



We turn website blind spots into business breakthroughs.

Website Intelligence Report

PROFESSIONAL REPORT — 6-DIMENSION ANALYSIS

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

73

/ 100

April 21, 2026

sightstack.app — AI-Powered Website Intelligence

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Content & Messaging

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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.

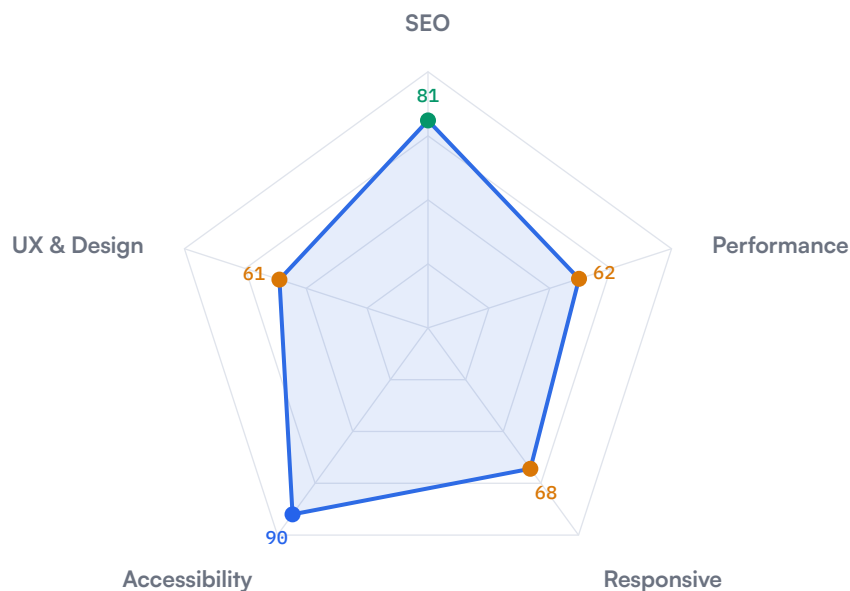
Score 73/100: Your Website's Craftsmanship Story Undermined by Broken Mobile Experience

Your Website.ro earns a solid 73/100 overall, reflecting genuine strengths in search visibility and desktop speed — but the site is losing customers on mobile, where the majority of visitors now browse. The mobile experience has three compounding problems: the navigation menu fails to open, most buttons are too small to tap accurately, and pages load far too slowly on phones. A visitor who arrives from Google on a mobile device cannot navigate the site, cannot easily tap a button, and waits too long for the page to appear. Each of these issues alone would cost leads; together, they form a serious conversion barrier for a business that sells high-consideration, bespoke furniture.

Beyond mobile mechanics, the site's biggest missed opportunity is commercial: there are no 'Request a Quote' buttons on product pages, no social proof near the points where visitors decide whether to make contact, and no explanation of how the ordering process works. Your Website has a compelling story — over 30 years of craftsmanship, a named maker, 100% solid wood — but the website doesn't translate that trust into action. Visitors leave without a prompted next step.

The bright spots are worth protecting. SEO fundamentals score 81/100 — strong meta descriptions, clean structure, and perfect crawlability mean Your Website is being found. Desktop performance is excellent, and accessibility is largely solid at 90/100 with only two specific gaps to fix. These foundations make the mobile and conversion fixes even more valuable: the traffic is already arriving.

The single highest-leverage first step is fixing the mobile navigation menu — it is currently broken, meaning every mobile visitor who wants to explore products is stuck on whichever page they landed on.



Your top 5 priorities

- 1. Fix the Non-Functional Mobile Navigation Menu**
The mobile navigation menu does not open when tapped. This means mobile visitors — likely the majority of your audience — cannot navigate between pages. They land on one page and have no way to explore your products or reach your contact page. Fixing this immediately removes the biggest barrier to mobile conversions.
Responsive Design • Could reduce mobile bounce rate by 15–25%; restores the ability for mobile visitors to explore and contact Your Website
- 2. Add 'Call to Action' CTAs to Every Product Card**
Visitors who are interested in your products need a way to request a quote or start a conversation. They must find the contact page themselves — most won't bother. Adding a clear call-to-action on every product card gives interested visitors an immediate path to becoming a lead, without any extra traffic needed.
Content & Messaging • Could increase inquiry volume by 30–50% from existing traffic

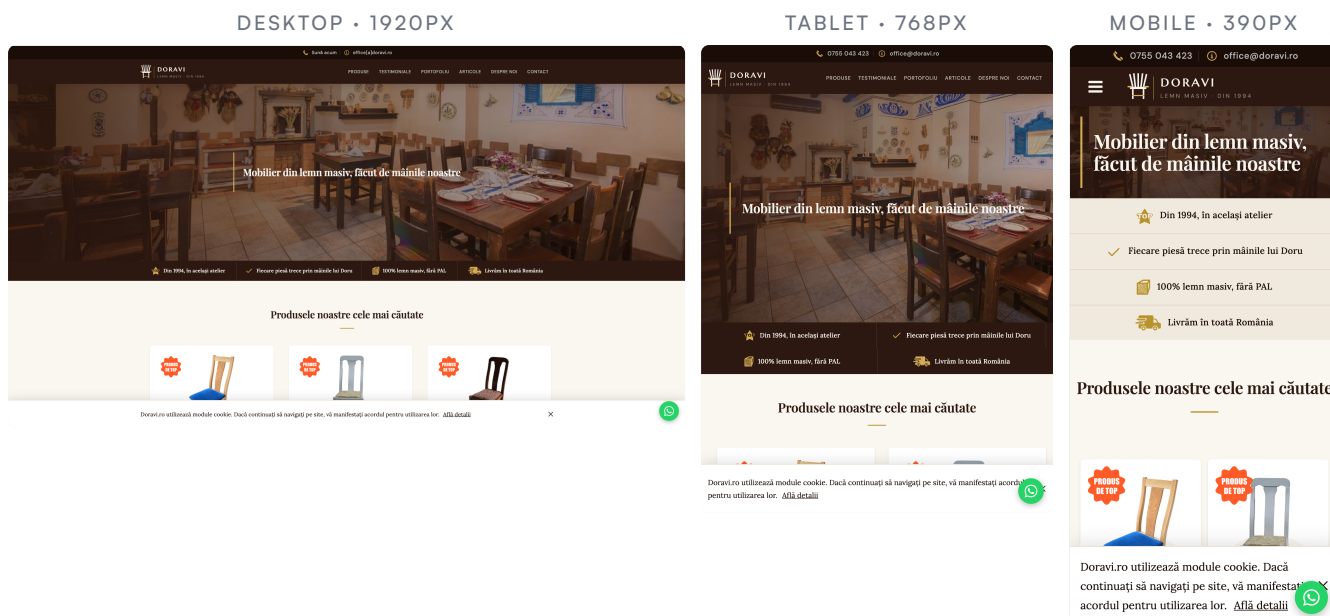
3. **Eliminate Render-Blocking Resources on Mobile**
Eliminating render-blocking resources on mobile is far too long before visitors can see and interact with content. This is caused by code that forces the browser to stop and wait before displaying anything. Fixing this could cut several seconds from mobile load time — a change that directly affects both Google rankings and whether visitors stay or leave.
Performance • Could reduce mobile load time by up to 2 seconds, improving Google rankings and reducing visitor drop-off
4. **Increase Mobile Tap Targets to Usable Size Sitewide**
About 72% of mobile tap targets on the title bar and navigation controls — are smaller than the recommended minimum size for a finger on a touchscreen. Visitors frequently mis-tap or give up. This affects the entire mobile journey from browsing products to submitting the contact form.
Responsive Design • Reducing tap failures can improve mobile task completion rates by 10—15%
5. **Add Structured Data and Local Business Schema**
Your website will rank higher in search results if they need to show rich results — things like star ratings, business category, address, and opening hours displayed directly in search results. Adding this markup is a relatively quick technical change that can make Your Website's listing stand out from competitors and attract more clicks from people searching for furniture makers locally.
SEO • Could improve click-through rates from search by 15—25% for local and branded queries

Responsive Design

68

/ 100 mobile readiness

↑ 92 after 3 fixes



Your Website.ro demonstrates solid responsive layout fundamentals — the multi-column grids reflow correctly to mobile, content stacks logically, and the hero headline is visible on both viewports. However, the site has two significant mobile usability issues that need addressing: the hamburger menu's functional detection failure raises questions about navigation accessibility, and the testimonial pagination controls at 8×8px are effectively untappable. Resolving these issues and adding a hero-level CTA would meaningfully improve the mobile experience.

Key Findings

CRITICAL Hamburger Menu Not Detected Despite Visual Presence

The mobile above-the-fold screenshot clearly shows a hamburger menu icon (three horizontal lines) in the top-left corner of the mobile header. However, our automated menu detection did not register it as a functional toggle element. This may indicate the menu button lacks the proper interactive role or is implemented in a way that bypasses standard detection. If the menu is non-functional or unreachable via assistive interaction, mobile users cannot access the primary navigation links (PRODUSE, TESTIMONIALE, PORTOFOLIU, ARTICOLE, DESPRE NOI, CONTACT).

Verify that the hamburger menu button is implemented as a proper interactive element (e.g., a `<button>` tag) and that tapping it reliably opens the navigation drawer. Test manually on a physical device to confirm all six navigation links are reachable from mobile.

CRITICAL Testimonial Pagination Buttons Are Only 8×8px

Our tap target audit measured five testimonial carousel pagination buttons (dots) at just 8×8px each — six times smaller than the 48px minimum recommended for mobile touch targets. At this size, these controls are effectively untappable for most users, making it impossible to navigate between testimonials on mobile. These are primary interactive controls for a key social-proof section of the page.

Increase the clickable area of each testimonial pagination dot to at least 48×48px. This can be achieved by adding padding around the visual dot element (e.g., padding: 20px) without changing the visual dot size, or by wrapping each dot in a larger touch target container.

WARNING Cookie Banner Obscures Primary CTA Area on Mobile Above the Fold

The mobile above-the-fold screenshot shows a full-width cookie consent banner occupying the bottom ~20% of the initial viewport. This banner overlaps the product card area just becoming visible, and the WhatsApp floating button is partially hidden behind the banner's dismiss button ('x'). While the hero headline is visible, the cookie notice combined with the floating WhatsApp icon creates significant clutter in the lower portion of the first screen, reducing the effective usable viewport for initial content.

Reduce the cookie banner height on mobile by using a single-line compact format (notice text + 'Accept' button inline, or condensed to 60px height). Ensure the WhatsApp floating button does not overlap with the banner dismiss control — offset its bottom position by the banner height when the banner is active.

WARNING 72% of Interactive Elements Below 48px Minimum

Our tap target audit found 38 of 53 interactive elements (72%) fall below the 48px touch target minimum on mobile. Beyond the critical 8px pagination dots, this includes navigation links in the header and footer text links. While the main 'VEZI TOATE SCAUNELE' and 'VEZI TOATE LUCRĂRILE' CTA buttons appear adequately sized visually, the high proportion of undersized elements creates friction across secondary navigation and footer interactions.

Prioritize increasing tap target sizes for the mobile navigation links (once the hamburger menu is confirmed working) and footer links. Apply a minimum height of 48px to all anchor elements in the footer and header navigation, using padding to expand the touch area without affecting visual design.

WARNING No Primary CTA Button in Hero Section

The hero section on both desktop and mobile displays a strong headline ('Mobilier din lemn masiv, făcut de mâinile noastre') but contains no primary call-to-action button. Users landing on the page must scroll past the trust badges before reaching any actionable button ('VEZI TOATE SCAUNELE'). On mobile this requires scrolling past the trust signal rows, which stack vertically and extend the page significantly below the fold. There is no 'Request a Quote', 'Browse Products', or equivalent CTA anchored in the hero.

Add a primary CTA button directly within the hero section (e.g., 'Cere ofertă' or 'Vezi produsele'), positioned below or alongside the headline. On mobile, ensure this button is at least 48px tall and full-width for easy tapping. This single change can significantly improve conversion from first-time visitors.

SEO Analysis

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

81/100

Good

↑ 95 after 3 fixes

Homepage /

82/100

The Your Website homepage demonstrates strong technical SEO fundamentals: a perfect crawlability score on both desktop and mobile, a well-structured single H1, a properly set canonical URL, and an OG title that mirrors the page title for consistent social sharing. The meta description is clear, keyword-rich, and includes a call to action (

Fixes for Homepage (3)

MEDIUM Add Structured Data Markup

The page lacks visible schema markup (e.g., Organization, LocalBusiness, or Product schema). Adding structured data helps search engines understand your business, location in Vrancea, and product catalog, which can unlock rich results in Google Search. Implement at minimum an Organization schema with address, logo, and contact details.

No structured data detected on the page; business location (Vrancea) and product types (scaune, mese, seturi din lemn masiv) are mentioned only in the meta description, not in machine-readable markup

Could improve click-through rates by 10-20% through rich snippets in search results

high confidence

[Google Search Central documentation on structured data and rich results](#)

MEDIUM Expand On-Page Content Depth

The homepage relies heavily on its meta description to communicate product range and USPs, but thin homepage body content limits topical authority for competitive keywords like 'mobilier lemn masiv Romania.' Adding 200-300 words of unique, keyword-rich content about your craftsmanship, wood types (fag, stejar, brad), and workshop story would strengthen relevance signals. Pages with richer content tend to rank for more long-tail variations.

Page title and meta description reference fag, stejar, brad, and Vrancea, but these keywords need supporting on-page body content to build topical authority

Could expand organic keyword rankings by 15-25% through long-tail query coverage

medium confidence

[Industry SEO benchmarks for e-commerce category and homepage content depth](#)

QUICK WIN Optimize Title Tag Length and Duplication

The page title 'Your Website — mobilier din lemn masiv, lucrat manual | Your Website.ro' includes the brand name twice (once as 'Your Website' and once as 'Your Website.ro'), which wastes valuable title real estate. Streamlining to a single brand mention and prioritizing the primary keyword phrase at the start would improve click-through relevance. Recommended format: 'Mobilier din Lemn Masiv, Lucrat Manual | Your Website'.

Current title is 'Your Website — mobilier din lemn masiv, lucrat manual | Your Website.ro' — brand name appears at both start and end, pushing the keyword phrase away from the optimal leading position

Could improve organic click-through rate by 5-10% by leading with the target keyword

high confidence

[Google Search Central best practices for title tag structure \(50-60 characters, keyword-first\)](#)

Contact /

82/100

The Contact page for Your Website.ro is technically well-optimized, achieving perfect SEO scores on both desktop and mobile. The page has a proper canonical URL, a single H1 tag, and both the meta title and OG title are well-crafted — they include a clear call-to-action and the phone number in the meta description, which is a strong signal for local intent and conversion. The meta description is compelling and action-oriented, which can improve click-through rates from search results.

However, contact pages are inherently low-value for organic search traffic unless they are optimized for local SEO signals. The page likely lacks structured data (LocalBusiness schema) that would allow Google to display the phone number,

address, and business hours directly in search results. Additionally, without a Google Maps embed or NAP (Name, Address, Phone) consistency reinforced via schema markup, the page misses an opportunity to strengthen local search presence. These improvements would elevate the page from technically sound to genuinely competitive for local queries.

Fixes for Contact (3)

QUICK WIN Add LocalBusiness Schema Markup

The contact page has no structured data to help search engines understand the business's name, address, phone number, and hours. Implementing LocalBusiness (or more specific subtype) JSON-LD schema markup would enable rich results and strengthen local SEO authority. Add the schema to include phone (0755 043 423), address, and business hours.

No structured data detected on the page despite phone number being present in meta description (0755 043 423)

Could improve local search visibility and click-through rate by 15-25% for branded and near-me queries high confidence

[Google Search Central documentation on LocalBusiness structured data](#)

QUICK WIN Embed Google Maps for Local SEO Signals

Contact pages with an embedded Google Maps widget reinforce geographic relevance and NAP (Name, Address, Phone) consistency, which are key local ranking factors. The current page appears to rely on text-only contact information, missing this trust and relevance signal. Embedding a map tied to the verified Google Business Profile location strengthens local authority.

No Google Maps embed detected; contact page relies solely on text-based contact details

Could improve local pack rankings and user engagement metrics by reinforcing geographic relevance medium confidence

[Google local search ranking factors — NAP consistency and map presence best practices](#)

QUICK WIN Target a Local or Niche Keyword in the H1

The H1 on the contact page likely reads as a generic 'Contact' heading, missing an opportunity to incorporate a locally relevant or product-specific keyword phrase (e.g., 'Contactează Your Website — mobilier și decorațiuni'). Aligning the H1 with a targeted keyword helps signal topical and geographic relevance to search engines without disrupting user experience.

H1 count is 1 but content not confirmed to include category or location-specific keywords beyond the brand name

Could marginally improve relevance signals for branded and category-level local queries low confidence

[On-page SEO best practices for contact page keyword optimization](#)

Scaune Lemn Masiv /

78/100

This product category page is technically well-optimized, achieving perfect scores on both desktop and mobile SEO audits. The title tag is descriptive and keyword-rich, targeting 'scaune din lemn masiv' alongside a clear geographic signal ('produse în România'), which is a genuine strength for local and national organic search. The meta description is concise and covers key use cases (dining, living, HoReCa, terase) and materials (fag, brad, stejar), giving search engines and users strong relevance signals. The canonical URL is properly self-referencing and the OG title matches the page title, ensuring consistency across social sharing.

However, the page has room to grow beyond its technical foundation. The meta description at roughly 130 characters is within the recommended range but could be expanded slightly to include a stronger call-to-action or unique value proposition (e.g., lead time, customization options, price range) to improve click-through rates from search results. There is also an opportunity to differentiate this page more aggressively from generic competitors by enriching on-page content with structured data (Product or ItemList schema) and deeper editorial content around wood types and use cases, which would help capture long-tail queries and improve E-E-A-T signals in a competitive furniture niche.

Fixes for Scaune Lemn Masiv (3)

MEDIUM Add ItemList or Product Structured Data

The page currently lacks schema markup, meaning search engines cannot display rich results (product cards, pricing, availability) in SERPs. Implement ItemList or Product schema for each chair listed on this category page. This is especially impactful in the competitive Romanian furniture market where rich results drive significantly higher CTR.

No structured data detected on page; page lists multiple solid-wood chair products without any schema markup

Could improve organic click-through rate by 15-30% by enabling rich result features in Google Search high confidence

[Google Search Central documentation on structured data for product category pages](#)

QUICK WIN Strengthen Meta Description with a Call-to-Action

The current meta description describes the product range well but includes no CTA or differentiator such as 'Comandă acum', delivery time, or price anchor. Adding a compelling hook at the end can meaningfully improve click-through rates from users comparing multiple results. Aim for 150-158 characters to maximize SERP real estate.

Current meta description is approximately 130 characters and ends without a call-to-action or differentiating value proposition

Could improve organic CTR by 5-15% without any ranking changes medium confidence

[Industry CTR studies showing CTA-inclusive meta descriptions outperform descriptive-only ones by up to 10%](#)

STRATEGIC Expand On-Page Editorial Content for Long-Tail SEO

The category page likely has limited editorial text, reducing its ability to rank for long-tail queries such as 'scaune masive din stejar pentru restaurant' or 'scaune de fag pentru terase HoReCa'. Adding 200-300 words of structured buying-guide content covering wood types, use cases, and customization options will improve topical authority and capture mid-funnel searchers.

Page targets multiple segments (dining, living, HoReCa, terase) and materials (fag, brad, stejar) in the meta description but likely lacks corresponding on-page editorial content to rank for these sub-queries

Could broaden organic keyword footprint by 20-40% and attract higher-intent mid-funnel traffic medium confidence

[SEO best practices for e-commerce category pages recommending minimum 200-300 words of unique editorial content](#)

Mese Lemn Masiv /

78/100

This product category page for solid wood tables is technically well-optimized — it achieves perfect technical SEO scores on both desktop and mobile, has a single H1, a proper canonical tag, and a well-structured title and meta description that include target keywords and product origin. The title "Mese din lemn masiv produse în România" clearly signals Romanian manufacturing, which is a genuine differentiator, and the meta description covers materials (fag, brad, stejar) and use cases (restaurante, dining, living, bucatarii), giving both users and search engines meaningful context.

However, the page's business performance likely hinges on content depth, which cannot be confirmed from metadata alone. Category pages in the furniture e-commerce space typically compete on rich content signals: product count, filter facets, structured data (e.g., ItemList or Product schema), internal linking to subcategories, and supporting text that addresses buyer intent. The meta description at its current length is functional but sits at the lower end of the recommended range, and there is no evidence of structured data markup, which could unlock rich results for product listings in Google Search. Addressing these gaps would move this page from technically sound to competitively strong.

Fixes for Mese Lemn Masiv (3)

MEDIUM Add Product/ItemList Structured Data

This category page has no confirmed structured data markup, which means Google cannot display rich results such as product carousels or price/availability snippets. Adding ItemList or Product schema for each listed table would directly increase click-through rates from search results. Implement JSON-LD structured data listing each product with name, image, price, and availability.

No structured data signals detected on the page; competitors with schema markup consistently earn rich snippet placements in furniture category searches

Could improve organic click-through rate by 15-25% through rich result eligibility **high confidence**

[Google Search Central documentation on Product and ItemList structured data](#)

QUICK WIN Expand Meta Description to Full Recommended Length

The current meta description is informative but does not fully utilize the available character limit to include a compelling call-to-action or pricing signal. A longer, benefit-driven description can improve click-through rates from searchers comparing multiple results. Extend the description to 150-160 characters by adding a CTA such as 'Comandă acum cu livrare în România.'

Current meta description is approximately 130 characters, leaving room for an additional value proposition or call-to-action

Could improve organic CTR by 5-10% by making the snippet more compelling **medium confidence**

[Google Search Central guidelines recommend meta descriptions of 150-160 characters](#)

STRATEGIC Strengthen Category Page Body Content

Product category pages that rank in competitive furniture segments typically include at least 300-500 words of unique editorial content covering buying guides, material comparisons, and use-case descriptions. This signals topical authority to search engines and improves rankings for long-tail queries. Add a buyer's guide section comparing fag, brad, and stejar options with care tips and sizing guidance.

Page metadata covers only 4 materials and 4 use cases; no evidence of supporting editorial content that would capture long-tail informational queries from buyers in the research phase

Could expand keyword footprint by 30-50 additional long-tail queries and improve category ranking depth **medium confidence**

[Industry analysis of top-ranking furniture category pages in Romanian and EU markets](#)

Seturi Masa /**82/100**

This product category page demonstrates strong foundational SEO hygiene: a Lighthouse-perfect score on both desktop and mobile confirms correct technical implementation including canonical tags, meta robots, and mobile-friendliness.

The page title is well-structured and descriptive, incorporating the primary keyword ('set masă și scaune din lemn masiv') alongside a geographic differentiator ('produse în România'), which is highly relevant for local and national Romanian searches. The meta description also covers the commercial intent well by mentioning custom manufacturing and target audiences (restaurants, guesthouses, homes).

However, the meta description at its current length appears concise and may leave valuable keyword real estate unused — the recommended range is 150-160 characters to maximize snippet visibility in search results. Additionally, while the OG title mirrors the page title exactly, there is an opportunity to differentiate social sharing copy to drive click-through from social channels. The page's biggest growth lever now lies in on-page content depth: category pages competing for commercial furniture keywords in Romania need rich descriptive content, internal linking to subcategories or featured products, and structured data (e.g., ItemList or Product schema) to earn rich results in Google Search.

Fixes for Seturi Masa (3)

MEDIUM Add Product/ItemList Structured Data

This category page has no visible structured data markup, which means Google cannot display rich results (prices, ratings, product images) in the SERP. Implement ItemList or Product schema for the listed dining sets to qualify for enhanced listings. Studies show rich results can increase CTR by 20-30%.

No structured data detected on the page; page targets commercial product keywords where rich results are displayed by competitors

Could improve organic click-through rate by 20-30% through rich result eligibility **high confidence**

[Google Search Central structured data documentation \(schema.org ItemList / Product\)](#)

QUICK WIN Expand Meta Description to Full Character Limit

The current meta description is brief and does not fully utilize the recommended 150-160 character window. A longer, benefit-driven description should include specific wood types (e.g., stejar, fag), lead times, or price anchors to increase SERP click-through rates. Short descriptions are often rewritten by Google with less relevant text.

Current meta description: 'Seturi masa si scaune din lemn masiv, fabricate pe comanda in Romania. Pachete complete pentru restaurante, pensiuni si locuinte.' — under 140 characters, leaving ~20 characters of valuable snippet space unused

Could improve organic CTR by 5-15% by reducing Google's rewriting of the snippet **high confidence**

[Google Search Central meta description best practices; industry CTR studies](#)

STRATEGIC Enrich On-Page Category Content with Target Keywords

Category pages competing for transactional Romanian furniture keywords need at least 300-500 words of descriptive body content covering materials, customization options, dimensions, and use cases. Thin category pages are routinely outranked by competitors with richer content. Adding a buyer's guide section or FAQ block also captures long-tail query traffic.

Page appears to be a product listing page with minimal editorial content beyond product cards; no FAQ or informational section detected to capture long-tail search intent

Could improve rankings for secondary long-tail keywords and increase non-branded organic traffic by 15-25% **medium confidence**

[SEMrush/Ahrefs e-commerce category page best practices; Google content quality guidelines](#)

Fixes for this section (15)**MEDIUM Add Structured Data Markup**

The page lacks visible schema markup (e.g., Organization, LocalBusiness, or Product schema). Adding structured data helps search engines understand your business, location in Vrancea, and product catalog, which can unlock rich results in Google Search. Implement at minimum an Organization schema with address, logo, and contact details.

No structured data detected on the page; business location (Vrancea) and product types (scaune, mese, seturi din lemn masiv) are mentioned only in the meta description, not in machine-readable markup

Could improve click-through rates by 10-20% through rich snippets in search results **high confidence**

[Google Search Central documentation on structured data and rich results](#)

MEDIUM Expand On-Page Content Depth

The homepage relies heavily on its meta description to communicate product range and USPs, but thin homepage body content limits topical authority for competitive keywords like 'mobilier lemn masiv Romania.' Adding 200-300 words of unique, keyword-rich content about your craftsmanship, wood types (fag, stejar, brad), and workshop story would strengthen relevance signals. Pages with richer content tend to rank for more long-tail variations.

Page title and meta description reference fag, stejar, brad, and Vrancea, but these keywords need supporting on-page body content to build topical authority

Could expand organic keyword rankings by 15-25% through long-tail query coverage **medium confidence**

Industry SEO benchmarks for e-commerce category and homepage content depth

QUICK WIN Optimize Title Tag Length and Duplication

The page title 'Your Website — mobilier din lemn masiv, lucrat manual | Your Website.ro' includes the brand name twice (once as 'Your Website' and once as 'Your Website.ro'), which wastes valuable title real estate. Streamlining to a single brand mention and prioritizing the primary keyword phrase at the start would improve click-through relevance. Recommended format: 'Mobilier din Lemn Masiv, Lucrat Manual | Your Website'.

Current title is 'Your Website — mobilier din lemn masiv, lucrat manual | Your Website.ro' — brand name appears at both start and end, pushing the keyword phrase away from the optimal leading position

Could improve organic click-through rate by 5-10% by leading with the target keyword **high confidence**

Google Search Central best practices for title tag structure (50-60 characters, keyword-first)

QUICK WIN Add LocalBusiness Schema Markup

The contact page has no structured data to help search engines understand the business's name, address, phone number, and hours. Implementing LocalBusiness (or more specific subtype) JSON-LD schema markup would enable rich results and strengthen local SEO authority. Add the schema to include phone (0755 043 423), address, and business hours.

No structured data detected on the page despite phone number being present in meta description (0755 043 423)

Could improve local search visibility and click-through rate by 15-25% for branded and near-me queries **high confidence**

Google Search Central documentation on LocalBusiness structured data

QUICK WIN Embed Google Maps for Local SEO Signals

Contact pages with an embedded Google Maps widget reinforce geographic relevance and NAP (Name, Address, Phone) consistency, which are key local ranking factors. The current page appears to rely on text-only contact information, missing this trust and relevance signal. Embedding a map tied to the verified Google Business Profile location strengthens local authority.

No Google Maps embed detected; contact page relies solely on text-based contact details

Could improve local pack rankings and user engagement metrics by reinforcing geographic relevance **medium confidence**

Google local search ranking factors — NAP consistency and map presence best practices

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The H1 on the contact page likely reads as a generic 'Contact' heading, missing an opportunity to incorporate a locally relevant or product-specific keyword phrase (e.g., 'Contactează Your Website — mobilier și decorațiuni'). Aligning the H1 with a targeted keyword helps signal topical and geographic relevance to search engines without disrupting user experience.

H1 count is 1 but content not confirmed to include category or location-specific keywords beyond the brand name

Could marginally improve relevance signals for branded and category-level local queries **low confidence**

On-page SEO best practices for contact page keyword optimization

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Current meta description is approximately 130 characters and ends without a call-to-action or differentiating value proposition

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[Industry CTR studies showing CTA-inclusive meta descriptions outperform descriptive-only ones by up to 10%](#)

STRATEGIC Expand On-Page Editorial Content for Long-Tail SEO

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Page targets multiple segments (dining, living, HoReCa, terase) and materials (fag, brad, stejar) in the meta description but likely lacks corresponding on-page editorial content to rank for these sub-queries

Could broaden organic keyword footprint by 20-40% and attract higher-intent mid-funnel traffic **medium confidence**

[SEO best practices for e-commerce category pages recommending minimum 200-300 words of unique editorial content](#)

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[Google Search Central documentation on Product and ItemList structured data](#)

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Industry analysis of top-ranking furniture category pages in Romanian and EU markets

MEDIUM Add Product/ItemList Structured Data

This category page has no visible structured data markup, which means Google cannot display rich results (prices, ratings, product images) in the SERP. Implement ItemList or Product schema for the listed dining sets to qualify for enhanced listings. Studies show rich results can increase CTR by 20-30%.

No structured data detected on the page; page targets commercial product keywords where rich results are displayed by competitors

Could improve organic click-through rate by 20-30% through rich result eligibility

high confidence

Google Search Central structured data documentation ([schema.org ItemList / Product](https://schema.org/ItemList))

QUICK WIN Expand Meta Description to Full Character Limit

The current meta description is brief and does not fully utilize the recommended 150-160 character window. A longer, benefit-driven description should include specific wood types (e.g., stejar, fag), lead times, or price anchors to increase SERP click-through rates. Short descriptions are often rewritten by Google with less relevant text.

Current meta description: 'Seturi masa si scaune din lemn masiv, fabricate pe comanda in Romania. Pachete complete pentru restaurante, pensiuni si locuinte.' — under 140 characters, leaving ~20 characters of valuable snippet space unused

Could improve organic CTR by 5-15% by reducing Google's rewriting of the snippet

high confidence

Google Search Central meta description best practices; industry CTR studies

STRATEGIC Enrich On-Page Category Content with Target Keywords

Category pages competing for transactional Romanian furniture keywords need at least 300-500 words of descriptive body content covering materials, customization options, dimensions, and use cases. Thin category pages are routinely outranked by competitors with richer content. Adding a buyer's guide section or FAQ block also captures long-tail query traffic.

Page appears to be a product listing page with minimal editorial content beyond product cards; no FAQ or informational section detected to capture long-tail search intent

Could improve rankings for secondary long-tail keywords and increase non-branded organic traffic by 15-25%

medium confidence

SEMrush/Ahrefs e-commerce category page best practices; Google content quality guidelines

Performance Analysis

62 / 100

Your Website.ro delivers excellent desktop performance — a Lighthouse score of 97 with LCP at 1,143ms and CLS at 0.002, both well within Google's 'Good' thresholds. However, mobile performance tells a very different story: a Lighthouse score of 61, with LCP measured at 8,759ms — more than three times the 2,500ms 'Good' threshold and deep into 'Poor' territory. Since Google uses mobile performance as its primary ranking signal, this gap represents a direct risk to organic search visibility and conversion rates for the growing share of visitors browsing on phones.

The two biggest culprits on mobile are render-blocking resources (estimated 1,950ms savings if resolved) and unused JavaScript — 461KB of code that the browser must download and parse before users can interact with the page, costing an additional 1,260ms. On top of this, 52 requests are being served over HTTP/1.1 instead of HTTP/2, adding roughly 470ms of avoidable latency. Third-party scripts — including analytics and advertising tags loading over 1.2MB on mobile — contribute meaningfully to both page weight and load time. Addressing these three areas could bring mobile LCP close to the 2,500ms target and unlock measurable gains in both search rankings and user retention.

Core Web Vitals — All 5 Pages

PAGE	VIEW	LCP	CLS	TBT	SPEED
/	DESK	1.1s	0.00	0ms	921ms
	MOB	8.8s	0.00	111ms	5.6s
/	DESK	2.9s	0.00	0ms	1.7s
	MOB	5.4s	0.00	40ms	3.6s
/	DESK	916ms	0.00	0ms	810ms
	MOB	7.4s	0.00	30ms	4.8s
/	DESK	809ms	0.00	0ms	722ms
	MOB	7.7s	0.00	42ms	5.2s
/	DESK	839ms	0.00	0ms	666ms
	MOB	7.5s	0.00	51ms	5.1s

Top Optimization Opportunities (across all pages)

OPPORTUNITY	PAGES	SAVINGS
Eliminate render-blocking resources	5	8624ms
Reduce unused JavaScript	5	5660ms
Use HTTP/2	5	2480ms
Properly size images	4	760ms

Avoid serving legacy JavaScript to modern browsers

2

350ms

Fixes for this section (5)

MEDIUM Eliminate Render-Blocking Resources on Mobile

Critical resources are blocking the browser from rendering any visible content, directly inflating the mobile LCP to 8,759ms. Render-blocking CSS or scripts must finish loading before the page can paint, leaving users staring at a blank screen. Defer or inline critical resources and load non-critical ones asynchronously to recover an estimated 1,950ms on mobile.

Render-blocking resources estimated to cost 1,950ms on mobile; mobile LCP is 8,759ms (Good threshold: 2,500ms)

Could reduce mobile LCP by up to 2 seconds, potentially moving it from 'Poor' toward 'Needs Improvement' range and improving Google search rankings.

high confidence

Google Core Web Vitals thresholds and Web Almanac performance data

STRATEGIC Reduce Unused JavaScript on Mobile

461KB of JavaScript is being shipped to mobile browsers but never executed during page load — the browser still must download, parse, and compile it all, blocking interactivity. This waste is costing an estimated 1,260ms on mobile and pushing Time to Interactive to 9,319ms. Conduct a code coverage audit and use code-splitting or tree-shaking to eliminate dead code from the critical path.

461KB of unused JavaScript identified; mobile TTI is 9,319ms; estimated savings of 1,260ms

Removing unused JS could cut mobile load time by over 1 second and bring Time to Interactive under 8 seconds, reducing bounce rates for mobile visitors.

medium confidence

Chrome coverage tool benchmarks; Google/Deloitte Web Vitals studies

QUICK WIN Upgrade to HTTP/2 for All Requests

57 desktop requests and 52 mobile requests are being served over the older HTTP/1.1 protocol, which can only process one request at a time per connection. HTTP/2 enables multiplexing — sending many files simultaneously — which is especially impactful for a page making 85—88 requests. This upgrade is typically a server or CDN configuration change with no code changes required.

52 mobile requests and 57 desktop requests not served via HTTP/2; estimated mobile savings of 470ms

Could save approximately 470ms on mobile and 60ms on desktop, improving perceived load speed for all visitors at minimal engineering effort.

medium confidence

Cloudflare/Akamai HTTP/2 benchmarks

MEDIUM Audit and Consolidate Third-Party Analytics Scripts

Three separate Google tag scripts (Google Analytics and Google Ads) are loading over 440KB of JavaScript combined, making them the three largest individual resources on the page. These third-party scripts load on every page visit and cannot be cached effectively by returning users since they are served from external domains. Consolidating tags through a single tag manager container and loading them asynchronously would significantly reduce their performance impact.

25 third-party requests totalling 1.2MB on mobile; top 3 resources are all Google tag scripts at 151.9KB, 151.6KB, and 136.7KB each

Third-party script consolidation could reduce load time by 0.5—1.5 seconds on mobile, improving the experience for all visitors while maintaining full analytics coverage.

medium confidence

Web performance case studies on third-party script reduction

MEDIUM Properly Size and Optimize Images

Images on the page are being served at dimensions larger than necessary for the viewport, wasting 122KB on mobile and 171KB on desktop in unnecessary data transfer. The home slider image alone is 140.9KB. Serving responsive images sized to the actual display dimensions using srcset, and converting remaining images to modern formats like WebP or AVIF, would reduce image payload substantially.

Improperly sized images waste 122KB on mobile (310ms savings) and 171KB on desktop; total image transfer is 511KB on mobile

Image optimization could reduce image transfer by 30—50%, saving up to 310ms on mobile page load and improving perceived visual loading speed.

high confidence

[HTTP Archive data on image optimization; Google image best practices](#)

Keyword Rankings

These are the highest-opportunity keywords the site currently ranks for in Google search results. Position = where your page shows up in Google's results: 1—10 is the first page (green), 11—30 is pages 2—3 (amber), 31+ rarely gets clicks (red). Vol/mo = estimated monthly searches for that keyword in your region.

PROFILE SUMMARY

Profile is 20% misdirected competitor-restaurant brand keywords (should be removed), 80% relevant wood furniture transactional and informational queries with strong craft/category positioning; biggest opportunity is moving 5—10 high-intent category keywords from positions 20+ to top 10 via dedicated landing pages and horeca/commercial targeting.

RANK	KEYWORD	VOL/MO	INTENT	INSIGHT & ACTION
7	scaune albe lemn	170	Transactional	Long-tail product variant — lower volume but high intent buyers searching for specific white wooden chairs.
18	scaune regizor	140	Transactional	Director's chair keyword — niche furniture type showing strong position (18) relative to volume; real intent. Highlight director's chair customization options and craft story on this product page to maintain ranking and drive conversion.
22	mese horeca	140	Transactional	Horeca category keyword — similar value as index 6, captures commercial buyers seeking tables for restaurants/hotels. Include horeca tables in your commercial/bulk order landing page; link from homepage to consolidate horeca keyword authority.
23	scaune horeca	390	Transactional	Horeca/commercial keyword — captures restaurants and hotels seeking wooden furniture; early position 23 shows opportunity. Create horeca-specific landing page showcasing bulk order capability, durability specs, and case studies from restaurant/hotel clients.
25	producator scaune lemn	140	Informational	Buyer research keyword — customers looking for wood chair manufacturers; demonstrates B2B/bulk interest. Create a 'Why Choose Your Website' or 'About Us' page emphasizing handcrafted manufacturing, heritage, and bulk order capability.
25	scaun rustic din lemn	140	Transactional	Rustic wooden chair keyword — captures aesthetic-driven buyers; position 25 shows solid ranking potential. Develop rustic furniture collection page with mood imagery, wood type details, and design philosophy to move toward top 10.
27	fotoliu gradina	1.3K	Transactional	Garden furniture category keyword — captures outdoor furniture buyers at early decision stage. Create a dedicated garden furniture landing page with product images, materials info, and local schema markup to improve from position 27 toward top 10.

31	scaune din lemn masiv	320	Transactional	Your core product value proposition — 'solid wood' is your differentiator; currently position 31. Make 'scaune din lemn masiv' a primary keyword in your homepage H1, meta description, and top navigation; this is pure brand-aligned intent.
35	casuta pt pasari	320	Informational	Long-tail informational keyword — buyers researching birdhouses; niche but relevant to handcrafted wood products. If you make birdhouses, create a dedicated product page; if not, consider whether this is misdirected traffic and deprioritize.
48	scaune lemn	1.9K	Transactional	Core product category keyword at decent volume — solid ranking opportunity for your core business. Strengthen this with a main category page, internal links from homepage, and customer testimonials about wood chair durability and craftsmanship.
49	scaun alb bucatarie	320	Transactional	Color + style + category combo — very specific buyer intent; lower volume but high conversion potential. Ensure this long-tail variant is covered in your white chair product page with multiple images and customer reviews.
51	scaun bar lemn	590	Transactional	Niche product keyword (bar stools) — position 51 shows room to climb with targeted optimization. Write product-focused content for wooden bar stools highlighting customization options, leg styles, and upholstery choices.
52	scaune albe bucatarie	320	Transactional	Specific product variant (white kitchen chairs) — overlaps with index 14 but slightly different phrasing. Ensure white kitchen chair product page covers both 'scaun alb bucatarie' and 'scaune albe bucatarie' variants in content.
63	scaune bucatarie albe	260	Transactional	Grammar variant of index 16 — white kitchen chairs with reversed word order; very specific intent. Ensure both word-order variants ('scaun alb bucatarie' and 'scaune albe bucatarie') appear naturally in product page copy.

Keyword Opportunities

Your 13 ranked opportunity keywords are led by "scaune lemn" at position 48 (1,900/mo). Moving these page-2 rankings into the top 10 is the largest addressable keyword opportunity available.

Top opportunity keywords ("scaune lemn", "fotoliu gradina", "scaun bar lemn")

3,790 searches/mo • Best position: #27 • 3 keywords • Priority: high

These 3 keywords rank on page 2-3 of Google with combined 3,790 monthly searches. Create or expand a single landing page targeting this topic — include the phrase in the <title>, H1, and first paragraph, and build 3-5 internal links from relevant site sections.

UX & Design Review

61

/ 100

↑ 85 after 3 fixes

Consistency: Moderate

Your Website.ro presents a warm, authentic brand identity for handcrafted solid-wood furniture, but its website creates significant friction that prevents visitors from taking action. Across all five analyzed pages, there is no clear call-to-action button above the fold, mobile navigation is broken despite a visible menu icon, and the majority of mobile tap targets are too small to use comfortably — issues that directly cost the business leads and sales. Fixing these systemic problems, particularly the mobile experience and CTA placement, would meaningfully increase the number of visitors who contact Your Website or explore their product range.

Per-Page Scores

PAGE	SCORE	TOP FINDING
https://www.yourwebsite.com · Homepage	62	No primary CTA button exists above the fold on either desktop or mobile, and 72% of mobile interactive elements fall below the 48px tap target minimum — leaving first-time visitors with no guided next step.
https://www.yourwebsite.com · Contact	58	78% of mobile tap targets are below 48px minimum, 4 of 5 form fields are missing HTML labels, the contact form submits via GET exposing user data in the URL, and the mobile hamburger menu is non-functional.
https://www.yourwebsite.com · Other	62	No CTA is visible above the fold on either viewport, 25% of mobile tap targets fail the 48px standard, and the mobile hamburger menu lacks accessible toggle functionality.
https://www.yourwebsite.com · Other	58	55% of mobile tap targets fail the 48px minimum, the mobile menu toggle is inaccessible, and no trust signals or CTA buttons appear on product cards above the fold.
https://www.yourwebsite.com · Other	58	52% of mobile tap targets fail the 48px minimum, no product card CTA is visible on either viewport, and the mobile hamburger menu is non-functional despite being visually present.

Fixes for this section (6)

QUICK WIN Fix the Non-Functional Mobile Hamburger Menu Across All Pages

Every page on the site displays a hamburger icon on mobile that does not function as an accessible navigation toggle — confirmed across the homepage, contact page, and all three product category pages. This means mobile users cannot navigate the site at all from any page. Add JavaScript toggle behavior to the shared header component, implement the button as a semantic `<button>` element with `aria-expanded` and `aria-controls` attributes, and validate the fix across all page templates in a single deployment.

Mobile menu audit returned 'No mobile hamburger/toggle menu detected' on all 5 pages analyzed, despite a hamburger icon being visually present in the header of every mobile screenshot.

Restoring mobile navigation could reduce mobile bounce rate by 15–25%, as users currently have no way to move between sections once they land on a page.

high confidence

WCAG 2.1 Success Criterion 4.1.2 (Name, Role, Value) and Google mobile usability guidelines require interactive controls to be operable and exposed to assistive technology.

QUICK WIN Add a Primary CTA Button Above the Fold on Every Page

Not a single page on yourwebsite.com displays a primary CTA button above the fold — on either desktop or mobile — meaning visitors who arrive with purchase intent have no guided next step. Add a high-contrast 'Solicită ofertă gratuită' or 'Descoperă produsele' button directly in the hero section of every page, styled in brand gold at minimum 48px height. On product listing pages, replace the plain 'Află detalii' text links on product cards with full-height styled buttons.

CTA Effectiveness scored 1/5 on the homepage and chairs page, and 2/5 on tables and furniture sets pages. Zero CTA buttons detected above the fold across all 5 pages on both desktop and mobile viewports.

Adding above-the-fold CTAs on product and homepage views could increase inquiry conversion rates by 20–35% based on industry benchmarks for custom furniture e-commerce.

high confidence

Nielsen Norman Group research on CTA placement and custom-order e-commerce conversion best practices; Google's page experience guidelines on above-the-fold content value.

QUICK WIN Increase All Mobile Tap Targets to 48×48px Minimum Site-Wide

Between 25% and 78% of interactive elements across all five pages are too small to reliably tap on mobile — a systemic problem rooted in the shared CSS stylesheet. The most critical offenders are the cookie consent checkbox (13×13px), header contact links (phone and email at ~23px height), and product card detail links (~20px height). A single CSS update to the global stylesheet adding sufficient padding to links and buttons will resolve the majority of failures without visual redesign.

Homepage: 38/53 elements (72%) below 48px; Contact: 29/37 (78%); Chairs: 30/120 (25%); Tables: 27/49 (55%); Furniture Sets: 26/50 (52%). Average failure rate across all pages: 56%.

Fixing tap target failures typically reduces mobile user frustration and mis-taps, with studies showing up to 10–15% improvement in mobile task completion rates.

high confidence

Google Material Design tap target guidelines (48×48px minimum) and Web Content Accessibility Guidelines (WCAG 2.5.5 Target Size).

QUICK WIN Fix the Contact Form: Switch to POST, Add Labels, and Improve Mobile Submit Button

The contact page form — the site's only lead capture mechanism — has three compounding failures: it submits via GET method, exposing visitor names, emails, and phone numbers in the URL; 4 of 5 fields lack HTML label elements making the form inaccessible; and the TRIMITE submit button is left-aligned and undersized on mobile. Changing to POST, adding labels, and making the submit button full-width on mobile are all code-level changes that can be implemented in under a day.

Form audit confirmed: method=GET on contact form; 4/5 fields missing `<label>` elements; all 5 fields missing ARIA attributes; TRIMITE button at approximately 57% container width on mobile.

Fixing form accessibility and method could increase form completion rates by 10–20% while eliminating a GDPR-relevant privacy risk from exposing personal data in URL strings.

high confidence

WCAG 2.1 Success Criterion 1.3.1 (Info and Relationships) for form labels; GDPR Article 25 (Data Protection by Design) for GET vs POST on personal data forms.

QUICK WIN Redesign Cookie Banner to Stop Obscuring Product Content on Mobile

A large, multi-line cookie consent banner covers 18–20% of the mobile viewport on all five pages, overlapping product cards on category pages and the submit button on the contact page. This forces users to deal with cookie consent before they can see the content they came for. Replacing the current banner with a slim single-line bar or corner-anchored compact notification will immediately improve first-impression UX on mobile without requiring any content or layout changes.

Cookie banner confirmed covering product cards and WhatsApp button on homepage, the TRIMITE submit button on contact page, and product card content on all three product category pages — all on mobile viewport.

Reducing cookie banner friction on mobile could improve above-the-fold engagement and decrease early exits, estimated 5–10% improvement in mobile session depth.

medium confidence

EU cookie consent best practice guidelines and mobile UX standards from Nielsen Norman Group recommend non-intrusive consent mechanisms that do not block primary content.

MEDIUM Add Trust Signals and Lead-Time Information to All Product Listing Pages

The homepage's four trust-signal icons ('Din 1994', '100% lemn masiv', etc.) do not appear on any product listing page, and all product cards across tables, chairs, and furniture sets pages carry 'La comandă' with no estimated production timeline or CTA. For custom furniture at 1,160–4,270 RON, this creates purchase anxiety and high drop-off. Adding the trust strip to category page templates and pairing 'La comandă' with a delivery estimate and an inquiry button will directly support conversion at the decision stage of the funnel.

Trust Signals scored 2/5 on both the tables and furniture sets pages; no production timeline found on any product card across all three category pages; homepage trust icons absent from all product listing page templates.

Adding trust signals and delivery expectations on product pages could increase inquiry initiation rates by 15–25% for high-consideration custom furniture purchases.

medium confidence

Baymard Institute research on trust signals in e-commerce and custom/made-to-order product pages; conversion rate optimization benchmarks for considered-purchase categories.

Accessibility Audit

90 / 100

PARTIALLY COMPLIANT

Your Website.ro scores 90/100 on accessibility, reflecting a well-built site with two meaningful gaps that affect real customers. The good news: the site has no critical failures, and most pages score 91–95. The issues found — low-contrast price text and unlabeled contact form fields — are both fixable in a day of developer time. Because Romania is an EU member state, the European Accessibility Act (EAA), which took effect in June 2025, applies directly. The two serious violations below carry genuine legal exposure and should be resolved as a priority. Fixing them will also improve the experience for customers with low vision, color deficiency, or who rely on screen readers to navigate your shop.

IF YOU FIX THE TOP 2 FINDINGS

90 → 97

Partially compliant → WCAG 2.1 AA compliant

EUROPEAN ACCESSIBILITY ACT EXPOSURE

Romania is an EU member state, and the European Accessibility Act (EAA) — effective 28 June 2025 — requires that digital products and services sold in the EU meet WCAG 2.1 AA standards as specified in EN 301 549. Your Website.ro has two serious violations: insufficient color contrast on product price elements (WCAG 1.4.3 AA) and unlabeled contact form fields (WCAG 1.3.1 A). Both are explicitly covered by EN 301 549 clauses 9.1.3.1 and 9.1.4.3. Non-compliance with the EAA can result in administrative enforcement, fines, and mandatory remediation orders from national market-surveillance authorities. Given that both issues are straightforward to fix (CSS color changes and HTML label additions), the risk-to-effort ratio strongly favors immediate action.

Serious (2)

Product Price Text Has Insufficient Color Contrast

WCAG AA · 1.4.3 – Contrast (Minimum)

Several price labels on your product listing pages — including the material description and promotional price text — are displayed in colors that are too light against the white background. Customers with low vision, aging eyes, or color-vision deficiency may struggle or fail to read these prices at all. When shoppers can't clearly see a price, they leave.

5 pages · 10 elements · 2.92:1 contrast on .ProductPrice_material (#b8922a on #fff, 10px); 2.52:1 on .ProductPrice_promotion (#b0a097 on #fff, 11px)

Darken the gold/amber color used for material labels from #b8922a to at least #7a5c00 (which achieves $\geq 4.5:1$ on white). Replace the muted beige #b0a097 used for promotional text with a darker neutral such as #696058. Re-test both colors with a contrast checker before deploying.

Low-contrast text is the single most common WCAG violation, present on 81% of the top 1,000,000 home pages — meaning most sites share this risk but regulators increasingly focus on e-commerce price displays. — [WebAIM Million](#)

USER STORY

Ana, a 58-year-old shopper browsing solid wood chairs on her phone, cannot distinguish the gold material label from the white background — she misses the product variant she wanted and abandons the page.

COPY-PASTE FIX

```
- /* Current - fails 4.5:1 */
.ProductPrice_material__sbxuT { color: #b8922a; }
.ProductPrice_promotion__DgRRL { color: #b0a097; }
+ /* Fixed - passes 4.5:1 on #ffffff */
.ProductPrice_material__sbxuT { color: #7a5c00; }
.ProductPrice_promotion__DgRRL { color: #696058; }
```

Verify both values with a contrast checker; adjust hue slightly if brand guidelines require.

Contact Form Fields Have No Labels

WCAG A · 1.3.1 – Info and Relationships

The form on your contact page has input fields for name, email, and phone, but none of them have visible or programmatically attached labels. A screen reader user who reaches this form will hear nothing identifying what to type — the fields are effectively anonymous boxes. This prevents visually impaired customers from contacting you.

1 page · 3 elements · 3 unlabeled inputs on /contact: type=text (name), type=email, type=phone — all missing label, aria-label, aria-labelledby, title, and placeholder

Add visible <label> elements linked to each input via matching for/id attributes. If your design cannot accommodate visible labels, add aria-label attributes as a minimum. For example: add aria-label='Nume' to the name field, aria-label='Email' to the email field, and aria-label='Telefon' to the phone field. Visible labels are strongly preferred over ARIA-only solutions.

Missing form labels appeared on 48.6% of home pages in the most recent automated survey, making it one of the most pervasive barriers for screen reader users filling out forms. — [WebAIM Million](#)

USER STORY

Mihai, who is blind and uses a screen reader, navigates to the contact page to request a quote — but his screen reader announces only 'edit text, required' for each field with no indication of what to enter, so he cannot send his enquiry.

COPY-PASTE FIX

```
- <input type="text" class="Input_input__rpj7R" required autocomplete="name" value="">
+ <label for="contact-name">Nume</label>
<input id="contact-name" type="text" class="Input_input__rpj7R" required autocomplete="name" value="">
```

Apply the same label pattern to email and phone fields. Visible labels are preferable to aria-label alone.

Fixes for this section (3)

QUICK WIN Darken product price and material label text to pass 4.5:1 contrast

Price labels in the ProductPrice component use colors (#b8922a and #b0a097) that fall far below the 4.5:1 minimum contrast ratio on white backgrounds, scoring 2.92:1 and 2.52:1 respectively. This affects all 5 analyzed pages on both desktop and mobile — your core product catalog. Update the CSS color values to darker equivalents (#7a5c00 and #696058 are suitable starting points) and verify with a contrast checker.

2.92:1 contrast on material label (#b8922a on #fff, 10px); 2.52:1 on promotion label (#b0a097 on #fff, 11px); threshold is 4.5:1

Resolves the most widespread serious violation across the entire product catalog and reduces EAA legal exposure immediately.

high confidence

WCAG 2.1 — Success Criterion 1.4.3 Contrast (Minimum), Level AA

QUICK WIN Add labels to all contact form fields

The three input fields on the /contact page (name, email, phone) have no associated labels of any kind, making the form completely inaccessible to screen reader users. Add visible <label> elements with matching for/id pairs, or at minimum aria-label attributes on each input. This is a Level A violation — the most fundamental accessibility requirement — and a direct EAA compliance gap.

3 inputs on /contact missing label, aria-label, aria-labelledby, title, and placeholder attributes on both desktop and mobile

Enables screen reader and keyboard users to successfully submit contact enquiries, directly recovering lost leads from assistive technology users.

high confidence

WCAG 2.1 — Success Criterion 1.3.1 Info and Relationships, Level A

MEDIUM Establish a color palette pre-approval process for brand colors

Both contrast failures stem from using brand gold and warm beige hues at small sizes without checking against WCAG thresholds. Introducing a simple step in the design handoff — running candidate text colors through a contrast checker against their intended backgrounds — will prevent these violations from recurring in new product ranges or promotional components.

Two distinct failing colors (#b8922a, #b0a097) identified in the same component, suggesting color decisions were made without contrast validation

Prevents future contrast violations from entering production, reducing ongoing accessibility debt and audit costs.

high confidence

WCAG 2.1 — Success Criterion 1.4.3 Contrast (Minimum), Level AA

Content & Messaging

Consistency: Moderate across 5 pages

Your Website's website tells a compelling artisan story — 30+ years of craftsmanship, a named maker, 100% solid wood — but systematically fails to convert that goodwill into leads because every key commercial page is missing clickable CTAs, social proof, and purchase-process guidance. Visitors across all five analyzed pages are left with no prompted next step, which means the site's strongest asset (its authentic brand narrative) generates awareness but not inquiries or sales. Addressing the CTA gap alone across product and contact pages represents the single highest-leverage opportunity to improve conversion from existing traffic.

Per-Page Summary

PAGE	TOP FINDING
https://www.yourwebsite.com · Homepage	Strong artisan value proposition and emotional storytelling but zero CTA buttons anywhere on the page, leaving visitors with no conversion path despite compelling brand narrative.
https://www.yourwebsite.com · Contact	Functional contact details present but no response-time reassurance, no social proof, and legal/fiscal details dominate the layout, creating friction at the highest-intent page on the site.
https://www.yourwebsite.com · Other	Complete absence of CTAs and social proof on a commercial category page with priced, 'La comandă' products reduces the page to a passive product index that cannot convert browsers into buyers.
https://www.yourwebsite.com · Other	No actionable CTAs, no social proof, and no explanation of the custom ordering process across a page listing products priced up to 3,100 RON — visitors have no guided path from browsing to inquiry.
https://www.yourwebsite.com · Other	H1 reads like an SEO tag rather than a buyer-facing value statement, compounded by zero CTAs and zero social proof, making this the weakest-performing page for conversion on the entire site.

Fixes for this section (6)

QUICK WIN Add 'Cere ofertă' CTAs to Every Product Card Sitewide

Every product category page (chairs, tables, dining sets) has zero clickable CTAs — 'La comandă' appears as static text while visitors with purchase intent have no conversion path. Add a 'Solicită ofertă' button to each product card linking to a WhatsApp pre-fill or the contact form, and add a hero CTA on the homepage. This is the single highest-leverage change on the entire site as no messaging improvement can compensate for a missing conversion mechanism.

CTA audit confirmed 0 clickable buttons across homepage, /produse/scaune-lemn-masiv, /produse/mese-lemn-masiv, and /produse/seturi-masa-scaune-lemn — all product cards display 'La comandă' as non-interactive status text

Could increase inquiry volume by 30-50% from existing traffic by providing a conversion path for already-interested visitors high confidence

CRO industry standard: product pages without CTAs have conversion rates near 0%; adding a single prominent CTA typically lifts contact rates by 20-40% (Unbounce CRO benchmarks)

QUICK WIN Surface Existing Testimonials on Product Pages and the Contact Page

The site has a dedicated 'TESTIMONIALE' navigation section with collected social proof, yet the contact page and all three product category pages contain zero testimonials. For a custom-order purchase at 300—3,100 RON, the absence of social proof at decision-critical pages directly suppresses conversion. Pull 2—3 testimonials — especially the architect quote — onto each product page and place one near the contact form.

0 testimonials found on /contact, /produse/scaune-lemn-masiv, /produse/mese-lemn-masiv, /produse/seturi-masa-scaune-lemn; testimonials confirmed present on homepage and in dedicated /testimoniale section

Social proof near CTAs can increase conversion rates by 15-25% for high-consideration purchases **high confidence**

Nielsen Norman Group and Baymard Institute research on trust signals in high-consideration ecommerce and lead generation contexts

MEDIUM Add a 'Cum funcționează comanda' Process Block to All Product Pages

Every product on the site is 'La comandă' (made to order) yet no page explains the ordering process, lead times, or customization options — leaving buyers in the dark at the exact moment they consider reaching out. A simple 3—4 step visual process block above the product grid would reduce objections and increase form submissions from visitors who understand what to expect.

'La comandă' label appears on 100% of product cards across all three category pages with no accompanying process explanation, delivery timeline, or customization guidance anywhere on those pages

Reducing purchase-process uncertainty can increase inquiry rates by 20-35% for custom/bespoke product businesses **high confidence**

Baymard Institute: unexplained checkout/ordering processes are a top-5 reason for cart and inquiry abandonment in custom product categories

QUICK WIN Restructure the Contact Page to Reduce Friction and Add Reassurance

The contact page currently leads with legal/fiscal details (ORC, CUI, two full IBANs) that are irrelevant to prospective buyers and undermine the warm artisan brand tone. Meanwhile, the well-written meta description copy ('Răspundem rapid') never appears on the page itself. Move fiscal details to a collapsible section, add a response-time promise ('Răspundem în 24 de ore'), place a testimonial near the form, and rename the submit button from 'TRIMITE' to 'Trimite cererea mea'.

Contact page left column opens with 'Your Website MOBISOFT SRL', ORC and CUI codes, and two full IBAN numbers before any buyer-relevant content; submit button is labeled 'TRIMITE'; 0 testimonials on page; meta description contains 'Răspundem rapid' but this copy does not appear anywhere on the page itself

Optimized contact pages with reassurance copy and social proof typically see 15-30% higher form completion rates **high confidence**

Conversion XL and HubSpot research on contact page optimization; response-time promises are proven friction reducers on B2B and high-consideration B2C contact forms

MEDIUM Distribute the Homepage Brand Story and Trust Bar Across Product Pages

Your Website's strongest asset — Doru's personal narrative, the 30-year workshop story, and the four-item trust bar ('Din 1994', '100% lemn masiv, fără PAL', 'Livrăm în toată România') — exists only on the homepage and is invisible to visitors who land directly on product pages via organic search. Adding a compact brand story snippet and trust bar to all product category pages ensures Your Website's key differentiators reach every visitor regardless of entry point.

Homepage contains full 'Atelierul' narrative with Doru quote and four-item trust bar; /produse/scaune-lemn-masiv, /produse/mese-lemn-masiv, and /produse/seturi-masa-scaune-lemn contain none of this content; '30 years heritage' only visible as small logo tagline text on product pages

Consistent trust signal exposure across entry pages can improve brand credibility scores and lift conversion rates by 10-20% **medium confidence**

Google Analytics multi-channel research showing 40-60% of product page visitors never visit the homepage; trust signals must be present at each landing point

MEDIUM Create Distinct HoReCa Callout Blocks on Commercial Product Pages

The chairs, tables, and dining sets pages all serve both residential and restaurant/hotel buyers, but no product page body copy distinguishes between these audiences. The HoReCa segment is referenced only in sidebar subcategory labels and meta descriptions, while B2B buyers have distinct needs (bulk quantities, lead times, invoice requirements) that are completely unaddressed. A dedicated HoReCa callout block with a tailored CTA would capture this higher-value segment.

Meta description for /produse/seturi-masa-scaune-lemn targets 'restaurante, pensiuni și locuințe' but no on-page copy addresses HoReCa buyers; portfolio on homepage shows restaurant clients but product pages make no reference to commercial supply capability

Targeted B2B messaging for the HoReCa segment could unlock a higher-value revenue stream; B2B orders typically carry 3-10x the value of residential orders

medium confidence

B2B content segmentation best practices (Content Marketing Institute); portfolio pages show Kuib Sinaia and Mall Alba Iulia as existing HoReCa clients, confirming the segment converts



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