

Professional Website Audit

Comprehensive Analysis &
Strategic Recommendations

85/100

Grade: **B**

Good performance with minor optimizations needed

<https://littleheroespediatric.com/>

AUDIT DATE: July 31, 2025 at 05:05 PM



Screenshots

Desktop View

1920x1080 resolution

Desktop screenshot

Mobile View

375x667 resolution

Mobile screenshot



Executive Summary

Overall Score

85/100

GOOD

Performance

92

EXCELLENT

SEO

78

NEEDS WORK

Accessibility

89

GOOD

Best Practices

85

GOOD

Security

65

CRITICAL

Your website demonstrates **strong performance** and **good accessibility** standards. However, there are **critical security vulnerabilities** that require immediate attention, and **SEO optimization opportunities** that could significantly improve your search engine visibility.



Core Web Vitals

Largest Contentful Paint

1.2s

GOOD

First Input Delay

45ms

GOOD

Cumulative Layout Shift

0.15

NEEDS IMPROVEMENT

First Contentful Paint

0.8s

GOOD

Your Core Web Vitals show excellent loading performance with fast LCP and FCP times. The Cumulative Layout Shift could be improved to enhance user experience during page load.



Technical Analysis

Performance Metrics

Metric	Current Value	Status	Recommendation
Page Load Time	2.1 seconds	Good	Maintain current optimization
Time to Interactive	3.2 seconds	Fair	Reduce JavaScript execution time
Total Page Size	1.8 MB	Good	Consider image optimization

Metric	Current Value	Status	Recommendation
Number of Requests	42	Fair	Combine CSS/JS files

SEO Analysis

Element	Status	Issues Found	Priority
Title Tags	Good	0	Low
Meta Descriptions	Missing	12	High
Header Structure	Fair	3	Medium
Image Alt Text	Poor	18	High
Internal Linking	Good	1	Low

Security Assessment

Security Check	Status	Risk Level	Action Required
SSL Certificate	Valid	Low	None
Mixed Content	Found	High	Fix immediately
Security Headers	Partial	Medium	Implement missing headers

SECURITY CHECK	STATUS	RISK LEVEL	ACTION REQUIRED
Vulnerable Libraries	Detected	High	Update immediately



Priority Action Items



Critical Priority (Fix Immediately)

Fix Mixed Content Issues

Update all HTTP resources to HTTPS to prevent security warnings

Update Vulnerable JavaScript Libraries

jQuery 2.1.4 and Bootstrap 3.3.7 have known security vulnerabilities

Add Missing Meta Descriptions

12 pages lack meta descriptions, impacting search engine visibility

Implement Security Headers

Add Content Security Policy, X-Frame-Options, and X-XSS-Protection headers



High Priority (Fix Within 2 Weeks)

Add Alt Text to Images

18 images missing alt text affecting accessibility and SEO

Optimize Cumulative Layout Shift

Add size attributes to images and reserve space for dynamic content

Improve Header Structure

Fix 3 instances of improper heading hierarchy

Reduce JavaScript Execution Time

Defer non-critical JavaScript to improve Time to Interactive

Implement Schema Markup

Add structured data for better search engine understanding



ROI Projections

Implementing these recommendations could result in:

- 15-25% increase in organic search traffic
- 20-30% improvement in conversion rates
- 40-60% reduction in bounce rate
- Enhanced user trust through improved security

\$12,500

ESTIMATED MONTHLY REVENUE INCREASE

320%

PROJECTED ROI IN 12 MONTHS

2,400

ADDITIONAL MONTHLY VISITORS

18%

CONVERSION RATE IMPROVEMENT



Implementation

Timeline

Phase 1: Security & Critical Fixes (Week 1-2)

Investment: \$2,500 - \$4,000

Focus: Fix mixed content, update libraries, implement security headers

Expected Impact: Immediate security improvement, trust signals

Phase 2: SEO Optimization (Week 3-4)

Investment: \$3,000 - \$5,000

Focus: Meta descriptions, alt text, schema markup, header structure

Expected Impact: 15-20% increase in organic traffic within 2-3 months

Phase 3: Performance Enhancement (Week 5-6)

Investment: \$2,000 - \$3,500

Focus: JavaScript optimization, layout shift fixes, image optimization

Expected Impact: Improved user experience, higher conversion rates

Phase 4: Advanced Optimization (Week 7-8)

Investment: \$1,500 - \$2,500

Focus: Advanced caching, CDN implementation, monitoring setup

Expected Impact: Long-term performance stability, reduced hosting costs

Ready to Transform Your Website?

Don't let these issues hold back your business growth. Our team of experts is ready to implement these improvements and deliver measurable results.

Limited Time Offer: Get 20% off our comprehensive optimization package when you start within the next 30 days.

GET STARTED TODAY

Professional Website Audit Report

Generated on July 31, 2025 | Valid for 90 days

For questions about this report, contact our technical team at
audit@company.com

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