Building a Legacy of Innovation, Style, and Impact.

Executive summary

Website: iconicinnovations.com.ng

This audit evaluates the official website of iconic innovations Nigeria limited with a focus on usability, technical performance, search engine optimization (SEO), and overall user experience

The website successfully communicates the company's identity and innovation-driven mission. However, several critical technical and structural gaps significantly reduce its visibility on search engines, slow down page performance, and limit user engagement.

Key observations

The navigation bar does not include a visible "home" link, reducing usability and intuitive navigation.

Users may struggle to return to the homepage after navigating deeper into the site.

The website primarily serves as a brand and company introduction platform, rather than a fully optimized lead-generation or engagement tool.

Recommendation

Add a clearly labeled home link to the navigation menu.

Ensure consistent navigation across all pages.

SEO issues identified

Missing or poorly defined meta titles and meta descriptions.

No xml sitemap, limiting search engine indexing.

Absence of clear robots.txt configuration.

No structured data (schema markup).

Performance issues identified

Images load slowly due to:

Missing width and height attributes.

Lack of image optimization

(e.g., webp/avif formats).

No browser caching rules for static assets (images, css, javascript).

Potential layout shifts affecting core web vitals (cls).

Impact

Poor search engine visibility.

Slower page load times.

Lower user retention and engagement.

Reduced core web vitals scores.

Technical performance & SEO assessment

User experience (UX) & responsiveness

Observations

- Missing image dimensions cause layout instability.

- Performance issues may be more pronounced on mobile devices.

- Navigation limitations reduce usability.

Recommendation

- Implement responsive design best practices.

- Define image dimensions to prevent layout shifts.

- Improve mobile performance optimization.

Prevalent Problems – Very Important

Poor Display on Tab, especially the homepage

Poor Development of three (3) pages – Contact us page, Privacy policy page, and Terms & Condition page

Create a new "Contact Us" page

Create a new "Contact Us" page from scratch ensuring there is no too much space above or below the page contents and image. **No inline CSS or JS. Do not rewrite a code if it has already been written. Ensure a well commented lines of code**

Edit (or create if editing is not achievable) Privacy policy page, and Terms & Condition page

The major problem here is the display of the image at the top of the pages and the single picture cannot work, change it back to the animated pictures

No response from Backend

No response from Backend after signing-up for email update or book consultation through form

Additional content to be added.

Change address

The address should be these two addresses on the website:

10, Adepoju Street, Alapere Ketu, Lagos

Akarabata Junction, Modakeke, Osun State

Change of names:

Change the name "Iconic Interiors and Painting" to "Iconic Interior Décor and Paint". **Change the name of navigation list as well**

Our Branches page

Add:

"Iconic properties" section to the Our Branches page and link the "Iconic properties" on all page navigation list to the section on "Our Branches" page

Using Better Image

On home page, in DISCOVER OUR FULL RANGE OF SERVICES, Use better image. For instance. Don't use an image of laptop with codes, use an image where someone is writing code and let the image capture the person and the codes he/she is writing on the laptop.

Likewise, the picture use for Iconic Interiors and painting, use a picture where someone preferably male is painting or wearing helmet, etc.

Regarding LEARN MORE ABOUT US:

Display on **phone,** emphasis on phone, let show the first line and put "learn more…" at the end of the line, if the user wants or learn or read more, the rest of the content will show or take the user to "About Us" page

Other Strategic recommendations

SEO & indexing
- Implement unique meta titles and descriptions on all pages.

- Create and submit an xml sitemap to google and bing search consoles.

- Configure a proper robots.txt file.

- Add schema markup for enhanced search visibility.

Performance optimization
- Optimize all images (webp/avif).

- Define width and height for static images.

- Enable browser caching for static assets.

- Minify CSS and JS files.

Navigation & UX
- Add a home link to the navigation bar.

- Improve internal linking structure.

- Introduce clear CTAs to guide users.

Overall assessment
The iconic innovations Nigeria limited website provides a solid foundation for brand representation but lacks essential technical SEO, performance optimization, and navigation best practices.

Without these improvements, the site will continue to experience:

- Low search engine visibility

- Slower load times

- Reduced user engagement

With proper implementation of the recommendations in this report, the website can evolve into a high-performing, search-optimized, and user-centric digital platform.

Key takeaway
Iconic innovations Nigeria limited has a strong brand message, but the website requires urgent technical and SEO improvements to fully support growth, visibility, and digital credibility.

By: mphatso soko

E-signed.
ALABI, Sunday Elisha
CEO