



Your Website Fix Guide

Everything from your audit, translated into plain English and ordered by what to do first. No jargon required.

reviewunbiased.com

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DATE

21 August 2026

How to use this guide

16

TOTAL FIXES

1

DO FIRST

2

PLAN NEXT

13

WHEN POSSIBLE

Three things to know:

- **The order is the advice.** Fixes are grouped by what to do first — impact versus effort. Work top to bottom.
- **Each fix speaks two languages.** "What's happening" and "What to do" are for you; the gold-edged note is copy-paste ready for your developer.
- **You don't need to do everything at once.** Doing just the "Do these first" group typically delivers most of the visible improvement.

Do these first

Big impact for little effort — the fastest wins on the list.

01 Elements must meet minimum color contrast ratio thresholds

HIGH

Small job — under an hour for a developer · Important — plan this within the month

What's happening: 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.

What to do: Darken the text or adjust the background so the text clearly stands out.

FOR YOUR DEVELOPER

Fix any of the following: Element has insufficient color contrast of 1.6 (foreground color: #ffb11b, background color: #f0f1f2, font size: 57.2pt (76.32px), font weight: bold). Expected contrast ratio of 3:1 Reference: <https://dequeuniversity.com/rules/axe/4.12/color-contrast?application=axeAPI>

Seen on 1 page, e.g. <https://www.reviewunbiased.com/>

Plan these next

The most important fixes overall. They take more effort, so schedule them deliberately.

02 LCP breakdown

HIGH

Medium job — a day or two · Important — plan this within the month

What's happening: 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".

What to do: Speed up the biggest element (usually the hero image) — compress it, prioritize it.

FOR YOUR DEVELOPER

Each subpart has specific improvement strategies. Ideally, most of the LCP time should be spent on loading the resources, not within delays.

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

03 Network dependency tree

HIGH

Medium job — a day or two · Important — plan this within the month

What's happening: The page loads resources in a long chain — each file waits for the previous one, like a relay race with too many runners.

What to do: Your developer can shorten the chain so key files load in parallel.

FOR YOUR DEVELOPER

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.

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

Easy extras

Small polish items — quick jobs to hand a developer alongside other work.

04 No DMARC record

MEDIUM

Small job — under an hour for a developer · Worth fixing — noticeable improvement

What's happening: Your domain is missing a second email-security record that tells receiving inboxes to reject faked emails claiming to be from you.

What to do: Add a DMARC record alongside SPF — quick, free, protects your name.

FOR YOUR DEVELOPER

Publish a `\_dmarc` TXT record starting at `v=DMARC1; p=none` and tighten to `quarantine` / `reject`.

05 No publication or update date

LOW

Small job — under an hour for a developer · Minor — tackle when convenient

What's happening: Pages do not show when they were written or updated. Readers and search engines both trust dated content more.

What to do: Show a "last updated" date on articles and key pages.

FOR YOUR DEVELOPER

Add `datePublished` and `dateModified` to your page markup, and show a visible "last updated" date.

Seen on 1 page, e.g. <https://www.reviewunbiased.com/>

06 No author or byline

LOW

Small job — under an hour for a developer · Minor — tackle when convenient

What's happening: Articles do not say who wrote them. Named authors make content more credible to readers and to search engines.

What to do: Add a short author byline to articles.

FOR YOUR DEVELOPER

Add a named byline with `author` markup, linked to a page describing their credentials.

Seen on 1 page, e.g. <https://www.reviewunbiased.com/>

When time allows

Lower urgency. Park these until the lists above are done.

07 Speed Index — 5.2 s

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: The page takes longer than it should to look complete. Perceived speed matters as much as real speed — slow-looking pages lose visitors.

What to do: General speed work for your developer: smaller images, fewer blocking scripts.

FOR YOUR DEVELOPER

Speed Index shows how quickly the contents of a page are visibly populated. Learn more about the Speed Index metric.

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

08 Improve image delivery — Est savings of 30 KiB

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: Images are heavier than they need to be — the single most common reason websites feel slow, especially on mobile data.

What to do: Compress images and serve modern formats; often the biggest single speed win.

FOR YOUR DEVELOPER

Reducing the download time of images can improve the perceived load time of the page and LCP. Learn more about optimizing image size

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

09 Render-blocking requests

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: The page loads code up front that it does not need immediately, making visitors wait for things they cannot even see yet.

What to do: Your developer defers non-essential code so the visible page loads first.

FOR YOUR DEVELOPER

Requests are blocking the page's initial render, which may delay LCP. Deferring or inlining can move these network requests out of the critical path.

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

10 No visible contact or lead-capture method

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: 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.

What to do: Put a contact method or short enquiry form where visitors can always see it.

FOR YOUR DEVELOPER

Add a contact form or link and surface an email/phone number.

Seen on 1 page, e.g. <https://www.reviewunbiased.com/>

11 Console errors logged

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: 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.

What to do: Have your developer review and clear the errors.

FOR YOUR DEVELOPER

Open DevTools and resolve the logged errors (often failed requests or broken scripts).

Seen on 14 pages, e.g. <https://www.reviewunbiased.com/>

12 Tap targets too small

MEDIUM

Medium job — a day or two · Worth fixing — noticeable improvement

What's happening: Some buttons and links are too small or too close together to tap reliably with a thumb. Mis-taps frustrate mobile visitors.

What to do: Make tap areas larger and better spaced (roughly finger-sized).

FOR YOUR DEVELOPER

Increase padding/size so touch targets are at least 44×44px with adequate spacing.

Seen on 14 pages, e.g. <https://www.reviewunbiased.com/>

13 UX heuristic: Visibility of system status

LOW

Medium job — a day or two · Minor — tackle when convenient

What's happening: This is a usability finding — something that makes the site less pleasant or less clear to use.

What to do: Share the technical note with your designer or developer.

FOR YOUR DEVELOPER

Add clear hover/focus states for nav items and buttons Indicate the current section/page in the nav when browsing

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

14 UX heuristic: User control and freedom

LOW

Medium job — a day or two · Minor — tackle when convenient

What's happening: This is a usability finding — something that makes the site less pleasant or less clear to use.

What to do: Share the technical note with your designer or developer.

FOR YOUR DEVELOPER

Ensure external links (YouTube) open predictably and are clearly labeled as leaving the site Provide breadcrumbs or a clear back path once inside category pages

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

15 UX heuristic: Flexibility and efficiency of use

LOW

Medium job — a day or two · Minor — tackle when convenient

What's happening: This is a usability finding — something that makes the site less pleasant or less clear to use.

What to do: Share the technical note with your designer or developer.

FOR YOUR DEVELOPER

Add a search field for finding specific reviews Consider quick links to latest/popular reviews on the landing view

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

16 UX heuristic: Help and documentation

LOW

Medium job — a day or two · Minor — tackle when convenient

What's happening: The page is awkward to use with a keyboard alone — which many people with motor or vision impairments rely on entirely.

What to do: Have your developer test the page using only the Tab key and fix the traps.

FOR YOUR DEVELOPER

Add an About/methodology link explaining how reviews stay unbiased Provide a footer with contact and info links

Seen on 1 page, e.g. <https://www.reviewunbiased.com>

Plain-language glossary

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.
