

TECHNICAL AUDIT

Website Performance & Accessibility **Audit**

A Lighthouse-based assessment of speed, accessibility, best practices and search readiness.

www.valsk9training.co.uk



PREPARED FOR	Val's K9 Training
PREPARED BY	Webara Studio
DATE	20 August 2026
METHOD	Lighthouse 13.4 — mobile & desktop

01 Overall Scores



02 The Headline

The site is **structurally healthy** — clean redirects, valid sitemap, correct metadata, HTTPS throughout — but it is **overloaded on first load**. The homepage moves **2.5 MB across 64 requests** (9.8 MB uncompressed); phone visitors wait **7.9 seconds** for main content and the page stays unresponsive for over **10 seconds**.

Root cause in one sentence: third-party embeds (YouTube players, Facebook SDK, Instagram widget) and an oversized 523 KB hero image consume nearly the whole loading budget — all fixable inside the site editor, no rebuild required.

03 Numbers That Matter



04 What This Means in Practice

AREA	ASSESSMENT
Speed (mobile)	Critical Fails all Core Web Vitals. Mobile visitors — most local-service traffic — meet a slow, initially frozen page, suppressing rankings and enquiries.
Accessibility	Needs work Gallery images lack alt text; several colours fall below WCAG contrast minimums; carousel controls are too small for touch.
Best Practices	Strong Minor cookie notice from a YouTube embed; otherwise clean.
SEO	Strong Titles, descriptions, sitemap and redirects well configured. Missing favicon and a duplicate H1 are the only gaps.

Projected outcome: the Priority 1–2 fixes (embeds + hero image) should lift mobile Performance from **32 to ~65–75**; the accessibility fixes raise that score from **77 to ~95**.

05 Category Scores — Mobile vs Desktop

CATEGORY	MOBILE	DESKTOP	VERDICT
Performance	32	43	Fails Core Web Vitals on both
Accessibility	77	79	Multiple WCAG failures
Best Practices	96	96	Pass — minor cookie notice
SEO	92	92	Pass — minor items only

06 Core Web Vitals & Loading Metrics

METRIC	MOBILE	DESKTOP	TARGET	STATUS (MOBILE)
Largest Contentful Paint	7.9s	2.0s	< 2.5s	Fail
Total Blocking Time	5,440ms	550ms	< 200ms	Fail
First Contentful Paint	2.7s	1.3s	< 1.8s	Needs work
Cumulative Layout Shift	0.101	0.281	< 0.1	Borderline
Speed Index	7.2s	3.0s	< 3.4s	Fail
Time to Interactive	10.2s	2.7s	< 3.8s	Fail

Max Potential First Input Delay: 1,080ms (mobile) — tapping the menu in the first moments can wait over a second for a response.

07 Where the Weight Comes From

SOURCE	REQUESTS	NOTES
YouTube embeds	16	Player code loads immediately on page open — the single largest cost
Webador platform	13	Site runtime; one 1,084ms script task
Site images	11	Incl. 523KB hero PNG — a photo saved in the wrong format
Google / fonts / other	24	Incl. Facebook SDK (56KB unused) & Instagram widget (34KB unused)

Methodology: Lighthouse 13.4 (the PageSpeed Insights engine), mobile & desktop emulation, throttled to typical 4G, 20 Aug 2026. Builder platforms (this site uses Webador) apply some production optimisations the test may not fully mirror — treat scores as a consistent baseline, not an absolute guarantee.

08 Performance Findings

P1 — YouTube videos load in full on page open

Impact: ~80% of the 5.4s blocking time · **Effort:** Low

Sixteen requests to YouTube's player services fire the moment the homepage opens, even though the videos sit far below the first screen. The player script causes multi-second freezes on phones.

Fix: replace embedded video blocks with a clickable thumbnail that opens the video only when tapped (a "facade"). Lite-embed widgets support this.

P2 — Hero photograph saved as a 523KB PNG

Impact: main LCP delay · **Effort:** Low

The top banner image is a PNG — a format meant for graphics, not photographs. An equal-quality JPEG of the same image already exists on the server at 107KB (5× smaller).

Fix: re-upload the hero as an optimised JPEG or WebP, under 150KB at display size.

P3 — Third-party scripts stacked on every page

Impact: ~1.5s combined · **Effort:** Medium

Facebook SDK (56KB unused), Instagram widget (34KB unused), an affiliate banner and a double-loaded embed helper all run at start-up, adding blocking work before the page is usable.

Fix: remove Facebook/Instagram widgets unless they show visible content; de-duplicate the embed helper.

P4 — Content shifts while loading (CLS 0.28 desktop)

Impact: readability & misclicks · **Effort:** Platform-controlled

The carousel and image blocks don't reserve space before images arrive, so text and buttons move during load.

Fix: largely builder-governed; shrinks automatically once P1-P3 reduce what loads. Pre-setting image dimensions in the editor helps where offered.

09 Accessibility Findings (WCAG 2.1)

ISSUE	DETAIL
Gallery images have no alt text	All carousel photos lack descriptions for screen readers. (Also the only item capping SEO at 92.)
Colour contrast below minimum	Orange headings (#f58439) measure 1.99:1 vs the 4.5:1 minimum; button captions 2.05:1.
Unlabelled partner link	The Tug-E-Nuff link is image-only with no accessible name.
Video frames untitled	YouTube iframes lack title attributes.
Touch targets too small	Carousel dots are 18×30px; 24×24px minimum recommended.

10 SEO & Technical Health

CHECK	RESULT	NOTES
Page title & meta description	Pass	Well-written, location-targeted
Canonical URL & language	Pass	en-GB, correct canonical
robots.txt & sitemap.xml	Pass	Valid; 18 URLs ready for indexing
HTTPS & redirects	Pass	http → https → www, all 301
Favicon	Fail	Returns 404 — no tab or bookmark icon
Heading structure	Warn	Two H1s on the homepage; demote one to H2
Sitemap last-modified dates	Minor	Helps crawler prioritisation; low urgency

11 Prioritised Action Plan

#	ACTION	PRIORITY	EFFORT	EXPECTED GAIN
1	Replace YouTube embeds with click-to-play thumbnails	Critical	Low	TBT 5.4s → <1s
2	Re-upload hero as JPEG/WebP, ≤150KB	Critical	Low	~420KB saved; LCP -3-4s
3	Add alt text to every gallery image	High	Low	SEO 92 → 100
4	Darken orange headings & button text to 4.5:1	High	Low	Contrast compliance
5	Upload a favicon	High	Low	Tab & SERP presence
6	Label partner link; title iframes; drop duplicate script	Medium	Low	A11y + minor speed
7	Single H1; secondary heading becomes H2	Medium	Low	SEO hygiene
8	Remove unused Facebook/Instagram widgets	Medium	Medium	~90KB + less blocking

Realistic outcome after items 1-5: Performance **32 → 65-75** · Accessibility **77 → ~95** · SEO **92 → 100** — all within the existing editor; no rebuild, migration or downtime.

12 Next Steps

Webara Studio can implement any or all of the above on your behalf, or this plan can serve as a work order for your site maintainer. We recommend starting with items 1-3 in a single session — most of the benefit, least disruption — with an immediate re-test to confirm the gains.

Questions about this report? Reply to your Webara contact and we'll walk through any section in plain English.

13 The Conversion Gap

The fixes in Section 11 make the site faster. This phase makes it **earn more**. Reviewing the live pages surfaced a structural gap in the customer journey — **find site → trust Val → book → pay** — where the booking step currently breaks down:

What the page review found: the "Booking a Consultation" page links to an external Google Form but offers no calendar, phone number or payment; the Online Courses page displays "UNDER CONSTRUCTION" while sitting in the navigation; and no click-to-call, WhatsApp or email link exists anywhere on the site. The homepage's only button is "FIND OUT MORE!".

14 Tier 1 — Stop Losing Customers

#	FEATURE	WHY IT MATTERS	SUGGESTED TOOL
1	Real booking + paid deposit	A Google Form adds friction, sends no reminders and loses no-shows. An embedded scheduler with a deposit filters tyre-kickers and fills the diary	Cal.com (free) or Calendly, embedded
2	Sticky mobile CTA bar — Call / WhatsApp / Book	Most traffic is phone-in-hand local search; one tap should reach Val	WhatsApp Business (free) + builder button
3	Reviews engine + star schema	The site asks for reviews but displays none. A reviews widget with aggregateRating markup can show stars in Google results	Google Business Profile widget

15 Tier 2 — Grow Revenue

#	FEATURE	WHY IT MATTERS	EFFORT
4	Finish or hide Online Courses	"Under construction" in the navigation leaks trust; tutorials are already sold via the shop — launch properly or pull it from the menu	Low
5	Board & Learn polish	The premium offer deserves pricing tiers, an availability calendar and outcome photos	Medium
6	Lead magnet + email nurture	A free guide ("Reactive Dog Survival Guide") captures owners not ready to book; a 3-email nurture converts them later	Medium
7	Gift vouchers	The shop platform supports vouchers natively — seasonal revenue with little build effort	Low

16 Tier 3 — Trust & Local Search

#	FEATURE	WHY IT MATTERS	EFFORT
8	Case studies	Replicate Hazel's Story: problem → approach → outcome. Owners buy outcomes, not adjectives	Low
9	Town pages	"Dog training Bedford / Luton / Milton Keynes" — town-level pages capture the actual search volume beyond "Bedfordshire"	Medium
10	LocalBusiness + FAQ schema	Address, service area and FAQ markup unlock rich results; verify what the builder emits automatically	Low
11	Native Instagram feed	The Instagram script already loads sitewide — make it show the feed as visible social proof	Low

Deliberately skipped: AI chatbot, members area, community forum — a solo trainer can't feed those beasts. The diary and the email list come first. **Suggested sequence:** Phase 1 speed fixes → Tier 1 in the same month → Tier 2 across the following quarter → Tier 3 as ongoing polish.