

# Ad Minds

## How your website scores Website quality & SEO snapshot

### Contents

- Cover & score overview
- Site-wide analysis (SSL, CMS, site crawl)
- AI content analysis (homepage)
- Performance lab — Mobile
- Performance lab — Desktop
- Manual analysis
- Priority actions & next steps

SAMPLE

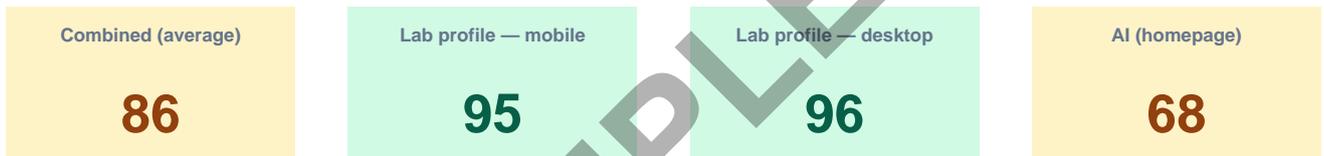
A readable summary of speed, accessibility, security habits, and search basics — plus a crawl of your site’s pages and links.

Business name

## Ad Minds

| Page we tested  | When we ran the test | Lab engine                                   |
|---|----------------------|--|
| <a href="https://ad-minds.org/">https://ad-minds.org/</a> | 2026-03-31 02:47 UTC | Google lab metrics (Chromium) · build 13.0.3 |
| Site crawl started from                                   | Crawl export time    | Crawl tool                                   |
| <a href="https://ad-minds.org/">https://ad-minds.org/</a> | 2026-03-31 02:47 UTC | MySiteCheck site crawl (internal)            |

## Overall scores



Combined tile averages mobile lab profile + desktop lab profile + AI homepage score when each is present.

SAMPLE

## Site-wide analysis

SSL, platform technology, and full-site crawl (every page, not only the single URL we lab-tested)

### SECURITY

#### SSL certificate

Expires: April 29, 2026 • Days left: 29

Certificate expires soon (under 30 days)

### SITE PLATFORM OVERVIEW

|                     |   |
|---------------------|---|
| Page reviewed       | <a href="https://ad-minds.org/">https://ad-minds.org/</a> |
| Web server          | Vercel  |
| Front-end libraries | React, Next.js  |
| Site features       | Structured data (Schema.org) detected                     |

#### Version information

No common CMS fingerprint was found on the homepage HTML.

*Based on the same page as the scores above. Your web team can confirm exact versions.*

## Site crawl (all your pages & links)

Highlights here — full issue lists and counts in the CSV we send with this PDF

This section covers a crawl of your whole site (not only the single page we tested in the performance lab). Below are the top priorities; the companion spreadsheet carries the complete picture.

| Crawl seed  | Export time          |
|---|----------------------|
| <a href="https://ad-minds.org/">https://ad-minds.org/</a> | 2026-03-31 02:47 UTC |

### CSV sent with this report

This PDF only highlights the main crawl priorities. You will receive **site-issues-overview.csv** with the full site-wide *issues overview* — every issue type, URL counts, share of the site, long descriptions, step-by-step *how to fix* text, help links, and an **Affected URLs** column listing the actual page addresses for each issue when that data was included in the crawl export. Use that file for spreadsheets, filtering, and sharing with developers.

*This crawl includes 29 distinct issue types in that CSV.*

## Main crawl priorities (summary)

Top 12 items — full list in site-issues-overview.csv

**Fix first**

### Internal URLs returning 4xx

1 URL(s). <https://ad-minds.org/blog/setting-up-first-rsa-right-way>

**Worth improving**

### Duplicate page titles

5 URL(s). <https://ad-minds.org/liability>; <https://ad-minds.org/subscribe>; <https://ad-minds.org/sign-in>; <https://ad-minds.org/terms>; <https://ad-minds.org/privacy>

**Worth improving**

### Duplicate meta description

5 URL(s). <https://ad-minds.org/liability>; <https://ad-minds.org/subscribe>; <https://ad-minds.org/sign-in>; <https://ad-minds.org/terms>; <https://ad-minds.org/privacy>

**Worth improving**

### Images missing alt text

2 URL(s). See site-issues-overview.csv for example URLs and full detail.

**Worth improving**

### Missing canonical

6 URL(s). <https://ad-minds.org/>; <https://ad-minds.org/liability>; <https://ad-minds.org/subscribe>; <https://ad-minds.org/sign-in>; <https://ad-minds.org/terms>

**Worth improving**

### Missing H1

1 URL(s). <https://ad-minds.org/sign-in>

**Worth improving**

**Multiple H1s**

2 URL(s). <https://ad-minds.org/blog/how-to-create-high-converting-google-ads-adminds-step-by-step>;  
<https://ad-minds.org/blog/5-ppc-hacks-small-budgets>

**Worth improving**

**Low content pages**

3 URL(s). <https://ad-minds.org/liability>; <https://ad-minds.org/sign-in>; <https://ad-minds.org/blog>

*Technical teams can also use the crawl JSON export for machine-readable tab data and previews.*

SAMPLE

## AI content analysis

Homepage only — what automated tools cannot see in the crawl data

**Note:** This section was generated using artificial intelligence. Scores, summaries, and findings are indicative only and may be incomplete, inaccurate, or out of date. They are not professional advice — verify anything material before you rely on it.

AI score (0–100)

68

### Executive summary

The page clearly explains the product and its benefits but lacks critical conversion elements like contact options and local relevance. The biggest issue is the absence of any direct way for visitors to contact or engage quickly, which severely hurts conversion potential.

### Content findings

**Critical**

#### No contact form or click-to-call

The page does not include any contact form or click-to-call functionality, which limits direct visitor engagement and makes it harder to convert prospects. Visitors may want to ask questions or get demos but have no visible way to do so immediately. Fix: Add a simple contact form or click-to-call button prominently on the page to facilitate direct communication with potential customers.

**Warning**

#### Unclear primary conversion goal

There are multiple CTAs ('Generate Ad Drafts', 'View Pricing', 'Get Started', 'See how it works'), but none stand out clearly as the primary action new users should take. This could confuse visitors and reduce conversion rates. Fix: Limit CTA options above the fold to one prominent action (e.g., 'Get Started') and visually differentiate it from secondary links.

**Critical**

#### No location or service area info

The page contains no mention of a physical location, service area, or geographic references. This absence makes it hard to rank in local search results or build trust for region-specific customers. Fix: Include a clear business address, service area details, or local references if relevant to improve local SEO and geographic trust.

**Warning**

#### Limited customer validation

Three testimonials are included with names and roles, which helps, but they lack photos, company names, or links verifying these endorsements. Also, no trust badges or certifications are present. Fix: Add photos, full names, company affiliations, or verified badges to testimonials to enhance credibility and trustworthiness.

Good

### Clear headline and focused content

The headline and supporting text quickly describe what the tool does ('AI-Powered Google Ads Draft Generator'), making the core message understandable within a few seconds. Fix: Maintain this clarity as additional content is added.

Warning

### No analytics tracking detected

Without analytics, the business cannot measure visitor behavior or optimize the page's performance and conversion funnel effectively. Fix: Implement analytics tools like Google Analytics or equivalent to start tracking visitor data and conversion metrics.

Good

### No spelling or grammar errors found

The content is well written with no spelling or grammatical mistakes detected on the page. Fix: Continue ongoing proofreading on new content.

Warning

### Repetitive use of technical jargon

Terms like 'Responsive Search Ads,' 'negative keywords,' and 'paused ad groups' are used without explanations, which could confuse less experienced visitors. Fix: Add brief, plain-language explanations or tooltips for specialized terms to improve comprehension.

## Top 3 priorities

### 1 Add contact form or click-to-call

Enabling direct communication is essential for converting visitors into leads, especially for a specialized B2B service.  
*Impact: Critical • Effort: Medium*

### 2 Include location or service area details

Adding geographic information supports local SEO and builds trust with customers seeking region-specific providers.  
*Impact: Critical • Effort: Low*

### 3 Clarify and prioritize primary CTA

A single clear call-to-action above the fold helps focus visitor attention and improves the chance of conversions.  
*Impact: High • Effort: Low*

## What's already working

The page presents a clear and focused headline that communicates the core product efficiently to visitors.

## Performance lab — Mobile

Lab test scores for this device profile

AVERAGE SCORE (OUT OF 100)

**95**

across Performance, Accessibility, Best Practices & SEO

In plain terms

How to read it

**Strong overall**

Same scale Google publishes for lab audits (and Chrome's Performance panel): under 50 needs attention, 50–89 is okay, 90+ is strong. The details on the following pages show what to improve first.

### SCORES BY AREA (LIKE THE LIGHTHOUSE REPORT)

| Performance   | Accessibility | Best Practices | SEO           |
|---------------|---------------|----------------|---------------|
| <b>94</b>     | <b>93</b>     | <b>100</b>     | <b>92</b>     |
| Good (90–100) | Good (90–100) | Good (90–100)  | Good (90–100) |

The numbers above are the same four categories Google uses in lab audits (Performance, Accessibility, Best Practices, SEO). The next pages list speed-related measurements in everyday language, then concrete findings you can share with a developer or agency.

### Speed & stability (metrics)

Measured in a lab test — real visitors may see slightly different times

These are the headline timings the lab test uses for the Performance score (FCP, LCP, TBT, CLS, etc.). Abbreviations match what you see in Chrome's Performance / audit views.

| What we measured                      | Your page                | Part of score (0–100) | Verdict           |
|---------------------------------------|--------------------------|-----------------------|-------------------|
| First Contentful Paint (FCP)          | 1.1 s                    | 99                    | Good (90–100)     |
| Largest Contentful Paint (LCP)        | 1.8 s                    | 98                    | Good (90–100)     |
| Total Blocking Time (TBT)             | 250 ms                   | 84                    | Fair (50–89)      |
| Layout shift (visual stability) (CLS) | 0.055                    | 98                    | Good (90–100)     |
| Speed Index (SI)                      | 2.5 s                    | 98                    | Good (90–100)     |
| Time to Interactive (TTI)             | 7.8 s                    | 44                    | Needs work (0–49) |
| First Input Delay (worst case) (FID)  | 150 ms                   | 82                    | Fair (50–89)      |
| Server response time (TTFB)           | Root document took 50 ms | 100                   | Good (90–100)     |

SAMPLE

## Findings & opportunities

Things that are not yet “green” — grouped under Performance, Accessibility, Best Practices & SEO

Labels on the left are a quick priority hint. **Fix first** = tackle soon; **Worth improving** = good next steps when you have time. Many other checks passed; they’re hidden here so this stays easy to read.

| Area          | Open items |
|---------------|------------|
| Accessibility | 2          |
| Performance   | 11         |
| SEO           | 1          |

### Performance

**Fix first**

#### Font display

Measured: Est savings of 3,000 ms. Consider setting font-display to swap or optional to ensure text is consistently visible. swap can be further optimized to mitigate layout shifts with font metric overrides.

**Fix first**

#### Network dependency tree

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.

**Fix first**

#### Render blocking requests

Measured: Est savings of 110 ms. 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.

**Fix first**

#### Minimize main-thread work

Measured: 2.3 s. Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. Learn how to minimize main-thread work

**Fix first**

#### Page prevented back/forward cache restoration

Measured: 3 failure reasons. Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations. Learn more about the bfcache

**Fix first**

### Time to Interactive

Measured: 7.8 s. Time to Interactive is the amount of time it takes for the page to become fully interactive. Learn more about the Time to Interactive metric.

**Worth improving**

### Total Blocking Time

Measured: 250 ms. Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more about the Total Blocking Time metric.

**Worth improving**

### Legacy JavaScript

Measured: Est savings of 14 KiB. Polyfills and transforms enable older browsers to use new JavaScript features. However, many aren't necessary for modern browsers. Consider modifying your JavaScript build process to not transpile Baseline features, unless you know you must support older browsers. Learn why most sites can deploy ES6+ code without tran...

**Worth improving**

### Reduce unused JavaScript

Measured: Est savings of 295 KiB. Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn how to reduce unused JavaScript.

**Worth improving**

### Avoid enormous network payloads

Measured: Total size was 4,672 KiB. Large network payloads cost users real money and are highly correlated with long load times. Learn how to reduce payload sizes.

**Worth improving**

### Max Potential First Input Delay

Measured: 150 ms. The maximum potential First Input Delay that your users could experience is the duration of the longest task. Learn more about the Maximum Potential First Input Delay metric.

## Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

**Fix first**

### Background and foreground colors do not have a sufficient contrast ratio.

Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.

**Fix first**

**Heading elements are not in a sequentially-descending order**

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. [Learn more about heading order.](#)

**SEO**

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on Core Web Vitals. [Learn more about Google Search Essentials.](#)

**Fix first**

**robots.txt is not valid**

Measured: 12 errors found. If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. [Learn more about robots.txt.](#)

SAMPLE

## Performance lab — Desktop

Lab test scores for this device profile

AVERAGE SCORE (OUT OF 100)

**96**

across Performance, Accessibility, Best Practices & SEO

In plain terms

How to read it

**Strong overall**

Same scale Google publishes for lab audits (and Chrome's Performance panel): under 50 needs attention, 50–89 is okay, 90+ is strong. The details on the following pages show what to improve first.

### SCORES BY AREA (LIKE THE LIGHTHOUSE REPORT)

| Performance   | Accessibility | Best Practices | SEO           |
|---------------|---------------|----------------|---------------|
| <b>100</b>    | <b>93</b>     | <b>100</b>     | <b>92</b>     |
| Good (90–100) | Good (90–100) | Good (90–100)  | Good (90–100) |

The numbers above are the same four categories Google uses in lab audits (Performance, Accessibility, Best Practices, SEO). The next pages list speed-related measurements in everyday language, then concrete findings you can share with a developer or agency.

### Speed & stability (metrics)

Measured in a lab test — real visitors may see slightly different times

These are the headline timings the lab test uses for the Performance score (FCP, LCP, TBT, CLS, etc.). Abbreviations match what you see in Chrome's Performance / audit views.

| What we measured                      | Your page                | Part of score (0–100) | Verdict       |
|---------------------------------------|--------------------------|-----------------------|---------------|
| First Contentful Paint (FCP)          | 0.4 s                    | 100                   | Good (90–100) |
| Largest Contentful Paint (LCP)        | 0.5 s                    | 100                   | Good (90–100) |
| Total Blocking Time (TBT)             | 0 ms                     | 100                   | Good (90–100) |
| Layout shift (visual stability) (CLS) | 0.031                    | 100                   | Good (90–100) |
| Speed Index (SI)                      | 0.8 s                    | 99                    | Good (90–100) |
| Time to Interactive (TTI)             | 0.5 s                    | 100                   | Good (90–100) |
| First Input Delay (worst case) (FID)  | 30 ms                    | 100                   | Good (90–100) |
| Server response time (TTFB)           | Root document took 70 ms | 100                   | Good (90–100) |

SAMPLE

## Findings & opportunities

Things that are not yet “green” — grouped under Performance, Accessibility, Best Practices & SEO

Labels on the left are a quick priority hint. **Fix first** = tackle soon; **Worth improving** = good next steps when you have time. Many other checks passed; they’re hidden here so this stays easy to read.

| Area          | Open items |
|---------------|------------|
| Accessibility | 2          |
| Performance   | 8          |
| SEO           | 1          |

### Performance

**Fix first**

#### Font display

Measured: Est savings of 3,000 ms. Consider setting font-display to swap or optional to ensure text is consistently visible. swap can be further optimized to mitigate layout shifts with font metric overrides.

**Fix first**

#### LCP request discovery

Optimize LCP by making the LCP image discoverable from the HTML immediately, and avoiding lazy-loading

**Fix first**

#### Network dependency tree

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.

**Fix first**

#### Render blocking requests

Measured: Est savings of 50 ms. 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.

**Fix first**

#### Page prevented back/forward cache restoration

Measured: 3 failure reasons. Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations. Learn more about the bfcache

Worth improving

### Legacy JavaScript

Measured: Est savings of 14 KiB. Polyfills and transforms enable older browsers to use new JavaScript features. However, many aren't necessary for modern browsers. Consider modifying your JavaScript build process to not transpile Baseline features, unless you know you must support older browsers. Learn why most sites can deploy ES6+ code without tran...

Worth improving

### Reduce unused JavaScript

Measured: Est savings of 362 KiB. Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn how to reduce unused JavaScript.

Worth improving

### Avoid enormous network payloads

Measured: Total size was 4,784 KiB. Large network payloads cost users real money and are highly correlated with long load times. Learn how to reduce payload sizes.

## Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

Fix first

### Background and foreground colors do not have a sufficient contrast ratio.

Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.

Fix first

### Heading elements are not in a sequentially-descending order

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. Learn more about heading order.

## SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on Core Web Vitals. Learn more about Google Search Essentials.

Fix first

### robots.txt is not valid

Measured: 12 errors found. If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. Learn more about robots.txt.

## Manual analysis

Page-by-page notes and your personal observations (up to 4 pages per audit)

Automated tools miss tone, trust, and real-world usability. This section is what we noticed when we used the site the way a customer would.

### Homepage (/)

**Fix first**

**Mobile navigation (hamburger menu) is not functioning, and contrast is too low for visibility.**

Fix: Ensure the mobile menu JavaScript is properly initialized and tested across devices. Improve contrast by adjusting text and icon colors so they remain clearly visible against dark backgrounds.

**Worth improving**

**Some primary buttons (e.g. “Generate Ad Drafts”, “View Pricing”) do not show a pointer cursor on hover.**

Fix: Add a pointer cursor on hover to all clickable elements to clearly signal interactivity and improve user experience consistency.

**Worth improving**

**Footer displays “Pricing” as plain text instead of a clickable link.**

Fix: Convert the “Pricing” label into a clickable link pointing to the pricing section or page to improve navigation and accessibility.

*Also noted for this page:* First impressions matter — visitors decide within seconds whether to trust a business based on clarity, usability, and visual polish.

### Services (/help)

**Worth improving**

**Secondary buttons have inconsistent styling compared to the rest of the site.**

Fix: Standardize button styles across all pages (colors, spacing, typography) to maintain a cohesive and professional visual identity.

**Worth improving**

**Contact form submits without any visible confirmation message.**

Fix: Display a clear success message after submission (e.g. “Thanks — we’ll reply within one business day”) so users know their message was received.

**Fix first**

**Form validation relies on color only (e.g. red borders) without explanatory text.**

Fix: Add clear error messages next to each invalid field (e.g. “Email is required”) instead of relying on color alone, improving accessibility and usability.

## About (/blog)

**Worth improving**

**Horizontal scrolling occurs on Safari, affecting layout usability.**

Fix: Investigate elements exceeding viewport width (e.g. fixed-width containers, overflow settings, or large images). Apply responsive constraints (e.g. `max-width: 100%`, proper flex/grid behavior, and overflow handling) to prevent horizontal scrolling on smaller screens. This issue was observed specifically in Safari and was not present in Chrome, Firefox, or Edge, indicating a browser-specific rendering inconsistency.

*Also noted for this page:* The page structure is clean and easy to follow. Content is readable and supports the overall brand message. As an optional improvement, consider strengthening trust signals (e.g. author details, expertise, or real-world examples) to further increase credibility.

SAMPLE

## Priority action list

Highest-impact issues from security, platform, AI, manual review, performance lab, and site crawl

**Fix first**

**[Lab profile (mobile / desktop)] Background and foreground colors do not have a sufficient contrast ratio.**

Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.

**Fix first**

**[Lab profile (mobile / desktop)] Font display**

Consider setting font-display to swap or optional to ensure text is consistently visible. swap can be further optimized to mitigate layout shifts with font metric overrides.

**Fix first**

**[Manual review] Form validation relies on color only (e.g. red borders) without explanatory text.**

Add clear error messages next to each invalid field (e.g. "Email is required") instead of relying on color alone, improving accessibility and usability.

**Fix first**

**[Lab profile (mobile / desktop)] Heading elements are not in a sequentially-descending order**

Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. Learn m...

**Fix first**

**[Site crawl] Internal URLs returning 4xx**

1 URL(s) affected — see site-issues-overview.csv for detail.

**Fix first**

**[Lab profile (desktop)] LCP request discovery**

Optimize LCP by making the LCP image discoverable from the HTML immediately, and avoiding lazy-loading

**Fix first**

**[Lab profile (mobile)] Minimize main-thread work**

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. Learn how to minimize main-thread work

**Fix first**

**[Manual review] Mobile navigation (hamburger menu) is not functioning, and contrast is too low for visibility.**

Ensure the mobile menu JavaScript is properly initialized and tested across devices. Improve contrast by adjusting text and icon colors so they remain clearly visible against dark backgrounds.

**Fix first**

**[Lab profile (mobile / desktop)] Network dependency tree**

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.

**Fix first**

**[AI review] No contact form or click-to-call**

The page does not include any contact form or click-to-call functionality, which limits direct visitor engagement and makes it harder to convert prospects. Visitors may want to ask questions or get d...

## What happens next

Three ways to use this report

1. Forward this PDF and **site-issues-overview.csv** to your developer or agency.
2. Work through the priority list yourself if you maintain the site.
3. Email **hello@mysitecheck.ca** if you want help turning this into a short action plan — no obligation.

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