

### Website performance

The website performance has improved significantly over the past three months, currently standing at 98/100. This was achieved by ensuring that visual content is appropriately sized in order to reduce network payload and implementing a content audit process.

The benchmark performance score was 78/100 in August 2021, which increased by 20% in the past three months.

The average page load time stands at 4.08s. The following pages require 4-7 times longer to load:

- /Investment-management/Our-funds
- /Investment-management/The-London-Fund

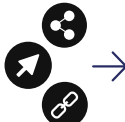
### How is your performance score calculated?

The Performance score is a weighted average of the metric scores. Naturally, more heavily weighted metrics have a bigger effect on your overall Performance score. The metric scores are not visible in the report, but are calculated under the hood.

### Performance metrics

Item	Target load time	Actual load time
First Contentful Paint	<0.9s	0.6s
Speed Index	<1.3s	1.1s
Largest Contentful Paint	<1.2s	1.0s
Time to Interactive	<2.5s	0.6s
Total Blocking Time	<150ms	0ms
Cumulative Layout Shift Score	<0.1	0.045

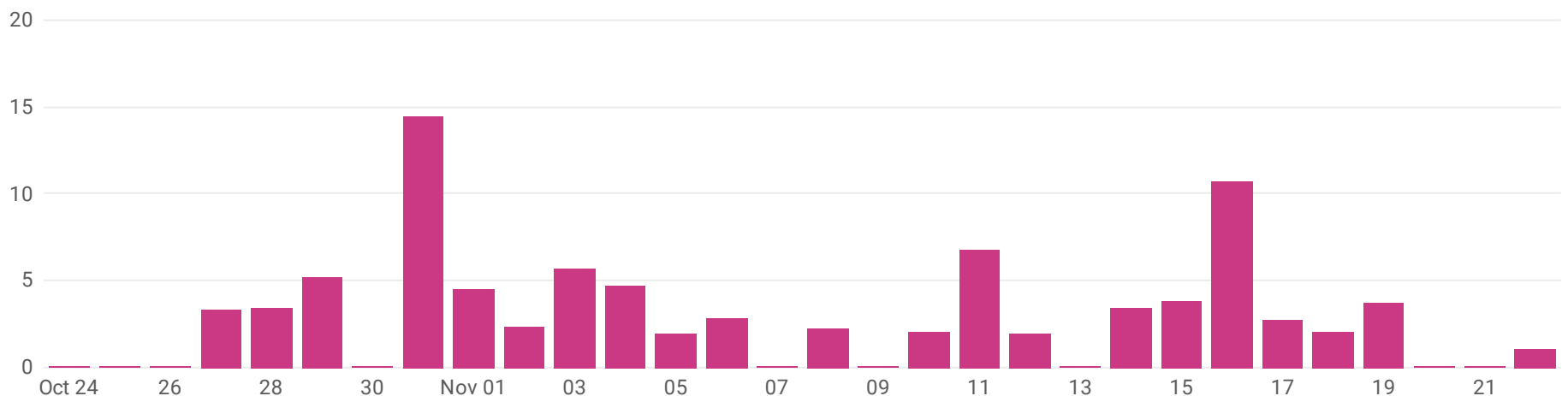
### Overall performance



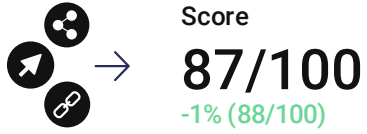
Score  
**98/100**  
+5% (93/100)

### Average page load time (seconds)

● Avg. page load time



## Overall accessibility



## Overview

With approximately 25% of people in employment having some degree of visual impairment, website accessibility is an important metric for creating a good user experience.

The website score of 88 indicates that only minor adjustments are necessary. Optimising the website for screenreaders should also result in improved SEO metrics due to better crawlability of the website.

- **Perceivable:**  
Can users perceive the content? This helps us keep in mind that just because something is perceivable with one sense, such as sight, that doesn't mean that all users can perceive it.
- **Operable:**  
Can users use UI components and navigate the content? For example, something that requires a hover interaction cannot be operated by someone who can't use a mouse or touch screen.
- **Understandable:**  
Can users understand the content? Can users understand the interface and is it consistent enough to avoid confusion?
- **Robust:**  
Can the content be consumed by a wide variety of user agents (browsers)? Does it work with assistive technology?

## Findings

Item	Issue
Contrast	Background and foreground colors do not have a sufficient contrast ratio
Links	2 links do not have discernible names

## Improve accessibility by

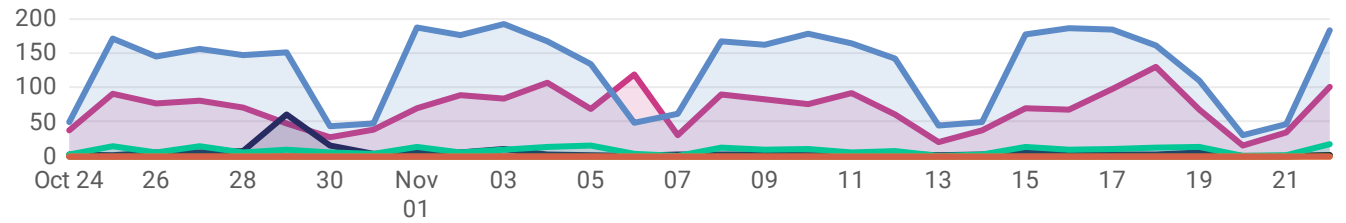
1. Enable zooming - Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page.
2. Increasing the contrast of the retweet indicator and Twitter CTAs needs improvement
3. Adding a discernible name to links
4. Reviewing new WCAG 2.2 guidelines once available (late 2021)

## Example Organisation

### User acquisition trends

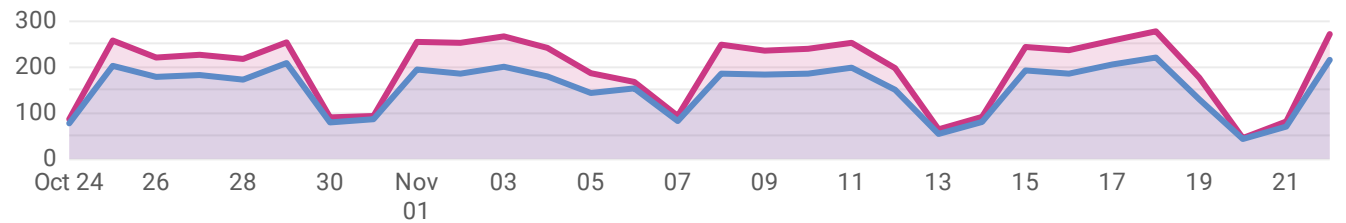
### Traffic channels

● Direct 
 ● Organic Search 
 ● Social 
 ● Email 
 ● Referral 
 ● Paid Search 
 ● Display



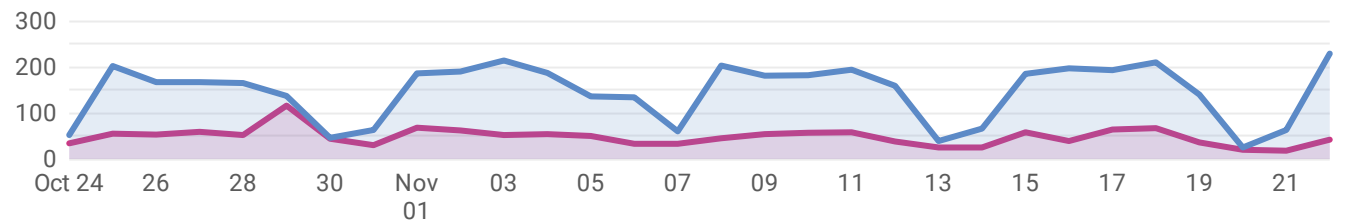
### Sessions, users, new users

● Users 
 ● New Users



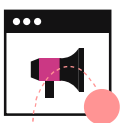
### Users by device category

● Mobile users 
 ● Desktop+tablet users



## Bounce rate

The percentage of single-page sessions in which there was no interaction with the page.



Bounce rate

**47.33%**

## Average session duration

The average length of a Session.



Avg. Session Duration

**00:01:54**

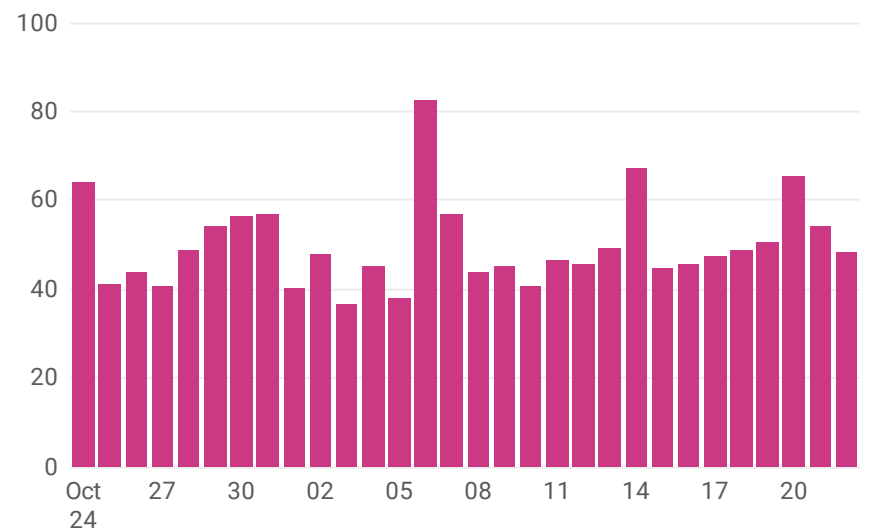
### User demographics

The below table indicates that your primary audience is aged 25-54 and they arrive on the website directly or via organic search. It is worth considering a review of social media marketing efforts, as approximately 80% of the 740 million active LinkedIn users fell in the same demographic in 2020.

Multiple Dimensions	Users	Avg. Sess. Dur
Gender: male Age: 25-34	235	00:04:52
Gender: female Age: 25-34	192	00:01:56
Gender: male Age: 35-44	167	00:02:31
Gender: male Age: 45-54	159	00:02:33
Gender: male Age: 18-24	124	00:02:29
Gender: female Age: 45-54	114	00:01:33
Gender: female Age: 35-44	110	00:02:13
Gender: female Age: 18-24	90	00:03:22
Gender: female Age: 55-64	75	00:01:31
Gender: male Age: 55-64	75	00:01:25
Gender: male Age: 65+	72	00:03:24
Gender: female Age: 65+	46	00:01:37

Channel	Users	Duration
Organic Search	3,013	00:01:51
Direct	1,712	00:01:54
Referral	184	00:03:33
Social	170	00:00:41
Email	2	00:00:00

### Bounce rate (%)



### Google Search Console and SEO

SEO stands for Search Engine Optimisation, which is the practice of increasing the quantity and quality of traffic to your website through organic search results. Here is how it works:

- **Quality of traffic:** If users are coming to your site because Google tells them you're a resource for Apple when really you're a farmer selling apples, that is not quality traffic. You want to attract visitors who are genuinely interested in what you offer.
- **Quantity of traffic:** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results:** Organic traffic is any traffic that you don't have to pay for.

### Overall SEO score



### Average Rank



Average rank  
**23.55**

### Impressions



Impressions  
**695**

### Clicks



Clicks  
**96**

### Click-Through Rate



CTR  
**0.60%**

### Total conversions (goals)

The total number of conversions.



All goal completions  
**512**

### Total conversion rate

The sum of all individual goal conversion rates.



Total goal conversion rate  
**7.99%**

### Annual Report downloads

PDF Download | Annual Report & Accounts (Goal 1 completions)

