



OVERALL SCORE

Good

Your website's slow load times and security issues are losing customers.

Overall score weighs Performance, SEO, Core Web Vitals, Indexability, Accessibility, Best Practices, and Security.

Top 3 Things to Fix

1

HIGH

Increase customer retention with faster load times

Long load times can lead to high bounce rates, causing potential customers to leave without making a purchase.

2

HIGH

Enhance user trust with better security measures

Insufficient security can drive away customers who prioritize safety when sharing their information online.

3

MEDIUM









Improve visibility with better SEO practices

Without a canonical URL set, you are likely losing search rankings and traffic to duplicate content issues.

BUSINESS IMPACT

- Mobile load time sits between 2.5s and 4s — every extra second costs roughly 7% of visitors.
- Indexability gaps mean some of your pages never appear in Google at all — those pages cannot earn a single visit.
- Only 17% of critical security headers are configured — browsers may flag parts of your site as insecure.

Technical Health

-  **No canonical URL**
Google may see your pages as duplicates, splitting ranking signals and hurting traffic.
-  **Security headers: 1/6 configured**
Modern browsers may warn 'Not Secure' on checkout pages — customers abandon carts on impulse.
-  **Alt-text coverage: 60%**
Screen readers + Google can't describe your images — hurts accessibility and image-search traffic.
-  HTTPS enabled
-  Mobile viewport set
-  robots.txt present
-  sitemap.xml present (743 URLs)
-  Schema markup: BreadcrumbList, Organization

Core Web Vitals

LCP How fast the main content appears	3.8 s	NEEDS WORK
CLS How stable the page is while loading	0.16	NEEDS WORK
INP How quickly taps and clicks respond	124 ms	GOOD
FCP When the first text or image shows up	1.8 s	GOOD

Performance Opportunities

Avoid multiple page redirects

-780 ms

Redirects introduce additional delays before the page can be loaded. Learn how to avoid page redirects.

Reduce unused JavaScript

-150 ms

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn how to reduce unused JavaScript.

Layout shift culprits

HIGH

Layout shifts occur when elements move absent any user interaction. Investigate the causes of layout shifts, such as elements being added, removed, or their fonts changing as the page loads.

Font display

HIGH

Consider setting font-display to swap or optional to ensure text is consistently visible. swap can be further optimized to mitigate layout shifts with font metric overrides.

Forced reflow

HIGH

A forced reflow occurs when JavaScript queries geometric properties (such as offsetWidth) after styles have been invalidated by a change to the DOM state. This can result in poor performance. Learn more about forced reflows and possible mit

Local Business Checks

Detected local-business signals. These checks matter most for restaurants, storefronts, and service-area businesses.

- ✗ Phone visible but not a tel: link — mobile visitors lose one-tap calling.
- ✗ "Near me" searches filter out sites without visible opening hours.
- ✗ No street address / ZIP visible — hurts local proximity signals in Google.
- ✓ LocalBusiness schema present (BreadcrumbList, Organization) — qualifies for rich Google panels.
- ✗ No Google Business Profile link — directions, reviews, and photos go unclaimed.

NEXT STEPS

Ready to fix these issues?

Reply on WhatsApp — Pixie can scope a fix for the issues above and ship updates in days, not months.