

AUDIT REPORT OF WEBSITE



www.zakksolicitors.co.uk/

TECHNICAL REPORT

Website Performance



Your page could be better

Recommendations: 20



On-Page SEO



Links



Usability



Performance



Social



- We have audited your website and derived results, depicted in above snapshot. Your website is currently performing very poor and needs a lot of improvement.

Website Performance



Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

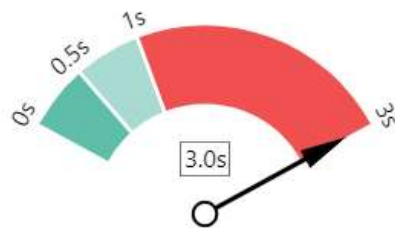
Page Speed Info

Your page loads slowly.

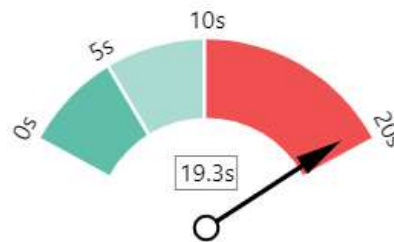


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

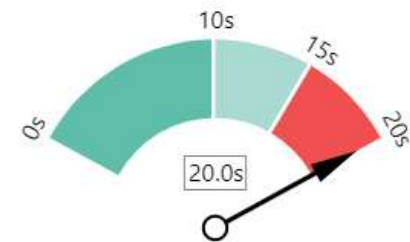
Server Response



All Page Content Loaded



All Page Scripts Complete



- We have tested your website speed. It takes almost 20 seconds for loading which is too slow. We need to optimize its speed so that it loads quicker. Users prefer fast-loading sites, they also convert at higher rates compared to slower sites.

Website Performance

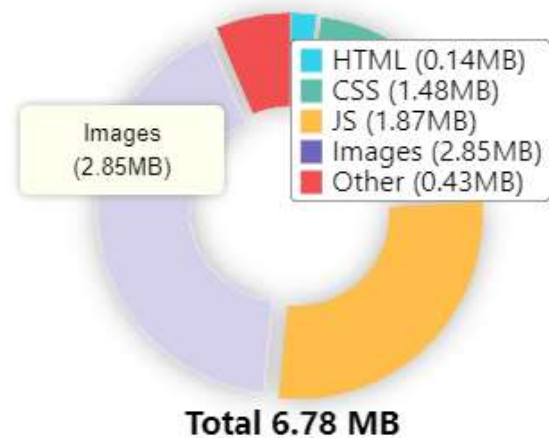
Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.



Download Page Size Breakdown



- The website also incurs issue of huge page size which adversely affects the website speed. You can see in the snapshot above that there are various factors which effect the website speed like usage of not compressed images. This impacts the over all performance of the website.

Website Performance



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

▲ First Contentful Paint
8.9 s

▲ Speed Index
33.9 s

▲ Largest Contentful Paint
34.9 s

▲ Time to Interactive
49.9 s

▲ Total Blocking Time
7,140 ms

■ Cumulative Layout Shift
0.111

- Google's PageSpeed Insights indicates that the performance of your website on mobile is very poor as it takes 49.9 seconds to interact. This badly affects the user experience as this website is suffering very bad.

Website Performance



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

[Expand view](#)

■ First Contentful Paint

1.5 s

▲ Speed Index

7.2 s

▲ Largest Contentful Paint

6.4 s

▲ Time to Interactive

8.6 s

▲ Total Blocking Time

1,010 ms

● Cumulative Layout Shift

0.058

- Google's PageSpeed Insights indicates that the performance of your website on desktop is also poor as it takes 8.6 seconds to interact. This badly affects the user experience as this website is suffering very bad.

Website Performance

Opportunity	Estimated Savings
▲ Enable text compression	2.3 s ▼
▲ Reduce initial server response time	1.97 s ▼
▲ Reduce unused CSS	1.32 s ▼
▲ Serve images in next-gen formats	1.28 s ▼
▲ Efficiently encode images	1.16 s ▼
▲ Eliminate render-blocking resources	1.13 s ▼
▲ Reduce unused JavaScript	1.04 s ▼

- Google's PageSpeed Insights analyzes certain issues of this website. In order to increase performance of this website, certain actions should be taken like enabling text compression, minify CSS, compress images, etc as mentioned by PageSpeed Insights.

Website Performance

Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



151

Total Objects



6

Number of HTML
Pages



60

Number of JS
Resources



38

Number of CSS
Resources



32

Number of Images



15

Other Resources

- We need to reduce the page requests as much as we can so that the website loads fast.

+ 75nz2Hzqd1C.css?_...	200	static.xx.fbcdn.net	4.71KB	250ms
+ widget_iframe.7dae3...	200	platform.twitter.com	104KB	63ms
+ POST ?wc-ajax=get_... (canceled)		zakksolicitors.co.uk	0	5s
+ settings?session_id...	200	syndication.twitter.com	356B	102ms
+ horizon_timeline.a79...	200	platform.twitter.com	3.47KB	36ms

Website Performance

IMPACT	AUDIT	Show Audits Relevant to	All	FCP	LCP	TBT	CLS
High	Reduce initial server response time <small>FCP LCP</small>						▼
High	Avoid enormous network payloads <small>LCP</small>						▼
High	Eliminate render-blocking resources <small>FCP LCP</small>						▼
Med-High	Enable text compression <small>FCP LCP</small>						▼
Med-High	Efficiently encode images						▼
Med	Serve static assets with an efficient cache policy						▼
Med	Avoid unload event listeners						▼
Med	Use a Content Delivery Network (CDN)						▼

- We need to reduce the page size by compressing images and videos and minify html and css, so that the performance of this website could be better.

Improve Website UI/UX (Desktop Version)

There are some more issues with the website that we need to resolve to improve our user experience.

info@zakksolicitors.co.uk 020 8478 1391



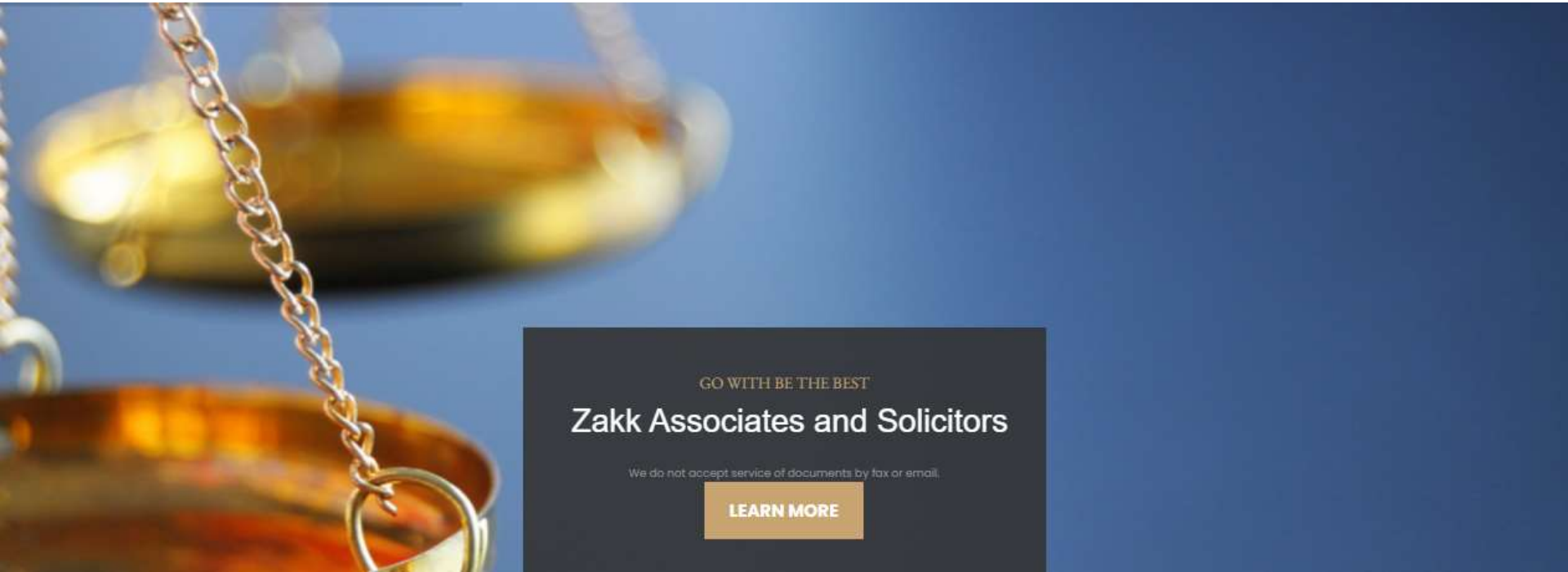
HOME ▾ PRACTICE AREAS ▾ OUR PRIVACY POLICY PRICING CONTACT US COMPLAINTS CAREERS MEDIA



HEADER ISSUE:

- The logo on the header of the website is very big, it should be smaller. Similarly, the social media buttons placed on the left hand side of the logo should be placed in the footer, as it results in good user experience.

Improve Website UI/UX (Desktop Version)



HOME PAGE SLIDER ISSUE:

- The first image of the slider is blurred and it does not look good. Resolving this image issue could result in better user experience.

Improve Website UI/UX (Desktop Version)

IG2 7HU

Please call our office on 0208 478 1391.

With your legal problem in the best possible manner, should you need to discuss your legal matters with us,

CONTACT US

OUR PRACTICE AREAS



IMMIGRATION LAW



FAMILY LAW



GENERAL CIVIL MATTERS



CONVEYANCING

HOMEPAGE CONTENT ALIGNMENT ISSUE:

- There is no spacing between the heading “OUR PRACTICE AREAS” and the content above and they are very close to each other. Providing some margin or padding on the selected area can further enhance the look.

Improve Website UI/UX (Desktop Version)

Book your consultation

Your Name *

Your Email *

Subject *

Case Details

SUBMIT EVALUATION

HOMEPAGE CONTENT ALIGNMENT ISSUE:

- There is a lot of space on the right side which should be filled with some content or somehow removed. Removing such vacant spaces results in UX improvement.

Improve Website UI/UX (Desktop Version)

We are Social



Note: Changing the default scroll bar can further beautify the twitter and Facebook feed section.

HOMEPAGE LAYOUT ISSUE:

- The heading on top right is very small and is close to the text below. Increment in font size and spacing of the heading can result in good readability. Also the copyright written in the footer should be 2022 instead of 2021 and the favicon of the website should be added.

Improve Website UI/UX (Desktop Version)



matters including spouse visa, work visa, student
; Appeals etc.

OUR PRACTICES

- > Family Law
- > **Immigration law**
- > Conveyancing
- > General Civil Matters

ABOUT US

We have successfully represented many clients in various legal matters. Our aim is to provide expert legal advice and assistance to our clients and to deal with their cases effectively and efficiently.

Please call our office on 0208 478 1391.

IMMIGRATION LAW CONTENT ISSUE:

- Spacing should be given from left to the highlighted content since it is very close to the border.

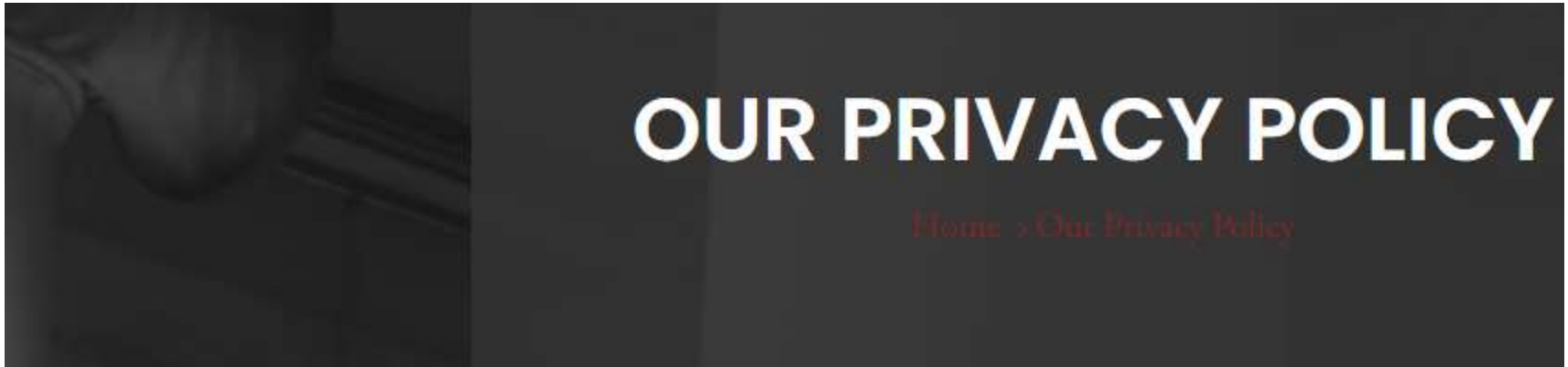
This issue is also found on the following pages of this website:

<https://zakksolicitors.co.uk/practice-areas-2/family-law/>

<https://zakksolicitors.co.uk/practice-areas-2/conveyancing>

<https://zakksolicitors.co.uk/practice-areas-2/civil-litigation/>

Improve Website UI/UX (Desktop Version)



Introduction

The General Data Protection Regulation (GDPR) will be implemented in England on 25 May 2018.

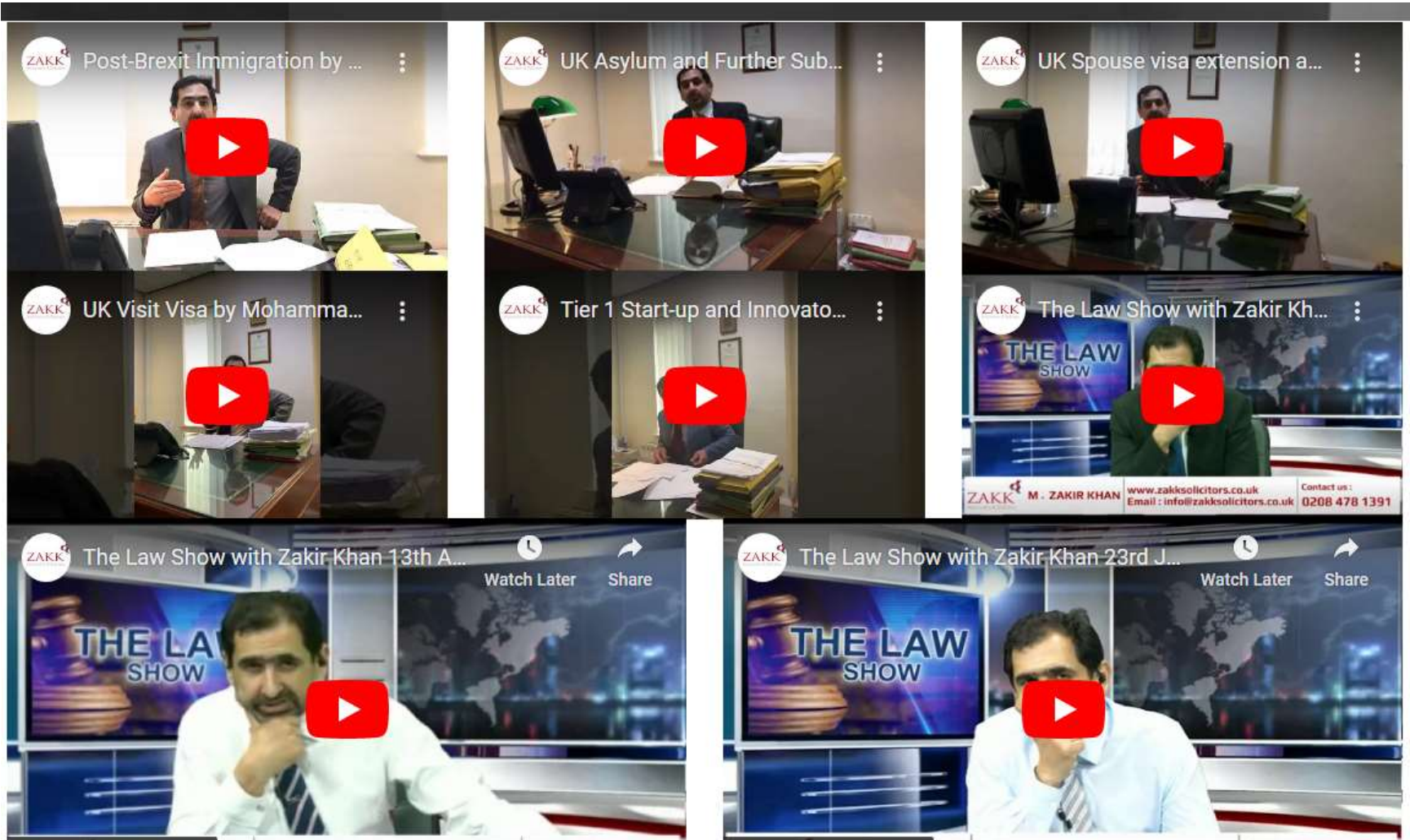
The GDPR outlines six principles with regard to the personal data. These are that data must be:-

1. Processed fairly, lawfully and in a transparent manner in relation to the data subject
2. Collected for specified, explicit and legitimate purposes and not further processed for other purposes incompatible with those purposes
3. Adequate, relevant and limited to what is necessary in relation to the purpose for which the data is processed
4. Accurate and where necessary, kept up to date

OUR PRIVACY POLICY PAGE CONTENT ALIGNMENT ISSUE:

- The heading on top right is very small and is close to the text below. Increment in font size and spacing of the heading can result in good readability. Also the copyright written in the footer should be 2022 instead of 2021 and the favicon of the website is not present and it should be added.

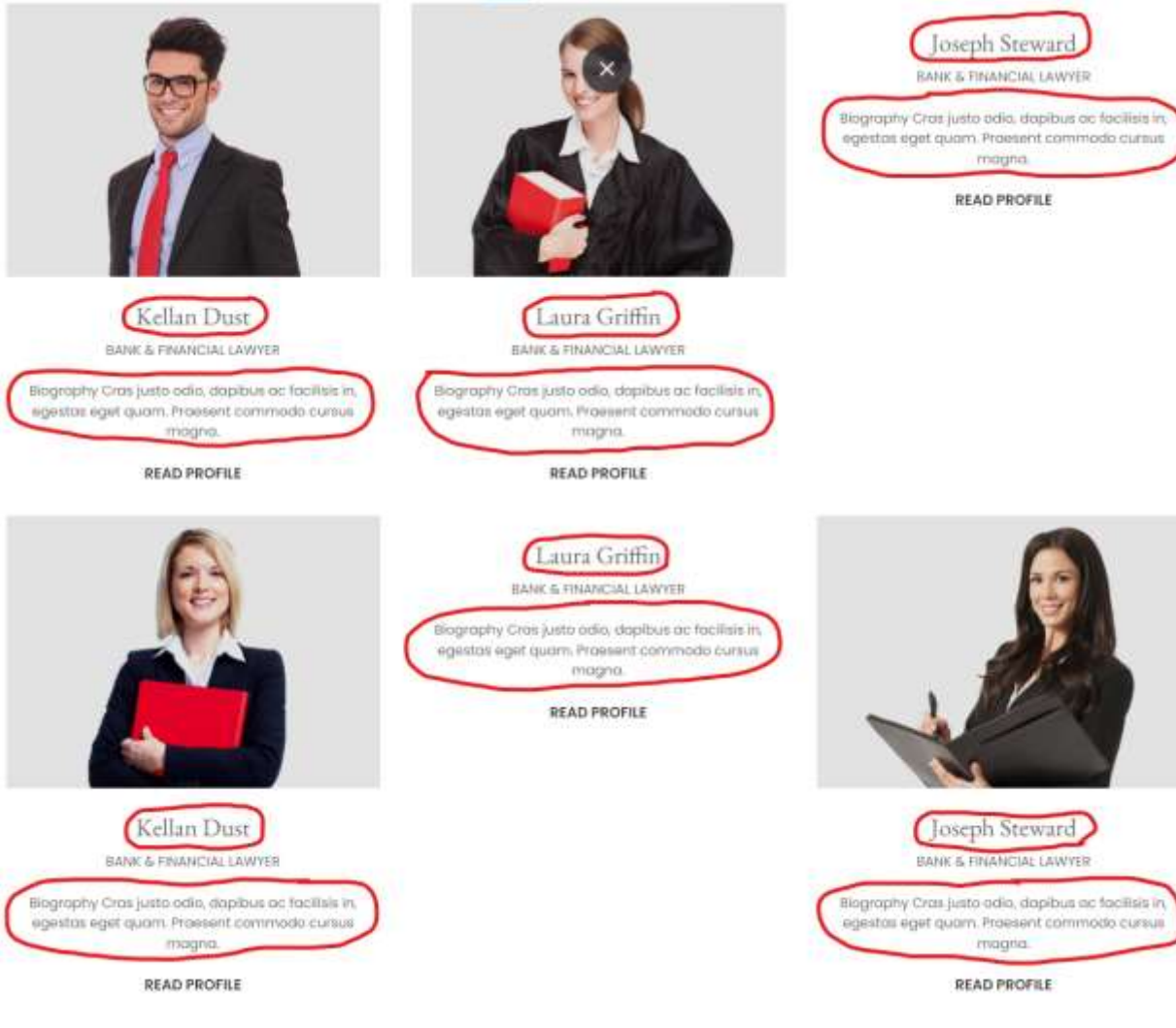
Improve Website UI/UX (Desktop Version)



MEDIA PAGE LAYOUT ISSUE:

- All YouTube embedded videos are aligned in an irregular pattern. There are no spaces between rows and they are very close to each other.

Improve Website UI/UX (Desktop Version)



OUR FIRM PAGE DUPLICATE CONTENT ISSUE:

- On Our Firm page, titles and descriptions are duplicated. Description is in the form of lorem ipsum text which is a very serious issue and these contents should be replaced with proper images, titles and descriptions.

Improve Website UI/UX (Desktop Version)



IMMIGRATION LAW PAGE COLOR SCHEME ISSUE:

- The color scheme of the highlighted text on the banner image is very poor and lacks in readability. The color scheme of this text should be changed in order to improve readability.

Improve Website UI/UX (Desktop Version)

The following pages of this website are affected by color Scheming issues:

<https://zakksolicitors.co.uk/about-us-2>

<https://zakksolicitors.co.uk/practice-areas-2/immigration-law/>

<https://zakksolicitors.co.uk/practice-areas-2/family-law/>

<https://zakksolicitors.co.uk/practice-areas-2/conveyancing/>

<https://zakksolicitors.co.uk/practice-areas-2/civil-litigation/>

<https://zakksolicitors.co.uk/our-privacy-policy/>

<https://zakksolicitors.co.uk/pricing/>

<https://zakksolicitors.co.uk/contact-us/>

<https://zakksolicitors.co.uk/sample-page/>

<https://zakksolicitors.co.uk/careers/>

<https://zakksolicitors.co.uk/media-2/>

<https://zakksolicitors.co.uk/our-firm/>

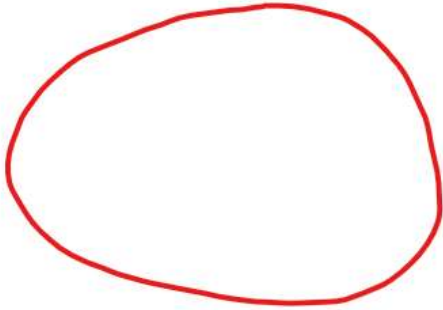
<https://zakksolicitors.co.uk/faq/>

<https://zakksolicitors.co.uk/practice-areas-2/>

<https://zakksolicitors.co.uk/case-results/>

- The color scheme of the highlighted text on the banner image is very poor and lacks in readability. The color scheme of this text should be changed in order to improve readability.

Improve Website UI/UX (Desktop Version)



Bicyclist Hit by Car Making Right Turn

The Charges: Our client was riding an electric bicycle southbound along the curblane on South Coast Highway in Oceanside. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus. **Awarded:** \$500 fine 3 months License suspension

24 NOV 2014



Mendez V. American Air Ambulance

The Charges: Our client was riding an electric bicycle southbound along the curblane on South Coast Highway in Oceanside. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus. **Awarded:** \$500 fine 3 months License suspension

CASE RESULTS PAGE LAYOUT ISSUE:

- There is no image present on top left as highlighted which badly affects the layout. Similarly the descriptions of the titles are duplicated which should be replaced with appropriate text.

Improve Website UI/UX (Desktop Version)

Land Registry's fees

- HM Land Registry fee – refer below

Scale 1 fees

Value or amount	Apply by Post	Apply using the portal or Business Gateway, for transfers or surrenders which affect the whole of a registered title	Apply using the portal or Business Gateway, for registration of all leases and transfers or surrenders which affect part of a registered title	Voluntary first registration (reduced fee)
0 to £80,000	£40	£20	£40	£30
£80,001 to £100,000	£80	£40	£80	£60
£100,001 to £200,000	£190	£95	£190	£140
£200,001 to £500,000	£270	£135	£270	£200
£500,001 to £1,000,000	£540	£270	£540	£400
£1,000,001 and over	£910	£455	£910	£680



- When assessing fees under Scale 1, fees must be paid on the VAT-inclusive consideration or rent.

Fee reductions when using Scale 1

- There are reduced fees for:
 - voluntary first registrations (applications for first registration based on adverse possession or lost deeds are regarded as voluntary applications, unless the application includes a deed that triggers compulsory registration) (minimum 25% reduction)
 - transfers of whole and surrenders of whole for registered titles when using the portal or Business Gateway (50% reduction)

PRICING PAGE CONTENT ISSUE:

- There is an empty list item present on the pricing page. It should be removed or edited with proper text.

Improve Website UI/UX (Desktop Version)



Over 15 Years Experience

We have successfully represented many clients in various legal matters.

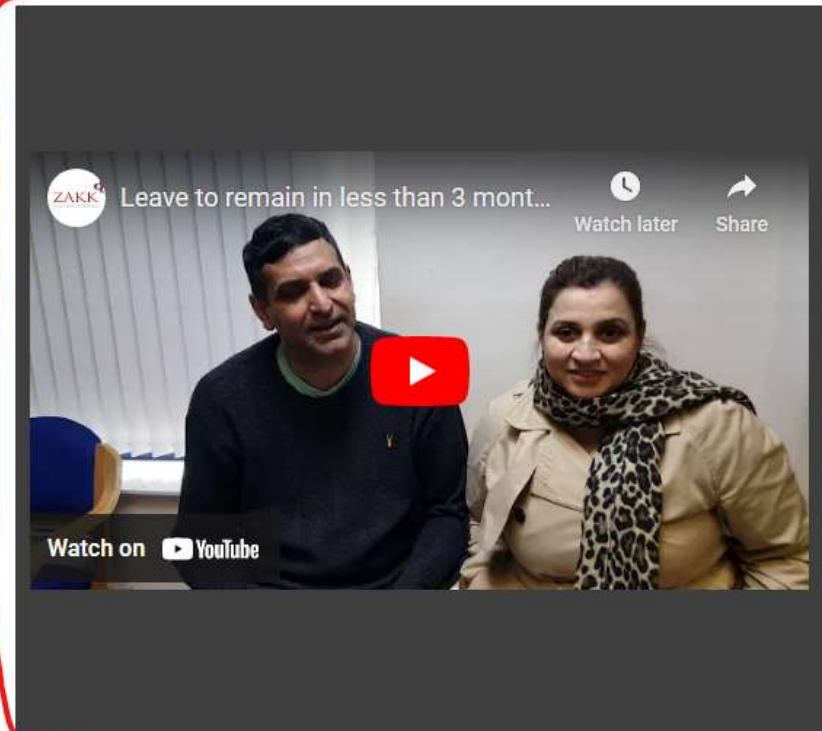
Our aim is to provide expert legal advice and assistance to our clients and to deal with their cases effectively and efficiently.

We believe in **providing exceptional service** to our clients with complete privacy and dedication and in a very **friendly environment**. We believe that we can deal with your legal problem in the best possible manner. Should you need to discuss your legal matters with us,

Please **call our office on 0208 478 1391**.

We promise to put our client's needs first and to provide them with a tailored, efficient and affordable service which they can rely upon. The majority of our clients have been with us for many years and we have the infrastructure to be able to take on all new matters, whilst maintaining our efficient and high level of client care.

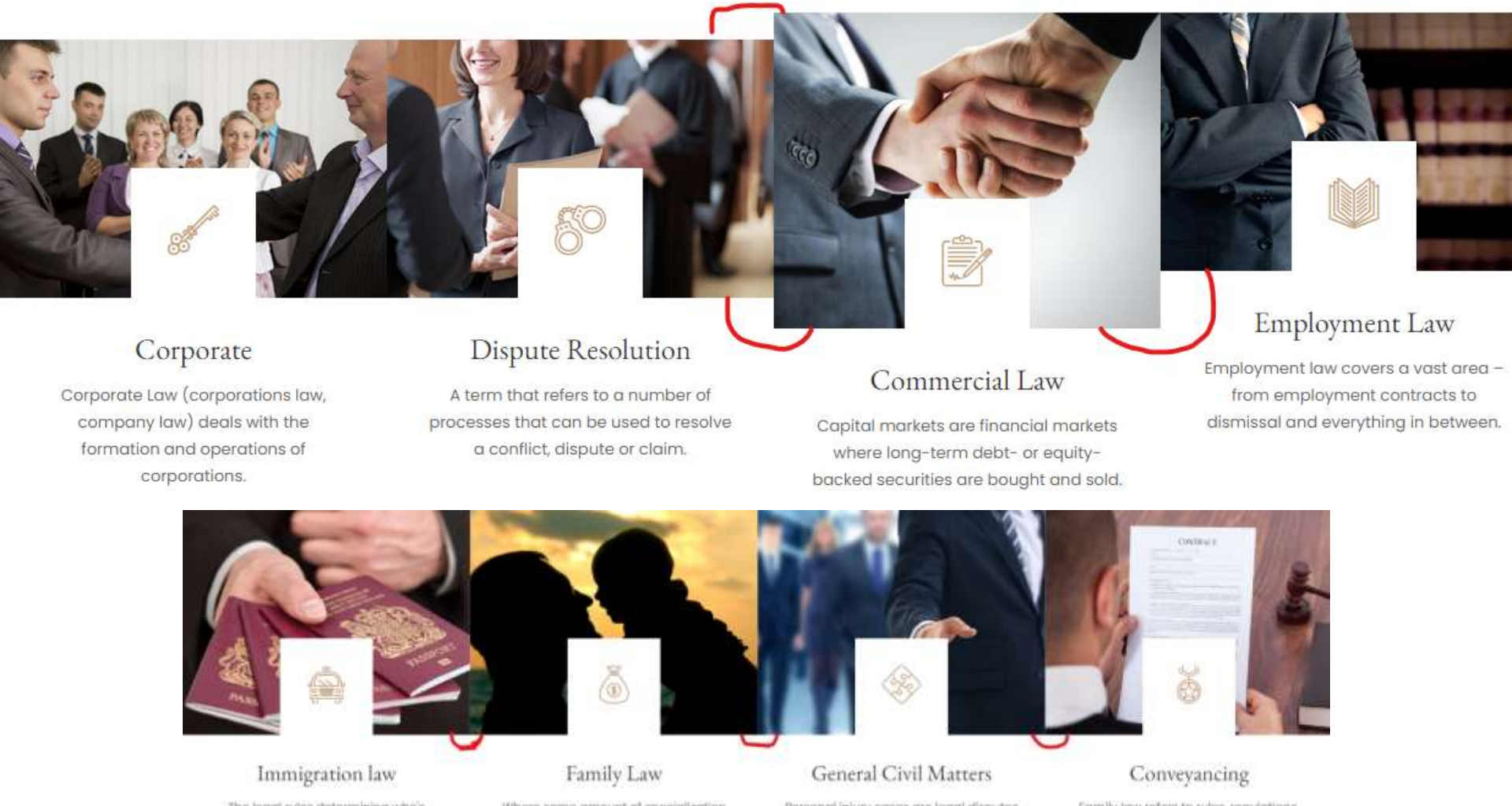
Our Satisfied Customers



ABOUT US PAGE LAYOUT ISSUE:

- The background applied on the YouTube embedded video as marked with red color affects the UX. Removing the background color and the spacing from top and bottom will lead toward better results.

Improve Website UI/UX (Desktop Version)



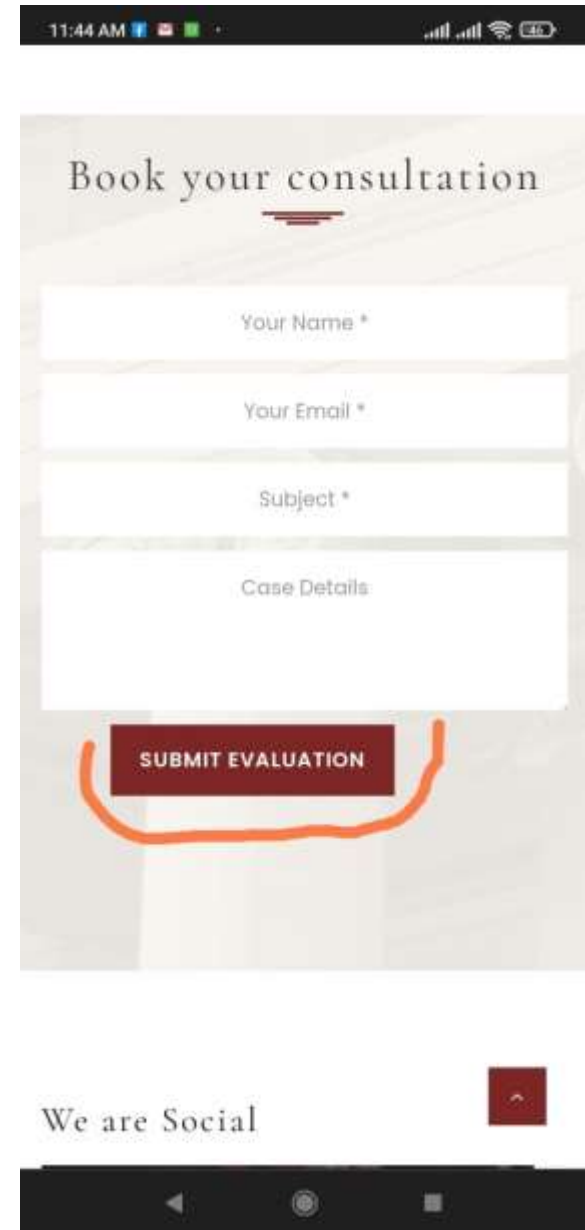
PRACTICE AREAS PAGE LAYOUT ISSUE:

- The images used on practice areas page are not configured correctly as they are of different sizes and they are not arranged properly. Similarly there are no spacing between the images and they are very close to each other. Providing space between images can make the view better.

Improve Website UI/UX (Mobile Version)

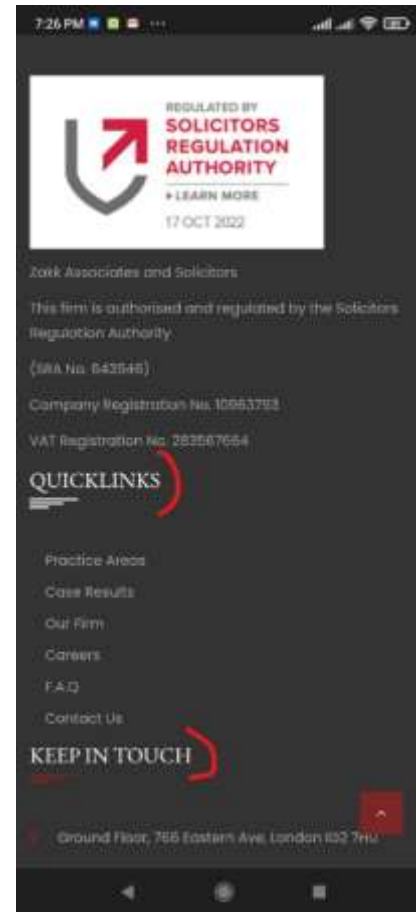
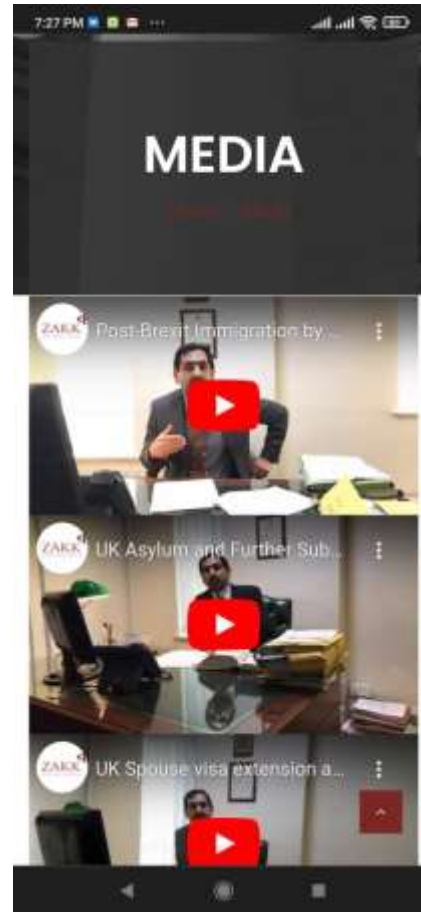
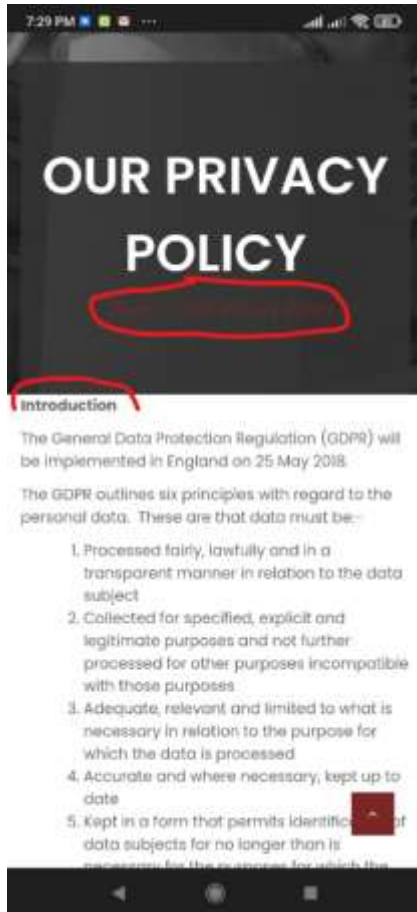
HOMEPAGE LAYOUT ISSUE:

- The button of the form is not aligned properly. Aligning this button to the center will improve the UX of the website.



Improve Website UI/UX (Mobile Version)

WEBSITE HUGE SPACES AND COLOR SCHEME ISSUE:



- There are a lot of space issues and color scheming issues on banner images on the whole website. We need to resolve all these spacing and color scheming issues where needed to improve our website UX on mobile devices.

SEO REPORT

Need to Add Favicon on Website

- There is no favicon present on website. We need to add it which is necessary for any website.

SERP SNIPPET PREVIEW:

<https://zakksolicitors.co.uk> ⋮

ZAKK – Associates & Solicitors

Zakk Associates and Solicitors is a trading name of Zakk Associates and Solicitors **Limited**, registered as a **Limited Company** in **England** and Wales with the ...

Image Alt Missing On Website

Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 6 images on your page and 1 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.



images not optimized

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.



Monthly Traffic is Really Low

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



22

Monthly Traffic
Volume

Social Accounts Analysis:

Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.



Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a low level of followers on Twitter.



21
Followers

Instagram Connected

No associated Instagram profile found linked on your page



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Other Issues Regarding With SEO

Include a meta description tag

On-Page SEO

High Priority

Reduce your total page file size

Performance

Medium Priority

Improve site load speed

Performance

Medium Priority

Amount of Content

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 395

It has been well researched that higher text content volumes are related to better ranking ability in general.



Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.



THANK YOU 😊