



We turn website blind spots into business breakthroughs.

Website Intelligence Report

ESSENTIAL REPORT — 3-DIMENSION HEALTH CHECK

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

59

/ 100

April 16, 2026

sightstack.app — AI-Powered Website Intelligence

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Your overall score, top priorities, and dimension breakdown

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Desktop, tablet, and mobile side-by-side

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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.

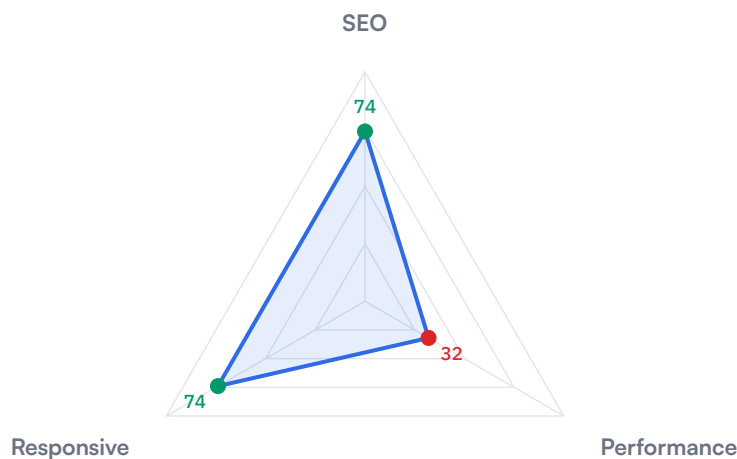
Score 59/100: Performance Crisis Is Costing Your Website Mobile Customers

Your Website's website earns a 59/100 SightStack Score — a number that masks a stark imbalance. The SEO foundation and mobile layout are both solid, sitting in the mid-70s. But performance is dragging the overall score down sharply, and the damage falls hardest on mobile users: visitors on phones are waiting an extraordinary amount of time before the page even shows them anything. At those wait times, research is clear — more than half of visitors leave before the site has a chance to make its case. For a product that competes on speed and efficiency, this gap between brand promise and actual experience is worth fixing urgently.

Beyond load times, there are polish gaps on mobile that chip away at the experience. Most tappable buttons and links are too small for comfortable finger use. A large blank space above the hero delays the moment visitors see what Your Website actually does. The product demo visuals — a core part of the value story — lose legibility on smaller screens. None of these are breaking the site, but together they create friction for the audience most likely to encounter Your Website for the first time on a phone.

The bright spots are real. Layout stability is excellent — nothing jumps or shifts as pages load. The mobile menu works, the headline reads cleanly, and search engines can fully index and understand the site. The SEO score of 74 reflects a well-structured page that ranks well. Two targeted additions — a fuller meta description and structured data — could meaningfully lift click-through rates without a large investment.

The single most valuable first step is fixing how the hero image loads on mobile. That one change could cut mobile wait times dramatically and improve search rankings at the same time.



Your top 5 priorities

1. Fix the Mobile Page Load Crisis

Mobile visitors are waiting an extraordinarily long time before seeing any content — far beyond what most people will tolerate. This directly causes visitor abandonment and also signals to Google that the mobile experience is poor, which can suppress Your Website's search rankings. Fixing how the main hero image loads is the fastest path to meaningful improvement.

Performance • Could cut mobile load time by 5—10 seconds and improve Google search ranking

2. Eliminate Render-Blocking and Unused Code

Excess JavaScript and resources that block the page from loading are adding unnecessary seconds to every visit, on every device. This slows the moment users can first interact with the page and inflates bounce rates. Cleaning up unused scripts and deferring non-critical code will make the site feel significantly faster.

Performance • Could reduce load time by 2+ seconds and bring responsiveness near target thresholds

3. Fix Undersized Touch Targets Across Mobile UI

Nearly all of Your Website's clickable buttons and links on mobile fall below the recommended minimum size for comfortable tapping. Visitors using phones will frequently mis-tap or struggle to interact with the page, creating frustration that undermines an otherwise clean design.

Responsive Design • Reduces mobile interaction friction for the majority of touch-based visitors

4. Expand the Meta Description and Add Structured Data

Your Website's current meta description is too short to make full use of its search result listing, and there is no structured data to help search engines recognize and showcase the brand. These two gaps mean Your Website's search listings look less compelling than competitors, reducing the share of searchers who click through even when Your Website ranks well.

SEO • Could improve search click-through rate by 20—30% for structured data and 5—10% for the meta description

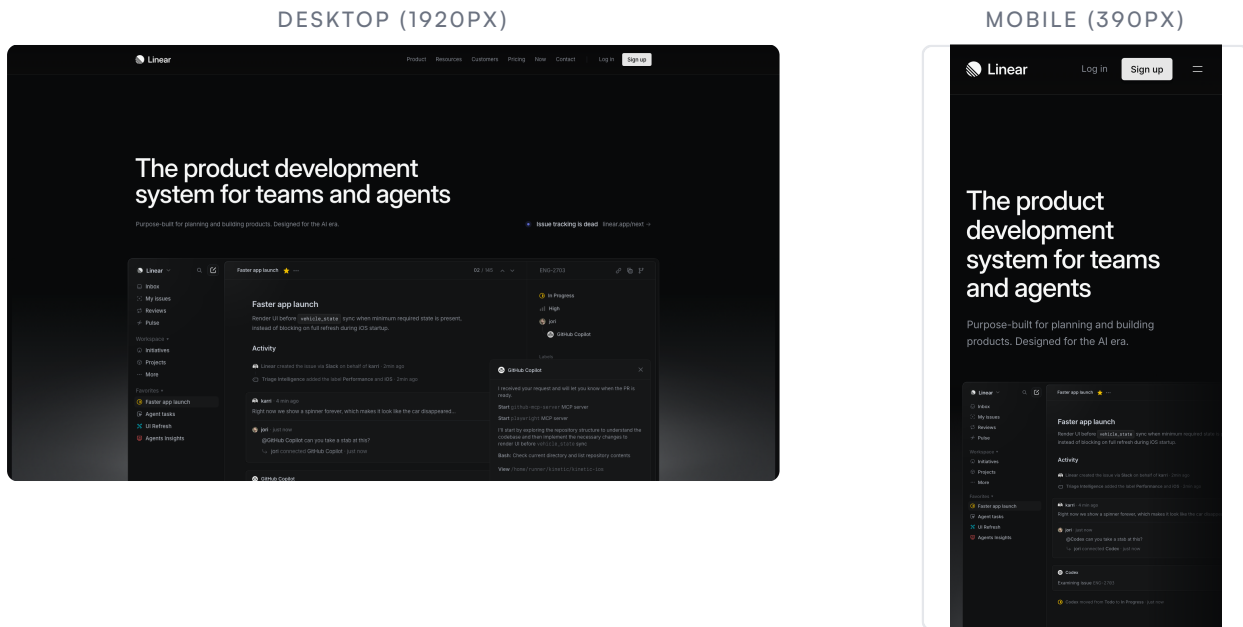
5. Investigate and Resolve the 502 Server Error

A server error is being detected during page analysis, which can cause search engines to fail when trying to render JavaScript-heavy content. If crawlers encounter this intermittently, pages may be indexed incompletely, quietly undermining SEO performance over time.

SEO • Prevents incomplete indexing that could silently suppress organic search visibility

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.



74/100

Mobile Readiness • Good

Your Website's marketing page demonstrates solid responsive fundamentals: the layout reflows from desktop to mobile with proper column stacking, a functional hamburger menu is present, and the hero headline and primary CTA are readable on mobile. Key areas for improvement include a large blank space above the hero on mobile that delays content visibility, 94% of interactive elements falling below the 48px touch minimum (including some as small as 16px), and complex product UI demos that lose legibility when scaled to the 390px viewport. The site is functional and well-designed on mobile but has meaningful UX polish opportunities.

Findings (7)

● Overwhelming Majority of Interactive Elements Below 48px Minimum

Our tap target audit measured 85 of 90 interactive elements (94%) on the mobile page as below the 48px minimum touch target size. Several elements are extremely small: a 'Close chat' button at 16×16px, 'Remove from favorites' at 24×24px, and navigation controls ('Previous issue', 'Next issue') at 24×24px each. While it is normal for footer and secondary nav links to be small, these percentages indicate that even interactive elements within the product UI demo shown on the page are not touch-optimized. Additionally, 2 overlapping interactive element pairs were detected above the fold, which could lead to accidental taps. The primary 'Sign up' CTA button in the header appears adequately sized on mobile (visually large in the above-fold screenshot), which mitigates the most critical risk.

Prioritize increasing the tap target sizes for the 'Close chat' button (currently 16×16px — increase to minimum 48×48px) and the 'Previous/Next issue' navigation controls (currently 24×24px — increase to 48×48px). For the 2 overlapping pairs above the fold, add sufficient spacing between elements to eliminate accidental tap risk. Secondary footer links can remain smaller if wrapped with adequate padding.

● Large Empty Space Above Hero Headline on Mobile

The mobile above-the-fold screenshot shows a significant amount of blank black space between the navigation header and the start of the hero headline ('The product development system for teams and agents'). This empty area occupies roughly 25-30% of the initial mobile viewport before any content appears. While the headline itself is large and legible when it appears, and the subheadline 'Purpose-built for planning and building products. Designed for the AI era.' is also visible, the wasted space pushes the primary content lower and reduces the immediate visual impact on mobile.

Reduce the top padding/margin on the hero section for mobile viewports. Aim to have the headline begin within the top 20% of the viewport on mobile so users immediately see the value proposition without dead space. This is likely a CSS padding or min-height setting on the hero container that can be adjusted via a media query.

● Product UI Demo May Lose Detail on Mobile Due to Complex Rendering

The desktop full-page screenshot shows rich, detailed product UI mockups (issue tracker, agent activity panels, code review views, analytics dashboards) rendered at large sizes with readable interface text. On mobile, these same mockups are scaled down significantly to fit the 390px viewport. While the images appear to reflow and scale, the fine interface details (sidebar labels, activity timestamps, code snippets) become very small and are effectively unreadable at mobile scale. This is particularly noticeable in the 'Review PRs and agent output' and 'Understand progress at scale' sections where dense data visualizations are shown.

For mobile, consider using cropped or simplified versions of the product UI screenshots that focus on a key interaction rather than the full interface. Alternatively, implement a touch-friendly carousel or zoom interaction so mobile users can explore the UI details. This preserves the storytelling value of the product demos without sacrificing legibility.

● Testimonials Section Partially Cut Off on Mobile

In the mobile full-page screenshot, the testimonials/quotes section near the bottom of the page shows a two-panel layout where the second testimonial quote appears to be partially cut off or clipped at the right edge. On desktop, both testimonial cards are displayed side-by-side at full width. On mobile, the layout does not appear to fully stack these cards into a single-column view — instead they appear to remain in a horizontal arrangement that overflows or clips on the 390px viewport.

Apply a CSS media query to convert the testimonial cards from a horizontal flex/grid layout to a vertical stacked layout at mobile breakpoints (e.g., max-width: 640px). Each card should occupy 100% of the container width on mobile, with the second card appearing below the first rather than beside it.

● Hamburger Menu Present and Functional on Mobile

The mobile above-the-fold screenshot confirms a hamburger/toggle menu is present in the top-right corner of the mobile header, alongside 'Log in' and 'Sign up' buttons. Our automated measurement confirms the mobile menu button uses aria-expanded, making it detectable as an interactive toggle. The desktop version shows a full horizontal navigation bar with Product, Resources, Customers, Pricing, Now, and Contact links. The transition to a condensed mobile header appears clean and well-implemented.

Consider adding an explicit aria-label (e.g., 'Open navigation menu') to the hamburger button to further improve usability for screen reader users, though this is a minor enhancement.

● Strong Layout Reflow from Desktop to Mobile

Comparing the full-page screenshots, the site reflows appropriately from a two-column desktop layout (headline + product UI mockup side-by-side in some sections) to a single-column stacked layout on mobile. Feature sections such as 'Make product operations self-driving', 'Define the product direction', and 'Move work forward across teams and agents' all appear to stack vertically on mobile. No horizontal overflow or broken grid is visible. The dark-themed design is preserved consistently across both viewports.

No action required. The responsive column stacking is working as intended. Continue applying this pattern for any new sections added to the page.

- **Clear Value Proposition and Specific CTA Above the Fold**

The desktop and mobile above-the-fold screenshots both show a clear, specific headline: 'The product development system for teams and agents.' This is descriptive and targeted rather than generic. The subheadline adds context ('Purpose-built for planning and building products. Designed for the AI era.'). On mobile, 'Log in' and 'Sign up' CTAs are visible in the header. The 'Sign up' button uses a filled style that visually distinguishes it as the primary action. A secondary promotional link ('Issue tracking is dead — yourwebsite.com/next →') is also visible on desktop, adding curiosity-driven messaging.

Consider adding a standalone CTA button (e.g., 'Start for free' or 'Get started') directly beneath the hero subheadline on mobile, rather than relying solely on the header 'Sign up' button. A hero-level CTA reinforces conversion intent for users who scroll past the header.

SEO Analysis

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

74/100

Good

Your Website's homepage has a solid SEO foundation — all critical indexability requirements are in place, including HTTPS, a properly configured canonical URL, viewport meta, a single H1, and a clean language declaration. The page scores well on the fundamentals that determine whether search engines can find and understand the content. However, two specific gaps are holding back its visibility potential: the meta description at 64 characters is well below the 120-160 character ideal, meaning Your Website is leaving valuable SERP real estate unused — Google will either auto-generate a snippet or display an underwhelming one, reducing click-through rates from search results. There is also no structured data (JSON-LD) on the page, which is a missed opportunity for a SaaS product to establish brand entity recognition and potentially earn rich results.

The heading hierarchy has a sequentially-descending order issue flagged by our audit, meaning some heading levels are skipped — this weakens the content structure signal sent to search crawlers. Open Graph tags are partially configured (title, description, and image are present) but the og:url tag is absent, which is a minor but easy fix for consistent social sharing behavior. A single 502 server error was detected in the console, which warrants monitoring to ensure it does not intermittently block crawler access to key resources. On balance, Your Website's SEO health is strong but not fully optimized — the meta description and structured data gaps are the clearest opportunities to improve search result appearance and click-through performance.

Fixes for this section (5)

QUICK WIN Expand the Meta Description to Full Length

The current meta description is only 64 characters — well below the 120-160 character recommended range. This means Google is likely auto-generating or truncating the search snippet, reducing click-through rates. Update the meta description to something like: 'Your Website is the system for modern product development — plan sprints, track issues, and ship faster with AI-powered workflows built for engineering teams.'

Meta description is 64 characters (recommended: 120-160 characters)

Could improve organic click-through rate by 5-10% for branded and non-branded search terms

medium confidence

Google Search Console data aggregates

MEDIUM Add JSON-LD Structured Data for SaaS Product / Organization

Your Website has no structured data on the homepage, missing the opportunity for Google to understand the brand as an entity and surface rich results. At minimum, add an Organization schema with name, url, logo, and sameAs links to LinkedIn, Twitter, etc. Consider also adding a SoftwareApplication schema type with applicationCategory, operatingSystem, and offers fields to signal this is a software product.

Structured data (JSON-LD): NONE detected on the homepage

Could improve SERP appearance and brand entity recognition; rich result CTR typically 20-30% higher than plain listings

medium confidence

Search Engine Journal case studies

QUICK WIN Fix Heading Hierarchy — Resolve Skipped Heading Levels

The audit detected that heading elements are not in sequentially-descending order, meaning some heading levels are skipped (e.g., jumping from H1 directly to H3 without an H2). This undermines the semantic content structure that crawlers use to understand page topics and subtopics. Audit all headings and ensure the hierarchy flows H1 → H2 → H3 without gaps.

Lighthouse flagged 'Heading elements are not in a sequentially-descending order' on both desktop and mobile

Improves content comprehension for search crawlers and reduces the risk of misinterpreted page structure

low confidence

Google SEO guidelines

QUICK WIN Add og:url to Complete Open Graph Configuration

The Open Graph implementation is nearly complete — og:title, og:description, and og:image are all present — but og:url is missing. Without it, social platforms may use the current URL or an incorrect variant when generating link previews, potentially fragmenting social sharing signals. Add `<meta property='og:url' content='https://www.yourwebsite.com' />` to the homepage head.

og:title, og:description, og:image present; og:url tag absent from page head

Ensures consistent social sharing previews; aligns with the 20-40% higher CTR reported for properly configured OG-tagged pages

medium confidence

Buffer/Hootsuite social studies

MEDIUM Investigate and Resolve the 502 Server Error

A 502 Bad Gateway error was detected during the page audit, indicating at least one resource request failed at the server level. While this did not affect mobile rendering, intermittent 502 errors on resources that crawlers attempt to load can cause incomplete page indexing. Identify which resource triggered the 502 (check server logs for the audit timestamp) and resolve the upstream server issue.

1 console error detected: 'Failed to load resource: the server responded with a status of 502'

Prevents potential crawler rendering failures that could cause incomplete indexing of JavaScript-dependent content

high confidence

Google rendering documentation

Performance Analysis

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

32/100

Critical

Your Website's website delivers strong desktop performance (Lighthouse score: 62) but struggles significantly on mobile, where the Lighthouse score drops to 37 — a 25-point gap that signals a real risk to organic search rankings since Google uses mobile performance as its primary ranking signal. The most critical issue is mobile LCP (Largest Contentful Paint) at 21,432ms — nearly 9x the 2,500ms "Good" threshold. Even on desktop, LCP sits at 6,281ms, which is more than double the acceptable limit. These delays mean visitors on mobile are waiting over 21 seconds before the page's main content appears, a duration that research consistently ties to abandonment rates exceeding 50%. Layout stability is a genuine bright spot: CLS scores 0.000 on both desktop and mobile, meaning there is no disruptive content shifting as the page loads. However, interactivity on mobile is severely impacted, with Total Blocking Time reaching 1,037ms (threshold: 200ms) and main-thread work consuming 4.7 seconds — the page is visually loading but unresponsive to user taps for an extended period. The page transfers 3.4MB on mobile across 138 requests, with 1.3MB of JavaScript and 92 third-party requests accounting for 1.9MB of that total — a substantial overhead that is the primary driver of the poor mobile experience.

Core Web Vitals — Desktop vs Mobile

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

Metric	Desktop	Mobile	Good
FCP	1.3s	4.5s	≤ 1.8s
LCP	6.3s	21.4s	≤ 2.5s
TBT	172ms	1037ms	≤ 200ms
CLS	0.000	0.000	≤ 0.10
Speed Index	2.5s	7.5s	≤ 3.4s
TTI	6.3s	21.5s	≤ 3.8s

Top Optimization Opportunities

Opportunity	Source	Est. Savings
Reduce unused JavaScript	Mobile	2.6s
Eliminate render-blocking resources	Mobile	1.0s
Properly size images	Desktop	770ms
Serve images in next-gen formats	Desktop	720ms
Initial server response time was short	Mobile	458ms

Reduce unused CSS	Mobile	450ms
Avoid serving legacy JavaScript to modern browsers	Mobile	180ms

Fixes for this section (6)

QUICK WIN Fix Lazily-Loaded LCP Image

The Largest Contentful Paint element — the hero image visible above the fold — is being lazy-loaded, which forces the browser to delay fetching it until after the initial render, directly causing the catastrophic LCP times of 21,432ms on mobile and 6,281ms on desktop. Adding 'loading="eager"' and a 'fetchpriority="high"' attribute to this image will instruct the browser to prioritize it immediately. This is the single highest-impact fix available on the site.

Lighthouse flags 'Largest Contentful Paint image was lazily loaded' as a failed audit on both desktop and mobile; desktop LCP: 6,281ms, mobile LCP: 21,432ms (threshold: 2,500ms)

Could reduce mobile LCP by 5–10 seconds, potentially moving it from 'Poor' toward the 'Needs Improvement' range and improving Google search ranking.

high confidence

Google Core Web Vitals documentation; lazy-loading above-the-fold LCP elements is a documented anti-pattern

MEDIUM Eliminate Render-Blocking Resources

Scripts and stylesheets loaded in the critical path are preventing the browser from rendering any visible content until they have fully downloaded and executed. On mobile, this represents an estimated 1,040ms of avoidable delay. Deferring non-critical JavaScript using 'defer' or 'async' attributes and inlining only the CSS required for above-the-fold content will unblock the rendering pipeline and meaningfully accelerate First Contentful Paint.

Mobile optimization audit identifies render-blocking resources with estimated savings of 1,040ms; desktop savings estimated at 320ms

Could reduce mobile load time by over 1 second, improving the first visual response users experience and reducing early bounce rates.

medium confidence

Web Almanac performance data; eliminating render-blocking resources typically yields 0.5–2s faster FCP

MEDIUM Remove Unused JavaScript

The site ships approximately 386–387KB of JavaScript that is downloaded and parsed but never executed during the initial page load. On a throttled mobile connection this represents the single largest optimization opportunity, with an estimated 2,630ms of savings. Conducting a code coverage analysis and implementing route-based code splitting — so only the JavaScript needed for the current page is loaded — will dramatically reduce main-thread work and Time to Interactive.

Mobile audit: unused JavaScript savings estimated at 2,630ms / 386KB; mobile Total Blocking Time: 1,037ms (threshold: 200ms); mobile JavaScript execution time: 2.2s (failed audit)

Could reduce mobile Time to Interactive by 2+ seconds and bring Total Blocking Time closer to the 200ms target, directly improving perceived responsiveness.

medium confidence

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

MEDIUM Optimize and Right-Size Images

The page's largest resources are images: desktop transfers 2.1MB across 21 image requests, with a single image exceeding 1MB. Audit estimates show 1,056KB of savings available on desktop through proper image sizing, and a further 888KB by converting images from legacy formats (JPEG/PNG) to modern formats such as WebP or AVIF. Additionally, at least one image is being displayed at an incorrect aspect ratio, indicating images are not being served at the dimensions they are actually displayed.

Desktop: image sizing savings ~770ms / 1,056KB; next-gen format savings ~720ms / 888KB; failed audit: 'Displays images with incorrect aspect ratio'

Could reduce total page weight by 1–2MB, cutting desktop load time by approximately 1.5 seconds and improving mobile image load times by 30–50%.

high confidence

HTTP Archive data; image optimization to WebP/AVIF and correct sizing typically yields 30–50% image transfer reduction

STRATEGIC Reduce Third-Party Script Overhead

Third-party requests account for 92 of 138 mobile requests and 1.9MB of the 3.4MB total transfer — over 55% of all data. Each third-party origin adds a separate DNS lookup, TCP connection, and TLS handshake, and any slow or unavailable third-party service can hold up the entire page. Auditing active third-party integrations, removing those that are unused or low-value, and loading remaining ones asynchronously will reduce the dependency chain that is compounding the mobile performance problem.

Mobile: 92 third-party requests totalling 1.9MB out of 3.4MB total; 1 failed server request (502 on /contact) already causing a console error

Removing 2–3 unused third-party scripts could reduce load time by 0.5–1.5 seconds and eliminate potential points of failure. **medium confidence**

Web performance case studies; third-party script reduction of 2–3 unused services typically saves 0.5–1.5s

MEDIUM Reduce Server Response Time

The root HTML document is taking 510ms on desktop and 560ms on mobile to arrive from the server — well above the 200ms target recommended for Time to First Byte. This baseline delay pushes back every subsequent resource load and compounds all other performance issues. Implementing edge caching, reviewing server-side rendering performance, or moving to a CDN-delivered static approach for the marketing homepage would address this foundational bottleneck.

Desktop audit: root document took 510ms (estimated savings 407ms); mobile audit: root document took 560ms (estimated savings 458ms)

Reducing server response time to under 200ms could cut 300–400ms from the critical path on every page load for every visitor globally. **high confidence**

Google Search Central TTFB guidelines; server response times above 200ms are flagged as a performance risk



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