



SightStack

We turn website blind spots into business breakthroughs.

Website Intelligence Report

ESSENTIAL REPORT — 3-DIMENSION HEALTH CHECK

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

57

/ 100

April 17, 2026

sightstack.app — AI-Powered Website Intelligence

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Your overall score, top priorities, and dimension breakdown

Responsive Design

Desktop, tablet, and mobile side-by-side

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How search engines see your site (Google rankings)

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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.

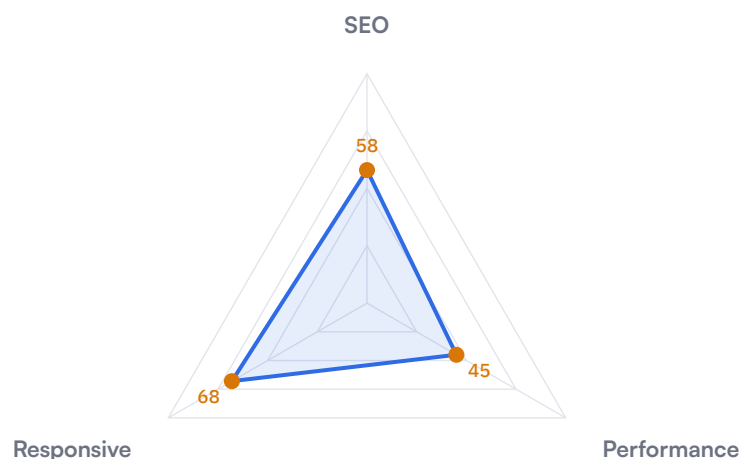
Score 57/100: Your Website's Mobile Experience Is Costing You Customers

Your Website has a real problem on mobile — and mobile is where your customers are searching. Your site loads far too slowly on phones, the main Order Now button is too small to tap reliably, and visitors arrive without a clear reason to choose you over a competitor. Together, these issues mean customers who find you in search are likely leaving before they ever place an order.

Your search visibility also has quick gaps to close. Your page title and description — the first thing a potential customer sees in Google results — are incomplete and missing your location and story. Without a proper preview when someone shares your link on social media, you're leaving word-of-mouth traffic on the table too. These are fixable in a single afternoon.

The good news: your site is technically sound. It's secure, mobile-friendly in structure, and ranks well in basic search criteria. Desktop visitors get a fast, clean experience. That foundation is worth protecting — the fixes needed here are targeted, not a rebuild.

The single most impactful first move is fixing the mobile load speed. A faster phone experience directly improves both your Google rankings and how many visitors actually stay long enough to order.



Your top 5 priorities

1. Fix Critically Slow Mobile Load Time

Your site takes an extremely long time to load on smartphones — far beyond what most visitors will wait for. Since most pizza orders are searched on a phone, slow mobile loading means customers give up and go to a competitor before they even see your menu. Cleaning up unnecessary code and optimizing images can dramatically cut this load time.

Performance • Could recover lost mobile search rankings and meaningfully increase the share of mobile visitors who stay long enough to order

2. Fix the Order Now Button Tap Target

The primary Order Now button on mobile is too small to tap comfortably with a finger. Customers trying to place an order on their phone may tap the wrong element or give up in frustration. This is a one-line CSS fix that removes friction at the most critical moment — the moment someone decides to order.

Responsive Design • Removes a direct barrier to mobile orders at the highest-intent moment on the page

3. Complete the Google Search Listing — Title, Description & Social Tags

Your Google search listing shows just 'Your Website' with no location, no description, and no story. Customers scanning results have no reason to click yours over others. Adding your location, a short pitch, and fixing social sharing previews takes under an hour and immediately makes your listing more compelling.

SEO • Could improve click-through from search results by 10—20%, bringing more visitors without any additional ad spend

4. Add a Clear Value Proposition Above the Fold

Visitors arriving on mobile or desktop don't immediately see why Your Website is worth choosing. There's no tagline, no trust signal, and no reason to stay visible without scrolling. Adding a short headline and your story — NYC's original slice since 1975 — immediately tells new visitors they're in the right place.

Responsive Design • Reduces bounce rate by giving first-time visitors an immediate reason to stay and explore

5. Add Local Business Structured Data for Rich Search Results

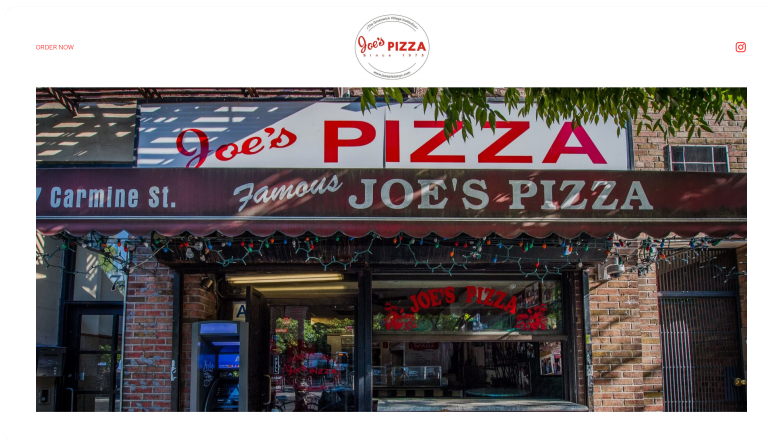
Google can display your address, hours, phone number, and star ratings directly in search results — but only if your site provides the right behind-the-scenes signals. Adding this information makes you eligible for a prominent local listing that drives direct calls and visits without customers needing to click through to your site.

SEO • Improved eligibility for a local Knowledge Panel entry that can drive direct calls and foot traffic from search

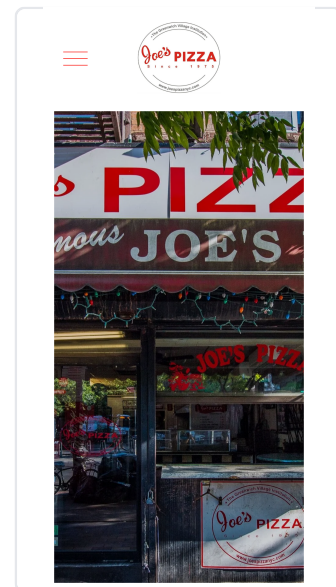
Responsive Design

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)

**68**/100

Mobile Readiness • Needs Work

Your Website's website demonstrates a fundamentally sound responsive foundation — the layout reflows correctly, a hamburger menu is present on mobile, and text content stacks into readable single columns. However, the primary 'ORDER NOW' call-to-action button is critically undersized at 32—33px tall on mobile (below the 48px minimum), the hero image crops the storefront signage awkwardly on mobile, and neither viewport presents a clear value proposition or the main CTA above the fold. Addressing the CTA tap target size and above-fold content strategy are the highest-priority improvements.

Findings (8)

- **Primary 'ORDER NOW' Button Below Minimum Tap Target Height**

Our tap target audit measured both 'ORDER NOW' button instances on mobile at only 32—33px tall, well below the 48px minimum recommended for comfortable touch interaction. This is the site's sole primary call-to-action — the mechanism through which customers place orders — making this a critical conversion risk. Visually, the button appears as a wide but thin outlined rectangle on the mobile full-page screenshot (approximately centered, roughly 60% down the page), giving users a very narrow target to tap accurately.

Increase the height of the 'ORDER NOW' button to a minimum of 48px on mobile by adding vertical padding (e.g., `padding: 12px 24px` or greater) to the anchor element. Ensure both instances of the button (header link and inline CTA) meet this minimum.

● Hamburger Menu Toggle Below 48px Minimum Height

The mobile menu toggle button ('Open Menu / Close Menu') measures 47x37px — just barely under the 48px minimum in both dimensions. While functionally close, the 37px height in particular creates a tight touch target for users with larger fingers. Additionally, an unlabeled icon link (likely the Instagram icon) measures only 25x25px, making it very difficult to tap reliably on mobile.

[Increase the hamburger menu button's touch area to at least 48x48px by adding padding \(e.g., padding: 8px\) around the icon element without changing its visual size. Similarly, wrap the Instagram icon link in a container with a minimum 48x48px tap area using padding or a minimum height/width rule.](#)

● Hero Image Crops Signage Text on Mobile Above the Fold

On mobile, the hero photograph of the Your Website storefront is cropped so that the left side of the signage ('Your Website' script and the full 'Famous Your Website' text) is cut off, showing only partial words like 'PIZZ' and 'Your Website' without context. On desktop the full storefront is visible. While this is a crop/object-position issue rather than a broken layout, it results in a visually incomplete hero presentation on mobile that could weaken the first impression. The mobile above-the-fold screenshot clearly shows the image cutting off the left portion of the sign.

[Set the hero image's CSS object-position to 'center center' or 'left center' for mobile breakpoints so the full signage is visible, or use a separate portrait-cropped version of the image specifically designed for mobile viewports.](#)

● No Value Proposition or Tagline Visible Above the Fold on Either Viewport

Neither the desktop nor mobile above-the-fold experience includes a text-based headline or tagline explaining what Your Website offers, its location, or why visitors should order. The desktop above-fold shows only the hero storefront photo with a nav bar; the mobile above-fold shows only the nav and the cropped hero photo. The 'ORDER NOW' CTA is not visible on mobile above the fold — users must scroll to reach it. The descriptive copy ('Throughout the years Your Website...') is well below the fold on both viewports.

[Add a brief hero headline \(e.g., 'NYC's Most Famous Slice Since 1975'\) and a visible 'ORDER NOW' CTA button overlaid on or directly below the hero image so it appears above the fold on mobile without scrolling. This immediately communicates the value proposition and guides users to convert.](#)

● No Trust Signals or Social Proof Visible on the Page

Across both desktop and mobile full-page screenshots, no trust signals are visible — there are no customer reviews, star ratings, press mentions (e.g., 'As seen in...'), awards, or notable endorsements displayed on the page. For a restaurant that has been a Your Neighborhood institution since 1975 and has likely been featured in numerous publications and films, the absence of this social proof is a missed conversion opportunity, particularly for first-time visitors unfamiliar with the brand.

[Add a trust-signal section below the hero or alongside the existing descriptive copy. This could include notable press quotes \(e.g., New York Times, Eater\), a star rating widget, or a brief mention of celebrity patrons or film appearances. On mobile, ensure this section stacks cleanly in a single column.](#)

● Hamburger Menu Present on Mobile — Navigation Adapts Correctly

A hamburger-style menu toggle is detected on mobile (visible as two horizontal lines in the top-left of the mobile screenshots), replacing the desktop's inline navigation approach. The site correctly hides the full navigation bar and substitutes a collapsible menu on smaller screens, which is the appropriate responsive pattern for a site with this navigation structure.

[No layout change needed. However, consider ensuring the menu opens smoothly and all destination links are accessible once expanded. Verifying the open/close state is visually clear to users \(e.g., an 'X' icon when open\) will improve usability further.](#)

● Mobile CLS Slightly Elevated — Minor Layout Shift During Load

Our performance audit measured a Cumulative Layout Shift (CLS) of 0.152 on mobile versus 0.050 on desktop. The mobile CLS of 0.152 is above the 'good' threshold of 0.1, indicating that page elements are shifting position during load on mobile. This can cause users to accidentally tap the wrong element if they interact before the layout stabilizes — particularly relevant given the narrow 'ORDER NOW' tap target.

[Investigate which elements are shifting on mobile load — likely the hero image or logo if dimensions are not pre-declared. Add explicit width and height attributes to the hero image and logo elements in HTML, and ensure CSS reserves space for any elements that load asynchronously \(fonts, images\).](#)

- **Body Text Readable on Mobile — Good Column Width Adaptation**

On mobile, the descriptive body copy below the hero image reflows into a single full-width column that is comfortably readable. The font size appears adequate (visually estimated at 16px or larger) and the line length is appropriate for a 390px viewport. The desktop two-column layout (text left, portrait photo right) stacks vertically on mobile with the image appearing above the text, which follows a logical reading flow.

No changes needed for the text column layout. Confirm via CSS inspection that the body font size is set to at least 16px on mobile to prevent iOS Safari from auto-zooming on any form inputs that may be added in future.

SEO Analysis

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

58/100

Needs Work

/

58/100

Fixes for / (2)

QUICK WIN Add Meta Description

No meta description exists, causing Google to auto-generate a low-quality snippet. Add a 120-160 character description highlighting the brand's history, NYC location, and pizza offering.

Meta description length: 0 characters (recommended: 120-160)

5-10% improvement in search result click-through rate

medium confidence

Google Search Console data aggregates

QUICK WIN Expand Title Tag to Include Location

At 11 characters, the title is too short and missing the NYC location keyword critical for local search. Recommend: "Your Website — New York's Original Slice Since 1975" (52 chars).

Title: "Your Website" — 11 characters (recommended: 30-60)

5-15% click-through improvement; stronger local search keyword matching

medium confidence

Moz/Ahrefs CTR studies

Fixes for this section (6)

QUICK WIN Add a Meta Description

The site has no meta description, so search engines generate their own snippet — typically producing generic, low-converting text. Add a compelling 120-160 character meta description to the homepage. Suggested copy: "Your Website — New York City's legendary slice since 1975. Hand-tossed dough, fresh tomato sauce, and the taste that made NYC pizza famous. Order online or visit us today." (157 chars). Add this inside the <head>: <meta name="description" content="Your Website — New York City's legendary slice since 1975. Hand-tossed dough, fresh tomato sauce, and the taste that made NYC pizza famous. Order online or visit us today.">

Meta description is 0 characters (recommended: 120-160 characters)

Could improve click-through rate from search results by 5-10%

medium confidence

Google Search Console data aggregates

QUICK WIN Expand the Title Tag with Location and Brand Differentiator

The current title "Your Website" is only 11 characters — far below the 30-60 character sweet spot — and omits the city, which is the #1 search qualifier for restaurant queries. A short title also weakens keyword relevance signals. Update the title to something like: <title>Your Website — New York's Original Slice Since 1975</title> (52 chars). This targets searches like "best pizza NYC," "Your Website New York," and "original NYC slice."

Title tag is 11 characters (recommended: 30-60 characters); location keyword "NYC" or "New York" is absent

Could improve organic click-through rate by 5-15% and improve local search keyword matching

medium confidence

Moz/Ahrefs CTR studies

QUICK WIN Add an H1 Heading to the Homepage

The page has no H1 tag — only a single H3 — which means Google has no clear primary topic signal for the page. An H1 is the single strongest on-page content signal for search engines. Add one H1 near the top of the page, e.g.: <h1>Your Website — New York City's Original Slice</h1>. Follow it with H2 subheadings for sections like menu highlights, locations, and story. This also fixes the skipped heading level (H3 with no H1 or H2 above it).

Heading hierarchy: 0 H1 tags, 0 H2 tags, 1 H3 tag detected

Indirect improvement to content comprehension for crawlers; supports local search relevance

low confidence

Google SEO guidelines

QUICK WIN Fix Broken Open Graph Tags for Social Sharing

The og:title and og:site_name tags both contain only "Joe" — they appear to be truncated, likely a misconfiguration in the CMS (Squarespace). When customers share the site on Facebook, LinkedIn, or messaging apps, the preview will show the truncated brand name rather than the full business name. Update these values in Squarespace's SEO/Social settings: og:title should be "Your Website — New York's Original Slice Since 1975" and og:site_name should be "Your Website". Also verify the og:image URL resolves correctly (it is missing a file extension).

og:title = "Joe" (truncated), og:site_name = "Joe" (truncated), og:image URL has no file extension

Could improve social share click-through by 20-40% by displaying a proper preview card

medium confidence

Buffer/Hootsuite social studies

MEDIUM Add LocalBusiness Structured Data

The site has one JSON-LD block for WebSite type, but no LocalBusiness schema — the most impactful structured data type for a restaurant. Without it, Google cannot reliably populate the Knowledge Panel, Google Maps rich results, or display hours, address, and phone number directly in search results. Add a LocalBusiness (or Restaurant) JSON-LD block including name, address, telephone, openingHours, servesCuisine, priceRange, and url fields. This directly improves visibility in local search and Google Maps results, where restaurant-seekers are most likely to find you.

JSON-LD present: WebSite type only. No LocalBusiness, Restaurant, or Menu schema detected

Improved eligibility for local Knowledge Panel and rich results; can drive direct calls and visits from search

medium confidence

Search Engine Journal case studies — structured data rich results

MEDIUM Correct the Canonical URL Protocol Mismatch

The site is accessed at https://www.yourwebsite.com (non-www) but the canonical URL is set to https://www.yourwebsite.com (with www). While this redirect chain may resolve for users, it adds an unnecessary redirect and could cause crawl budget inefficiency. Ensure either: (a) all traffic permanently redirects to the www version and the canonical points to www, or (b) all traffic uses the non-www version and the canonical is updated to match. Consistency between the live URL and canonical eliminates duplicate indexing risk.

Page URL: https://www.yourwebsite.com — Canonical declared as: https://www.yourwebsite.com

Eliminates duplicate page indexing risk and removes a redirect step that costs crawl efficiency

medium confidence

Google Search Central documentation on canonicalization

Performance Analysis

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

45/100

Needs Work

Your Website delivers a strong desktop experience — scoring 85 on desktop performance with an LCP of 1,767ms, comfortably within Google's "Good" threshold of 2,500ms. However, mobile performance tells a very different story: mobile LCP clocks in at 12,281ms — nearly five times the "Good" threshold and squarely in the "Poor" range. With the majority of restaurant searches happening on mobile devices, this gap represents a direct threat to customer acquisition. Google uses mobile performance as its primary ranking signal, meaning this disparity could be actively suppressing the site's visibility in local search results.

The primary culprits behind the mobile slowdown are a large volume of unused JavaScript (estimated 1,710ms savings), render-blocking resources (608ms), unused CSS (900ms), and a page redirect chain adding another 880ms of delay. Combined, these issues account for nearly 5 full seconds of avoidable load time. The page also loads 2.3MB of data on mobile, with 39 of 42 requests going to third-party servers — meaning every page load depends heavily on external infrastructure outside Your Website's direct control.

Core Web Vitals — Desktop vs Mobile

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

Metric	Desktop	Mobile	Good
FCP	1.4s	7.5s	≤ 1.8s
LCP	1.8s	12.3s	≤ 2.5s
TBT	10ms	277ms	≤ 200ms
CLS	0.081	0.000	≤ 0.10
Speed Index	1.8s	7.5s	≤ 3.4s
TTI	2.6s	12.7s	≤ 3.8s

Top Optimization Opportunities

Opportunity	Source	Est. Savings
Reduce unused JavaScript	Mobile	1.7s
Reduce unused CSS	Mobile	900ms
Properly size images	Mobile	900ms
Avoid multiple page redirects	Mobile	880ms
Eliminate render-blocking resources	Mobile	608ms

Fixes for this section (6)

MEDIUM Eliminate Unused JavaScript on Mobile

Mobile pages are loading 368KB of JavaScript that is never executed, adding an estimated 1,710ms to mobile load time. This is the single largest drag on mobile performance, pushing LCP well past Google's 4-second "Poor" threshold. Work with your website platform to audit and remove or defer unused scripts, particularly from third-party integrations.

Unused JavaScript: 368KB identified, estimated savings of 1,710ms on mobile. Mobile LCP currently at 12,281ms (threshold: 2,500ms).

Could reduce mobile load time by up to 1.7 seconds, potentially bringing LCP closer to the "Needs Improvement" range and recovering lost mobile search rankings.

high confidence

Google Core Web Vitals thresholds; Chrome coverage tool benchmarks

QUICK WIN Fix Page Redirect Chain

The site is sending visitors through multiple redirect hops before they reach the final page, adding approximately 880ms of delay on mobile and 370ms on desktop before any content begins loading. Redirects are entirely avoidable and add pure dead time with zero user benefit. Update all internal and external links — including any bookmarks or ads — to point directly to the canonical URL.

Redirect penalty: 880ms on mobile, 370ms on desktop, flagged as a failed audit on both viewports.

Could shave up to 880ms from mobile load time with no trade-offs — pure latency savings with zero impact on site functionality.

high confidence

Google Web Performance best practices; estimated savings confirmed by performance audit

MEDIUM Remove or Defer Render-Blocking Resources

Scripts and stylesheets are blocking the browser from rendering any visible content until they finish downloading and executing, contributing an estimated 608ms of delay on mobile and 180ms on desktop. This directly worsens First Contentful Paint, making users stare at a blank screen longer. Defer non-critical scripts and load stylesheets asynchronously where possible.

Render-blocking resources: estimated 608ms savings on mobile, 180ms on desktop. Failed audit on both desktop and mobile.

Could reduce time-to-first-content by up to 600ms on mobile, improving the perceived speed of the site for visitors arriving on slower connections.

medium confidence

Web Almanac performance data; render-blocking resource elimination benchmarks

MEDIUM Remove Unused CSS

The site is downloading 129KB of CSS that is never applied to any visible element on the page, costing an estimated 900ms on mobile and 120ms on desktop. Excess CSS adds to page weight and can delay rendering. Work with your platform or developer to strip unused style rules, or split CSS so only the rules needed for the initial view are loaded upfront.

Unused CSS: 129KB identified, estimated savings of 900ms on mobile, 120ms on desktop. Failed audit on both viewports.

Could reduce mobile load time by up to 900ms, contributing meaningfully toward bringing mobile LCP out of the "Poor" range.

medium confidence

HTTP Archive data; performance engineering benchmarks

MEDIUM Optimize and Properly Size Images

The largest image on the page weighs 857KB — nearly 1MB for a single photo — and images are not being served at the dimensions actually displayed on each device. On mobile, properly sizing images could save an estimated 177KB. Serving images in next-generation formats (WebP or AVIF) and at device-appropriate resolutions would significantly reduce page weight and load time.

Largest image: 857KB. Properly size images: estimated 900ms savings on mobile, 338KB on desktop. LCP element is an image rendered at 12,281ms on mobile.

Image optimization could reduce page weight by 30—50%, saving up to 900ms on mobile load time and improving LCP directly since an image is the Largest Contentful Paint element.

high confidence

HTTP Archive data; image optimization benchmarks

STRATEGIC Reduce Third-Party Script Dependency

39 of 42 page requests — representing virtually all of the site's 2.3MB payload on mobile — are served from third-party servers. Third-party code blocked the main thread for 310ms on mobile alone, directly harming interactivity. Each third-party service is also a potential point of failure outside the site owner's control. Audit active integrations and remove any that are no longer providing measurable business value.

Third-party requests: 39 of 42 total (2.3MB on mobile). Third-party code blocked main thread for 310ms. Mobile TBT: 277ms (threshold for "Needs Improvement": 200ms).

Removing 2—3 unused third-party scripts could reduce load time by 0.5—1.5 seconds and improve mobile Total Blocking Time, which currently stands at 277ms — approaching the "Poor" threshold.

medium confidence

Web performance case studies; third-party script impact benchmarks



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