommendation

Site passed URL canonicalization test.

Plain Text Email Test

Short Recommendation

Site failed plain text email test. 11 plain text email found.

questions@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com
support@abettertheory.com

Curl Response

url : https://www.abettertheory.com/
content type : text/html;charset=utf-8
http code : 200
header size : 485
request size : 0
filetime : -1
ssl verify result : 20
redirect count : 0
total time : 0.092899
namelookup time : 0.034421
connect time : 0.03635
pretransfer time : 0.043399
size upload : 0

size download : 212722
speed download : 2289820
speed upload : 0
download content length : -1
upload content length : 0
starttransfer time : 0.085893
redirect time : 0
redirect url :
primary ip : 198.49.23.145
certinfo :
primary port : 443
local ip : 45.79.58.186
local port : 41100
http version : 3
protocol : 2
ssl verifyresult : 0
scheme : HTTPS
appconnect time us : 43204
connect time us : 36350
namelookup time us : 34421
pretransfer time us : 43399
redirect time us : 0
starttransfer time us : 85893
total time us : 92899

Pagespeed Insights (Mobile)

Performance

Emulated Form Factor **Mobile**

Locale **En-US**

Category **Performance**

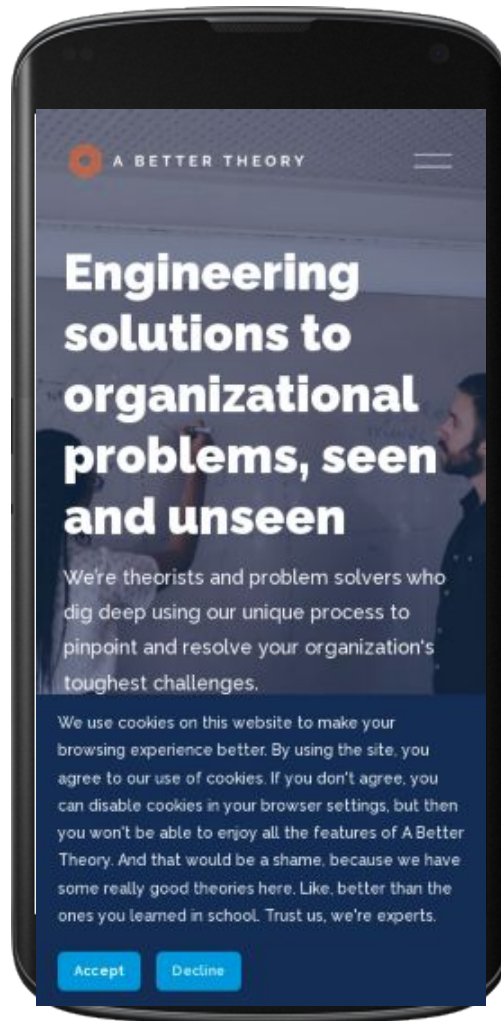
First Contentful Paint (FCP)

FCP Metric Category

First Input Delay (FID)

FID Metric Category

Overall Category



First Contentful Paint (FCP)

FCP Metric Category

First Input Delay (FID)

FID Metric Category

Overall Category

First Contentful Paint **4.3 s**

First Meaningful Paint **6.3 s**

Speed Index **6.8 s**

First CPU Idle

Time to Interactive **19.6 s**

Max Potential First Input Delay **1,480 ms**

Audit Data

Resources Summary

Aggregates all network requests and groups them by type [Learn More](#)

Eliminate Render-Blocking Resources

Potential savings of 1,780 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn More](#)

Efficiently Encode Images

Optimized images load faster and consume less cellular data. [Learn More](#)

Enable Text Compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn More](#)

Serve Static Assets With An Efficient Cache Policy

3 resources found

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

Reduce The Impact Of Third-Party Code

Third-party code blocked the main thread for 4,320 ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn More](#)

Total Blocking Time

3,010 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

Reduce Javascript Execution Time

6.7 s

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

Defer Offscreen Images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn More](#)

Server Backend Latencies

20 ms

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. [Learn More](#)

Properly Size Images

Potential savings of 204 KiB

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn More](#)

Reduce Unused Css

Potential savings of 132 KiB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn More](#)

Avoid Enormous Network Payloads

Total size was 2,905 KiB

Large network payloads cost users real money and are highly correlated with long load times. [Learn More](#)

Minimize Main-Thread Work

11.7 s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

Avoid Chaining Critical Requests

4 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. [Learn More](#)

Avoids An Excessive Dom Size

584 elements

A large DOM will increase memory usage, cause longer [Learn More](#)

Avoid Multiple Page Redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Minify Javascript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn More](#)

User Timing Marks And Measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn More](#)

Network Round Trip Times

0 ms

Network round trip times (RTT) have a large impact on performance. If the RTT to an origin is high, it's an indication that servers closer to the user could improve performance. [Learn More](#)

Pagespeed Insights (Desktop)

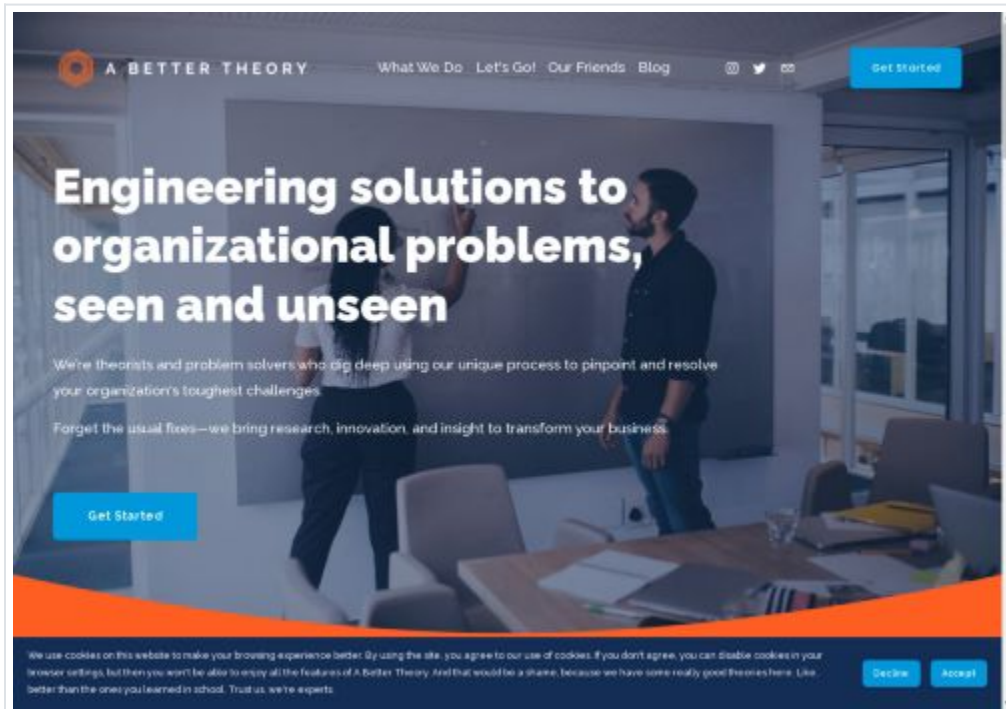
Performance

Emulated Form Factor Desktop
Locale En-US
Category Performance
First Contentful Paint (FCP)
FCP Metric Category

First Input Delay (FID)

FID Metric Category

Overall Category



First Contentful Paint (FCP)

FCP Metric Category

First Input Delay (FID)

FID Metric Category

Overall Category

First Contentful Paint **0.7 s**

First Meaningful Paint **1.2 s**

Speed Index **1.8 s**

First CPU Idle

Time to Interactive **3.7 s**

Max Potential First Input Delay **270 ms**

Audit Data

Resources Summary

Aggregates all network requests and groups them by type [Learn More](#)

Eliminate Render-Blocking Resources

Potential savings of 390 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn More](#)

Efficiently Encode Images

Optimized images load faster and consume less cellular data. [Learn More](#)

Enable Text Compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn More](#)

Serve Static Assets With An Efficient Cache Policy

1 resource found

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

Reduce The Impact Of Third-Party Code

Third-party code blocked the main thread for 270 ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn More](#)

Total Blocking Time

290 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

Javascript Execution Time

1.0 s

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

Defer Offscreen Images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn More](#)

Server Backend Latencies

40 ms

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. [Learn More](#)

Properly Size Images

Potential savings of 229 KiB

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn More](#)

Reduce Unused Css

Potential savings of 132 KiB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn More](#)

Avoid Enormous Network Payloads

Total size was 2,970 KiB

Large network payloads cost users real money and are highly correlated with long

load times. [Learn More](#)

Minimize Main-Thread Work

2.2 s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

Avoid Chaining Critical Requests

4 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. [Learn More](#)

Avoids An Excessive Dom Size

631 elements

A large DOM will increase memory usage, cause longer [Learn More](#)

Avoid Multiple Page Redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Minify Javascript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn More](#)

User Timing Marks And Measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn More](#)

Network Round Trip Times

0 ms

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