

## Domain Name - jefffarrell.com

### WhoIs Information

**Registered :** No

**Domain age :** 0 Years 0 Months 0 Days

**Tech email :**

**Name servers :**

**Created at :**

**Changed at :**

**Expire at :**

**Registrant name :**

**Admin name :**

**Registrant country :**

**Admin country :**

**Registrant phone :**

**Admin phone :**

### Moz information

**Subdomain normalized :** 0.349999994

**Subdomain raw :** 0.03500000015

**Url normalized :** 0.8999999762

**Url raw :** 0.09000000358

**Http status code :** 301

**Domain authority :** 7

**Page authority :** 9

**External quality link :** 1

**Links :** 2

### Link information

**Backlink count :** 1

**Total link count :** 2

**Mozrank :** 0.8999999762



"Jeff, I want to thank you for all of your hard work on the Blazing Hot! Tournament launch campaign. Our Gaming Ops team were very impressed with the materials you put together for us! Your campaign was extremely comprehensive and well-done! Thanks again for such a professional presentation!"

— Louis Olson Reyes, Director of Corporate Communications, Bally Technologies

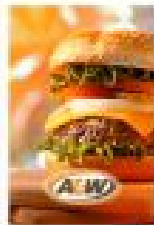


**ROI**ntelligence



"Jeff was, and is, very highly regarded for his work at Harrah's."

— Pat Sore, President and Chief Executive Officer, Harrah's Entertainment



"I think your concept for the five great themes turned out great. Once again your outstanding photography made the difference."

— Craig Nelson, President and Chief Executive Officer, American Casino, Inc.



### A hands-on Digital Craftsman



As a veteran designer, art director and photographer I have served many top gaming, hospitality, entertainment, tech-manufacturing and non-profit brands. I am a real-world expert in brand and promotional design for all media as well as still photography and video. My trusted collaborators and I understand that originality, thorough communication and speed are the essential ingredients of any successful marketing project.

My niche is providing marketing directors, managers and in-house creative teams with an experienced, widely capable, cost-efficient and dedicated resource for creative production. The majority of my work has come through referrals and long-term client relationships, something I am very proud of and attribute to consistently delivering superior ROI for those who hire me.



## Mobile Friendly Check

Performance : 36.07

Emulated Form Factor **Mobile**

Locale **En-US**

Category **Performance**

### Field Data

Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the Chrome User Experience Report. **We are showing The 75th percentile of FCP and The 95th percentile of FID**

First Contentful Paint (FCP)

Metric Category

First Input Delay (FID)

Metric Category

Overall Category



## Origin Summary

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report Over the last 30 days. To view suggestions tailored to each page, analyze individual page URLs.

First Contentful Paint (FCP)

Metric Category

First Input Delay (FID)

Metric Category

Overall Category

## Lab Data

First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. [Learn more](#)

3.4 s

First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

3.4 s

Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

5.5 s

First CPU Idle

First CPU Idle marks the first time at which the page's main thread is quiet enough to handle input. [Learn more](#)

11.7 s

Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

15.1 s

Max Potential First Input Delay

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task.

[Learn more](#)

1,350 ms

## Audit Data

Keep request counts low and transfer sizes small

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

121 requests • 3,086 KiB

## 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](#)

## Efficiently encode images

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

## Enable text compression

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

## Serve static assets with an efficient cache policy

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

71 resources found

## Reduce the impact of third-party code

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 code blocked the main thread for 2,320 ms

## Network Round Trip Times

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

0 ms

## Estimated Input Latency

Estimated Input Latency is an estimate of how long your app takes to respond to user input, in milliseconds, during the busiest 5s window of page load. If your latency is higher than 50 ms, users may perceive your app as laggy. [Learn More](#)

700 ms

## First Contentful Paint (3G)

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. [Learn More](#)

6720 ms

## Total Blocking Time

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

1,810 ms

### Reduce JavaScript execution time

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

4.6 s

### Defer offscreen images

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

Potential savings of 143 KiB

### Server Backend Latencies

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

0 ms

### Properly size images

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

### 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](#)

Potential savings of 58 KiB

### Avoid enormous network payloads

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

Total size was 3,086 KiB

### Minimize main-thread work

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

7.4 s

### 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](#)

Potential savings of 713 KiB

### Avoid chaining critical requests

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](#)

9 chains found

### Avoid enormous network payloads

A large DOM will increase memory usage, cause longer [Learn More](#)  
1,936 elements

### Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)  
Potential savings of 1,260 ms

### Minify JavaScript

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

### User Timing marks and measures

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

#### IP Information

**ISP :** AS14618 Amazon.com, Inc.

**Ip :** 35.172.94.1

**Country :**  UNITED STATES

**City :** Virginia Beach

**Region :** Virginia

**Timezone :** America/New\_York

**Latitude :** 36.8529

**Longitude :** -75.9780

#### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

#### Search Engine Index Info

**Google index :** 5

**Bing index :** 0

**Yahoo index :** 0

#### Sites in Same IP

No data to show

#### Related Websites

1.

## Social Network Information - jefffarrell.com

### Social Network Information

Facebook share : 0

Pinterest Info : 0

Facebook comment : 0

Xing Info : 0

Facebook like : 0

Buffer Info : 0

Reddit Score : 0

Reddit Ups : 0

Reddit downs : 0

## Keyword & Meta Information - jefffarrell.com

### TITLE & METATAGS

#### Title

403 Forbidden

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 2

### Html headings

#### H1(1)

1. 403 Forbidden

#### H2(0)

No h2 tag found

#### H3(0)

No h3 tag found



#### H4(0)

No h4 tag found

#### H5(0)

No h5 tag found

#### H6(0)

No h6 tag found

### KEYWORD ANALYSIS

#### == Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Forbidden	1	50 %	No
nginx	1	50 %	No

#### == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
403 Forbidden	1	50 %	No
Forbidden nginx	1	50 %	No

#### == Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
403 Forbidden nginx	1	50 %	No
Forbidden nginx	1	50 %	No

#### == Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
403 Forbidden nginx	1	50 %	No
Forbidden nginx	1	50 %	No

## Alexa Information - jefffarrell.com

### General information

**Domain name :** jefffarrell.com

**Global Rank :** No data

**Daily Time on Site :** No data

**Search Traffic :** No data

**Bounce Rate :** No data

**Total sites link in :** No data

### Top 5 similar sites by audience overlap

SI	Similar sites	Overlap score
No data found!		

### Top 5 keywords by traffic

Keywords	Search Traffic	Share of voice
No data found!		

### Top 4 keyword gaps

Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
No data found!		

### Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
No data found!		

#### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
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No data found!

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
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No data found!

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
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No data found!

#### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
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No data found!

#### Top 5 audience overlap

Similar sites to this site	Site's overlap score	Alexa rank
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No data found!

#### Top 3 audience geography

Visitors by country	Visitors by country percentage
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No data found!