



OVERALL SCORE

Needs Attention

Your site is losing customers due to slow loading times and missing content optimization.

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

Top 3 Things to Fix

1

HIGH

Boost customer satisfaction with faster loading times

Long loading times frustrate users, leading to higher bounce rates and lost sales opportunities.

2

HIGH

Enhance your site's visibility with complete image accessibility

Missing alt-text on images can impact your SEO and overall site ranking, costing potential customers.

3

MEDIUM









Build customer trust with improved security features

Lack of essential security headers makes customers wary of sharing personal information, reducing conversions.

BUSINESS IMPACT

- Slow load (8.3 s) — Google drops sites above 4s in mobile rankings; visitors abandon before the main content loads.
- Missing structured data — no rich search results (reviews, prices, FAQs) so you blend in with plain blue links.
- Only 33% of critical security headers are configured — browsers may flag parts of your site as insecure.
- Overall, this site has meaningful issues holding back organic traffic — fixable in days, not months.

Technical Health

-  **No structured data (JSON-LD)**
You miss rich search results (stars, hours, menu, prices) that stand out above plain blue links.
-  **Security headers: 2/6 configured**
Modern browsers may warn 'Not Secure' on checkout pages — customers abandon carts on impulse.
-  **Alt-text coverage: 0%**
Screen readers + Google can't describe your images — hurts accessibility and image-search traffic.
-  HTTPS enabled
-  Mobile viewport set
-  Canonical URL set
-  robots.txt present
-  sitemap.xml present (7 URLs)

Core Web Vitals

LCP How fast the main content appears	8.3 s	POOR
CLS How stable the page is while loading	0.00	GOOD
INP How quickly taps and clicks respond	182 ms	GOOD
FCP When the first text or image shows up	4.5 s	POOR

Performance Opportunities

Reduce unused JavaScript

-450 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.

First Contentful Paint

HIGH

First Contentful Paint marks the time at which the first text or image is painted. Learn more about the First Contentful Paint metric.

Network dependency tree

HIGH

Avoid chaining critical requests by reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Time to Interactive

HIGH

Time to Interactive is the amount of time it takes for the page to become fully interactive. Learn more about the Time to Interactive metric.

Background and foreground colors do not have a sufficient contrast ratio.

HIGH

Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.

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.