

Webplatform analysis 2019

Film New Europe – www.filmneweurope.com

The document includes presentation of the current server and website specifications. Next, we present functionalities that will enable us to maintain continuity, security and compliance with modern standards enforced by Google. Some of tools provide more accessible FNE website in digital world.

CURRENT SERVER SPECIFICATION

Virtual Private Server located in OVH Warsaw Datacenter on dedicated server managed by certified cloud professionals – technical details: Proxmox KVM virtualization, 50 GB SSD, 4 GB RAM, 2 vCPU, 100 MB LAN, 50 GB backup storage located in France. Daily full backup.

PHP-fpm, MYSQL, PHP 5.6, Apache 2 web server (mpm worker), Dovecot & Postfix mailserver, UFW firewall, fail2ban prevent brute force attack, PHPmyadmin, Roundcube Webmail.

CURRENT CMS SPECIFICATION

Joomla CMS 3.9.4 + K2 component for articles + Acy Mailing for newsletter, custom build template based on t3 framework and bootstrap 3.

CURRENT GOOGLE PAGE INSIGHT AUDIT

GOOGLE PAGE SPEED INSIGHT REPORT – MOBILE VERSION



<https://filmneweurope.com/>

The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 28.03.2019, 08:14:50

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.

Origin Summary

The Chrome User Experience Report **does not have sufficient real-world speed data** for this origin.

Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	3.2 s	First Meaningful Paint	4.1 s
Speed Index	5.2 s	First CPU Idle	4.1 s
Time to Interactive	4.5 s	Estimated Input Latency	60 ms



Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Serve images in next-gen formats	 3.45 s 
2	Eliminate render-blocking resources	 2.53 s 
3	Efficiently encode images	 1.8 s 
4	Defer unused CSS	 0.75 s 
5	Reduce server response times (TTFB)	 0.68 s 
6	Use video formats for animated content	 0.6 s 
7	Properly size images	 0.3 s 

Diagnostics

More information about the performance of your application.

1	Ensure text remains visible during webfont load	 
2	Serve static assets with an efficient cache policy	59 resources found  
3	Avoid an excessive DOM size	1,167 nodes  
4	Minimize main-thread work	2.6 s  
5	Minimize Critical Requests Depth	17 chains found 

Passed audits

10 audits 

1	Defer offscreen images	Potential savings of 3 KB  
2	Minify CSS	 
3	Minify JavaScript	 
4	Enable text compression	 
5	Preconnect to required origins	 
6	Avoid multiple page redirects	 
7	Preload key requests	 
8	Avoids enormous network payloads	Total size was 1,805 KB  
9	User Timing marks and measures	 
10	JavaScript execution time	0.9 s  

GOOGLE PAGE SPEED INSIGHT REPORT – DESKTOP VERSION



https://filmneweurope.com/

The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 28.03.2019, 08:14:51

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.

Origin Summary

The Chrome User Experience Report **does not have sufficient real-world speed data** for this origin.

Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	0.9 s ✔	First Meaningful Paint	1.2 s ⓘ
Speed Index	1.7 s ⓘ	First CPU Idle	1.2 s ✔
Time to Interactive	1.2 s ✔	Estimated Input Latency	10 ms ✔



Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Eliminate render-blocking resources	 0.77 s 
2	Reduce server response times (TTFB)	 0.46 s 
3	Serve images in next-gen formats	 0.44 s 
4	Properly size images	 0.24 s 
5	Defer unused CSS	 0.2 s 
6	Efficiently encode images	 0.2 s 

Diagnostics

More information about the performance of your application.

1	Ensure text remains visible during webfont load	 
2	Serve static assets with an efficient cache policy	59 resources found  
3	Avoid an excessive DOM size	1,167 nodes  
4	Minimize Critical Requests Depth	21 chains found 

Passed audits

12 audits 

1	Defer offscreen images	Potential savings of 3 KB  
2	Minify CSS	 
3	Minify JavaScript	 
4	Enable text compression	 
5	Preconnect to required origins	 
6	Avoid multiple page redirects	 
7	Preload key requests	 
8	Use video formats for animated content	Potential savings of 96 KB  
9	Avoids enormous network payloads	Total size was 1,875 KB  
10	User Timing marks and measures	 
11	JavaScript execution time	0.2 s  
12	Minimizes main-thread work	0.6 s  

SWITCHING TO NEW JOOMLA 4 CMS

Our current version is 3.9.4 and End of Support for 3.x will be in 2 years after 3.10 is released. The current version of Joomla with the lack of support for new PHP is a limitation for us. To ensure the continuity of the website we need to switch to new Joomla 4 and new Joomla framework 2 compliant with latest PHP versions.

Joomla! 4.x is the next major version of the Joomla! CMS. This release will introduce new features, raise the minimum supported PHP version to PHP 7, as well as remove previously deprecated functionality.

- New security features such as support for prepared SQL statements JOOMLA 4 main features
- Bootstrap 4 Integration
- More friendly Back-end UI
- Coding improvements
- New front-end template and back-end template
- New Media manager
- Faster page loading times
- Features to improve SEO
- templates are accessible (Level AA of WCAG 2.1)
- New Preload package for managing HTTP/2 preloading headers
- OpenSSL Crypt cipher
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BENEFITS:

New security features, functionality, extending the life of website, new features, speed, new mobile devices compliant

CREATION OF A NEW WEB TEMPLATE

Changing Joomla to new version 4 with PHP 7.+ support requires build of new template for filmneueurope.com with bootstrap 4 from scratch with new modules and extensions. We need to migrate all content to ensure that it is still responsive and compliant with new framework. Additional options are provided in WCAG, AMP sections. The new filmneueurope.com website template will be modern and fulfil the functionality of the news website. Most of the already existing functionalities such as content segmentation in K2 will be preserved.

In this document we provide only general development map. Please see attached images for possible web design.

BENEFITS:

Functionality, extending the life of website, new features, speed, new mobile devices compliant

BENEFITS OF ACCELERATED MOBILE PAGES (AMP) – OPTION TO IMPLEMENT

There is option to implement Google AMP framework for mobile devices. In order to implement GOOGLE AMP for Joomla and K2 there is a larger amount of coding/testing work required and web developing costs are increased. However, the potential benefits are enormous and there are many success stories of news websites implementing the AMP technologies.

1. Growth in Traffic and SEO Ranking

One of the best ways site owners can attract more traffic is to improve the browsing experience, and AMP's focus on lightweight content does just that. In addition, AMP's set of standards helps site owners decrease page load time, and in doing so, they improve the user experience and increase the chance of visitors staying on-site for longer periods of time.

Page load time also plays a big role in SEO, and since this initiative is being spearheaded by Google, AMP pages are prioritized in their search algorithms and have a positive effect on search engine results pages (SERP). If two sites rank similarly when it comes to SEO, the one with the most speed gets priority.

2. Low Bounce Rate and More Time On-Site

Faster loading pages increase the likelihood that your visitors will stay on your pages longer because the experience is fast and easy. According to a Google study, 53 percent of website visits are abandoned if a mobile site takes longer than three seconds to load. Publishers who implement AMP should see a decreased bounce rate, and potentially a 2x increase in time spent on a page.

3. The Potential for Increased Ad Views

In AMP, the HTML is coded in a way to enhance the overall usability of banners and images. This means there should be a higher ad viewability rate, which can help publishers monetize their sites.

4. Being Featured on the Google Search Top Stories Carousel Leads to a Higher Click-Through Rate (CTR)

One of the greatest benefits of AMP is that it showcases pages on the Google Search Top Stories carousel. When users search for content on their mobile devices, the carousel appears at the top of all searches, encouraging them to click this content first. Not only does the carousel benefit website owners with AMP pages because their content is featured first, but it also encourages non-AMP owners to focus on developing pages that are mobile friendly for consumers.

BENEFITS:

Better SEO, better speed, clean code

WCAG2 – WEB CONTENT ACCESSIBILITY GUIDELINES V2 – MAKING FNE ACCESSIBLE WEBSITE – OPTION TO IMPLEMENT

We can implement a more advanced website template and solutions to ensure WCAG2 compliance. Accessible website with new filmneweurope.com Joomla WCAG 2.1 compliant template for public institutions (including 508 & ADA compliance).

The template includes high contrast options modes (for people with blindness and low vision disabilities) followed by recommendations for making web content more accessible with WCAG 2.1 and Section 508 and ADA standards.

THIS TEMPLATE FOLLOWS WCAG (SECTION 508) RECOMMENDATIONS FOR ACCESSIBLE WEBSITE

Optionally you may enable options to make the site friendly - easy to read and navigate for users with disabilities.



High contrast



Keyboard navigation



Font size



Flexible layout



Night mode

BENEFITS:

Accessibility, potentially more users with disabilities

NEWSLETTER SPECIFICATION SENDING, FILTERING AUTOMATION

Creating the new filmneweurope.com website is connected with the preparation of a new mailing system together with a new newsletter template. We need to implement new functionalities related to privacy, automation as well as analytical data. This forces us to implement the enterprise newsletter option.

List of mailing features we need to implement:

MAIN FEATURES: Create subscribers, E-mail validation and confirmation (double opt-in), Automatic synchronization with your Joomla Users, Subscription opened to non-logged in users, Subscription via the Mailing Module, Import Users from any source, Export users in CSV, Subscription via URL, Create additional fields

MAILING LISTS: Create Mailing Lists, User Notification : Unsubscribe Confirmation, User Notification : Welcome Message, Admin Notification : New Subscriber / Unsubscription, Mass Subscription using filters, Captcha protection, Distribution list, Access Control Level, Front-end user management

NEWSLETTERS: Create Newsletters, Include personal information in any Newsletters, Newsletter-template management, Schedule your Newsletter, Insert articles in your Newsletters, Embed images, Attachment capability, "View it online" capability, Forward Capability, Modify Joomla notification emails, Smart-Newsletter, A/B/C Split Testing, Create, Preview and Send your Newsletters from the front-end, Follow-up Autoresponder Campaigns,

INTEGRATIONS FOR JOOMLA: K2, privacy component,

SERVER SEND PROCESS: Overcome any server limitation, Queue management , Send a Newsletter to one or several lists, Handle SMTP Secured connection, External delivery services, Automatic send process, Spam test, DKIM, Bounce Back Handling, Web Cron service

STATISTICS: How many users opened your mailing, who opened it, when..., Chart statistics : follow the subscriptions of your mailing lists, Click Tracking, Advanced Click Tracking, charts statistics of each mailing, How many users unsubscribed or forwarded this mailing, How many e-mails bounced per mailing

BENEFITS:

New features, automation.