



SightStack

We turn website blind spots into business breakthroughs.

Website Intelligence Report

PROFESSIONAL REPORT — 6-DIMENSION ANALYSIS

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

67

/ 100

April 17, 2026

sightstack.app — AI-Powered Website Intelligence

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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.

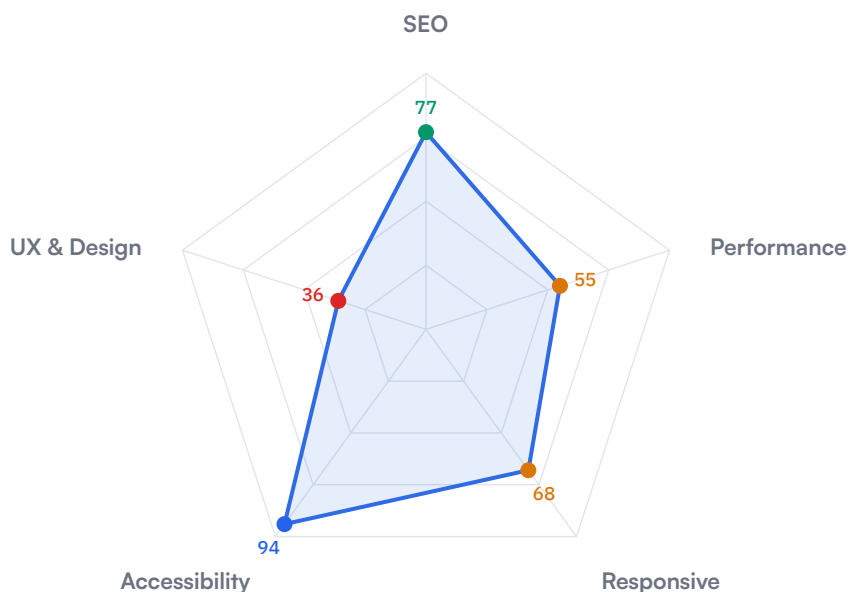
Score 67/100: Your Website Loses Customers Before They Can Order

Your Website carries 51 years of Your Neighborhood legend, but the website is quietly costing the business customers every day. The most urgent problem is a broken cart page — visitors who click 'ORDER NOW' hit a blank screen and leave. Combined with a mobile experience that loads too slowly and hides the call-to-action below the fold, the site is losing potential orders at every step of the funnel. A 67 out of 100 overall score reflects a business with real strengths being undermined by a handful of fixable problems.

Mobile is where the damage runs deepest. Most people searching for pizza in New York are on their phones, yet the mobile experience loads far too slowly, the 'ORDER NOW' button is too small to tap reliably, and the homepage offers no headline or visible call-to-action above the fold. These aren't cosmetic issues — slow, friction-filled mobile pages send visitors to a competitor before they ever see the menu.

There are genuine bright spots worth protecting. The site's search-engine fundamentals are strong at 77 out of 100, meaning Your Website is being found. Accessibility scores exceptionally well at 94 out of 100, and desktop performance is solid. The brand has decades of press recognition and cultural credibility that simply isn't being leveraged on the site yet.

The single most impactful first step is fixing the broken cart page — recovering that lost order revenue costs nothing beyond a developer's time and could be done this week.



Your top 5 priorities

- 1. Fix the Broken Cart Page**
Every visitor who clicks 'ORDER NOW' are greeted with a blank screen and abandon their order. This is the single largest revenue leak on the site — every online order that starts on the site is currently being lost at checkout. A developer fix to restore the cart page could recover 100% of those lost orders.
UX & Design • Could recover 100% of online orders lost through the broken checkout flow
- 2. Speed Up the Mobile Experience**
Mobile is the primary device your customers use to find and order pizza in New York City. Pages that load slowly lose roughly a third of visitors before they even see your menu, directly reducing foot traffic and online orders. Fixing image sizes, removing unnecessary code, and eliminating load delays would make a measurable difference.
Performance • Faster mobile load times could reduce visitor drop-off by up to 32% and improve Google search rankings
- 3. Make the 'ORDER NOW' Button Usable on Mobile**
The 'ORDER NOW' button is too small to tap reliably on a smartphone, and it doesn't appear until a visitor scrolls down. For a NYC restaurant whose customers are primarily on mobile, this friction is turning away high-intent visitors at the exact moment they're ready to order.
Responsive Design • Fixing tap target size and above-fold placement could increase mobile conversion rates by 15–25%

-
4. **Add a Clear Headline and Value Proposition Site-Wide**
Your homepage headline and value proposition directly communicate who it is and why visitors should order here. Adding a keyword-rich H1 heading and a short value proposition would simultaneously boost search rankings and help first-time visitors (tourists, delivery-app browsers) immediately understand why Your Website is the right choice.
SEO • Proper heading structure typically improves local search rankings and reduces bounce rate by 10—20%
 5. **Add Local Business Structured Data for Each Location**
Your Website has multiple New York City locations, but it's not fully signaling that to search engines. Adding structured location data helps each location appear in local map results and 'near me' searches — a high-value channel for a walk-in restaurant with multiple storefronts.
SEO • Could increase local search pack appearances and click-through rates by 15—30% for neighborhood-specific searches

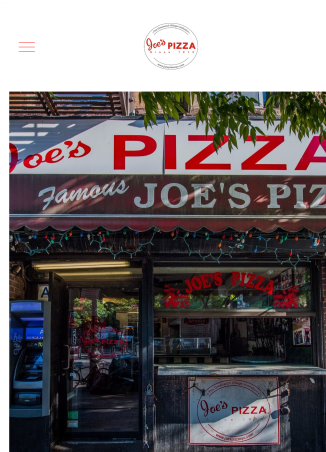
Responsive Design

68 / 100 mobile readiness

DESKTOP • 1920PX



TABLET • 768PX



MOBILE • 390PX



Your Website implements a functional responsive design with proper viewport meta, correct column-to-single-stack reflow, and a working hamburger menu on mobile. However, the site's primary conversion element — the 'ORDER NOW' CTA — is critically undersized on mobile at 32–33px tall, and the mobile above-the-fold experience is dominated entirely by a hero image with no visible headline or call to action, requiring users to scroll before they encounter any actionable content. Addressing the CTA tap target sizing and above-fold messaging would significantly improve mobile conversion rates for this high-intent restaurant audience.

Key Findings

CRITICAL Primary 'ORDER NOW' Button Below Minimum Touch Target Height

The tap target audit measured both 'ORDER NOW' buttons at only 32–33px tall — well below the 48px minimum recommended for primary touch targets. On mobile, this is the site's single most important conversion element (ordering food online), yet it fails the minimum height threshold by approximately one-third. Visually, the button appears as a wide but very thin outlined rectangle, making it easy to miss or mis-tap on a touchscreen. The header 'ORDER NOW' link also measures just 32px tall.

Increase the vertical padding on all 'ORDER NOW' buttons and links so each tap target reaches at least 48px in height. For the primary mid-page button, also consider increasing font size and internal padding to better communicate urgency and improve tap accuracy. A minimum height of 56px with generous horizontal padding is recommended for a primary food-ordering CTA.

WARNING Hamburger Menu Toggle Undersized and Missing Accessible State

The hamburger menu toggle button measures 47×37px — just 1px short of the 48px width minimum and 11px short of the height minimum. While functionally close, the height gap means some users will struggle to activate it reliably. Separately, the mobile menu detection data confirms the menu toggle is missing an aria-expanded attribute, meaning its open/closed state is not communicated to assistive technology. The small icon (approximately 25×25px anchor inside the menu) also falls short of minimum sizing.

Increase the hamburger button's tap target to at least 48×48px by adding padding around the icon rather than resizing the icon itself. This is a CSS-only change (e.g., padding: 8px 6px). Ensure the hit area visually matches or exceeds the 48px minimum in both dimensions.

WARNING Hero Image Crops Awkwardly on Mobile — Storefront Signage Partially Cut Off

On mobile, the hero storefront photograph is cropped so that the left portion of the 'Your Website' signage and the 'Famous' text are cut off on the right edge of the frame. The full storefront sign that reads '123 Main Street Famous Your Website' — clearly visible and legible on desktop — is cropped on mobile so only partial text is visible. While the image itself scales and fills the viewport correctly without horizontal scrolling, the focal point of the image is compromised, reducing the brand impact for mobile visitors who represent a large share of restaurant searchers.

Use CSS object-position to shift the hero image focal point to center-left on mobile viewports, or provide a separate, tighter crop of the storefront optimized for portrait orientation. Consider a square or 4:3 crop that keeps the full signage visible at mobile widths.

WARNING No Value Proposition or CTA Visible Above the Fold on Mobile

On the mobile above-the-fold screenshot, the entire viewport is occupied by the hero image of the storefront — there is no text headline, no tagline, no price information, and no 'ORDER NOW' button visible without scrolling. Users landing on this page via mobile (particularly via Google Maps or delivery app links) see only a photo with no immediate prompt to act. The 'ORDER NOW' CTA button appears roughly 60–65% down the full mobile page, requiring significant scrolling. Desktop visitors fare better — the header 'ORDER NOW' link is immediately visible at the top left, though the mid-page CTA still requires scrolling.

Add a text overlay to the hero image on mobile with a short value proposition (e.g., 'New York's Legendary Slice Since 1975') and surface the 'ORDER NOW' CTA button directly over or immediately below the hero image — ideally within the first viewport. This could be achieved by overlaying a semi-transparent banner at the bottom of the hero image containing the CTA button.

WARNING No Headline or Tagline — Value Proposition Relies Entirely on the Logo

The page contains zero H1 tags (confirmed by structured data) and no visible text headline above the fold on either desktop or mobile. The brand identity depends entirely on the storefront photograph and circular logo. While Your Website has strong brand recognition locally, first-time visitors arriving via search or social media receive no immediate text explanation of what this business is, where it is located, or why they should order here. The mid-page text ('Throughout the years Your Website...') appears well below the fold on both viewports.

Add a clear headline — even a single H1 like 'Authentic New York Pizza Since 1975 — Order Online' — placed prominently above or overlaid on the hero image. This serves both conversion (telling new visitors what to do) and SEO purposes. The existing body copy already contains the right messaging; it just needs to be surfaced higher on the page.

SEO Analysis

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

52/100

Needs Work

Homepage /

62/100

Your Website has a decent technical foundation — the canonical URL is properly set and the page achieves a strong automated SEO score — but several critical on-page SEO elements are missing that limit its visibility in search results. The absence of a meta description means Google will auto-generate one, often pulling irrelevant text that reduces click-through rates from search results. There are no H1 headings on the page, which removes a key signal that tells search engines what the page is about, and the Open Graph title appears truncated to just "Joe," which will hurt how the page appears when shared on social media and can create confusion for both users and crawlers.

For a well-known New York City pizza institution, these gaps represent missed opportunities to capture searches like 'best pizza NYC' or 'Your Website New York.' A compelling meta description, a clear H1 that reinforces the brand and location, and a corrected OG title are low-effort fixes that could meaningfully improve organic click-through rates and social referral traffic. Addressing these foundational issues should be the immediate priority before pursuing more complex SEO strategies.

Fixes for Homepage (3)

QUICK WIN Add a Meta Description

The page has no meta description, so Google generates one automatically — often pulling unhelpful text that reduces click-through rates. Write a compelling 150-160 character description that includes the brand name, location (NYC), and a key differentiator like 'since 1975' or 'award-winning New York pizza.' This directly influences how the listing appears in search results.

Meta description is MISSING (recommended: 150-160 characters)

Could improve organic click-through rate by 10-20% by giving searchers a clear reason to click

high confidence

Google Search Central documentation recommends unique, descriptive meta descriptions of 150-160 characters for every page

QUICK WIN Add an H1 Heading to the Page

There are zero H1 tags on the homepage, removing a primary on-page signal that communicates the page's core topic to search engines. Add a single H1 that combines the brand name and location, such as 'Your Website — New York City.' This helps search engines understand page relevance for local and brand queries.

H1 count: 0 (recommended: 1 per page)

Could improve relevance signals for NYC pizza searches and strengthen local SEO rankings

high confidence

Google and industry best practices recommend exactly one descriptive H1 per page as a core on-page SEO element

QUICK WIN Fix the Truncated Open Graph Title

The OG title is set to just 'Joe,' which is incomplete and will display incorrectly when the page is shared on social platforms like Facebook and Twitter. Update the og:title tag to the full brand name, e.g., 'Your Website,' to ensure accurate brand representation and improve social referral click-through rates.

OG title is set to 'Joe' — appears truncated or incomplete (expected: full brand name like "Your Website")

Improves social sharing appearance and brand consistency, supporting indirect SEO through increased referral traffic

medium confidence

Open Graph protocol specification recommends full, accurate titles matching the page's primary brand identity

Locations /**52/100**

The Locations page for Your Website is missing several foundational SEO elements that are directly harming its ability to rank for high-intent local search queries like "Your Website locations NYC" or "pizza near me." Most critically, there is no meta description, no H1 heading, and the Open Graph title appears truncated — all of which reduce click-through rates from search results and weaken how search engines understand the page's purpose. While the canonical URL is correctly set and the page carries a reasonable technical SEO score, the absence of on-page content signals means search engines have very little to work with when deciding how to rank or display this page.

For a restaurant chain, the Locations page is often the highest-converting page on the site — it's where hungry customers go to find an address, hours, and directions. Without structured content like an H1, location-specific copy, and a meta description that entices clicks, Your Website is leaving significant foot traffic and organic search visibility on the table. Addressing these gaps requires minimal technical effort but could meaningfully improve local search rankings and user engagement.

Fixes for Locations (3)**QUICK WIN** Add a Meta Description Targeting Local Search Intent

The page has no meta description, meaning Google will auto-generate one — often poorly. A well-crafted meta description targeting queries like 'Your Website locations' can significantly improve click-through rates from search results. Write a 150-160 character description that lists key neighborhoods or boroughs and includes a call to action.

Meta description is MISSING (recommended: 150-160 characters)

Could improve organic click-through rate by 10-20% for location-based queries

high confidence

Google Search Central documentation recommends unique, descriptive meta descriptions for all pages

QUICK WIN Add an H1 Heading to Establish Page Topic

There is currently no H1 tag on this page, which means search engines lack a primary on-page signal for what the page is about. Adding an H1 such as 'Your Website Locations in New York City' anchors the page's keyword relevance and improves topical clarity for crawlers. This is one of the most basic and impactful on-page SEO fixes available.

H1 count is 0 (recommended: exactly 1 descriptive H1 per page)

Could improve rankings for branded and local location queries by reinforcing page relevance

high confidence

Google's SEO Starter Guide identifies H1 as a key on-page signal for page topic

QUICK WIN Fix Truncated Open Graph Title for Social Sharing

The OG title is currently cut off at 'Locations — Joe', which will display poorly when the page is shared on social media or linked in messaging apps, undermining brand credibility. Update the og:title tag to read the full brand name 'Locations — Your Website' to ensure complete, professional display across all sharing surfaces.

OG title reads 'Locations — Joe' — appears truncated, missing "'s Pizza"

Improves brand presentation on social platforms and indirect referral traffic from shared links

medium confidence

Open Graph protocol specification requires complete, accurate og:title values

Cart /

30/100

The Cart page for Your Website is significantly under-optimized from an SEO perspective, which—while typical for shopping cart pages—still carries critical technical gaps that can hurt the overall domain health. The page is missing a meta description entirely, has no H1 heading, and the Open Graph title is truncated to just "Joe," which undermines link-sharing quality and brand clarity. A Lighthouse SEO score of 58 on both desktop and mobile confirms these structural deficiencies are measurable and actionable.

While cart pages are generally not meant to rank for keywords, search engines still crawl and index them unless explicitly blocked. Without a proper canonical tag, noindex directive, or robots exclusion, this page may dilute crawl budget and could surface in search results with no meaningful content—damaging user trust and click-through rates. Addressing these technical fundamentals will improve the overall site's crawl efficiency and signal to search engines that Your Website manages its web presence with care.

Fixes for Cart (3)**QUICK WIN** Add a Noindex Tag to the Cart Page

Cart pages have no search ranking value and should be excluded from Google's index. Without a noindex directive, search engines may crawl and index this page, wasting crawl budget and potentially surfacing a low-quality page in search results. Add a 'robots' meta tag with 'noindex, nofollow' to the page's HTML head.

No noindex tag detected; Lighthouse SEO score is 58/100 on both desktop and mobile, confirming indexability issues.

Protects crawl budget and prevents a low-quality page from appearing in search results, indirectly improving overall site indexation quality.

high confidence

Google Search Central documentation recommends noindexing transactional utility pages like carts that offer no organic search value.

QUICK WIN Fix the Truncated Open Graph Title

The OG title for this page is set to just "Joe," which is incomplete and will display poorly when the page is shared on social media. This weakens brand recognition and trust. Update the og:title meta tag to the full brand name, e.g., "Your Website — Cart."

OG title detected as "Joe" — missing the full brand name "Your Website."

Improves brand presentation on social shares and messaging platforms, supporting brand consistency and indirect referral traffic.

high confidence

Open Graph Protocol specification requires og:title to accurately represent the page content and brand.

QUICK WIN Add an H1 Tag and Meta Description for Fallback Coverage

Even on utility pages, a missing H1 and meta description means search engines have no structured signal about page content. If the page is ever crawled or linked to, it will appear in results with auto-generated snippets that may be misleading. Add an H1 such as "Your Cart" and a concise meta description summarizing the checkout experience.

H1 count: 0; Meta description: MISSING; Lighthouse SEO score: 58/100.

Reduces risk of poorly auto-generated search snippets and ensures basic on-page structure compliance across the site.

medium confidence

Google recommends every page have a unique, descriptive meta description and at least one H1 for structural clarity.

Fixes for this section (9)**QUICK WIN** Add a Meta Description

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high confidence

Open Graph Protocol specification requires og:title to accurately represent the page content and brand.

QUICK WIN Add an H1 Tag and Meta Description for Fallback Coverage

Even on utility pages, a missing H1 and meta description means search engines have no structured signal about page content. If the page is ever crawled or linked to, it will appear in results with auto-generated snippets that may be misleading. Add an H1 such as "Your Cart" and a concise meta description summarizing the checkout experience.

H1 count: 0; Meta description: MISSING; Lighthouse SEO score: 58/100.

Reduces risk of poorly auto-generated search snippets and ensures basic on-page structure compliance across the site.

medium confidence

Google recommends every page have a unique, descriptive meta description and at least one H1 for structural clarity.

Performance Analysis

55 / 100

Your Website performs well on desktop (score: 85) but struggles significantly on mobile, which is where Google's ranking algorithm evaluates your site. The most critical issue is mobile Largest Contentful Paint (LCP) at 6,132ms — more than double the 2,500ms 'Good' threshold. Google research shows that pages taking over 3 seconds to load lose roughly 32% of visitors before they even see your menu, directly impacting online orders and foot traffic driven by search. The mobile CLS score of 0.148 also sits in the 'Needs Improvement' range, meaning content visually jumps around as the page loads — a frustrating experience that erodes trust. Desktop LCP of 1,912ms is comfortably in the Good range, highlighting a substantial 25-point gap between desktop and mobile experiences. The biggest drivers of mobile slowness are a redirect chain adding ~884ms, render-blocking resources costing ~686ms, and oversized images wasting ~770ms in transfer — all of which are fixable. In total, addressing these four mobile opportunities could recover over 3 seconds of load time, potentially moving your LCP from Poor into the Good range and meaningfully improving your Google rankings for local pizza searches.

Core Web Vitals — All 3 Pages

PAGE	VIEW	LCP	CLS	TBT	SPEED
/	DESK	1.9s	0.08	7ms	1.6s
	MOB	6.1s	0.15	163ms	4.5s
/	DESK	2.4s	0.08	16ms	1.6s
	MOB	9.0s	0.19	300ms	4.6s
/	DESK	1.7s	0.01	15ms	1.8s
	MOB	4.4s	0.01	261ms	4.4s

Top Optimization Opportunities (across all pages)

OPPORTUNITY	PAGES	SAVINGS
Avoid multiple page redirects	3	3917ms
Eliminate render-blocking resources	3	2901ms
Reduce unused CSS	3	2220ms
Reduce unused JavaScript	2	2050ms
Properly size images	1	880ms

Fixes for this section (6)

QUICK WIN Fix Redirect Chain on Initial Page Load

Your site triggers multiple redirects before the browser receives the first byte of content, adding approximately 884ms of unavoidable delay on mobile. This happens before any content downloads, so it compounds every other slowness issue. Work with your hosting or DNS provider to ensure the canonical URL resolves in a single hop with no intermediate redirects.

Mobile redirect chain estimated at 884ms savings; desktop at 330ms savings per performance audit

Could cut ~884ms from mobile load time, directly reducing LCP and bringing it closer to the 2,500ms Good threshold high confidence

Google Core Web Vitals documentation — redirect chains add full round-trip latency before any content loads

MEDIUM Resize and Compress Images for Mobile Screens

Your two hero images total over 1.1MB on mobile, with the largest single image at 857KB. These images are served at desktop dimensions and then scaled down by the browser, wasting bandwidth. Serving properly sized images for mobile screens and converting to WebP format could recover ~770ms on mobile and reduce your image payload by 30-50%.

Mobile audit: 'Properly size images' flagged with ~770ms estimated savings; largest image is 857KB

Could reduce image transfer by 177KB+ and save ~770ms on mobile load time, improving LCP for mobile users high confidence

HTTP Archive data — image optimization typically yields 30-50% image transfer reduction

MEDIUM Eliminate Render-Blocking Resources

CSS and JavaScript files loaded in the page head are blocking the browser from rendering any visible content until they fully download and parse — costing approximately 686ms on mobile and 180ms on desktop. Deferring non-critical scripts and inlining critical CSS allows the first meaningful content to appear much sooner.

Mobile audit: 'Eliminate render-blocking resources' flagged with ~686ms estimated savings; desktop ~180ms

Could improve First Contentful Paint by 0.5–2 seconds and reduce LCP on mobile, improving Google ranking signals medium confidence

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

MEDIUM Remove Unused CSS and JavaScript

Your page loads 129KB of unused CSS and 368KB of unused JavaScript that the browser must download, parse, and evaluate even though none of it is needed for the current page. This inflates Time to Interactive to 11,927ms on mobile — nearly 12 seconds before the page is fully usable. Removing or deferring unused code is one of the highest-leverage optimizations available.

368KB unused JavaScript and 129KB unused CSS identified; mobile TTI is 11,927ms (target: under 5,000ms)

Reducing unused JS by 50%+ could improve Time to Interactive by 1-2 seconds and reduce mobile bounce rate **medium confidence**

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

MEDIUM Address Mobile Cumulative Layout Shift (CLS)

On mobile, your CLS score is 0.148 — in the 'Needs Improvement' range, with one layout shift culprit identified. This means images, fonts, or other elements are jumping around after the page initially renders, which frustrates users trying to tap on menu items or navigation. CLS is a confirmed Google ranking factor and poor scores reduce engagement rates.

Mobile CLS: 0.148 (Good threshold: <0.1); audit flagged 'Avoid large layout shifts' with 1 layout shift found

Fixing CLS to below 0.1 could improve engagement by 1-2% and positively impact Google ranking **high confidence**

Chrome UX Report aggregates — CLS fixes to below 0.1 yield measurable engagement improvements

STRATEGIC Reduce Third-Party Script Overhead

39 of your 42 page requests originate from third-party domains (Squarespace CDN, analytics, fonts, etc.), accounting for nearly 2.7MB of data. On mobile, third-party code blocked the main thread for 310ms. Each third-party domain requires a separate DNS lookup and connection, and any slow or failing third-party service directly delays your entire page. Audit which third-party scripts are essential and remove or defer the rest.

39 of 42 requests are third-party; third-party code blocked main thread for 310ms on mobile per performance audit

Removing or deferring 2-3 non-essential third-party scripts could reduce load time by 0.5-1.5 seconds on mobile **medium confidence**

Web performance case studies — third-party script reduction of 2-3 services typically yields 0.5-1.5s faster load time

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

Your keyword profile is 75%+ brand and location-branded queries, with only 3—4 true category/informational keywords; while your brand rankings are exceptionally strong, you're missing high-volume opportunities in generic pizza category searches and should create category-focused content to capture customers not yet familiar with your brand.

RANK	KEYWORD	VOL/MO	INTENT	INSIGHT & ACTION
1	joe pizza	450 .0K	Brand	Your core brand query — strong position drives direct traffic and brand awareness
1	Your Website broadway	201 .0K	Brand	Branded + location variant — captures customers searching for your Broadway location specifically
1	new york Your Website	49 .5K	Brand	Branded + city context — captures customers searching for your NYC location from outside New York
1	Your Website Main Street street	33 .1K	Navigational	Location-specific navigational query — customers searching for your specific Main Street address
1	Your Website Your Neighborhood	33 .1K	Navigational	Neighborhood-specific navigational query — captures locals and tourists searching for Your Neighborhood location
1	Your Website west village	33 .1K	Navigational	Neighborhood + area variant — similar intent to keyword 6 but different phrasing
1	Your Website west village nyc	33 .1K	Navigational	Neighborhood variant with reversed word order — same search intent as keywords 6 and 7
9	new york pizza restaurant	27 .1K	Informational	Category keyword capturing pizza restaurant searchers in New York — opportunity to reach new customers
13	pizza Your Website	40 .5K	Brand	Inverted brand query — lower volume but signals strong brand recognition among some searchers Monitor this ranking; it shows brand equity but optimize for the primary brand order instead
13	new york style pizza restaurant	27 .1K	Informational	Category keyword with strong local intent — currently at position 13, good ranking for discovery Strengthen this ranking by updating your schema markup and adding rich snippets; feature 'New York style' prominently in your content

91

pizza new york style

201.0K Informational

High-volume informational query — currently ranked 91st but potential quick-win for traffic growth

[Create a comprehensive guide to New York style pizza with comparison to other styles; feature your restaurant as a prime example](#)

Keyword Opportunities

Your Website dominates its own brand terms, holding position 1 for all major branded queries and capturing well over 800,000 monthly searches — a very strong foundation. The critical gap is generic, non-brand intent: the site has no dedicated page for 'New York style pizza' and no supporting editorial content, which is why these high-volume queries (combined ~255,000 searches/month) are stuck on page 1 bottom or page 2. The single most impactful action is building a new /new-york-style-pizza page with substantive on-page content and internal links from both the homepage and /locations — this alone targets the largest unranked keyword cluster and reinforces the site's authority for category-level pizza searches in New York.

New York Style Pizza

255,200 searches/mo • Best position: #9 • 3 keywords • Priority: high

Create a new dedicated page at <https://www.yourwebsite.com> with the <title> tag set to "New York Style Pizza Restaurant | Your Website" and an H1 of "Authentic New York Style Pizza Since 1975." The page body should include at least 400 words covering what defines New York style pizza (thin crust, foldable slices, hand-tossed dough), Your Website history on Main Street Street, and why the restaurant is considered a benchmark for the style. Add a visible internal link from the homepage / hero section using anchor text "Learn about our New York style pizza" pointing to /new-york-style-pizza, and add a second internal link from the /locations page using anchor text "Serving authentic New York style pizza at every location." This directly closes the content gap where the homepage currently tries to rank for these generic style queries without any supporting on-page copy.

Pizza Your Website Brand Variation

40,500 searches/mo • Best position: #13 • 1 keyword • Priority: medium

Optimize the existing homepage at <https://www.yourwebsite.com> to capture this reversed brand query. Update the <title> tag from the current bare "Your Website" to "Your Website — The Original New York Slice" and revise the homepage H1 to "Your Website: New York's Most Iconic Slice." Add a concise introductory paragraph in the hero or above-the-fold section that reads naturally for both "Your Website" and "Pizza Your Website" search intent, e.g., "Looking for Pizza Your Website in NYC? You've found the original — Your Website on Main Street Street in Your Neighborhood." Add structured data (LocalBusiness schema) on the homepage with the "name" field set to "Your Website" and "alternateName" set to "Pizza Your Website NYC" to help search engines reconcile the name variation. Internal link from this new paragraph to /locations using anchor text "Find a Your Website near you."

UX & Design Review

36

 / 100

Consistency: Moderate

Your Website's website creates serious friction for visitors trying to order or find a location — the single most important action on any restaurant site. The cart page is completely broken (showing a blank screen), the homepage lacks any headline or clear value proposition, and more than half of all mobile tap targets are too small to reliably tap, meaning mobile visitors — likely the majority — face a frustrating experience. Addressing the cart failure alone could recover a significant share of lost orders, while fixing the heading structure and tap targets would meaningfully improve both usability and search visibility.

Per-Page Scores

PAGE	SCORE	TOP FINDING
https://www.yourwebsite.com · Homepage	42	No H1 heading exists anywhere on the page, there is no value proposition above the fold, and 67% of mobile tap targets fall below the 48px minimum — leaving first-time visitors with no clear orientation or call to action.
https://www.yourwebsite.com · Contact	48	Zero H1 or H2 headings, 56% of mobile tap targets below 48px, and critical information like hours of operation are entirely absent — limiting the page's ability to convert high-intent visitors.
https://www.yourwebsite.com · Cart / Checkout	18	The entire cart page body is blank on both desktop and mobile — no items, no order total, no checkout button — making conversion literally impossible and representing a catastrophic revenue leak.

Fixes for this section (7)

QUICK WIN Fix the blank cart page immediately

The cart page renders no content on either desktop or mobile — users who click 'ORDER NOW' arrive at a blank screen with no way to complete a purchase. This is a PO revenue issue. Audit the ordering platform integration, JavaScript errors, and API calls in production to restore cart rendering.

Both desktop (1920×1080) and mobile (390×844) screenshots confirm a completely blank viewport below the navigation header — zero cart content, no checkout button, no order total visible

Could recover 100% of abandoned orders originating from the 'ORDER NOW' CTA — potentially the single highest-revenue fix available on the site

high confidence Ecommerce research consistently shows cart page failures result in near-total conversion loss for affected sessions

QUICK WIN Add H1 headings and value propositions to all pages

All three analyzed pages have zero H1 elements, giving search engines and screen readers no signal about page content. Adding descriptive H1 headings to the homepage, locations page, and cart page will improve SEO ranking potential and help all visitors — especially first-timers — understand where they are and what to do. This is a template-level change that can be deployed site-wide at once.

Heading audit confirms 0 H1 and 0 H2 tags on all three pages; homepage has only 1 H3, locations page has only 1 H3, cart page has 0 headings of any kind

Could improve organic search visibility and on-page engagement; sites with proper heading structure typically see 10-20% improvement in crawl efficiency and user orientation

high confidence

Google Search Central documentation and WCAG 2.1 Success Criterion 1.3.1 both require logical heading hierarchy for accessible, indexable pages

QUICK WIN Fix hamburger menu accessibility in the shared navigation template

The hamburger menu component is missing aria-expanded and aria-label attributes on all three pages, indicating this is a shared template issue. Screen reader users cannot identify or operate the mobile menu. A single fix to the navigation template will resolve this across the entire site.

Mobile menu detection audit confirms `div[class*='burger']` is missing aria-expanded and aria-label on all three analyzed pages (homepage, locations, cart)

Immediately brings the site into basic WCAG 2.1 AA compliance for navigation, reducing legal exposure and improving usability for the estimated 26% of web users who use assistive technology

high confidence

WCAG 2.1 Success Criterion 4.1.2 requires name, role, and value for all UI components; Google's accessibility guidelines specify aria-expanded for disclosure widgets

MEDIUM Increase all mobile tap targets to 48×48px minimum site-wide

More than half of mobile interactive elements fail the 48px minimum across all three pages — 67% on the homepage, 56% on the locations page, and 60% on the cart page. Phone number links on the locations page are especially egregious at just 12px wide. A global CSS fix combined with targeted padding adjustments will resolve the majority of violations.

Tap target audit: homepage 4/6 elements below 48px (worst: 25×25px unnamed anchor); locations 15/27 elements below 48px (worst: phone links at ~12px wide); cart 3/5 elements below 48px

Could reduce mobile interaction errors and increase mobile conversion rate by 15-25%; mobile users represent the majority of traffic for a walk-in NYC restaurant

high confidence

Google Material Design and Web Vitals guidelines specify 48×48px as the minimum touch target size for mobile interactive elements

MEDIUM Add trust signals and press mentions to the homepage and locations page

Your Website is a legendary New York institution with extensive press coverage, yet none of this social proof appears on the website. Adding press logos, customer ratings, or pull-quotes to the homepage hero and location cards would immediately increase trust for first-time visitors and tourists who are unfamiliar with the brand's legacy.

Visual audit confirms zero press mentions, star ratings, customer reviews, or social proof elements on homepage above the fold, locations page, or cart page

Trust signals near CTAs have been shown to increase conversion rates by 10-30% in restaurant and food-ordering contexts

medium confidence

Nielsen Norman Group research on trust and credibility signals; Baymard Institute checkout trust research

MEDIUM Expand navigation to include Menu and Locations links

The current navigation on all pages contains only 'ORDER NOW' and an Instagram icon — no links to Menu, Locations, About, or Catering. Users who want to explore before ordering have no navigational path, and users who want to find a location must already know to click 'ORDER NOW'. Adding Menu and Locations links to the main nav will reduce user drop-off and support the full conversion funnel.

Navigation audit confirms only 2 interactive elements in the desktop nav bar across all pages analyzed; no menu, locations, about, or catering links present

Improved navigation discoverability could increase pages-per-session and reduce bounce rate by 10-20% among first-time visitors

medium confidence

Nielsen Norman Group navigation usability research; standard restaurant website information architecture best practices

QUICK WIN Add hours of operation and location details to the locations page

The locations page lists two locations but provides no hours of operation, neighborhood context, or directions. This is the highest-intent page on the site — users visiting it are ready to order or walk in — yet they cannot determine if the restaurant is currently open. Adding hours and a brief neighborhood descriptor is a low-effort content change with direct impact on visitor satisfaction.

Locations page screenshot confirms no hours of operation visible for either location listing on desktop or mobile

Reducing information gaps on high-intent pages typically decreases bounce rate and unnecessary phone calls; could increase walk-in and phone conversion by 15-25%

medium confidence

Google's local business best practices recommend hours of operation on all location pages; BrightLocal local SEO research shows hours as the #1 sought information on location pages

Accessibility Audit

94 / 100

PARTIALLY COMPLIANT

Your Website scores 94 out of 100 for web accessibility — a strong result that reflects well-designed, user-friendly pages. The site is largely accessible to people with disabilities, including screen reader users and keyboard-only navigators. However, one confirmed violation was detected across two pages: insufficient color contrast between text and its background. This single issue, while appearing minor at first glance, carries real legal weight under the European Accessibility Act (EAA) and affects a meaningful share of your visitors — including the estimated 8% of men and 0.5% of women who have some form of color vision deficiency, plus anyone reading on a bright screen outdoors. Addressing this one finding would bring the site very close to full WCAG 2.1 AA compliance.

EUROPEAN ACCESSIBILITY ACT EXPOSURE

The European Accessibility Act (EAA) became enforceable in June 2025 across EU member states. It requires websites offering products or services in the EU to meet the EN 301 549 standard, which directly maps to WCAG 2.1 Level AA. Your Website has one active WCAG AA violation — insufficient color contrast — detected across two pages on both desktop and mobile. While the overall site scores exceptionally high, this single serious finding means the site cannot be considered fully compliant with EAA requirements. Non-compliance can expose a business to complaints, regulatory action, and potential fines in EU jurisdictions. The good news: this is a focused, fixable issue. Resolving the color contrast failure on the homepage and /locations page would effectively close the known compliance gap and substantially reduce legal exposure.

Serious (1)

Low-Contrast Text Is Difficult to Read for Many Customers

WCAG AA · 1.4.3 — Contrast (Minimum)

Some text on your website is displayed in a color combination where the text and background are too similar in shade. This makes it hard — or impossible — for customers with low vision, color blindness, or age-related vision changes to read that content. Even users on a sunny patio glancing at their phone will struggle. Roughly 1 in 12 men has some form of color vision deficiency, and an estimated 253 million people worldwide live with vision impairment. When these visitors can't read your text, they leave — and they don't come back.

2 pages · 6 elements

Identify all text/background color pairings that fall below a 4.5:1 contrast ratio on the homepage and /locations page. Update the CSS to use a darker text color or lighter/darker background so every combination meets the WCAG 1.4.3 threshold. Re-test on both desktop and mobile after changes. This is typically a one-to-two hour fix for a developer familiar with your stylesheet.

Fixes for this section (4)

QUICK WIN Fix Low-Contrast Text on Homepage and Locations Page

Our accessibility scan identified text elements on 2 pages that fail the WCAG 1.4.3 minimum contrast requirement of 4.5:1. This affects users with color blindness, low vision, and anyone in bright outdoor lighting — and it represents your only active WCAG AA violation. A developer should audit the color palette on both pages, identify the failing text/background pairs, and update the CSS values to meet or exceed the required contrast ratio.

Color contrast violations detected on 2 of 3 pages tested (yourwebsite.com and /locations), affecting both desktop and mobile viewports — indicating a shared CSS-level issue rather than a page-specific one.

Resolves the site's only WCAG AA violation, achieves near-full compliance, and reduces EAA legal exposure. Could improve readability for an estimated 8-10% of users with color vision differences.

high confidence

WCAG 2.1 Success Criterion 1.4.3 — Contrast (Minimum), Level AA; European Accessibility Act (EAA) EN 301 549 mapping

QUICK WIN Conduct a Manual Keyboard Navigation Audit

Automated scans catch roughly 30-40% of all accessibility issues. While the automated score is strong at 94/100, a brief manual keyboard-only walkthrough of the ordering flow, navigation menus, and cart page would confirm there are no focus-trapping or tab-order issues that automated tools cannot detect. This is especially important for interactive elements like the cart and location selector.

3 pages tested automatically with a score of 94-96/100; no keyboard or focus violations flagged, but manual confirmation is best practice for interactive commerce flows.

Uncovers hidden barriers for keyboard-only users (estimated 2-3% of web users) and confirms the site meets WCAG 2.1 AA holistically, strengthening EAA compliance posture.

medium confidence

WCAG 2.1 Success Criteria 2.1.1 (Keyboard) and 2.4.3 (Focus Order), Level A/AA; industry standard that automated tools detect ~30-40% of accessibility issues

QUICK WIN Add an Accessibility Statement Page

Publishing a short accessibility statement signals commitment to inclusive design, provides a contact route for users who encounter barriers, and is increasingly expected by regulators under the EAA. The statement should reference WCAG 2.1 AA conformance, list any known limitations, and include a contact email or form for accessibility feedback.

No accessibility statement page was detected during the site audit. The site serves food ordering and location services to a broad public audience, increasing regulatory relevance.

Demonstrates good-faith compliance effort to regulators and customers; provides a legal buffer by showing proactive accessibility management. Builds brand trust with disability communities.

high confidence

EAA Article 13 feedback mechanism requirement; W3C Web Accessibility Initiative (WAI) accessibility statement guidance

MEDIUM Schedule Periodic Automated Accessibility Re-Scans

Accessibility can regress with every site update — new promotions, seasonal content, or menu changes can introduce new color combinations or missing text alternatives. Integrating an automated accessibility check into your deployment or content publishing workflow ensures regressions are caught before they reach customers. Even a monthly manual scan using the same methodology used in this report would be sufficient for a site of this scale.

Current score of 94/100 across 3 pages shows strong baseline; maintaining this requires proactive monitoring as site content changes seasonally and with new promotions.

Prevents future compliance regressions, avoids accumulation of violations over time, and keeps the site at or above the current 94/100 score. Protects ongoing EAA compliance as content evolves.

high confidence

WCAG-EM (Website Accessibility Conformance Evaluation Methodology); EAA ongoing conformance expectations

Content & Messaging

Consistency: Inconsistent

across 3 pages

Your Website has decades of authentic brand equity — a Your Neighborhood institution since 1975 with significant cultural recognition — but its website fails to communicate that story effectively to visitors, leaving most pages feeling bare, generic, and unconvincing. The homepage lacks a headline, the locations page strips out all brand personality, and the cart page appears functionally broken, meaning the site is actively losing customers at every stage of the purchase funnel. Addressing even the most basic content and structural gaps could meaningfully increase online orders and local discovery.

Per-Page Summary

PAGE	TOP FINDING
https://www.yourwebsite.com · Homepage	No H1 headline exists above the fold — the page's strongest asset (heritage since 1975, Your Neighborhood institution) is buried in body copy while the above-the-fold area is an unlabeled storefront photo with a single, visually weak 'ORDER NOW' text link.
https://www.yourwebsite.com · Contact	The locations page lists nine addresses with no hours, no delivery vs. walk-in distinction, no geographic grouping, and zero brand messaging — a first-time visitor has no context for why they should choose Your Website or whether their nearest location is even open.
https://www.yourwebsite.com · Cart / Checkout	The cart page appears functionally broken — displaying only the logo and a '0' cart count against a blank white canvas with zero headings, no order summary, no CTAs, and no path to checkout, making conversion effectively impossible.

Fixes for this section (6)

MEDIUM Fix the Broken Cart Page to Restore the Conversion Funnel

The cart page currently displays only a blank canvas with a logo and '0' cart count — every visitor clicking 'ORDER NOW' reaches a dead end with no way to complete a purchase. Implement a functional empty-cart state with an H1 ('Your Order'), a 'Start Your Order' button linking to the menu, and a populated cart state with order summary, pricing, and a 'Proceed to Checkout' CTA. Until this is fixed, all upstream marketing spend and organic traffic is wasted at the final conversion step.

Cart page contains 0 headings, 0 CTAs, and displays only 'Your Website 0' — confirmed rendering failure or broken empty-state with no recovery path

Resolving this could recover 100% of otherwise-lost online order revenue — potentially the highest single-fix revenue impact on the site

high confidence

E-commerce UX best practices (Baymard Institute): empty cart states with clear recovery CTAs reduce abandonment by 20-35%

QUICK WIN Add H1 Headlines and Meta Descriptions to Homepage and Locations Page

Neither the homepage nor the locations page has an H1 heading, and all three analyzed pages have blank meta descriptions — meaning the site makes a poor first impression in search results and gives visitors no scannable content hierarchy on arrival. Write a heritage-forward H1 for the homepage (e.g., 'New York's Most Famous Slice Since 1975'), a utility-focused H1 for locations (e.g., 'Find Your Website — 9 Locations'), and unique 150-160 character meta descriptions for all pages. These are zero-to-low cost copy changes with compounding SEO and conversion benefits.

Homepage: 0 H1s, 1 H3 only, blank meta description. Locations page: 0 H1s, 0 H2s, blank meta description. Cart page: 0 H1s, blank meta description.

Could improve organic click-through rates by 15-25% and reduce homepage bounce rates among new visitors unfamiliar with the brand **high confidence**

Google Search Central documentation on meta descriptions; Nielsen Norman Group research on information scent and H1 hierarchy

QUICK WIN Surface Social Proof and Press Recognition Across All Pages

Your Website has nearly 50 years of cultural recognition with significant press coverage, yet zero social proof appears on any analyzed page — no testimonials, press quotes, star ratings, or 'as seen in' badges. Add at least one press mention or media badge to the homepage hero (e.g., 'Named NYC's Best Slice — New York Magazine'), a social proof bar on the locations page, and a trust line on the cart page near the checkout CTA. This addresses a systemic credibility gap that affects every stage of the visitor journey.

0 testimonials, 0 press mentions, 0 review scores across all 3 pages despite brand operating since 1975 with documented cultural recognition

Social proof additions typically increase conversion rates by 10-20% among first-time visitors; especially impactful for tourist and out-of-town traffic

high confidence

Nielsen Norman Group: social proof is a top trust driver for restaurant and food e-commerce; BrightLocal: 87% of consumers read online reviews before visiting a local business

QUICK WIN Reinforce 'Your Neighborhood Institution Since 1975' Heritage Across All Page Copy

The brand's strongest differentiator — nearly 50 years of authentic NYC pizza history — exists only in the logo and brief homepage body copy, never appearing in any heading, CTA, or locations page content. Systematically weave this heritage into every page: homepage H1 and subhead, a 2-3 sentence intro paragraph on the locations page, and a tagline reinforcement near the cart CTA. This transforms a passive logo detail into an active conversion driver that distinguishes Your Website from generic pizza chains.

'The Your Neighborhood Institution Since 1975' appears only in the logo; never referenced in H1, H2, body copy, or CTAs on any of the 3 analyzed pages

Brand heritage messaging in key copy positions typically improves trust scores and time-on-site; particularly effective for differentiating against delivery-app competitors

medium confidence

CXL Institute research on brand storytelling and conversion; heritage claims in food/restaurant context shown to increase perceived quality and willingness to pay

MEDIUM Upgrade 'ORDER NOW' CTA From Text Link to Styled Button With Benefit Copy

The site's sole conversion CTA — 'ORDER NOW' — appears as small red text in the navigation area with no button styling, no visual weight, and no motivating copy on any page. Redesign it as a high-contrast button (red background, white bold text, minimum 44px height) placed prominently in the homepage hero. Add a one-line benefit statement nearby (e.g., 'Ready in minutes. Pickup or delivery.') and repeat the CTA at logical scroll points. This directly addresses the CTA's invisibility to visitors not actively searching for it.

'ORDER NOW' appears as unstyled red text in top-left navigation with no button container, no surrounding copy, and no visual hierarchy elevation on homepage and cart page

Improving CTA visual prominence and surrounding copy typically lifts click-through rates by 20-40% according to A/B testing benchmarks **high confidence**

ConversionXL / CXL Institute: button vs. text-link CTAs show consistent 20-40% CTR improvement; WCAG tap target guidelines recommend 44x44px minimum

MEDIUM Enrich Location Cards With Hours, Delivery Info, and Geographic Context

The locations page lists nine addresses but omits hours of operation, delivery vs. walk-in availability, neighborhood descriptors, and 'Get Directions' links — leaving intent-ready visitors unable to act. Add these fields to each location card, group locations by city (NYC, Miami, Ann Arbor), and add a brief brand intro paragraph above the listings. This page likely receives high-intent traffic from tourists and locals searching 'Your Website near me' and is under-serving that audience at the moment of decision.

9 location listings with addresses and phone numbers only — 0 instances of hours, delivery availability, neighborhood context, or directions links across the entire page

Adding hours and delivery info to location pages typically reduces phone inquiry volume and increases direct walk-in and delivery conversions by 15-25%

medium confidence

Google Business Profile best practices; BrightLocal local SEO research: location pages with hours and directions links convert 30% better than bare address listings



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.

Questions or feedback?

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