



OVERALL SCORE

Good

Critical technical issues are hindering your website's performance and visibility.

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

Top 3 Things to Fix

1

HIGH

Improve customer trust and user experience

Not addressing accessibility and performance issues can discourage customers from engaging with your site, leading to lost sales.

2

HIGH

Attract more visitors by enhancing SEO capabilities

Missing essential SEO elements such as robots.txt and schema markup risks losing valuable organic traffic.

3

MEDIUM









Increase speed to reduce customer abandonment

Slow load times can frustrate users, leading to higher bounce rates and lost potential customers.

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.
- Missing structured data — your restaurant/business info will not appear in the rich Google panel (hours, phone, directions).
- Looks like a local business — without LocalBusiness schema you are invisible to "near me" searches that drive walk-ins.

Technical Health

-  **robots.txt missing**
Search engines crawl blindly, wasting time on unimportant pages and missing the ones that sell.
-  **No structured data (JSON-LD)**
You miss rich search results (stars, hours, menu, prices) that stand out above plain blue links.
-  HTTPS enabled
-  Mobile viewport set
-  Canonical URL set
-  sitemap.xml present (1507 URLs)
-  Security headers: 6/6 configured
-  Alt-text coverage: 100%

Core Web Vitals

LCP How fast the main content appears	2.8 s	NEEDS WORK
CLS How stable the page is while loading	0.00	GOOD
INP How quickly taps and clicks respond	16 ms	GOOD
FCP When the first text or image shows up	2.1 s	NEEDS WORK

Performance Opportunities

Avoid multiple page redirects

-780 ms

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

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.

LCP request discovery

HIGH

Optimize LCP by making the LCP image discoverable from the HTML immediately, and avoiding lazy-loading

Serves images with low resolution

HIGH

Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity. Learn how to provide responsive images.

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.

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.
- ✓ Street address or ZIP detected — supports Google Maps proximity ranking.
- ✗ No LocalBusiness schema — missing from rich Google panels (hours, phone, directions).
- ✗ 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.