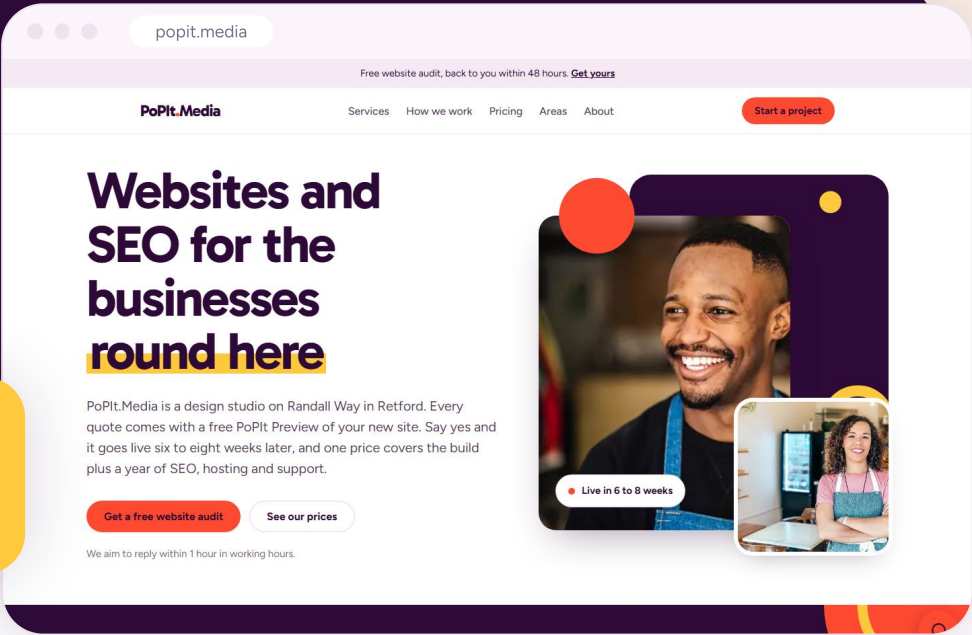


79
out of 100 overall



Website and SEO audit

popit.media

For PoPlt.Media, 23 September 2026

Where the site stands



A decent base with some clear gaps. The fixes on the last page will make the biggest difference.

How fast it loads

1 worth fixing, 6 good



90

Whether Google can find you

12 good



100

Your Google listing

2 to fix first, 1 worth fixing, 1 good



30

Whether it gets enquiries

1 to fix first, 1 worth fixing, 6 good



77

Safe and easy to use

9 good



100

Fix these first

- 1 Create and verify a free Google Business Profile. For local searches it matters as much as the website.
- 2 Put your phone number at the top of every page as a tap-to-ring link.
- 3 Ask every happy customer for a review, and send them the direct link. Reply to every review, good or bad.
- 4 Make the first image smaller, or load it sooner. On most sites this is the big photo at the top.

Already working well

- ✓ **Google speed score on a phone**
95 out of 100.
- ✓ **Google may list the home page**
Nothing stops Google from listing it.
- ✓ **Home page title**
"Web design and SEO in Notts, Yorkshire and Lincs | PoPlt.Media", which fits.
- ✓ **Fits a phone screen**
Yes. Nothing spills off the side of the screen.

How we checked

Date	Pages checked	Links followed	Speed test
23 September 2026	16	80	Google Lighthouse 13.5.0, on a simulated mid-range phone over 4G

This is our own website, audited on the day it went live. We have left in everything we found, including the fixes still on our own list.

Each check gets one of four labels:

Good

Worth fixing

Fix first

Not checked



How fast it loads

90 out of 100

Most visitors arrive on a phone, often on patchy 4G. Google measures how quickly a site shows and responds, and it ranks slow sites lower.

95 /100

Google speed score

2.7 s

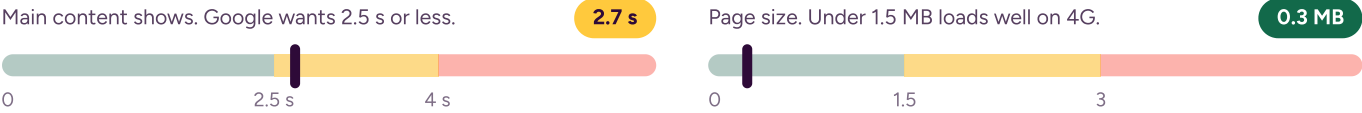
Main content shows

0.3 MB

Page size

25

Files loaded



Good	Google speed score on a phone	95 out of 100.
Worth fixing	Main content shows within 2.5 seconds	The biggest thing on the first screen appears after 2.7 seconds on a typical phone. What to do: Make the first image smaller, or load it sooner. On most sites this is the big photo at the top.
Good	Nothing jumps about while it loads	The layout stays still as the page loads.
Good	Responds straight away to taps	The phone is busy for only 54 ms while the page loads.
Good	Page size	295 KB to download the home page, in 25 files.
Good	Images are compressed	The images are already a sensible size.
Good	Server answers quickly	The server takes 0.05 seconds to start sending the page.

What the terms mean

Speed score
Google's own mark out of 100 for how quickly a page loads on a phone. 90 or more is good.

Main content shows
How long until the biggest thing on the first screen appears. It is usually a photo or the main heading.

Layout shift
How much the page jumps about while it loads. Anything under 0.1 is fine.

Page size
Everything a visitor downloads to see the page, including every photo and font.



Whether Google can find you

100 out of 100

These are the basics Google needs before it can list your pages and show them properly in its results.

How the home page shows in Google's results

P

PoPlt.Media

https://popit.media

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Websites and SEO for businesses across Notts, Yorkshire and Lincolnshire. Live 6 to 8 weeks after your free PoPlt Preview, with a year of SEO included.

Good	Google may list the home page	Nothing stops Google from listing it.
Good	Home page title	"Web design and SEO in Notts, Yorkshire and Lincs PoPlt.Media", which fits.
Good	Description under the title	151 characters, which fits.
Good	One main heading	"Websites and SEO for the businesses round here".
Good	Each page has its own title	We checked 16 pages, and each has its own title and description.
Good	Sitemap for Google	Found, listing 162 pages.
Good	Business details marked up for Google	Found: FAQPage, ProfessionalService, WebSite.
Good	Broken links	None. We followed 80 links.
Good	Canonical tag	Present and pointing at the home page.
Good	A proper "not found" page	Yes. A made-up address returns a proper not-found error.
Good	Link previews when shared	Shared links show a title and a picture.
Good	AI search tools can read the site	Nothing blocks ChatGPT, Claude or Perplexity from reading it.

What the terms mean

Title and description

The blue headline and the lines under it in Google's results. They are often the first thing a customer reads about you.

Sitemap

A list of every page on the site, so Google knows what to look at.

Structured data

Labels hidden in the page that give Google your name, address, phone number and opening hours without it having to guess.

Canonical tag

A note on each page that tells Google which address is the main one, so copies do not compete with each other.



Your Google listing and nearest competitors

30 out of 100

For a local business, the Google listing is often seen before the website. It is what shows on the map, with your reviews and opening hours.

Fix first	Google Business Profile	We could not find a Google Business Profile for the business. What to do: Create and verify a free Google Business Profile. For local searches it matters as much as the website.
Fix first	Google reviews	No reviews yet. What to do: Ask every happy customer for a review, and send them the direct link. Reply to every review, good or bad.
Worth fixing	Address and phone number on the website	The address is there (DN22 7GR), but we found no phone number. What to do: Put your full address and phone number at the foot of every page, written exactly as on Google.
Good	A page for each town you serve	24 of the 24 towns you want to be found in have a page of their own.

You and your nearest competitors

	You	Agency A	Agency B	Agency C
Google speed score on a phone	95	84	41	59
Page size	0.3 MB	0.3 MB	7.5 MB	2.2 MB
Pages on the site	162	68	592	109
Google reviews	0	—	—	—
Business details marked up for Google	Yes	No	Yes	Yes
"Retford" in the home page title	No	No	No	No
Phone number you can tap to ring	No	Yes	Yes	Yes

Three agencies that show up on Google for web design in Retford. We have left their names out of this public example. Your report names yours.

What the terms mean

Google Business Profile

Your free listing on Google Maps and in the local results, with your hours, photos and reviews.

Reviews

Google says the number of reviews and the star rating both help decide who shows first on the map.

Name, address and phone

Written the same way everywhere, so Google can tell that every mention is the same business.

Town pages

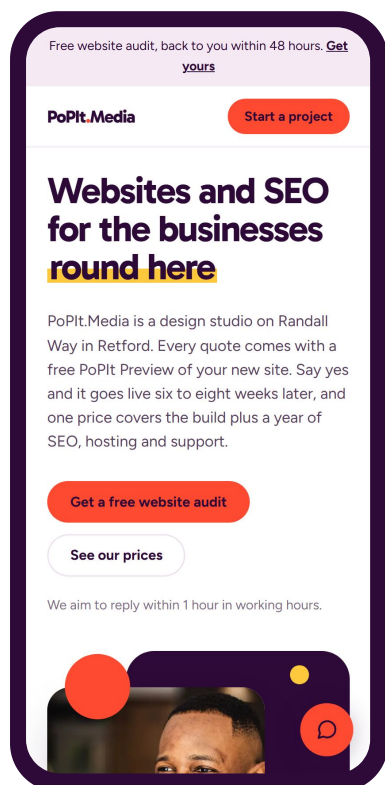
A page about your work in each town you serve, so you can be found by people searching there.



Whether it gets enquiries

77 out of 100

A fast, well-listed site still has to turn visitors into calls and messages. This is what someone sees on a phone, and how easy it is for them to get in touch.



The first screen on a phone, before any scrolling

Fix first**A phone number people can tap to ring**

We could not find a phone number on the home page.

What to do: Put your phone number at the top of every page as a tap-to-ring link.

Good**A clear next step on the first screen**

"Start a project" is on the first screen of a phone.

Good**An enquiry form**

There is a form on the home page.

Good**Email address shown**

Yes (hello@popit.media).

Good**Fits a phone screen**

Yes. Nothing spills off the side of the screen.

Worth fixing**Reviews or testimonials on the site**

The home page shows no reviews or testimonials.

What to do: Show three or four short customer reviews on the home page, with names.

Good**Everything on the page loads**

Every file on the home page loaded without an error.

Good**Visits are being counted**

Yes, with Cloudflare Web Analytics.

What the terms mean**First screen**

What shows on a phone before anyone scrolls.

Tap-to-ring link

A phone number that starts a call when it is tapped, so nobody has to copy it out.

Enquiry form

Boxes on the page that send a message straight to you, for people who would rather not ring.

Analytics

A tool that counts visits and shows where they came from, so you can see what is working.



Safe and easy to use

100 out of 100

Visitors and Google both notice when a site feels unsafe or is hard to use. Some of this is also the law.

100 /100

Accessibility score

Yes

Secure padlock

Yes

Privacy notice

Good	Padlock in the address bar (HTTPS)	Yes, and the plain http address sends people to it.
Good	Security certificate in date	Valid for another 89 days.
Good	One address for the site	www.popit.media leads to the main site.
Good	Browser security settings (headers)	5 of the 5 settings we look for are on.
Good	No insecure files on secure pages	Every file loads securely.
Good	Easy to use for people with poor sight or a disability	Google's accessibility score is 100 out of 100.
Good	Images have text descriptions	All 7 images on the home page have a description or are marked as decoration.
Good	Privacy notice	Linked from the home page.
Good	Tracking waits until people agree	No tracking cookies are set before people agree.

What the terms mean

HTTPS

The padlock beside the address. Without it, browsers warn visitors that the site is not secure.

Security headers

Settings the web server sends with every page that block some common attacks.

Accessibility

How well the site works for people with poor sight, or for anyone using a keyboard or a screen reader.

Tracking consent

UK law says cookies that track people need their agreement first, which is what cookie banners ask for.

What to fix first

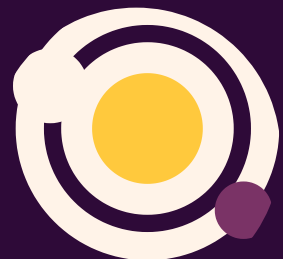
In order of how much each fix should help. Where two fixes would help about the same, the quicker one comes first.

- | | | |
|---|--|---------------|
| 1 | Create and verify a free Google Business Profile. For local searches it matters as much as the website.
We could not find a Google Business Profile for the business. | Under an hour |
| 2 | Put your phone number at the top of every page as a tap-to-ring link.
We could not find a phone number on the home page. | Under an hour |
| 3 | Ask every happy customer for a review, and send them the direct link. Reply to every review, good or bad.
No reviews yet. | A bigger job |
| 4 | Make the first image smaller, or load it sooner. On most sites this is the big photo at the top.
The biggest thing on the first screen appears after 2.7 seconds on a typical phone. | About a day |
| 5 | Put your full address and phone number at the foot of every page, written exactly as on Google.
The address is there (DN22 7GR), but we found no phone number. | Under an hour |
| 6 | Show three or four short customer reviews on the home page, with names.
The home page shows no reviews or testimonials. | About a day |

Want one of these for your website?

It is free. Send us your web address at [popit.media/free-website-audit](mailto:hello@popit.media) and we will send your report within 48 hours.

hello@popit.media popit.media



How the score works. A check scores full marks when it is good and half marks when it is worth fixing. A check marked fix first scores nothing, and anything we could not check is left out. The overall score counts speed for 25%, the Google basics for 25%, the Google listing for 20%, enquiries for 20% and safety for 10%.