



SightStack

We turn website blind spots into business breakthroughs.

Website Intelligence Report

ESSENTIAL REPORT — 3-DIMENSION HEALTH CHECK

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

48

/ 100

April 18, 2026

sightstack.app — AI-Powered Website Intelligence

Contents

Executive Summary

Your overall score, top priorities, and dimension breakdown

Responsive Design

Desktop, tablet, and mobile side-by-side

SEO Analysis

How search engines see your site (Google rankings)

Performance Analysis

Per-page Core Web Vitals on desktop and mobile

What to do next

1. Read the Executive Summary

It gives you the full picture in one section — your score, what's working, and the top 3 things to fix.

2. Forward this report to your developer

Every dimension section ends with its own prioritised fixes — each carries effort level, impact estimate, and evidence they can act on immediately.

3. Start with Quick Wins

These are low-effort fixes that often take hours, not weeks. Don't have a developer? Any web agency can work from this report directly.

Don't want to do it yourself? Our team can implement every fix in this report — visit sightstack.app/fix for a custom quote.

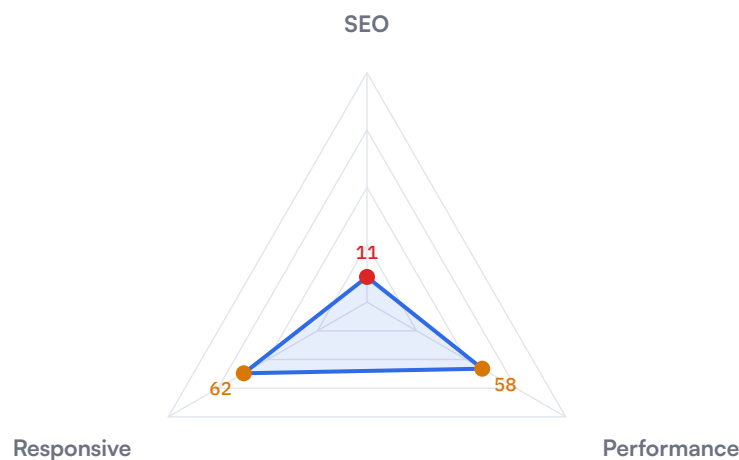
Score 48/100: Your Website Is Hard to Find and Slow to Load on Mobile

Your Website has a critical visibility and mobile experience problem that is likely costing real customers every day. The site is nearly invisible in local search — with an SEO score of just 11 out of 100 — because it lacks the basic signals Google needs to rank a restaurant confidently. At the same time, mobile visitors face a grueling wait before the page becomes usable, and when it does load, the button to actually order pizza is too small to tap reliably. For a pizza restaurant where most customers search and order on their phones, these are not minor technical issues.

The mobile experience is the single biggest drag on the business. Visitors on phones wait far too long for the page to appear — well beyond the point where most people give up and go elsewhere. There is also no headline, no description of what makes Your Website special, and no customer reviews visible anywhere on the page. A first-time visitor arriving from Google has almost nothing to guide them toward placing an order.

The bright spots are real: the desktop site is fast and stable, the layout adapts cleanly to different screen sizes without breaking, and the technical foundations are solid — the site is secure, indexable, and properly configured. These are good bones to build on. But they are being wasted by gaps that are entirely fixable.

The single most impactful first step is adding a meta description and H1 tag — two changes that take under an hour and immediately improve both search visibility and the clarity of what this business offers.



Your top 5 priorities

1. Add Missing SEO Basics: H1 Tag and Meta Description

The site has no headline tag and no search result description, so Google has nothing to work with when deciding how to rank or display Your Website. Searchers looking for pizza in NYC see a generic, auto-generated snippet instead of a compelling reason to click. Adding these two elements is the fastest way to improve search visibility and click-through rates.

SEO • Improved local search ranking and higher click-through rate from Google results

2. Fix the Order Now Button — It's Too Small to Tap on Phones

The primary 'ORDER NOW' button does not meet the minimum size standard for touchscreens, meaning mobile users — the majority of restaurant customers — frequently miss or misfire on the most important action on the site. Making this button larger directly increases the likelihood a visitor places an order.

Responsive Design • More completed orders from mobile visitors

3. Dramatically Speed Up Mobile Page Load

Mobile visitors currently wait far too long before they can see or use the site — a delay that Google's own research ties to a 32% abandonment rate. Faster mobile load times mean fewer people leaving before they ever see the menu, and Google rewards faster mobile sites with higher search rankings.

Performance • 15-25% reduction in mobile bounce rate and improved Google ranking

4. Add a Value Proposition and Social Proof Above the Fold

There is no text explaining what makes Your Website special, and no customer reviews or trust signals anywhere on the page. A first-time visitor has no reason to choose Your Website over a competitor. Adding a short tagline and visible reviews above the fold gives visitors a reason to stay and order.

Responsive Design • Higher conversion rate from new visitors arriving via search

5. Reduce Unused JavaScript and Render-Blocking Resources

The site loads nearly 430KB of JavaScript code that is never used, and certain files block the page from appearing until they fully load. Cleaning these up is the primary driver of the mobile speed problem and will meaningfully reduce the time visitors wait before they can interact with the site.

Performance • Up to 2 seconds faster mobile load time, fewer abandoned visits

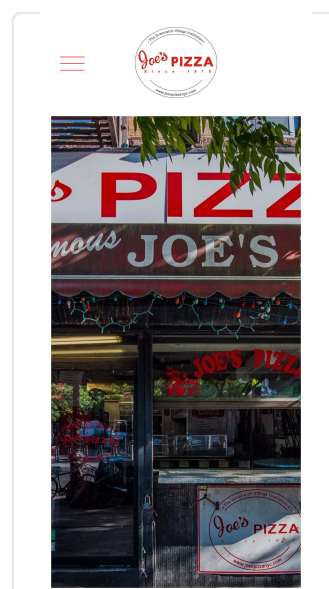
Responsive Design

This section compares how your site looks on desktop computers vs. mobile phones — over 60% of web traffic is mobile, so this directly affects your customers.

DESKTOP (1920PX)



MOBILE (390PX)



62/100

Mobile Readiness • Needs Work

Your Website has a solid responsive layout foundation — columns stack correctly, navigation adapts to a hamburger menu, and content is accessible on mobile — but significant gaps exist that directly impact business outcomes. The most critical issues are a mobile Lighthouse performance score of 53, undersized primary CTA tap targets (32—33px height on the ORDER NOW button), and a complete absence of above-fold value proposition text on mobile. These issues, combined with missing H1 tags and meta description, represent missed opportunities for both user conversion and local search visibility.

Findings (8)

● Severe Mobile Performance Gap

Lighthouse scores show a 38-point performance gap between desktop (91) and mobile (53). A mobile score of 53 falls in the 'needs improvement' range and will result in noticeably slow load times for mobile users. This is particularly damaging for a restaurant site where mobile users are often making immediate ordering decisions on the go.

[Audit and compress the large hero image \(the storefront photo\)](#), [implement responsive images with srcset to serve appropriately sized images to mobile devices](#), [enable lazy loading for below-fold images](#), and [leverage a CDN with mobile-optimized delivery](#). Target a mobile Lighthouse Performance score of at least 75.

● Primary CTA and Navigation Buttons Below 48px Minimum

The tap target audit reveals that 4 of 6 interactive elements (67%) are below the 48px minimum, and critically, the primary 'ORDER NOW' CTA buttons measure only 32–33px in height. This is the most important interactive element on a restaurant site and it fails the minimum touch target requirement. Additionally, the hamburger menu button measures only 47x37px (below the 48px minimum in height), and a 25x25px icon link (Instagram) is also undersized.

Increase the 'ORDER NOW' button height to at least 48px (ideally 56–60px) with sufficient horizontal padding. Increase the hamburger menu button to at least 48x48px. Increase the Instagram icon link to at least 48x48px by adding padding around it. These are the primary interactive elements and must meet minimum touch target sizes.

● Mobile Hamburger Menu Missing Accessibility Attributes

The mobile menu was detected as a div with a burger class pattern. Automated testing confirms the menu toggle is missing the aria-expanded attribute and has no aria-label. This means screen reader users cannot determine whether the menu is open or closed, and the toggle has no accessible name. The hamburger icon is also visually small (47x37px) as noted in the tap target audit.

Add `aria-expanded='false'` (toggled to 'true' when open) and `aria-label='Open navigation menu'` to the hamburger button element. Ensure the button element is used instead of a div for native keyboard accessibility. Update `aria-expanded` dynamically via JavaScript when the menu state changes.

● Missing H1 Tag and Meta Description

The DOM signals report 0 H1 tags on the page and an empty meta description. No H1 means there is no primary heading establishing the page's topic for search engines or screen readers. The missing meta description means search engines will auto-generate one, which is typically less compelling than a crafted snippet. For a restaurant competing for local search traffic (e.g., 'best NYC pizza'), these omissions directly hurt SEO and discoverability.

Add a single H1 tag to the homepage with descriptive text such as 'Your Website — Authentic New York Street Slice Since 1975, Your Neighborhood.' Write a meta description (150–160 characters) such as 'Your Website at 123 Main Street, Your Neighborhood. Serving authentic New York pizza since 1975. Order now for pickup or delivery.' Lighthouse SEO scores 92 but this omission is a meaningful gap.

● No Value Proposition Text Above the Fold on Mobile

The mobile above-the-fold screenshot shows only the header (hamburger menu + logo) and a large storefront photograph. There is no text headline, tagline, or value proposition visible before scrolling. The 'ORDER NOW' CTA is positioned below the fold on mobile. Desktop above-the-fold also lacks an explicit text headline, relying solely on the storefront photo. Mobile users landing on the page have no immediate text cue about what Your Website offers or why they should order.

Add a brief hero text overlay or headline above or on top of the hero image (e.g., 'Famous NYC Pizza Since 1975 — Order Now') and ensure the ORDER NOW CTA is visible within the first mobile viewport without scrolling. Consider moving the CTA button to be overlaid on the hero image or placed immediately below it within the 844px viewport height.

● Generic Site Title and Weak Brand Differentiation in CTA

The page title is simply 'Your Website' with no location or descriptor, missing an opportunity to capture local search intent. The sole CTA text 'ORDER NOW' is action-oriented but provides no context (no mention of pickup vs. delivery, no platform name, no incentive). For a restaurant with a strong story (founded 1975, Your Neighborhood institution, featured in Spider-Man), the above-fold experience communicates none of this.

Update the page title to 'Your Website | Authentic New York Slice Since 1975 — Your Neighborhood.' Consider adding a secondary CTA or subtitle near the ORDER NOW button such as 'Fast pickup at 123 Main Street' to set expectations and reduce friction for first-time visitors.

● Clean Responsive Layout Adaptation

The site demonstrates solid responsive layout fundamentals. The desktop two-column text/image layout (about section) correctly stacks to a single column on mobile. The hero image scales appropriately to fill the mobile viewport width. No horizontal scrolling is observed on mobile. Column reflow is logical and content order is preserved between desktop and mobile views.

Maintain the current responsive layout approach. Continue using single-column stacking for content sections on mobile. Consider adding a small amount of additional horizontal padding to the text sections on mobile for improved readability margins.

- **Readable Body Text on Mobile**

Body text in the about/story section is clearly legible on the mobile full-page screenshot. Text appears to be at an appropriate size (visually estimated at 16px or above) and line lengths are comfortable within the single-column mobile layout. The spaced letter-tracking on the 'ORDER NOW' button maintains readability at mobile sizes.

Maintain the current mobile body text sizing. Confirm via CSS inspection that base font-size is set to at least 16px to prevent iOS Safari auto-zoom on any future form fields that may be added.

SEO Analysis

This section analyzes how search engines like Google see your website — it directly affects whether customers can find you online.

11/100

Critical

Your Website has a functional technical foundation — the site is indexable, HTTPS-secured, and has a canonical URL configured — but several on-page SEO elements are critically underdeveloped, holding back its visibility in local search results where competition is fierce. The most damaging gap is the complete absence of a meta description, which means Google auto-generates a snippet from random page content, reducing click-through rates from search results. Compounding this, the title tag reads simply

Performance Analysis

This section measures how fast your website loads for visitors — slow sites lose customers and rank lower in Google.

52/100

Needs Work

Your Website performs well on desktop (Lighthouse score: 91) but struggles significantly on mobile, where it scores just 53 — a 38-point gap that matters because Google uses mobile performance for search rankings. The most critical issue is mobile Largest Contentful Paint (LCP) at 11.7 seconds, firmly in the "Poor" range (threshold: 2.5s). Google research shows that pages taking this long to load lose a substantial portion of visitors before they ever see the menu or place an order. Desktop LCP is healthy at 1.4 seconds, confirming the problem is specifically with the mobile experience. The primary culprits are render-blocking resources costing ~890ms on mobile, 392KB of unused JavaScript adding ~1,780ms of delay, and hero images that are not properly sized for mobile screens. Third-party code — nearly all 39 of 42 requests originate from Squarespace's CDN and platform assets — blocked the main thread for 280ms on mobile. Addressing the JavaScript, image, and CSS delivery issues could recover nearly 4 full seconds of mobile load time, potentially bringing LCP into an acceptable range and meaningfully improving both rankings and customer conversions.

Core Web Vitals — Desktop vs Mobile

Green = meets Google's "Good" threshold. Amber = needs improvement. Red = poor.

Metric	Desktop	Mobile	Good
FCP	1.1s	6.9s	≤ 1.8s
LCP	1.4s	11.7s	≤ 2.5s
TBT	5ms	256ms	≤ 200ms
CLS	0.081	0.000	≤ 0.10
Speed Index	1.5s	6.9s	≤ 3.4s
TTI	2.4s	11.9s	≤ 3.8s

Top Optimization Opportunities

Opportunity	Source	Est. Savings
Reduce unused JavaScript	Mobile	1.8s
Eliminate render-blocking resources	Mobile	888ms
Properly size images	Mobile	770ms
Reduce unused CSS	Mobile	530ms

Fixes for this section (6)

MEDIUM Fix Mobile LCP: Reduce Unused JavaScript

Mobile LCP is 11.7 seconds — nearly 5x the 2.5s "Good" threshold — and unused JavaScript is the single largest contributor to this delay. Lighthouse identifies 392KB of JavaScript that is loaded but never executed on mobile, adding approximately 1,780ms to page load. Audit the Squarespace scripts loading on this page and defer or remove any non-critical JavaScript.

Lighthouse mobile audit: 392KB unused JavaScript, estimated savings of 1,780ms

Could reduce mobile LCP by up to 1.8 seconds, moving it closer to an acceptable range and improving Google search ranking signals medium confidence

Chrome coverage tool benchmarks: reducing unused JavaScript by 50% typically yields 0.3–1s faster TTI

MEDIUM Eliminate Render-Blocking Resources

Render-blocking resources are preventing the browser from displaying any content until they finish loading — costing 890ms on mobile and 280ms on desktop. These are likely CSS stylesheets or synchronous scripts in the page's head that delay First Contentful Paint for every visitor. Moving non-critical CSS to load asynchronously and deferring scripts would immediately speed up the initial visual response.

Lighthouse mobile: render-blocking resources costing 890ms; desktop: 280ms savings identified

Could shave up to 0.9 seconds off mobile load time, improving FCP from 6.8s and reducing bounce rates medium confidence

Web Almanac performance data: eliminating render-blocking resources typically improves FCP by 0.5–2s

QUICK WIN Optimize and Properly Size Images for Mobile

The two hero images alone account for over 1MB of transfer on mobile (857KB + 240KB), and Lighthouse flags them as improperly sized for mobile viewports with 177KB of savings available. Additionally, Lighthouse identifies a further 403KB of potential savings from improved image delivery formats (WebP/AVIF). Large, unoptimized images are a major contributor to the 11.7s mobile LCP.

Mobile: 4 image requests totaling 1.1MB; Lighthouse flags 177KB savings from sizing and 403KB from format improvements

Could reduce mobile image payload by 30–50% and save ~770ms on load time, directly improving LCP high confidence

HTTP Archive data: image optimization (WebP/AVIF + proper sizing) yields 30–50% image transfer reduction

MEDIUM Reduce Unused CSS

Lighthouse identifies 129KB of CSS that is loaded but not used on the page, adding approximately 530ms of unnecessary load time on mobile and 70ms on desktop. Squarespace includes platform-wide stylesheets by default, much of which is irrelevant to this specific page. Critical CSS should be inlined and non-critical styles deferred.

Lighthouse: 129KB unused CSS flagged on both desktop and mobile; mobile estimated savings 530ms

Removing unused CSS could save ~530ms on mobile, contributing to a faster FCP and LCP

medium confidence

Web Almanac performance data on render-blocking and unused CSS impact

QUICK WIN Implement Font-Display: Swap for Web Fonts

Six web fonts (283.8KB total) are loading without a font-display strategy, causing text to remain invisible until fonts finish downloading — a problem known as FOIT (Flash of Invisible Text). Lighthouse flags this with an 80ms savings estimate on desktop. Setting font-display: swap ensures text renders immediately in a fallback font, improving perceived load speed.

6 font requests totaling 283.8KB; Lighthouse flags font-display audit as failed with 80ms savings on desktop

Could eliminate 100—300ms of invisible-text delay, improving Speed Index and perceived performance

medium confidence

Google Fonts best practices: font preloading + font-display: swap reduces text render delay by 100—300ms

STRATEGIC Audit and Reduce Third-Party Script Impact

39 of 42 page requests — totaling 2.4MB on mobile — originate from third-party Squarespace infrastructure. Third-party code blocked the mobile main thread for 280ms according to Lighthouse. While many of these are necessary platform assets, reviewing whether all loaded scripts (analytics, embeds, widgets) are actively needed can recover meaningful performance headroom.

39/42 requests are third-party (2.4MB mobile); Lighthouse mobile audit: third-party code blocked main thread for 280ms

Removing 2—3 unused third-party scripts could yield 0.5—1.5 seconds of load time improvement on mobile

medium confidence

Web performance case studies: third-party script reduction typically saves 0.5—1.5s on load time



Ready to Take Action?

This report identified specific, measurable improvements for your website. Most quick wins can be implemented in hours, not weeks.

Want us to fix these issues?

sightstack.app/fix

Get a custom quote from our team — we implement everything in this report so you do not have to.

Want deeper insights? Upgrade to Professional.

Starting at €49

- + 5-page analysis (not just homepage)
- + Competitor comparison with scorecard
 - + UX & accessibility dimensions
 - + Content & messaging analysis
 - + Revenue impact estimates

Questions or feedback?

support@sightstack.app