REPLi

Your Digital Partner from First Lead to Fully Leased

HOW TO CALCULATE YOUR REPLI SITE SCORE

🛑 BEFORE YOU BEGIN

We **strongly recommend** that the following tests are done in an incognito window to ensure the most accurate results. While the REPLI Site Score is a good baseline measure of your site performance, we do recommend contacting REPLI for our full-site audit. For additional help or questions, please contact **support@repli360.com**.

G PAGE SPEED INSIGHTS

Page Speed Insights reports on the performance of a page on mobile and desktop devices and provides suggestions on how that page may be improved. Copy and paste your website URL into the box to see your Page Speed score. You will also be given a list in descending order of importance of what is affecting your page speed.

GT GTMETRIX SCORE

GTmetrix uses Google Page Speed and Yahoo! YSlow, two major speed analysis tools, to grade your site's performance and provide actionable recommendations to fix these issues. We recommend creating an account so you can run the test for both mobile and desktop devices.

⏱ FULLY LOADED TIME

Next to your **GTmetrix** PageSpeed and YSlow score you will see your fully loaded time. This is a measure of how long it takes for your website to fully load. The longer the load time, the more likey a user is to abandon your site and move onto the next SERP result.

🖼 STRUCTURED DATA

Using Google's **Structured Data Testing Tool**, copy and paste your URL into the box. Structured data, also referred to as schema or schema markup, is a unique code format added to the header of your website to help search engines understand your content, easily access the most important information about your site, and improve SERP rankings. Your site should display Local Business and ApartmentComplex structured data.

🖼 MOBILE-FRIENDLY TEST

Google's **Mobile-Friendly Testing Tool** will tell you in certain terms if your website is mobile-friendly or not. Not only does Google consider mobile-friendliness a top ranking factor, mobile-friendly design ensures that your website performs well on all devices.

🖥 UX FEATURES

While pricing, availability, and special offers have no effect on your apartment SEO, it does directly impact user experience. Making this information easily accessible is crucial to ensure that your website is properly serving users.
Having a secure website is another important SEO ranking factor that also brings peace of mind to users. HTTPs sites are considered more trustworthy for protecting data and privacy.

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WEBSITES YOUR TEAM WILL **LOVE** AND YOUR **FUTURE RESIDENTS** WON'T FORGET

IS YOUR WEBSITE WORKING AGAINST YOU?	YOUR **WEBSITE**	**REPLi**SITES SCORE

G PAGE SPEED INSIGHTS

The minimum score for mobile and desktop should be 80. If the score is above 80, add 1 point to your score for mobile and desktop.

MOBILE:

DESKTOP:

GT GTMETRIX SCORE

The minimum score for PageSpeed Score and YSlow score should be a B. If your score is above a B, add 1 point to your score for each.

PAGESPEED:

YSLOW:

FULLY LOADED TIME

Your site should ideally load within 3 seconds. If your score is below 3 seconds, add 1 point to your score.

TIME:

STRUCTURED DATA

Your site should output structured data for Local Business and ApartmentComplex. For each that are displayed, add 1 point to your score.

LOCAL BUSINESS:

APARTMENT COMPLEX:

MOBILE-FRIENDLY TEST

All sites should be mobile-friendly to rank high for SEO. If your site is mobile-friendly, add 1 point to your score.

YES   NO

UX FEATURES

Your site should include special offers, pricing, availability, and https versions of the site. Add 1 point for each item you have present on your site.

	YES	NO
SPECIAL OFFERS		
PRICING & AVAILABILITY		
HTTPS		

If you scored:
8-11 points : You're off to a great start! Your website is likely in a good position to successfully serve users and rank well with search engines.
5-8 points: Your website needs some help! You've got some good things going on, but likely aren't getting the most from your website on the prospect experience and SEO front.
0-4 points: Yikes! Your website needs TLC ASAP. You are likely missing out on qualified leads and happy renters with a poor experience and and little-to-no SEO on your website.

YOUR TOTAL REPLI SITE SCORE: