

# WEBSITE PERFORMANCE AUDIT

Prepared by **SiteCheck Pro** | Sample Report

<b>CLIENT</b> Sample Client — Local Photography Business	<b>WEBSITE</b> yourclientsite.com	<b>AUDIT DATE</b> Sample Report — SiteCheck Pro	<b>AUDITOR</b> SiteCheck Pro
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## OVERALL AUDIT SCORES

<b>54</b> SEO Critical Gaps	<b>65</b> SPEED Needs Work	<b>58</b> CONVERSION Opportunities	<b>80</b> TRUST Good	<b>62</b> OVERALL Needs Work
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## GOOGLE PAGESPEED SCORES

<b>DESKTOP</b>	<b>75</b> Performance ■ Needs work	<b>85</b> Accessibility ■ Needs work	<b>100</b> Best Practices ■ Perfect	<b>92</b> SEO ■ Good
<b>MOBILE</b>	<b>56</b> Performance ■ Poor	<b>82</b> Accessibility ■ Needs work	<b>100</b> Best Practices ■ Perfect	<b>92</b> SEO ■ Good

### ■■ KEY INSIGHT: Mobile Performance is Critical

Mobile visitors wait 10.1 seconds before anything appears on screen (FCP) and 12.5 seconds for the main image to load (LCP). Over half of web traffic is mobile. This is the single biggest issue on the site and directly costs bookings.

## PERFORMANCE & SPEED

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**WARNING****Mobile Performance Score: 56/100**

Google's simulated mobile test (slow 4G, budget Android device) scores the site 56/100 — below the 90+ target. Real-world experience on WiFi or a modern phone will be faster. However, Google uses this simulated score as a ranking signal, and visitors on older devices or rural connections may experience slower loads. The main culprits are unoptimized images (282 KiB savings available) and render-blocking scripts.

**HOW TO FIX THIS**

1. Install the free 'Smush' or 'ShortPixel' plugin in WordPress to auto-compress all images on upload.
2. In your Flothemes/theme settings, enable lazy loading for images below the fold.
3. Install 'Asset CleanUp' plugin — it lets you disable unused CSS/JS on specific pages (saves ~105 KiB JS, ~53 KiB CSS).
4. Consider a caching plugin like WP Rocket or the free W3 Total Cache to serve cached pages.
5. After changes, re-run PageSpeed to verify improvement — target mobile score above 70.

■ *Speed optimization is included in the Quick Wins Package. Mobile performance improvements can meaningfully reduce bounce rate.*

**WARNING****Render-Blocking Requests (1,350ms delay on mobile)**

Scripts and stylesheets are loading before the page can render, adding over 1 second of delay on mobile. This is primarily the Instagram feed plugin and theme scripts loading eagerly.

**HOW TO FIX THIS**

1. In your Instagram feed plugin settings, enable 'Load Instagram feed only when visible' or lazy load option.
2. In W3 Total Cache or WP Rocket, enable 'Defer JavaScript' and 'Optimize CSS delivery'.
3. Consider replacing the live Instagram embed with 3-4 static images that link to your profile — same visual impact, zero script load.

**WARNING****Images Missing Width/Height Attributes**

Image elements don't have explicit dimensions set, causing layout shifts as images load. This affects the visual stability score and user experience.

**HOW TO FIX THIS**

1. This is typically fixed automatically by your image compression plugin (Smush/ShortPixel) when you regenerate thumbnails.
2. In WordPress, go to Tools → Regenerate Thumbnails after installing the compression plugin.
3. Alternatively the Flothemes support team can advise on theme-level image dimension settings.

**SEO & DISCOVERABILITY**

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**CRITICAL****No Meta Description — Confirmed by PageSpeed**

Google's own audit flags this: 'Document does not have a meta description.' This is confirmed across both mobile and desktop scans. Without it, Google writes its own snippet, typically pulling random text from the page — usually not compelling.

**HOW TO FIX THIS**

1. Install Yoast SEO or RankMath (both free) if not already active.
2. Go to your homepage, scroll to the SEO plugin panel, click 'Edit snippet'.
3. Paste this pre-written description (156 characters):

```
Gilbert family photographer with 7+ years experience. Serving 400+ families across the East Valley. Heartfelt, timeless sessions. Book today.
```

4. Save. Done in 5 minutes.

■ *Included in Quick Wins Package.*

**CRITICAL****Missing Local Business Schema Markup**

No structured data found. Google uses schema markup to understand your business type, location, and services — directly impacting local map pack eligibility for searches like 'Gilbert family photographer'.

**HOW TO FIX THIS**

1. Install 'Schema & Structured Data for WP' plugin (free) or use RankMath's Local SEO module.
2. Add your business name, address, phone number, and service area.
3. Or paste this JSON-LD snippet into your theme header before the closing head tag:

```
{"@context": "https://schema.org", "@type": "LocalBusiness", "name": "Your Business Name", "url": "https://yourwebsite.com", "telephone": "your-number", "address": {"@type": "PostalAddress", "addressLocality": "Gilbert", "addressRegion": "AZ"}}
```

4. Validate at: [search.google.com/test/rich-results](https://search.google.com/test/rich-results)

■ *Included in Quick Wins Package.*

**WARNING****Keyword-Stuffed Alt Text**

Image alt text contains long keyword strings instead of natural descriptions. This is a minor SEO negative and an accessibility issue.

**HOW TO FIX THIS**

1. In WordPress Media Library, click each hero image and update the Alt Text field.
2. Replace: 'Mastin Labs Fuji 400 Fine Art Photography Gilbert Family Photographer'  
With: 'Family laughing together at Usery Mountain Park, Gilbert AZ'
3. Aim for 10-15 words describing what's actually in the photo.

## CONVERSION & USER EXPERIENCE

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**CRITICAL****No CTA Button Above the Fold**

The hero section has no visible call-to-action button. Visitors land on a beautiful site with no obvious next step. This is the highest-ROI fix on the entire site — a single button change.

**HOW TO FIX THIS**

1. Open your Flothemes homepage editor.
2. Add a button element to the hero section. Label it: 'Book Your Session'
3. Link it to your /contact/ page.
4. Use a contrasting color — your warm gold/orange brand color works perfectly.
5. Place it directly below your tagline, visible without scrolling on mobile.

■ *Included in Quick Wins Package — 10 minute fix.*

**CRITICAL****No Phone Number Anywhere on Site**

No phone number appears in the header, footer, or homepage. This is a trust and conversion gap — many clients, especially older demographics booking family sessions, want to call before booking.

**HOW TO FIX THIS**

1. Add your number to the Flothemes header bar or footer.
2. Format as a tap-to-call link: 480-555-1234
3. If you prefer privacy, a free Google Voice number forwards to your cell.
4. Even just adding it to the Contact page footer is better than nothing.

**WARNING****No Price Anchor on Homepage**

Visitors comparison-shopping have no signal of your pricing tier. A starting price filters unqualified leads and actually increases serious inquiries.

**HOW TO FIX THIS**

1. Add one line to your hero or intro section:  
`'Sessions starting at $XXX — includes full gallery delivery within 2 weeks.'`
2. This doesn't require showing full pricing — just an entry point.

**GOOD****85+ Reviews Featured Prominently**

Strong social proof is front and center. This is a genuine competitive advantage — keep it.

**HOW TO FIX THIS**

No action needed. Consider linking this section to your Google Business Profile reviews as well.

**ACCESSIBILITY**

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**CRITICAL****Zoom Disabled on Mobile**

The viewport meta tag includes `user-scalable=no` and `maximum-scale=1.0`, which prevents users from pinching to zoom. This fails WCAG accessibility standards and is flagged by PageSpeed on both mobile and desktop.

**HOW TO FIX THIS**

1. In your Flothemes theme settings or `functions.php`, find the viewport meta tag.
2. Remove `'user-scalable=no'` and change `maximum-scale` to 5.0:
3. This also slightly improves your Accessibility score from 82 to potentially 88+.

■ *Included in Quick Wins Package.*

**WARNING****Touch Targets Too Small on Mobile**

Some buttons and links don't meet the minimum 48x48px touch target size on mobile, making them hard to tap accurately.

**HOW TO FIX THIS**

1. This is typically a theme-level CSS fix.
2. Add to your theme's custom CSS: `'a, button { min-height: 48px; min-width: 48px; }'`
3. Test by viewing the site on an actual mobile device and trying to tap navigation links.

**WARNING****Low Color Contrast in Some Areas**

PageSpeed flags contrast issues but doesn't identify the specific elements — clicking through only leads to general accessibility docs. Most likely culprits on this site are the thin script-style font overlaid on hero photos and light gray subtext in the about/footer sections.

**HOW TO FIX THIS**

1. Open Chrome DevTools on your site (`Cmd+Option+I`), click the Lighthouse tab, run an Accessibility audit.
2. It will highlight the exact elements with low contrast and show current vs required ratio.
3. Alternatively use [webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker) to manually check specific color pairs.
4. Typical fix: slightly darken text colors or add a semi-transparent overlay behind text on photos.

## TECHNICAL HEALTH

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**GOOD****Best Practices Score: 100/100**

Perfect score on both mobile and desktop. SSL is active, no mixed content, no deprecated APIs.

**HOW TO FIX THIS**

No action needed. This is genuinely impressive — most WordPress sites score lower here.

**WARNING****WordPress Version Publicly Exposed**

The meta generator tag announces your WordPress version to the world, making targeted bot attacks easier.

**HOW TO FIX THIS**

1. Install 'WP Hide & Security Enhancer' plugin (free) and enable 'Remove WP Generator Meta Tag'.
2. Or add this to your theme's `functions.php`: `remove_action('wp_head', 'wp_generator');`

**WARNING****Unused JavaScript & CSS (158 KiB combined)**

The site loads approximately 105 KiB of unused JavaScript and 53 KiB of unused CSS on every page load. This adds unnecessary weight and slows rendering, especially on mobile.

**HOW TO FIX THIS**

1. Install 'Asset CleanUp' plugin — it identifies and lets you disable scripts/styles per page.
2. Likely culprits: WooCommerce scripts (if installed but not used), Jetpack modules, or unused theme features.
3. The Instagram feed plugin is also a likely contributor — see render-blocking fix above.

**TOP 3 PRIORITIES — DO THESE FIRST****1****Fix mobile load speed — compress images + enable lazy load**

Mobile performance of 56 is costing real bookings. Install Smush or ShortPixel and enable lazy loading. Free, 20-minute fix.

**2****Add a 'Book Your Session' CTA button to the hero**

Highest conversion ROI on the site. Visitors are landing with no obvious next step. 10-minute fix in Flothemes.

**3****Add meta description + Local Business schema**

Both confirmed missing by Google's own audit. The meta description copy is written for you above — just paste it in. Schema takes 15 minutes with a free plugin.

**WANT US TO HANDLE IT?**

The **Quick Wins Package** covers all Critical findings — CTA button, meta description, schema markup, zoom fix, phone number, and image compression setup. We log in, make the fixes, confirm with you within 48 hours.

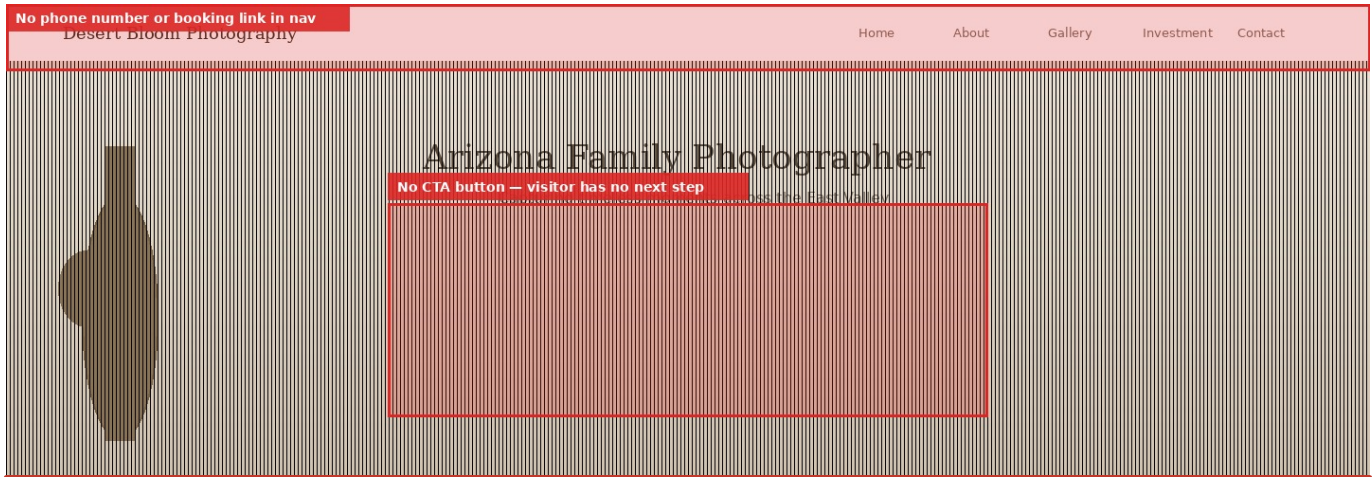
**Quick Wins Package — \$297 | All critical items fixed | 48-hour turnaround**

Visit [websitecheckpro.com](https://websitecheckpro.com) to get started.

## VISUAL FINDINGS

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The following screenshots show exactly where each critical issue appears on your site.



### CRITICAL

#### No Call-to-Action Button Above the Fold

Visitors land on a beautiful hero image with no headline clarity and no button. There is nothing telling them what to do next. They must scroll to find contact options — many will leave before they get there.

■ *Business impact: Sites with a visible CTA in the hero section typically see 15-30% more inquiry clicks. At 300 monthly visitors, adding a single button could generate 2-4 additional booking inquiries per month.*