

Website Health Report — prepared for

northbank-interiors.co.uk

A complete, plain-English audit of your website's speed, search visibility, accessibility and trust — and exactly what it could be costing your business.

Overall health

77 /100
Good

Biggest risk

Performance
Scores 46 / 100

Prepared by

WK Designs

Audited 16 June 2026 at 11:00

wkdesigns.co.uk

Google PageSpeed Insights · 86 checks across speed, search, accessibility & security hello@wkdesigns.co.uk

Your scores at a glance



Score Summary

A side-by-side snapshot of how the site performs on mobile and desktop across the four categories that matter most.

Category	Mobile		Desktop	
Performance	46	Poor	79	Good
SEO	86	Good	86	Good
Accessibility	81	Good	84	Good
Best Practices	93	Excellent	93	Excellent

The verdict

Solid foundation, but targeted improvements could unlock significantly better results.

Fix this first

Your performance score of 46/100 is the single biggest drag on northbank-interiors.co.uk.

Start here: Reduce unused JavaScript — the fastest win, worth roughly 1.4s of load time. It's also the quickest route to recovering the ~£122,400/year these issues are costing you.

Inside this report

1. Score summary and business impact snapshot
2. Executive summary with category-by-category findings
3. Industry benchmarks, technology assessment, and revenue impact
4. Performance metrics, field data, opportunities, and action plan

Core Web Vitals

Partial

Available CWV data looks healthy, but PSI did not return every metric.

Categories Needing Attention

3

More than one category is still below the green zone.

Strong Categories

1

There is a foundation worth building on.

Why this matters

northbank-interiors.co.uk is your most important sales asset. Here's what the data says about the commercial impact of site health for a business like yours.

53%

of mobile visitors leave after 3 seconds

7%

conversion drop per extra second above a 1-second load time

£274bn

UK Purple Pound — spending power of disabled households

54.4%

of all Google clicks go to the top 3 results

90%

of Google clicks go to organic (not paid) results

42%

better conversion on sites with visible security indicators

Every category in this audit directly impacts whether visitors find you, trust you, and buy from you. A fast, accessible, well-optimised site is not a nice-to-have — it is the difference between growing and losing ground to competitors who have already invested in theirs.

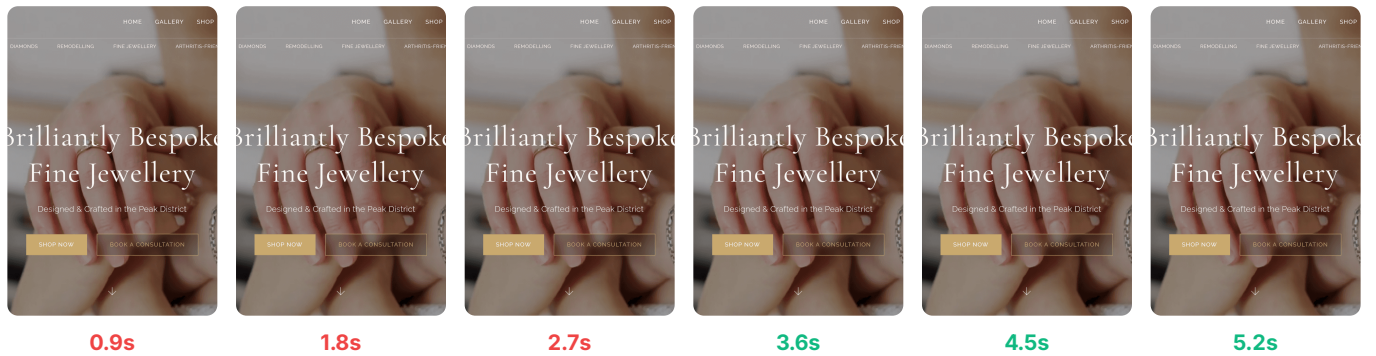
What this means for you

Those are the industry numbers. The next pages show exactly what they mean for northbank-interiors.co.uk — and where the biggest opportunity is.

Every figure from here on is specific to your site. When you're ready, the final page shows how to turn this report into a prioritised plan on a free, no-obligation strategy call.

See your site load

This is what a first-time mobile visitor to northbank-interiors.co.uk actually sees, second by second. Over half leave if the page is still blank after three seconds.



The page starts showing something around 3.4s, but its largest, most important content isn't ready until 5.2s — the figure Google judges you on, and it's well past the 2.5-second target. Every second beyond that, more visitors give up and leave.

Executive Summary

What the audit means in plain English

Here's what we found on northbank-interiors.co.uk, translated from technical scores into plain business terms — where your foundations are strong, where friction is quietly costing you conversions, and what to fix first.

A plain-English overview of what this audit means for your business.

B

77/100

Your website has a solid foundation, but there's clear room to grow.

1 of 4 categories strong

3 of 4 need attention

2.6s of savings available

Recommended path: prioritised optimisation

What we found

The headline: your mobile pages take 5.2s to show their main content, and your mobile score (46) trails desktop (79) by 33 points — and most of your visitors are on mobile.

We ran 89 checks across performance, SEO, accessibility, and security. 1 of 4 categories scored below 50 — these are actively harming your online presence. On mobile, your main content takes 5.2 seconds to appear — Google's recommended limit is 2.5 seconds. Research shows 53% of visitors leave if a page takes more than 3 seconds to load. There's a 33-point gap between your desktop score (79) and mobile score (46). With over 60% of web traffic coming from mobile devices, this gap is costing you the most where it matters most. We identified 3 specific improvements that could save up to 2.6 seconds of load time. Every second faster means more visitors stay, more pages are viewed, and more enquiries come through.

Performance in Context

Your mobile performance score of 46 puts you above the global median of 38/100. Only 47% of websites pass all Core Web Vitals, and yours currently does not. Research shows each second above 1 second costs approximately 7% in conversions, so slow load times quickly compound into lost enquiries.

5.2s

Your mobile LCP

<2.5s

Google's "good" threshold

~34%

Est. conversion loss from speed

Search Visibility at Stake

Organic search still drives 53% of all website traffic and captures 90% of all Google clicks. The top 3 results take 54.4% of those clicks — position 1 alone gets 27.6%. Your score of 86 shows the foundations are in place, but missing meta descriptions, heading structure issues, or unoptimised images are limiting how effectively search engines can rank your pages. Every SEO point you leave on the table is a potential customer going to a competitor instead.

Accessibility = Revenue + Legal Risk

16 million people in the UK have a disability — 1 in 4 of the population — with a combined household spending power of £274 billion per year (the Purple Pound). 73% of disabled online shoppers encounter barriers on over a quarter of the websites they visit, and 75% of disabled households have stopped spending with businesses due to poor access. Your score of 81 shows partial compliance, but common issues remain. 71% of websites still fail basic colour contrast checks. Fixing these gaps opens your site to millions of additional potential customers.

Category-by-Category

A concise scan of the strongest wins, the biggest risks, and where effort will pay off fastest.

✗ Performance: 46/100 — critically slow. Every additional second of load time reduces conversions by up to 7%.

▲ SEO: 86/100 — technical issues are limiting your search visibility. 68% of online experiences begin with a search engine.



Accessibility: 81/100 — barriers remain that exclude some visitors. 71% of users with disabilities leave inaccessible sites immediately.

✓ Security & Standards: 93/100 — your site is secure, modern, and trusted by browsers.

▲ Your page has a 540 milliseconds delay before it responds to clicks — visitors may think it's broken.

▲ Your page moves around while loading (CLS: 0.11) — Google penalises scores above 0.1.

The Bottom Line

With targeted improvements — particularly in the 3 areas flagged above — you could see measurably more traffic, more engagement, and more enquiries from the same number of visitors.

Free Strategy Call

Want these issues fixed?

Book a free strategy call. We will walk through this report, explain what it means for your revenue, and outline a plan — no cost, no obligation.

Book a Call

Benchmarking

How your site stacks up against the wider market

We've placed the mobile performance of northbank-interiors.co.uk against common platform and sector baselines — so you can see at a glance whether the site is merely average, or genuinely competitive.

Your mobile performance score versus industry benchmarks. Data from the HTTP Archive Web Almanac and Chrome UX Report (2024–2025).

Benchmark	Median	Top 10%	Your Position
All websites (mobile)	38	82	Above median
WordPress sites	41	75	Above median
Shopify sites	52	80	Below median
Wix sites	64	88	Below median
SaaS / Tech sector	58	85	Below median
E-commerce sector	35	75	Above median

Your mobile performance of 46 is above the global median of 38, but well below the top 10% mark of 82. The sites winning on Google and converting at the highest rates are in that top tier.

Emerging standard · experimental

Agentic Browsing readiness

AI assistants and agents are starting to read and act on websites the way customers do. This is an early read on how cleanly that is likely to go — derived from the accessibility tree, layout stability and a check for llms.txt. It is scored as a fraction of the checks that apply, not out of 100.

1/2
checks passed

Partly ready

An AI agent can read part of this site, but gaps in its structure will trip it up.

Needs work (1)

▲ Accessibility tree is not well-formed

Buttons have an accessible name · Links have a discernible name · Images have alt text

Passed (1)

✓ Cumulative Layout Shift — 0.06

Not applicable (4)

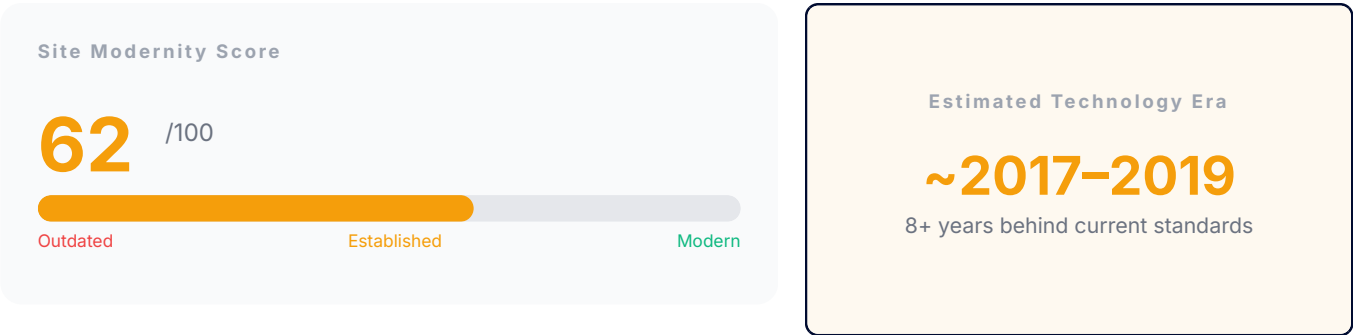
- ☐ WebMCP form coverage
- ☐ WebMCP tools registered
- ☐ WebMCP schemas are valid
- ☐ llms.txt follows recommendations

Agentic Browsing is an emerging, experimental Lighthouse category. A missing llms.txt is optional today, so it counts as Not Applicable; only a server error fails. WebMCP support can only be detected inside Chrome's origin trial, so it shows as Not Applicable here.

How current your site's foundation appears to be

We assessed the technology powering northbank-interiors.co.uk — its platform, protocols, JavaScript and security signals — to estimate whether the foundation feels current, ageing, or overdue for a refresh.

A composite analysis of your site's technology stack, coding patterns, and infrastructure modernity.



Signal	Details	Status
jQuery	v3.5 (circa 2016)	Outdated
WordPress	v6.2 (circa 2022)	Established
Legacy JavaScript	Some legacy polyfills	Established
Protocol	HTTP/2	Modern

Your site's technology is established rather than cutting-edge. While still functional, you're running libraries and patterns from 2017–2019. Modern competitors built on newer frameworks may load faster, rank better, and convert more visitors.

Disclaimer: This assessment is an estimate based on publicly detectable signals such as library versions, protocols, and coding patterns. It does not represent a full technology audit and may not reflect recent updates or server-side technologies that are not visible to external analysis.

Revenue Impact

What slow speed is costing northbank-interiors.co.uk

We've turned the page-speed drag on northbank-interiors.co.uk into an estimate of lost conversions and revenue — connecting the performance score directly to pounds and pence.

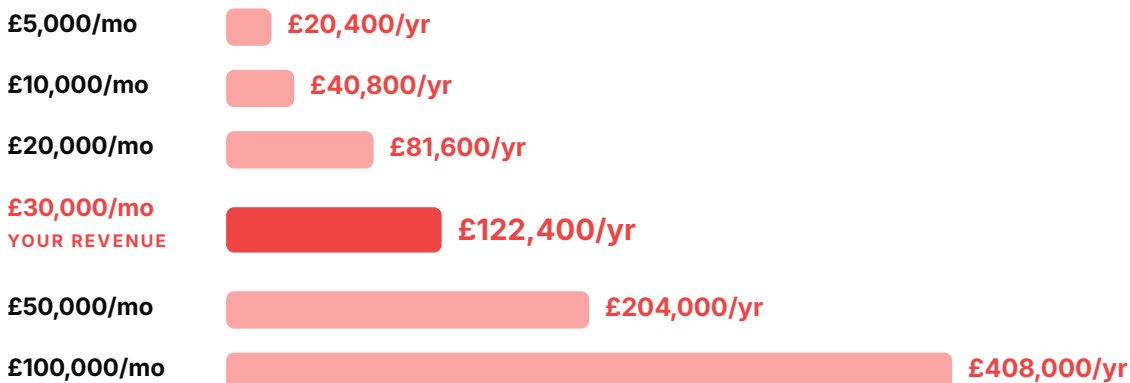
Estimated revenue lost to slow load times, based on published research from Akamai and Google.

Your load time of 5.2s is estimated to cost ~34% of potential conversions

At this load time, a large portion of visitors leave before your page finishes loading. This is the single highest-impact problem to fix.

Estimated annual revenue lost to slow speed

By monthly online revenue — the more you turn over, the more a slow site quietly costs you.



Based on your reported revenue of £30,000/month

Your estimated annual loss to slow page speed is **£122,400**. Improving your load time to under 2.5s could recover a significant portion of this lost revenue.

Based on Akamai research: 7% conversion drop per additional second of load time beyond 1s. Additional penalty applied for performance scores below 50. Figures are estimates intended to illustrate the business impact of page speed.

The metrics behind the scores

The raw evidence behind the scores for northbank-interiors.co.uk — lab measurements, real-user Chrome data, and the specific fixes that will move the needle fastest.

Measured in a controlled Lighthouse environment. Green = good, amber = needs improvement, red = poor.

Content speed

5.2s

How fast your main content appears

Responsiveness

—

Speed of reaction to taps & clicks

Script blocking

540ms

Time scripts freeze the page

Metric	Mobile	Desktop
Main content load speed Largest Contentful Paint · LCP	5.2s	2.1s
First thing appears First Contentful Paint · FCP	3.4s	1.5s
Visual stability How much the page jumps · CLS	0.11	0.02
Tap & click responsiveness Interaction to Next Paint · INP	—	—
Time the page is frozen Total Blocking Time · TBT	540ms	90ms
Until fully usable Time to Interactive · TTI	6.1s	2.3s
Visual fill-in speed Speed Index	5.6s	1.9s

What These Numbers Mean

LCP measures how fast your main content appears — Google wants this under 2.5s. TBT measures how long the browser is blocked by JavaScript — the single largest factor in your performance score (30% weight). CLS measures visual stability — unexpected layout shifts frustrate users and hurt conversions. INP measures responsiveness — how fast your site reacts when someone clicks or taps.

How real visitors experience your site

Based on actual visits to northbank-interiors.co.uk in the past 28 days. Bars show distribution: green = fast, amber = average, red = slow.

Real-visitor experience: **Average**

As of September 2025, only 53% of origins in Chrome's real-user dataset pass all three Core Web Vitals simultaneously.

Main content load speed	Most visitors: 2.5s Average
Fast 58% Average 30% Slow 12%	
First thing appears	Most visitors: 2.2s Average
Fast 61% Average 24% Slow 15%	
Tap & click responsiveness	Most visitors: 180ms Fast
Fast 80% Average 16% Slow 4%	
Visual stability	Most visitors: 0.06 Fast
Fast 88% Average 9% Slow 3%	
Server response time	Most visitors: 640ms Average
Fast 74% Average 18% Slow 8%	

Top Performance Opportunities

Ranked by estimated time saving (mobile). Addressing these will have the highest impact on your performance score and conversion rates.

1	Reduce unused JavaScript	~1.4s saved Potential gain
2	Properly size images	~0.8s saved Potential gain

3 Eliminate render-blocking resources

~0.4s saved

Potential gain

Implementing all opportunities above could save approximately **2.6s** of load time on mobile. Research shows that improving LCP by 31% can increase sales by 8%, and each 0.1s improvement lifts conversions by up to 8.4%.

Category Breakdown

Performance

A detailed review of performance findings across mobile and desktop, including business impact, benchmark context, and the most practical next step.

Mobile

Poor

46

Desktop

Good

79

Your site speed is actively costing you customers

At this performance level your site takes noticeably long to load. 53% of mobile visitors abandon sites that take over 3 seconds. Your competitors with faster sites are capturing the customers you are losing.

A site loading in 5 seconds sees a 90% higher bounce rate than one loading in 1 second, crushing conversions from 2.5% to just 1.3%. For a site with 10,000 monthly visitors and an average order value of just £85, that is over £80,000 in lost revenue per year.

Industry Benchmark

Only 47% of websites globally pass all Core Web Vitals. The median mobile score is 38/100 — but your score means you are being outperformed by the majority of the web.

Quick Win

The biggest gains come from optimising your Largest Contentful Paint (LCP). Improving LCP by 31% has been shown to increase sales by 8%.

What's holding this category back

6 checks flagged · 13 passing on mobile, 16 on desktop

01	Reduce unused JavaScript	0.4s
02	Properly size images	0.8s
03	Eliminate render-blocking resources	1.2000000000000002s
04	Serve images in next-gen formats	1.6s
05	Reduce initial server response time	2s
06	Add descriptive alt text to images	2.4000000000000004s

Category Breakdown

SEO

A detailed review of seo findings across mobile and desktop, including business impact, benchmark context, and the most practical next step.

Mobile

Good

86

Desktop

Good

86

Search engines can find you — but you are not making it easy

Missing meta descriptions, poor heading structure, or unoptimised link text are limiting your search visibility. These are straightforward fixes with material impact on organic traffic.

Pages with optimised meta descriptions get 5.8% more clicks. 60% of Google searches now end without a click to any website — making it even more critical that when your page does appear, it wins the click. The top result alone captures 27.6% of all clicks.

Industry Benchmark

Most modern CMS platforms score 92+ on SEO by default. If you are below that, manual issues are holding you back from where you should be.

Quick Win

Add unique meta descriptions to your top 10 landing pages, fix heading hierarchy (single H1, logical H2-H3 flow), and add descriptive alt text to images.

What's holding this category back

2 checks flagged · 11 passing on mobile, 11 on desktop

- 01

Reduce unused JavaScript

0.4s
- 02

Properly size images

0.8s

Category Breakdown

Accessibility

A detailed review of accessibility findings across mobile and desktop, including business impact, benchmark context, and the most practical next step.

Mobile

Good

81

Desktop

Good

84

Partially accessible — key barriers remain

Common issues like insufficient colour contrast or missing image descriptions affect real users every day. 47% of disabled people report issues navigating websites, and half of disabled online shoppers who hit a barrier simply leave.

Inaccessible websites cost UK businesses £11.75 billion per year as 4.3 million disabled online shoppers click away. Accessibility lawsuits surged 37% in the first half of 2025 alone, with 69% of cases targeting e-commerce retailers.

Industry Benchmark

71% of websites fail the colour contrast check. You are likely passing some basics but missing common issues that are typically quick to fix — contrast ratios, image alt text, form labels.

Quick Win

Fix colour contrast ratios (aim for 4.5:1 minimum), add alt text to all images, and ensure all forms have associated labels. These three changes alone can improve your score by 15–20 points.

What's holding this category back

5 checks flagged · 26 passing on mobile, 26 on desktop

01	Reduce unused JavaScript	0.4s
02	Properly size images	0.8s
03	Eliminate render-blocking resources	1.2000000000000002s
04	Serve images in next-gen formats	1.6s
05	Reduce initial server response time	2s

Category Breakdown

Best Practices

A detailed review of best practices findings across mobile and desktop, including business impact, benchmark context, and the most practical next step.

Mobile
Excellent

93

Desktop
Excellent

93

Secure, modern, and built to standard

Your site follows current web standards — HTTPS everywhere, no deprecated APIs, clean console. Browsers trust you, and so will your visitors.

Sites following best practices have 30% fewer reported user issues. Sites with visible security indicators convert 42% better — trust directly translates to revenue.

Industry Benchmark

A strong best practices score indicates a modern, well-maintained codebase. This is a sign of quality development — many older sites struggle here due to accumulated technical debt.

Quick Win

Keep dependencies updated and monitor for new browser deprecation warnings. Set a quarterly review cadence to catch issues early.

What's holding this category back

1 check flagged · 14 passing on mobile, 14 on desktop

01

Reduce unused JavaScript

0.4s

Next Step

Turn the audit into an action plan

Here's how we'd turn this audit of northbank-interiors.co.uk into a prioritised, costed plan — and exactly how to take the next step together.

A note from William

I ran this audit on northbank-interiors.co.uk myself — the scores in here are real measurements, not a sales gimmick. The good news is that every issue we found is fixable, and most owners see the difference within weeks of a faster, cleaner site going live.

If it's useful, I'll personally walk you through what I'd fix first and what it's worth to your business — no cost, no pressure, just an honest plan.

**William**

Founder · WK Designs

How it works**1****Free strategy call**

We walk through this report together and agree your priorities — around 30 minutes, no obligation.

2**Your prioritised plan**

You get a clear, costed plan: exactly what to fix, in what order, and the return to expect from each step.

3**We build it**

A fixed-scope build to 90+ across all four categories, on a modern foundation — fixed price, no surprises.

**Our promise**

No obligation, ever. We only take on projects we're confident we can move the numbers on — and we don't stop until your site scores 90+ across all four categories.



WK Designs

What this is costing you

~£122,400 / year

is slipping away on northbank-interiors.co.uk while these issues go unfixed.

Let's turn this report into more customers.

We build high-performance Growth Engines that score 90+ across all four categories — fast, accessible, search-optimised, and engineered to convert. Every fix in this report gets resolved as part of the build, on a modern foundation rather than patched onto an old one.

Your free strategy call includes

- ✓ A full walkthrough of this report in plain English
- ✓ Revenue impact analysis specific to your business
- ✓ A prioritised action plan — what to fix first and why
- ✓ An honest assessment: patch, optimise, or rebuild
- ✓ No cost, no obligation, no sales pressure

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