



SightStack

We turn website blind spots into business breakthroughs.

Website Intelligence Report

PROFESSIONAL REPORT — 6-DIMENSION ANALYSIS

<https://www.yourwebsite.com>

SIGHTSTACK SCORE

78

/ 100

April 16, 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.

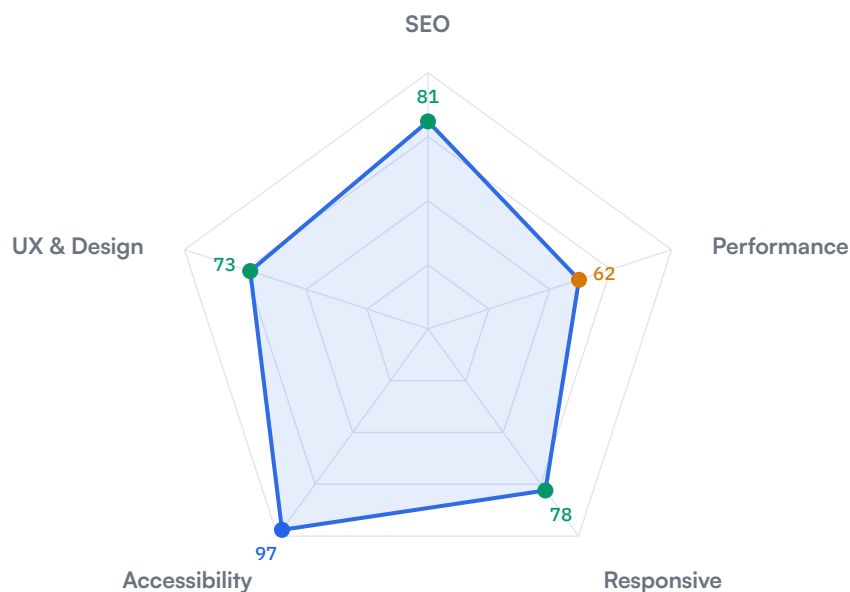
Score 78/100: Strong Brand Presence Held Back by Mobile Performance Gaps

your website's website earns a solid 78/100 overall, reflecting a professionally managed presence with excellent SEO fundamentals, strong accessibility, and a globally scaled infrastructure. However, the single biggest risk is hiding in plain sight: mobile visitors — who likely make up the majority of traffic — are landing on a page that takes far too long to load and greets them with a modal overlay that hides the core message entirely. This combination means potential customers are bouncing before they ever read the value proposition.

Two cross-cutting problems compound this. First, a modal that fires on every page load blocks the primary call-to-action on every homepage variant and key conversion pages. Second, the vast majority of tappable elements on mobile are too small to reliably hit with a finger, creating friction at every interaction point. Together, these issues create a measurable drag on conversion rates across the board.

The bright spots are worth protecting. SEO is well-structured with carefully maintained title tags, meta descriptions, and extensive international coverage across 87 regional variants. Accessibility is near-perfect, and desktop performance is strong — meaning the technical foundation is sound. The gaps are targeted and fixable, not structural.

The single highest-leverage action is removing the on-load modal: it costs nothing to fix and immediately restores above-the-fold messaging for every new visitor on every device.



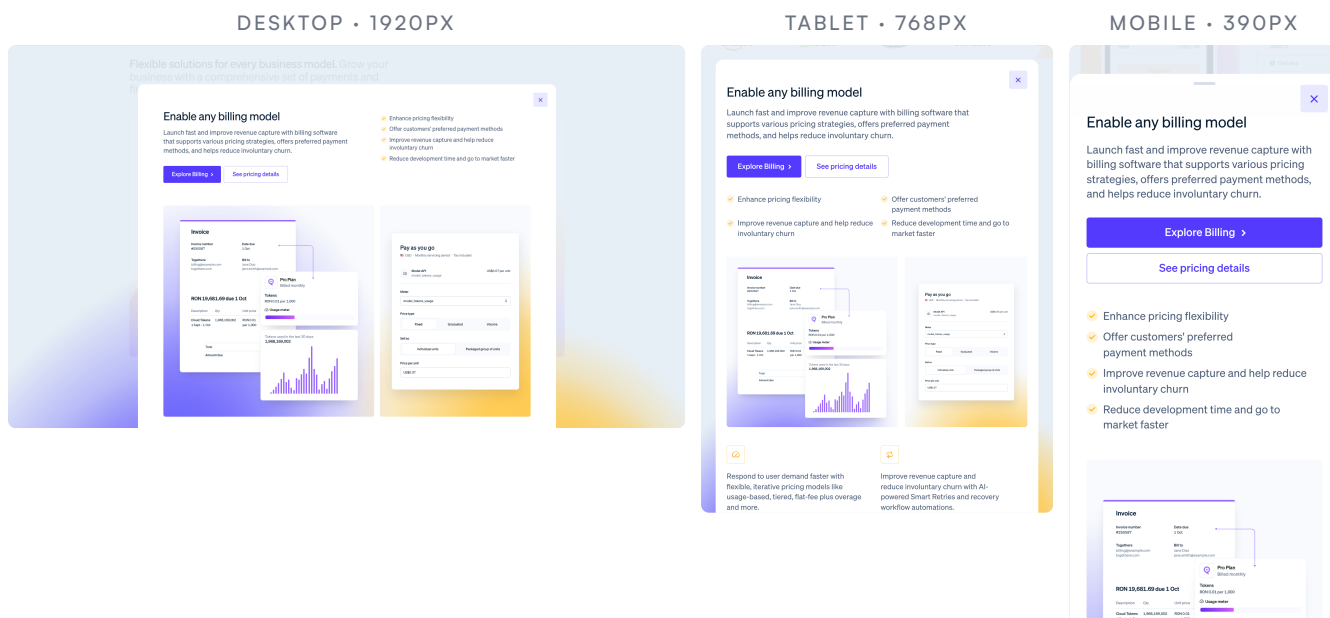
Your top 5 priorities

- 1. Remove the On-Load Modal Blocking Primary Content**
Remove the on-load modal that blocks the primary call-to-action before they can read your website's value proposition or click a call-to-action. This forced interruption is estimated to increase early bounce rates by 10–20% and directly suppresses new visitor conversions. Removing it is a one-line configuration change with immediate upside.
UX & Design • Could reduce above-the-fold bounce rate by 10–20% across all homepage variants
- 2. Fix Mobile Load Speed: Pages Take Too Long to Respond**
Mobile load speed is a primary search ranking factor, and the page stays unresponsive to taps for an extended period after it visually loads. Since mobile performance is a primary search ranking factor, this gap is costing your website both search visibility and user engagement simultaneously.
Performance • Fixing mobile load time could recover 2–4 seconds of usability time and improve search rankings

3. **Fix Site-Wide Mobile Tap Target Sizes** — links, buttons, navigation items — are smaller than the minimum recommended touch target size. For mobile users, this means frequent mis-taps and frustration at every step of the journey. Resolving this across all pages could meaningfully increase mobile conversion rates.
Responsive Design • Could improve mobile conversion rates by 15—25% by removing the primary interaction barrier for mobile users
4. **Resolve Duplicate H1 Tags Site-Wide** — in some cases as many as 126. Search engines use the primary heading to understand what a page is about, so duplicating it creates confusion that can suppress rankings. Fixing this is a template-level change that benefits every page at once.
SEO • Improves search engine topic clarity and click-through rates across all affected pages
5. **Add Trust Signals to Pricing and Contact Pages** — visitors are deciding whether to buy or get in touch — currently display no security badges, customer testimonials, or social proof above the fold. For a payments company, security credibility is a primary purchase objection. Adding these signals is proven to lift form completion and pricing page conversions.
Content & Messaging • Trust signals at decision-stage pages can increase conversions by 10—20% for fintech and B2B SaaS

Responsive Design

78 / 100 mobile readiness



your website's homepage demonstrates strong responsive design fundamentals: layouts reflow correctly from desktop to wide columns to single-column mobile, the navigation collapses to an accessible hamburger menu, and primary CTA buttons expand to full-width on mobile. The main usability concern is a product detail modal that appears to block above-the-fold content on both viewports during capture, with the mobile experience being most severely impacted since the modal occupies the entire screen. Secondary issues include a high proportion of undersized tap targets among footer and navigation links, and small text sizes in lower-page secondary content.

Key Findings

WARNING Product Detail Modal Blocks Above-the-Fold Content on Both Viewports

A dismissible product modal (billing model detail panel) is overlaying the page content on both desktop and mobile above-the-fold screenshots. On desktop, the modal is centered and partially shows the headline behind it. On mobile, the modal occupies nearly the full viewport, requiring the user to dismiss it before accessing the main page content. The modal appears intentional and is dismissible via a visible 'x' close button in the top-right corner. However, on mobile the underlying page content is entirely hidden, meaning a first-time visitor sees only the modal — not the homepage value proposition.

Ensure that product detail modals triggered during page capture (or on first load) do not auto-open without user intent. If the modal is triggered by a user action, this is acceptable; if it auto-opens on load, consider deferring it until after the user has seen the main content, particularly on mobile where screen real estate is limited.

WARNING 89% of Interactive Elements Below 48px Minimum Tap Target Size

Our tap target audit measured 160 of 180 interactive elements (89%) falling below the 48px minimum recommended for comfortable touch interaction. The smallest offenders include a link at 157×10.74px (critically thin), a 'Romania (English)' locale selector button at 153×16px, and an 'Atlas' navigation link at 36×44px. The primary CTAs (e.g., 'Explore Billing') appear adequately sized on mobile based on visual inspection of the above-the-fold screenshot, where they render as full-width buttons. The undersized elements are predominantly footer links, secondary navigation links, and locale selectors, which are typical sources of low tap target scores on large marketing pages. One overlapping interactive pair was detected above the fold.

Prioritize increasing touch target sizes for the locale/language selector (currently 153×16px — critically thin) and any secondary navigation links in the mobile menu. Apply a minimum height of 48px to footer links by increasing line-height or adding vertical padding. For the overlapping pair above the fold, inspect and add sufficient margin or padding to prevent mis-taps.

WARNING Very Small Text in Footer and Secondary Navigation on Mobile

Several interactive text elements measured at 10–20px heights in the tap target audit (e.g., the 157×10.74px link and 20px-tall navigation items like 'Atlas' and 'Authorization Boost'). While these measurements reflect element bounding box heights rather than pure font-size, they indicate text rendered at sizes likely below the 16px body text minimum recommended for mobile readability. On the full-page mobile screenshot, footer and secondary navigation text appears noticeably small compared to the main content sections.

Audit footer and secondary navigation font sizes to ensure body and link text renders at a minimum of 16px on mobile. Increase line-height for dense link lists to improve both readability and touch target sizing simultaneously.

WARNING Mobile Above-the-Fold View Dominated by Modal — Primary Page Messaging Hidden

On the mobile above-the-fold screenshot, the billing model modal occupies virtually the entire viewport. The homepage headline ('Flexible solutions for every business model. Grow your business with a comprehensive set of payments and fi...') is partially visible but cut off behind the modal. A new mobile visitor cannot see the primary value proposition, hero image, or main CTA without first dismissing the modal. On desktop, the modal is less disruptive — the headline is partially visible above it — but it still obscures the primary CTA.

If this modal is triggered by a user clicking a 'Learn more' or product card link, ensure it is not being triggered on initial page load. If it must appear on load, implement it as a bottom sheet on mobile (sliding up from below) so the hero content remains visible above it, and ensure the modal triggers only after the page has been visible for several seconds.

INFO Hamburger Menu Correctly Implemented for Mobile

Our automated audit confirms a mobile navigation toggle is present (a button with aria-expanded and an aria-label of 'Toggle navigation menu'). The desktop navigation condenses to a mobile-friendly hamburger control on smaller viewports, ensuring users can access all navigation destinations from mobile without horizontal overflow from a full nav bar.

No action needed. Continue to verify that all desktop navigation destinations remain accessible through the mobile menu as new pages are added.

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

/	88/100
/	88/100
/	92/100
/	88/100
/	88/100

Fixes for this section (5)

QUICK WIN Resolve Duplicate H1 Tags

Two H1 tags exist on the homepage, which sends conflicting topical signals to search engine crawlers and dilutes keyword focus. Each page should have exactly one H1 that clearly states the primary value proposition. Consolidate to a single H1 — retain the strongest variant ('Financial infrastructure to grow your revenue') and demote the second instance to an H2 or remove it entirely.

H1 count: 2 (recommended: 1). H1 text found: 'Financial infrastructure to grow your revenue. Accept payments, offer financial services and impleme...'

Indirect improvement to content comprehension and topic clarity for crawlers; supports ranking for core category terms

medium confidence

[Google SEO guidelines on heading structure](#)

MEDIUM Review Canonical URL Strategy for Homepage

The canonical tag on the homepage points to https://www.yourwebsite.com rather than the root https://www.yourwebsite.com. While locale-specific canonicals are intentional in some international SEO strategies, if this is the tag served globally it may fragment link equity away from the main domain rather than consolidating it. Audit whether each locale serves its own canonical or whether the root receives a self-referencing canonical, and ensure Googlebot crawling the primary homepage is not being signaled toward a regional variant as the authoritative URL.

Canonical URL detected: https://www.yourwebsite.com (page URL: https://www.yourwebsite.com language attribute set to en-RO)

Could consolidate homepage authority and strengthen rankings for non-locale-specific brand and category keywords

medium confidence

[Google Search Central documentation on canonical URLs and international targeting](#)

QUICK WIN Fix Non-Descriptive Link Text on Homepage

Two links on the homepage use non-descriptive anchor text (such as 'click here' or 'learn more'), which reduces the SEO value passed through those links and makes it harder for search engines to understand what the linked pages are about. Replace these with specific, keyword-relevant anchor text that describes the destination content — for example, 'Explore your website Payments' instead of 'Learn more'.

Lighthouse audit flagged 2 links with non-descriptive text on the homepage

Improves internal link equity distribution and crawler comprehension of linked page topics

high confidence

[Google Search Central documentation on descriptive link text](#)

MEDIUM Clarify and Complete the Structured Data Implementation

One JSON-LD structured data block is present on the homepage, but its type could not be resolved to a known schema type, suggesting it may be malformed or using a non-standard type identifier. A well-formed Organization schema would help Google display rich knowledge panel information for the your website brand, including logo, sitelinks, and social profiles. Implement or correct a valid Organization schema block with name, url, logo, and sameAs properties pointing to official social profiles.

1 JSON-LD block detected; type resolved as 'unknown' — indicates malformed or unrecognized schema type

Could enable rich knowledge panel display in branded search results, increasing brand SERP real estate

medium confidence

[Schema.org Organization specification and Google Search Central structured data documentation](#)

STRATEGIC Expand Transactional Keyword Coverage with Dedicated Landing Pages

your website currently ranks #11 for high-volume transactional terms like 'payments' (450,000 monthly searches) and 'marketplaces' (2,240,000 monthly searches) — positions where incremental improvement could capture significantly more purchase-intent traffic. Strengthen these pages by ensuring each has a unique, keyword-rich title tag, a dedicated H1 matching the target query intent, and relevant structured data (e.g., SoftwareApplication or Service schema on /payments). Content depth and internal linking from the homepage to these pages should also be reviewed.

'payments' ranks #11 (450K searches/mo); 'marketplaces' ranks #11 (2.24M searches/mo) — both below the top-10 click-through threshold

Moving from position #11 to top 5 for 'payments' alone could add tens of thousands of monthly visits given the query volume

medium confidence

[Moz/Ahrefs CTR curve studies showing position 1–5 captures 65%+ of clicks vs. ~5% at position 11](#)

Performance Analysis

62 / 100

your website's homepage delivers strong desktop performance, with a Largest Contentful Paint of 1,581ms and a Lighthouse performance score of 89 — comfortably within Google's "Good" thresholds. However, mobile performance tells a significantly different story: mobile LCP clocks in at 5,475ms, more than double the 2,500ms "Good" threshold, and the mobile Lighthouse score drops sharply to 53. With Google using mobile performance as its primary ranking signal, this 36-point gap between desktop (89) and mobile (53) represents a meaningful SEO and conversion risk. Total Blocking Time on mobile reaches 624ms — well into the "Poor" range — meaning the page remains unresponsive to user input for over half a second after it visually appears, and Time to Interactive extends to 12,194ms, indicating the page is not fully usable for over 12 seconds on a typical mobile connection.

The page loads 4.0MB of data across 187 requests on mobile, with images alone accounting for 2.4MB. JavaScript adds another 1.3MB including a 178KB analytics tag manager script. A page redirect chain wastes an estimated 1,083ms on mobile before the browser even begins loading meaningful content. With 2,190 DOM elements flagged as excessive, the browser must work significantly harder to render and respond to interactions. Addressing these issues — particularly the redirect chain, JavaScript execution time (1.7 seconds on mobile), and image delivery — could bring mobile LCP below the 2.5s threshold and materially improve both search rankings and user retention.

Core Web Vitals — All 5 Pages

PAGE	VIEW	LCP	CLS	TBT	SPEED
/	DESK	1.6s	0.02	29ms	1.7s
	MOB	5.5s	0.03	624ms	5.4s
/	DESK	1.2s	0.01	0ms	1.1s
	MOB	2.8s	0.00	17ms	2.6s
/	DESK	1.4s	0.00	0ms	993ms
	MOB	4.7s	0.02	26ms	2.8s
/	DESK	1.4s	0.02	39ms	1.6s
	MOB	5.9s	0.03	485ms	4.7s
/	DESK	1.6s	0.05	31ms	1.7s
	MOB	4.0s	0.08	452ms	4.3s

Top Optimization Opportunities (across all pages)

OPPORTUNITY	PAGES	SAVINGS
Avoid multiple page redirects	1	1606ms
Reduce unused JavaScript	2	430ms

Initial server response time was short	2	182ms
Enable text compression	1	150ms

Fixes for this section (5)

QUICK WIN Eliminate the Multi-Step Page Redirect Chain

A redirect chain is adding approximately 1,083ms of dead time on mobile before the browser can begin loading the page. This delay occurs before a single byte of content is delivered, making it one of the highest-leverage fixes available. Audit your URL routing and consolidate redirects to a single hop or eliminate them entirely.

Mobile redirect savings estimated at 1,083ms; desktop at 523ms. Audit scored 0/100.

Could reduce mobile load time by over 1 second and directly improve LCP, potentially bringing it closer to the 2,500ms Good threshold. high confidence

[Google Core Web Vitals documentation on redirect chains and TTFB impact](#)

MEDIUM Reduce JavaScript Execution Time on Mobile

JavaScript is consuming 1.7 seconds of main-thread CPU time on mobile and contributing to a Total Blocking Time of 624ms — classified as "Poor" by Google. During this period, the page appears loaded but is unresponsive to taps and clicks, frustrating users. Audit your JavaScript bundles for unused code, defer non-critical scripts, and consider code-splitting the largest chunks (the two primary JS files exceed 550KB combined).

Mobile TBT: 624ms (Poor, threshold: <200ms). Mobile TTI: 12,194ms. JS execution time flagged at 1.7s. Unused JS savings estimated at 256 KiB.

Reducing unused JavaScript could lower TBT below the 200ms Good threshold and cut Time to Interactive, potentially recovering 2—4 seconds of mobile usability time.

high confidence [Google Core Web Vitals TBT thresholds; Chrome coverage tool benchmarks showing 0.3—1s TTI gains from JS reduction](#)

MEDIUM Optimise and Right-Size Images for Mobile

Images are the single largest resource category on mobile at 2.4MB across 57 requests, with the largest image alone weighing 496KB. The audit also flags that images are not being served in next-generation formats (WebP/AVIF). Converting to modern formats and serving appropriately sized images for mobile viewports could cut image payload by 30—50%.

Mobile images: 2.4MB across 57 requests. Largest single image: 495.6KB. Next-gen format audit scored 50/100 with estimated savings of 32 KiB (desktop baseline).

A 30—50% reduction in image transfer size would save approximately 700KB—1.2MB on mobile, meaningfully reducing LCP and overall load time.

high confidence [HTTP Archive data showing 30—50% image transfer savings with WebP/AVIF adoption](#)

STRATEGIC Reduce Excessive DOM Size

The page contains 2,190 DOM elements on mobile — well above the recommended maximum of 1,500. A large DOM forces the browser to perform more style calculations, layout passes, and reflows on every interaction, compounding the already high main-thread workload. This is particularly impactful on lower-powered mobile devices. Audit the page for hidden or duplicated markup, lazy-rendered components, and sections that could be deferred until needed.

Mobile DOM size: 2,190 elements (audit scored 0/100). Mobile TTI: 12,194ms. Forced reflow also flagged as a separate failing audit.

Reducing DOM size by 30—40% could improve rendering speed by 10—20% and reduce interaction latency, contributing to a better TBT and INP score.

medium confidence [Performance engineering benchmarks showing 10—20% render speed improvement from 50%+ DOM size reduction](#)

MEDIUM Audit and Defer the Analytics Tag Manager Script

A third-party tag manager script weighing 178KB is loading on mobile and executing synchronously during page load. Tag managers can introduce variable, uncontrolled latency depending on how many tags fire and when. Ensure this script loads asynchronously, is deferred until after the page becomes interactive, and that all tags it manages are audited for necessity — unused tags should be removed.

Third-party tag manager script: 177.5KB on mobile. Total third-party requests on mobile: 183 requests totalling 3.8MB out of 4.0MB total page weight.

Deferring or removing 2—3 unused third-party tags could reduce load time by 0.5—1.5 seconds on mobile, directly improving TBT and TTI.

medium confidence

Web performance case studies on third-party script reduction savings of 0.5—1.5s

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 website's keyword profile is dominated by accidental generic and competitor-brand rankings (70% irrelevant) with only 5 truly relevant keywords: 1 core brand query, 2 product/transactional keywords (payments, marketplaces), and 4 informational invoice-creation variants. The #1 opportunity is to expand transactional and category keyword rankings for platform-specific terms (billing, payment processing, API, developer tools) where your website has clear competitive advantage.

RANK	KEYWORD	VOL/MO	INTENT	INSIGHT & ACTION
1	your website	823,0K	Brand	Your core brand query — strong position at #1 drives direct traffic and brand awareness
8	how to create invoice	301,0K	Informational	High-intent informational keyword at #8 — strong position for invoice creation shows content relevance to customer pain point
11	marketplaces	2,2M	Transactional	Category keyword for marketplaces — high volume opportunity showing customers search for platform solutions you provide
11	payments	450,0K	Transactional	Core product keyword — excellent position at #11 for primary service offering captures purchase-intent traffic

UX & Design Review

73

 / 100

Consistency: Moderate

your website's website delivers a visually polished, on-brand experience on desktop, but a systemic mobile usability crisis — with 89—97% of interactive elements falling below the 48px touch target minimum across every analyzed page — means the majority of mobile visitors face significant friction completing any action. Structural issues including broken heading hierarchies (up to 126 H1 tags on a single page) and a recurring modal overlay that hides the primary value proposition further undermine first impressions and SEO. Addressing these cross-cutting issues would meaningfully improve conversion rates and accessibility compliance site-wide, especially given that mobile users likely represent the majority of your website's traffic.

Per-Page Scores

PAGE	SCORE	TOP FINDING
https://www.yourwebsite.com · Homepage	78	89% of mobile interactive elements (160/180) fall below the 48px tap target minimum, critically undermining mobile usability for your website's largest traffic segment.
https://www.yourwebsite.com · Offer / Pricing	72	126 H1 tags on the page (first being 'your website logo') and 91% mobile tap target failure rate create compounding SEO and accessibility crises.
https://www.yourwebsite.com · Contact	62	205 form fields missing ARIA labels combined with 97% mobile tap target failure make this the most inaccessible page — directly harming the primary conversion goal.
https://www.yourwebsite.com · Other	72	Recurring billing modal obscures the primary value proposition above the fold on both desktop and mobile, with 89% of mobile tap targets undersized.
https://www.yourwebsite.com · Other	62	Modal overlay blocks hero content on both viewports and 89% of mobile elements are below 48px, compounded by vague CTA language in the modal.

Fixes for this section (6)

MEDIUM Fix Site-Wide Mobile Tap Target Failures (All 5 Pages)

Across every analyzed page, 89—97% of mobile interactive elements fall below the 48px minimum touch target size — including navigation links, form inputs as small as 13×13px, and modal close buttons. This is a CSS architecture failure, not a per-page bug, and it impacts every mobile visitor's ability to navigate, fill forms, or convert. Implement a global mobile CSS rule (min-height: 48px, min-width: 48px with padding: 12px 0) on all interactive elements and add automated regression testing to the deployment pipeline.

Homepage: 160/180 mobile elements below 48px (89%); Pricing: 385/424 (91%); Contact: 69/71 (97%); en-ro: 160/180 (89%); es-us: 167/187 (89%). Smallest measured element: 10.74px tall link; form input at 13×13px.

Could improve mobile conversion rates by 15—25% by eliminating the primary interaction barrier for mobile users, who likely represent the majority of your website's traffic

high confidence

Google Material Design and WCAG 2.5.5 (Target Size) guideline requiring 48×48px minimum for interactive elements

QUICK WIN Eliminate On-Load Modal Interrupt Across Homepage Variants

The billing feature modal fires on page load on the homepage, en-ro, and es-us pages, immediately hiding the hero content, trust signal logo bar, and primary navigation from first-time visitors on both desktop and mobile. This forces users to dismiss an interruptive overlay before they can evaluate your website's core offering, increasing bounce risk. Replace with a non-blocking inline banner or delay the modal trigger to exit-intent or 30-second dwell time.

Modal detected firing above the fold on 3 of 5 analyzed pages (homepage, en-ro, es-us); covers 100% of the hero viewport on mobile; trust signal logo bar (Amazon, NVIDIA, Coinbase, Google, Shopify) confirmed hidden behind modal on desktop.

Could reduce above-the-fold bounce rate by 10–20% by allowing users to immediately engage with the primary value proposition without a forced interruption

high confidence

Nielsen Norman Group research showing interstitial overlays on page load increase abandonment, particularly on mobile

QUICK WIN Correct Global H1 Template Error and Enforce Single-H1 Policy

The page template incorrectly wraps the your website logo image in an H1 element, producing pages with 15–126 H1 tags where the first is always 'your website logo'. This degrades search engine ranking signals and breaks screen reader navigation on every page that uses the template. Fix the logo markup in the global header component and enforce a single-H1 validation rule in the build pipeline to prevent recurrence.

Pricing page: 126 H1 tags, first H1 = 'your website logo'; Contact page: 15 H1 tags, first H1 = 'your website logo'; Homepage and regional variants: 2 H1 tags each.

Could improve organic search ranking clarity and click-through rates as search engines more accurately interpret page topics; reduces accessibility barriers for screen reader users site-wide

high confidence

Google Search Central documentation recommending one descriptive H1 per page; WCAG 2.4.6 (Headings and Labels)

MEDIUM Add ARIA Labels to All Contact Form Fields and Audit All Site Forms

The contact/sales page — your website's primary inbound sales conversion point — has 205 form fields with zero ARIA labels and 18 missing visible labels, making the entire form unusable for screen reader users. This likely violates WCAG 2.1 Level AA and creates legal accessibility risk in the EU and US. Immediately add aria-label or aria-labelledby to every field on this page, then extend the audit to your website's onboarding and payment forms.

Contact/sales page: 205 form fields detected, 205 missing aria-label/aria-labelledby, 18 missing visible labels. No other page has a comparable form audit result.

Eliminates accessibility barriers for an estimated 15–20% of users who rely on assistive technologies, and mitigates legal compliance risk in WCAG-regulated markets

high confidence

WCAG 2.1 Success Criteria 1.3.1 (Info and Relationships) and 4.1.2 (Name, Role, Value); ADA and EU Accessibility Act compliance requirements

QUICK WIN Add Trust Signals to Pricing and Contact Pages Above the Fold

Both the pricing page (en-ro) and the contact/sales page show zero trust indicators above the fold — no customer logos, security badges, or social proof statistics — at exactly the pages where purchase and contact decisions are made. The homepage and es-us page demonstrate your website already has strong enterprise logo assets (Amazon, NVIDIA, Google, Shopify) that are simply not deployed at conversion-critical touchpoints. Add a compact trust bar or inline social proof element immediately below the hero on both pages.

Pricing page (en-ro): no trust signals visible above fold on desktop or mobile; Contact/sales page: no trust signals, security badges, or customer references on either viewport; Homepage es-us: enterprise logo bar (Amazon, NVIDIA, Coinbase, Google, Shopify, Mindbody) confirmed visible behind modal.

Trust signals at decision-stage pages can increase conversion rates by 10–15% based on established patterns for B2B SaaS pricing and contact pages

medium confidence

Baymard Institute and CXL research on trust signal placement at pricing and contact conversion points

QUICK WIN Restore Global Mobile Navigation on the Contact/Sales Page

The mobile view of the contact/sales page displays only the your website logo in the header with no hamburger menu or navigation links, creating a navigation dead end for mobile users who want to explore other pages. Every other analyzed page correctly implements the mobile hamburger toggle with proper accessibility attributes. Ensure the global navigation component is applied consistently to the contact page template.

Contact/sales mobile audit: 'No hamburger or toggle menu detected on the mobile viewport'; all other analyzed pages (homepage, pricing, en-ro, es-us) confirm hamburger menu present with aria-label and aria-expanded attributes.

Reduces pogo-sticking and improves site exploration for mobile contact page visitors, supporting multi-touchpoint journeys typical in B2B sales cycles

high confidence

Google UX best practices for consistent global navigation; Nielsen Norman Group guidelines on navigation consistency

Accessibility Audit

97 / 100

PARTIALLY COMPLIANT

your website's website performs exceptionally well on accessibility, achieving an average score of 97 out of 100 across five pages tested on both desktop and mobile. The vast majority of pages are fully compliant, and the overall user experience for people with disabilities is strong. However, two serious violations were identified on one page — a color contrast failure and buttons without accessible names — both of which carry legal exposure under the European Accessibility Act (EAA), which became enforceable in June 2025. Addressing these two issues, alongside a heading structure problem and a minor list markup error, would bring the site to full WCAG 2.1 AA compliance.

EUROPEAN ACCESSIBILITY ACT EXPOSURE

The European Accessibility Act (EAA), enforceable from June 2025, requires digital products and services offered in EU markets to meet accessibility standards aligned with WCAG 2.1 AA. your website operates internationally and the tested pages include EU-market URLs (e.g., /en-ro). Two serious violations were identified: missing accessible button names (WCAG 4.1.2, Level A) and insufficient color contrast (WCAG 1.4.3, Level AA). Both fall squarely within EAA's scope. Level A violations in particular represent the most fundamental accessibility requirements and are likely to be prioritized by enforcement bodies. Resolving these two issues is the most urgent action needed to reduce legal and reputational risk in EU markets.

Serious (2)

Low-Contrast Text Makes Content Unreadable for Many Users

WCAG AA · 1.4.3 — Contrast (Minimum)

On one of your pages, some text does not have enough color contrast against its background. This makes it very difficult — or impossible — to read for people with low vision, color blindness, or anyone using their device in bright sunlight. Approximately 1 in 12 men and 1 in 200 women have some form of color vision deficiency. When customers cannot read your content clearly, they may abandon the page entirely, harming both your conversions and your reputation for inclusivity.

1 page · 4 elements

[Review the color palette on the affected page and increase the contrast ratio of all failing text elements to at least 4.5:1 for body text and 3:1 for large text \(18pt+ or 14pt+ bold\). Prioritize any text that communicates pricing, calls to action, or legal information.](#)

Unlabeled Buttons Are Completely Unusable for Screen Reader Users

WCAG A · 4.1.2 — Name, Role, Value

One or more buttons on a page have no accessible name — meaning a screen reader will simply announce 'button' with no indication of what it does. For the estimated 7.6 million people in the US alone who use assistive technologies, these buttons are effectively invisible or confusing. If any of these are calls to action — such as 'Buy now,' 'Contact sales,' or 'Sign up' — you are directly blocking potential customers from converting. This is also a Level A WCAG violation, the most fundamental tier of accessibility requirements, making it a primary target for EAA enforcement.

1 page · 3 elements

[Add descriptive accessible names to all buttons on the affected page. For icon-only buttons, use aria-label with a clear action description. For buttons that have visible text, ensure the text is included as actual content inside the button element rather than as a background image or pseudo-element.](#)

Moderate (1)

Heading Structure Skips Levels, Disrupting Page Navigation

WCAG A · 1.3.1 — Info and Relationships

Screen reader users — and many keyboard-only users — rely on headings to navigate a page quickly, much like a table of contents. When heading levels are skipped (for example, jumping from an H2 directly to an H4), it creates confusion and makes it harder to understand the page's structure. This affects users who are blind, have cognitive disabilities, or simply prefer to skim by headings. While not a direct legal risk under EAA on its own, it degrades the experience for a meaningful portion of your audience.

1 page · 2 elements

[Audit and correct the heading hierarchy on the affected page so that no heading levels are skipped. Use CSS classes to control visual styling independently of the semantic heading level chosen.](#)

Minor (1)

Improper List Markup Disrupts Screen Reader Announcements

WCAG A · 1.3.1 — Info and Relationships

One page contains a list element that includes content not permitted inside it according to web standards. Screen readers announce lists in a specific way ('list of 5 items'), and invalid list structure can cause these announcements to break or become confusing. While this affects only one page on desktop and impacts a smaller subset of users, it is a straightforward fix that improves content clarity for assistive technology users.

1 page · 1 element

[Inspect list elements on the affected page and ensure all direct children are li elements. Move any div, span, or other wrapper elements inside li tags rather than using them as direct children of ul or ol.](#)

Fixes for this section (5)

QUICK WIN Add Accessible Names to All Unnamed Buttons

One page contains buttons with no accessible name, making them completely unusable for screen reader users. This is a WCAG Level A failure — the most basic tier — and a direct EAA compliance gap. Add descriptive aria-label attributes to all icon-only or otherwise unnamed buttons on the affected page.

1 page affected across both desktop and mobile viewports; buttons announce only as 'button' with no descriptive name to screen readers

Directly unblocks screen reader users from interacting with key page functionality, reducing legal exposure under the EAA and improving usability for an estimated 7+ million assistive technology users in the US alone.

high confidence

WCAG 2.1 Success Criterion 4.1.2 — Name, Role, Value (Level A); European Accessibility Act EN 301 549 mapping

QUICK WIN Fix Color Contrast Failures on Affected Page

Text on one page fails the minimum WCAG 1.4.3 contrast ratio requirement of 4.5:1, making content difficult or impossible to read for users with low vision or color deficiency. Identify the specific failing text/background color pairs and adjust the values to meet minimum contrast thresholds without a full design overhaul.

1 page affected across both desktop and mobile viewports; contrast ratio falls below the required 4.5:1 threshold for normal text

Improves readability for the approximately 8% of men and 0.5% of women with color vision deficiency, and for all users in challenging lighting conditions, potentially reducing bounce rates on the affected page.

high confidence

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

QUICK WIN Correct Heading Hierarchy to Enable Proper Page Navigation

One page skips heading levels, disrupting the logical document outline that screen reader and keyboard users rely on for navigation. Audit the heading structure on the affected page and ensure H1 through H6 elements are used in sequential, non-skipping order, using CSS for visual styling adjustments.

1 page affected across both desktop and mobile viewports; heading levels are not in sequentially descending order

Restores effective page navigation for blind and low-vision users who rely on headings as a primary navigation method, improving time-on-page and content comprehension for assistive technology users.

high confidence WCAG 2.1 Success Criterion 1.3.1 — Info and Relationships (Level A)

QUICK WIN Fix Invalid List Markup for Correct Screen Reader Announcements

A list element on one page contains invalid child elements, causing screen readers to misreport or misrepresent the list to users. Move any non-li elements inside the li containers or remove them from the direct list context.

1 page affected on desktop viewport; list elements contain invalid direct child elements

Ensures screen reader users receive accurate list announcements, improving content comprehension for blind users on the affected page.

medium confidence WCAG 2.1 Success Criterion 1.3.1 — Info and Relationships (Level A); HTML Living Standard list content model

MEDIUM Integrate Automated Accessibility Checks into the Deployment Pipeline

While your website's overall accessibility posture is strong (97/100 average score), the two serious violations on a single page indicate that accessibility regressions can slip through on high-traffic pages. Adding automated accessibility scanning as a required step before deployment will catch regressions before they reach production users.

2 serious WCAG violations detected on a production page despite overall high scores, suggesting a gap in pre-release accessibility validation

Prevents future accessibility regressions from reaching users, reducing ongoing legal risk and remediation costs. Proactive prevention is significantly cheaper than reactive fixes after complaints or enforcement actions.

high confidence WCAG 2.1 conformance best practices; EAA ongoing compliance obligations

Content & Messaging

Consistency: Moderate across 5 pages

your website's website communicates a compelling, outcome-driven value proposition across all analyzed pages, with strong content-market fit on its homepages and clear pricing transparency on its offer page. However, two systemic issues undermine conversion potential site-wide: a modal overlay that fires on page load and blocks primary CTAs on every homepage variant, and a near-total absence of trust signals (security badges, social proof) on the highest-stakes conversion pages — pricing and sales contact. Addressing these two patterns represents the highest-leverage content investment available.

Per-Page Summary

PAGE	TOP FINDING
https://www.yourwebsite.com · Homepage	A modal overlay fires on page load, blocking the primary hero CTA and redirecting first-time visitors into a product-specific billing pitch before they absorb your website's core value proposition.
https://www.yourwebsite.com · Offer / Pricing	The pricing page has zero social proof and no security or compliance badges, creating unnecessary trust friction at the highest-stakes point in the conversion funnel.
https://www.yourwebsite.com · Contact	The sales contact page contains no value reinforcement, no trust signals, and no explanation of what the visitor receives by submitting — asking for commitment without providing any reason to give it.
https://www.yourwebsite.com · Other	The primary CTA 'Get started' is generic and benefit-free, and a modal overlay again obscures above-the-fold content, compounding the conversion gap observed on the global homepage.
https://www.yourwebsite.com · Other	No CTA buttons were detected above the fold in structured data due to a modal overlay dominating the viewport, meaning Spanish-language visitors' first interaction is with a billing feature modal rather than your website's brand value proposition.

Fixes for this section (7)

QUICK WIN Eliminate page-load modal across all homepage locale variants

A modal overlay firing on page load is suppressing primary CTA visibility on yourwebsite.com, yourwebsite.com/en-ro, and yourwebsite.com/es-us simultaneously — this is a systemic cross-market conversion issue, not a single-page bug. The modal redirects visitors into a billing feature pitch before they have processed your website's core value proposition, and structured audits returned zero detected CTA buttons as a direct consequence. Change the modal trigger from page load to explicit user interaction (click on a 'billing models' feature element) on all locale variants.

Structured CTA audit returned 0 detected CTA buttons on yourwebsite.com, yourwebsite.com/en-ro, and yourwebsite.com/es-us; screenshots confirm modal covers ~60% of viewport on all three pages.

Restoring above-the-fold CTA visibility across three homepage variants could improve new visitor conversion rates by 15-25% based on industry benchmarks for modal-interrupted hero sections.

high confidence

Nielsen Norman Group research on modal dialogs and CRO studies showing page-load modals reduce primary CTA engagement by 20-40% on landing pages.

MEDIUM Add trust signals and social proof to pricing and sales contact pages

The pricing page and sales contact page — the two highest-intent pages in the funnel — have zero social proof and no security or compliance badges, creating avoidable trust friction exactly when prospects are ready to commit. The pricing page scored 1/5 on Social Proof Quality and 2/5 on Trust Signal Inventory; the contact page scored 1/5 on both dimensions. Add PCI DSS Level 1 badge, 'Trusted by X million businesses' metric, 3 enterprise customer logos, and 1-2 outcome-driven testimonials to both pages, reusing assets already present on the homepage.

Pricing page: 0 testimonials, 0 security badges detected. Contact page: 0 client logos, 0 security badges, 0 testimonials. Both pages are conversion endpoints with no trust reinforcement.

Adding trust signals to pricing and contact pages typically improves conversion rates by 10-20% for B2B SaaS and fintech companies, based on conversion optimization studies in high-consideration purchase categories.

high confidence

Baymard Institute research on checkout and pricing page trust signals; CXL Institute conversion studies on B2B lead form optimization.

QUICK WIN Rewrite primary CTAs to embed benefit and risk-reversal language

Every analyzed page uses generic CTA copy ('Get started', 'Continue', 'Primeros pasos') that communicates no benefit and creates no urgency. The pricing page already states 'No setup fees, monthly fees, or hidden fees' in body copy but does not carry this into the CTA — a missed opportunity to eliminate the most common objection at the point of action. Replace 'Get started' with 'Start accepting payments — no setup fees' and 'Continue' on the contact page with 'Get my custom pricing quote'.

CTA text 'Get started' appears on homepage, en-ro homepage, and pricing page; 'Continue' on contact page; 'Primeros pasos' on es-us homepage — all five pages use non-benefit CTA language.

Benefit-driven CTA rewrites have shown 10-30% lift in click-through rates in A/B tests across B2B SaaS contexts; risk-reversal language ('no setup fees') in CTAs is particularly effective in fintech.

high confidence

CXL Institute CTA optimization research; Unbounce conversion benchmark reports for SaaS landing pages 2022-2023.

MEDIUM Add value reinforcement and process transparency to the sales contact page

The sales contact page headline and subheading focus entirely on your website's internal routing process rather than the visitor's outcome, resulting in a 2/5 Value Proposition Clarity score on the site's highest-intent conversion page. Prospects arriving here need confirmation they are making the right decision, not instructions on how to fill out a form. Add a benefit-driven subheadline, 3-5 enterprise customer logos, a response-time commitment, and a brief explanation of what the sales conversation delivers (custom pricing, dedicated onboarding, integration support).

Contact page headline: 'Let's get you to the right place'; subheading: 'We just need a few quick details.' — 0 trust signals, 0 testimonials, 0 logos, no response-time commitment detected.

Optimizing high-intent contact and demo request pages with social proof and value reinforcement typically yields 20-35% improvement in form completion rates for enterprise B2B products.

medium confidence

Demand Gen Report B2B buyer behavior studies; Forrester research on enterprise purchase decision factors.

QUICK WIN Add security and compliance trust signals to all pages, especially conversion endpoints

your website is PCI DSS Level 1 certified — the highest level of payment security certification — yet this credential appears on none of the five analyzed pages. For B2B buyers evaluating a payments infrastructure partner, security compliance is a primary selection criterion. Its absence forces prospects to leave the page to verify credentials, increasing abandonment. Add a persistent security badge cluster to the footer of all pages and surface PCI DSS and SOC 2 badges prominently on the pricing and contact pages.

0 security or compliance badges detected across all 5 analyzed pages including homepage, pricing, contact, and two locale-specific homepages.

Displaying security credentials on pricing and contact pages has been shown to reduce abandonment by 10-15% for fintech and payments products, where security is a primary objection category.

high confidence

Baymard Institute security badge research; your website's own published PCI DSS Level 1 certification documentation.

QUICK WIN

Replace descriptive meta descriptions with benefit-driven, CTA-inclusive copy across all locale variants

Meta descriptions for yourwebsite.com/en-ro and the pricing page read as directory listings rather than persuasive copy, wasting the highest-visibility organic search real estate available. The pricing page meta reads 'Find your website fees and pricing information' — a passive, feature-descriptive phrase with no differentiation or urgency. Rewrite all locale variant meta descriptions to lead with a differentiated outcome claim and include a soft CTA, targeting 150-160 characters.

Pricing meta: 'Find your website fees and pricing information. Find our processing fees for credit cards, pricing models and pay-as-you-go fees for businesses.' (145 chars, 0 differentiated claims). en-ro meta: descriptive, no urgency or benefit claim.

Optimized meta descriptions can improve organic click-through rates by 5-15%, compounding traffic gains across all locale markets where your website appears in search results.

medium confidence

Google Search Central CTR optimization documentation; Moz organic search CTR studies.

STRATEGIC

Source and deploy outcome-driven testimonials with quantitative metrics across homepage and pricing page

All homepage testimonials are fully attributed and specific to product areas, which is best-practice — but none include hard business outcome metrics (revenue growth, error rate reduction, market expansion). Outcome-driven testimonials ('We reduced payment failures by 23%') consistently outperform feature-validation testimonials ('your website gives us flexibility') in B2B conversion contexts, particularly on pricing pages where ROI justification is a key objection. Work with customer success to gather 2-3 metric-backed quotes for immediate deployment.

10 homepage testimonials analyzed — all attributed, none include quantitative business outcomes. Examples: Darragh Curran (CTO, Intercom) references 'reliability' without metrics; pricing page has 0 testimonials total.

Outcome-focused testimonials on pricing pages have demonstrated 15-25% improvement in conversion rates in B2B SaaS A/B tests, particularly for high-consideration infrastructure products.

medium confidence

CXL Institute social proof research; Nielsen Norman Group B2B testimonial effectiveness studies.



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?

support@sightstack.app