



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**February 3, 2020– 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

**The following also applies to all Boards and Committees:**

*Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.*

*Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit corporation or entity (such as charitable organization, a trade association or trade union), without special compensation or reimbursement for the appearance, whether direct, indirect, or contingent, to express support or opposition to any item.*

*\*\*If the public wishes to speak on a matter on this agenda they must inform the Town Clerk prior to the start of the meeting and they will be recognized to speak prior to the approval of the item. \*\**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Welcome– Chair Barbara Cohen**
- 3. Nomination and Selection of new Tourist Board Vice-Chair**
- 4. Approval of Meeting Minutes: December 9, 2019**
- 5. Resort Tax Revenue Accounts Receivable Report**

**6. RFP No. 2019-02 Public Relations Services for the Surfside Tourist Bureau.**

*PURSUANT TO SECTION 286.0113(2)(b)1., FLORIDA STATUTES, PORTIONS OF THE MEETING MAY INCLUDE ORAL PRESENTATIONS BY SHORT-LISTED PROPOSERS AND SAID PORTION OF THE MEETING IS EXEMPT FROM SECTION 286.011, FLORIDA STATUTES, AND SECTION 24(b), ART. 1 OF THE STATE CONSTITUTION.*

**Discussion Items:**

- 1. Web and Social Media Marketing, Projections, Assessments, Knowing the Competition, Maximizing ROI – Board Member Charles Kesl**
- 2. Quality Control, Quality Assurance – Board Member Charles Kesl**
- 3. Next Meeting: Monday, March 2, 2020 at 5:30 p.m. Jacober Creative’s First Quarter FY 19/20 Presentation and the Mission/Vision Statement.**
- 4. Public Comment – 3-minute time limit each, please**
- 5. Adjournment**

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov).

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



## **Town of Surfside**

### **TOURIST BOARD MEETING MINUTES**

**December 9, 2019 – 5:30 p.m.**  
Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### **Opening Items:**

##### **1. Call to Order/Roll Call**

The meeting was called to order by Chair Barbara Cohen at 5:32 p.m.

Present: Chair, Barbara Cohen  
Board Member, Charles Kesl  
Board Member Cornelia Samara  
Board Member Neil Goodman (arrived at 5:35 pm)\*

Absent: Vice Chair Jeff Lehman

Also present: Duncan Tavares, Assistant Town Manager  
Lilly Arango, Town Attorney  
Michael Karukin, Town Commission Liaison  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Marketing and Special Projects  
Coordinator

##### **2. Welcome– Chair Barbara Cohen**

Chair Cohen spoke regarding the resignation of Vice Chair Lehman.

Assistant Town Manager Tavares requested to have an add on item to the agenda regarding Christmas lights from Kurt Stange, Miami Christmas Lights.

A motion was made by Board Member Kesl to approve the add on item of the Holiday Lights, seconded by Board Member Samara. All voted in favor.

\*Board Member Goodman arrived at 5:35 p.m. after the motion was made and voted to add on the item requested by Assistant Town Manager Tavares.

### **3. Approval of Meeting Minutes: November 13, 2019**

A motion was made by Board Member Kesl to approve the November 13, 2019 minutes, seconded by Board Member Samara. All voted in favor.

#### **Discussion Items:**

#### **\*\*1.A - Add on discussion item by Assistant Manager Tavares – Holiday Lights**

Kurt Stange, Miami Christmas Lights discussed the issues of theft the company has been experiencing and another issue with some of the lights not turning on. He also stated the steps they are taking to take care of those issues.

Assistant Manager Tavares stated that a Police Report has been filed following the theft of certain lighting equipment, and staff is working with Mr. Stange to mitigate the issue and help prevent any additional theft.

Board member Kesl asked if there were any issues with the GFIs.

Mr. Stange stated that the missing equipment would soon be replaced and his company is conducting regular checks twice a week.

Board Chair commented on the color of this year's lights and she believed that they were white.

Mr. Stange answered Chair Cohen's questions regarding the color of the lights and the variations of colors.

Board member Kesl also commented on the different variation and temperature of the color of the lights and suggested security solutions.

#### **1. VISIT FLORIDA Tourism Forum – Frank Trigueros, Marketing and Special Projects Coordinator**

Tourist Marketing and Special Events Coordinator Trigueros gave an update on the VISIT Florida Tourism Conference which he attended and the Henry Flagler Award in the Category of the Website/Booking Portal which the Town of Surfside won; he congratulated Jacober Creative for their work on the website.

Tourist Marketing and Special Events Coordinator Trigueros then stated that the Town also won the Bronze Award for their Promotional Materials.

Chair Cohen commented on the Resort Tax Collection and the change in numbers through the years.

Assistant Town Manager Tavares spoke regarding the update on the Resort Tax Collection.

Commissioner Karukin also congratulated the Tourism Department on the amount they have collected and how it assists with the funding of the Community Center.

**2. Marketing Year in Review Presentation – Luisa Jimenez, Jacober Creative**

Luisa Jimenez, Jacober Creative gave a comprehensive presentation of their FY 18/19 Cumulative Marketing Year Plan which recaps all marketing efforts for the past fiscal year.

Chair Cohen thanked Ms. Jimenez for her presentation.

Board member Kesl asked if there is anyone who specializes in communication design and research to ensure industry and market goals are targeted for better effectiveness.

Ms. Jimenez answered Board member Kesl's question noting Jacober Creative's extensive research conducted earlier in the year in support of the Strategic Plan.

Greg Shanase, Jacober Creative, also answered Board member Kesl's questions on his different suggestions and stated that they are always looking at different variables and what would work best when it comes to Pay Per Click (PPC) advertising strategy.

Assistant Town Manager Tavares stated that staff can reach out to neighboring municipalities to see if they can share some of their reports and find out how they present their numbers.

Discussion among the Board and Administrative Staff took place regarding other entities and their reportings.

**3. Public Relations Year in Review Presentation – Claire Kunzman, Anything But Advertising**

Claire Kunzman, Anything But Advertising gave the presentation of their 2018-2019 Public Relations Recap Year in Review.

Board member Kesl commended them for their great work and their presentation.

Board members commented on the presentation.

Ms. Kunzman answered the questions asked by the Board Members on the presentation.

- 4. Tourist Bureau Mission Statement and Vision Statement**– Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator – Item was deferred at the November 13, 2019 Meeting

*Current statement: Encourage patronage of Surfside’s hotels and restaurants through cooperative events, promotional activities, marketing, public relations and advertising opportunities. Assist in the improvement of the Surfside Business District by functioning as a promotional partner, advisor and advocate on initiatives.*

Assistant Town Manager Tavares spoke regarding the item.

Board member Kesl suggested for the Board to brain storm in the next month and email them to Staff.

Frank stated that he could gather some of the examples and put them in a chart.

Commissioner Karukin asked if they are going to develop language for vision and mission statements to keep in mind to strike the balance of tourism with the quality of life for the residents.

Assistant Town Manager Tavares will give the Board members the deadline to receive the information in order for the Staff to compile.

- 5. User Generated Content (UGC) Platform Update** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Frank Trigueros gave an update on the item and the user generated content and how it is being used in our social media posts.

Board member Kesl asked if someone has a problem with an image, how do they report it. He also asked the cost on promotion of posts.

Frank Trigueros answered Board member Kesl’s question noting that staff and the creative agency have authority over which posts are featured and included.

Assistant Town Manager Tavares also answered Board member Kesl's questions.

**6. Downtown Vision Advisory Committee (DVAC) Update - Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator**

Assistant Town Manager Tavares supplied the Board with an update from DVAC and stated that the liaison was Vice Chair Lehman who resigned. Assistant Town Manager Tavares is requesting someone who would like to become the Tourist Board Liaison to attend the DVAC meetings.

Board Member Kesl asked when they meet.

Assistant Town Manager Tavares stated that they meet the third Thursday of the month and the Committee meets quarterly. He will bring this up again next month in order to give the Board members time to select a Liaison.

Board member Kesl would like the minutes sent to him because he is interested in becoming the Liaison.

Assistant Town Manager Tavares continued discussion DVAC agenda items including the downtown sidewalk refurbishments, and legislation that was proposed to address the condition of current vacancies that would introduce standards for recently vacated properties.

Commissioner Karukin commented on the poor condition of many of the vacant properties in Town.

Assistant Town Manager Tavares commented on addressing the Commission to authorize art in public spaces. He spoke regarding window coverings for vacant window spaces and the possibility of introducing a new aesthetic from the campaign images currently being used. The suggestion made to DVAC was to create a window display that was more of a mural, incorporating arts in public spaces and showed some of the window display examples.

Board member Kesl stated that he likes the design but finds it so different from the current design and is not sure if it would hold up.

Assistant Town Manager Tavares stated that they did consider that when introducing these new aesthetics.

Chair Cohen would like to recommend banners on Collins for additional décor.

Assistant Town Manager Tavares stated that having the banners exclusively on Harding Avenue was a budgetary decision given that it would be considerably more expensive to have them on Collins Avenue as well.

Further discussion took place regarding the banners, designs and times of when the banners should be up continued among the Board and staff.

Assistant Town Manager Tavares stated that he will do the next tourist board review at the next DVAC meeting.

**7. Appointment of Tourist Board Member for Interviews of Prospective Tourism Director Candidates – Duncan Tavares, Assistant Town Manager**

Assistant Town Manager Tavares requested a representative from the Board be appointed to be part of the interview committee for prospective candidates for the position of Tourism Director and gave an update of what it entails.

Chair Cohen nominated herself.

Town Attorney Arango read the Code section mentioning the potential role of a Tourist Board representative in the selection process.

Board member Kesl stated that he was also interested and would nominate himself.

Town Attorney gave the instruction on how to proceed with the selection and explained that if there is no board member selected, the Town Manager would proceed without a representative of the Tourist Board.

A motion was as made by Chair Cohen to nominate herself as the representative. The motion died for lack of a second.

A motion was made by Board member Kesl to nominate himself as the representative. The motion died for lack of a second.

**8. Next Meeting: Monday, January 6, 2020 at 5:30 p.m.**

Chair Cohen advised the Board of the next meeting taking place on January 6, 2020 at 5:30 p.m.

Assistant Manager Tavares explained that Vice Chair Lehman was Vice Mayor Gielchinsky' s appointment and it might be able to be addressed tomorrow and they will send the Vice Mayor the application.

Assistant Manager Tavares went over the 2020 future dates for Tourist Board Meetings as follows and the list will be sent out to the Board members and if they have any conflicts, they can let us know. Send Calendar invite to Cornelia Samala.

January 6, 2020  
February 3, 2020  
March 2, 2020  
April 6, 2020  
May 4, 2020  
June 1, 2020  
July 6, 2020  
August 3, 2020  
September 14, 2020  
October 5, 2020  
November 9, 2020  
December 7, 2020

**9. Public Comment – 3-minute time limit each, please**

There were no public comments.

**10. Adjournment**

There being no further business to discuss before the Tourist Board, Board member Kesl made a motion to adjourn the meeting, seconded by Board Member Samara. All voted in favor.

The meeting adjourned at 7:49 p.m.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Barbara Cohen, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk



ITEM NO. 6

# MEMORANDUM

**To:** Members of the Tourist Board  
**From:** Frank Trigueros, Interim Tourism Director  
**Date:** January 6, 2020  
**Subject:** RFP 2019-02 Public Relations Services for the Surfside Tourist Bureau

The Evaluation Committee ("Committee") for RFP 2019-02, Public Relations Services for the Tourist Bureau, met on December 17, 2019 to evaluate the proposals received by the mandatory Bid Opening deadline date of November 25, 2019.

The committee's top three (3) proposals have been invited to present before you at the January 6, 2020 meeting where you will select accordingly.

At the evaluation meeting, responders were assessed on the following categories per the RFP:

- Submission Requirements
- Scope of Services
- Capability and Experience
- Cost Structure
- Project Team

Below are the total points awarded:

- Zapwater 633
- CIIC 598
- Pinzur 585

Please read through the RFP responses for each; you will be asked to take that material into account along with the information in the presentation when making your final determination and selection.

Each Board Member will rank all three (3) proposers based on preference, with #1 indicating the highest desirability. All rankings will be tabulated at the end and the company with the lowest score (indicating highest preference) will be selected.

### Web & Social Media Marketing

#### Projections, Assessments, Knowing the Competition, Maximizing ROI

#### Creating an Online Marketing Strategy

In essence marketing is a relative exercise, we don't need to focus on or outrun the big dogs (or in this case big cat), we just need to overcome and outrun the immediate competition. Google your service and area of business, the top 5 in SERP (search engine results page) are more often than not the ones you want to focus on.

Whoever is using all or most of your keywords is your competition. Whoever has the same backlinks as your site is another way to identify your competition.

Your competition can also be identified using traditional marketing methods of the assets and attributes that differentiate you. This is more of a qualitative than a quantitative assessment but it works.

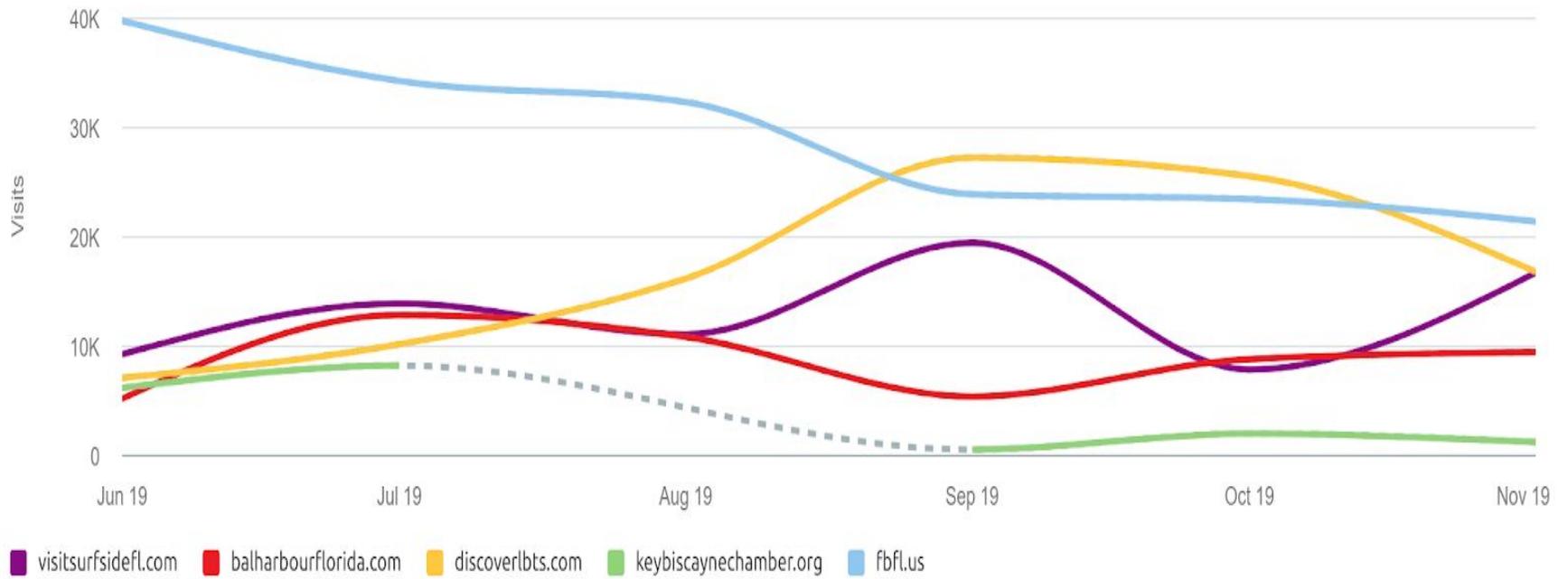
Performing **competitor research** is a great way to not only size up the competition, but also evaluate your own efforts. You can use your research to set some realistic **benchmarks and targets** and potentially seize any opportunities or tactics your rivals may have capitalised on.

For **social media analysis** you can't really go wrong with a tool like Rival IQ. We use it when we on-board all of our new clients to help gauge their competitor's performance. We end up gaining some really meaningful insights from the data which often helps **inform our next steps** and plan our initial social output or content campaigns.

For **rankings and search term research**, SEMrush is your go-to tool. It's great for checking the search volumes for particular terms, but also immensely useful to see what phrases your competitors rank for and to gauge how winnable those phrases actually are. Below are Surfside competitors as determined qualitatively and SEM comparative rankings based on the software's free tools. The graphs show where Surfside is and how we compare with Bal Harbour, Lauderdale by the Sea, Key Biscayne, and Fernandina Beach. We see Key Metrics including visits, site visit average duration, unique visitors, bounce rate, .

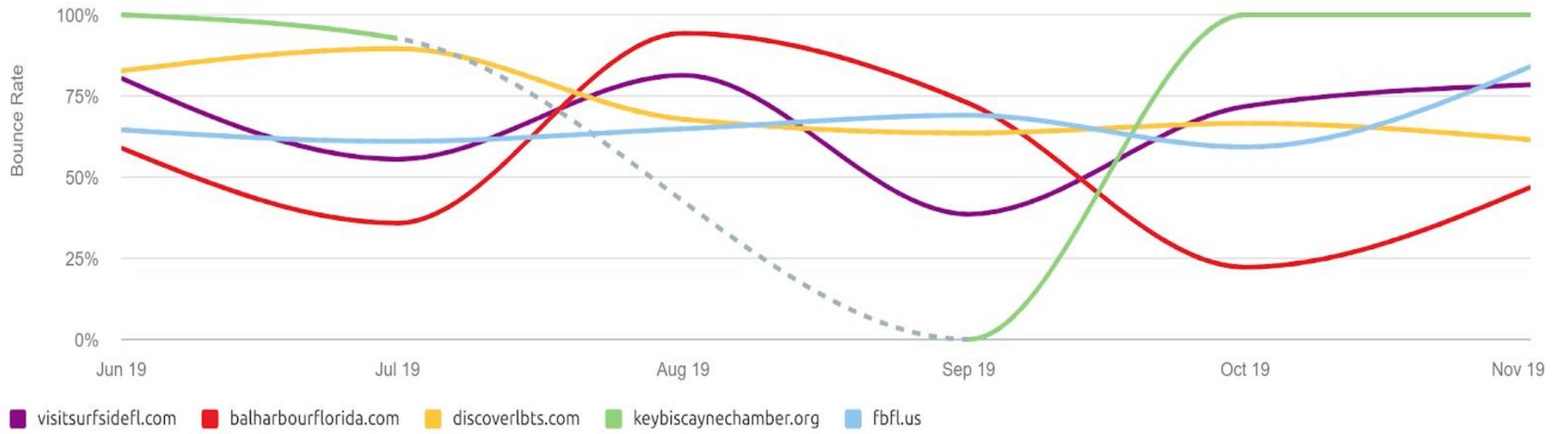
Visits | Unique Visitors | Avg. Visit Duration | Bounce Rate

6M 12M All Time



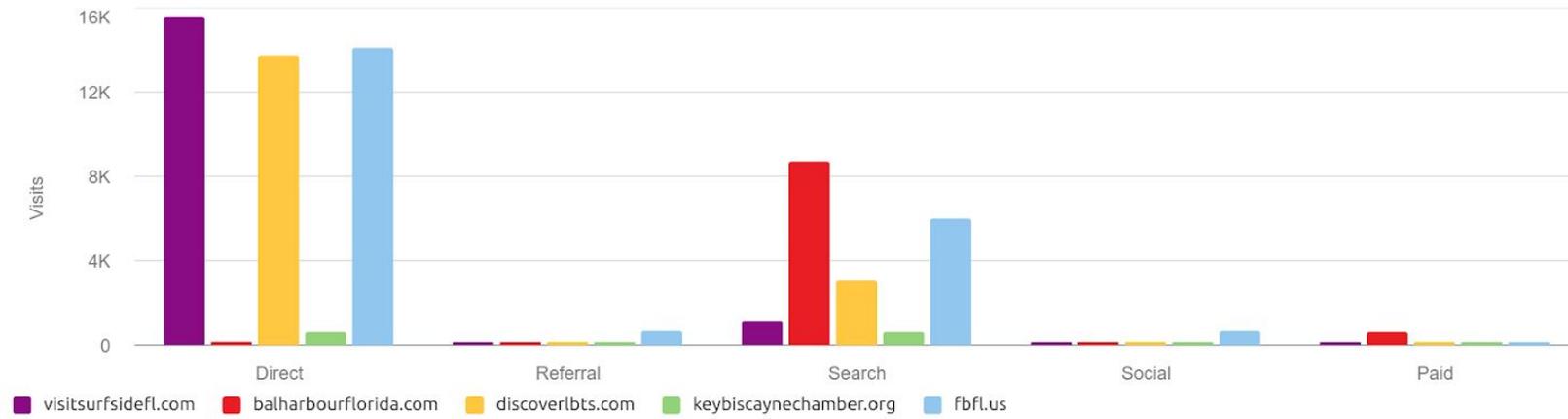
Visits | Unique Visitors | Avg. Visit Duration | **Bounce Rate**

6M 12M All Time



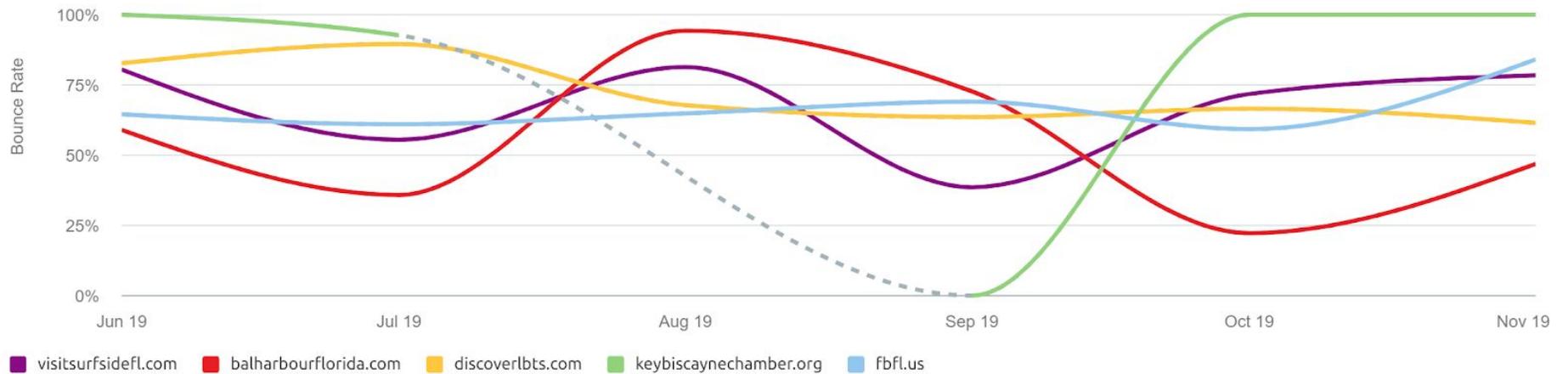
## Traffic Sources

All devices | Nov 2019 | Location: All Regions 



Visits | Unique Visitors | Avg. Visit Duration | **Bounce Rate**

6M 12M All Time



If you're looking to boost your site's **domain authority**, slap your competitor's URL into a tool like Majestic (not the wine merchants...). You'll get a decent look at their **backlink profiles**, see which referring domains have previously linked to their site and potentially sniff out some juicy content or backlink opportunities for your own site.

### Assemble The Fleet – Pick The Best Tools For The Job

This is the stage of the planning process that can make or break your marketing strategy. Once you've refined your audience targeting you need to decide which avenues you want to go down. Your **target personas should ideally dictate which social platforms you're going to use**, but we need to go a little bit further

than just saying “we’re going to focus on Twitter and Facebook with a little bit of email marketing thrown in for good measure”.

The tools I want to focus on all revolve around **measurement and tracking progress**, after all marketing isn’t just about throwing mud at the wall, it’s about seeing which mud sticks.

For social output, use a tool like buffer. Firstly, it’ll help you schedule and plan your posts across most social platforms. Secondly, it gives you a fairly **comprehensive social analytics dashboard** that will let you monitor interactions and evaluate your most successful posts.

If you’re looking to track link clicks to your website, make sure you’ve got Google Analytics configured correctly and use UTM tracking with a tool like Professor Traffic. UTM tracking means all your tracked campaign link clicks will show up in the referral traffic section in GA. As a rule, when it comes to Google Analytics you need to setup **GOALS** or some form of event tracking. It could be as simple as URL visits or, if you’re aiming for **conversions**, set up a **contact form submission** goal.

The other tools you should consider using relate to planning. If content is a big part of your strategy maybe try a tool like trello that will let you assign topics to external writing staff and help keep on top of editorial deadlines.

### **Plan Of Attack – List Your Actions + Delegate**

You’ve picked your tools/weapons, defined your goals, chosen your target and gathered as much intel on the opposition as possible. It’s time to rally the troops and plan your attack.

One of the first things you’ll notice is how you now have all of this great information but lack a structure to follow. A good project management system will allow you to see what you need to do, when you need to do it and who is the best person for the job. As long as you efficiently organise your team's workloads and make your processes more efficient.

## **Mission Debrief – Review, Improve, Repeat**

“Those who fail to learn from history are doomed to repeat it” – Winston Churchill

To avoid getting sucked into an endless and repetitive cycle of mediocrity, plan in some time at the end of your campaign or project to review your overall strategy. What went well? What could've been done better? What should we avoid doing next time? Should we assign more budget to PPC?

Get everyone who worked on the project involved in this process and make sure they give you their two cents, it's a great opportunity to recognise outstanding individual contributions as well as carry over learning for your next big project.

<https://www.noisylittlemonkey.com/blog/how-to-create-a-kick-ass-online-marketing-strategy>

## **Marketing Objectives and Strategy Must Be Measurable**

I've never been a 'do the best I can' type of guy because that's subjective. You can't measure it.

That's the way that too many marketing objectives are written: Increase awareness. Improve floor traffic. Create conversions.

Those are pretty easy objectives to hit aren't they? If you're just average at what marketing, you can generate some sort of lift. But, that doesn't make a campaign successful. You can show marketing results and still have a negative ROI.

That means that **we need marketing objectives that are quantifiable. We should always be able to measure the effectiveness of our efforts.** Too many advertising agencies shirk this responsibility claiming that they can only execute what the

client agreed to. Too many things out of their control they say. On the other hand, those of us in full-service marketing firms accept the challenge. We know that we can only get better if we can measure the results of our activities. We want a goal to hit. Really, we want a goal to surpass. It's a competition. Our client's brand versus all of the rest.

**What's a quantifiable marketing objective? Let's take the vague examples from above and make them measurable:**

- "Increase awareness" becomes "Increase aided recall of our brand (offering) to 25% by December 31"
- "Improve floor traffic" becomes "Increase floor traffic by an average of 10% per day and 20% on weekends"
- "Create conversions" becomes "Convert 25% of inquiries to face-to-face meetings"

***Now, we have something to measure marketing against. And we can develop strategies to hit these specific objectives. Obviously, we need to track and share data so that we can quantify the success of our marketing, so get that in place too. The bottom line is that marketing should have a positive effect on the bottom line.***

### **What are SMART goals?**

Fundamentally, in terms of digital marketing, SMART goals are specific objectives that will directly contribute to your overarching business goals. They should form the foundation for which your digital marketing activity is aimed at achieving. All SMART goals must be: Specific, Measurable, Attainable, Relevant, Time-based.

Know how essential they are to your digital marketing strategy.

here's why they are beneficial:

- **Purpose & Direction**- Setting SMART goals allows you to strive towards something on a daily basis that you KNOW will make an impact.
- **Measure Progress** - Want to be rewarded for the hard work you and your department are doing? SMART goals give you the evidence to say “We are making a difference - how has that impacted the bottom line Ms. CEO?”
- **Analyze & Improve** - Setting SMART goals over a specific period necessitates a time for reviewing your digital marketing strategy, assessing what worked and why, to make the fundamental changes that are going to improve your digital marketing activity.

<https://www.noisylittlemonkey.com/blog/how-to-set-smart-goals-for-your-digital-marketing-strategy>

## **DIGITAL MARKETING USING MEASURABLE TARGETS, from GOOGLE ANALYTICS EVANGELIST / GURU**

The root cause of failure in most digital marketing campaigns is not the lack of creativity in the banner ad or TV spot or the sexiness of the website. It is not even (often) the people involved. It is quite simply the lack of structured thinking about what the real purpose of the campaign is and a lack of an objective set of measures with which to identify success or failure.

<https://www.kaushik.net/avinash/digital-marketing-and-measurement-model/>

Podcast:

[https://www.sixpixels.com/podcast/archives/spos\\_503\\_-\\_better\\_marketing\\_metrics\\_with\\_avinash\\_kaushik/](https://www.sixpixels.com/podcast/archives/spos_503_-_better_marketing_metrics_with_avinash_kaushik/)

## The powerful combination of Google Analytics and Social Media

Google Analytics provides you with detailed social media reports that are a boon for any digital marketer. These reports will allow you to:

- Discover which social media platforms give you the most traffic
- Calculate the ROI of your social media campaigns
- See what content works best with what social media platform
- Make sure that you're pulling traffic from the right demographics with social media
- See how many sales conversions your business gets from social media

With this data, you'll be able to get the most out of your social media campaigns *and* effectively strategize for the future.

<https://blog.hootsuite.com/tracking-social-media-in-google-analytics/>

## Traffic Forecasting and Projections

Traffic forecasting is the implementation of automated tools to help a brand predict which content will resonate with target audiences at a given time by aligning content with user intent. Traffic forecasting can help brands predict how keywords will perform, which can help marketers gauge competitor performance, intelligently allocate budgets, and identify the best opportunities to generate results across marketing channels.

<https://www.searchenginewatch.com/2019/06/24/traffic-forecasting-customer-journey/>

**Google Analytics and Google Ads create smarter campaigns with measurement capabilities in Analytics that offer a clear and specific understanding of campaign performance.**

The rise of mobile devices and new digital technologies has resulted in customer journeys that are more varied than ever. The brands that are growing are gaining a deeper understanding of today's non-linear and fast-paced customer journey, and they're using this knowledge to deliver relevant, personalized experiences.

In this new guide, marketers will find a clear, step-by-step playbook to help them make the most of Google Analytics and Google Ads. Learn how linking Google Analytics and Google Ads can unlock deeper insights and help teams create smarter campaigns. Then see how the advanced measurement capabilities in Analytics can offer a clear and specific understanding of campaign performance.

Read this guide to discover the benefits of bringing analytics and ads together — and the direct, actionable steps you can take to improve business outcomes.

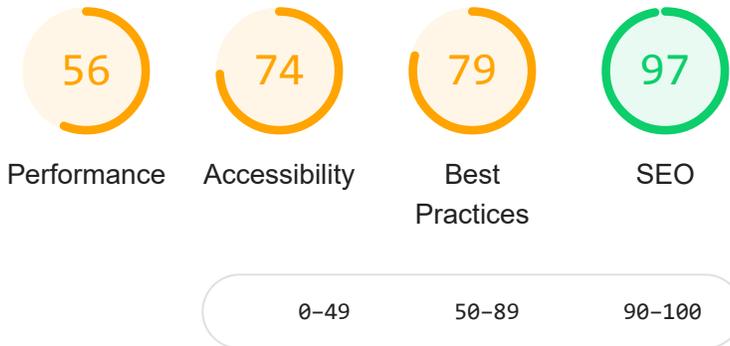
[https://marketingplatform.google.com/about/resources/linking-analytics-and-ads-solution-to-todays-marketing-challenges/?utm\\_source=google-growth&utm\\_medium=referral-internal&utm\\_campaign=2019-q2-gbl-all-gafree-analytics&utm\\_content=ga-helpcenter-mainguidearticle](https://marketingplatform.google.com/about/resources/linking-analytics-and-ads-solution-to-todays-marketing-challenges/?utm_source=google-growth&utm_medium=referral-internal&utm_campaign=2019-q2-gbl-all-gafree-analytics&utm_content=ga-helpcenter-mainguidearticle)

## **QUANTIFYING, TRACKING, MEASURING THE JOURNEY. REVIEW, IMPROVE, REPEAT**

Ania Rodriguez is the founder and president of KEY LIME INTERACTIVE. She is our special guest and works with the Greater Miami and the Beaches Tourism Organization toward quantitative goals and analyzes key metrics to optimize campaigns and maximize the Return on Investment (ROI) for that organization. Ania uses the 'journey' approach to give her clients the best results.

<https://keylimeinteractive.com/>

Welcome online and social media marketing optimization expert Ania Rodriguez, my colleague and our special guest.



- Print Summary
- Print Expanded
- Copy JSON
- Save as HTML
- Save as JSON
- Open in Viewer
- Toggle Dark Theme



# Performance

## Metrics

First Contentful Paint	2.0 s	First Meaningful Paint	2.0 s
Speed Index	4.5 s	First CPU Idle	6.4 s
▲ Time to Interactive	12.8 s	▲ Max Potential First Input Delay	570 ms

View Trace

Values are estimated and may vary. The performance score is based only on these metrics.



**Opportunities** — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
-------------	-------------------

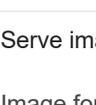
▲ Defer offscreen images	9.11 s
--------------------------	--------

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



Install a [lazy-load WordPress plugin](#) that provides the ability to defer any offscreen images, or switch to a theme that provides that functionality. Also consider using [the AMP plugin](#).

Show 3rd-party resources (0)

URL	Size	Potential Savings
 ...05/BH-062018_08.jpg (www.balharbourflorida.com)	298 KB	298 KB
 ...05/BH-062018_01.jpg (www.balharbourflorida.com)	279 KB	279 KB
 ...05/BH-062018_05.jpg (www.balharbourflorida.com)	199 KB	199 KB
 ...05/BH-062018_10.jpg (www.balharbourflorida.com)	192 KB	192 KB
 ...05/BH-062018_04.jpg (www.balharbourflorida.com)	190 KB	190 KB
 ...05/BH09.jpg (www.balharbourflorida.com)	184 KB	184 KB
 ...05/BH-062018_09.jpg (www.balharbourflorida.com)	138 KB	138 KB
 ...05/BH-062018_02.jpg (www.balharbourflorida.com)	136 KB	136 KB
 ...05/BH-062018_03.jpg (www.balharbourflorida.com)	89 KB	89 KB
 ...05/BH-062018_06.jpg (www.balharbourflorida.com)	77 KB	77 KB
 ...images/pattern.png (www.balharbourflorida.com)	46 KB	46 KB
 ...images/logo.png (www.balharbourflorida.com)	3 KB	3 KB

▲ Serve images in next-gen formats 3.9 s ^

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)



Consider using a [plugin](#) or service that will automatically convert your uploaded images to the optimal formats.

Show 3rd-party resources (0)

URL	Size	Potential Savings
 ...05/BH-062018_04.jpg (www.balharbourflorida.com)	190 KB	119 KB
 ...11/BH_Homepa...jpg (www.balharbourflorida.com)	312 KB	115 KB

URL	Size	Potential Savings
 ...01/BH_Homepa...jpg (www.balharbourflorida.com)	351 KB	70 KB
 ...12/BH_hero-i...jpg (www.balharbourflorida.com)	463 KB	64 KB
 ...05/BH09.jpg (www.balharbourflorida.com)	184 KB	57 KB
 ...05/BH_Homepa...jpg (www.balharbourflorida.com)	138 KB	46 KB
 ...05/BH-062018_09.jpg (www.balharbourflorida.com)	138 KB	43 KB
 ...05/BH-062018_10.jpg (www.balharbourflorida.com)	192 KB	42 KB
 ...05/BH-062018_02.jpg (www.balharbourflorida.com)	136 KB	41 KB
 ...05/BH-062018_06.jpg (www.balharbourflorida.com)	77 KB	40 KB
 ...05/BH-062018_08.jpg (www.balharbourflorida.com)	298 KB	39 KB
 ...05/BH-062018_05.jpg (www.balharbourflorida.com)	199 KB	38 KB
 ...05/BH-062018_03.jpg (www.balharbourflorida.com)	89 KB	38 KB
 ...05/BH-062018_01.jpg (www.balharbourflorida.com)	279 KB	25 KB
 ...05/BH_Homepa...jpg (www.balharbourflorida.com)	64 KB	15 KB

Preconnect to required origins 0.37 s ^

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins.

[Learn more.](#)

URL	Potential Savings
https://js.callrail.com	370 ms
https://connect.facebook.net	330 ms
https://www.google-analytics.com	300 ms
https://stats.g.doubleclick.net	300 ms

Eliminate render-blocking resources 0.3 s ^

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



There are a number of WordPress plugins that can help you [inline critical assets](#) or [defer less important resources](#). Beware that optimizations provided by these plugins may break features of your theme or plugins, so you will likely need to make code changes.

Show 3rd-party resources (1)

URL	Size	Potential Savings
/jsapi/3c38f3a0-300b-43cb-84f1-8c302141f93e.js (fast.fonts.net)	3 KB	800 ms
...css/app.min.css?v=b95f8d2 (www.balharbourflorida.com)	8 KB	300 ms

Efficiently encode images 0.3 s ^

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



Consider using an [image optimization WordPress plugin](#) that compresses your images while retaining quality.

Show 3rd-party resources (0)

URL	Size	Potential Savings
 ...05/BH-062018_04.jpg (www.balharbourflorida.com)	190 KB	60 KB
 ...11/BH_Homepa....jpg (www.balharbourflorida.com)	312 KB	17 KB
 ...05/BH_Homepa....jpg (www.balharbourflorida.com)	138 KB	5 KB

**Diagnostics** — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

▲ Ensure text remains visible during webfont load ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

Show 3rd-party resources (2)

URL	Potential Savings
...fonts/contura-regular-webfont.woff (www.balharbourflorida.com)	60 ms
...14/2cd55546-....woff2?d44f19a...&projectId=... (fast.fonts.net)	70 ms
...14/14c73713-....woff2?d44f19a...&projectId=... (fast.fonts.net)	90 ms

▲ Reduce the impact of third-party code — **Third-party code blocked the main thread for 840 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](#).

Third-Party	Size	Main-Thread Blocking Time
Monotype	31 KB	462 ms
<a href="#">Facebook</a>	156 KB	125 ms
CallRail	19 KB	105 ms
<a href="#">Google Tag Manager</a>	53 KB	90 ms
<a href="#">Google Analytics</a>	35 KB	60 ms
<a href="#">Google/DoubleClick Ads</a>	1 KB	0 ms
<a href="#">Other Google APIs/SDKs</a>	0 KB	0 ms

▲ Avoid enormous network payloads — **Total size was 8,600 KB** ^

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



Consider showing excerpts in your post lists (e.g. via the more tag), reducing the number of posts shown on a given page, breaking your long posts into multiple pages, or using a plugin to lazy-load comments.

Show 3rd-party resources (0)

URL	Size
...11/Website-V....mp4 (www.balharbourflorida.com)	4,512 KB
...12/BH_hero-i....jpg (www.balharbourflorida.com)	463 KB
...01/BH_Homepa....jpg (www.balharbourflorida.com)	351 KB
...05/BH_Homepa....jpg (www.balharbourflorida.com)	343 KB
...11/BH_Homepa....jpg (www.balharbourflorida.com)	312 KB
...05/BH-062018_08.jpg (www.balharbourflorida.com)	298 KB
...05/BH-062018_01.jpg (www.balharbourflorida.com)	279 KB
...05/BH-062018_05.jpg (www.balharbourflorida.com)	199 KB
...05/BH-062018_10.jpg (www.balharbourflorida.com)	192 KB
...05/BH-062018_04.jpg (www.balharbourflorida.com)	190 KB

▲ Minimize main-thread work — **7.0 s** ^

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

Category	Time Spent
Script Evaluation	2,602 ms
Other	2,571 ms
Style & Layout	964 ms
Rendering	443 ms
Script Parsing & Compilation	198 ms
Parse HTML & CSS	175 ms
Garbage Collection	62 ms

▲ Serve static assets with an efficient cache policy — 10 resources found ^

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



Read about [Browser Caching in WordPress.](#)

Show 3rd-party resources (9)

URL	Cache TTL	Size
...config/211...?v=2.9.15&r=stable (connect.facebook.net)	20 m	113 KB
/en_US/fbevents.js (connect.facebook.net)	20 m	43 KB
...12/swap.js (js.callrail.com)	1 h	11 KB
/analytics.js (www.google-analytics.com)	2 h	34 KB
...cloudflare-static/email-decode.min.js (www.balharbourflorida.com)	2 d	1 KB
...core/mt.js (fast.fonts.net)	7 d	9 KB
/jsapi/3c38f3a0-300b-43cb-84f1-8c302141f93e.js (fast.fonts.net)	7 d	3 KB
/t/1.css?apiType=... (fast.fonts.net)	7 d	0 KB
...14/14c73713-....woff2?d44f19a...&projectId=... (fast.fonts.net)	90 d	19 KB
...14/2cd55546-....woff2?d44f19a...&projectId=... (fast.fonts.net)	90 d	0 KB

Reduce JavaScript execution time — 2.7 s ^

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

Show 3rd-party resources (7)

URL	Total CPU Time	Script Evaluation	Script Parse
Other	4,089 ms	72 ms	3 ms
...vendor/vendor.min.js (www.balharbourflorida.com)	1,050 ms	808 ms	47 ms

URL	Total CPU Time	Script Evaluation	Script Parse
/jsapi/3c38f3a0-300b-43cb-84f1-8c302141f93e.js (fast.fonts.net)	527 ms	523 ms	4 ms
/gtm.js?id=GTM-TW8M8F7 (www.googletagmanager.com)	267 ms	247 ms	15 ms
...config/211...?v=2.9.15&r=stable (connect.facebook.net)	257 ms	210 ms	46 ms
...12/swap.js (js.callrail.com)	228 ms	221 ms	7 ms
https://www.balharbourflorida.com	176 ms	172 ms	4 ms
/analytics.js (www.google-analytics.com)	137 ms	115 ms	22 ms
/en_US/fbevents.js (connect.facebook.net)	112 ms	100 ms	12 ms
...764.../external_forms.js?t=158...& (js.callrail.com)	91 ms	83 ms	8 ms

Avoid chaining critical requests — 15 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.](#)

Maximum critical path latency: **830 ms**

#### Initial Navigation

https://www.balharbourflorida.com

- ...fonts/fonts-stylesheet.min.css (www.balharbourflorida.com) - **40 ms, 0.41 KB**
- /jsapi/3c38f3a0-300b-43cb-84f1-8c302141f93e.js (fast.fonts.net) - **30 ms, 2.87 KB**
- ...vendor/slick.min.css (www.balharbourflorida.com) - **70 ms, 0.56 KB**
- ...css/modaal.min.css (www.balharbourflorida.com) - **70 ms, 2.23 KB**
- ...css/app.min.css?v=b95f8d2 (www.balharbourflorida.com) - **70 ms, 7.52 KB**
- ...css/page-list.css?ver=5.1 (www.balharbourflorida.com) - **70 ms, 0.67 KB**
- ...css/ninja-forms-display.css?ver=5.3.2 (www.balharbourflorida.com) - **70 ms, 1.64 KB**
- ...cloudflare-static/email-decode.min.js (www.balharbourflorida.com) - **120 ms, 0.81 KB**
- ...vendor/vendor.min.js (www.balharbourflorida.com) - **200 ms, 143.28 KB**
- ...built/balharbour.min.js (www.balharbourflorida.com) - **120 ms, 5.31 KB**
- ...js/floorplan.js (www.balharbourflorida.com) - **110 ms, 0.72 KB**
- ...12/swap.js (js.callrail.com) - **240 ms, 10.76 KB**
- ...fonts/contura-regular-webfont.woff (www.balharbourflorida.com) - **60 ms, 103.46 KB**
- ...14/2cd55546-....woff2?d44f19a...&projectId=... (fast.fonts.net) - **70 ms, 0.1 KB**
- ...14/14c73713-....woff2?d44f19a...&projectId=... (fast.fonts.net) - **90 ms, 18.54 KB**
- /t/1.css?apiType=... (fast.fonts.net) - **50 ms, 0.04 KB**

Keep request counts low and transfer sizes small — 66 requests • 8,600 KB ^

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more.](#)

Resource Type	Requests	Transfer Size
Total	66	8,600 KB
Media	1	4,512 KB
Image	32	3,514 KB
Script	14	427 KB
Font	3	122 KB
Stylesheet	7	13 KB
Document	3	9 KB
Other	6	3 KB
Third-party	22	294 KB

## Passed audits (11) ^

### Properly size images ^

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



Upload images directly through the [media library](#) to ensure that the required image sizes are available, and then insert them from the media library or use the image widget to ensure the optimal image sizes are used (including those for the responsive breakpoints). Avoid using `Full Size` images unless the dimensions are adequate for their usage. [Learn More.](#)

### Minify CSS ^

Minifying CSS files can reduce network payload sizes. [Learn more.](#)



A number of [WordPress plugins](#) can speed up your site by concatenating, minifying, and compressing your styles. You may also want to use a build process to do this minification up-front if possible.

### Minify JavaScript ^

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



A number of [WordPress plugins](#) can speed up your site by concatenating, minifying, and compressing your scripts. You may also want to use a build process to do this minification up front if possible.

### Remove unused CSS ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)



Consider reducing, or switching, the number of [WordPress plugins](#) loading unused CSS in your page. To identify plugins that are adding extraneous CSS, try running [code coverage](#) in Chrome DevTools. You can identify the theme/plugin responsible from the URL of the stylesheet. Look out for plugins that have many stylesheets in the



list which have a lot of red in code coverage. A plugin should only enqueue a stylesheet if it is actually used on the page.

#### Enable text compression ^

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



You can enable text compression in your web server configuration.

#### Server response times are low (TTFB) — Root document took 30 ms ^

Time To First Byte identifies the time at which your server sends a response. [Learn more](#).



Themes, plugins, and server specifications all contribute to server response time. Consider finding a more optimized theme, carefully selecting an optimization plugin, and/or upgrading your server.

#### Avoid multiple page redirects ^

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

#### Preload key requests ^

Consider using ``<link rel=preload>`` to prioritize fetching resources that are currently requested later in page load. [Learn more](#).

#### Use video formats for animated content ^

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more](#)



Consider uploading your GIF to a service which will make it available to embed as an HTML5 video.

#### Avoids an excessive DOM size — 489 elements ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).

Statistic	Element	Value
Total DOM Elements		489
Maximum DOM Depth	<code>&lt;a href="https://www.balharbourflorida.com/miami/"&gt;</code>	12
Maximum Child Elements	<code>&lt;p&gt;</code>	13

#### 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](#).



## Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

**ARIA** — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

### ▲ [aria-\*] attributes do not have valid values ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more](#).

#### Failing Elements

`a.social_slide.modaal.slick-slide.slick-current.slick-active`

**Contrast** — These are opportunities to improve the legibility of your content.

### ▲ Background and foreground colors do not have a sufficient contrast ratio. ^

Low-contrast text is difficult or impossible for many users to read. [Learn more](#).

#### Failing Elements

`a`

`a.button.small`

`a`

`a.button.small`

`a`

`a.button.small`

`a`

`a.button.small`

`a`

`a.button.small`

`input.attached`

`a`

`a`

`a`

## Failing Elements

[a](#)[a](#)[a.button.call-us](#)

**Names and labels** — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

▲ Form elements do not have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more.](#)

## Failing Elements

[input](#)[input](#)

▲ Links do not have a discernible name ^

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more.](#)

## Failing Elements

[a](#)[a](#)[a](#)[a.arrow](#)[a.social\\_slide.modaal.slick-slide.slick-current.slick-active](#)[a.facebook](#)[a.twitter](#)[a.instagram](#)

**Best practices** — These items highlight common accessibility best practices.

▲ [user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5. ^

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more.](#)

## Failing Elements

## Failing Elements

[meta](#)

**Navigation** — These are opportunities to improve keyboard navigation in your application.

▲ Some elements have a [tabindex] value greater than 0 ^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more.](#)

## Failing Elements

[a.skip\\_link](#)[a#logo](#)

**Additional items to manually check (11)** — These items address areas which an automated testing tool cannot cover. [Learn more](#) in our guide on [conducting an accessibility review](#). ^

The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more.](#)

Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more.](#)

Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn more.](#)

The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn more.](#)

User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn more.](#)

Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by aria-label or aria-labelledby. [Learn more.](#)

Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn more.](#)

Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more.](#)

Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with display: none or aria-hidden=true. [Learn more.](#)

Headings don't skip levels ^

Headings are used to create an outline for the page and heading levels are not skipped. [Learn more.](#)

HTML5 landmark elements are used to improve navigation ^

Landmark elements (<main>, <nav>, etc.) are used to improve the keyboard navigation of the page for assistive technology. [Learn more.](#)

## Passed audits (16) ^

[aria-\*] attributes match their roles ^

Each ARIA `role` supports a specific subset of `aria-\*` attributes. Mismatching these invalidates the `aria-\*` attributes. [Learn more.](#)

[role]s have all required [aria-\*] attributes ^

Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more.](#)

Elements with an ARIA [role] that require children to contain a specific [role] have all required children. ^

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more.](#)

[role]s are contained by their required parent element ^

Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more.](#)

[role] values are valid ^

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more.](#)

[aria-\*] attributes are valid and not misspelled ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more.](#)

The page contains a heading, skip link, or landmark region ^

Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more.](#)

Document has a <title> element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

[id] attributes on the page are unique ^

The value of an id attribute must be unique to prevent other instances from being overlooked by assistive technologies. [Learn more.](#)

<html> element has a [lang] attribute ^

If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more](#).

<html> element has a valid value for its [lang] attribute ^

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more](#).

Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more](#).

Lists contain only <li> elements and script supporting elements (<script> and <template>). ^

Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more](#).

List items (<li>) are contained within <ul> or <ol> parent elements ^

Screen readers require list items (`<li>`) to be contained within a parent `

` or `

` to be announced properly. [Learn more](#).

<video> elements contain a <track> element with [kind="captions"] ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more](#).

<video> elements contain a <track> element with [kind="description"] ^

Audio descriptions provide relevant information for videos that dialogue cannot, such as facial expressions and scenes. [Learn more](#).

## Not applicable (13) ^

[accesskey] values are unique ^

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more](#).

<audio> elements contain a <track> element with [kind="captions"] ^

Captions make audio elements usable for deaf or hearing-impaired users, providing critical information such as who is talking, what they're saying, and other non-speech information. [Learn more](#).

Buttons have an accessible name ^

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn more](#).

<dl>'s contain only properly-ordered <dt> and <dd> groups, <script> or <template> elements. ^

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn more](#).

Definition list items are wrapped in <dl> elements ^

Definition list items (`<dt>` and `<dd>`) must be wrapped in a parent `<dl>` element to ensure that screen readers can properly announce them. [Learn more.](#)

`<frame>` or `<iframe>` elements have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more.](#)

`<input type="image">` elements have `[alt]` text ^

When an image is being used as an `<input>` button, providing alternative text can help screen reader users understand the purpose of the button. [Learn more.](#)

Presentational `<table>` elements avoid using `<th>`, `<caption>` or the `[summary]` attribute. ^

A table being used for layout purposes should not include data elements, such as the `th` or `caption` elements or the `summary` attribute, because this can create a confusing experience for screen reader users. [Learn more.](#)

The document does not use `<meta http-equiv="refresh">` ^

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more.](#)

`<object>` elements have `[alt]` text ^

Screen readers cannot translate non-text content. Adding alt text to `<object>` elements helps screen readers convey meaning to users. [Learn more.](#)

Cells in a `<table>` element that use the `[headers]` attribute refer to table cells within the same table. ^

Screen readers have features to make navigating tables easier. Ensuring `<td>` cells using the `[headers]` attribute only refer to other cells in the same table may improve the experience for screen reader users. [Learn more.](#)

`<th>` elements and elements with `[role="columnheader"/"rowheader"]` have data cells they describe. ^

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more.](#)

`[lang]` attributes have a valid value ^

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn more.](#)



## Best Practices

▲ Does not use passive listeners to improve scrolling performance ^

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more.](#)

Show 3rd-party resources (0)

URL	Location
...vendor/vendor.min.js (www.balharbourflorida.com)	line: 2

**▲ Links to cross-origin destinations are unsafe** ^

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities.

[Learn more.](#)

Show 3rd-party resources (13)

URL	Target	Rel
/p/BaMA_iInKnT/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/Baq1vg-nYX7/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BRGHe4AjVNq/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BWkaYmVjOGi/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BVPOaZmDyPk/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BWsTn2Pj5aD/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/Bi40fZ-H0pl/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BjH7m-vnq8u/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BQTobQaABWO/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/p/BYLODtrHJQY/?taken-by=balharbourflorida (www.instagram.com)	_blank	
/BalHarbourFL/ (www.facebook.com)	_blank	
/BalHarbourFL (twitter.com)	_blank	
/balharbourflorida/ (www.instagram.com)	_blank	

**▲ Includes front-end JavaScript libraries with known security vulnerabilities — 15 vulnerabilities detected** ^

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers.

[Learn more.](#)

Library Version	Vulnerability Count	Highest Severity
<a href="#">jQuery@2.1.3</a>	2	Medium
<a href="#">AngularJS@1.3.14</a>	13	High

**Passed audits (12)** ^

Avoids Application Cache ^

Application Cache is deprecated. [Learn more.](#)

### Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

### Uses HTTP/2 for its own resources ^

HTTP/2 offers many benefits over HTTP/1.1, including binary headers, multiplexing, and server push. [Learn more.](#)

### Avoids `document.write()` ^

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more.](#)

### Avoids requesting the geolocation permission on page load ^

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more.](#)

### Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more.](#)

### Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page. [Learn more.](#)

Name	Version
jQuery	2.1.3
jQuery (Fast path)	
AngularJS	1.3.14
Isotope	
WordPress	5.3.2

### Avoids requesting the notification permission on page load ^

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more.](#)

### Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more.](#)

### Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [Learn more.](#)

### No browser errors logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more](#)

Displays images with correct aspect ratio



Image display dimensions should match natural aspect ratio. [Learn more.](#)



## SEO

These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more.](#)

**Mobile Friendly** — Make sure your pages are mobile friendly so users don't have to pinch or zoom in order to read the content pages. [Learn more.](#)

Tap targets are not sized appropriately — 71% appropriately sized tap targets



Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more.](#)

Tap Target	Size	Overlapping Target
<code>input.attached</code>	100x44	<code>input</code>
<code>a</code>	83x16	<code>a</code>
<code>a</code>	83x16	<code>a</code>
<code>a</code>	135x16	<code>a</code>
<code>a</code>	106x16	<code>a</code>

**Additional items to manually check (1)** — Run these additional validators on your site to check additional SEO best practices.



Structured data is valid



Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more.](#)

### Passed audits (12)



Has a `<meta name="viewport">` tag with width or initial-scale



Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Document has a `<title>` element



The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more.](#)

Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more.](#)

Links have descriptive text ^

Descriptive link text helps search engines understand your content. [Learn more.](#)

Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more.](#)

robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more.](#)

Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Document has a valid hreflang ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region. [Learn more.](#)

Document has a valid rel=canonical ^

Canonical links suggest which URL to show in search results. [Learn more.](#)

Document uses legible font sizes — 97.06% legible text ^

Font sizes less than 12px are too small to be legible and require mobile visitors to “pinch to zoom” in order to read. Strive to have >60% of page text  $\geq$ 12px. [Learn more.](#)

Show 3rd-party resources (0)

Source	Selector	% of Page Text	Font Size
User Agent Stylesheet	small	2.94%	11px
Legible text		97.06%	$\geq$ 12px

Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more.](#)



# Progressive Web App

These checks validate the aspects of a Progressive Web App. [Learn more.](#)

## Fast and reliable

Page load is not fast enough on mobile networks

- ▲ Your page loads too slowly and is not interactive within 10 seconds. Look at the opportunities and diagnostics in the "Performance" section to learn how to improve.
  - Interactive at 12.8 s

A fast page load over a cellular network ensures a good mobile user experience. [Learn more.](#)

- ▲ Current page does not respond with a 200 when offline

If you're building a Progressive Web App, consider using a service worker so that your app can work offline. [Learn more.](#)

- ▲ start\_url does not respond with a 200 when offline **No usable web app manifest found on page.**

A service worker enables your web app to be reliable in unpredictable network conditions. [Learn more.](#)

## Installable

Uses HTTPS

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

- ▲ Does not register a service worker that controls page and start\_url

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more.](#)

- ▲ Web app manifest does not meet the installability requirements **Failures: No manifest was fetched.**

Browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more.](#)

## PWA Optimized

Redirects HTTP traffic to HTTPS

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

- ▲ Is not configured for a custom splash screen **Failures: No manifest was fetched.**

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more.](#)

- ▲ Does not set a theme color for the address bar. ^  
 Failures: No manifest was fetched, No ``<meta name="theme-color">`` tag found.

The browser address bar can be themed to match your site. [Learn more.](#)

Content is sized correctly for the viewport ^

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn more.](#)

Has a `<meta name="viewport">` tag with width or initial-scale ^

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Contains some content when JavaScript is not available ^

Your app should display some content when JavaScript is disabled, even if it's just a warning to the user that JavaScript is required to use the app. [Learn more.](#)

- ▲ Does not provide a valid apple-touch-icon ^

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon`. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More.](#)

**Additional items to manually check (3)** — These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually. ^

Site works cross-browser ^

To reach the most number of users, sites should work across every major browser. [Learn more.](#)

Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more.](#)

Each page has a URL ^

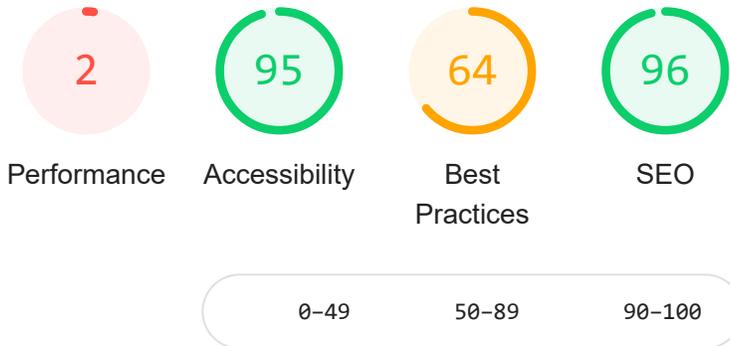
Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more.](#)

## Runtime Settings

<b>URL</b>	https://www.balharbourflorida.com/
<b>Fetch time</b>	Jan 31, 2020, 7:32 AM EST
<b>Device</b>	Emulated Nexus 5X

<b>Network throttling</b>	150 ms TCP RTT, 1,638.4 Kbps throughput (Simulated)
<b>CPU throttling</b>	4x slowdown (Simulated)
<b>User agent (host)</b>	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.130 Safari/537.36
<b>User agent (network)</b>	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5 Build/MRA58N) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3694.0 Mobile Safari/537.36 Chrome-Lighthouse
<b>CPU/Memory Power</b>	770

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- Print Summary
- Print Expanded
- Copy JSON
- Save as HTML
- Save as JSON
- Open in Viewer
- Toggle Dark Theme



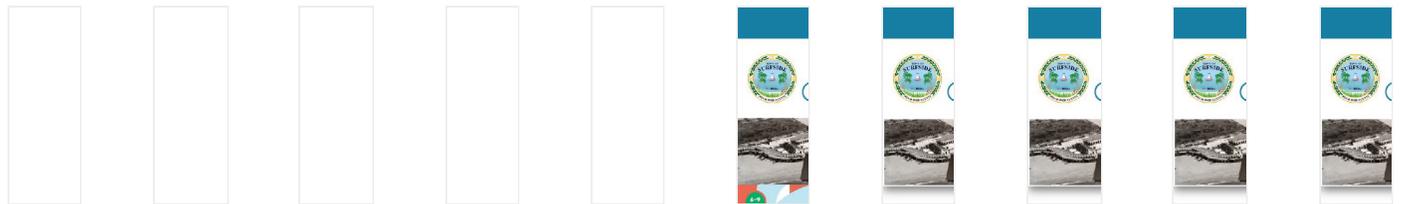
# Performance

## Metrics

▲ First Contentful Paint	10.9 s	▲ First Meaningful Paint	12.0 s
▲ Speed Index	13.5 s	▲ First CPU Idle	14.4 s
▲ Time to Interactive	20.3 s	▲ Max Potential First Input Delay	890 ms

View Trace

Values are estimated and may vary. The performance score is based only on these metrics.



**Opportunities** — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	8.56 s

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more](#).

Show 3rd-party resources (0)

URL	Size	Potential Savings
-----	------	-------------------

URL	Size	Potential Savings
 ...images/green-pledge-banner-(1).png?sfvrsn=37003294_0 (townofsurfsidefl.gov)	1,072 KB	932 KB
 ...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0 (townofsurfsidefl.gov)	226 KB	202 KB
 ...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=... (townofsurfsidefl.gov)	176 KB	134 KB
 ...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=... (townofsurfsidefl.gov)	224 KB	131 KB
 ...banners/getfitsurfside_banner.jpg?sfvrsn=eaaa3394_0 (townofsurfsidefl.gov)	118 KB	82 KB
 ...banners/strawban.jpg?sfvrsn=a10c4d94_10 (townofsurfsidefl.gov)	124 KB	73 KB
 ...banners/stayconnected_2019.jpg?sfvrsn=96fe2094_6 (townofsurfsidefl.gov)	103 KB	48 KB
 ...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4 (townofsurfsidefl.gov)	137 KB	46 KB
 ...design/logo.png?sfvrsn=601f4694_4 (townofsurfsidefl.gov)	51 KB	32 KB
...layout/sliderArrow.png (townofsurfsidefl.gov)	32 KB	30 KB
 ...design/surfside_whitelogo.png?sfvrsn=f91e4694_2 (townofsurfsidefl.gov)	18 KB	11 KB

▲ Enable text compression 2.56 s ^

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

Show 3rd-party resources (0)

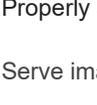
URL	Size	Potential Savings
...global/main.css?v=637... (townofsurfsidefl.gov)	200 KB	182 KB
https://townofsurfsidefl.gov	160 KB	147 KB
...vendor/jquery-ui.min.js (townofsurfsidefl.gov)	109 KB	92 KB
...vendor/slick.min.js (townofsurfsidefl.gov)	79 KB	70 KB
...global/updates.css?v=637... (townofsurfsidefl.gov)	58 KB	52 KB
/WebResource.axd?d=pynGkmcFU...&t=637... (townofsurfsidefl.gov)	45 KB	41 KB
...js/masonry.pkgd.min.js (townofsurfsidefl.gov)	47 KB	40 KB

URL	Size	Potential Savings
...js/jquery-functions.js (townofsurfsidefl.gov)	31 KB	26 KB
...js/modernizr.custom.js (townofsurfsidefl.gov)	24 KB	19 KB
/Telerik.Web.UI.WebResource.axd?d=... (townofsurfsidefl.gov)	8 KB	8 KB
...vendor/jquery.simpleWeather.min.js (townofsurfsidefl.gov)	7 KB	6 KB

**▲ Efficiently encode images** 2.25 s ^

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

Show 3rd-party resources (0)

URL	Size	Potential Savings
 ...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0 (townofsurfsidefl.gov)	226 KB	170 KB
 ...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=... (townofsurfsidefl.gov)	224 KB	89 KB
 ...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=... (townofsurfsidefl.gov)	176 KB	85 KB
 ...banners/getfitsurfside_banner.jpg?sfvrsn=eaaa3394_0 (townofsurfsidefl.gov)	118 KB	46 KB
 ...banners/strawban.jpg?sfvrsn=a10c4d94_10 (townofsurfsidefl.gov)	124 KB	31 KB
 ...banners/stayconnected_2019.jpg?sfvrsn=96fe2094_6 (townofsurfsidefl.gov)	103 KB	10 KB
 ...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4 (townofsurfsidefl.gov)	137 KB	6 KB

**▲ Properly size images** 2.11 s ^

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

Show 3rd-party resources (0)

URL	Size	Potential Savings
 ...images/green-pledge-banner-(1).png?sfvrsn=37003294_0 (townofsurfsidefl.gov)	1,072 KB	473 KB
 ...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0 (townofsurfsidefl.gov)	226 KB	12 KB
 ...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=... (townofsurfsidefl.gov)	224 KB	12 KB

URL	Size	Potential Savings
 ...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=... (townofsurfsidefl.gov)	176 KB	10 KB
 ...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4 (townofsurfsidefl.gov)	137 KB	7 KB
 ...banners/strawban.jpg?sfvrsn=a10c4d94_10 (townofsurfsidefl.gov)	124 KB	7 KB
 ...banners/getfitsurfside_banner.jpg?sfvrsn=eaaa3394_0 (townofsurfsidefl.gov)	118 KB	6 KB
 ...banners/stayconnected_2019.jpg?sfvrsn=96fe2094_6 (townofsurfsidefl.gov)	103 KB	6 KB

▲ Eliminate render-blocking resources 1.65 s ^

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

Show 3rd-party resources (3)

URL	Size	Potential Savings
/cssapi/4f5e5e4b-fa37-4baa-b180-07932d8258da.css (fast.fonts.net)	1 KB	750 ms
...js/modernizr.custom.js (townofsurfsidefl.gov)	21 KB	1,360 ms
...YW1wMTIzOTA/access.js (cdn.levelaccess.net)	49 KB	3,150 ms
/bbd60aa70f.js (use.fontawesome.com)	4 KB	910 ms
/Telerik.Web.UI.WebResource.axd?d=... (townofsurfsidefl.gov)	5 KB	760 ms
...global/main.css?v=637... (townofsurfsidefl.gov)	105 KB	4,060 ms
...global/updates.css?v=637... (townofsurfsidefl.gov)	54 KB	3,160 ms

▲ Remove unused CSS 1.06 s ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

Show 3rd-party resources (1)

URL	Size	Potential Savings
...global/main.css?v=637... (townofsurfsidefl.gov)	105 KB	96 KB
...r974/ReadSpeaker.Styles-Button.css?v=3.2.0.974 (cdn1.readspeaker.com)	70 KB	65 KB
...global/updates.css?v=637... (townofsurfsidefl.gov)	54 KB	48 KB

Minify CSS 0.31 s ^

Minifying CSS files can reduce network payload sizes. [Learn more.](#)

Show 3rd-party resources (0)

URL	Size	Potential Savings
...global/main.css?v=637... (townofsurfsidefl.gov)	105 KB	33 KB
...global/updates.css?v=637... (townofsurfsidefl.gov)	54 KB	17 KB

Preconnect to required origins 0.3 s ^

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more.](#)

URL	Potential Savings
https://www.google-analytics.com	300 ms

Defer offscreen images 0.15 s ^

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

Show 3rd-party resources (0)

URL	Size	Potential Savings
...design/surfside_whitelogo.png?sfvrsn=f91e4694_2 (townofsurfsidefl.gov)	18 KB	18 KB

Minify JavaScript 0.15 s ^

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

Show 3rd-party resources (0)

URL	Size	Potential Savings
/WebResource.axd?d=pynGkmcFU...&t=637... (townofsurfsidefl.gov)	42 KB	12 KB
...js/jquery-functions.js (townofsurfsidefl.gov)	31 KB	10 KB

**Diagnostics** — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

▲ Ensure text remains visible during webfont load ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

Show 3rd-party resources (1)

URL	Potential Savings
...brandon/brandon_reg-webfont.woff2 (townofsurfsidefl.gov)	80 ms
...fonts/fontawesome-webfont.woff2 (use.fontawesome.com)	70 ms

▲ Serve static assets with an efficient cache policy — 26 resources found ^

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

Show 3rd-party resources (6)

URL	Cache TTL	Size
...webReader/webReader.js?pids=wr (cdn1.readspeaker.com)	None	33 KB
...YW1wMTIzOTA/access.js (cdn.levelaccess.net)	15 m	49 KB
/analytics.js (www.google-analytics.com)	2 h	18 KB
...r974/ReadSpeaker.Styles-Button.css?v=3.2.0.974 (cdn1.readspeaker.com)	5 h 59 m 2 s	70 KB
/cssapi/4f5e5e4b-fa37-4baa-b180-07932d8258da.css (fast.fonts.net)	7 d	1 KB
/t/1.css?apiType=... (fast.fonts.net)	7 d	0 KB
...global/main.css?v=637... (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	105 KB
...vendor/slick.min.js (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	79 KB
...global/updates.css?v=637... (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	54 KB
...js/masonry.pkgd.min.js (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	47 KB
...js/modernizr.custom.js (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	21 KB
...vendor/jquery.simpleWeather.min.js (townofsurfsidefl.gov)	13 d 23 h 59 m 50 s	7 KB
...vendor/jquery-ui.min.js (townofsurfsidefl.gov)	13 d 23 h 59 m 51 s	109 KB
...js/jquery-functions.js (townofsurfsidefl.gov)	13 d 23 h 59 m 51 s	31 KB
...brandon/brandon_reg-webfont.woff2 (townofsurfsidefl.gov)	13 d 23 h 59 m 51 s	28 KB
...layout/sliderArrow.png (townofsurfsidefl.gov)	13 d 23 h 59 m 52 s	32 KB
...images/green-pledge-banner-(1).png?sfvrsn=37003294_0 (townofsurfsidefl.gov)	90 d	1,072 KB
...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0 (townofsurfsidefl.gov)	90 d	226 KB
...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=... (townofsurfsidefl.gov)	90 d	225 KB

URL	Cache TTL	Size
...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=... (townofsurfsidefl.gov)	90 d	176 KB
...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4 (townofsurfsidefl.gov)	90 d	137 KB
...banners/strawban.jpg?sfvrsn=a10c4d94_10 (townofsurfsidefl.gov)	90 d	124 KB
...banners/getfitsurfside_banner.jpg?sfvrsn=eaaa3394_0 (townofsurfsidefl.gov)	90 d	118 KB
...banners/stayconnected_2019.jpg?sfvrsn=96fe2094_6 (townofsurfsidefl.gov)	90 d	103 KB
...design/logo.png?sfvrsn=601f4694_4 (townofsurfsidefl.gov)	90 d	51 KB
...design/surfside_whitelogo.png?sfvrsn=f91e4694_2 (townofsurfsidefl.gov)	90 d	18 KB

▲ Minimize main-thread work — 5.8 s



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

Category	Time Spent
Script Evaluation	2,616 ms
Other	1,738 ms
Script Parsing & Compilation	475 ms
Style & Layout	426 ms
Parse HTML & CSS	327 ms
Garbage Collection	109 ms
Rendering	102 ms

▲ Avoid enormous network payloads — Total size was 4,349 KB



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

Show 3rd-party resources (0)

URL	Size
...images/green-pledge-banner-(1).png?sfvrsn=37003294_0 (townofsurfsidefl.gov)	1,072 KB
/Telerik.Web.UI.WebResource.axd?_TSM_HiddenField_=... (townofsurfsidefl.gov)	1,003 KB
...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0 (townofsurfsidefl.gov)	226 KB
...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=... (townofsurfsidefl.gov)	225 KB
...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=... (townofsurfsidefl.gov)	176 KB
...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4 (townofsurfsidefl.gov)	137 KB
...banners/strawban.jpg?sfvrsn=a10c4d94_10 (townofsurfsidefl.gov)	124 KB
...banners/getfitsurfside_banner.jpg?sfvrsn=eaaa3394_0 (townofsurfsidefl.gov)	118 KB

URL	Size
...vendor/jquery-ui.min.js (townofsurfsidefl.gov)	109 KB
...global/main.css?v=637... (townofsurfsidefl.gov)	105 KB

### Reduce JavaScript execution time — 3.0 s ^

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

Show 3rd-party resources (5)

URL	Total CPU Time	Script Evaluation	Script Parse
Other	2,601 ms	28 ms	5 ms
/Telerik.Web.UI.WebResource.axd?_TSM_HiddenField_=... (townofsurfsidefl.gov)	1,618 ms	1,331 ms	235 ms
/ScriptResource.axd?d=uBiLkMlZ...&t=25721234 (townofsurfsidefl.gov)	622 ms	565 ms	12 ms
/Telerik.Web.UI.WebResource.axd?_TSM_HiddenField_=... (townofsurfsidefl.gov)	194 ms	140 ms	42 ms
...YW1wMTIzOTA/access.js (cdn.levelaccess.net)	112 ms	62 ms	50 ms
...vendor/jquery-ui.min.js (townofsurfsidefl.gov)	103 ms	82 ms	7 ms
/gtag/js?id=UA-110...-1 (www.googletagmanager.com)	102 ms	96 ms	6 ms
/analytics.js (www.google-analytics.com)	90 ms	86 ms	5 ms
...webReader/webReader.js?pids=wr (cdn1.readspeaker.com)	85 ms	80 ms	6 ms
/bbd60aa70f.js (use.fontawesome.com)	67 ms	60 ms	7 ms
...js/masonry.pkgd.min.js (townofsurfsidefl.gov)	64 ms	28 ms	36 ms
...js/modernizr.custom.js (townofsurfsidefl.gov)	61 ms	40 ms	10 ms

### Avoid chaining critical requests — 25 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](#).

Maximum critical path latency: **2,040 ms**

#### Initial Navigation

https://townofsurfsidefl.gov

/cssapi/4f5e5e4b-fa37-4baa-b180-07932d8258da.css (fast.fonts.net) - **50 ms, 1.18 KB**

...js/modernizr.custom.js (townofsurfsidefl.gov) - **170 ms, 21.1 KB**

...YW1wMTIzOTA/access.js (cdn.levelaccess.net) - **150 ms, 49.46 KB**

/bbd60aa70f.js (use.fontawesome.com)

/bbd60aa70f.css (use.fontawesome.com) - **50 ms, 0.67 KB**

...fonts/fontawesome-webfont.woff2 (use.fontawesome.com) - **70 ms, 75.76 KB**

/Telerik.Web.UI.WebResource.axd?d=... (townofsurfsidefl.gov) - **170 ms, 5.1 KB**

...global/main.css?v=637... (townofsurfsidefl.gov) - **200 ms, 105.03 KB**

...global/updates.css?v=637... (townofsurfsidefl.gov) - **170 ms, 54.49 KB**

/WebResource.axd?d=pynGkmcFU...&t=637... (townofsurfsidefl.gov) - **170 ms, 41.73 KB**

/Telerik.Web.UI.WebResource.axd?\_TSM\_HiddenField\_=... (townofsurfsidefl.gov) - **170 ms, 65.41 KB**

/ScriptResource.axd?d=uBiLKmMlz...&t=25721234 (townofsurfsidefl.gov) - **220 ms, 66.59 KB**

/Telerik.Web.UI.WebResource.axd?\_TSM\_HiddenField\_=... (townofsurfsidefl.gov) - **1,070 ms, 1,003.13 KB**

...js/masonry.pkgd.min.js (townofsurfsidefl.gov) - **60 ms, 47.38 KB**

...vendor/slick.min.js (townofsurfsidefl.gov) - **120 ms, 79.35 KB**

...vendor/jquery.simpleWeather.min.js (townofsurfsidefl.gov) - **50 ms, 7.22 KB**

...vendor/jquery-ui.min.js (townofsurfsidefl.gov) - **80 ms, 109.18 KB**

...js/jquery-functions.js (townofsurfsidefl.gov) - **70 ms, 30.98 KB**

...webReader/webReader.js?pids=wr (cdn1.readspeaker.com)

...r974/ReadSpeaker.Styles-Button.css?v=3.2.0.974 (cdn1.readspeaker.com) - **80 ms, 70.42 KB**

/t/1.css?apiType=... (fast.fonts.net) - **140 ms, 0.04 KB**

...brandon/brandon\_reg-webfont.woff2 (townofsurfsidefl.gov) - **80 ms, 27.81 KB**

...css/font-awesome-css.min.css (use.fontawesome.com) - **40 ms, 7.83 KB**

...icons/manifest.json (townofsurfsidefl.gov) - **20 ms, 5.83 KB**

data:application/font-woff;charset=utf-8;base64,d09GRgABA...+nZ2F... () - **20 ms, 0 KB**

data:application/x-font-ttf;charset=utf-8;base64,AAEAAAALA.../AAA... () - **30 ms, 0 KB**

...icons/manifest.json (townofsurfsidefl.gov) - **30 ms, 5.83 KB**

---

Keep request counts low and transfer sizes small — 44 requests • 4,349 KB ^

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more.](#)

Resource Type	Requests	Transfer Size
Total	44	4,349 KB
Image	13	2,285 KB
Script	16	1,624 KB
Stylesheet	8	245 KB
Font	4	104 KB
Document	1	80 KB
Other	2	12 KB
Media	0	0 KB

Resource Type	Requests	Transfer Size
Third-party	15	308 KB

---

**Passed audits (7)** ^

---

Server response times are low (TTFB) — **Root document took 40 ms** ^

Time To First Byte identifies the time at which your server sends a response. [Learn more.](#)

---

Avoid multiple page redirects ^

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

---

Preload key requests ^

Consider using ``<link rel=preload>`` to prioritize fetching resources that are currently requested later in page load. [Learn more.](#)

---

Use video formats for animated content ^

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more](#)

---

Avoids an excessive DOM size — **683 elements** ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more.](#)

Statistic	Element	Value
Total DOM Elements		683
Maximum DOM Depth	<code>&lt;img src="https://townofsurfsidefl.gov/images/default-source/images/banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=4d8e3094_0" alt="Surfside Historical Walking Tours - February 9, March 29, May 3 - Sponsored by the Surfside Tourist Board" data-ae_domsib="1" data-ae_domuel="[id='Main_Content_TA53FBEA0002_Co100']"&gt;</code>	14
Maximum Child Elements	<code>&lt;ul id="QUICKLINKS_T00801613031_ct100_ct100_ct100_ct102_childNodesContainer" role="region" data-ae_domsib="2" data-ae_domuel="[id='QUICKLINKS_T00801613031_ct100_ct100_ct100_ct102_childNodesContainer']" data-ae_styles="display:none"&gt;</code>	32

---

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.](#)

---

Minimize third-party usage — **Third-party code blocked the main thread for 70 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.](#)

Third-Party	Size	Main-Thread Blocking Time
<a href="#">Google Analytics</a>	18 KB	31 ms
<a href="#">ReadSpeaker</a>	103 KB	21 ms
<a href="#">Google Tag Manager</a>	48 KB	18 ms
<a href="#">FontAwesome CDN</a>	88 KB	0 ms
Monotype	1 KB	0 ms
<a href="#">Yahoo!</a>	0 KB	0 ms



## Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

**Contrast** — These are opportunities to improve the legibility of your content.

- ▲ Background and foreground colors do not have a sufficient contrast ratio. ^

Low-contrast text is difficult or impossible for many users to read. [Learn more](#).

### Failing Elements

h2

a

a

a

a

a

a

a

a

a

**Names and labels** — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

---

▲ Links do not have a discernible name ^

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more.](#)

Failing Elements

`a.toggle`

---

**Additional items to manually check (11)** — These items address areas which an automated testing tool cannot cover. Learn ^  
more in our guide on [conducting an accessibility review.](#)

---

The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more.](#)

---

Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more.](#)

---

Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn more.](#)

---

The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn more.](#)

---

User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn more.](#)

---

Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by aria-label or aria-labelledby. [Learn more.](#)

---

Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn more.](#)

---

Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more.](#)

---

Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with display: none or aria-hidden=true. [Learn more.](#)

---

Headings don't skip levels ^

Headings are used to create an outline for the page and heading levels are not skipped. [Learn more.](#)

---

HTML5 landmark elements are used to improve navigation ^

---

Landmark elements (<main>, <nav>, etc.) are used to improve the keyboard navigation of the page for assistive technology.

[Learn more.](#)

---

**Passed audits (19)**

---

[accesskey] values are unique

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more.](#)

---

[aria-\*] attributes match their roles

Each ARIA `role` supports a specific subset of `aria-\*` attributes. Mismatching these invalidates the `aria-\*` attributes. [Learn more.](#)

---

[role]s have all required [aria-\*] attributes

Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more.](#)

---

Elements with an ARIA [role] that require children to contain a specific [role] have all required children.

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more.](#)

---

[role]s are contained by their required parent element

Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more.](#)

---

[role] values are valid

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more.](#)

---

[aria-\*] attributes have valid values

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more.](#)

---

[aria-\*] attributes are valid and not misspelled

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more.](#)

---

Buttons have an accessible name

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn more.](#)

---

The page contains a heading, skip link, or landmark region

Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more.](#)

---

Document has a <title> element

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

---

[id] attributes on the page are unique

The value of an id attribute must be unique to prevent other instances from being overlooked by assistive technologies.

[Learn more.](#)

<html> element has a [lang] attribute ^

If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more.](#)

<html> element has a valid value for its [lang] attribute ^

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more.](#)

Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Lists contain only <li> elements and script supporting elements (<script> and <template>). ^

Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more.](#)

List items (<li>) are contained within <ul> or <ol> parent elements ^

Screen readers require list items (`<li>`) to be contained within a parent `

` or `

` to be announced properly. [Learn more.](#)

[user-scalable="no"] is not used in the <meta name="viewport"> element and the [maximum-scale] attribute is not less than 5. ^

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more.](#)

No element has a [tabindex] value greater than 0 ^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more.](#)

## Not applicable (14) ^

<audio> elements contain a <track> element with [kind="captions"] ^

Captions make audio elements usable for deaf or hearing-impaired users, providing critical information such as who is talking, what they're saying, and other non-speech information. [Learn more.](#)

<dl>'s contain only properly-ordered <dt> and <dd> groups, <script> or <template> elements. ^

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn more.](#)

Definition list items are wrapped in <dl> elements ^

Definition list items (`<dt>` and `` element to ensure that screen readers can properly announce them. [Learn more.](#)

`<frame>` or `<iframe>` elements have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more.](#)

---

`<input type="image">` elements have `[alt]` text ^

When an image is being used as an `<input>` button, providing alternative text can help screen reader users understand the purpose of the button. [Learn more.](#)

---

Form elements have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more.](#)

---

Presentational `<table>` elements avoid using `<th>`, `<caption>` or the `[summary]` attribute. ^

A table being used for layout purposes should not include data elements, such as the `th` or `caption` elements or the `summary` attribute, because this can create a confusing experience for screen reader users. [Learn more.](#)

---

The document does not use `<meta http-equiv="refresh">` ^

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more.](#)

---

`<object>` elements have `[alt]` text ^

Screen readers cannot translate non-text content. Adding alt text to `<object>` elements helps screen readers convey meaning to users. [Learn more.](#)

---

Cells in a `<table>` element that use the `[headers]` attribute refer to table cells within the same table. ^

Screen readers have features to make navigating tables easier. Ensuring `<td>` cells using the `[headers]` attribute only refer to other cells in the same table may improve the experience for screen reader users. [Learn more.](#)

---

`<th>` elements and elements with `[role="columnheader"/"rowheader"]` have data cells they describe. ^

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more.](#)

---

`[lang]` attributes have a valid value ^

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn more.](#)

---

`<video>` elements contain a `<track>` element with `[kind="captions"]` ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more.](#)

---

`<video>` elements contain a `<track>` element with `[kind="description"]` ^

Audio descriptions provide relevant information for videos that dialogue cannot, such as facial expressions and scenes. [Learn more.](#)

---

# Best Practices

▲ Does not use HTTP/2 for all of its resources — 28 requests not served via HTTP/2



HTTP/2 offers many benefits over HTTP/1.1, including binary headers, multiplexing, and server push. [Learn more.](#)

Show 3rd-party resources (0)

URL	Protocol
https://townofsurfsidefl.gov	http/1.1
...js/modernizr.custom.js (townofsurfsidefl.gov)	http/1.1
/Telerik.Web.UI.WebResource.axd?d=...	http/1.1
...global/main.css?v=637...	http/1.1
...global/updates.css?v=637...	http/1.1
/WebResource.axd?d=pynGkmcFU...&t=637...	http/1.1
/Telerik.Web.UI.WebResource.axd?_TSM_HiddenField_=...	http/1.1
/ScriptResource.axd?d=uBiLKmMlz...&t=25721234	http/1.1
/Telerik.Web.UI.WebResource.axd?_TSM_HiddenField_=...	http/1.1
...design/logo.png?sfvrsn=601f4694_4	http/1.1
...banners/surfsidehistoricalwalkingtours_banner.jpg?sfvrsn=...	http/1.1
...images/surfside-thirdthurs-webbanners-gov_1100x400.jpg?sfvrsn=...	http/1.1
...images/green-pledge-banner-(1).png?sfvrsn=37003294_0	http/1.1
...banners/getfitsurfside_banner.jpg?sfvrsn=eeaa3394_0	http/1.1
...banners/election2020_banner.jpg?sfvrsn=28ee2f94_0	http/1.1
...banners/beachrenourishment_banner.jpg?sfvrsn=36f75f94_4	http/1.1
...banners/strawban.jpg?sfvrsn=a10c4d94_10	http/1.1
...banners/stayconnected_2019.jpg?sfvrsn=96fe2094_6	http/1.1
...design/surfside_whitelogo.png?sfvrsn=f91e4694_2	http/1.1
...js/masonry.pkgd.min.js (townofsurfsidefl.gov)	http/1.1
...vendor/slick.min.js (townofsurfsidefl.gov)	http/1.1
...vendor/jquery.simpleWeather.min.js (townofsurfsidefl.gov)	http/1.1
...vendor/jquery-ui.min.js (townofsurfsidefl.gov)	http/1.1
...js/jquery-functions.js (townofsurfsidefl.gov)	http/1.1
...brandon/brandon_reg-webfont.woff2 (townofsurfsidefl.gov)	http/1.1

URL	Protocol
...layout/sliderArrow.png (townofsurfsidefl.gov)	http/1.1
/images/ajax-loader.gif (townofsurfsidefl.gov)	http/1.1
...icons/manifest.json (townofsurfsidefl.gov)	http/1.1

▲ Does not use passive listeners to improve scrolling performance ^

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more.](#)

Show 3rd-party resources (0)

URL	Location
/ScriptResource.axd?d=uBiLKmMlz...&t=25721234 (townofsurfsidefl.gov)	line: 2

▲ Links to cross-origin destinations are unsafe ^

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities. [Learn more.](#)

Show 3rd-party resources (4)

URL	Target	Rel
/complaints.asp (ethics.miamidade.gov)	_blank	
...Main/E3EB45228E9229DD85257B05006E32EC (myfloridalegal.com)	_blank	
...investigate/corruption (www.fbi.gov)	_blank	
https://outlook.office.com	_blank	

▲ Includes front-end JavaScript libraries with known security vulnerabilities — 3 vulnerabilities detected ^

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers. [Learn more.](#)

Library Version	Vulnerability Count	Highest Severity
<a href="#">jQuery@1.12.1</a>	2	Medium
<a href="#">jQuery UI@1.11.4</a>	1	High

▲ Browser errors were logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more](#)

Show 3rd-party resources (2)

URL	Description
...public/yql?format=... (query.yahooapis.com)	Failed to load resource: net::ERR_NAME_NOT_RESOLVED

URL	Description
...public/yql?format=... (query.yahooapis.com)	Failed to load resource: net::ERR_NAME_NOT_RESOLVED
/images/ajax-loader.gif (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
/images/ajax-loader.gif (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
...lcons/manifest.json (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
...lcons/manifest.json (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
...lcons/manifest.json (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
...lcons/manifest.json (townofsurfsidefl.gov)	Failed to load resource: the server responded with a status of 404 (Not Found)
...lcons/manifest.json (townofsurfsidefl.gov)	Manifest: Line: 1, column: 1, Syntax error.
...lcons/manifest.json (townofsurfsidefl.gov)	Manifest: Line: 1, column: 1, Syntax error.
...lcons/manifest.json (townofsurfsidefl.gov)	Manifest: Line: 1, column: 1, Syntax error.
...lcons/manifest.json (townofsurfsidefl.gov)	Manifest: Line: 1, column: 1, Syntax error.

## Passed audits (10) ^

### Avoids Application Cache ^

Application Cache is deprecated. [Learn more.](#)

### Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

### Avoids document.write() ^

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more.](#)

### Avoids requesting the geolocation permission on page load ^

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more.](#)

### Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more.](#)

### Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page. [Learn more.](#)

Name	Version
jQuery	1.12.1
jQuery (Fast path)	
jQuery UI	1.11.4
Modernizr	2.8.3
yepnope	
Kendo UI	2018.3.911

Avoids requesting the notification permission on page load ^

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more.](#)

Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more.](#)

Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [Learn more.](#)

Displays images with correct aspect ratio ^

Image display dimensions should match natural aspect ratio. [Learn more.](#)



## SEO

These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more.](#)

**Mobile Friendly** — Make sure your pages are mobile friendly so users don't have to pinch or zoom in order to read the content pages. [Learn more.](#)

Tap targets are not sized appropriately — 63% appropriately sized tap targets ^

Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more.](#)

Tap Target	Size	Overlapping Target
a	221x29	a

Tap Target

Size

Overlapping Target

a

259x29

a

**Additional items to manually check (1)** — Run these additional validators on your site to check additional SEO best practices. ^

Structured data is valid ^

Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more.](#)

**Passed audits (11)** ^

Has a `<meta name="viewport">` tag with width or initial-scale ^

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Document has a `<title>` element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more.](#)

Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more.](#)

Links have descriptive text ^

Descriptive link text helps search engines understand your content. [Learn more.](#)

Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more.](#)

Image elements have `[alt]` attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Document has a valid `hreflang` ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region. [Learn more.](#)

Document has a valid `rel=canonical` ^

Canonical links suggest which URL to show in search results. [Learn more.](#)

Document uses legible font sizes — 99.82% legible text ^

Font sizes less than 12px are too small to be legible and require mobile visitors to “pinch to zoom” in order to read. Strive to have >60% of page text  $\geq$ 12px. [Learn more.](#)

Show 3rd-party resources (0)

Source	Selector	% of Page Text	Font Size
...global/main.css?v=637...:242:10 (townofsurfsidefl.gov)	button, input, optgroup, select, textarea	0.18%	0px
Legible text		99.82%	$\geq$ 12px

Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more.](#)

### Not applicable (1) ^

robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more.](#)



## Progressive Web App

These checks validate the aspects of a Progressive Web App. [Learn more.](#)

### Fast and reliable

Page load is not fast enough on mobile networks

- ▲ Your page loads too slowly and is not interactive within 10 seconds. Look at the opportunities and diagnostics in the "Performance" section to learn how to improve. ^
  - Interactive at 20.3 s

A fast page load over a cellular network ensures a good mobile user experience. [Learn more.](#)

- ▲ Current page does not respond with a 200 when offline ^

If you're building a Progressive Web App, consider using a service worker so that your app can work offline. [Learn more.](#)

- ▲ start\_url does not respond with a 200 when offline No usable web app manifest found on page. ^

A service worker enables your web app to be reliable in unpredictable network conditions. [Learn more.](#)

### Installable

## Uses HTTPS

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

### ▲ Does not register a service worker that controls page and start\_url

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more.](#)

### ▲ Web app manifest does not meet the installability requirements **Failures: No manifest was fetched.**

Browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more.](#)

## PWA Optimized

### Redirects HTTP traffic to HTTPS

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

### ▲ Is not configured for a custom splash screen **Failures: No manifest was fetched.**

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more.](#)

### ▲ Does not set a theme color for the address bar. **Failures: No manifest was fetched.**

The browser address bar can be themed to match your site. [Learn more.](#)

### Content is sized correctly for the viewport

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn more.](#)

### Has a `<meta name="viewport">` tag with width or initial-scale

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

### Contains some content when JavaScript is not available

Your app should display some content when JavaScript is disabled, even if it's just a warning to the user that JavaScript is required to use the app. [Learn more.](#)

### Provides a valid `apple-touch-icon`

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon`. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More.](#)

**Additional items to manually check (3)** — These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually.

Site works cross-browser ^

To reach the most number of users, sites should work across every major browser. [Learn more.](#)

Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more.](#)

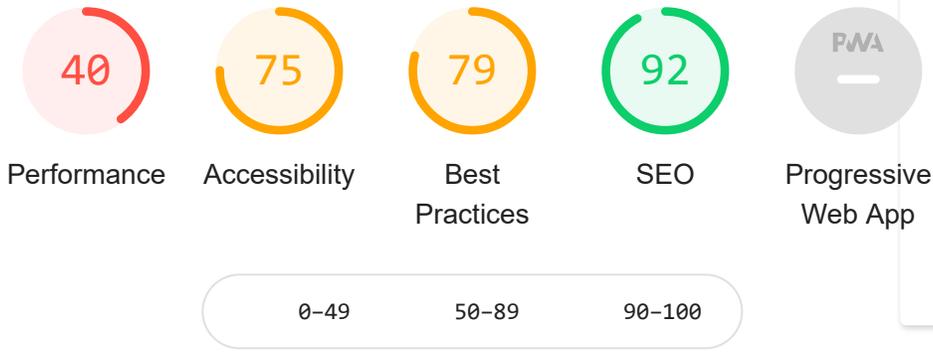
Each page has a URL ^

Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more.](#)

## Runtime Settings

<b>URL</b>	https://townofsurfsidefl.gov/
<b>Fetch time</b>	Jan 31, 2020, 7:17 AM EST
<b>Device</b>	Emulated Nexus 5X
<b>Network throttling</b>	150 ms TCP RTT, 1,638.4 Kbps throughput (Simulated)
<b>CPU throttling</b>	4x slowdown (Simulated)
<b>User agent (host)</b>	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.130 Safari/537.36
<b>User agent (network)</b>	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5 Build/MRA58N) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3694.0 Mobile Safari/537.36 Chrome-Lighthouse
<b>CPU/Memory Power</b>	784

Generated by **Lighthouse** 5.5.0 | [File an issue](#)



- Print Summary
- Print Expanded
- Copy JSON
- Save as HTML
- Save as JSON
- Open in Viewer
- Toggle Dark Theme



## Performance

### Metrics



First Contentful Paint	1.5 s	First Meaningful Paint	2.9 s
▲ Speed Index	7.2 s	▲ First CPU Idle	10.5 s
▲ Time to Interactive	12.7 s	▲ Max Potential First Input Delay	500 ms

[View Trace](#)

Values are estimated and may vary. The performance score is based only on these metrics.



**Opportunities** — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
-------------	-------------------

▲ Properly size images	4.54 s
------------------------	--------

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

Show 3rd-party resources (6)

URL	Size	Potential Savings
 ...328b61da-70a1-4f44-893e-8afc724a1c12/surfside-inntertube-l...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	563 KB	306 KB

URL	Size	Potential Savings
 ...2885a2ad-17c8-4476-b7c6-11785e412032/surfside-surfsidelove...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	429 KB	233 KB
 ...4f385558-0428-4d31-95f7-54ba13d4f6b7/sufside_website_slide...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	296 KB	161 KB
 ...9510a3cc-24e1-4bea-a110-32f7c63e6673/thirdthu-slider-l.jpg...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	182 KB	99 KB
 ...a37a423f-8458-4b31-8d9c-f7d388ba0e24/surfside-360-ocean00_...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	138 KB	52 KB
 ...15f0504d-36f6-4053-b9b7-36f7f7d74678/tube_5800.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	349 KB	48 KB

Preconnect to required origins 0.56 s ^

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more.](#)

URL	Potential Savings
https://hits-i.iubenda.com	560 ms
https://s3.amazonaws.com	390 ms
https://googleads.g.doubleclick.net	380 ms
https://stats.g.doubleclick.net	380 ms
https://www.facebook.com	370 ms
https://scontent.cdninstagram.com	370 ms
https://www.google-analytics.com	300 ms
https://starling.crowdriff.com	300 ms
https://www.google.com	300 ms
https://admin.bookdirect.net	230 ms

Eliminate render-blocking resources 0.26 s ^

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

Show 3rd-party resources (0)

URL	Size	Potential Savings
...css/main.min.css (www.visitsurfsidefl.com)	37 KB	500 ms

Remove unused CSS 0.17 s ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

Show 3rd-party resources (0)

URL	Size	Potential Savings
...css/main.min.css (www.visitsurfsidefl.com)	37 KB	29 KB

Defer offscreen images 0.15 s ^

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

Show 3rd-party resources (2)

URL	Size	Potential Savings
 ...4f385558-0428-4d31-95f7-54ba13d4f6b7/sufside_website_slide....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	296 KB	296 KB
 ...9427ad08-0c75-4437-b8e2-aa7ae783f531/thirdthu-slider-r_2.j....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	204 KB	204 KB
 ...img/map-surfside-downtown.svg (www.visitsurfsidefl.com)	45 KB	45 KB
 ...img/logo-511.svg (www.visitsurfsidefl.com)	2 KB	2 KB

▲ Reduce server response times (TTFB) 0.13 s ^

Time To First Byte identifies the time at which your server sends a response. [Learn more.](#)



If you are server-side rendering any React components, consider using `renderToNodeStream()` or `renderToStaticNodeStream()` to allow the client to receive and hydrate different parts of the markup instead of all at once. [Learn more.](#)

**Diagnostics** — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

▲ Ensure text remains visible during webfont load ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

Show 3rd-party resources (1)

URL	Potential Savings
...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com)	150 ms
...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com)	140 ms

URL	Potential Savings
...custom/brandon-grotesque-bold.woff (www.visitsurfsidefl.com)	160 ms
...fonts/fontawesome-webfont.woff2?v=4.7.0 (s3.amazonaws.com)	310 ms

▲ Reduce the impact of third-party code — **Third-party code blocked the main thread for 510 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](#).

Third-Party	Size	Main-Thread Blocking Time
<a href="#">Facebook</a>	248 KB	180 ms
<a href="#">Google Tag Manager</a>	28 KB	140 ms
iubenda	54 KB	103 ms
<a href="#">Google Analytics</a>	20 KB	91 ms
<a href="#">Instagram</a>	181 KB	0 ms
<a href="#">Amazon Web Services</a>	151 KB	0 ms
<a href="#">Google/DoubleClick Ads</a>	14 KB	0 ms
LightWidget	8 KB	0 ms
<a href="#">Other Google APIs/SDKs</a>	1 KB	0 ms

▲ Avoid enormous network payloads — **Total size was 8,465 KB** ^

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

Show 3rd-party resources (10)

URL	Size
...d1d89f4b-8b3c-44cf-928b-8eefc72ef1d6/surfside-inntertube-r...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	771 KB
...328b61da-70a1-4f44-893e-8afc724a1c12/surfside-inntertube-l...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	563 KB
...2885a2ad-17c8-4476-b7c6-11785e412032/surfside-surfsidelove...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	429 KB
...566af68a-2e7f-4485-b8bc-a7250b8b0dca/surfside-surfsidelove...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	384 KB
...15f0504d-36f6-4053-b9b7-36f7f7d74678/tube_5800.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	349 KB
...4f385558-0428-4d31-95f7-54ba13d4f6b7/sufside_website_slide...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	296 KB
...148c675c-56a5-4cda-8684-5faa88ee3f6a/popup-950x860.jpg__95...jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	239 KB

URL	Size
...4466a6d5-8c18-4dc0-9af6-8634de8eb4bc/gallery-photo-6-l.jpg....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	228 KB
...08e451b1-c6cf-4695-95c5-d3042d7ea6c1/gallery-photo-1-r.jpg....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	219 KB
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	217 KB

▲ Minimize main-thread work — 11.3 s

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

Category	Time Spent
Script Evaluation	3,971 ms
Other	3,679 ms
Style & Layout	1,900 ms
Rendering	719 ms
Parse HTML & CSS	480 ms
Script Parsing & Compilation	375 ms
Garbage Collection	154 ms

▲ Serve static assets with an efficient cache policy — 26 resources found

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

Show 3rd-party resources (16)

URL	Cache TTL	Size
...fonts/fontawesome-webfont.woff2?v=4.7.0 (s3.amazonaws.com)	None	151 KB
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	20 m	217 KB
/en_US/fbevents.js (connect.facebook.net)	20 m	31 KB
...ua/linkid.js (www.google-analytics.com)	1 h	1 KB
/analytics.js (www.google-analytics.com)	2 h	18 KB
...js/17698244.js (www.iubenda.com)	1 d	0 KB
...cloudflare-static/email-decode.min.js (www.visitsurfsidefl.com)	2 d	1 KB
...custom/brandon-grotesque-bold.woff (www.visitsurfsidefl.com)	5 d	57 KB
...img/map-surfside-downtown.svg (www.visitsurfsidefl.com)	5 d	45 KB
...css/main.min.css (www.visitsurfsidefl.com)	5 d	37 KB
...js/main.min.js (www.visitsurfsidefl.com)	5 d	36 KB

URL	Cache TTL	Size
...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com)	5 d	30 KB
...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com)	5 d	28 KB
...js/jquery.form.min.js (www.visitsurfsidefl.com)	5 d	5 KB
...img/logo-511.svg (www.visitsurfsidefl.com)	5 d	2 KB
...js/jquery.cookie.js (www.visitsurfsidefl.com)	5 d	1 KB
/widgets/lightwidget.js (cdn.lightwidget.com)	7 d	1 KB
...p320x320/75467891_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	31 KB
...s320x320/76847571_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	25 KB
...s320x320/78863082_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	24 KB
...s320x320/78904908_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	19 KB
...s320x320/74666131_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	17 KB
...s320x320/75379796_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	17 KB
...s320x320/75379861_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	16 KB
...s320x320/75234556_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	16 KB
...s320x320/73011460_...jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	15 KB

▲ Reduce JavaScript execution time — 4.2 s ^

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

Show 3rd-party resources (13)

URL	Total CPU Time	Script Evaluation	Script Parse
Other	7,504 ms	1,124 ms	8 ms
/js/app.cadd007....js (starling.crowdriff.com)	670 ms	556 ms	24 ms
/js/vendors~init.01fce6b....js (starling.crowdriff.com)	503 ms	474 ms	30 ms
...widgets/1388.js?widget_element=widget-container-1388 (admin.bookdirect.net)	465 ms	136 ms	29 ms
...js/main.min.js (www.visitsurfsidefl.com)	319 ms	252 ms	23 ms
/gtag/js?id=AW-868... (www.googletagmanager.com)	257 ms	246 ms	12 ms
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	254 ms	208 ms	45 ms
/iubenda.js (cdn.iubenda.com)	251 ms	178 ms	21 ms
/analytics.js (www.google-analytics.com)	198 ms	152 ms	40 ms
...iubenda_cs/core-fcf8c9e....js (cdn.iubenda.com)	178 ms	170 ms	7 ms

URL	Total CPU Time	Script Evaluation	Script Parse
/en_US/fbevents.js (connect.facebook.net)	119 ms	109 ms	11 ms
https://www.visitsurfsidefl.com	112 ms	71 ms	21 ms
/js/crowdriff.js (starling.crowdriff.com)	104 ms	96 ms	7 ms
...ua/linkid.js (www.google-analytics.com)	69 ms	66 ms	3 ms
...widgets/1409.js?widget_element=widget-container-1409 (admin.bookdirect.net)	67 ms	40 ms	20 ms
/js/vendors~app.51cac9c....js (starling.crowdriff.com)	64 ms	20 ms	21 ms

Avoid an excessive DOM size — 1,076 elements ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).



Consider using a “windowing” library like `react-window` to minimize the number of DOM nodes created if you are rendering many repeated elements on the page. [Learn more](#). Also, minimize unnecessary re-renders using [shouldComponentUpdate](#), [PureComponent](#), or [React.memo](#) and [skip\\_effects](#) only until certain dependencies have changed if you are using the Effect hook to improve runtime performance.

Statistic	Element	Value
Total DOM Elements		1,076
Maximum DOM Depth	<path d="M1000,812.5c0,103.5-84,187.5-187.5,187.5h-625C84,1000,0,916,0,812.5v-625C0,84,84,0,187.5,0h625C916,0,1000,84,1000,187.5V812.5z M833.3,208.3c0-22.8-18.9-41.7-41.7-41.7-41.7H479.2c-16.9,0-31.9,10.4-38.4,25.4c-6.5,15.6-3.3,33.9,9.1,45.6l93.7,93.7L196,679c-16.3,16.3-16.3,42.3,0,58.6l66.4,66.4c16.3,16.3,42.3,16.3,58.6,0l347.7-347.7l93.7,93.8c7.8,8.4,18.2,12.4,29.3,12.4c5.2,0,11.1-1.3,16.3-3.3c15-6.5,25.4-21.5,25.4-38.4V208.3z">	21
Maximum Child Elements	<svg xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink">	48

Avoid chaining critical requests — 8 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](#).

Maximum critical path latency: **3,620 ms**

*Initial Navigation*

https://www.visitsurfsidefl.com

...css/main.min.css (www.visitsurfsidefl.com) - **30 ms, 36.62 KB**

/widgets/lightwidget.js (lightwidget.com)

/widgets/lightwidget.js (lightwidget.com)

/widgets/lightwidget.js (cdn.lightwidget.com) - **340 ms, 0.66 KB**

...cloudflare-static/email-decode.min.js (www.visitsurfsidefl.com) - **60 ms, 0.79 KB**

...js/main.min.js (www.visitsurfsidefl.com) - **120 ms, 35.5 KB**

...js/jquery.form.min.js (www.visitsurfsidefl.com) - **50 ms, 5.48 KB**

...js/jquery.cookie.js (www.visitsurfsidefl.com) - **50 ms, 1.25 KB**

...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com) - **150 ms, 29.56 KB**

...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com) - **140 ms, 27.71 KB**

/static/manifest.json (www.visitsurfsidefl.com) - **120 ms, 0.66 KB**

Keep request counts low and transfer sizes small — 118 requests • 8,465 KB ^

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more.](#)

Resource Type	Requests	Transfer Size
Total	118	8,465 KB
Image	62	7,207 KB
Script	25	852 KB
Font	4	266 KB
Other	19	70 KB
Stylesheet	5	45 KB
Document	3	26 KB
Media	0	0 KB
Third-party	105	8,155 KB

### Passed audits (9) ^

#### Minify CSS ^

Minifying CSS files can reduce network payload sizes. [Learn more.](#)



If your build system minifies your CSS files automatically, ensure that you are deploying the production build of your application. You can check this with the React Developer Tools extension. [Learn more.](#)

#### Minify JavaScript — Potential savings of 7 KB ^

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



If your build system minifies your JS files automatically, ensure that you are deploying the production build of your application. You can check this with the React Developer Tools extension. [Learn more.](#)

Show 3rd-party resources (0)

URL	Size	Potential Savings
inline: // Loading Settings From JRS Admin var _...	8 KB	3 KB
inline: // Loading Settings From JRS Admin var _...	8 KB	3 KB
<hr/>		
Efficiently encode images		^
Optimized images load faster and consume less cellular data. <a href="#">Learn more.</a>		
<hr/>		
Serve images in next-gen formats		^
Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. <a href="#">Learn more.</a>		
<hr/>		
Enable text compression		^
Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. <a href="#">Learn more.</a>		
<hr/>		
Avoid multiple page redirects		^
Redirects introduce additional delays before the page can be loaded. <a href="#">Learn more.</a>		
 If you are using React Router, minimize usage of the <code>&lt;Redirect&gt;</code> component for <a href="#">route navigations</a> .		
<hr/>		
Preload key requests		^
Consider using <code>&lt;link rel=preload&gt;</code> to prioritize fetching resources that are currently requested later in page load. <a href="#">Learn more.</a>		
<hr/>		
Use video formats for animated content		^
Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. <a href="#">Learn more</a>		
<hr/>		
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. <a href="#">Learn more.</a>		
 Use the React DevTools Profiler, which makes use of the Profiler API, to measure the rendering performance of your components. <a href="#">Learn more.</a>		



## Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

**ARIA** — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

- ▲ Elements with an ARIA [role] that require children to contain a specific [role] are missing some or all of those required children. ^

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more](#).

#### Failing Elements

`div.billboard-inner`

`div.carousel-inner`

`div.billboard-inner`

**Names and labels** — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

- ▲ Buttons do not have an accessible name ^

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn more](#).

#### Failing Elements

`a.toggle.collapsed`

- ▲ <frame> or <iframe> elements do not have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more](#).

#### Failing Elements

`iframe.lightwidget-widget`

- ▲ Form elements do not have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more](#).

#### Failing Elements

`input`

```
<input type="email" name="joinus-email" autocomplete="off" maxlength="254" required="" class="form-control js-input" id="id_joinus-email">
```

- ▲ Links do not have a discernible name ^

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more.](#)

#### Failing Elements

a

```
<a href="https://www.instagram.com/visitsurfside/" target="_blank">
```

a

```
<a href="https://www.facebook.com/VisitSurfside/" target="_blank">
```

a

```
<a href="https://twitter.com/VisitSurfside" target="_blank">
```

a

```
<a href="https://www.pinterest.com/visitsurfsidefl/" target="_blank">
```

a

```
<a href="https://www.youtube.com/user/VisitSurfside" target="_blank">
```

**Contrast** — These are opportunities to improve the legibility of your content.

- ▲ Background and foreground colors do not have a sufficient contrast ratio. ^

Low-contrast text is difficult or impossible for many users to read. [Learn more.](#)

#### Failing Elements

span

```
input#start-date-1388.jrs-datepicker-1388
```

```
input#end-date-1388.jrs-datepicker-1388
```

```
select#lodgingID.jrs-select-1388
```

small

small

small

```
span.billboard-category
```

```
span.card-category
```

h2

BOOK A ROOM

```
<span>Book A Room</span>
```

input

```
<input class="jrs-datepicker-1409" id="start-date-1409" name="start-date-1409"
onclick="start_datepicker_1409.show();" readonly="readonly" title="Check In" type="text"
value="Check-In">
```

## Failing Elements

input

```
<input class="jrs-datepicker-1409" id="end-date-1409" name="end-date-1409"
onclick="end_datepicker_1409.show();" readonly="readonly" title="Check Out" type="text"
value="Check-Out">
```

All Lodging Hotels, Motels &amp; Inns

```
<select aria-labelledby="jrs-categories-1409" class="jrs-select-1409" id="lodgingID"
name="lodgingID"> <option name="All Lodging" selected="selected" value="103">All Lodging</option>
<option name="Hotels, Motels & Inns" value="50">Hotels, Motels & Inns</option> </select>
```

NEWSLETTER SIGN-UP

```
<legend>Newsletter sign-up</legend>
```

**Best practices** — These items highlight common accessibility best practices.

▲ [id] attributes on the page are not unique ^

The value of an id attribute must be unique to prevent other instances from being overlooked by assistive technologies.

[Learn more.](#)

## Failing Elements

input#campaign

input#cloneID

input#group\_id

input#rooms

input#nights

input#sDay

input#sMonth

input#sYear

input#widget\_id

**Additional items to manually check (11)** — These items address areas which an automated testing tool cannot cover. [Learn more](#) in our guide on [conducting an accessibility review](#). ^

The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more.](#)

Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more.](#)

Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn more.](#)

The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn more.](#)

User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn more.](#)

Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by aria-label or aria-labelledby. [Learn more.](#)

Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn more.](#)

Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more.](#)

Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with display: none or aria-hidden=true. [Learn more.](#)

Headings don't skip levels ^

Headings are used to create an outline for the page and heading levels are not skipped. [Learn more.](#)

HTML5 landmark elements are used to improve navigation ^

Landmark elements (<main>, <nav>, etc.) are used to improve the keyboard navigation of the page for assistive technology. [Learn more.](#)

## Passed audits (17) ^

[aria-\*] attributes match their roles ^

Each ARIA `role` supports a specific subset of `aria-\*` attributes. Mismatching these invalidates the `aria-\*` attributes. [Learn more.](#)

[role]s have all required [aria-\*] attributes ^

Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more.](#)

[role]s are contained by their required parent element ^

Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more.](#)

[role] values are valid ^

ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more.](#)

[aria-\*] attributes have valid values ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more.](#)

---

[aria-\*] attributes are valid and not misspelled ^

Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more.](#)

---

The page contains a heading, skip link, or landmark region ^

Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more.](#)

---

Document has a <title> element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

---

<html> element has a [lang] attribute ^

If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more.](#)

---

<html> element has a valid value for its [lang] attribute ^

Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more.](#)

---

Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

---

Lists contain only <li> elements and script supporting elements (<script> and <template>). ^

Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more.](#)

---

List items (<li>) are contained within <ul> or <ol> parent elements ^

Screen readers require list items (`<li>`) to be contained within a parent `

` or `

` to be announced properly. [Learn more.](#)

---

[user-scalable="no"] is not used in the <meta name="viewport"> element and the [maximum-scale] attribute is not less than 5. ^

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more.](#)

---

No element has a [tabindex] value greater than 0 ^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more.](#)

---

<video> elements contain a <track> element with [kind="captions"] ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more.](#)

---

<video> elements contain a <track> element with [kind="description"] ^

Audio descriptions provide relevant information for videos that dialogue cannot, such as facial expressions and scenes.

[Learn more.](#)

## Not applicable (11)

[accesskey] values are unique

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more.](#)

<audio> elements contain a <track> element with [kind="captions"]

Captions make audio elements usable for deaf or hearing-impaired users, providing critical information such as who is talking, what they're saying, and other non-speech information. [Learn more.](#)

<dl>'s contain only properly-ordered <dt> and <dd> groups, <script> or <template> elements.

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn more.](#)

Definition list items are wrapped in <dl> elements

Definition list items (`<dt>` and `Learn more.

<input type="image"> elements have [alt] text

When an image is being used as an `Learn more.

Presentational <table> elements avoid using <th>, <caption> or the [summary] attribute.

A table being used for layout purposes should not include data elements, such as the th or caption elements or the summary attribute, because this can create a confusing experience for screen reader users. [Learn more.](#)

The document does not use <meta http-equiv="refresh">

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more.](#)

<object> elements have [alt] text

Screen readers cannot translate non-text content. Adding alt text to `Learn more.

Cells in a <table> element that use the [headers] attribute refer to table cells within the same table.

Screen readers have features to make navigating tables easier. Ensuring `Learn more.

<th> elements and elements with [role="columnheader"/"rowheader"] have data cells they describe.

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more.](#)

[lang] attributes have a valid value

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn more.](#)



## Best Practices

### ▲ Uses document.write() ^

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more.](#)

Show 3rd-party resources (1)

URL	Location
/iubenda.js (cdn.iubenda.com)	line: 1

### ▲ Links to cross-origin destinations are unsafe ^

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities. [Learn more.](#)

Show 3rd-party resources (12)

URL	Target	Rel
/visitsurfside/ (www.instagram.com)	_blank	
...beach/discover-miami-beachs-coming-town-surfside (www.recommend.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/visitsurfside/ (www.instagram.com)	_blank	
/visitsurfside/ (www.instagram.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/VisitSurfside (twitter.com)	_blank	
/visitsurfsidefl/ (www.pinterest.com)	_blank	
/user/VisitSurfside (www.youtube.com)	_blank	
https://www.fl511.com	_blank	
https://jacober.com	_blank	

### ▲ Includes front-end JavaScript libraries with known security vulnerabilities — 6 vulnerabilities detected ^

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers.

[Learn more.](#)

Library Version	Vulnerability Count	Highest Severity
<a href="#">Bootstrap@3.3.7</a>	5	Medium
<a href="#">jQuery@3.1.1</a>	1	Medium

## Passed audits (12)

### Avoids Application Cache

Application Cache is deprecated. [Learn more.](#)

### Uses HTTPS

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

### Uses HTTP/2 for its own resources

HTTP/2 offers many benefits over HTTP/1.1, including binary headers, multiplexing, and server push. [Learn more.](#)

### Uses passive listeners to improve scrolling performance

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more.](#)

### Avoids requesting the geolocation permission on page load

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more.](#)

### Page has the HTML doctype

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more.](#)

### Detected JavaScript libraries

All front-end JavaScript libraries detected on the page. [Learn more.](#)

Name	Version
Bootstrap	3.3.7
jQuery	3.1.1
jQuery (Fast path)	
React	

### Avoids requesting the notification permission on page load

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more.](#)

Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more.](#)

Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [Learn more.](#)

No browser errors logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more](#)

Displays images with correct aspect ratio ^

Image display dimensions should match natural aspect ratio. [Learn more.](#)



## SEO

These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more.](#)

**Content Best Practices** — Format your HTML in a way that enables crawlers to better understand your app's content.

▲ Links do not have descriptive text — 1 link found ^

Descriptive link text helps search engines understand your content. [Learn more.](#)

Show 3rd-party resources (0)

Link destination

</info/go-explore/> (www.visitsurfsidefl.com)

Link Text

LEARN MORE

**Additional items to manually check (1)** — Run these additional validators on your site to check additional SEO best practices. ^

Structured data is valid ^

Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more.](#)

**Passed audits (11)** ^

Has a `<meta name="viewport">` tag with width or initial-scale ^

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Document has a `<title>` element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more.](#)

Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more.](#)

Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more.](#)

robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more.](#)

Image elements have `[alt]` attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Document has a valid hreflang ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region. [Learn more.](#)

Document uses legible font sizes — 99.44% legible text ^

Font sizes less than 12px are too small to be legible and require mobile visitors to “pinch to zoom” in order to read. Strive to have >60% of page text  $\geq$ 12px. [Learn more.](#)

Show 3rd-party resources (3)

Source	Selector	% of Page Text	Font Size
<code>/iubenda_i_badge.css:1:117</code> (cdn.iubenda.com)	<code>a</code>	0.23%	11px
<code>/iubenda_i_badge.css:1:117</code> (cdn.iubenda.com)	<code>a</code>	0.21%	11px
<code>/css/init.c382bc8....css:48:32</code> (starling.crowdriff.com)	<code>.cr_gallery div, .cr_gallery span, .cr_gallery a, .cr_gallery .infoUser_link</code>	0.13%	0px
Legible text		99.44%	$\geq$ 12px

Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more.](#)

Tap targets are sized appropriately — 100% appropriately sized tap targets ^

Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more.](#)

### Not applicable (1) ^

Document has a valid rel=canonical ^

Canonical links suggest which URL to show in search results. [Learn more.](#)



## Progressive Web App

These checks validate the aspects of a Progressive Web App. [Learn more.](#)

### Fast and reliable

Page load is not fast enough on mobile networks

▲ Your page loads too slowly and is not interactive within 10 seconds. Look at the opportunities and diagnostics in the "Performance" section to learn how to improve. ^

— Interactive at 12.7 s

A fast page load over a cellular network ensures a good mobile user experience. [Learn more.](#)

▲ Current page does not respond with a 200 when offline ^

If you're building a Progressive Web App, consider using a service worker so that your app can work offline. [Learn more.](#)

▲ start\_url does not respond with a 200 when offline Timed out waiting for start\_url to respond. ^

A service worker enables your web app to be reliable in unpredictable network conditions. [Learn more.](#)

### Installable

Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

▲ Does not register a service worker that controls page and start\_url ^

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more.](#)

Web app manifest does not meet the installability requirements

▲ Failures: Manifest's `display` value is not one of: minimal-ui | fullscreen | standalone, Manifest does not have `short\_name`.

Browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more.](#)

## PWA Optimized

Redirects HTTP traffic to HTTPS

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

Is not configured for a custom splash screen

▲ Failures: Manifest does not have a PNG icon of at least 512px, Manifest does not have `background\_color`, Manifest does not have `theme\_color`.

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more.](#)

Does not set a theme color for the address bar.

▲ Failures: Manifest does not have `theme\_color`, No `

The browser address bar can be themed to match your site. [Learn more.](#)

Content is sized correctly for the viewport

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn more.](#)

Has a `<meta name="viewport">` tag with width or initial-scale

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Contains some content when JavaScript is not available

Your app should display some content when JavaScript is disabled, even if it's just a warning to the user that JavaScript is required to use the app. [Learn more.](#)

Provides a valid apple-touch-icon

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon`. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More.](#)

**Additional items to manually check (3)** — These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually.

Site works cross-browser

To reach the most number of users, sites should work across every major browser. [Learn more.](#)

Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more.](#)

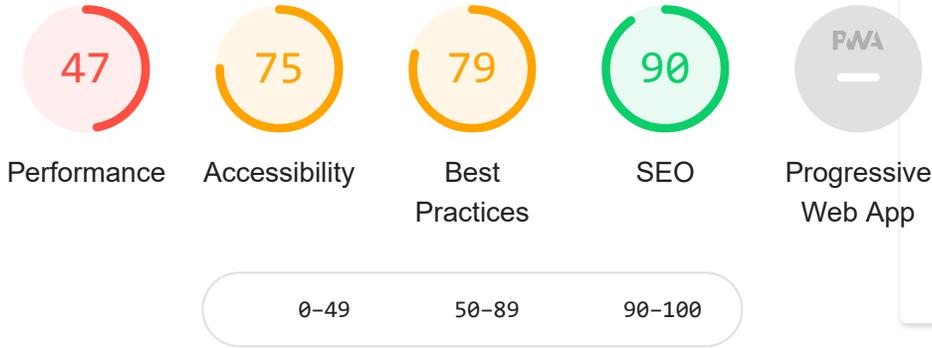
Each page has a URL ^

Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more.](#)

#### Runtime Settings

<b>URL</b>	https://www.visitsurfsidefl.com/
<b>Fetch time</b>	Jan 31, 2020, 6:57 AM EST
<b>Device</b>	Emulated Nexus 5X
<b>Network throttling</b>	150 ms TCP RTT, 1,638.4 Kbps throughput (Simulated)
<b>CPU throttling</b>	4x slowdown (Simulated)
<b>User agent (host)</b>	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.130 Safari/537.36
<b>User agent (network)</b>	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5 Build/MRA58N) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3694.0 Mobile Safari/537.36 Chrome-Lighthouse
<b>CPU/Memory Power</b>	413

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- Print Summary
- Print Expanded
- Copy JSON
- Save as HTML
- Save as JSON
- Open in Viewer
- Toggle Dark Theme



# Performance

## Metrics

First Contentful Paint	1.1 s	First Meaningful Paint	1.5 s
▲ Speed Index	6.4 s	▲ First CPU Idle	9.8 s
▲ Time to Interactive	11.3 s	▲ Max Potential First Input Delay	380 ms

View Trace

Values are estimated and may vary. The performance score is based only on these metrics.



**Opportunities** — These suggestions can help your page load faster. They don't directly affect the Performance score.

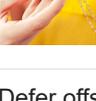
Opportunity	Estimated Savings
▲ Properly size images	15 s ^

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

Show 3rd-party resources (26)

URL	Size	Potential Savings
-----	------	-------------------

URL	Size	Potential Savings
 ...328b61da-70a1-4f44-893e-8afc724a1c12/surfside-inntertube-l....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	563 KB	539 KB
 ...2885a2ad-17c8-4476-b7c6-11785e412032/surfside-surfsidelove....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	429 KB	412 KB
 ...15f0504d-36f6-4053-b9b7-36f7f7d74678/tube_5800.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	349 KB	323 KB
 ...4f385558-0428-4d31-95f7-54ba13d4f6b7/sufside_website_slide....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	296 KB	284 KB
 ...9510a3cc-24e1-4bea-a110-32f7c63e6673/thirdthu-slider-l.jpg....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	182 KB	175 KB
 ...a37a423f-8458-4b31-8d9c-f7d388ba0e24/surfside-360-ocean00_....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	138 KB	130 KB
 ...28666d45-.../cascade-1-860x580.jpg__860x...%2C291_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	144 KB	127 KB
 ...f5b1a3e9-7077-418d-a41e-9d414fd693e0/around-town-sliders-3....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	153 KB	116 KB
 ...148c675c-56a5-4cda-8684-5faa88ee3f6a/popup-950x860.jpg__95....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	127 KB	110 KB
 ...815cbcd3-f412-451a-af40-dfd09d93f969/around-town-sliders-5....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	144 KB	109 KB
 ...caf7d919-2fa3-46e0-b969-f36379afbaa7/surfside-slider-2-l.j....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	126 KB	96 KB
 ...2854dec7-caaf-4e00-b9ea-eae8f28ce206/around-town-sliders-1....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	120 KB	91 KB
 ...9023cc22-6c64-4f1d-a239-69803bfaa7f2/around-town-sliders-6....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	112 KB	85 KB
 ...0afb8f3-b659-4bcd-bb70-e403ab75533c/surfside-home-news-re....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	106 KB	74 KB
 ...8a0de1b2-c418-4ee4-9de8-727dfd34e63c/around-town-sliders-4....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	90 KB	69 KB
 ...c14104c5-c9b9-46be-a328-4baad6aef127/around-town-sliders-2....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	65 KB	50 KB
 ...f62965a4-09ac-40fc-b89a-90fcf2075776/surfside-slider-4-l.j....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	54 KB	41 KB
 ...ae052bc2-d37e-4648-a593-79259e252e3d/surfside-blog-giftgui....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	50 KB	28 KB
...6bf8e67c-.../surfside-....jpg__350x...%2C540_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	54 KB	23 KB

URL	Size	Potential Savings
 ...187651b3-7c60-4106-9d33-02d88b81508a/360-videos.png__150x1....png (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	29 KB	22 KB
 ...a5ca69f2-.../cascade-3-350x430.jpg__350x...%2C215_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	59 KB	17 KB
 ...2596bce0-.../surfside-...jpg__350x...%2C540_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	38 KB	16 KB
 ...9352b566-.../surfside-...jpg__350x...%2C540_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	36 KB	16 KB
 ...3224bbf4-fa3f-4ca6-b5de-f6bf841c2389/surfside-blog-repeatv....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	34 KB	14 KB
 ...b7305e40-dbc1-4278-9aab-e92a5c8bb9ba/news-thumb-turtles-15....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	13 KB	10 KB
 ...eaa34fa4-.../surfside_...jpg__350x...%2C215_subsampling-2.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	27 KB	8 KB

Defer offscreen images 0.3 s ^

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

Show 3rd-party resources (1)

URL	Size	Potential Savings
 ...9427ad08-0c75-4437-b8e2-aa7ae783f531/thirdthu-slider-r_2.j....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	154 KB	154 KB
 ...img/map-surfside-downtown.svg (www.visitsurfsidefl.com)	45 KB	45 KB
 ...img/logo-511.svg (www.visitsurfsidefl.com)	2 KB	2 KB

Preconnect to required origins 0.3 s ^

Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more.](#)

URL	Potential Savings
https://s3.amazonaws.com	300 ms

▲ Reduce server response times (TTFB) 0.13 s ^

Time To First Byte identifies the time at which your server sends a response. [Learn more.](#)

If you are server-side rendering any React components, consider using `renderToNodeStream()` or



`renderToStaticNodeStream()` to allow the client to receive and hydrate different parts of the markup instead of all at once. [Learn more.](#)

**Diagnostics** — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

▲ Ensure text remains visible during webfont load ^

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

Show 3rd-party resources (1)

URL	Potential Savings
...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com)	80 ms
...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com)	80 ms
...custom/brandon-grotesque-bold.woff (www.visitsurfsidefl.com)	40 ms
...fonts/fontawesome-webfont.woff2?v=4.7.0 (s3.amazonaws.com)	360 ms

▲ Reduce the impact of third-party code — **Third-party code blocked the main thread for 1,260 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.](#)

Third-Party	Size	Main-Thread Blocking Time
<a href="#">Google Analytics</a>	19 KB	662 ms
<a href="#">Facebook</a>	234 KB	286 ms
iubenda	75 KB	216 ms
<a href="#">Google Tag Manager</a>	28 KB	88 ms
<a href="#">Google/DoubleClick Ads</a>	11 KB	11 ms
<a href="#">Amazon Web Services</a>	101 KB	0 ms
<a href="#">Instagram</a>	67 KB	0 ms
LightWidget	8 KB	0 ms
<a href="#">Other Google APIs/SDKs</a>	0 KB	0 ms

▲ Avoid enormous network payloads — **Total size was 7,246 KB** ^

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

Show 3rd-party resources (10)

URL	Size
-----	------

URL	Size
...d1d89f4b-8b3c-44cf-928b-8eefc72ef1d6/surfside-inntertube-r....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	771 KB
...328b61da-70a1-4f44-893e-8afc724a1c12/surfside-inntertube-l....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	563 KB
...2885a2ad-17c8-4476-b7c6-11785e412032/surfside-surfsidelove....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	429 KB
...566af68a-2e7f-4485-b8bc-a7250b8b0dca/surfside-surfsidelove....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	384 KB
...15f0504d-36f6-4053-b9b7-36f7f7d74678/tube_5800.jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	349 KB
...4f385558-0428-4d31-95f7-54ba13d4f6b7/sufside_website_slide....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	296 KB
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	191 KB
...deb922f0-963f-41e4-9b9c-e3ae9a6506aa/sufside_website_slide....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	190 KB
...9510a3cc-24e1-4bea-a110-32f7c63e6673/thirdthu-slider-l.jpg....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	182 KB
...83022a8b-f78c-42ba-b04d-6e45a160abbe/gallery-photo-4-r.jpg....jpg (visitsurfsidefl-live-92fee9c1d1914b5eb-2328039.aldryn-media.com)	163 KB

▲ Minimize main-thread work — 10.4 s



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

Category	Time Spent
Script Evaluation	4,050 ms
Other	2,954 ms
Style & Layout	1,885 ms
Rendering	499 ms
Parse HTML & CSS	444 ms
Script Parsing & Compilation	424 ms
Garbage Collection	193 ms

▲ Serve static assets with an efficient cache policy — 26 resources found



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

Show 3rd-party resources (16)

URL	Cache TTL	Size
...fonts/fontawesome-webfont.woff2?v=4.7.0 (s3.amazonaws.com)	None	101 KB

URL	Cache TTL	Size
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	20 m	191 KB
/en_US/fbevents.js (connect.facebook.net)	20 m	43 KB
...ua/linkid.js (www.google-analytics.com)	1 h	1 KB
/analytics.js (www.google-analytics.com)	2 h	18 KB
...js/17698244.js (www.iubenda.com)	1 d	0 KB
...cloudflare-static/email-decode.min.js (www.visitsurfsidefl.com)	2 d	1 KB
...custom/brandon-grotesque-bold.woff (www.visitsurfsidefl.com)	5 d	57 KB
...img/map-surfside-downtown.svg (www.visitsurfsidefl.com)	5 d	45 KB
...js/main.min.js (www.visitsurfsidefl.com)	5 d	35 KB
...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com)	5 d	30 KB
...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com)	5 d	28 KB
...css/main.min.css (www.visitsurfsidefl.com)	5 d	19 KB
...js/jquery.form.min.js (www.visitsurfsidefl.com)	5 d	5 KB
...img/logo-511.svg (www.visitsurfsidefl.com)	5 d	2 KB
...js/jquery.cookie.js (www.visitsurfsidefl.com)	5 d	1 KB
/widgets/lightwidget.js (cdn.lightwidget.com)	7 d	0 KB
...s150x150/78863082_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	9 KB
...s150x150/75467891_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	9 KB
...s150x150/76847571_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	8 KB
...s150x150/78904908_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	8 KB
...s150x150/75379861_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	7 KB
...s150x150/75379796_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	7 KB
...s150x150/75234556_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	7 KB
...s150x150/74666131_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	6 KB
...s150x150/73011460_....jpg?_nc_ht=... (scontent.cdninstagram.com)	14 d	5 KB

▲ Reduce JavaScript execution time — 4.4 s ^

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

Show 3rd-party resources (14)

URL	Total CPU Time	Script Evaluation	Script Parse
-----	----------------	-------------------	--------------

URL	Total CPU Time	Script Evaluation	Script Parse
Other	5,662 ms	661 ms	8 ms
/js/app.cadd007...js (starling.crowdriff.com)	1,020 ms	778 ms	18 ms
/analytics.js (www.google-analytics.com)	798 ms	214 ms	26 ms
/js/crowdriff.js (starling.crowdriff.com)	342 ms	328 ms	13 ms
/js/vendors~init.01fce6b...js (starling.crowdriff.com)	323 ms	305 ms	19 ms
...js/main.min.js (www.visitsurfsidefl.com)	323 ms	262 ms	11 ms
...iubenda_cs/core-fcf8c9e...js (cdn.iubenda.com)	309 ms	298 ms	10 ms
/en_US/fbevents.js (connect.facebook.net)	275 ms	258 ms	17 ms
/iubenda.js (cdn.iubenda.com)	272 ms	176 ms	23 ms
/gtag/js?id=AW-868... (www.googletagmanager.com)	221 ms	212 ms	9 ms
...config/182...?v=2.9.15&r=stable (connect.facebook.net)	195 ms	159 ms	35 ms
...widgets/1388.js?widget_element=widget-container-1388 (admin.bookdirect.net)	147 ms	75 ms	55 ms
...ua/linkid.js (www.google-analytics.com)	143 ms	138 ms	2 ms
https://www.visitsurfsidefl.com	88 ms	57 ms	16 ms
/pagead/conversion_async.js (www.googleadservices.com)	77 ms	13 ms	64 ms
/js/vendors~app.51cac9c...js (starling.crowdriff.com)	71 ms	26 ms	20 ms
...widgets/1409.js?widget_element=widget-container-1409 (admin.bookdirect.net)	63 ms	19 ms	35 ms

Avoid an excessive DOM size — 1,054 elements ^

A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).



Consider using a “windowing” library like `react-window` to minimize the number of DOM nodes created if you are rendering many repeated elements on the page. [Learn more](#). Also, minimize unnecessary re-renders using [shouldComponentUpdate](#), [PureComponent](#), or [React.memo](#) and [skip effects](#) only until certain dependencies have changed if you are using the Effect hook to improve runtime performance.

Statistic	Element	Value
Total DOM Elements		1,054
Maximum DOM Depth	<path d="M1000,812.5c0,103.5-84,187.5-187.5,187.5h-625C84,1000,0,916,0,812.5v-625C0,84,84,0,187.5,0h625C916,0,1000,84,1000,187.5V812.5z M833.3,208.3c0-22.8-18.9-41.7-41.7-41.7H479.2c-16.9,0-31.9,10.4-38.4,25.4c-6.5,15.6-3.3,33.9,9.1,45.6193.7,93.7L196,679c-16.3,16.3-16.3,42.3,0,58.6166.4,66.4c16.3,16.3,42.3,16.3,58.6,01347.7-347.7193.7,93.8c7.8,8.4,18.2,12.4,29.3,12.4c5.2,0,11.1-1.3,16.3-3.3c15-6.5,25.4-21.5,25.4-38.4V208.3z">	21

Statistic	Element	Value
Maximum Child Elements	<svg xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink">	48

#### Avoid chaining critical requests — 9 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.](#)

Maximum critical path latency: **2,820 ms**

#### Initial Navigation

https://www.visitsurfsidefl.com

...css/main.min.css (www.visitsurfsidefl.com) - **30 ms, 18.91 KB**

/widgets/lightwidget.js (lightwidget.com)

  /widgets/lightwidget.js (lightwidget.com)

    /widgets/lightwidget.js (cdn.lightwidget.com) - **40 ms, 0.38 KB**

...cloudflare-static/email-decode.min.js (www.visitsurfsidefl.com) - **80 ms, 0.72 KB**

...js/main.min.js (www.visitsurfsidefl.com) - **140 ms, 35.49 KB**

...js/jquery.form.min.js (www.visitsurfsidefl.com) - **80 ms, 5.48 KB**

...js/jquery.cookie.js (www.visitsurfsidefl.com) - **80 ms, 1.32 KB**

...custom/brandon-grotesque-regular.woff (www.visitsurfsidefl.com) - **80 ms, 29.54 KB**

...custom/ProximaNova-Light.woff (www.visitsurfsidefl.com) - **80 ms, 27.71 KB**

...custom/brandon-grotesque-bold.woff (www.visitsurfsidefl.com) - **40 ms, 57.31 KB**

/static/manifest.json (www.visitsurfsidefl.com) - **70 ms, 0.38 KB**

#### Keep request counts low and transfer sizes small — 109 requests • 7,247 KB ^

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more.](#)

Resource Type	Requests	Transfer Size
Total	109	7,247 KB
Image	61	6,103 KB
Script	25	810 KB
Font	4	215 KB
Other	11	67 KB
Stylesheet	5	27 KB
Document	3	26 KB

Resource Type	Requests	Transfer Size
Media	0	0 KB
Third-party	96	6,955 KB

**Passed audits (11)**

Eliminate render-blocking resources

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

Minify CSS

Minifying CSS files can reduce network payload sizes. [Learn more.](#)



If your build system minifies your CSS files automatically, ensure that you are deploying the production build of your application. You can check this with the React Developer Tools extension. [Learn more.](#)

Minify JavaScript — Potential savings of 7 KB

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



If your build system minifies your JS files automatically, ensure that you are deploying the production build of your application. You can check this with the React Developer Tools extension. [Learn more.](#)

Show 3rd-party resources (0)

URL	Size	Potential Savings
inline: // Loading Settings From JRS Admin var _...	7 KB	3 KB
inline: // Loading Settings From JRS Admin var _...	7 KB	3 KB

Remove unused CSS — Potential savings of 15 KB

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

Show 3rd-party resources (0)

URL	Size	Potential Savings
...css/main.min.css (www.visitsurfsidefl.com)	19 KB	15 KB

Efficiently encode images

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

Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)

#### Enable text compression ^

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

#### Avoid multiple page redirects ^

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



If you are using React Router, minimize usage of the `<Redirect>` component for [route navigations](#).

#### Preload key requests ^

Consider using `<link rel=preload>` to prioritize fetching resources that are currently requested later in page load. [Learn more.](#)

#### Use video formats for animated content ^

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [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.](#)



Use the React DevTools Profiler, which makes use of the Profiler API, to measure the rendering performance of your components. [Learn more.](#)



## Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

**ARIA** — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

▲ Elements with an ARIA [role] that require children to contain a specific [role] are missing some or all of those required children. ^

Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. [Learn more.](#)

Failing Elements

`div.billboard-inner`

`div.carousel-inner`

`div.billboard-inner`

---

**Names and labels** — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

---

▲ Buttons do not have an accessible name ^

When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. [Learn more.](#)

Failing Elements

`a.toggle.collapsed`

---

▲ <frame> or <iframe> elements do not have a title ^

Screen reader users rely on frame titles to describe the contents of frames. [Learn more.](#)

Failing Elements

`iframe.lightwidget-widget`

---

▲ Form elements do not have associated labels ^

Labels ensure that form controls are announced properly by assistive technologies, like screen readers. [Learn more.](#)

Failing Elements

`input#id_joinus-email.form-control.js-input`

---

▲ Links do not have a discernible name ^

Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. [Learn more.](#)

Failing Elements

- a
- a
- a
- a
- a

**Contrast** — These are opportunities to improve the legibility of your content.

- ▲ Background and foreground colors do not have a sufficient contrast ratio. ^

Low-contrast text is difficult or impossible for many users to read. [Learn more.](#)

#### Failing Elements

span

input#start-date-1388.jrs-datepicker-1388

input#end-date-1388.jrs-datepicker-1388

select#lodgingID.jrs-select-1388

small

small

small

span.billboard-category

span.card-category

h2

span

input#start-date-1409.jrs-datepicker-1409

input#end-date-1409.jrs-datepicker-1409

select#lodgingID.jrs-select-1409

legend

**Best practices** — These items highlight common accessibility best practices.

- ▲ [id] attributes on the page are not unique ^

The value of an id attribute must be unique to prevent other instances from being overlooked by assistive technologies.

[Learn more.](#)

#### Failing Elements

input#campaign

input#cloneID

input#group\_id

input#rooms

input#nights

input#sDay

## Failing Elements

`input#sMonth``input#sYear``input#widget_id`

---

**Additional items to manually check (11)** — These items address areas which an automated testing tool cannot cover. Learn [more](#) in our guide on [conducting an accessibility review](#). ^

---

The page has a logical tab order ^

Tabbing through the page follows the visual layout. Users cannot focus elements that are offscreen. [Learn more](#).

---

Interactive controls are keyboard focusable ^

Custom interactive controls are keyboard focusable and display a focus indicator. [Learn more](#).

---

Interactive elements indicate their purpose and state ^

Interactive elements, such as links and buttons, should indicate their state and be distinguishable from non-interactive elements. [Learn more](#).

---

The user's focus is directed to new content added to the page ^

If new content, such as a dialog, is added to the page, the user's focus is directed to it. [Learn more](#).

---

User focus is not accidentally trapped in a region ^

A user can tab into and out of any control or region without accidentally trapping their focus. [Learn more](#).

---

Custom controls have associated labels ^

Custom interactive controls have associated labels, provided by `aria-label` or `aria-labelledby`. [Learn more](#).

---

Custom controls have ARIA roles ^

Custom interactive controls have appropriate ARIA roles. [Learn more](#).

---

Visual order on the page follows DOM order ^

DOM order matches the visual order, improving navigation for assistive technology. [Learn more](#).

---

Offscreen content is hidden from assistive technology ^

Offscreen content is hidden with `display: none` or `aria-hidden=true`. [Learn more](#).

---

Headings don't skip levels ^

Headings are used to create an outline for the page and heading levels are not skipped. [Learn more](#).

---

HTML5 landmark elements are used to improve navigation ^

Landmark elements (`<main>`, `<nav>`, etc.) are used to improve the keyboard navigation of the page for assistive technology. [Learn more](#).

**Passed audits (17)**

[aria-\*] attributes match their roles



Each ARIA `role` supports a specific subset of `aria-\*` attributes. Mismatching these invalidates the `aria-\*` attributes. [Learn more.](#)

[role]s have all required [aria-\*] attributes



Some ARIA roles have required attributes that describe the state of the element to screen readers. [Learn more.](#)

[role]s are contained by their required parent element



Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. [Learn more.](#)

[role] values are valid



ARIA roles must have valid values in order to perform their intended accessibility functions. [Learn more.](#)

[aria-\*] attributes have valid values



Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. [Learn more.](#)

[aria-\*] attributes are valid and not misspelled



Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. [Learn more.](#)

The page contains a heading, skip link, or landmark region



Adding ways to bypass repetitive content lets keyboard users navigate the page more efficiently. [Learn more.](#)

Document has a <title> element



The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

<html> element has a [lang] attribute



If a page doesn't specify a lang attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. [Learn more.](#)

<html> element has a valid value for its [lang] attribute



Specifying a valid [BCP 47 language](#) helps screen readers announce text properly. [Learn more.](#)

Image elements have [alt] attributes



Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Lists contain only <li> elements and script supporting elements (<script> and <template>).



Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. [Learn more.](#)

List items (`<li>`) are contained within `<ul>` or `<ol>` parent elements ^

Screen readers require list items (``<li>``) to be contained within a parent ``<ul>`` or ``<ol>`` to be announced properly. [Learn more.](#)

`[user-scalable="no"]` is not used in the `<meta name="viewport">` element and the `[maximum-scale]` attribute is not less than 5. ^

Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. [Learn more.](#)

No element has a `[tabindex]` value greater than 0 ^

A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. [Learn more.](#)

`<video>` elements contain a `<track>` element with `[kind="captions"]` ^

When a video provides a caption it is easier for deaf and hearing impaired users to access its information. [Learn more.](#)

`<video>` elements contain a `<track>` element with `[kind="description"]` ^

Audio descriptions provide relevant information for videos that dialogue cannot, such as facial expressions and scenes. [Learn more.](#)

## Not applicable (11) ^

`[accesskey]` values are unique ^

Access keys let users quickly focus a part of the page. For proper navigation, each access key must be unique. [Learn more.](#)

`<audio>` elements contain a `<track>` element with `[kind="captions"]` ^

Captions make audio elements usable for deaf or hearing-impaired users, providing critical information such as who is talking, what they're saying, and other non-speech information. [Learn more.](#)

`<dl>`'s contain only properly-ordered `<dt>` and `<dd>` groups, `<script>` or `<template>` elements. ^

When definition lists are not properly marked up, screen readers may produce confusing or inaccurate output. [Learn more.](#)

Definition list items are wrapped in `<dl>` elements ^

Definition list items (``<dt>`` and ``<dd>``) must be wrapped in a parent ``<dl>`` element to ensure that screen readers can properly announce them. [Learn more.](#)

`<input type="image">` elements have `[alt]` text ^

When an image is being used as an ``<input>`` button, providing alternative text can help screen reader users understand the purpose of the button. [Learn more.](#)

Presentational `<table>` elements avoid using `<th>`, `<caption>` or the `[summary]` attribute. ^

A table being used for layout purposes should not include data elements, such as the `th` or `caption` elements or the `summary` attribute, because this can create a confusing experience for screen reader users. [Learn more.](#)

The document does not use `<meta http-equiv="refresh">` ^

Users do not expect a page to refresh automatically, and doing so will move focus back to the top of the page. This may create a frustrating or confusing experience. [Learn more.](#)

<object> elements have [alt] text ^

Screen readers cannot translate non-text content. Adding alt text to `<object>` elements helps screen readers convey meaning to users. [Learn more.](#)

Cells in a <table> element that use the [headers] attribute refer to table cells within the same table. ^

Screen readers have features to make navigating tables easier. Ensuring `<td>` cells using the `[headers]` attribute only refer to other cells in the same table may improve the experience for screen reader users. [Learn more.](#)

<th> elements and elements with [role="columnheader"/"rowheader"] have data cells they describe. ^

Screen readers have features to make navigating tables easier. Ensuring table headers always refer to some set of cells may improve the experience for screen reader users. [Learn more.](#)

[lang] attributes have a valid value ^

Specifying a valid [BCP 47 language](#) on elements helps ensure that text is pronounced correctly by a screen reader. [Learn more.](#)



## Best Practices

### ▲ Uses document.write() ^

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more.](#)

Show 3rd-party resources (1)

URL

Location

/iubenda.js (cdn.iubenda.com)

line: 1

### ▲ Links to cross-origin destinations are unsafe ^

Add `rel="noopener"` or `rel="noreferrer"` to any external links to improve performance and prevent security vulnerabilities. [Learn more.](#)

Show 3rd-party resources (12)

URL

Target

Rel

/visitsurfside/ (www.instagram.com)

\_blank

URL	Target	Rel
...beach/discover-miami-beachs-coming-town-surfside (www.recommend.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/visitsurfside/ (www.instagram.com)	_blank	
/visitsurfside/ (www.instagram.com)	_blank	
/VisitSurfside/ (www.facebook.com)	_blank	
/VisitSurfside (twitter.com)	_blank	
/visitsurfsidefl/ (www.pinterest.com)	_blank	
/user/VisitSurfside (www.youtube.com)	_blank	
https://www.fl511.com	_blank	
https://jacober.com	_blank	

**▲ Includes front-end JavaScript libraries with known security vulnerabilities — 6 vulnerabilities detected** ^

Some third-party scripts may contain known security vulnerabilities that are easily identified and exploited by attackers. [Learn more.](#)

Library Version	Vulnerability Count	Highest Severity
<a href="#">Bootstrap@3.3.7</a>	5	Medium
<a href="#">jQuery@3.1.1</a>	1	Medium

**Passed audits (12)** ^

**Avoids Application Cache** ^

Application Cache is deprecated. [Learn more.](#)

**Uses HTTPS** ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

**Uses HTTP/2 for its own resources** ^

HTTP/2 offers many benefits over HTTP/1.1, including binary headers, multiplexing, and server push. [Learn more.](#)

**Uses passive listeners to improve scrolling performance** ^

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more.](#)

**Avoids requesting the geolocation permission on page load** ^

Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. [Learn more.](#)

Page has the HTML doctype ^

Specifying a doctype prevents the browser from switching to quirks-mode. [Learn more.](#)

Detected JavaScript libraries ^

All front-end JavaScript libraries detected on the page. [Learn more.](#)

Name	Version
Bootstrap	3.3.7
jQuery	3.1.1
jQuery (Fast path)	
React	

Avoids requesting the notification permission on page load ^

Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. [Learn more.](#)

Avoids deprecated APIs ^

Deprecated APIs will eventually be removed from the browser. [Learn more.](#)

Allows users to paste into password fields ^

Preventing password pasting undermines good security policy. [Learn more.](#)

No browser errors logged to the console ^

Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. [Learn more](#)

Displays images with correct aspect ratio ^

Image display dimensions should match natural aspect ratio. [Learn more.](#)



SEO

These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more.](#)

**Content Best Practices** — Format your HTML in a way that enables crawlers to better understand your app's content.**▲ Links do not have descriptive text** — 1 link found ^

Descriptive link text helps search engines understand your content. [Learn more.](#)

Show 3rd-party resources (0)

Link destination

Link Text

/info/go-explore/ (www.visitsurfsidefl.com)

LEARN MORE

**Additional items to manually check (1)** — Run these additional validators on your site to check additional SEO best practices. ^

Structured data is valid ^

Run the [Structured Data Testing Tool](#) and the [Structured Data Linter](#) to validate structured data. [Learn more.](#)

**Passed audits (9)** ^

Has a <meta name="viewport"> tag with width or initial-scale ^

Add a ``<meta name="viewport">`` tag to optimize your app for mobile screens. [Learn more.](#)

Document has a <title> element ^

The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. [Learn more.](#)

Document has a meta description ^

Meta descriptions may be included in search results to concisely summarize page content. [Learn more.](#)

Page has successful HTTP status code ^

Pages with unsuccessful HTTP status codes may not be indexed properly. [Learn more.](#)

Page isn't blocked from indexing ^

Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more.](#)

robots.txt is valid ^

If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more.](#)

Image elements have [alt] attributes ^

Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. [Learn more.](#)

Document has a valid hreflang ^

hreflang links tell search engines what version of a page they should list in search results for a given language or region.

[Learn more.](#)

Document avoids plugins ^

Search engines can't index plugin content, and many devices restrict plugins or don't support them. [Learn more.](#)

### Not applicable (3) ^

Document has a valid `rel=canonical` ^

Canonical links suggest which URL to show in search results. [Learn more.](#)

Document uses legible font sizes ^

Font sizes less than 12px are too small to be legible and require mobile visitors to "pinch to zoom" in order to read. Strive to have >60% of page text  $\geq 12$ px. [Learn more.](#)

Tap targets are sized appropriately ^

Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements. [Learn more.](#)



## Progressive Web App

These checks validate the aspects of a Progressive Web App. [Learn more.](#)

### Fast and reliable

Page load is not fast enough on mobile networks ^

▲ Your page loads too slowly and is not interactive within 10 seconds. Look at the opportunities and diagnostics in the "Performance" section to learn how to improve. ^

— Interactive at 11.3 s

A fast page load over a cellular network ensures a good mobile user experience. [Learn more.](#)

▲ Current page does not respond with a 200 when offline ^

If you're building a Progressive Web App, consider using a service worker so that your app can work offline. [Learn more.](#)

▲ start\_url does not respond with a 200 when offline Timed out waiting for start\_url to respond. ^

A service worker enables your web app to be reliable in unpredictable network conditions. [Learn more.](#)

### Installable

Uses HTTPS ^

All sites should be protected with HTTPS, even ones that don't handle sensitive data. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. [Learn more.](#)

▲ Does not register a service worker that controls page and start\_url ^

The service worker is the technology that enables your app to use many Progressive Web App features, such as offline, add to homescreen, and push notifications. [Learn more.](#)

## Web app manifest does not meet the installability requirements

▲ Failures: Manifest's `display` value is not one of: minimal-ui | fullscreen | standalone, Manifest does not have `short\_name`. ^

Browsers can proactively prompt users to add your app to their homescreen, which can lead to higher engagement. [Learn more.](#)

## PWA Optimized

### Redirects HTTP traffic to HTTPS ^

If you've already set up HTTPS, make sure that you redirect all HTTP traffic to HTTPS in order to enable secure web features for all your users. [Learn more.](#)

## Is not configured for a custom splash screen

▲ Failures: Manifest does not have a PNG icon of at least 512px, Manifest does not have `background\_color`, Manifest does not have `theme\_color`. ^

A themed splash screen ensures a high-quality experience when users launch your app from their homescreens. [Learn more.](#)

## Does not set a theme color for the address bar.

▲ Failures: Manifest does not have `theme\_color`, No `^

The browser address bar can be themed to match your site. [Learn more.](#)

Content is sized correctly for the viewport ^

If the width of your app's content doesn't match the width of the viewport, your app might not be optimized for mobile screens. [Learn more.](#)

Has a `<meta name="viewport">` tag with width or initial-scale ^

Add a `<meta name="viewport">` tag to optimize your app for mobile screens. [Learn more.](#)

Contains some content when JavaScript is not available ^

Your app should display some content when JavaScript is disabled, even if it's just a warning to the user that JavaScript is required to use the app. [Learn more.](#)

Provides a valid apple-touch-icon ^

For ideal appearance on iOS when users add a progressive web app to the home screen, define an `apple-touch-icon``. It must point to a non-transparent 192px (or 180px) square PNG. [Learn More.](#)

**Additional items to manually check (3)** — These checks are required by the baseline [PWA Checklist](#) but are not automatically checked by Lighthouse. They do not affect your score but it's important that you verify them manually. ^

---

Site works cross-browser ^

To reach the most number of users, sites should work across every major browser. [Learn more.](#)

---

Page transitions don't feel like they block on the network ^

Transitions should feel snappy as you tap around, even on a slow network. This experience is key to a user's perception of performance. [Learn more.](#)

---

Each page has a URL ^

Ensure individual pages are deep linkable via URL and that URLs are unique for the purpose of shareability on social media. [Learn more.](#)

---

#### Runtime Settings

<b>URL</b>	https://www.visitsurfsidefl.com/
<b>Fetch time</b>	Jan 31, 2020, 7:34 AM EST
<b>Device</b>	Emulated Desktop
<b>Network throttling</b>	150 ms TCP RTT, 1,638.4 Kbps throughput (Simulated)
<b>CPU throttling</b>	4x slowdown (Simulated)
<b>User agent (host)</b>	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.130 Safari/537.36
<b>User agent (network)</b>	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_13_6) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3694.0 Safari/537.36 Chrome-Lighthouse
<b>CPU/Memory Power</b>	814

Generated by **Lighthouse** 5.5.0 | [File an issue](#)

### Quality Control, Quality Assurance

**Quality Control** happens when a full assessment is done prior to approving the project, through a Growth Plan or Project Plan. The plan is the blueprint for how the project will roll out. It is also a plan for success.

**Quality Assurance** happens by following up with the Growth Plan, also running audits and tests frequently, automated and user-based problem reporting, and 'secret shopper' assessments in person, online and by phone.

## Growth Plan or Project Plan

### Contents:

**Proposal, Purpose, Goals, How will success be measured?**

**Growth Opportunity**

**The Competition**

**Feasibility**

**Key Metrics Dashboard**

**Projections: Money and Metrics**

**The Organization**

**Marketing & Revenues**

**Strategic Growth through Operations**

**Appendix A. Resource Map**

**Appendix B. Risks**

**Appendix C. Marketing Analysis Worksheets**

## Proposal

**The idea. For example, launch Surfside loyalty card to tourists, visitors and residents alike with benefits from businesses.**

## Purpose

**For example, with a loyalty program, to establish Surfside brand and increase business revenues and traffic through loyalty program. To generate buzz with surprise bonuses.**

## Goals

**100 or more loyalty cards registered and rolled out in the first six months. Increase businesses participating from 20 to 30 in first year. Frequency average visits by member to participating businesses 2 times per month or greater.**

## How will success be measured?

**Gross net profit positive for every participating business in the first year. Net profit positive return after cost to serve and all direct and indirect costs to every participating business. Gross margin for initial reward average of 10%, and after that gross margin for participating businesses 40% on average.**

## Growth Opportunity

If goal is to capture revenues, either in tourist taxes or in revenues for Surfside hotels, restaurants or other businesses, explain here. Every growth opportunity should be tied to economic benefit.

The dollar size of this market is: \$ xx,000,000 in South Florida . We will increase our 1% by .02%

This assessment of the market size is based on:

South Florida's proportion of national GDP, Surfside business tax receipts, Surfside history of tourist tax funds, and "accommodations" and "real estate" percent of South Florida GDP.

This market growing 7% per year: \$\_\_x,000,000\_\_\_\_\_

This assessment of the market growth rate is based on:

Tourism growth in South Florida from GM&B Greater Miami & The Beaches Chamber of Commerce. \_\_\_\_\_

## The Competition

Competitive Mapping Plan					
Current Competitors	What do I know about them?			What do I need to learn about them?	How will I learn more?
	General Info	Market Share	Uniqueness		
Bal Harbour	more upscale	5%	Shops, luxury	number of rooms planned 2020	contact their tourism office
City of Miami Beach	volume, brand recognition, Convention Center	20%	Longevity in market, relationships	Marketing Strategy	contact Hill & Knowlton
Bay Harbour Islands		2%	Unhurried pace like Surfside	Pricing	
Key Biscayne	Exclusive. Commute for businesses	1%	Unhurried pace like Surfside	Pricing and offerings	Visit
Lauderdale by the Sea	Natural resources, more informal	5%	Low density, popular waterfront shopping and dining area	Pricing and offerings	Visit store, go online

## Feasibility

1. To what extent does this solve a customer (tourist or visitor) pain point?

Tourists and visitors can make reservations and get frequent visitor points and rewards at Surfside hotels and restaurants at this tourist kiosk. They do not have to visit many web sites or make many phone calls or visits. Hits to the main tourism web site have increased 2,000% YOY and the traffic is there for one stop solutions/shopping.

2. How does this fit the market? How is this providing tourist and visitor benefits and services in a new way?

Hotels and condos are growing with the boom in travel, while existing hotels need fresh marketing makeovers. As hotels and condos become more service oriented and focused on design (i.e. Fendi condos, starchitect buildings), the Surfside branded reward card will have cache.

3. Explain the opening given the competition and Surfside's existing competitive advantage.

The competition is not making a sustained and targeted effort to capture for a Town benefits card. Because our total 30 participating in the initiative, coordination and personal service is doable.

4. Explain how it has the potential to be profitable and serves the Tourist Board mission, leverages tourist tax funds wisely.

Gross margins overall guarantee participating businesses break even or better with initial club member benefit. Gross margins after initial reward average a healthy 45% among participating businesses. Contributes to health of business community and markets the Town's businesses to tourists and visitors.

5. Explain how it fits Surfside and vision.

Uptown Beachtown rewards card can be used for spa services, food and drink, and hair and nail salons, jewelers, clothing retailers, and health clubs. Fits Surfside sporty uptown vibe, workout to beach to night out. Complements lifestyle and idea tests well with target demographic XYZ. Empowers people to be healthy and know their community including local businesses, for stability and sustainability.

## Key Metrics Dashboard

Average frequency of visit

Total Sales

Net Margin / Operating Margin

Average Ticket Value \$

Net Margin per reward member over time

Operating Profit

Operating Margin

ROI

# Projections: Money and Metrics

Below are summary data from my financial forecast for the plan.

		Growth Plan	Financial	Forecast		
	20 Actual	Year 1 (20 )	% Change	Year 2 (20 )	% Change	Year 5
Revenue--current business						
Revenue-opportunity						
Revenue--total						
Profit--current business						
Profit--opportunity						
Profit--Total						
Operating Cash flow--current business						
Operating Cash flow--Opportunity						
Operating Cash Flow--Total						
<b>Dashboard Metrics</b>						
Metric 1: _____						
Metric 2: _____						
Metric 3: _____						

## Costs include...

Direct:

Indirect:

Long term:

Staffing demands:

Metrics to tell me if I am making progress are: ROI in the red after month 18.

## The Organization

This is the plan to make sure the team is ready to roll out the proposal.

Joe Smith Tourism Coordinator is tasked with rollout, training and is accountable for participation by businesses, card registrations, and total sales and revenues from the loyalty program..

The assistant manager has to see the big picture and follow up with sales goals and employee coaching. He also needs to put procedures and feedback and decisions in writing so there is good communication and quality control for this program and all operations.

Public Relations specialist and HR are revising performance evaluations to be '360', to include peer-to-peer in addition to the self evaluation and manager evaluation now in place. In addition, all Town employees will be ambassadors promoting the loyalty program. They will wear pins and receive an online training and on GoToMeeting.

The Town Director wants to build a work environment where everyone is equally productive whether he is there or not. He is launching incentives including competition for sales and bonuses for strong customer ratings. Project Teamwork! is launching in May, helping one another through cross training and a network of coverage in an employee's absence. We have targeted increase in worker satisfaction to coincide with loyalty card promotion to the public.

Here are my metrics for tracking progress toward this development of my people and my organization:

Customer service rating: goal up .5 in year one.

Retention increases.

Performance evaluation average up 10% on average in year 1.

Total Employee Bonuses Up

Total Employee Sick Time Off Down

## Marketing & Revenues

What is your Customer Value Proposition is:

At no up front cost, get a Surfside loyalty card and save money and relish the Surfside quality lifestyle. Influence others to do the same. Enjoy perks and fun, surprise rewards.

Reward 1 is a cooking class and wine tasting with a celebrity chef, in month 3 of the rollout.

## Sales Growth Goals

	1 Year	2 Year	3 Year	4 Year	5 Year
Year	_____	_____	_____	_____	_____
Business Sales					
Tax Revenues					

The relevant metrics related to sales and marketing on my dashboard are:

Total Sales

Total Sales per business on average

Number of loyalty cards signed up

Customer visits per participating business daily on average

Full awareness among Town staff with spot checks and secret shoppers.

80% awareness among business employees at participating businesses via secret shoppers.

## Strategic Growth through Operations

My audit of my company's operations (see Operations Audit of the Feasibility Analysis in the Appendix indicates to me that I need to make the following changes in my operations and processes in order to achieve the growth I am forecasting:

The operational metrics I will be including in my dashboard include:

Number of loyalty cards signed up on average by employees

Customer satisfaction ratings 4.0 minimum average.

Complaints and returns/ forfeiture less than 5% of loyalty card holders.

Audit of Technical Systems complete and problems fixed in one month. Repeat test for all clear in month 2.

## Appendix A. My Resource Map

What I have

What I Need

Action Steps

Human Res:

Professional Srvs:

Social / Networks:

Organizational:

Physical:

## Appendix B. Risks

Risk Audit				
Column 1	Column 2	Column 3	Column 4	Column 5
Key Risk	Risk Score	Contingency Plan/ Steps to Mitigate Risk	Person Responsible/ Accountable	Deadline
Brick and mortar costs challenge; staying competitive with online retailers	10	Commercial sales meets unique painpoints. Product and service diversification. Increase local services.		
	8	Know competition and their prices. Provide unique		

Competition from another towns		service and quality support.		
Economic turn toward recession impacts vacancies	4	Adjust pricing, streamline repairs, know competition		
Technical problems using loyalty card	4	Quality Assurance testing		
Key employees quit	2	Keep employees on track for growth and incentivize them		
Angry customer starts negative campaign	2	Stay on top of social media including YELP and other rating sites		

## Appendix C. Sales and Marketing Analysis Worksheet

### Sales Productivity

How do you identify new prospective customers? (Sources, lists, etc))

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How do you contact new prospective customers? (E-mail, face to face, etc.)

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Approximately how many prospects are contacted to yield each new customer?

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What are the average annual sales for each new customer?

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How many new customers will be needed each year to meet my sales goal?

Year	_____	_____	_____	_____	_____
# of Leads Needed	_____	_____	_____	_____	_____
# of New Customers	_____	_____	_____	_____	_____
Projected Additional Sales	_____	_____	_____	_____	_____

---

My customer value proposition, as a meaningful, measurable value for target customer:

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To support the customer value proposition and my strategy, I will need to modify and enhance the following:

Product or service characteristics, packaging, brand, etc?

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Pricing or other attribute of my product/service?

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Place where my customers can obtain my product or service? (Direct, distributor, retailer, internet, etc.)

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---

How will I communicate the desired positioning of my product/service to current and prospective customers?

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Techniques I currently use or plan to use? The annual budget and the person responsible for the marketing activities:

	<b>Currently Use</b>	<b>Plan to Use</b>	<b>Annual Expense</b>	<b>Person responsible</b>
Brochures/Leaflets/Flyers				
Signs/Billboards				
Merchandising Displays				
Media Advertising				
Print (newspaper, etc)				
Television and/or radio				
Online				
Social Media				
Blogs				
YouTube				
Phones Directories				
Advertising Specialties (pens, calendars)				
Direct Mail or Email				
Website				
Development/programming				
Maintenance and hosting				
Trade Shows				
Fees and setup				
Travel/shipping				
Exhibits/signs				
Public Relations Activities/Materials				
Informal Marketing/Networking				
Memberships/meetings				
Entertainment				
Professional Assistance				
Marketing/PR consulting				
Advertising agencies				

Direct mail specialists				
Graphic design/web design				
Sales Staff				
Salary				
Commission/bonus				
Expenses				
<b>Total</b>				