IAE Mumbai Paid Campaign Landing Page Audit
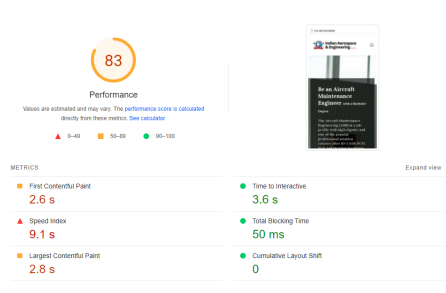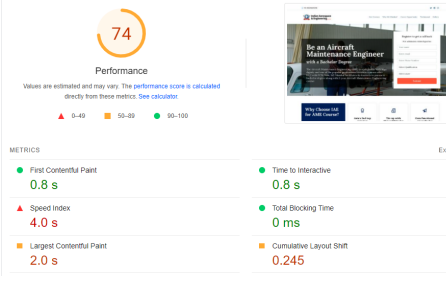
1	Landing page Url	https://www.indianaerospaceandengineering.com/admission-2022/	
2	Page loading Speed	Mobile 83/100	Desktop 91/100

| | https://pagespeed. web.dev/report? url=https%3A%2F% 2Findianaerospacean dengineering.com% 2Fadmission-2022% 2F&form_factor=mob ile | **83** Performance
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
▲ 0–49 ■ 50–89 ● 90–100

METRICS   Expand view
■ First Contentful Paint 2.6 s   ● Time to Interactive 3.6 s
▲ Speed Index 9.1 s   ● Total Blocking Time 50 ms
■ Largest Contentful Paint 2.8 s   ● Cumulative Layout Shift 0 | **74** Performance
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
▲ 0–49 ■ 50–89 ● 90–100

METRICS   Expand view
● First Contentful Paint 0.8 s   ● Time to Interactive 0.8 s
▲ Speed Index 4.0 s   ● Total Blocking Time 0 ms
■ Largest Contentful Paint 2.0 s   ■ Cumulative Layout Shift 0.245 |

| | DIAGNOSTICS | Ensure text remains visible during webfont load
Image elements do not have explicit width and height
Serve static assets with an efficient cache policy 22 resources found
First Contentful Paint (3G)
Minimize main-thread work | Ensure text remains visible during webfont load
Image elements do not have explicit width and height
Serve static assets with an efficient cache policy 22 resources found |
| | Suggestions to improve | Eliminate render-blocking resources
Reduce unused CSS
Reduce initial server response time
Serve images in next-gen formats
Reduce unused JavaScript | Reduce initial server response time
Eliminate render-blocking resources
Properly size images
Reduce unused CSS |

3	Mobile Friendly Test	Pass	
4	Meta tags	Need to change	
5	Broken Links	No broken links found	
6	Backlinks	No backlinks	
7	Https Redirection	Redirected from http to https [Secure]	
8	www and non www Redirection	**No redirection between www and non www domains**	
9	Canonical tag	No canonical tags	
10	Google Analytics	No analytics code found	
11	Thank you page	https://indianaerospaceandengineering.com/success.html **[404 Page]**	

Suggestions to Improve

Banner Image

Change the long description provided in the banner image to something short like Admissions open.

Courses offering

Give more priority to the section of "Courses offering".
Change the heading "AME Course" to "Aircraft Maintennace Engineering".
Make sure the duration of course provided in the description is 3 years or not.
Add the section above the "Why IAE" Section. Place the section "Why IAE" after the course and its details.
Add "Apply now" button below the course details, show a pop form on click.
Mention the duration of each course.