REVIEW OF A4C'S WEBSITE

Research-Based User Experience:

Duplicate Links on the Same Page
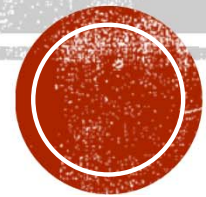
Dropdown Menus

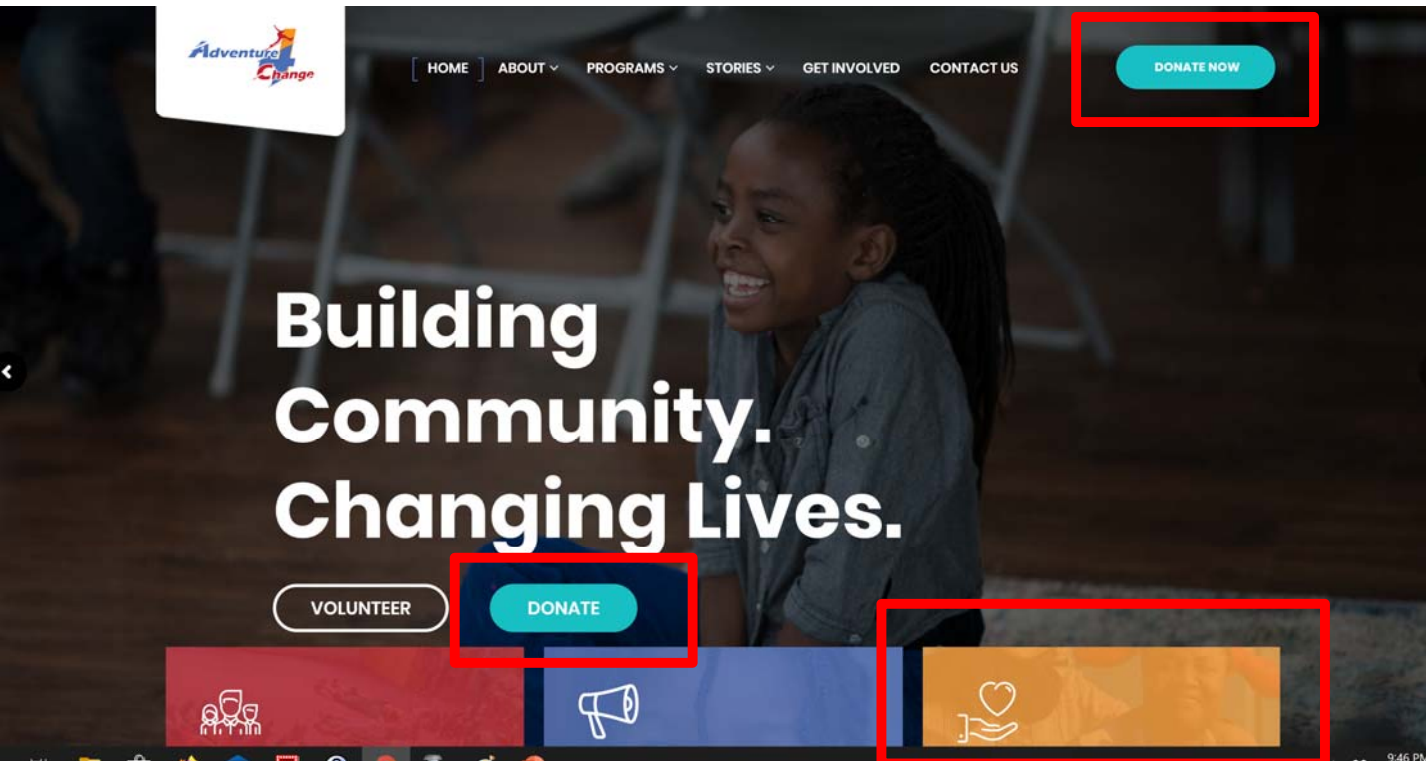**Mobile-Optimized Navigation**

Unfamiliar Labels

Gallery White Spaces

Ways to Improve the Website's Speed

Duplicate Links on the Same Page

Make a link more noticeable by placing it prominently in a standard location on the page and people will go there.
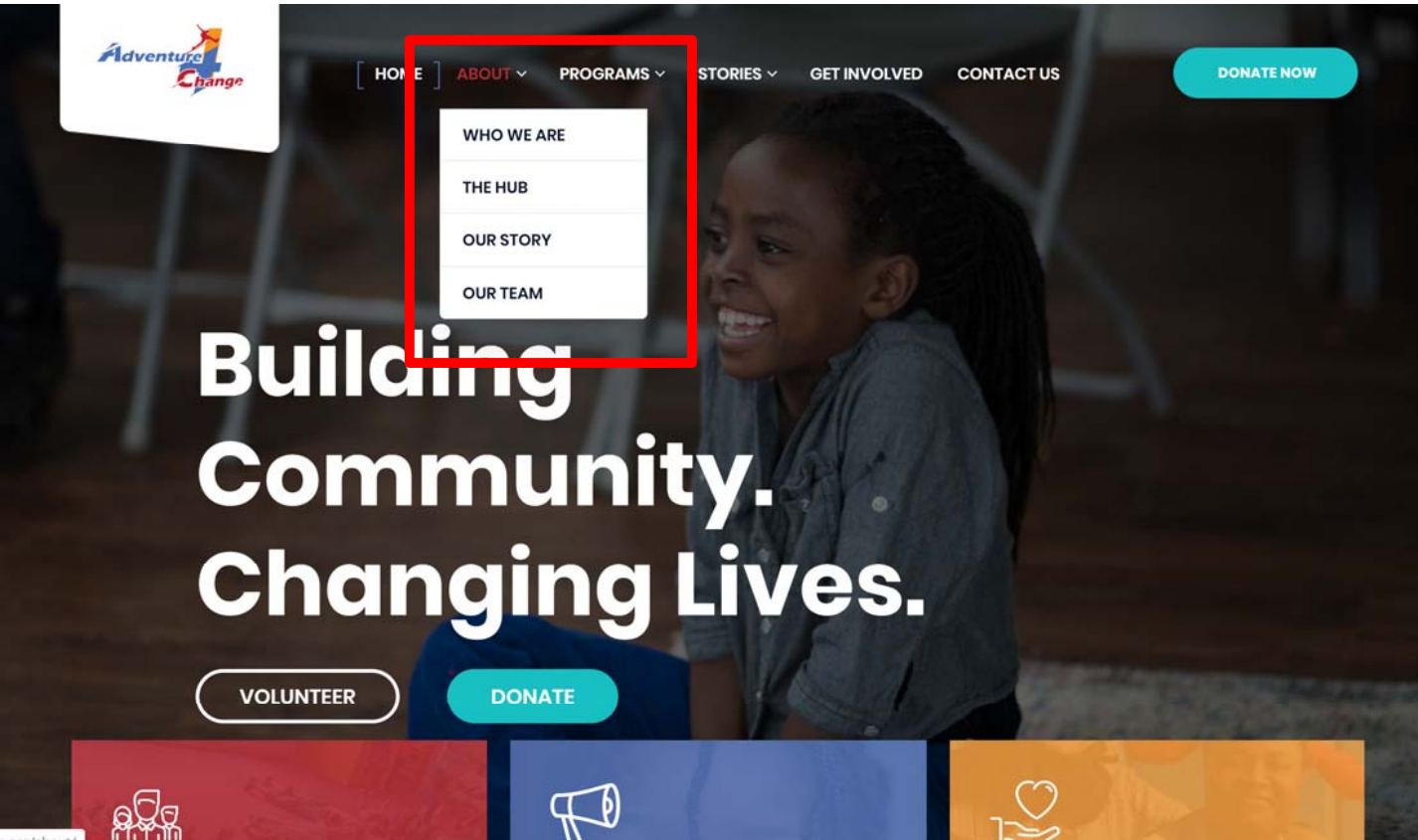
Eliminate redundancy on webpages whenever possible to reduce cognitive overload. Each extra link makes the site harder to use.

(Nielsen Norman Group https://www.nngroup.com/articles/duplicate-links/)

Dropdown Menus

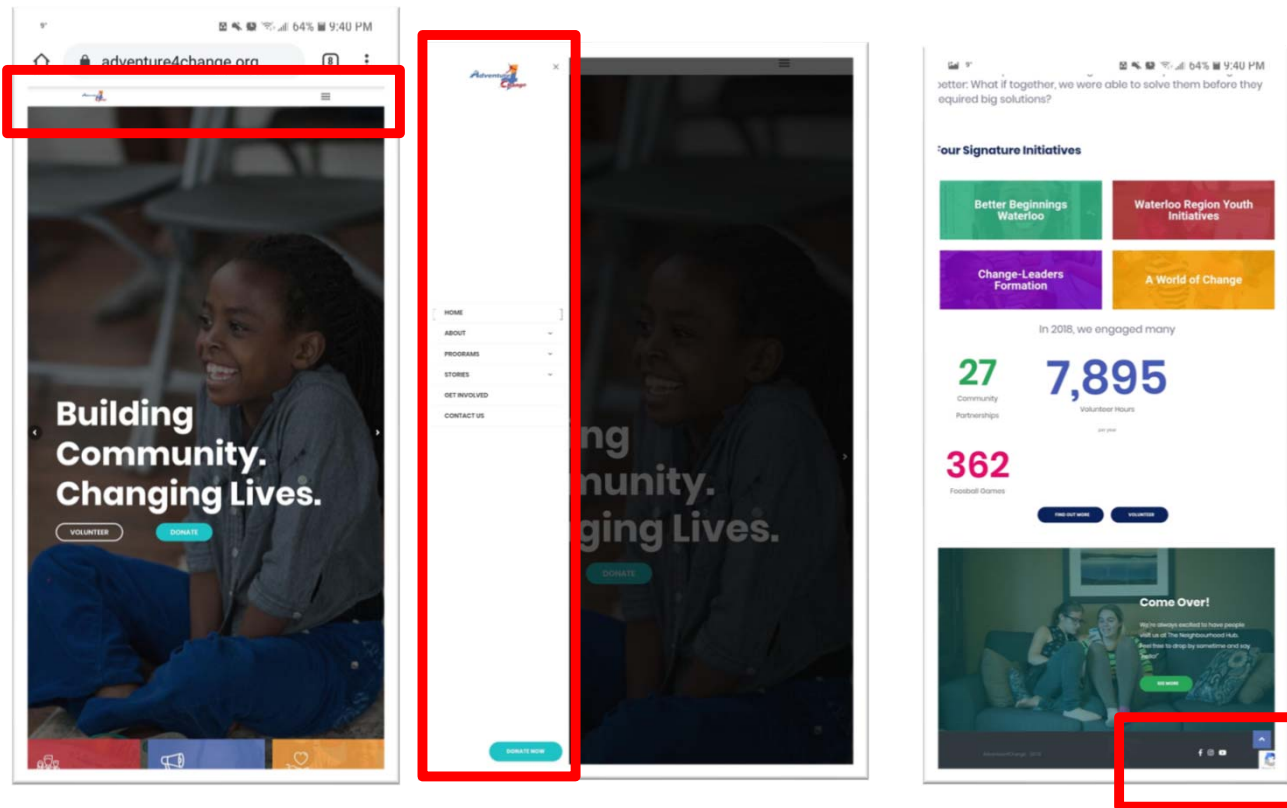Keep global navigation options out of dropdown menus on desktop.

For desktop sites, demoting main content categories into a drop-down menu makes it harder for users to discover the organization's offerings.

(Nielsen Norman Group https://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/)

Mobile Navigation

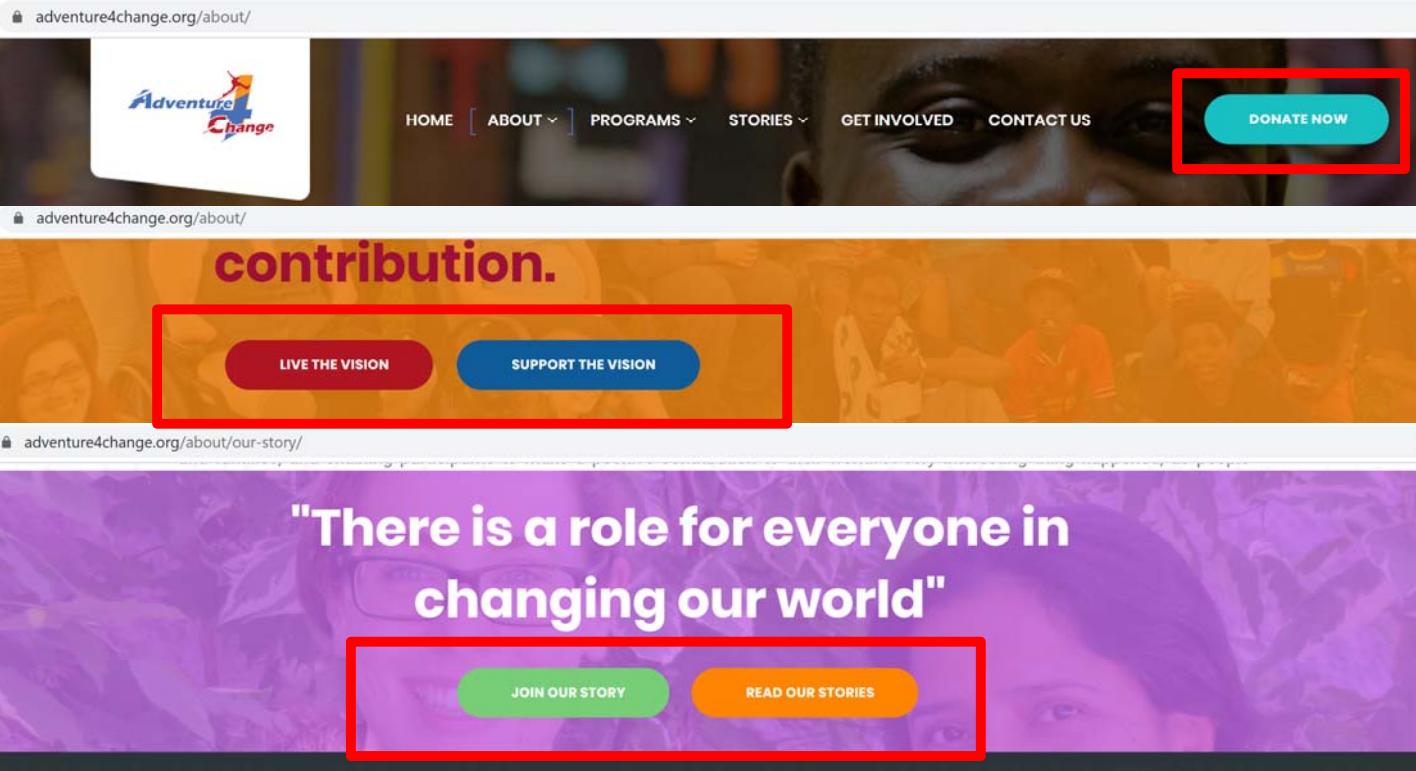Design a well-structured, readable menu that does not require excessive motor effort to use.

…difficult for people to use. The thinner and longer the menu, the more coordination and concentration is required to avoid accidentally dismissing it.

(Nielsen Norman Group https://www.nngroup.com/articles/navigation-cognitive-strain/)

Unfamiliar Labels

Methodologies, ad campaigns, and slogans may change. Avoid using nomenclature tied to these as organizing elements in the information architecture and navigation labels.

(Nielsen Norman Group https://www.nngroup.com/articles/navigation-cognitive-strain/)

Gallery White Spaces

gtmetrix.com/reports/adventure4change.org/dVZpRb93

GTmetrix   Features   Resources   Blog   GTmetrix PRO

Latest Performance Report for:

https://adventure4change.org/

Building Community. Changing Lives.

Report generated: Tue, Mar 10, 2020 2:16 PM -0700
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
Have a look at our WP optimization tips »

Your page generation time is slow
Find out why and explore possible solutions »

Performance Scores

PageSpeed Score	YSlow Score
D (63%) ⌄	D (64%) ⌄

Page Details

Fully Loaded Time	Total Page Size	Requests
6.8s ⌃	4.11MB ⌄	183 ⌄

RECOMMENDATION	GRADE	TYPE	PRIORITY
▲ Optimize images	F (2) ⌄	IMAGES	HIGH

Optimize the following images to reduce their size by 135.8KiB (7% reduction).   What's this mean?

- Losslessly compressing https://adventure4change.org/wp-content/uploads/27401142012_aaf3894f45_k.jpg could save 50.6KiB (15% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/48133320873_84cb4a8fe5_o-scaled.jpg could save 23.7KiB (8% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/HB-2.2.jpg could save 18.5KiB (5% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/Adventure-4-Change.png could save 12.7KiB (45% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/IMG_0944.jpg could save 7.0KiB (4% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/A4C-4.jpg could save 6.3KiB (10% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/iStock-1089310236-scaled.jpg could save 5.9KiB (9% reduction). See optimized version.
- Losslessly compressing https://d1sssn74k2rfxk.cloudfront.net/assets/cc-cvc-93378c6a055ba88a98e4103e5e69223de732a96d649bf122de263af0748c639c.png could save 3.2KiB (80% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/13047713_10154114071943570_7123134754736361904_o.jpg could save 2.6KiB (2% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/18921203_10101493104600090_2220596815991770516_o.jpg could save 2.5KiB (2% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/23135804373_f93f86182e_k-e147845850907.jpg could save 2.1KiB (2% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/26302235210_1a0b0c5078_z-1.jpg could save 608B (1% reduction). See optimized version.
- Losslessly compressing https://adventure4change.org/wp-content/uploads/cropped-A4C-Logo-32x32.jpg could save 142B (17% reduction). See optimized version.
- Losslessly compressing https://www.gstatic.com/recaptcha/api2/logo_48.png could save 40B (2% reduction). See optimized version.

Ways to Improve the Website's Speed

- Use a Good Web Hosting Plan

- Enable Caching

- Use a Content Delivery Network

- Optimize Your Images

- Minify HTML, JavaScript, and CSS

Each of these sites will run different tests and display the results and scoring in different ways:
- Pingdom
- GTMetrix
- Google PageSpeed Tools

https://www.bluehost.com/blog/wordpress/improve-the-speed-of-your-wordpress-website-8357/?utm_source=google&utm_medium=genericsearch&kclickid=71c2e376-8eab-493d-8f44-7449c889b0e6&kenshoo_ida=Blue%20Host%20IDA&gclid=Cj0KCQjw9ZzzBRCKARIsANwXaeJWVnYYqCvB_KcXGKCKi4w8F0E2kUyZOj32FqvPInTYhpeKFwEp_V0aAhz_EALw_wcB