First Screen

SAMPLE

Website Fix-List + Homepage Rewrite

# Your homepage on a phone: what's in the way, and what to fix first

**Prepared for:** a Leeds plumbing & heating Ltd (name withheld)

**Page checked:** homepage, [their website]

**Tested:** 16 November 2026, 11:59 UK time, simulated mid-range phone on a slow 4G connection

**Prepared by:** Sem Broek, First Screen

| 9.4 s | 100% | 4½ |
|---|---|---|
| until the main photo has loaded on a phone (aim for under 2.5 s) | of the first phone screen covered by the cookie banner on a first visit | phone screens down before a visitor reaches your 4.9★ reviews |

## In short

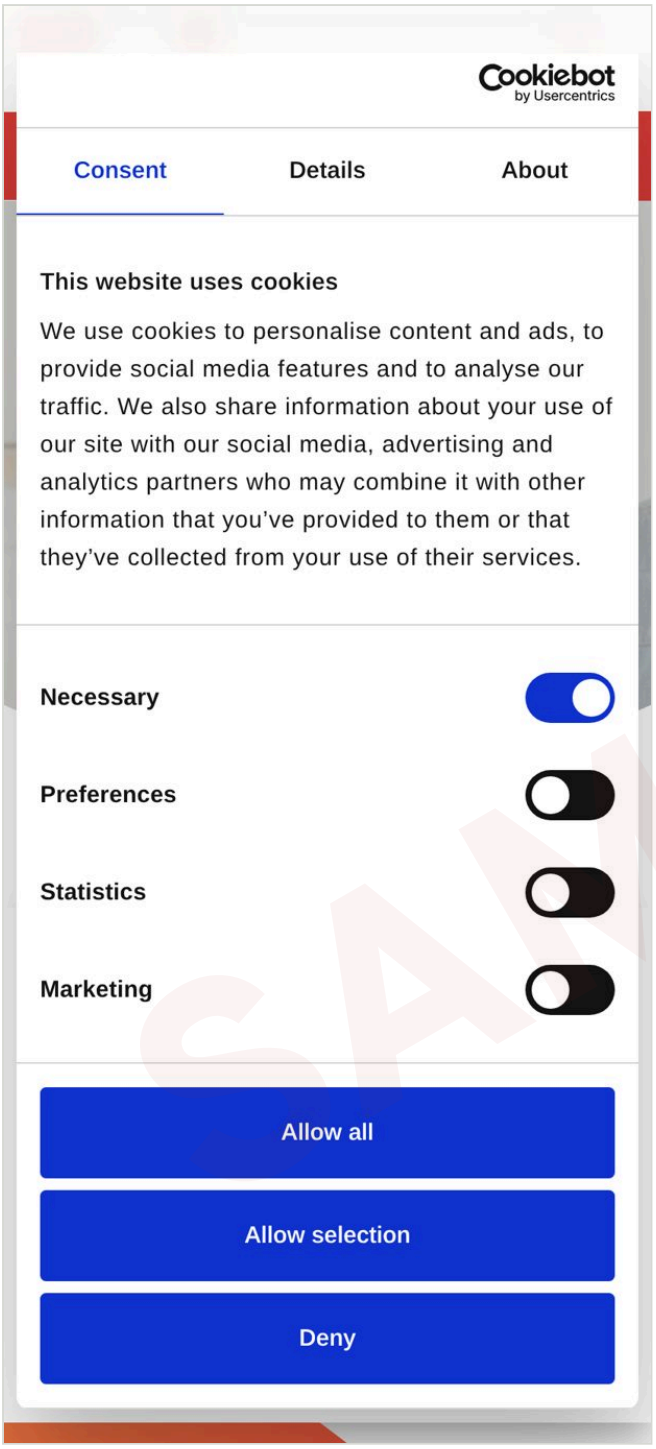
The basics are sound. Google can read the site, the links work and the reviews are excellent. The problems are all about the *first few seconds on a phone*: a consent form covers everything, the main photo is slow, and the reasons to trust you are hidden further down. Most of the fixes are small, and the top three are settings rather than a redesign.

This is a sample. The business was not involved and its name has been withheld. All figures come from our own test of the public homepage on the date above. Speed results vary a few points from run to run.

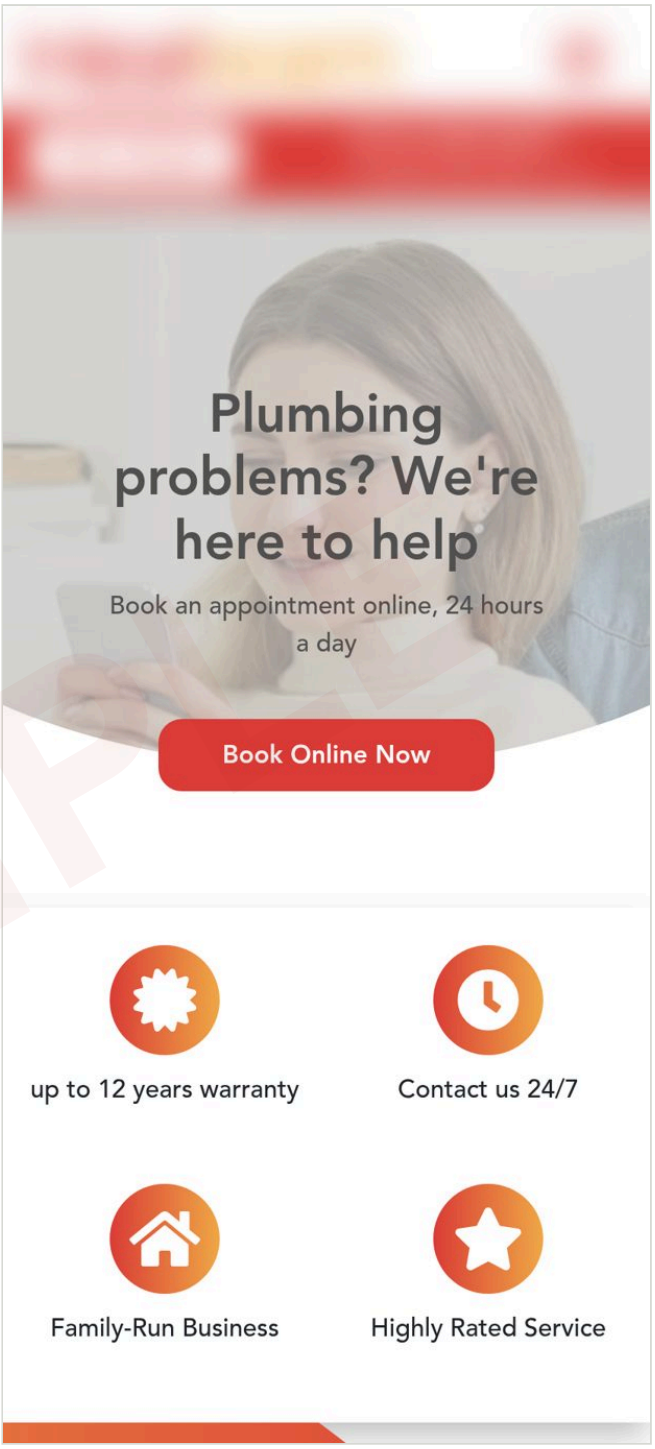
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## The first screen on a phone

Most people looking for an emergency plumber are on their phone. These are the first two things they see when they open the homepage.




**First visit.** The Cookiebot consent dialog fills the whole screen. The phone number and booking button sit behind it. A bottom bar or small slide-in does the same legal job without hiding the page.




**After the banner is dismissed.** The headline is clear, but it doesn't say Leeds, Gas Safe or what you do best. The four icons below use space that the rating and the Gas Safe number could use.

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## How the homepage scores on a phone

Measured with Google Lighthouse 13.6, the same engine behind Google's PageSpeed Insights, in mobile mode.

| Check | Your result | Good is | What it means |
|---|---|---|---|
| Performance score | 58 / 100 | 90+ | Overall speed grade on a mid-range phone |
| Largest Contentful Paint | 9.4 s | under 2.5 s | When the biggest thing on screen (your hero photo) has finished appearing |
| First Contentful Paint | 1.0 s | under 1.8 s | When the first bit of anything appears |
| Total Blocking Time | 630 ms | under 200 ms | How long the page is frozen and ignores taps while it loads |
| Cumulative Layout Shift | 0.001 | under 0.1 | Whether things jump around as the page loads |
| Page weight | 1,608 KB | under 1,000 KB | Data a phone downloads to show the homepage |
| Accessibility score | 85 / 100 | 90+ | Contrast, labels, zoom and tap-target checks |
| Best-practices score | 77 / 100 | 90+ | Includes 8 third-party cookies set on first visit |
| SEO basics score | 100 / 100 | 90+ | Title, description, crawlability, structured data |

### What is already working

- Page title and meta description are present and mention Leeds and West Yorkshire.
- Structured data (schema.org) is in place, so Google can read your business details.
- Every image has alternative text.
- All 10 key pages we tested (services, about, contact, privacy, T&Cs PDF) load correctly: no broken links found.
- Nothing jumps around while the page loads (layout shift 0.001).
- The phone number is tap-to-call in the header, and online booking is open 24 hours a day.
- 4.9 stars from 168 reviews, shown with real names and recent comments. That is better proof than most competitors have.

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# Ten fixes, most useful first

Hand this page to your web developer as it is. Times are typical for someone who knows the site; fixes 1–3 and 5 are settings or one-line changes.

| | Fix | Who | Time | Impact |
|---|---|---|---|---|
| 1 | **Stop the cookie banner covering the whole first screen on phones**<br>On a phone, the first thing a new visitor sees is a full-screen consent form with three blue buttons. Your phone number, headline and booking button are all hidden behind it. | Whoever set up Cookiebot (your web developer) | 15 min | High |
| 2 | **Make the main photo load in under 2.5 seconds**<br>The biggest thing on screen took 9.4 s to finish appearing in our phone test. It is a background image inside a slider. One compressed photo (about 60 KB, WebP) loaded straight away, without the slider, usually fixes it. | Web developer | 1–2 hours | High |
| 3 | **Switch on browser caching and HTTP/2 at the host**<br>Every file is sent with a cache lifetime of zero, over the older HTTP/1.1. Returning visitors re-download about 960 KB each time. This is a hosting setting, not a redesign. | Hosting company or web developer | 30 min | High |
| 4 | **Trim the scripts that freeze the page**<br>The page was unresponsive to taps for 630 ms in total (target: under 200 ms). About 479 KB of JavaScript and 324 KB of CSS goes unused on the homepage. The Google Tag Manager container appears twice in the load list, and Hotjar and the full Font Awesome icon set load on every visit. | Web developer | 2–3 hours | Medium |
| 5 | **Let people zoom in**<br>The page tells phones not to allow pinch-to-zoom ( `user-scalable=no` , `maximum-scale=1.0` ). That is a problem for older customers reading small print. A one-line fix. | Web developer | 5 min | Medium |
| 6 | **Move your reviews and Gas Safe number to the top**<br>Your 4.9-star rating from 168 reviews is your best selling point, but it sits about 4,000 pixels down the page, roughly four and a half phone screens. Put one line under the headline: rating, review count, Gas Safe registration number. | You and your web developer | 30 min | High |
| 7 | **Use one headline that says what you do and where**<br>The homepage has two main headings (H1): “Plumbing problems? We’re here to help” and “Heating problems? We’re here to help”. Neither says Leeds, boilers or Gas Safe. There are no sub-headings (H2) at all. The rewrite in section 4 gives you one clear H1. | You (paste) or web developer | 15 min | Medium |
| 8 | **Replace the general paragraphs with specifics**<br>Phrases like “look no further”, “go above and beyond” and “the best choice” appear on thousands of trade websites. The specific facts you already have (30 years, chartered engineers, 7-day emergency repairs, up to 12-year warranty) are spread through long paragraphs. The rewrite puts them up front. | You (paste) | 30 min | Medium |
| 9 | **Fix three small accessibility snags**<br>1) The red `#DC3D38` on white measures 4.4:1, just under the 4.5:1 minimum. `#C8322D` passes at 5.3:1 and looks almost identical. 2) The logo link and the menu button have no text label, so screen readers just say “link”. 3) The phone number and email in the header are too small and close together to tap reliably. | Web developer | 30 min | Low |
| 10 | **Show your Gas Safe registration number and the areas you cover**<br>The Gas Safe logo is there, but not the number. Many customers check the number on the Gas Safe Register before letting anyone touch a boiler. List the towns you cover in plain text. | You | 10 min | Medium |

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## Top of the page

Everything here comes from facts already on your site. Items in [brackets] are for you to confirm or fill in. Nothing is made up.

MAIN HEADING (H1)

### Plumbing and heating engineers in Leeds

LINE UNDER THE HEADING

Family-run for over 30 years. Gas Safe registered engineers. Emergency repairs 7 days a week.

TRUST LINE

★ 4.9 from 168 reviews · Gas Safe reg. no. [number] · Up to 12 years' warranty on new boilers

BUTTONS

**Book online, any time | Call [phone number]**

## What we do

SUB-HEADING (H2) + SHORT SERVICE BLOCKS

**New boilers.** We'll tell you which boiler suits your home and budget, fit it, and register the warranty: up to 12 years.

**Boiler servicing and repairs.** Annual services, breakdowns and service plans, so you aren't left without heating.

**Plumbing.** Taps, showers, leaks and pipework, for homes and businesses.

**Underfloor heating, heat pumps and solar thermal.** Air source, ground source and solar hot water, designed and fitted by our own engineers.

**For landlords and businesses.** Gas safety certificates, commercial gas, Legionella control and RPZ valve installation and servicing.

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SUB-HEADING (H2)

### Why Leeds homeowners call [the company]

- A family business with over 30 years in plumbing and heating
- Chartered, Gas Safe registered engineers, not subcontractors [confirm]
- Book online 24 hours a day; emergency repairs 7 days a week
- Honest advice and a clear price before work starts [confirm wording]

AREA (H2)

Based in Leeds, working across West Yorkshire: [list 5–8 towns you cover].

CLOSING CALL TO ACTION

**Boiler playing up?** Book online in two minutes, or call [phone number]. We'll tell you straight what it needs.

## For Google

PAGE TITLE (shown in Google results, under 60 characters)

`Plumbing & Heating Engineers in Leeds | [Company] Ltd`

META DESCRIPTION (under 155 characters)

`Family-run plumbing and heating engineers in Leeds for over 30 years. Gas Safe registered, 7-day emergency repairs, boilers with up to 12-year warranty.`

## How this was checked

Lighthouse 13.6 (mobile, simulated throttling) on the public homepage, rendered screenshots in Chrome at phone size, a status check on the ten main internal links, and a read-through of the homepage text. Drafting was AI-assisted. Every number above was measured, and the report was read and checked by a person before sending. We did not log in to anything, see analytics or check the Google Business Profile.

First Screen · Sem Broek · [{EMAIL}] · [{DOMAIN}] · [{POSTAL_ADDRESS}]
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