Website check-up

Trattoria Da Mario

bad-example.test Checked on 18 November 2026

Grade

F

27/100

Your website is turning most customers away.

We found 26 things to fix; the weakest area is phones and tablets. 17 of them are quick fixes.

Speed	34
Phones and tablets	8
Google and search	36
Accessibility	41
Name, address and phone	17

Fix these first

Ordered by how much each one helps. Together they are worth about 25 points.

1 On a phone, your page takes 23 s to show its main content

Until then visitors look at a half-empty screen. Most people give up on a page that takes more than a few seconds.

What to do: Compress the large picture at the top of the page, and load fonts and scripts after the content.

Score gain
+6 pts

Effort
Some work

Area
Speed

2 On phones, your site shows a tiny desktop page

The page is not set up for small screens, so phones shrink the whole desktop layout. Visitors have to pinch and zoom to read anything.

What to do: Add <meta name="viewport" content="width=device-width, initial-scale=1"> and make the layout responsive.

Score gain
+6 pts

Effort
Bigger job

Area
Phones and tablets

3 On phones, people have to scroll sideways to read your page

The page is 1100 px wide but the screen only shows 980 px, so text and buttons are cut off.

What to do: Make wide elements shrink to the screen width (max-width: 100%); the widest elements are div.wrapper.

Score gain
+6 pts

Effort
Some work

Area
Phones and tablets

4 Your page freezes for a moment when people tap it

Scripts keep the phone busy for 2.3 s, so taps and scrolling feel stuck.

What to do: Remove unused plugins, widgets and tracking scripts, or load them after the page.

Score gain
+4 pts

Effort
Some work

Area
Speed

5 100% of your text is too small to read on a phone

Because the phone shrinks the whole page, the text ends up tiny.

What to do: Use at least 16 px for body text and make the layout responsive.

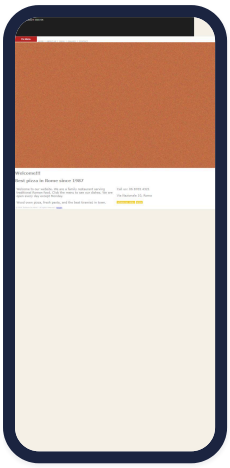
Score gain
+4 pts

Effort
Some work

Area
Phones and tablets

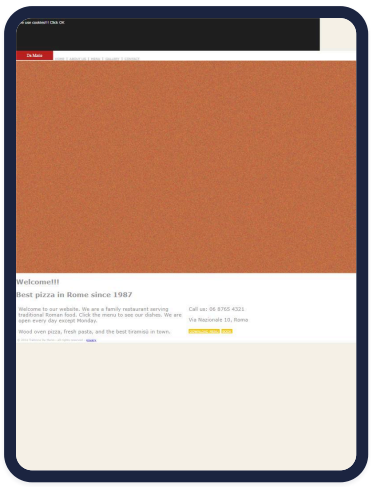
What visitors see first

The top of your home page as it loads on three common screen sizes.



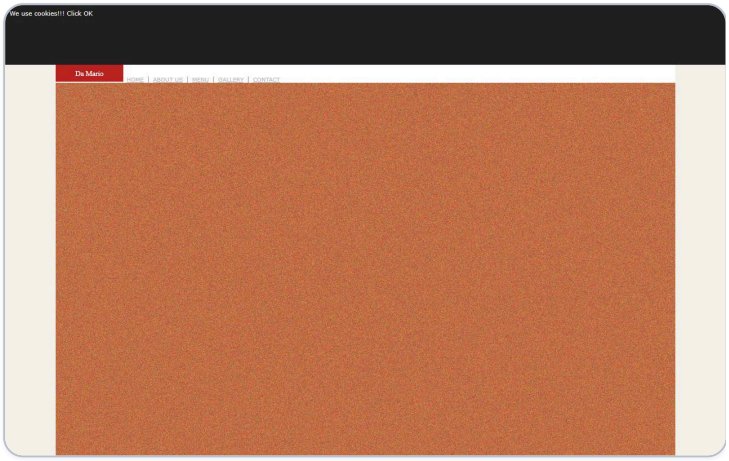
Phone 375 px

scrolls sideways, shrunk to fit, text too small



Tablet 768 px

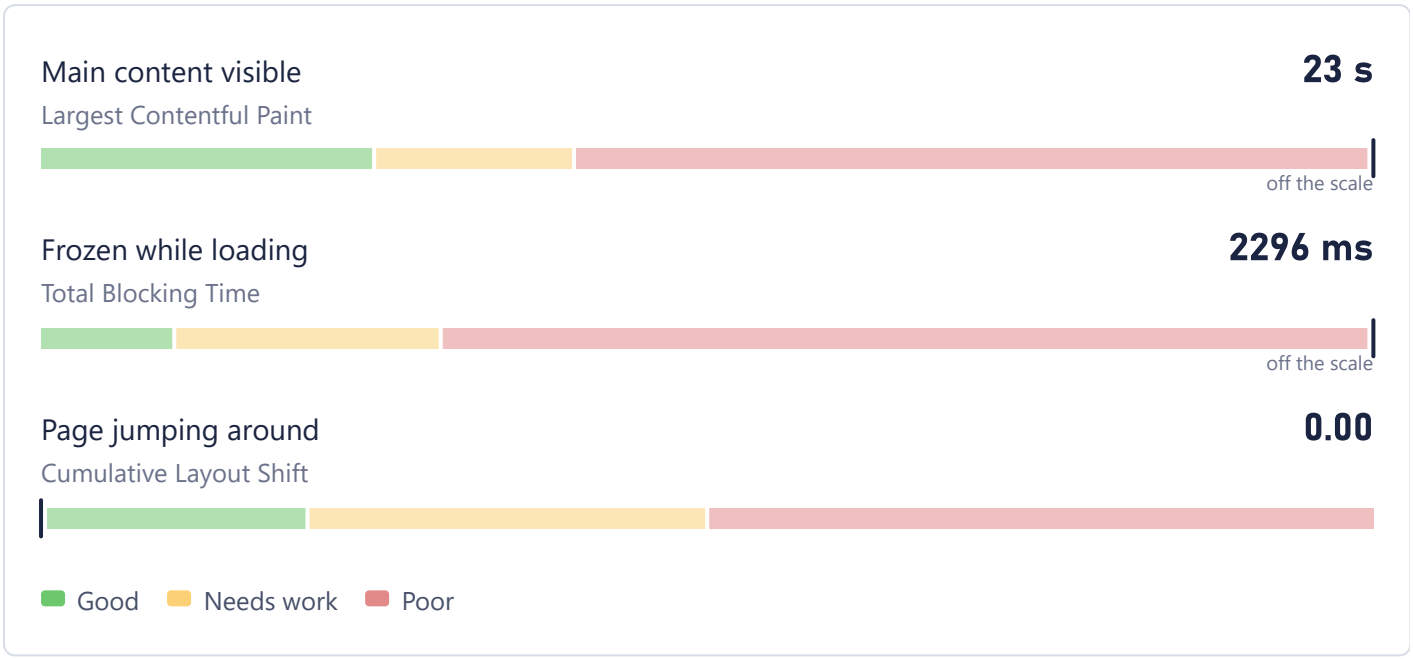
scrolls sideways, shrunk to fit, text too small



Computer 1280 px text too small

Speed on a phone

Measured on a simulated mid-range phone over slow 4G. The home page downloads 4.4 MB in total.



Biggest downloads on the home page



Everything we checked

Speed 34/100

How quickly the page shows up on a phone connection.

× Problem	**Speed score on phones**	Lighthouse mobile performance score: 46/100.
! Needs work	**Speed score on computers**	Lighthouse desktop performance score: 57/100.
× Problem	**Main content appears quickly**	Largest Contentful Paint on a phone: 23 s (good is under 2.5 s).
✔ Pass	**Page does not jump around while loading**	Cumulative Layout Shift: 0.00 (good is under 0.1).
× Problem	**Page responds quickly to taps**	Total Blocking Time on a phone: 2296 ms (good is under 200 ms).
× Problem	**Light page**	The home page downloads 4.4 MB in 4 requests.
× Problem	**No oversized images or downloads**	1 oversized file found, the largest is 4.4 MB.

Phones and tablets 8/100

Whether the page fits small screens and is easy to tap and read.

× Problem	**Page is set up for phone screens**	There is no viewport tag, so phones show a shrunken desktop page.
× Problem	**Fits a phone screen without sideways scrolling**	At 375 px the page is 1100 px wide (120 px too wide).
× Problem	**Fits a tablet screen**	At 768 px the page is 1100 px wide (120 px too wide).
! Needs work	**Buttons and links are big enough to tap**	2 of 8 links and buttons are smaller than 24 px on a phone.
× Problem	**Text is readable without zooming**	100% of the text is smaller than 12 px on a phone.
× Problem	**Menu can be read on a phone**	The menu is a PDF of 6 MB.

Google and search 36/100

Whether Google can find the site, trust it and show your details.

– Not checked	**Secure connection (HTTPS)**	Skipped: local test address.
– Not checked	**Insecure address forwards to HTTPS**	Skipped: local test address.
– Not checked	**Valid security certificate**	Skipped: local test address.
✔ Pass	**Few redirects before the page loads**	The address loads directly.
✔ Pass	**Search engines are allowed to list the page**	Nothing blocks search engines from listing the page.
! Needs work	**robots.txt is present and allows crawling**	There is no robots.txt file.
× Problem	**Sitemap for search engines**	No sitemap.xml was found.
! Needs work	**Descriptive page title**	The title is “Home” (4 characters).
× Problem	**Search result description**	There is no meta description.
! Needs work	**One main heading**	The page has 2 main headings.
× Problem	**Link preview for WhatsApp and social media**	Missing: og:title, og:description, og:image.
× Problem	**Business details for Google (schema.org)**	Structured data is present but cannot be read (Expected double-quoted property name in JSON at position 118 (line 1 column 119)).
× Problem	**No broken links**	9 links checked on 7 pages, 5 broken.

Accessibility 41/100

Whether people with poor eyesight or screen readers can use it.

× Problem	**No blocking accessibility problems**	1 critical problem type in 2 places.
× Problem	**No serious accessibility problems**	2 serious problem types in 16 places.
× Problem	**No moderate accessibility problems**	2 moderate problem types in 3 places.
✓ Pass	**No minor accessibility problems**	No minor problems found.

Name, address and phone 17/100

Whether the site agrees with your listing on maps and directories.

✓ Pass	**Business name matches**	“Trattoria Da Mario” appears on the page.
× Problem	**Address matches**	1 of 3 address parts were found on the page.
× Problem	**Phone number matches**	The page shows 06 8765 4321, not +39 06 1234 5678.
× Problem	**Phone number can be tapped to call**	The phone number is plain text.

Other things to fix

- **Your menu is a 6 MB PDF: on phones it takes about 10 s to open.** Put the menu on a normal web page (keep the PDF as a download if you like), or at least compress the PDF to under 1 MB.
- **A 4.4 MB image (hero.png) slows down your page: about 7.6 s on a phone.** Resize /img/hero.png to at most 2000 px wide and save it as WebP or JPEG at 80% quality; it should end up under 300 KB.
- **Your business data for Google is broken.** Fix the JSON-LD block (paste it into validator.schema.org to see the error).
- **2 images have no text description.** Add a short alt text to each image, e.g. alt="Grilled sea bass with lemon".
- **Your site shows a different phone number (06 8765 4321).** Use one phone number everywhere: website, Google Business Profile, Facebook and OpenStreetMap.
- **Your address on the site is incomplete or different.** Show the full address (street, number, postcode, town) in the footer of every page, written the same way as on Google Maps.
- **Your home page weighs 4.4 MB.** Aim for under 1.5 MB: resize photos to the size they are shown at and save them as WebP or AVIF.

- **5 links on your site lead nowhere.** Fix or remove these links; the JSON report lists every page they appear on.
- **Google has to guess what to show under your name.** Write a 120–155 character description saying what you offer, where, and how to book or order.
- **15 pieces of text are hard to read against the background.** Darken the text or lighten the background until the contrast ratio is at least 4.5:1.
- **2 links and buttons are too small to tap with a finger.** Make links and buttons at least 44 px tall on phones, with some space between them.
- **On tablets, part of your page is cut off.** Check the layout at tablet width; the widest elements are div.wrapper.
- **People can't tap your phone number to call.** Make it a link: ….
- **Your page title is just "Home".** Say who you are, what you sell and where in 30 to 60 characters, e.g. "Bistro Verde, Portuguese restaurant in Lisbon".
- **All page content should be contained by landmarks (2 places).** See https://dequeuniversity.com/rules/axe/4.14/region?application=axeAPI
- **There is no sitemap for Google.** Generate a sitemap.xml (most site builders have a setting) and submit it in Google Search Console.
- **Links to your site look bare when shared.** Add Open Graph tags (og:title, og:description, og:image) with a nice photo of your place.
- **The page does not say what language it is in.** Add the language to the html tag, e.g. <html lang="pt">.
- **Document should have one main landmark (1 place).** See https://dequeuniversity.com/rules/axe/4.14/landmark-one-main?application=axeAPI
- **There is no robots.txt file.** Add a robots.txt with "User-agent: *", "Allow: /" and a Sitemap line.
- **The page has 2 main headings.** Use exactly one H1 heading with your business name and what you do.

Prepared by George Mikaelson. I am happy to walk you through any of this.

How to read this report

Each area gets a score from 0 to 100: the weighted share of its checks that passed. The overall score combines them (speed 30%, phones 25%, search 20%, accessibility 15%, name/address/phone 10%), leaving out anything we could not measure. "Points" next to a fix is how much the overall score would rise if that problem went away.

Speed is measured with Google Lighthouse on a simulated mid-range phone with a slow 4G connection, so the same page can score a few points differently from one run to the next. Download times assume a typical 5 Mbit/s phone connection.