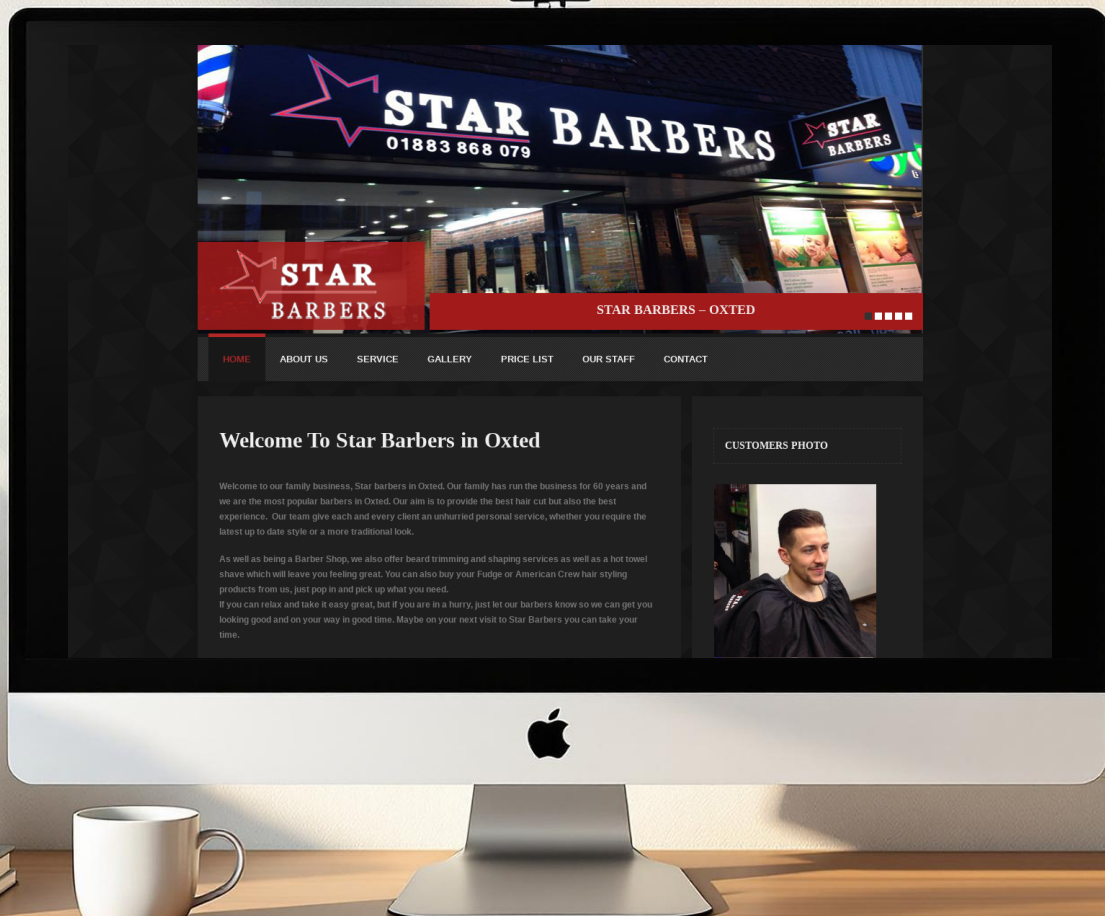


Conversion Rate Optimization (CRO) audit for starbarbers.co.uk

Audit produced on 20th Jul 2025, 9:09AM
by auditscan.ai



URLhttps://Starbarbers.co.uk

Word Count221 (Low word count)

Content Analysis

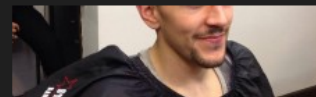
Field	Current	Suggested Improvement
Meta Title	Star Barbers	Include location and services in the title, like 'Star Barbers Oxted - Traditional and Modern Hairstyling'.
Meta Description	Missing	Add a meta description that summarizes what the business does and its unique selling points, such as 'Experience top-notch hairstyling at Star Barbers in Oxted. Family-run for 60 years, we offer modern and traditional haircuts, beard trims, and hot towel shaves.'
Canonical URL	https://www.starbarbers.co.uk/	Canonical points to different URL. Verify this is intentional and the target URL contains the primary version of this content
Main Heading (H1)	Welcome To Star Barbers in Oxted	Consider making it more enticing and engaging, like 'Experience Top-Notch Hair Styling at Star Barbers in Oxted'
Call-to-Actions	Contact, Contact, Contact	Diversify CTAs and make them more compelling. Use 'Book Your Appointment Now', 'Get Your Fresh Cut', 'Start Your Style Journey' etc.
Content Tone	The content's tone is friendly and welcoming, which is suitable for a family-run business.	Maintain the current tone but consider adding more storytelling elements to make the content more engaging.
Content Readability	The content has a good readability level, making it easy for visitors to understand.	Maintain the current readability level. Consider using shorter, more direct sentences to convey key points.
Content Intent	The content matches user intent as it provides information about the business, services, and offers.	Highlight important information like opening hours, prices, and unique selling points at the beginning of the content to quickly meet user intent.



Welcome To Star Barbers in Oxted

Welcome to our family business, Star barbers in Oxted. Our family has run the business for 60 years and we are the most popular barbers in Oxted. Our team provide the best hair cut but also the best experience. Our team give each and every customer a friendly personal service, whether you require the latest up to date style or a more traditional look.

CUSTOMERS PHOTO

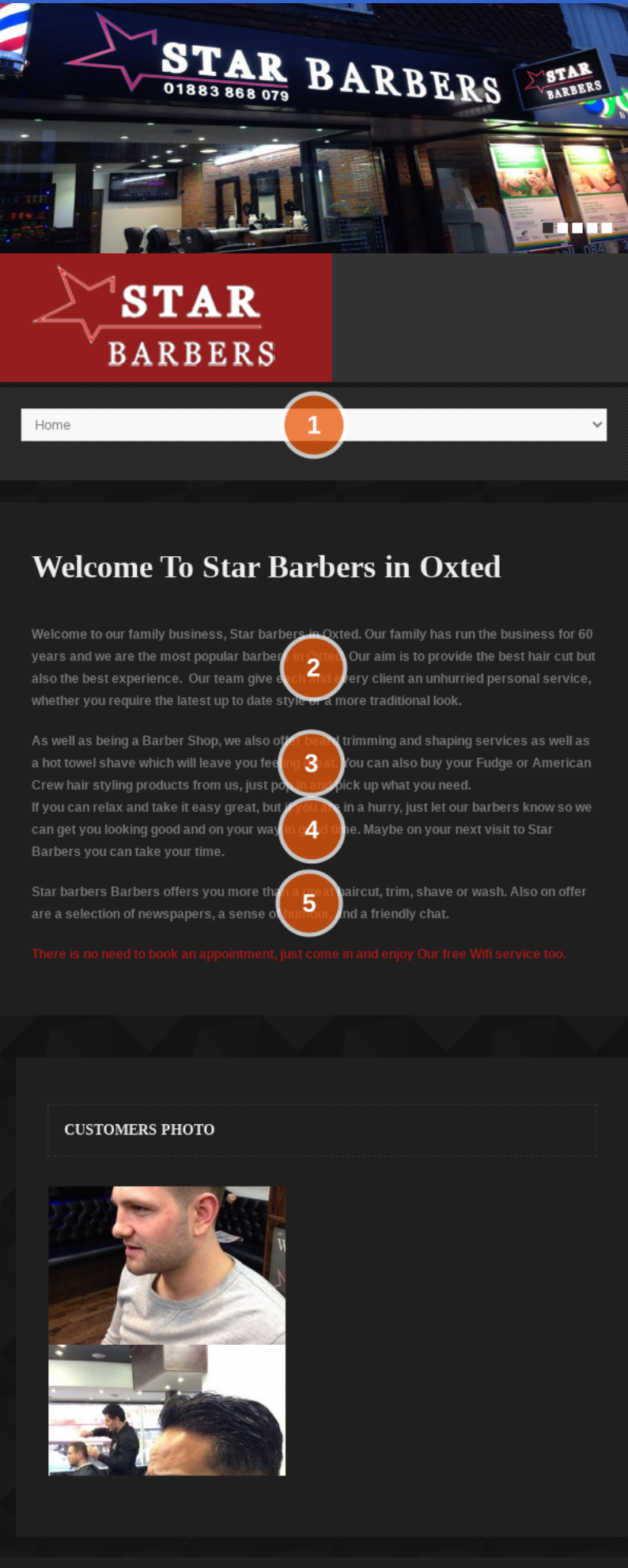


Accessibility Issues:

- 1 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 2 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 3 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
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- 5 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds

Other desktop issues:

- Does not use HTTPS
- First Contentful Paint
- Speed Index
- Cumulative Layout Shift
- Largest Contentful Paint



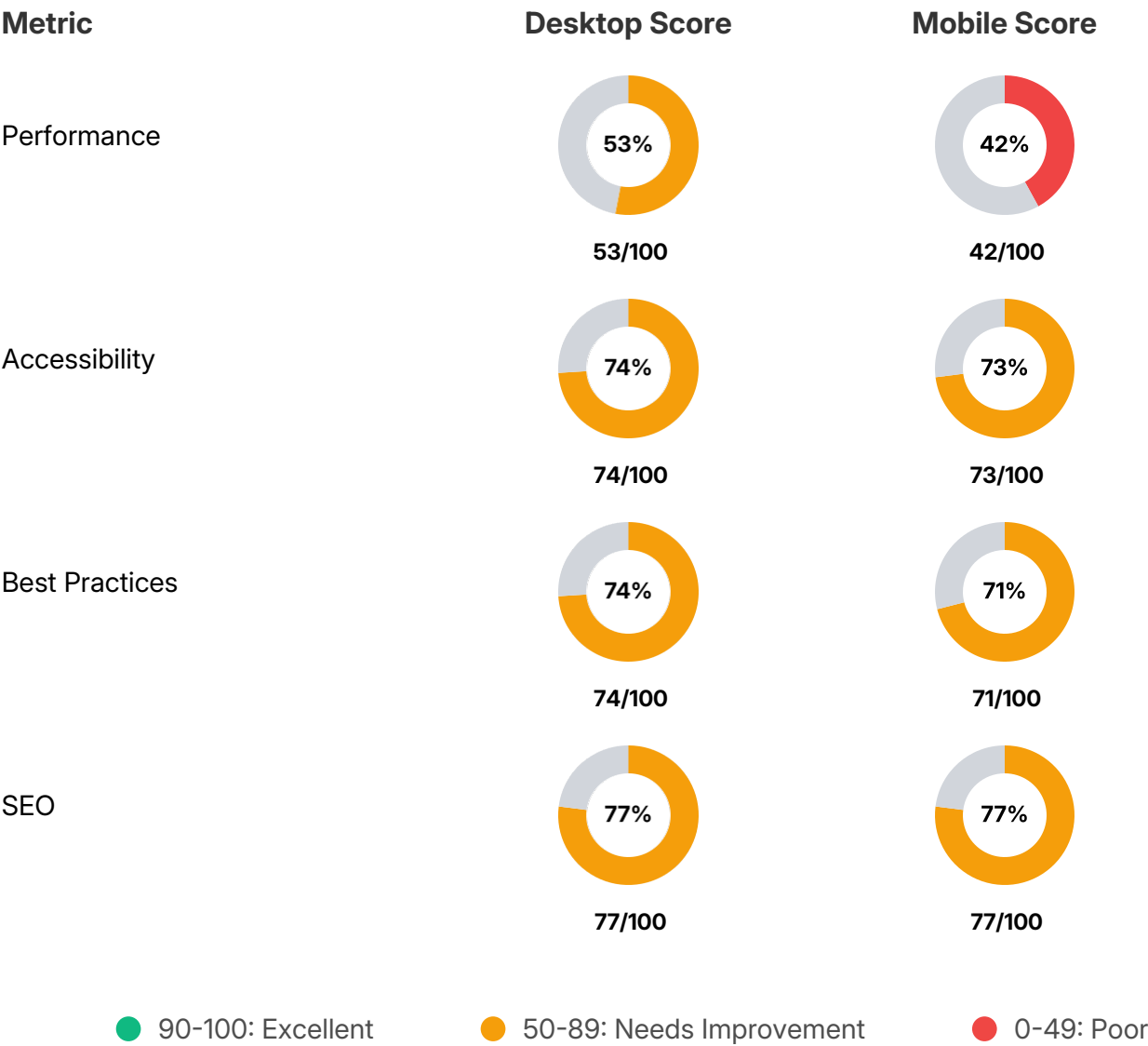
Mobile Accessibility Issues:

- 1 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
- 2 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
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Other mobile issues:

- Does not use HTTPS
- Largest Contentful Paint
- First Contentful Paint
- Speed Index
- Cumulative Layout Shift

Lighthouse Scores



What Each Lighthouse Category Measures

Category	What it measures
Performance	How fast your pages load and respond to user interactions
Accessibility	How well your site works for users with disabilities
Best Practices	Security, modern web standards, and code quality
SEO	How well search engines can find and understand your content

Key Performance Metrics (All are in milliseconds, lower = better)

Desktop Performance

Metric	Score	What it means	CRO Insight
First Contentful Paint	1739ms	First thing appears on screen very fast	Fast perception = good first impression
Largest Contentful Paint	2233ms	Main content shows up quickly	Excellent — keeps people from bouncing
Cumulative Layout Shift	0.7646	Significant content shifting occurs	High frustration risk — may cause accidental clicks
Total Blocking Time	0ms	Page stays responsive	Low delay — great for interaction
Speed Index	2671ms	Overall speed feel is fast	Excellent — visitors see content very quickly
Interaction to Next Paint	2868ms	Page responds to clicks slowly	Slow response — may frustrate users

Mobile Performance

Metric	Score	What it means	CRO Insight
First Contentful Paint	7179ms	First content appears slowly	Slow loading may cause visitors to leave
Largest Contentful Paint	10896ms	Main content shows up slowly	High bounce risk — visitors may leave
Cumulative Layout Shift	0.2953	Significant content shifting occurs	High frustration risk — may cause accidental clicks
Total Blocking Time	0ms	Page stays responsive	Low delay — great for interaction
Speed Index	8098ms	Overall speed feel is slow	Poor — slow content visibility may increase bounce
Interaction to Next Paint	10043ms	Page responds to clicks slowly	Slow response — may frustrate users

Salford & Co.

DIGITAL CREATIVE AGENCY



Design

Branding

hello@reallygreatsite.com
