CodeToShip
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WEBSITE REPORT

kickoffclock.com

Checked on 27 October 2026

Good

89
out of 100

13
things to fix

0
critical or high

95
score after the first five fixes

This report checks one page the way a search engine reads it, from crawling and speed to security and AI search access. The overall score is out of 100, with the most important fixes listed first.

This page scores 89 out of 100, which is good. There are 13 things to fix, none of them critical or high. The most serious is "Mobile performance score is 89 out of 100". The quickest win is "The writing is hard to read": one change, worth about 2 points. Fixing the first five could lift the score to about 95.

How search engines see this page

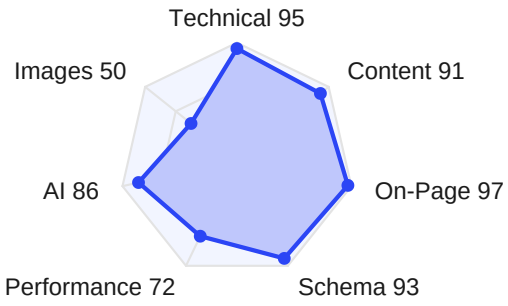
Today's Football Fixtures & Kickoff Times | KickoffClock

https://kickoffclock.com/

See today's football fixtures and kickoff times, already converted to your own time zone, no math required. Free calendar sync and downloads too.

Technical	Content	On-Page	Schema
95	91	97	93

Performance	AI	Images
72	86	50



Fix these first

Mobile performance score is 89 out of 100	Performance	Medium
Largest paint takes 2.9 s	Performance	Medium
2 images heavier than they should be	Images	Medium
6 images without width and height	Images	Medium
The writing is hard to read	Content	Low

Area by area

How each part of the page scored, and what is on offer for fixing it.

Technical SEO 95 | 39 passed, 2 to fix

Content Quality 91 | 10 passed, 1 to fix

On-Page SEO 97 | 30 passed, 1 to fix

Schema / Structured Data 93 | 13 passed, 1 to fix

Performance 72 | 13 passed, 3 to fix

AI Search Readiness 86 | 6 passed, 1 to fix

Images 50 | 6 passed, 4 to fix

POINTS ON OFFER, BY FIX

The writing is hard to read **+2.1**

No paragraph of 100 to 170 words under a heading **+1.4**

Mobile performance score is 89 out of 100 **+1.0**

Largest paint takes 2.9 s **+1.0**

The preview of this page when shared is incomplete **+0.7**

2 images heavier than they should be **+0.7**

How search engines read this page

Each dial shows where the page sits against the range search engines show in full. The marks beside the rest say what works and what could be better.

Page title length



56

characters; 5 to 60 is right

Description length



145

characters; 50 to 160 is right

WHAT WAS READ

Words on the page	**1,221**
Links to other pages on the site	**51**
Main headings (H1)	**1**
Structured data types	**3**
Page language	**en**

SIGNALS

Page title	**56 characters**	✓
Meta description	**145 characters**	✓
Main heading (H1)	**1 found**	✓
Can appear in search	**Yes**	✓
Preferred address	**Set**	✓
One version of the site	**Yes**	✓
Secure (HTTPS)	**Secure**	✓
Works on phones	**Yes**	✓
Page language	**en**	✓
robots.txt	**Found**	✓
Sitemap	**Found**	✓
Structured data	**Organization, WebSite, FAQPage**	✓
Social sharing	**Twitter card not set**	!
Image alt text	**All have alt text**	✓
Internal links	**51 links**	✓

Enough text	**1221 words** ✓

Speed, access and the site

What Google's speed test measured, which AI crawlers can read the site, and what the site is built on.

SPEED, ON A PHONE



Largest paint (how fast the main part shows)	**2.9 s** !
Layout shift (does the page jump)	**0.017** ✓
On a computer	**Performance 68, paint 1.3 s** –
Ready for AI browsing agents	**3 of 3** ✓

WHAT WOULD MAKE IT FASTER

Initial server response time was short	**Saves 86 ms**
Reduce unused JavaScript	**Saves 273 KB**

AI CRAWLERS LET IN BY ROBOTS.TXT

16 of 16

OAI-SearchBot	OpenAI: finds pages to show in ChatGPT search	**Allowed** ✓
ChatGPT-User	OpenAI: opens pages when a ChatGPT user asks	**Allowed** ✓
PerplexityBot	Perplexity: finds pages to cite in answers	**Allowed** ✓
Claude-SearchBot	Anthropic: finds pages to cite in Claude's answers	**Allowed** ✓
Claude-User	Anthropic: opens pages when a Claude user asks	**Allowed** ✓
Perplexity-User	Perplexity: opens pages when a user asks. Generally ignores robots.txt	**Allowed** ✓
GPTBot	OpenAI: collects pages to train models	**Allowed** ✓
ClaudeBot	Anthropic: collects pages to train models	**Allowed** ✓
Google-Extended	Google: opt out of Gemini training. Does not affect Google Search	**Allowed** ✓
Applebot	Apple: finds pages for Siri, Spotlight and Safari	**Allowed** ✓
Applebot-Extended	Apple: opt out of Apple Intelligence training. Does not affect Siri or Safari search	**Allowed** ✓
CCBot	Common Crawl: open dataset many models train on	**Allowed** ✓

Bytespider	ByteDance: collects pages for its AI models	**Allowed** ✓
cohere-ai	Cohere: collects pages for its models	**Allowed** ✓
Google-GeminiNotebook	Google: opens a page a person adds as a Gemini Notebook source. Ignores robots.txt	**Allowed** ✓
Google-CloudVertexBot	Google: crawls a site for the site owner's own Vertex AI agent	**Allowed** ✓

THE SITE

Built with	**Next.js**
Pages in its sitemap	**8,855**

Everything we found, area by area

Each area has its score, every recommendation with where it is and how sure we are, what already works, and what we could not check.

Technical SEO

95
out of 100

2 to fix | 39 working | 11 not checked

01

LOW +0.5 pts

The rules for which scripts may run only report, they do not block

WHY IT MATTERS

A security setting that limits which scripts may run is missing, so a script that should not be there is harder to stop.

WHAT WE FOUND

The site has a Content-Security-Policy in report-only mode, so browsers tell the site about scripts and files that break the rules but still run them. Injected scripts are not stopped yet.

FOR YOUR DEVELOPER

Read the reports and note every file your site needs that is flagged. Add those hosts to the rule. When nothing you need is flagged any more, rename the header from Content-Security-Policy-Report-Only to Content-Security-Policy.

Checked by: Looked for the Content-Security-Policy response header and found only Content-Security-Policy-Report-Only.

02

LOW +0.5 pts

The sitemap uses priority and changefreq

WHY IT MATTERS

Google ignores priority and change frequency in a sitemap, so they are clutter that does nothing.

WHAT WE FOUND

Google ignores these tags. They add weight to the file and suggest control you do not have.

HOW TO FIX IT

Delete the priority and changefreq lines from every entry in the sitemap. If a plugin or tool builds the sitemap, turn off its priority and changefreq option or ask your developer to remove them.

Checked by: Looked for priority and changefreq elements in the sitemap.

WORKING, AND GOOD TO KNOW

The site has a robots.txt	✓
robots.txt allows this page	✓
robots.txt lists a sitemap	✓
Stylesheets and scripts can be crawled	✓
Page can be indexed	✓
Links can be followed	✓
Has a canonical URL	✓
The canonical URL is sound	✓
The canonical agrees with indexing	✓
The www and bare addresses lead to one version	✓
The HTML is a sensible size	✓
The content is in the HTML	✓
No limits on how the page appears in results	✓
The page names itself as the one to keep	✓
Missing pages answer with a proper 404	✓
The page is reached in at most one redirect	✓
Redirects are permanent	✓
The address is a sensible length	✓
The address is clean	✓
Trailing slashes are used consistently	✓
Served over HTTPS	✓
HSTS is set for at least a year	✓
The certificate is valid and not close to expiring	✓
http:// leads to https://	✓

No insecure resources on the page	✓
MIME sniffing is switched off	✓
Has a Referrer-Policy	✓
Framing is controlled	✓
Has a Permissions-Policy	✓
No version numbers in the server headers	✓
Sitemap found at https://kickoffclock.com/sitemap.xml	✓
The sitemap is valid	✓
The sitemap is within limits (8855 addresses)	✓
The 10 addresses tested all work	✓
The sitemap lists final https addresses	✓
The page is listed in the sitemap	✓
Dates look genuine	✓
The 5 pages read are not marked noindex	✓
The sitemap lists the preferred address of each page read	✓
Your site could join the browsers' preload list, which makes browsers use HTTPS from the very first visit. It is hard to undo, so only add includeSubDomains; preload once every subdomain works over HTTPS.	–

Content Quality

91
out of 100

1 to fix | 10 working | 17 not checked

01

LOW +2.1 pts

The writing is hard to read

WHY IT MATTERS

Hard-to-read text loses visitors. Most people skim, and simpler wording keeps them reading.

WHAT WE FOUND

The Flesch reading score is 41 (60 to 70 is plain English). Long sentences and long words make the page tiring for most visitors. Plain wording keeps them reading.

FOR YOUR DEVELOPER

Rewrite the longest paragraphs first, aiming for about 15 words per sentence. Swap long words for everyday ones, such as 'use' for 'utilise' and 'help' for 'facilitate'. Explain each technical term once, in a few words, the first time it appears. Paste the text into a free readability checker, such as the one in Yoast SEO or the Hemingway app, and aim for a Flesch reading ease score above 50.

Checked by: Worked out the Flesch reading ease score from the ordinary sentences, by their length and syllables per word. 60 to 70 is plain English; under 50 is hard. This is our reading of the page, so treat it as a guide.

WORKING, AND GOOD TO KNOW

Enough text (1221 words)	✓
Clean writing (83 out of 100)	✓
Sentences are short (24.1 words on average)	✓
Broken up with 41 subheadings	✓
No word or phrase is overused	✓
Links to privacy and contact pages	✓
Links to terms or conditions	✓
Paragraphs are short	✓
No statistics to source	✓
No hidden characters in the text	✓
Reads at about grade 13.5 (school year in the US). Most adult readers are comfortable at grade 8 to 9, so a lower number would reach more of them. Some subjects need harder words, so this is a guide.	–
The page has 1 list, 0 tables.	–
The page has 16 pictures and 0 videos.	–
No reviews or testimonials found. For a business, a few real customer words are a strong sign of trust. We look for Review markup and for sections named testimonial or review.	–
This looks like a blog post or article page: long text under several headings. That is a guess from a loose sign, so what such a page usually has is only mentioned. We judge the page by itself and cannot see which kind of page Google shows for a search.	–
For a blog post or article page, Article or BlogPosting markup; an author named in the markup; a publication or update date in the markup; breadcrumb markup; a related articles section would be usual, and the page has none of those. This is a guide, not a rule.	–
A blog post or article page usually runs to about 1500 words; this one has 1221. Google sets no minimum length, so this is only a guide to how much such pages say.	–

On-Page SEO

97
out of 100

1 to fix | 30 working | 5 not checked

01

LOW +0.6 pts

The icon is smaller than Google recommends

WHY IT MATTERS

A small icon looks blurry in Google results and in browser tabs.

WHAT WE FOUND

The best icon on the site is 32 by 32 pixels. Google recommends a favicon larger than 48 by 48 pixels so that it looks good in search results and on other surfaces, so yours may look blurry.

FOR YOUR DEVELOPER

Export your logo again as a square image of 96 by 96 pixels or more (48 is the least Google recommends). Save it as favicon.png in the top folder of your site. Add this line inside the <head>: <link rel="icon" href="/favicon.png" sizes="96x96">

Checked by: Fetched the icons the page names (or /favicon.ico) and read their size from the file; took the largest picture of an .ico. Google recommends more than 48 by 48 pixels.

WORKING, AND GOOD TO KNOW

Has a title	✓
Title length is good (56 characters)	✓
Title says what the page is	✓
Has a meta description	✓
Description length is good (145 characters)	✓
Exactly one H1 heading	✓
Headings are in order	✓
Has a mobile viewport tag	✓
Language is set (en)	✓
Links to 51 other pages of the site	✓
Link text describes where it goes	✓
10 sampled links all work	✓
Has a favicon	✓
Character set is declared	✓
The description adds to the title	✓
Has a touch icon	✓
Consent Mode is set before the Google tag runs	✓
Links to 1 other site address, 1 marked nofollow, sponsored or ugc	✓
The title leads with the topic and has room to say it	✓
No link has an empty address	✓
3 icon files load and are real images	✓
The icon is not a site kit's starter icon	✓
The touch icon is a PNG of at least 180 pixels	✓
robots.txt lets Google crawl the home page and fetch the icon	✓

The home page names an icon	✓
The icon tags match their files	✓
The page says it is English and it reads as English	✓
The page language is a valid code (en)	✓
No browser translation widget on the page	✓
Numbers and dates fit the page's language	✓
The description gives the searcher something to do or learn.	–

Schema / Structured Data

93
out of 100

1 to fix | 13 working | 14 not checked

01

LOW +0.7 pts

The preview of this page when shared is incomplete

WHY IT MATTERS

When someone shares your page on social media or in a chat, the preview can be blank or broken instead of a clear picture and title.

WHAT WE FOUND

Links to this page shared on social media and chat apps show a plain or empty preview.
Missing Open Graph tags: og:url.

FOR YOUR DEVELOPER

Add these tags to the <head> of the page: <meta property="og:url" content="https://yoursite.com/page">. Use an image about 1200 by 630 pixels. On WordPress, Yoast SEO and Rank Math can set these for each page.

Checked by: Looked for og:title, og:description, og:image and og:url in the page HTML.

WORKING, AND GOOD TO KNOW

Structured data found	✓
Twitter card found	✓
The JSON-LD is valid	✓
Structured data has the properties Google asks for	✓
Every structured data type is a real one	✓
No template text left in the structured data	✓
Addresses in the structured data are complete	✓
Dates in the structured data are in the standard form	✓
Prices and ratings are written as numbers	✓
The home page says who the business is	✓
The share image loads	✓
The home page describes the business as an organization	✓

Structured data names its items with full addresses	✓
FAQ markup found. Google stopped showing FAQ rich results in May 2026; it does no harm.	–
The organization markup has no sameAs, the links to the business's profiles elsewhere. A logo can appear next to your results, and profile links (LinkedIn, Facebook and so on) help Google tell your business from others with the same name.	–
No og:type. Chat and social apps treat the page as a plain website; an article or a product can say so. It changes only how a shared link looks.	–

Performance

72
out of 100

3 to fix | 13 working | 2 not checked

01

MEDIUM +1.0 pts

Mobile performance score is 89 out of 100

WHY IT MATTERS

Most visitors are on phones. A slow page on a phone makes people leave and can lower your search position.

WHAT WE FOUND

Google's lab test of this page on a mid-range phone and a slow connection scored it below 90. Slow pages lose visitors.

HOW TO FIX IT

Run the page through PageSpeed Insights (pagespeed.web.dev) and open the Opportunities list on the mobile result. Fix the biggest items first, usually oversized images, scripts that hold up the page and a slow server. Run the test again after each change, aiming for 90 or more.

Checked by: Google PageSpeed Insights (Lighthouse), mobile profile. Under 90 is Medium and under 50 is High. This is our reading of the page, so treat it as a guide.

02

MEDIUM +1.0 pts

Largest paint takes 2.9 s

WHY IT MATTERS

The biggest part of the screen (usually the main photo or heading) takes this long to appear. Google wants under 2.5 seconds, and slow pages lose visitors.

WHAT WE FOUND

The biggest thing on the screen (usually a photo or heading) appears late. Google wants this within 2.5 seconds.

HOW TO FIX IT

Check in PageSpeed Insights which item is the Largest Contentful Paint. If it is a photo, resize it to 1600 pixels wide or less and save it as WebP or AVIF under 200 KB. Add fetchpriority="high" to that img tag and remove loading="lazy" from it. If the server is slow too, ask your developer or host to turn on page caching. Test again and look for under 2.5 seconds.

Checked by: Largest Contentful Paint from the Lighthouse mobile run. Over 2.5 s is Medium and over 4 s is High. This is our reading of the page, so treat it as a guide.

03

LOW +0.6 pts

Text can stay invisible while a font loads

WHY IT MATTERS

Text can stay invisible while a font loads, so visitors see empty space first.

WHAT WE FOUND

2 of 30 font rules in your CSS do not say what to show while the font loads, so visitors may see no text at all on a slow connection.

FOR YOUR DEVELOPER

Add this line inside each @font-face rule in your CSS: font-display: swap. Add this to the head so the main heading font is fetched early: <link rel="preload" as="font" type="font/woff2" href="/brand.woff2" crossorigin>. Use WOFF2 font files, and on Google Fonts add &display=swap to the font link.

Checked by: Read the @font-face rules in the page's own inline styles and up to three of its own stylesheets, looking for font-display of swap, fallback or optional.

WORKING, AND GOOD TO KNOW

Layout shift 0.017	✓
Blocking time 97 ms	✓
First paint in 1.7 s	✓
The server answered in 659 ms	✓
The HTML is compressed	✓
Few scripts hold up the page	✓
1269 elements in the HTML	✓
An image is marked as high priority	✓
No out-of-date prerender hints	✓
Nothing stops the browser keeping the page for the back button	✓
Few stylesheets hold up the page	✓
No stylesheet or script is linked twice	✓
The site's stylesheets and scripts can be kept by the browser	✓
The page does not use speculation rules. They are optional: they let Chrome load the likely next page ahead of the click, so it opens at once.	–

AI Search Readiness

86

out of 100

1 to fix | 6 working | 2 not checked

01

LOW +1.4 pts

No paragraph of 100 to 170 words under a heading

WHY IT MATTERS

Search answers and AI assistants tend to quote a short, direct paragraph under a heading. Without one, your page is less likely to be quoted.

WHAT WE FOUND

AI answers tend to quote self-contained paragraphs of this size that sit under a clear heading. Your paragraphs are shorter or longer than that.

HOW TO FIX IT

Pick the headings your customers care about most. Under each, write one complete paragraph of 100 to 170 words that answers the heading on its own. Put the answer in the first sentence and the detail after it.

Checked by: Counted the words of each paragraph that comes after a heading, leaving out menus, footers and sidebars. This is our reading of the page, so treat it as a guide.

WORKING, AND GOOD TO KNOW

OAI-SearchBot is allowed	✓
A question heading is followed by a short answer	✓
No AI crawler's own group leaves out a rule from the * group	✓
ChatGPT-User is allowed	✓
PerplexityBot is allowed	✓
Claude-SearchBot is allowed	✓
The site has an llms.txt. No major AI vendor says it reads the file, so it is harmless but not proven to help.	–
No sentence defines the page's topic ("X is a …", "X refers to …"). AI tools often quote a short definition near the top of the page, so one in the first 60 words helps. This is a guide: not every page needs one.	–
No RSL licence terms found in robots.txt, the Link header or the page. RSL is a new, optional standard (Really Simple Licensing, December 2025) for saying in a machine-readable way how AI companies may use your content; it adds to robots.txt and no search engine requires it.	–
The llms.txt follows the rules Lighthouse checks: a heading, a Markdown link and enough text. Google Search ignores the file.	–
robots.txt has no Content-Signal line. It is optional: a line such as Content-Signal: search=yes, ai-input=yes, ai-train=no, placed in a group, states what you allow. This is a stated preference with no confirmed effect: Google does not act on it, and the standard behind it is an expired draft.	–
robots.txt does not shut out the agents that act for a person. Google-Agent, Google-GeminiNotebook and Google Messages fetch a page because a person asked, and they do not obey robots.txt, so a Disallow cannot keep them out. Put private pages behind a login.	–
The page has no Markdown version. It is optional: a version answered to Accept: text/markdown (with Vary: Accept) or linked as an alternate. No major AI service is confirmed to ask for it.	–
No /.well-known/ documents for agents were found (an API catalog, OAuth metadata, an A2A agent card, a UCP profile). Each only matters if the site runs that service.	–

The page has no WebMCP markup. It is optional: forms can be marked with toolname and tooldescription, or tools registered in script, so an agent can use them. WebMCP is a draft from a W3C community group that only Chrome supports, and WebKit opposes it, so it is early.

The home page refuses GPTBot and ClaudeBot when asked by name, though robots.txt may let them in. These collect pages to train models, so blocking them is a choice; make sure it is yours.

Images

50
out of 100

4 to fix | 6 working | 4 not checked

01

MEDIUM +0.7 pts

2 images heavier than they should be

WHY IT MATTERS

Heavy images slow the page down, which costs you visitors on phones and mobile data.

WHAT WE FOUND

The worst is 1788695234258.webp, a content image at 354 KB (over 200 KB). Heavy images are the most common reason a page loads slowly.

HOW TO FIX IT

Resize each flagged image to the largest size it is shown at, for example 1200 pixels wide for a full-width photo. Save it as WebP or AVIF at about 75 to 80 percent quality. Aim for under 50 KB for a thumbnail, 100 KB for a content image and 200 KB for a main hero image. On WordPress, a plugin such as ShortPixel or Imagify can do this for you, and on Next.js the next/image component does it.

Checked by: Requested 12 of the page's images and read their Content-Length. A thumbnail (shown 300 pixels or less across, or named like one) is flagged over 100 KB and High over 200 KB; a content image over 200 KB and 500 KB; a hero image (named like one, or the first image shown 800 pixels or more across) over 300 KB and 700 KB.

02

MEDIUM +0.7 pts

6 images without width and height

WHY IT MATTERS

Without a width and height, the page jumps around while images load, which annoys visitors and counts against page experience.

WHAT WE FOUND

The browser cannot reserve space before they load, so the page jumps as they appear (for example 1788695234258.webp, 1788708194238.webp, 1788264680006.webp).

FOR YOUR DEVELOPER

Add the real pixel width and height to every img tag listed above. Use the size of the image file itself, like this: <img src="team.webp" alt="The team" width="1200" height="800">. Keep max-width: 100% in your CSS so the image still shrinks on phones. WordPress adds these for images from its media library, and Next.js next/image needs them as props.

Checked by: Looked for numeric width and height attributes on each content image. An image whose style attribute (or its parent's) sets an aspect-ratio, or a width and a height in units, counts too. Sizes set in a stylesheet cannot be seen.

03

LOW +0.4 pts

7 images further down the page not lazy loaded

WHY IT MATTERS

Images further down should load only when needed, to keep the first view fast.

WHAT WE FOUND

Every image loads at once, which slows the part of the page visitors see first.

FOR YOUR DEVELOPER

Add loading="lazy" to every image below the first screen, like this: <img src="gallery-4.webp" alt="Finished kitchen" width="800" height="600" loading="lazy">. Leave the first large image without it, because that one should load at once. If your site builder or a plugin such as WP Rocket has a lazy loading option, switch it on instead.

Checked by: Looked for loading=lazy on the images after the third, and for the data attributes and class names lazy-loading plugins use instead (data-src, data-lazy-src, data-original, lazyload and similar). Fails when more than half have neither.

04

LOW +0.4 pts

6 large images that do not adapt to the screen

WHY IT MATTERS

Large images that do not adapt to the screen waste mobile data.

WHAT WE FOUND

Phones download the same big file as desktops, which wastes data and slows the page.

FOR YOUR DEVELOPER

Export each large picture at 480, 800 and 1200 pixels wide. List them in the img tag, like this: <img src="hero-800.webp" srcset="hero-480.webp 480w, hero-800.webp 800w, hero-1200.webp 1200w" sizes="(max-width: 600px) 100vw, 800px" alt="Our team">. WordPress adds srcset itself for images from its media library, and Next.js next/image does too.

Checked by: Looked for srcset (or a picture element) on images that are not small. Fails when more than half have neither.

WORKING, AND GOOD TO KNOW

Every image has alt text	✓
Alt text is descriptive	✓
Most images use a modern format	✓
Image file names are descriptive	✓
The largest image can be cached	✓
The largest image comes through Cloudflare	✓
8 images other than the first large one are not marked decoding="async" (for example seriea.webp, seriea.webp, 1788695234258.webp). Adding it lets the browser draw the page without waiting for them. Browsers often do this already, so this is a guide.	–

What we could not check

These checks did not apply to this site or could not be run, so they are not part of the findings above.

TECHNICAL SEO

The page declares no language versions (hreflang).

The response has no Link header naming a canonical.

There are no other language versions to fetch.

The sitemap is not an index of other sitemaps.

The sitemap lists no images.

The sitemap lists no videos.

The sitemap lists no news articles.

No version in another language could be read and compared.

CONTENT QUALITY

The page links to a contact page, where the details may be.

This is not an article or blog page.

This page does not describe itself as an article.

The page's markup gives no date we can read. A date written only in the text is not used.

The page does not look like a local business, so the local checks do not apply.

The page does not look like a product page, so the shop checks do not apply.

ON-PAGE SEO

The page does not look like a product page, so the shop checks do not apply.

The page does not look aimed at a market with a required legal page.

SCHEMA / STRUCTURED DATA

The structured data names no image we could test.

The page has no Product markup.

The page does not look like a local business, so the local checks do not apply.

The page does not look like a product page, so the shop checks do not apply.

The markup gives no inLanguage and the page has no other language versions.

PERFORMANCE

Google's data from real visitors was not available. It needs the Google API key with the Chrome UX Report API enabled.

Google did not report third-party code.

AI SEARCH READINESS

The site points to no ai-catalog.json.

The page does not look like a shop, so a UCP profile is not asked for.

IMAGES

The page has no image that is marked as large.

The page does not look like a product page, so the shop checks do not apply.

Action plan

Everything we found, in the order to do it: this week, within two weeks, this month, then later. Each line says where the problem is and how much work it is.

Then

This month | 4 items

Mobile performance score is 89 out of 100 — one change

Run the page through PageSpeed Insights (pagespeed.web.dev) and open the Opportunities list on the mobile result. Fix the biggest items first, usually oversized images, scripts that hold up the page and a…

Largest paint takes 2.9 s — one change

Check in PageSpeed Insights which item is the Largest Contentful Paint. If it is a photo, resize it to 1600 pixels wide or less and save it as WebP or AVIF under 200 KB. Add fetchpriority="high" to that img tag…

2 images heavier than they should be — one change

Resize each flagged image to the largest size it is shown at, for example 1200 pixels wide for a full-width photo. Save it as WebP or AVIF at about 75 to 80 percent quality. Aim for under 50 KB for a thumbnail,…

6 images without width and height — one change

Add the real pixel width and height to every img tag listed above. Use the size of the image file itself, like this: <img src="team.webp" alt="The team" width="1200" height="800">. Keep max-width: 100% in your CSS…

When there is time

Later | 9 items

The writing is hard to read — one change

Rewrite the longest paragraphs first, aiming for about 15 words per sentence. Swap long words for everyday ones, such as 'use' for 'utilise' and 'help' for 'facilitate'. Explain each technical term once, in a few words,…

No paragraph of 100 to 170 words under a heading — one change

Pick the headings your customers care about most. Under each, write one complete paragraph of 100 to 170 words that answers the heading on its own. Put the answer in the first sentence and the detail after it.

The preview of this page when shared is incomplete — one change

Add these tags to the <head> of the page: <meta property="og:url" content="https://yoursite.com/page">. Use an image about 1200 by 630 pixels. On WordPress, Yoast SEO and Rank Math can set these for…

The icon is smaller than Google recommends — one change

Export your logo again as a square image of 96 by 96 pixels or more (48 is the least Google recommends). Save it as favicon.png in the top folder of your site. Add this line inside the <head>: <link…

Text can stay invisible while a font loads — one change

Add this line inside each @font-face rule in your CSS: font-display: swap. Add this to the head so the main heading font is fetched early: <link rel="preload" as="font" type="font/woff2" href="/brand.woff2"…

The rules for which scripts may run only report, they do not block — one change

Read the reports and note every file your site needs that is flagged. Add those hosts to the rule. When nothing you need is flagged any more, rename the header from Content-Security-Policy-Report-Only…

The sitemap uses priority and changefreq one change

Delete the priority and changefreq lines from every entry in the sitemap. If a plugin or tool builds the sitemap, turn off its priority and changefreq option or ask your developer to remove them.

7 images further down the page not lazy loaded one change

Add loading="lazy" to every image below the first screen, like this: <img src="gallery-4.webp" alt="Finished kitchen" width="800" height="600" loading="lazy">. Leave the first large image without it, because that…

and 1 more, in the details.

Questions, or want help fixing this?

Start with the items marked critical or high in the action plan. Each one says what is wrong, where it is and how to fix it. If you would like help with any of it, get in touch.

CodeToShip
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This audit reads one page the way a search engine does. It is a set of checks, not a promise about how the page will rank.