



UX & Accessibility Audit Report

reviewunbiased.com

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DATE

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SCOPE

1 pages · 34 findings

Standard audit

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01 Executive Summary



Your website is in good overall shape, earning a health score of 84 out of 100 (grade B). It performs especially well in search visibility, marketing, and content quality, which means the foundations for attracting and converting visitors are solid. That said, three areas deserve your attention, and addressing them will directly improve how customers experience your site and how well it protects your business.

The most pressing issue is speed. Your pages take around three to four seconds to display their main content, largely due to elements that block the page from loading quickly. Slow load times frustrate visitors, increase the number who leave before engaging, and can quietly cost you sales and search rankings. Fixing this could recover well over a second of load time.

Second, your site is missing key security protections, which leaves it more exposed and can undermine visitor trust. Finally, some text is hard to read due to low color contrast, affecting accessibility and usability. Resolving these will strengthen customer confidence, improve conversions, and safeguard your reputation.

■ 0 critical ■ 10 high ■ 8 medium ■ 13 low

02 Business Goals

Every finding and recommendation in this report is weighed against what Review Unbiased is trying to achieve:

Grow YouTube subscribers and channel watch time from site visitors

Rank for tech product review searches and get found by AI answer engines

Build trust as an independent, unsponsored review source

Primary audience: Tech buyers researching a specific product before purchase, and viewers discovering the channel

03 Website Overview

Site audited	https://reviewunbiased.com
Pages crawled	1
Sitemap URLs discovered	0
robots.txt	Not found
Audit date	21 August 2026

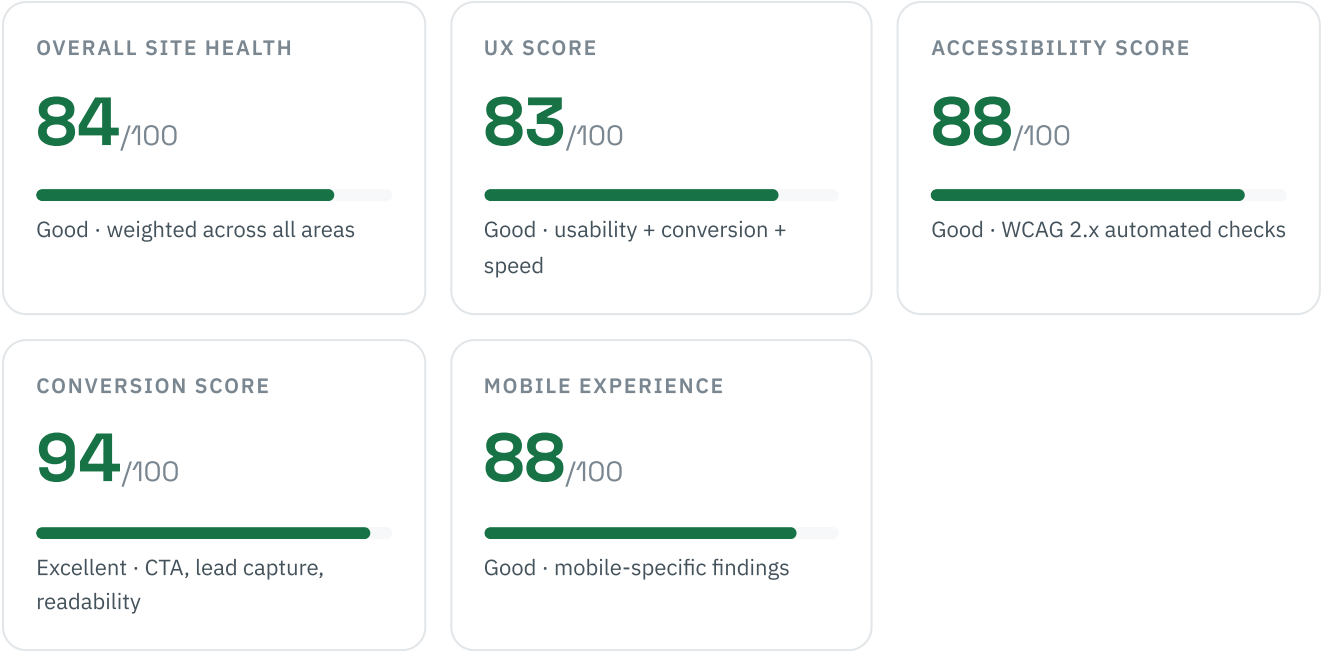
04 Audit Methodology

This audit combines automated testing with expert review. Automated passes establish reproducible facts; the expert layer interprets them against your goals.

Accessibility	WCAG 2.x automated checks via axe-core on every crawled page, severity-rated
Performance	Google Lighthouse (Core Web Vitals)
UX	Deterministic usability heuristics + expert evaluation against Nielsen's 10 usability heuristics
Conversion	CTA presence and clarity, lead-capture paths, form friction, readability
Rendering	Every page rendered at desktop (1440px) and mobile (390px) in Chromium

Scoring: each area starts at 100 and loses severity-weighted points per finding (repeats decay, so many small issues cannot sink a score on their own). The UX score blends UI/UX (50%), Conversion (25%) and Performance (25%). The Mobile score is computed from mobile-specific findings only. Scores are fully deterministic — re-running the audit after fixes yields directly comparable numbers.

05 Scores at a Glance



All audited areas

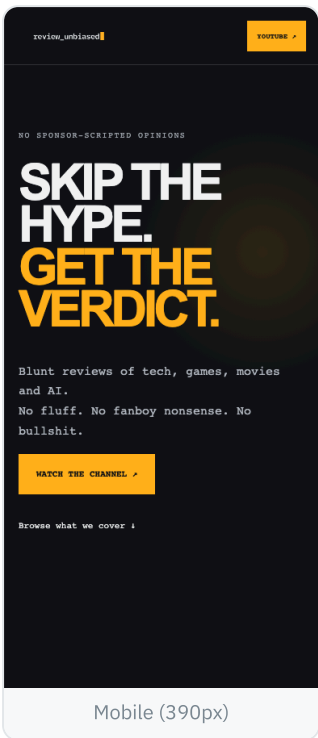
Performance	61/100 · 9 finding(s)
SEO	96/100 · 5 finding(s)
Marketing / CRO	94/100 · 1 finding(s)
Security	75/100 · 4 finding(s)
Accessibility	88/100 · 1 finding(s)
Code Quality	94/100 · 1 finding(s)
UI / UX	89/100 · 6 finding(s)
GEO / AI Crawler Access	98/100 · 2 finding(s)
AEO / Answer Readiness	86/100 · 5 finding(s)

06 Mobile Experience

Mobile score: **88/100**

The mobile layout holds up well: the hero scales cleanly, the message stays legible, and the CTAs remain prominent, which is why the mobile score is strong. That said, two issues affect usability. 'Tap targets too small' flags 7 interactive elements below 44×44px, which are hard to tap accurately, and 'Very small body text' notes 21 text elements below 12px, hurting readability on smaller screens.

Enlarging tap targets and lifting the smallest text sizes would make the mobile experience match the visual polish, helping visitors reach your channel without frustration.



Mobile findings

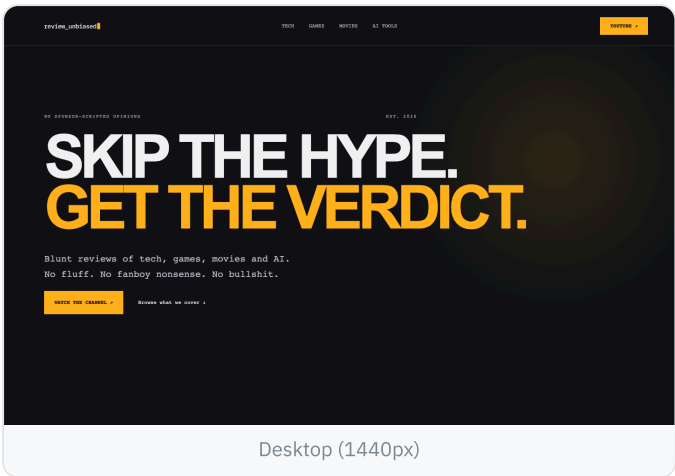
SEVERITY	FINDING	EFFORT
MEDIUM	No visible contact or lead-capture method No email, phone, contact link or form was found, so visitors have no easy way to convert or get in touch. ♦ In simple terms: There is no easy way for an interested visitor to reach you — no visible phone, email or enquiry form. Every hidden contact path is a lost lead.	M
MEDIUM	Tap targets too small 7 interactive element(s) are smaller than 44×44px, hard to tap on mobile (WCAG 2.5.5). ♦ In simple terms: Some buttons and links are too small or too close together to tap reliably with a thumb. Mis-taps frustrate mobile visitors.	M

SEVERITY	FINDING	EFFORT
LOW	Very small body text 21 text element(s) use a font size below 12px, hurting readability. ◆ In simple terms: Some text is too small to read comfortably, especially on phones. People do not squint — they leave.	S

07 Desktop Experience

On desktop the design is confident and uncluttered, with strong typographic hierarchy and a single clear action, which the heuristic review rated highly for aesthetic and consistency. The layout supports your channel-growth goal by keeping the CTAs unmissable.

The issues here are technical rather than visual. 'Elements must meet minimum color contrast ratio thresholds' affects 6 elements, meaning some text fails WCAG AA and is harder to read, and 'Console errors logged' shows a CORS failure blocking your stylesheet from the www subdomain. Fixing the contrast and the asset-loading error would tighten an otherwise polished desktop presentation.



Desktop UI findings

SEVERITY	FINDING	EFFORT
LOW	UX heuristic: Visibility of system status The nav items and CTAs are visible but there's no indication of the current page, active state, or hover feedback in the static view. The 'YOUTUBE' button and 'WATCH THE CHANNEL' arrow icons suggest external links, which is a helpful status cue. ♦ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: User control and freedom Only a landing hero is shown, with a 'Browse what we cover' link offering an escape route to explore. No back/undo concerns are visible, but external links (YouTube) should signal they leave the site. ♦ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: Flexibility and efficiency of use The layout offers direct paths (watch channel, browse categories) but there's no visible search to quickly find a specific review, which review-seeking users often expect. ♦ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

SEVERITY	FINDING	EFFORT
LOW	UX heuristic: Help and documentation The hero copy explains the site's purpose well, but there is no visible About, FAQ, or contact entry point to explain methodology or how reviews are conducted. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

08 Homepage Analysis

Your homepage does one thing extremely well: it tells visitors instantly what you offer. The bold 'Skip the hype. Get the verdict.' hero and the line 'Blunt reviews of tech, games, movies and AI' communicate the independent, no-fluff positioning clearly, which directly supports building trust as an unsponsored review source. The prominent 'WATCH THE CHANNEL' and 'YOUTUBE' calls to action push visitors toward the channel, serving your subscriber and watch-time goal.

The main gap is speed and depth. 'First Contentful Paint — 3.1 s' and 'Largest Contentful Paint — 4.0 s' mean the striking hero is slow to appear, and 'Thin content' at ~151 words gives search and AI engines little to work with. A slow, sparse page undercuts both discovery goals even when the message lands.

Related findings

SEVERITY	FINDING	EFFORT
HIGH	First Contentful Paint — 3.1 s Lighthouse flagged this performance opportunity. In simple terms: The page stays blank for longer than it should before anything appears. Blank screens make people wonder if the site is broken.	M
HIGH	Largest Contentful Paint — 4.0 s Lighthouse flagged this performance opportunity. In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Missing Content-Security-Policy No CSP means the browser has no defence-in-depth against injected/XSS scripts. In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
MEDIUM	No Organization markup Nothing on the page formally states who publishes this site. Answer engines use Organization markup to tie a site to a real-world entity — without it they may describe you vaguely, attribute your content to no one, or confuse you with a similarly-named business. In simple terms: The site does not carry the machine-readable "business card" (name, logo, contact) that search engines use to show you confidently in results.	M
MEDIUM	No question-and-answer content The page has neither FAQ markup nor headings phrased as questions. Answer engines are built to respond to questions, so they preferentially quote pages that visibly ask and answer them. In simple terms: AI answer engines love question-and-answer content because they can quote it directly. Your site has none, so competitors get quoted instead.	M

SEVERITY	FINDING	EFFORT
LOW	Very small body text 21 text element(s) use a font size below 12px, hurting readability. ◆ In simple terms: Some text is too small to read comfortably, especially on phones. People do not squint — they leave.	S
LOW	UX heuristic: Visibility of system status The nav items and CTAs are visible but there's no indication of the current page, active state, or hover feedback in the static view. The 'YOUTUBE' button and 'WATCH THE CHANNEL' arrow icons suggest external links, which is a helpful status cue. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: User control and freedom Only a landing hero is shown, with a 'Browse what we cover' link offering an escape route to explore. No back/undo concerns are visible, but external links (YouTube) should signal they leave the site. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: Help and documentation The hero copy explains the site's purpose well, but there is no visible About, FAQ, or contact entry point to explain methodology or how reviews are conducted. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	No lists or tables to quote from Answer engines lift lists and tables far more readily than prose, because the structure survives being pulled out of context. A page of unbroken paragraphs gives them nothing clean to quote. ◆ In simple terms: Pages have no lists or tables — the formats that search and AI engines most easily quote. Everything is buried in paragraphs.	M

+ 3 more in the appendix.

09 Navigation

The top navigation is clean and readable, with Tech, Games, Movies and AI Tools mapping to concepts your audience recognises immediately, plus a standout YouTube button. The heuristic review rated 'Match between system and the real world' and 'Recognition rather than recall' as good, which is a real strength.

Two refinements matter. 'UX heuristic: Visibility of system status' notes there is no active-page or hover feedback, so users cannot tell where they are. 'UX heuristic: User control and freedom' recommends marking the external YouTube link as off-site and ensuring the logo returns home. These are small changes that make wayfinding feel more controlled and trustworthy.

Related findings

SEVERITY	FINDING	EFFORT
LOW	No structured data (JSON-LD) No schema.org markup, so rich results (ratings, breadcrumbs, FAQs) cannot appear. ◆ In simple terms: The site carries no machine-readable labels describing your business to search engines, so you miss out on richer search results.	M
LOW	UX heuristic: Visibility of system status The nav items and CTAs are visible but there's no indication of the current page, active state, or hover feedback in the static view. The 'YOUTUBE' button and 'WATCH THE CHANNEL' arrow icons suggest external links, which is a helpful status cue. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

10 Search

There is no site search, and the audit flags this directly: 'UX heuristic: Flexibility and efficiency of use' notes that review-seeking users often expect a way to quickly find a specific review, and none is visible. Given that your audience includes tech buyers researching a specific product before purchase, the absence of search is a genuine friction point for your ranking and discovery goals.

Adding a search feature, alongside quick access to popular or latest reviews as the heuristic suggests, would let determined buyers reach the exact verdict they came for rather than browsing broad categories.

Related findings

SEVERITY	FINDING	EFFORT
LOW	UX heuristic: Flexibility and efficiency of use The layout offers direct paths (watch channel, browse categories) but there's no visible search to quickly find a specific review, which review-seeking users often expect. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

11 Information Architecture

The grouping is sound at the top level: Tech, Games, Movies and AI Tools are clear, familiar buckets, and the heuristic review praised the aesthetic and minimalist structure. For a single landing view, the hierarchy reads well.

The weakness is depth and machine-readability. 'Thin content' (~151 words) and 'No lists or tables to quote from' mean there is little structured content for either buyers or answer engines to draw on, and 'No question-and-answer content' removes the format engines most readily quote. Building out category pages with scannable lists and question-led headings would strengthen both the human experience and your goal of being found by AI answer engines.

Related findings

SEVERITY	FINDING	EFFORT
MEDIUM	No question-and-answer content The page has neither FAQ markup nor headings phrased as questions. Answer engines are built to respond to questions, so they preferentially quote pages that visibly ask and answer them. ◆ In simple terms: AI answer engines love question-and-answer content because they can quote it directly. Your site has none, so competitors get quoted instead.	M
LOW	No structured data (JSON-LD) No schema.org markup, so rich results (ratings, breadcrumbs, FAQs) cannot appear. ◆ In simple terms: The site carries no machine-readable labels describing your business to search engines, so you miss out on richer search results.	M
LOW	No lists or tables to quote from Answer engines lift lists and tables far more readily than prose, because the structure survives being pulled out of context. A page of unbroken paragraphs gives them nothing clean to quote. ◆ In simple terms: Pages have no lists or tables — the formats that search and AI engines most easily quote. Everything is buried in paragraphs.	M
INFO	No robots.txt found Without a robots.txt every crawler is allowed by default, so AI engines can reach the site. Adding one lets you state that intent explicitly and point to your sitemap. ◆ In simple terms: The site is missing a standard file that tells search engines and AI crawlers what they may read. Without it, some crawlers make unhelpful guesses.	S

12 Forms

There are no forms on the crawled page, and relatedly 'No visible contact or lead-capture method' was flagged: no email, phone, contact link or form was found. So there is no form friction to critique, but there is also no path for an interested visitor to get in touch or subscribe by email.

A manual expert pass would still check that any future newsletter or contact form has clear labels, visible focus states, and sensible error handling before launch.

Related findings

SEVERITY	FINDING	EFFORT
HIGH	First Contentful Paint — 3.1 s Lighthouse flagged this performance opportunity. In simple terms: The page stays blank for longer than it should before anything appears. Blank screens make people wonder if the site is broken.	M
HIGH	Largest Contentful Paint — 4.0 s Lighthouse flagged this performance opportunity. In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Use efficient cache lifetimes — Est savings of 189 KiB Lighthouse flagged this performance opportunity. In simple terms: Returning visitors re-download files their browser could have remembered. Good caching makes second visits feel instant.	M
HIGH	Improve image delivery — Est savings of 133 KiB Lighthouse flagged this performance opportunity. In simple terms: Images are heavier than they need to be — the single most common reason websites feel slow, especially on mobile data.	M
HIGH	LCP breakdown Lighthouse flagged this performance opportunity. In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Network dependency tree Lighthouse flagged this performance opportunity. In simple terms: The page loads resources in a long chain — each file waits for the previous one, like a relay race with too many runners.	M

SEVERITY	FINDING	EFFORT
HIGH	Render-blocking requests — Est savings of 1,700 ms Lighthouse flagged this performance opportunity. ♦ In simple terms: The page loads code up front that it does not need immediately, making visitors wait for things they cannot even see yet.	M
MEDIUM	Speed Index — 5.4 s Lighthouse flagged this performance opportunity. ♦ In simple terms: The page takes longer than it should to look complete. Perceived speed matters as much as real speed — slow-looking pages lose visitors.	M
MEDIUM	Time to Interactive — 4.0 s Lighthouse flagged this performance opportunity. ♦ In simple terms: The page looks ready before it actually responds to taps and clicks. Visitors tap, nothing happens, they tap again — it feels broken even when it is not.	M
MEDIUM	No visible contact or lead-capture method No email, phone, contact link or form was found, so visitors have no easy way to convert or get in touch. ♦ In simple terms: There is no easy way for an interested visitor to reach you — no visible phone, email or enquiry form. Every hidden contact path is a lost lead.	M

+ 3 more in the appendix.

13 Trust Signals

Trust is your core brand promise, so the gaps here matter most. The messaging ('No sponsor-scripted opinions', 'unbiased') is strong, but the audit shows the credibility scaffolding is missing. 'No author or byline' means no named person carries the expertise, 'No publication or update date' leaves reviews undated, and 'No Organization markup' means engines cannot formally tie the site to a real publisher. 'UX heuristic: Help and documentation' adds that there is no About or 'How we review' entry point to explain your methodology.

Together these undercut the exact reputation you are trying to build. Adding bylines, dates, an explicit methodology page, and Organization markup would make your independence verifiable rather than merely asserted.

Related findings

SEVERITY	FINDING	EFFORT
HIGH	Missing Content-Security-Policy No CSP means the browser has no defence-in-depth against injected/XSS scripts. ♦ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
MEDIUM	No visible contact or lead-capture method No email, phone, contact link or form was found, so visitors have no easy way to convert or get in touch. ♦ In simple terms: There is no easy way for an interested visitor to reach you — no visible phone, email or enquiry form. Every hidden contact path is a lost lead.	M
MEDIUM	No DMARC record Without DMARC, receivers cannot verify/report spoofed mail from your domain. ♦ In simple terms: Your domain is missing a second email-security record that tells receiving inboxes to reject faked emails claiming to be from you.	S
MEDIUM	Console errors logged 2 console error(s): Access to XMLHttpRequest at 'https://www.reviewunbiased.com/assets/site.css' from origin 'https://reviewunbiased.com' has been blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present on the requested resource. Failed to load resource: net::ERR_FAILED ♦ In simple terms: The pages report errors behind the scenes while loading. Visitors may not see them, but they often signal something on the page is quietly broken.	M
LOW	Missing Open Graph tags Without Open Graph tags, shared links render poorly on social platforms. ♦ In simple terms: When someone shares your page on WhatsApp or LinkedIn, there is no preview image or description — the link looks bare and gets fewer clicks.	S

SEVERITY	FINDING	EFFORT
LOW	UX heuristic: Help and documentation The hero copy explains the site's purpose well, but there is no visible About, FAQ, or contact entry point to explain methodology or how reviews are conducted. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
INFO	Missing Permissions-Policy Powerful browser features are not explicitly restricted. ◆ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S

14 Performance Review

Performance score: **61/100** (Google Lighthouse)

SEVERITY	FINDING	EFFORT
HIGH	First Contentful Paint — 3.1 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The page stays blank for longer than it should before anything appears. Blank screens make people wonder if the site is broken.	M
HIGH	Largest Contentful Paint — 4.0 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Use efficient cache lifetimes — Est savings of 189 KiB Lighthouse flagged this performance opportunity. ◆ In simple terms: Returning visitors re-download files their browser could have remembered. Good caching makes second visits feel instant.	M
HIGH	Improve image delivery — Est savings of 133 KiB Lighthouse flagged this performance opportunity. ◆ In simple terms: Images are heavier than they need to be — the single most common reason websites feel slow, especially on mobile data.	M
HIGH	LCP breakdown Lighthouse flagged this performance opportunity. ◆ In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Network dependency tree Lighthouse flagged this performance opportunity. ◆ In simple terms: The page loads resources in a long chain — each file waits for the previous one, like a relay race with too many runners.	M
HIGH	Render-blocking requests — Est savings of 1,700 ms Lighthouse flagged this performance opportunity. ◆ In simple terms: The page loads code up front that it does not need immediately, making visitors wait for things they cannot even see yet.	M

SEVERITY	FINDING	EFFORT
MEDIUM	Speed Index — 5.4 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The page takes longer than it should to look complete. Perceived speed matters as much as real speed — slow-looking pages lose visitors.	M
MEDIUM	Time to Interactive — 4.0 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The page looks ready before it actually responds to taps and clicks. Visitors tap, nothing happens, they tap again — it feels broken even when it is not.	M

15 Accessibility Review

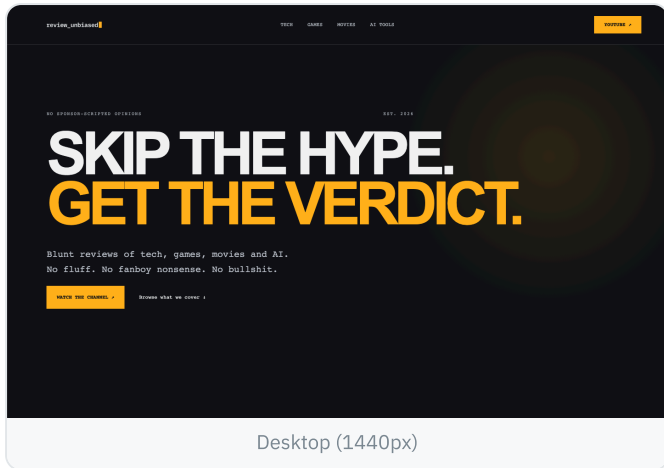
Accessibility score: **88/100**

Accessibility is both a usability multiplier and a legal requirement — the EU Accessibility Act has been enforced since June 2025, and ADA/WCAG claims continue to rise. Findings below are automated WCAG 2.x checks; a full conformance statement additionally needs manual assistive-technology testing.

16 WCAG Findings

SEVERITY	FINDING	EFFORT
HIGH	Elements must meet minimum color contrast ratio thresholds Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds Affects 6 elements on this page. WCAG success criterion 1.4.3. ◆ In simple terms: Some text does not stand out enough from its background. People with less-than-perfect vision — and anyone on a phone in sunlight — will struggle to read it.	S

17 Screenshots



NO SPONSOR-SCRIPTED OPINIONS

SKIP THE HYPE. GET THE VERDICT.

Blunt reviews of tech, games, movies
and AI.

No fluff. No fanboy nonsense. No
bullshit.

WATCH THE CHANNEL ↗

Browse what we cover ↓

Mobile (390px)

18 Priority Matrix

Every finding, placed by business impact (severity) against implementation effort. Start top-left.

Quick wins

HIGH IMPACT · LOW EFFORT · 3

- Missing HSTS header
- Missing Content-Security-Policy
- Elements must meet minimum color contrast ratio thresholds

Major projects

HIGH IMPACT · MORE EFFORT · 7

- First Contentful Paint — 3.1 s
- Largest Contentful Paint — 4.0 s
- Use efficient cache lifetimes — Est savings of 189 KiB
- Improve image delivery — Est savings of 133 KiB
- LCP breakdown

Fill-ins

LOWER IMPACT · LOW EFFORT · 8

- Meta description length outside 50–160 chars
- No canonical link
- Missing Open Graph tags
- No DMARC record
- Very small body text

Schedule later

LOWER IMPACT · MORE EFFORT · 13

- Speed Index — 5.4 s
- Time to Interactive — 4.0 s
- No structured data (JSON-LD)
- No visible contact or lead-capture method
- Console errors logged

19 Quick Wins

Do these first — each is a small change with outsized impact.

SEVERITY	FINDING	EFFORT
HIGH	Missing HSTS header Without Strict-Transport-Security, browsers can be downgraded to HTTP on the first visit. ◆ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
HIGH	Missing Content-Security-Policy No CSP means the browser has no defence-in-depth against injected/XSS scripts. ◆ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
HIGH	Elements must meet minimum color contrast ratio thresholds Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds Affects 6 elements on this page. WCAG success criterion 1.4.3. ◆ In simple terms: Some text does not stand out enough from its background. People with less-than-perfect vision — and anyone on a phone in sunlight — will struggle to read it.	S

20 Long-term Improvements

SEVERITY	FINDING	EFFORT
HIGH	First Contentful Paint — 3.1 s Lighthouse flagged this performance opportunity. In simple terms: The page stays blank for longer than it should before anything appears. Blank screens make people wonder if the site is broken.	M
HIGH	Largest Contentful Paint — 4.0 s Lighthouse flagged this performance opportunity. In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
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HIGH	Network dependency tree Lighthouse flagged this performance opportunity. In simple terms: The page loads resources in a long chain — each file waits for the previous one, like a relay race with too many runners.	M
HIGH	Render-blocking requests — Est savings of 1,700 ms Lighthouse flagged this performance opportunity. In simple terms: The page loads code up front that it does not need immediately, making visitors wait for things they cannot even see yet.	M
MEDIUM	Speed Index — 5.4 s Lighthouse flagged this performance opportunity. In simple terms: The page takes longer than it should to look complete. Perceived speed matters as much as real speed — slow-looking pages lose visitors.	M

+ 12 more in the appendix.

21 Estimated Business Impact

Your three goals hinge on speed, trust, and machine-readability, and the findings cluster tightly around those. For channel growth, the performance issues are the biggest drag: 'Largest Contentful Paint — 4.0 s', 'First Contentful Paint — 3.1 s', and 'Render-blocking requests — Est savings of 1,700 ms' mean visitors wait before they see the message that would send them to YouTube, and slow pages also lose search ranking. Addressing 'Improve image delivery' and 'Use efficient cache lifetimes' supports both the subscriber goal and the ranking goal at once.

For being found by search and AI answer engines, the gaps are structural: 'No structured data (JSON-LD)', 'No Organization markup', 'No question-and-answer content', and 'Thin content' all limit how engines understand and quote you. For your trust positioning, 'No author or byline' and 'No publication or update date' weaken the credibility your brand is built on. And the two quick security wins, 'Missing HSTS header' and 'Missing Content-Security-Policy', protect the site cheaply. Prioritising performance and trust structure will move all three goals together.

22 30-Day Improvement Roadmap

WEEK 1 Quick Wins

- Missing HSTS header
- Missing Content-Security-Policy
- Elements must meet minimum color contrast ratio thresholds

WEEK 2 Performance Foundations

- Largest Contentful Paint — 4.0 s
- First Contentful Paint — 3.1 s
- Render-blocking requests — Est savings of 1,700 ms
- Improve image delivery — Est savings of 133 KiB
- Use efficient cache lifetimes — Est savings of 189 KiB

WEEK 3 SEO, Trust & Discoverability Fill-ins

- Meta description length outside 50–160 chars
- No canonical link
- Missing Open Graph tags
- No author or byline
- No publication or update date
- No DMARC record
- No llms.txt file

WEEK 4 Verification & Retest

- Re-run the automated audit to confirm fixes
- Manual retest of performance, contrast, and mobile tap targets
- Validate structured data and social sharing previews

A re-audit after the roadmap (offered at 40% off) verifies the fixes and produces directly comparable scores.

23 Plain-Language Glossary

Technical terms used in this report, in everyday words. Findings throughout the report also carry an "In simple terms" note.

Accessibility / WCAG

Making a website usable by people with disabilities (vision, hearing, motor, cognitive). WCAG is the international rulebook for this — and the legal benchmark in many countries.

Alt text

A short written description attached to an image, read aloud by screen readers and used by search engines.

Cache / Caching

A browser's memory of files it already downloaded, so repeat visits load instantly instead of re-downloading everything.

Call-to-action (CTA)

The button or link that tells a visitor what to do next — "Contact us", "Get a quote", "Buy now".

Core Web Vitals

Google's three official measurements of how fast and stable a page feels: how quickly content appears (LCP), how quickly it responds (INP), and how much it jumps around while loading (CLS).

Crawler / Bot

An automated program (from Google, Bing, AI tools) that reads websites to index or summarize them.

Cumulative Layout Shift (CLS)

How much the page jumps around while loading. High CLS is why you sometimes tap the wrong button.

Favicon

The tiny icon representing a site in browser tabs and bookmarks.

HTTPS / TLS certificate

The encryption between your visitor and your site — the padlock in the address bar. The certificate proves the site is really yours; browsers loudly distrust sites without it.

Largest Contentful Paint (LCP)

How long the main content (usually the big hero image or headline) takes to appear. Under 2.5 seconds is the goal.

Lighthouse

Google's own website-quality testing tool; the industry-standard speed benchmark.

llms.txt

A small text file that helps AI assistants describe your business accurately — the AI-era cousin of robots.txt.

Meta description

The one-to-two-sentence summary Google shows under your headline in search results.

Minify

Compressing code files by stripping spacing and shorthand — same behaviour, smaller download, faster site.

robots.txt

A standard file telling search engines and crawlers which parts of a site they may read.

Screen reader

Software that reads a website aloud for blind and low-vision users.

SEO

Search Engine Optimization — making your site easier for search engines to find, understand and rank.

Structured data / JSON-LD

Invisible machine-readable labels ('this is our name, logo, address, FAQ') that help search engines show richer results for you.

Tap target

The touchable area of a button or link on a phone. Too small = mis-taps and frustration.

Time to First Byte (TTFB)

How quickly your server starts answering when someone opens your site — the "pick up the phone" delay.

Time to Interactive

How long until the page actually responds to clicks and taps, not just looks ready.

Viewport

The one-line instruction that makes a page scale correctly on phone screens.

24 Appendix — All Findings

Performance (9)

SEVERITY	FINDING	EFFORT
HIGH	First Contentful Paint — 3.1 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The page stays blank for longer than it should before anything appears. Blank screens make people wonder if the site is broken.	M
HIGH	Largest Contentful Paint — 4.0 s Lighthouse flagged this performance opportunity. ◆ In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Use efficient cache lifetimes — Est savings of 189 KiB Lighthouse flagged this performance opportunity. ◆ In simple terms: Returning visitors re-download files their browser could have remembered. Good caching makes second visits feel instant.	M
HIGH	Improve image delivery — Est savings of 133 KiB Lighthouse flagged this performance opportunity. ◆ In simple terms: Images are heavier than they need to be — the single most common reason websites feel slow, especially on mobile data.	M
HIGH	LCP breakdown Lighthouse flagged this performance opportunity. ◆ In simple terms: The main content of the page takes noticeably long to appear. Visitors judge a site in the first seconds — slow main content reads as "slow site".	M
HIGH	Network dependency tree Lighthouse flagged this performance opportunity. ◆ In simple terms: The page loads resources in a long chain — each file waits for the previous one, like a relay race with too many runners.	M
HIGH	Render-blocking requests — Est savings of 1,700 ms Lighthouse flagged this performance opportunity. ◆ In simple terms: The page loads code up front that it does not need immediately, making visitors wait for things they cannot even see yet.	M

SEVERITY	FINDING	EFFORT
MEDIUM	Speed Index — 5.4 s Lighthouse flagged this performance opportunity. In simple terms: The page takes longer than it should to look complete. Perceived speed matters as much as real speed — slow-looking pages lose visitors.	M
MEDIUM	Time to Interactive — 4.0 s Lighthouse flagged this performance opportunity. In simple terms: The page looks ready before it actually responds to taps and clicks. Visitors tap, nothing happens, they tap again — it feels broken even when it is not.	M

SEO (5)

SEVERITY	FINDING	EFFORT
LOW	Meta description length outside 50–160 chars The description is 42 characters. In simple terms: A page description is outside the length Google displays well, so it either gets cut off or looks sparse in results.	S
LOW	No canonical link Without a canonical URL, duplicate/parameterized versions can split ranking signals. In simple terms: Pages do not declare their "official" address. If the same page is reachable at multiple addresses, search engines may split its credit between them.	S
LOW	Missing Open Graph tags Without Open Graph tags, shared links render poorly on social platforms. In simple terms: When someone shares your page on WhatsApp or LinkedIn, there is no preview image or description — the link looks bare and gets fewer clicks.	S
LOW	No structured data (JSON-LD) No schema.org markup, so rich results (ratings, breadcrumbs, FAQs) cannot appear. In simple terms: The site carries no machine-readable labels describing your business to search engines, so you miss out on richer search results.	M
INFO	Thin content The page has only ~151 words. This is informational — not every page needs long copy — so it does not affect the score. In simple terms: Some pages have very little text. Search engines see little worth ranking, and visitors see little worth staying for.	L

Marketing / CRO (1)

SEVERITY	FINDING	EFFORT
MEDIUM	No visible contact or lead-capture method No email, phone, contact link or form was found, so visitors have no easy way to convert or get in touch. ♦ In simple terms: There is no easy way for an interested visitor to reach you — no visible phone, email or enquiry form. Every hidden contact path is a lost lead.	M

Security (4)

SEVERITY	FINDING	EFFORT
HIGH	Missing HSTS header Without Strict-Transport-Security, browsers can be downgraded to HTTP on the first visit. ♦ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
HIGH	Missing Content-Security-Policy No CSP means the browser has no defence-in-depth against injected/XSS scripts. ♦ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S
MEDIUM	No DMARC record Without DMARC, receivers cannot verify/report spoofed mail from your domain. ♦ In simple terms: Your domain is missing a second email-security record that tells receiving inboxes to reject faked emails claiming to be from you.	S
INFO	Missing Permissions-Policy Powerful browser features are not explicitly restricted. ♦ In simple terms: The site is missing standard protective headers — browser-level seatbelts that block whole categories of attack. Invisible to visitors, checked by security scanners and enterprise clients.	S

Accessibility (1)

SEVERITY	FINDING	EFFORT
HIGH	Elements must meet minimum color contrast ratio thresholds Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds Affects 6 elements on this page. WCAG success criterion 1.4.3. ♦ In simple terms: Some text does not stand out enough from its background. People with less-than-perfect vision — and anyone on a phone in sunlight — will struggle to read it.	S

Code Quality (1)

SEVERITY	FINDING	EFFORT
MEDIUM	Console errors logged 2 console error(s): Access to XMLHttpRequest at 'https://www.reviewunbiased.com/assets/site.css' from origin 'https://reviewunbiased.com' has been blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present on the requested resource. Failed to load resource: net::ERR_FAILED ◆ In simple terms: The pages report errors behind the scenes while loading. Visitors may not see them, but they often signal something on the page is quietly broken.	M

UI / UX (6)

SEVERITY	FINDING	EFFORT
MEDIUM	Tap targets too small 7 interactive element(s) are smaller than 44×44px, hard to tap on mobile (WCAG 2.5.5). ◆ In simple terms: Some buttons and links are too small or too close together to tap reliably with a thumb. Mis-taps frustrate mobile visitors.	M
LOW	Very small body text 21 text element(s) use a font size below 12px, hurting readability. ◆ In simple terms: Some text is too small to read comfortably, especially on phones. People do not squint — they leave.	S
LOW	UX heuristic: Visibility of system status The nav items and CTAs are visible but there's no indication of the current page, active state, or hover feedback in the static view. The 'YOUTUBE' button and 'WATCH THE CHANNEL' arrow icons suggest external links, which is a helpful status cue. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: User control and freedom Only a landing hero is shown, with a 'Browse what we cover' link offering an escape route to explore. No back/undo concerns are visible, but external links (YouTube) should signal they leave the site. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M
LOW	UX heuristic: Flexibility and efficiency of use The layout offers direct paths (watch channel, browse categories) but there's no visible search to quickly find a specific review, which review-seeking users often expect. ◆ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

SEVERITY	FINDING	EFFORT
LOW	UX heuristic: Help and documentation The hero copy explains the site's purpose well, but there is no visible About, FAQ, or contact entry point to explain methodology or how reviews are conducted. ♦ In simple terms: This is a usability finding — something that makes the site less pleasant or less clear to use.	M

GEO / AI Crawler Access (2)

SEVERITY	FINDING	EFFORT
LOW	No llms.txt file An emerging convention: a plain-text file at your site root giving AI engines a curated map of your most important pages, in the order you want them understood. Not yet universally consumed, but cheap to add and already read by several tools. ♦ In simple terms: AI assistants (like ChatGPT) increasingly answer questions about businesses. An llms.txt file is a simple note that helps them describe you accurately. Not having one is a missed, free opportunity.	S
INFO	No robots.txt found Without a robots.txt every crawler is allowed by default, so AI engines can reach the site. Adding one lets you state that intent explicitly and point to your sitemap. ♦ In simple terms: The site is missing a standard file that tells search engines and AI crawlers what they may read. Without it, some crawlers make unhelpful guesses.	S

AEO / Answer Readiness (5)

SEVERITY	FINDING	EFFORT
MEDIUM	No Organization markup Nothing on the page formally states who publishes this site. Answer engines use Organization markup to tie a site to a real-world entity — without it they may describe you vaguely, attribute your content to no one, or confuse you with a similarly-named business. ♦ In simple terms: The site does not carry the machine-readable "business card" (name, logo, contact) that search engines use to show you confidently in results.	M
MEDIUM	No question-and-answer content The page has neither FAQ markup nor headings phrased as questions. Answer engines are built to respond to questions, so they preferentially quote pages that visibly ask and answer them. ♦ In simple terms: AI answer engines love question-and-answer content because they can quote it directly. Your site has none, so competitors get quoted instead.	M
LOW	No lists or tables to quote from Answer engines lift lists and tables far more readily than prose, because the structure survives being pulled out of context. A page of unbroken paragraphs gives them nothing clean to quote. ♦ In simple terms: Pages have no lists or tables — the formats that search and AI engines most easily quote. Everything is buried in paragraphs.	M

SEVERITY	FINDING	EFFORT
LOW	No publication or update date Nothing tells an engine how current this content is. Answer engines strongly prefer material they can date, and undated pages lose out to dated competitors on anything time-sensitive. ◆ In simple terms: Pages do not show when they were written or updated. Readers and search engines both trust dated content more.	S
LOW	No author or byline No named person is credited. Attribution is part of how engines judge whether content carries real expertise, and it is the basis of Google's E-E-A-T assessment. ◆ In simple terms: Articles do not say who wrote them. Named authors make content more credible to readers and to search engines.	S

Crawled pages

- <https://reviewunbiased.com/>