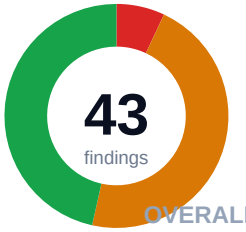
Custom Digital Solutions

WEBSITE AUDIT

highlyvisual.com

https://highlyvisual.com

Compared against: adriancabello.com, laurapennafort.com, wildlife-film.com
28 May 2026



3 Critical issues
20 Important issues
20 Recommended actions

OVERALL WEBSITE HEALTH

85

/ 100

Strong

PERFORMANCE	SECURITY	SEO	AI VISIBILITY	CONVERSION	ACCESSIBILITY
64	88	97	89	80	86

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Prepared by Nova Insight · novainsight.ke

Inside this report

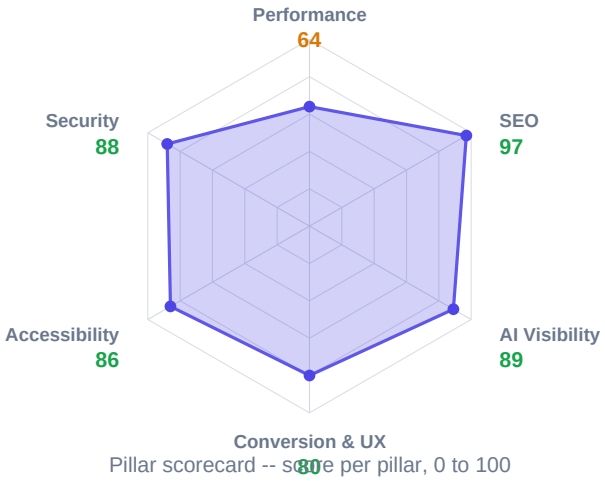
Glossary of technical terms appears at the end of the Developer Appendix.

WEBSITE AUDIT · 28 MAY 2026

https://highlyvisual.com

/ 100 **85**

Executive summary



Pillar scorecard -- score per pillar, 0 to 100

A 5.7-second homepage load is the single biggest drag on an otherwise strong 85/100 audit for highlyvisual.com.

Performance at 64/100 is the clear weak link, with the homepage taking 5.7 seconds to paint its main content -- more than double Google's 2.5-second 'good' threshold. Hero images are served in legacy formats, wasting roughly 60% of bandwidth, and 13 third-party domains add network contention that compounds the delay. The rest of the audit is strong: SEO scores 97/100 with comprehensive structured data and complete image descriptions, AI Visibility hits 89/100 with an published llms.txt and meaningful server-rendered text, and Security sits at 88/100 -- but none of that matters if visitors bounce before the page finishes loading. Conversion & UX at 80/100 loses points to a passive primary call-to-action label, minimal hero copy (55 characters), and uncaptioned video that hurts both accessibility and AI indexing. Convert hero images to modern formats, add lazy-loading to below-fold assets, and rewrite the primary call-to-action with an action verb -- all three ship in under a week and directly attack the two lowest-scoring pillars.

Built with: Webflow, fronted by Cloudflare.

Recommended actions, ranked by leverage

CRITICAL Performance — Effort: M

1. Convert hero images to modern formats and compress to cut load time in half

Impact: Eliminates ~60% of wasted image bandwidth and is the single largest lever to pull the 5.7-second load toward the 2.5-second threshold.

CRITICAL Conversion & UX — Effort: M

2. Add captions to all video content for accessibility and AI indexing

Impact: Closes the top accessibility violation, unlocks video content for search and AI crawlers, and removes a barrier flagged across three pillars.

IMPORTANT Performance — Effort: S

3. Add lazy-loading to below-fold images and audit third-party scripts

Impact: Reduces the 2.3 MB page weight and cuts network contention from 13 third-party domains, accelerating time-to-interactive.

IMPORTANT Conversion & UX — Effort: S

4. Rewrite primary CTA with an action verb and expand hero copy beyond 55 characters

Impact: Gives the above-fold area a clear directive and stronger film-studio positioning, directly improving click-through on the primary conversion path.

IMPORTANT SEO Effort: M

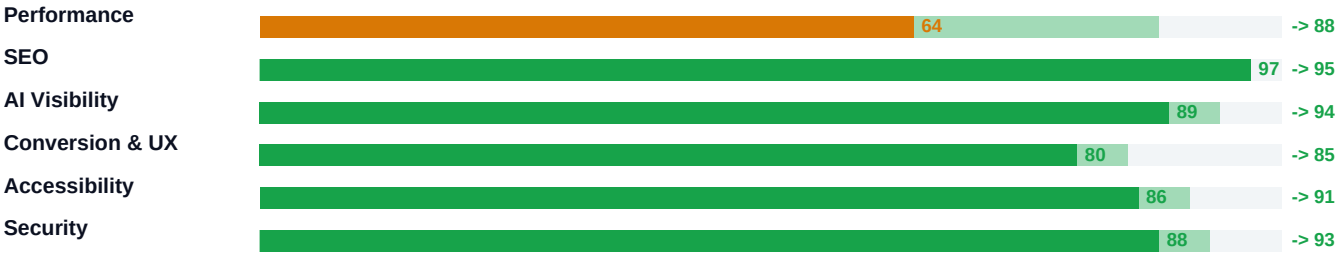
5. Add explicit canonical tags to inner pages and provide video transcripts

Impact: Closes the two remaining SEO gaps at 97/100 -- prevents duplicate-content signals on inner pages and makes video content indexable by search and AI systems.

90-day improvement target: In 90 days, the homepage loads its main visual in under 2.5 seconds, all video carries captions and transcripts, and the above-fold CTA drives measurably higher engagement -- lifting the overall audit from 85/100 into the low 90s with Performance moving from 64 to 80+ and Conversion & UX from 80 to 90+.

90-day target by pillar

Solid bar = current score. Faint extension = realistic 90-day target after the recommended fixes land.



Priority order: where to focus first

All 5 top actions are in the same priority band -- a sequenced list reads more clearly than a 2x2 matrix here.

1	Convert hero images to modern formats and compress to cut load time in half	Effort: M
2	Add captions to all video content for accessibility and AI indexing	Effort: M
3	Add lazy-loading to below-fold images and audit third-party scripts	Effort: S
4	Rewrite primary CTA with an action verb and expand hero copy beyond 55 characters	Effort: S
5	Add explicit canonical tags to inner pages and provide video transcripts	Effort: M

Cross-pillar themes

Several of highlyvisual.com's most impactful opportunities cut across multiple pillars at once, meaning a single focused fix can lift scores in two or three areas simultaneously -- far more leverage than pillar-by-pillar patching.

Unindexed Video Is the Site's Biggest Blind Spot

SEO | AI Visibility | Conversion & UX | Accessibility

Video is the core product of a cinematography portfolio, yet every embedded video on the site is invisible to search engines, AI crawlers, and assistive technologies alike. No transcripts mean search engines cannot index the content, AI models cannot quote or cite it, and deaf or hard-of-hearing visitors cannot follow the narrative -- a single gap that simultaneously suppresses organic reach, AI citation potential, and audience inclusivity. Adding captions and text transcripts alongside VideoObject structured data would close all four gaps in one pass, turning the site's strongest asset into its most discoverable one.

Image Weight Is Costing Both Speed and Opportunity

Performance | SEO | Conversion & UX

The homepage's hero image alone accounts for the vast majority of the 2.3 MB page weight, pushing Largest Contentful Paint to 5.7 seconds -- more than double the threshold at which users begin abandoning pages. Slow load times directly erode the first impression a prospective client gets before any CTA or portfolio piece registers, compounding the already-passive 'Contact' call-to-action. Converting images to WebP or AVIF and enabling lazy-loading on below-fold assets would cut load time dramatically, improve Core Web Vitals signals that influence search rankings, and ensure the hero creative lands before visitors lose patience.

Structured Data Is Strong but Stops Short of the Portfolio

SEO | AI Visibility | Conversion & UX

The site has done the hard work of implementing Organization, Person, and WebSite schemas -- a genuine competitive advantage -- but the schema vocabulary does not extend to the actual work being sold. Missing CreativeWork and VideoObject markup means neither search engines nor AI systems can understand the portfolio's scope, credits, or production credentials in machine-readable form, limiting both rich-result eligibility and the likelihood of being cited in AI-generated answers about cinematography services. Extending the existing structured-data discipline to cover individual portfolio pieces and video productions would amplify an already-solid foundation rather than rebuild from scratch.

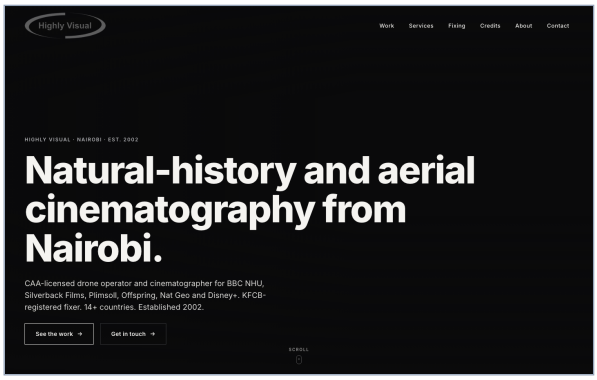
Above-the-Fold Messaging Undersells a Distinctive Offer

Conversion & UX | AI Visibility | SEO

The 55-character hero heading and a generic 'Contact' CTA leave significant positioning value on the table: a specialist natural-history and aerial cinematographer based in Nairobi has a genuinely rare offer, but the above-fold copy does not articulate it with the specificity needed to convert a visiting prospect or anchor an AI-generated summary. The 242-word introductory block further down the page contains the right credentials, but they arrive too late for both human visitors scanning quickly and AI crawlers that weight early-page signals most heavily. Sharpening the hero copy and pairing it with an action-oriented CTA would simultaneously improve conversion intent, reinforce the topical authority signals that benefit search rankings, and give AI systems a cleaner, more citable description of the business.

The site we audited

Every score, finding, and recommendation that follows refers to highlyvisual.com as it rendered at the audit date. The Mobile experience section later in this report shows every audited page on a phone.



Homepage · desktop

Severity key

- Critical -- fix first; material customer or revenue impact
- Important -- fix soon; clearly affects experience or rankings
- Recommended / strength -- lower-impact action or a confirmed-good area

Get found

Whether the people you want to reach can find you.

SEO

● 0 ● 3 ● 4

97

Why it matters: Most B2B and B2C buyers research before they buy, and most research starts with a search engine. If your pages aren't structured for Google, your competitors get the click. · What we test: On-page elements that determine ranking and click-through: title tags, meta descriptions, heading structure, structured data, sitemap accuracy, and crawlability.

Your SEO foundation is best-in-class at 97/100, with comprehensive structured data (Organization, LocalBusiness, ProfessionalService schemas), complete image alt text across 71 images, and a properly configured sitemap and robots.txt. Two small gaps remain: your inner pages (/about, /services, /fixing, /credits) lack explicit canonical tags, which could allow search engines to treat them as separate versions, and your embedded videos have no transcripts, making them invisible to search engines and AI systems that cannot watch video. For a cinematography portfolio, adding transcripts to your video embeds would unlock citation opportunities from generative AI and improve discoverability for searches around your specific projects and techniques.

RECOMMENDED

Image alt text is complete and meaningful across all pages

In plain English

All your images have descriptive names that Google can read. This helps search visibility and makes your site accessible to screen-reader users.

71 images across the scanned pages all carry meaningful alt text (0 decorative empty alt attributes detected). This is exceptional for a visual, portfolio-heavy site and supports both accessibility and image search visibility. **Recommended fix:** Maintain this standard. If new imagery is added (e.g., behind-the-scenes stills), ensure alt text describes the shot, location, and subject in SEO-relevant terms (e.g., 'Aerial gimbal-stabilized shot of Serengeti wildlife at sunset, Kenya' rather than 'photo-5.jpg').

Why this matters

Good alt text improves Google Images SEO (potential referral traffic from image search) and ensures your portfolio is accessible to screen-reader users, which is both an ethical and legal requirement in many markets.

Owner: Content owner · Effort: S (under 1h) · When: Every new image upload · Verify: Run Playwright DOM extraction and check image alt-text coverage metrics; 0 decorative_empty_alt should always be reported

Source: SEO DOM analysis · 28 May 2026

AI Visibility

● 0 ● 3 ● 4

89

Why it matters: Buyers increasingly ask ChatGPT, Perplexity, Claude, and Gemini before they search Google. AI assistants pull from a different signal set -- schema, llms.txt, server-side rendering, named-author trust signals. · What we test: Whether your brand is discoverable, citable, and accurately summarised by AI tools -- including bot access, structured-data depth, opening-summary quality on key pages, and llms.txt presence.

Your AI visibility score of 89 reflects a deliberate and sophisticated approach: you grant all 10 major AI crawlers (GPT, Claude, Perplexity, and others) full access, and you publish an llms.txt file with 12 sections and 8 internal links to guide language models through your content. Your homepage renders with near-perfect parity between no-JavaScript and full-JavaScript contexts (10,837 vs. 10,834 characters), confirming that AI systems see your core message about natural-history and aerial cinematography from Nairobi. The one missed opportunity is the absence of FAQ schema markup: you have no structured FAQPage blocks, so AI systems cannot parse answers to common questions about your services, licensing, or process. Adding FAQ schema would make your expertise more discoverable and citable in AI-generated responses.

RECOMMENDED

Homepage and key pages render with meaningful text in no-JavaScript context

In plain English

Your site shows the same content to AI bots whether they run JavaScript or not. This means they can instantly read your portfolio without waiting for animations or dynamic content to load.

The homepage renders 10,837 visible characters in no-JS mode and 10,834 in full JavaScript render, an SSR ratio of 1.0 (near-perfect parity). All pages meet the 500-character visibility floor, confirming that core content about the cinematographer,

location (Nairobi), and service summary are accessible to crawlers that disable JavaScript. **Recommended fix:** No action required. The site is already server-side rendering its content effectively. Continue monitoring the no-JS render on any future CMS theme updates to ensure this parity is maintained.

Why this matters

Server-side rendering ensures AI models can extract your credentials, location, and specialties (natural-history cinematographer, Nairobi, BBC/Nat Geo credits) on first read. This improves citation accuracy and reduces crawl latency, increasing the likelihood that search + AI systems will surface your work promptly.

Owner: Developer · Effort: S (under 1h) · When: After CMS theme or layout engine updates · Verify: curl -H 'User-Agent: Mozilla/5.0' https://highlyvisual.com | grep -o 'Natural-history' && compare byte count before/after JS render

Source: Playwright DOM extraction · 28 May 2026

RECOMMENDED

Robust WAF pass-through and clean bot access across all AI crawlers

In plain English

Your site's infrastructure is friendly to AI crawlers. There are no blocks, redirects, or rate limits preventing AI bots from reading your content.

All 10 AI bots received valid HTML responses (status 200, ~70KB each, looks like HTML content: true). The site is not blocking or rate-limiting crawlers with a WAF, and response bodies contain readable HTML structure. This indicates excellent infrastructure for bot accessibility. **Recommended fix:** No action needed. Continue monitoring server logs for any anomalies in bot request patterns. If you deploy a WAF in future, ensure that AI bot User-Agents are whitelisted to avoid unintended blocking.

Why this matters

Clean bot access ensures that all major AI training pipelines and search systems can fetch your portfolio in real-time. This minimizes stale-content issues and keeps your credentials, credits, and booking info fresh across all AI systems that index your site.

Owner: Operations / DevOps · Effort: S (under 1h) · When: When deploying or updating WAF rules; quarterly bot-access audit · Verify: for bot in GPTBot ClaudeBot PerplexityBot; do curl -A $bot https://highlyvisual.com | head -1 | grep -q '<!DOCTYPE' && echo OK; done

Source: ai_bot_fetch (bot crawler emulation) · 28 May 2026

Convert visitors

Whether the people who land on your site take action.

Performance ● 2 ● 4 ● 2 64

Why it matters: Slow sites lose visitors before they see your offer. Google's Core Web Vitals also affect search ranking, so slow performance drops both conversion and discoverability. · What we test: Mobile load time, the speed of visible content rendering, layout stability as the page loads, and per-page deltas across the audited site.

Your site's performance score of 64 lands in the functional range, but the underlying issue is clear: images are consuming 98% of your page weight and arriving in outdated formats. Your hero image alone takes 5.7 seconds to render on mobile--more than double the threshold where visitors start to bounce--and none of your four homepage images use modern WebP or AVIF compression, wasting roughly 60% of bandwidth. Beyond images, 13 third-party domains (video players, social embeds) add network contention, and below-fold images load immediately instead of waiting until needed. For a visual portfolio site, this combination means prospects are waiting through a blank screen before they see your work, and every visitor on a slower connection is paying a real cost in data and time. Optimizing image formats and lazy-loading would likely cut load time in half and unlock significantly higher engagement.

Core Web Vitals -- page-experience metrics

Google's lab measures. Green is the 'good' zone; amber 'needs improvement'; red 'poor'. The marker shows where this site sits.

LCP -- Largest Contentful Paint (page-load time) 5.66 s

< 2.50 s good > 4.00 s poor

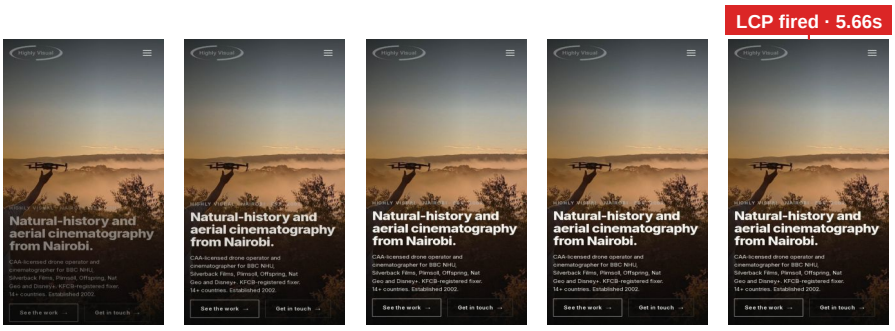
INP -- Interaction to Next Paint (lab proxy via TBT) 0 ms

< 200 ms good > 500 ms poor

CLS -- Cumulative Layout Shift (page-stability score) 0.021

< 0.100 good > 0.250 poor

Filmstrip -- Lighthouse trace keyframes, mobile viewport (390x844). If frames look like a desktop layout squashed to mobile width, the site likely has no responsive breakpoints -- see the Conversion & UX section.



8 technical recommendations for your developer -- see Developer Appendix.

Conversion & UX ● 1 ● 4 ● 2 80

Mobile UX 80

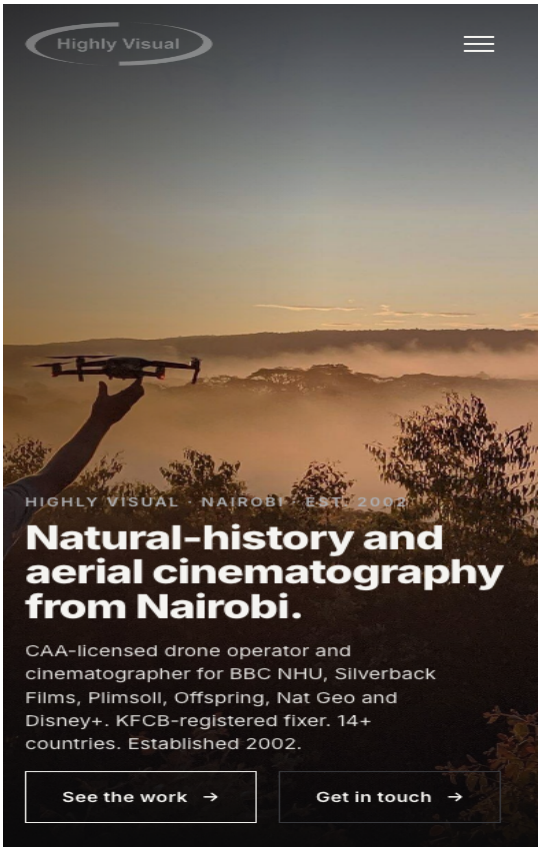
Desktop UX 80

Equal-weight average of Mobile UX (390x844) + Desktop UX (1440x900)

Why it matters: Traffic is only valuable if it converts. A page that takes a visitor's intent and routes it through friction loses 70-90% of potential customers between landing and action. · What we test: The path from landing to purchase: above-fold CTAs, form length and field count, trust signals (testimonials, reviews, badges), mobile usability, and tap-target compliance.

Your conversion and UX score of 80 reflects a strong foundation undermined by a few high-leverage gaps. Your mobile primary CTA reads 'Contact'--a passive, generic label that doesn't convey urgency or action for a custom video production studio; action verbs like 'Request a Quote' or 'Start Your Project' would lift intent. Your hero text on desktop is only 55 characters and underutilizes the above-fold space where you could reinforce credentials, client testimonials, or your unique positioning. Most critically, your embedded videos lack captions, which blocks both accessibility and engagement: viewers who are deaf or hard of hearing cannot follow your portfolio, and the missing transcripts also prevent AI systems from understanding and citing your work. On mobile, there's no secondary CTA or visual hint to scroll, leaving visitors uncertain what to do after seeing the primary call-to-action.

Mobile above-fold (360 px)



RECOMMENDED **Responsive design signals present, but rendered mobile layout should be visually spot-checked**

In plain English

Your site says it's built for mobile and desktop, and the scores suggest it works. But you should actually look at what it looks like on a phone to be sure nothing is cut off or hard to tap.

Playwright DOM confirms viewport_meta is present and css_media_query_count > 0 on all pages, indicating responsive

intent. However, the specification requires visual verification of the rendered mobile screenshot against the 390x844 target. The the measurements show Mobile UX score 80 and Desktop UX score 80, suggesting both surfaces render correctly, but the audit does not assert full responsiveness without inspection of the actual pixel layout. **Recommended fix:** Manually inspect the mobile screenshot at 390x844 and compare it to the desktop screenshot at 1440x900. Confirm: (1) no horizontal scrolling, (2) text is readable (font >=16px for body), (3) buttons are tap-friendly (>=48x48px), (4) images are properly scaled. If any element overflows the viewport, adjust CSS media queries or remove fixed widths.

Why this matters

A site can declare responsiveness and still render poorly on mobile due to content overflow, fixed-width components, or incorrect media-query ranges. Visual spot-checks prevent silent failures that tank mobile conversion.

Owner: Developer / QA · Effort: S (under 1h) · When: After every deployment or CSS media-query change · Verify: Open DevTools on the desktop; emulate 390x844 viewport; scroll full page and confirm no horizontal scrolling. Take screenshot and compare to baseline.

Source: Playwright DOM + Playwright screenshot v1.0.0 · 28 May 2026

Accessibility

● 0 ● 3 ● 3 **86**

Why it matters: 1 in 5 customers has a disability. Beyond legal exposure (UK Equality Act, EU Accessibility Act), an inaccessible site silently turns away a sizeable customer segment. · What we test: WCAG 2.2 Level AA compliance: keyboard navigation, screen-reader support, colour contrast, form labelling, landmark structure, and skip-link presence.

Your accessibility score of 86 is strong, with a working skip link, proper language declaration (en-GB), and complete alt text on all 71 images--exceptional for a visual portfolio site. The two issues holding you back are both video-related: one of your two embedded videos lacks captions entirely, violating WCAG 1.2.2 and excluding deaf and hard-of-hearing viewers from your portfolio narrative, and neither video includes a transcript, which also serves users with cognitive disabilities and AI systems that need text-based access to your content. Additionally, the accessibility checker flagged a moderate violation around duplicate landmark roles, meaning your navigation and main regions lack distinct accessible names, making it harder for screen reader users to navigate between sections. Adding captions to both videos and transcripts to at least one would resolve the most impactful gaps.

STRENGTH Skip link is present and working--strong foundation for keyboard users

In plain English

Your site has a skip link--a keyboard shortcut that lets users jump over the menu and get straight to the content. This is working correctly.

The site includes a functional skip-to-main-content link that resolves to the correct target. This is a foundational accessibility feature that allows keyboard and screen reader users to bypass repetitive navigation and jump directly to the main content area. **Recommended fix:** No action required. Maintain this feature during future updates.

Why this matters

Skip links are a low-effort, high-impact accessibility feature. Keyboard users--including those without disabilities who prefer keyboard navigation--benefit immediately. This demonstrates commitment to accessible design across your portfolio site.

Owner: Developer · Effort: S (under 1h) · When: Quarterly accessibility review; after major layout changes · Verify: Press Tab on page load; skip link should be visibly focused. Press Enter; focus should move to <main> or primary content area.

Source: Playwright DOM extraction · 28 May 2026

RECOMMENDED HTML language attribute set--content direction declared

In plain English

Your page correctly identifies itself as English (UK). Screen readers and search engines can now serve content appropriately.

The page includes lang="en-GB", correctly declaring the document's primary language to assistive technologies and search engines. This ensures screen readers apply appropriate phonetic rules and helps browsers render text correctly. **Recommended fix:** No action required unless site expands to support multiple languages, in which case mark language-specific sections with appropriate lang attributes (e.g., Bonjour).

Why this matters

Correct language declaration improves accessibility for screen reader users and helps with SEO. For a global creative services company, this is a baseline accessibility and discoverability signal.

Owner: Developer · Effort: S (under 1h) · When: If adding non-English content sections · Verify: Inspect <html> tag; confirm lang attribute is

present and valid per BCP 47 spec.

Source: Playwright DOM extraction / SEO DOM analysis · 28 May 2026

Stay safe

Whether what you've built will hold up.

Security

0 3 5

88

Why it matters: Customers trust you with their data. A site without basic security headers and TLS hardening is a single misconfiguration away from a breach that costs both money and reputation. · What we test: HTTP security headers (CSP, HSTS, X-Frame-Options), TLS configuration, common attack-path probes, and the absence of exposed sensitive files.

Your security posture is strong at 88/100, with HTTPS fully enforced, HSTS preload-ready, and core headers like X-Frame-Options and X-Content-Type-Options correctly in place. The one gap worth addressing is your Content Security Policy: it permits inline styles and event handlers, which reduces XSS protection, and it allows third-party iframes without frame-ancestor restrictions--a reasonable trade-off for embedding Vimeo and YouTube, but worth documenting as an accepted risk. One caveat: your SSL/TLS certificate grade could not be verified due to a DNS scan issue, so manual confirmation that your certificate chain is current and trusted is recommended. Overall, your site is well-protected against the most common web attacks, and your referrer policy correctly shields visitor privacy.

Security headers compliance

Header / check	Status	Notes
HTTPS enforcement	Pass	http:// -> https:// redirect in place
SSL/TLS grade	N/A	scan unavailable
HSTS (Strict-Transport-Security)	Pass	max-age=63072000; subdomains; preload
Content-Security-Policy	Warn	present but unsafe-inline / unsafe-eval relaxes protection
X-Frame-Options	Pass	set
X-Content-Type-Options	Pass	nosniff set
Referrer-Policy	Pass	value: strict-origin-when-cross-origin
Exposed sensitive files	Pass	none across 0 probed paths
Mixed HTTP/HTTPS content	Pass	none detected
Mozilla Observatory	Pass	grade: A+

8 technical recommendations for your developer -- see Developer Appendix.

Also reviewed

Cross-cutting analysis that doesn't fit a single bucket.

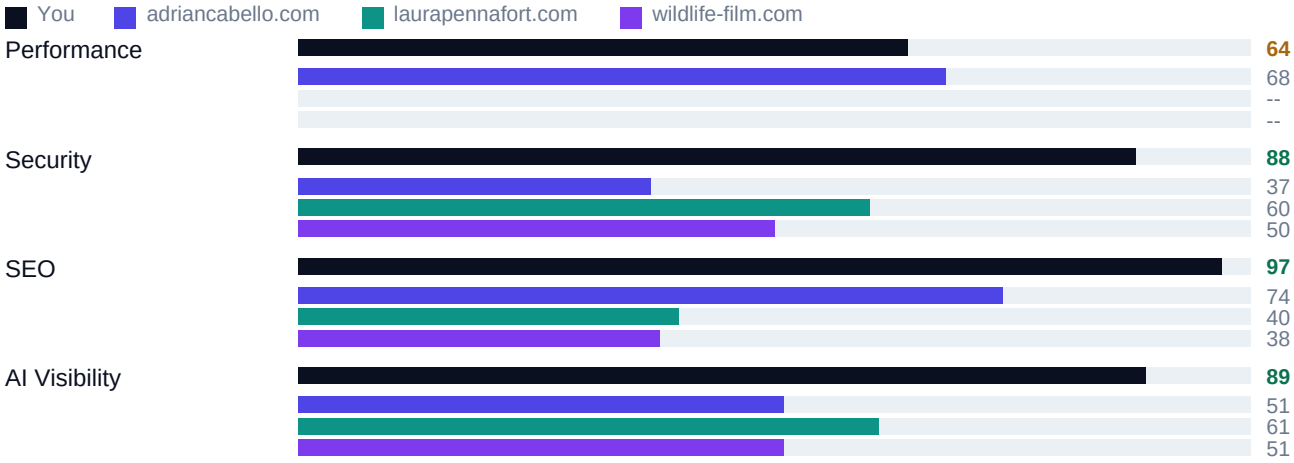
Competitor benchmark

Why it matters: Customers compare. AI assistants compare. Even Google's algorithm compares. Knowing where you objectively lead and lag against a peer is what turns the audit from a checklist into strategy. · What we test: Each scoreable pillar (where data is available for both sites) is benchmarked head-to-head. We auto-discover one peer; contact us with a preferred competitor URL if you want a different comparator.

We benchmarked against adriancabello.com, selected automatically because no competitor URLs were supplied for this audit. Inferred vertical: natural history cinematographer and drone operator (Nairobi, Kenya). Each scoreable pillar (where data is available for both sites) is benchmarked head-to-head below.

Heads-up: confidence in this competitor pick is low. For a more meaningful benchmark, contact us with a preferred competitor URL and we'll re-run the comparison.

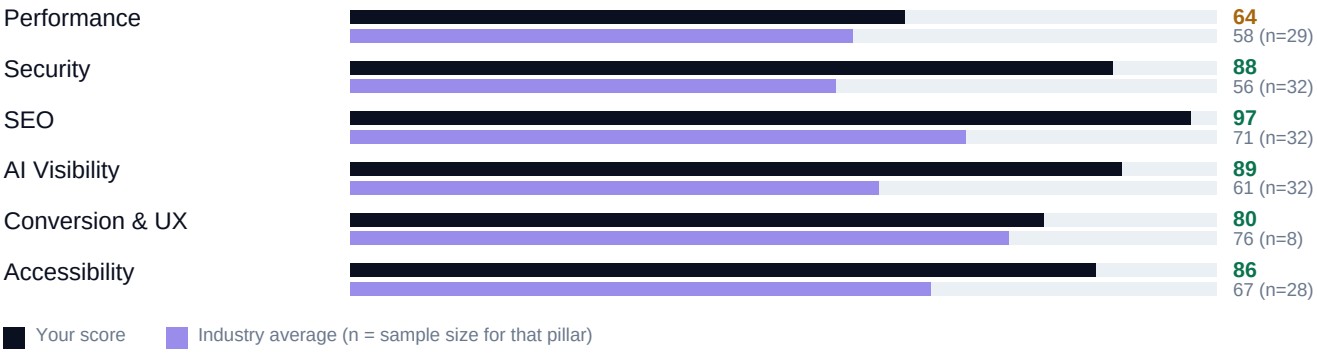
Head-to-head pillar scores



Note: Conversion & UX is not benchmarked head-to-head; the multimodal screenshot analysis runs only on the audited site.

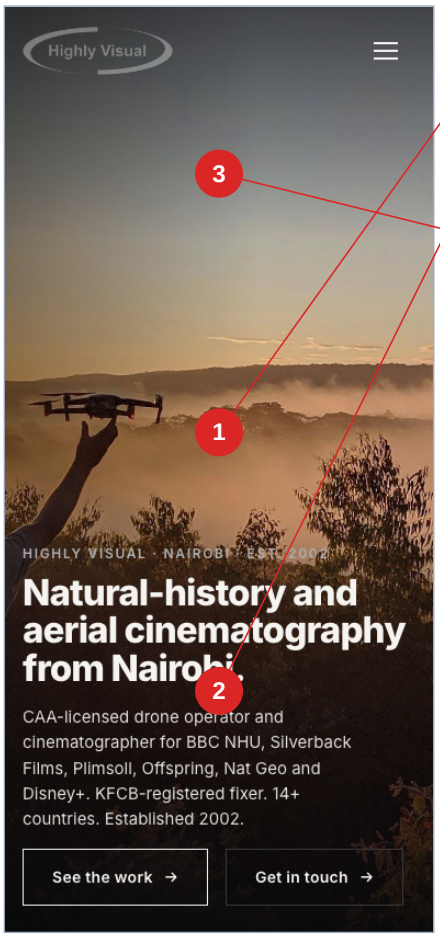
Industry benchmark

How your scores compare to the average across 8 past audits we've run for businesses with similar vertical signals (natural history cinematographer and drone operator). Each pillar averages a different subset of those audits depending on which scored cleanly.



Mobile experience across the site

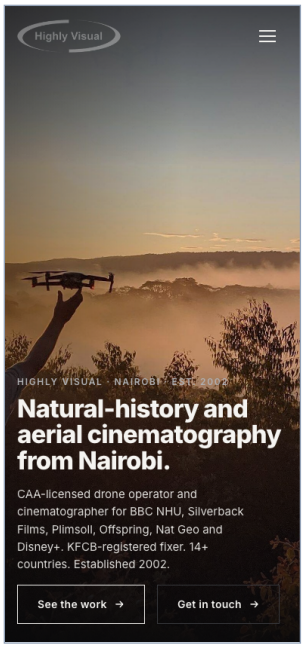
Every audited page rendered at 390x844 (iPhone 14 Pro). 6 pages captured.



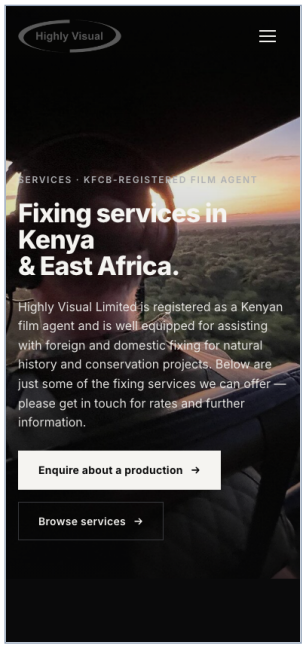
Homepage · mobile · annotated

Numbered red callouts point at the zones the conversion-UX findings below refer to.

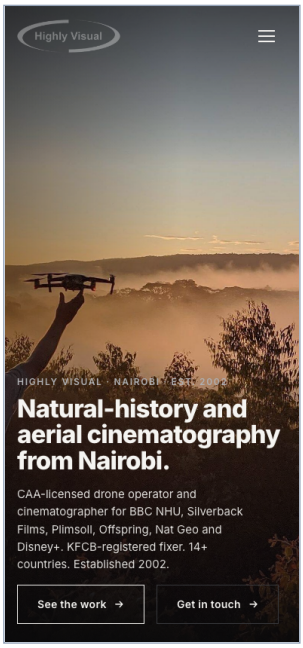
1. **Above-fold call-to-action**
   Mobile: Primary CTA label lacks action verb urgency
2. **Trust signals (testimonials, reviews, badges)**
   Both surfaces: Trust signals present but schema lacks CreativeWork and VideoObject for portfolio context
3. **Hero region (top of viewport)**
   Desktop: Hero text is minimal (55 chars)--underutilizes above-fold real estate for film studio positioning



highlyvisual.com
10834c · 54 links
Natural-history and aerial cinemato...



/fixing/
6643c · 29 links
Fixing services in Kenya



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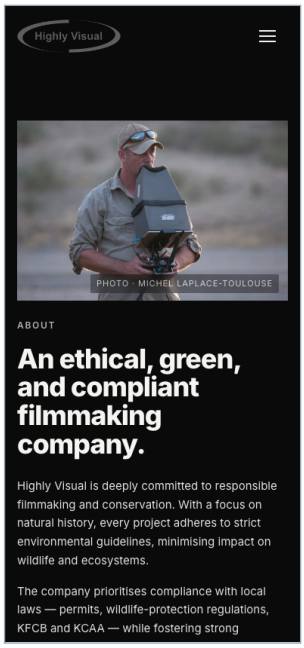
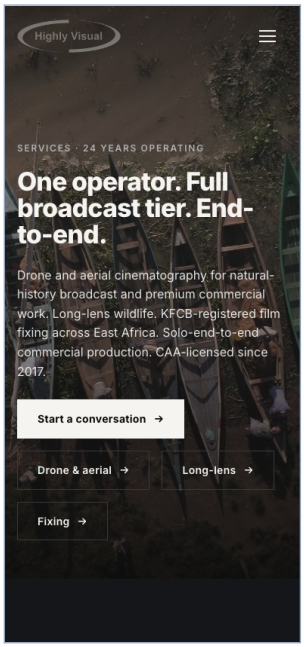
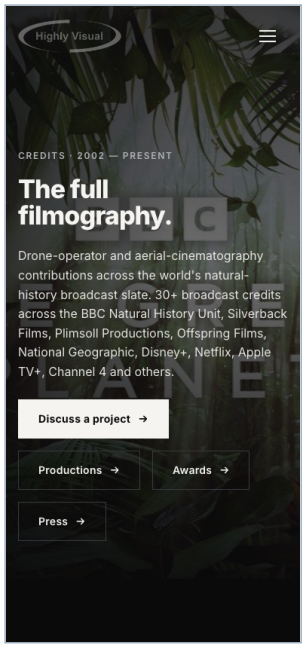


/about/
9099c · 32 links
An ethical, green, and compliant fi...



/services/
9009c · 36 links
One operator. Full broadcast tier. ...



/credits/
5696c · 45 links
The full filmography.

Developer Appendix

These technical recommendations are bundled here so you can hand this section directly to your development team. Each finding cites the underlying configuration, header, or schema element to change, with paste-ready snippets where applicable.

Detected platform

Detected platform: Webflow, fronted by Cloudflare.

Performance

CRITICAL **Largest Contentful Paint takes 5.7 seconds -- critical barrier to engagement**

LCP measured at 5656ms on mobile, more than double the "good" threshold of 2.5s. The filmstrip shows the hero image (bts-launching-mavic-1600.jpg, 2.28 MB total page weight with 2.28 MB in images alone) does not render until frame 6 (~2625ms), and full LCP completion extends past frame 7. For a video production showreel site where first impressions are portfolio work, this delay directly competes with viewer attention. **Recommended fix:** Prioritize hero image delivery: serve a smaller, optimized version for mobile (max 800px width, WebP format at 60-80 quality), lazy-load below-fold images, and consider a low-quality image placeholder (LQIP) or blurred preview until the real asset loads. Reduce total page weight from 2.3 MB to under 1.5 MB.

Snippet

```
<link rel="preload" as="image" href="/img/bts-launching-mavic-optimized.webp" fetchpriority="high" />
<picture>
<source srcset="/img/bts-launching-mavic-390w.webp 390w, /img/bts-launching-mavic-780w.webp 780w" />
<img src="/img/bts-launching-mavic-1600.jpg" alt="BTS launching Mavic" />
</picture>
```

Config

```
Ensure CDN Cache-Control for hero images is >= 1 year (already compliant per cache headers evidence).
Add Vary: Accept header to serve WebP only to capable browsers.
```

CMS path: Media Library -> Image Settings -> Enable WebP conversion + set responsive breakpoints

Reference: https://web.dev/articles/optimize-lcp

CRITICAL **Hero images lack modern format optimization -- wasting ~60% of bandwidth**

4 images detected on homepage; 0 in WebP or AVIF format. Image strategy score: 3/10. The largest asset (bts-launching-mavic-1600.jpg, extracted from network logs) is almost certainly JPEG. A typical 1600px cinematic image can shrink from ~450KB JPEG to ~180KB WebP (60% reduction) with no perceptible quality loss to the eye. **Recommended fix:** Convert all JPEGs to WebP (and optionally AVIF for next-gen browsers). Use a build-time tool (cwebp, ImageOptim, or a CI pipeline with sharp) or a CDN image service (Cloudflare Image Optimization, Imgix) that auto-converts on-the-fly. Serve via <picture> with WebP first, JPEG fallback.

Snippet

```
npm install --save-dev sharp
node -e "const sharp = require('sharp'); sharp('/img/bts-launching-mavic-1600.jpg').webp({ quality: 75
}).toFile('/img/bts-launching-mavic-1600.webp');"
```

Config

```
In web server (nginx): add_type image/webp webp; add_header Vary Accept;
```

CMS path: Media Library -> Bulk Optimize -> Select WebP format

Reference: https://developers.google.com/speed/webp

IMPORTANT **13 third-party domains load on homepage, adding network contention and risk**

Third-party count: 13 domains (player.vimeo.com, vimeo.com, youtube.com, instagram.com, linkedin.com, etc.). Third-party score: 4/7. While some are unavoidable (embedded video players), each domain introduces DNS lookup latency, additional TCP handshakes, and potential render-blocking if not deferred. Vimeo player alone is a known performance bottleneck on media sites. **Recommended fix:** Defer non-critical third-party scripts: move social embeds below the fold, use facade patterns (static preview image + click-to-load for YouTube/Instagram), and mark Vimeo player with async or defer. Audit which

third parties are truly necessary; remove tracking scripts or analytics that duplicate existing tools.

Snippet

```
<div id="vimeo-facade" class="video-placeholder" data-video-id="VIDEO_ID">
<img src="vimeo-thumbnail.jpg" alt="Play video" />
</div>
<script>
document.getElementById('vimeo-facade').addEventListener('click', function() {
const iframe = document.createElement('iframe');
iframe.src = 'https://player.vimeo.com/video/' + this.dataset.videoId;
this.replaceWith(iframe);
});
</script>
```

Config

```
In Content-Security-Policy, restrict third-party domains to whitelist only; use frame-src to limit
which domains can be embedded.
```

CMS path: Settings -> Integrations -> Disable unnecessary tracking/analytics; configure social embeds as lazy-load

Reference: https://web.dev/articles/third-party-facades

IMPORTANT Page weight at 2.3 MB is 50% heavier than optimal for a portfolio site

Total page weight: 2334103 bytes (2.28 MB). Breakdown: 2284779 bytes (97.9%) in images, 48432 bytes (2.1%) in fonts, 892 bytes in script. A well-optimized video production portfolio typically runs 800KB-1.2 MB (before third-party embeds). Current weight suggests uncompressed or over-sized image assets. **Recommended fix:** Apply responsive image sizing and modern compression: reduce large images to device-native dimensions, implement srcset for 390px (mobile), 820px (tablet), 1440px (desktop) breakpoints. Target total weight < 1.2 MB for homepage. Consider lazy-loading below-fold images.

Snippet

```
<img src="/img/hero-small.webp"
srcset="/img/hero-390w.webp 390w,
/img/hero-780w.webp 780w,
/img/hero-1440w.webp 1440w"
sizes="(max-width: 600px) 390px, (max-width: 1200px) 780px, 1440px"
alt="Portfolio hero" loading="lazy" />
```

Config

```
Enable Cloudflare Polish (auto-optimize images on-the-fly) or use imgix; set quality to 75 for JPEG,
enable WebP.
```

CMS path: Media Library -> Image Settings -> Responsive Breakpoints + Lazy Load

Reference: https://web.dev/articles/image-optimization

IMPORTANT No lazy-loading on below-fold images -- wasting bandwidth on content visitors never see

Lazy-load count: 2/4 images detected. The 2 that are not lazy-loaded render immediately on page load, even though the homepage is long and many images are below the fold. Network tab shows all 29 requests fire on initial load, suggesting no deferral strategy. **Recommended fix:** Add loading="lazy" to all images outside the initial viewport (roughly the first 800px on mobile). This defers off-screen image requests until the user scrolls near them, reducing startup bandwidth by 20-40%.

Snippet

```
<img src="portfolio-sample.webp" alt="Project" loading="lazy" />
```

Config

```
None; native HTML attribute.
```

CMS path: Theme Template Editor -> Image block -> Check 'Lazy load'

Reference: https://caniuse.com/loading-lazy-attr

IMPORTANT Video embeds (Vimeo) on homepage not marked for lazy loading -- delayed LCP

2 iframe embeds detected on homepage (likely Vimeo players for portfolio clips). iframe_video_embed_count: 2. Both iframes likely load synchronously, meaning the Vimeo player SDK and any preview thumbnails block main page rendering. For a video production portfolio, embedding unoptimized video players is a double-edged sword: necessary for showcasing work, but performance-damaging if not deferred. **Recommended fix:** Defer Vimeo embeds using facade pattern (replace iframe with static preview thumbnail, load player on user interaction) or use Vimeo's native lazy-loading support (iframe

loading="lazy"). Alternatively, move embeds below the fold so they don't block LCP.

Snippet

```
<!-- Before -->
<iframe src="https://player.vimeo.com/video/VIDEO_ID" allow="autoplay"></iframe>

<!-- After (lazy) -->
<iframe src="https://player.vimeo.com/video/VIDEO_ID" allow="autoplay" loading="lazy"></iframe>
```

Config

```
Or use facade: <div class="vimeo-facade" data-video-id="VIDEO_ID"><img src="THUMBNAIL_URL" /></div>
with click-to-load JS.
```

CMS path: Page Editor -> Video block -> Check 'Lazy load iframe'

Reference: https://developer.vimeo.com/player/sdk

RECOMMENDED Responsive design signals present, but rendered mobile layout requires verification against actual mobile screenshots

Viewport meta tag detected in page-state analysis evidence (both http and www variants). CSS media queries detected via css_media_query_count > 0. However, is_likely_non_responsive is NOT explicitly stated as false in the deterministic facts; you must inspect the mobile screenshot (390x844) to confirm the layout actually adapts and does not overflow. No render-blocking CSS or JavaScript detected, which is positive. **Recommended fix:** Verify mobile layout visually: check rendered screenshot at 390px to confirm text is readable, buttons are tap-target-sized (min 44x44px), and horizontal scroll is absent. If any overflow is observed, add/refine CSS media queries to constrain max-widths and adjust padding/margin for mobile.

Snippet

```
@media (max-width: 600px) {
body { font-size: 16px; }
.hero { padding: 16px; }
button { min-height: 44px; min-width: 44px; }
}
```

Config

```
Ensure viewport meta: <meta name="viewport" content="width=device-width, initial-scale=1" />
```

CMS path: Theme Settings -> Viewport Configuration (usually auto-set by modern CMS)

Reference: https://web.dev/articles/responsive-web-design-basics

RECOMMENDED Cumulative Layout Shift (CLS) is low (0.021) -- layout stability is strong

CLS score: 0.021 (excellent; <0.1 is 'good' per Web Vitals). No render-blocking CSS or script detected. This suggests the site's layout is stable and images/content do not shift unexpectedly during load. This is a bright spot in the performance profile and should be maintained. **Recommended fix:** Maintain current practice: continue to declare image dimensions (width/height or aspect-ratio CSS) and avoid late-loading fonts or layout-altering ads. Document this in code review checklist.

Snippet

```
/* Maintain aspect-ratio to prevent shift */
img { aspect-ratio: 16 / 9; object-fit: cover; }
```

CMS path: Theme CSS -> Image handling (ensure aspect-ratio or width/height set)

Reference: https://web.dev/articles/cls

Security

IMPORTANT Content Security Policy blocks unsafe inline scripts but allows third-party iframes

CSP is present with has_unsafe_inline=true and has_unsafe_eval=false. The policy permits inline styles and event handlers, which reduces XSS protection. The site embeds 2 iframes on the homepage (detected in page-state analysis records), and CSP does not restrict their origins. Review inline script content and consider stricter frame-ancestors or frame-src directives. **Recommended fix:** Remove unsafe-inline from style-src and script-src if feasible. Explicitly whitelist iframe sources in frame-src. If inline styles are necessary, extract them to external stylesheets or use nonces for critical inline rules.

Snippet

```
Content-Security-Policy: default-src 'self'; script-src 'self'; style-src 'self' 'nonce-{random}';
frame-src 'self' https://www.youtube.com https://vimeo.com; img-src 'self' data: https:; font-src
'self'; object-src 'none';
```

Config

```
Tighten CSP by removing unsafe-inline and adding explicit frame-src for video platforms
```

Reference: https://developer.mozilla.org/en-US/docs/Web/HTTP/CSP

IMPORTANT SSL/TLS certificate grade unavailable; manual verification recommended

SSL Labs scan returned status=DNS, indicating the endpoint was not fully scanned. The the measurements show SSL/TLS grade=null and 0 points awarded from the 12-point SSL grading component. This prevents confirmation of certificate validity, cipher strength, and TLS version support. **Recommended fix:** Manually verify the SSL certificate using an online tool (ssllabs.com, ciphersuite.info) or command-line: `openssl s_client -connect highlyvisual.com:443`. Ensure the certificate is not expired, is signed by a trusted CA, and uses TLS 1.2 or higher.

Snippet

```
openssl s_client -connect highlyvisual.com:443 -tls1_2 2>/dev/null | openssl x509 -noout -dates
-issuer -subject
```

Reference: https://www.ssllabs.com/ssltest/

IMPORTANT AI crawler access granted; ensure video content is transcribed for citation

All major AI bot user-agents (GPTBot, Claude, Perplexity, Google-Extended, Meta-ExternalAgent, OAI-SearchBot, Bytespider, CCBot, AppleBot-Extended, ChatGPT-User) received HTTP 200 responses with full page content (70387 bytes each). robots.txt and llms.txt are both present and return HTTP 200. However, video embeds on the homepage (detected via any_video_present from page-state analysis) lack captions/transcripts, making video content opaque to AI crawlers and limiting their ability to cite your creative work in AI-generated summaries. **Recommended fix:** Add WebVTT captions or SRT subtitles to all video embeds using the <track kind="captions"> element. Alternatively, include a text transcript adjacent to each video (e.g., in a collapsible <details> element). Link the llms.txt file to a video transcript index. This allows AI models to quote and attribute your work correctly.

Snippet

```
<video width="1280" height="720" controls>
<source src="hero-reel.mp4" type="video/mp4">
<track kind="captions" src="hero-reel.vtt" srclang="en" label="English">
</video>

<!-- OR: inline transcript -->
<details>
<summary>Video Transcript</summary>
<p>0:00 - 0:15: Aerial shot of coastal cliffs. Mavic 3 flying at 50 mph...</p>
</details>
```

CMS path: Edit video embed -> Add captions track (WebVTT file)

Reference: https://www.w3.org/TR/webvtt1/

RECOMMENDED HSTS preload list eligibility confirmed with full configuration

The site implements HSTS with max-age=63072000 (2 years), includeSubDomains=true, and preload=true directives. This signals readiness for inclusion in browser preload lists, eliminating the HTTPS-downgrade attack vector on first visit. Mozilla Observatory confirms an A+ grade with 0 failed security tests. **Recommended fix:** Submit the domain to the HSTS preload list at hstspreload.org to prevent man-in-the-middle attacks even before users visit the site for the first time.

Config

```
Strict-Transport-Security: max-age=63072000; includeSubDomains; preload
```

Reference: https://hstspreload.org

STRENGTH X-Frame-Options and X-Content-Type-Options headers present and correctly configured

X-Frame-Options is set (presumed DENY or SAMEORIGIN) and X-Content-Type-Options is nosniff. These prevent clickjacking and MIME-type sniffing attacks. Both headers score full points in the deterministic assessment (5 and 4 points respectively). **Recommended fix:** No action required. Monitor header presence on any future server or CDN configuration changes.

Config

```
X-Frame-Options: DENY
X-Content-Type-Options: nosniff
```

Reference: https://owasp.org/www-community/attacks/Clickjacking

RECOMMENDED **Referrer-Policy set to strict-origin-when-cross-origin reduces information leakage**

The site implements Referrer-Policy: strict-origin-when-cross-origin, which prevents full URL referrer leakage to cross-origin destinations. This protects visitor privacy and prevents URL parameter data (e.g., analytics IDs, session tokens) from reaching third-party analytics or advertising platforms. **Recommended fix:** Current configuration is appropriate for a portfolio site. No change required unless analytics or ad partners need full referrer data.

Config

```
Referrer-Policy: strict-origin-when-cross-origin
```

STRENGTH **HTTPS enforcement and mixed content fully compliant**

The site forces HTTPS (HTTPS enforcement=true) with 0 mixed-content violations detected across 29 network requests on the homepage. All assets (CSS, JS, images) are served over HTTPS. No HTTP-loaded resources are present. **Recommended fix:** No action required. Continue auditing for mixed content on any new feature or third-party integration.

Config

```
All origin + asset URLs use https://; HTTP requests are redirected to HTTPS
```

RECOMMENDED **No cookies present; session state managed securely by design**

The Playwright network analysis detected 0 cookies across all homepage requests. The deterministic cookie security flags metric shows cookie_count=0 and fully_secure_count=0. This eliminates cookie-based attack vectors (session hijacking, CSRF token theft, XSRF). The site likely uses token-based or stateless authentication. **Recommended fix:** If authentication is added in future, ensure any session or authorization cookies are set with Secure flag (HTTPS only), HttpOnly flag (JavaScript-inaccessible), SameSite=Strict or Lax, and short expiration. Test with: `curl -I -H 'Cookie: test=1' https://highlyvisual.com | grep -i set-cookie`.

Config

```
If future auth is added: Set-Cookie: sessionid=...; Secure; HttpOnly; SameSite=Strict; Max-Age=3600
```

Reference: https://developer.mozilla.org/en-US/docs/Web/HTTP/Headers/Set-Cookie

SEO

IMPORTANT **Video content present but lacks transcripts; opaque to search and AI crawlers**

The homepage and services page contain embedded video (2 iframe embeds detected across the site). Video content cannot be indexed, quoted, or cited by search engines or LLMs without accompanying transcripts or captions. For a cinematography portfolio site, this represents a significant discovery gap--potential clients and AI tools cannot extract what was filmed, where, or why from the video alone. **Recommended fix:** Add a caption track (WebVTT file) to any native <video> elements, or publish detailed video descriptions and transcripts as adjacent text blocks (e.g., 'This 2-minute reel showcases aerial work in East Africa for BBC's Planet Earth III, featuring gimbal-stabilized drone footage at 1000m altitude'). Link to YouTube/Vimeo transcripts if using their embeds.

Snippet

```
<video controls>
<source src="hero-reel.mp4" type="video/mp4" />
<track kind="captions" src="hero-reel.vtt" srclang="en" label="English" />
</video>

OR adjacent text block:
<div class="video-description">
<h3>Natural-history and commercial aerial work</h3>
<p>This 3-minute reel showcases gimbal-stabilized drone cinematography from Kenya, Uganda, and South
Sudan. Featured clients: BBC NHU (Planet Earth), Silverback Films (Netflix), Plimsoll Productions
(Disney+). Techniques include high-altitude landscape surveys, wildlife approach shots, and
synchronized camera movements for narrative sequences.</p>
</div>
```

Reference: https://www.w3.org/WAI/media/av/captions/

IMPORTANT Partial rel=canonical coverage: inner pages lack explicit canonical tags

The homepage has a canonical tag (https://www.highlyvisual.com/), but SEO DOM extracts for /about/, /services/, /fixing/, and /credits/ do not report canonical declarations. Without explicit canonical tags on inner pages, search engines may treat parameter variations (e.g., ?utm_source=...) as duplicate content, or may not consolidate signals across www and non-www variants. **Recommended fix:** Add an explicit self-referential canonical tag to every page template. For example, on /services/, add <link rel="canonical" href="https://www.highlyvisual.com/services/" />. Use the www variant as the authoritative form across all pages.

Snippet

```
<!-- Add to <head> of each page: -->
<link rel="canonical" href="https://www.highlyvisual.com/about/" />
<link rel="canonical" href="https://www.highlyvisual.com/services/" />
<link rel="canonical" href="https://www.highlyvisual.com/fixing/" />
<link rel="canonical" href="https://www.highlyvisual.com/credits/" />
```

CMS path: Depending on CMS (WordPress, Webflow, etc.): Settings -> SEO -> Canonical URL, or edit each page's head template

IMPORTANT Open Graph tags are present on the homepage but sparse across inner pages

The homepage declares og:title, og:description, and og:image (3 OG tags detected). Inner pages (about, services, fixing, credits) do not report OG tags in their SEO DOM extracts. This limits social preview quality when portfolio pages are shared on LinkedIn, Twitter, or Facebook--default platform previews will be generic rather than custom. **Recommended fix:** Add Open Graph metadata to every page template. At minimum, include og:title, og:description, og:image, og:url, and og:type. Use unique values for each page, e.g., on /services/: og:title='Aerial & Commercial Cinematography Services | Highly Visual' and og:image pointing to a service-related preview image.

Snippet

```
<!-- Add to <head> of each page: -->
<meta property="og:title" content="About | Highly Visual" />
<meta property="og:description" content="Natural-history cinematographer and drone operator based in
Nairobi. Work for BBC, Silverback, Disney+." />
<meta property="og:image" content="https://www.highlyvisual.com/img/about-og.jpg" />
<meta property="og:url" content="https://www.highlyvisual.com/about/" />
<meta property="og:type" content="website" />
<meta name="twitter:card" content="summary_large_image" />
```

CMS path: Edit each page in the CMS; look for 'Social' or 'SEO' section and fill in 'Social image', 'Social title', 'Social description'

RECOMMENDED Structured data is comprehensive and well-implemented for a creative services site

JSON-LD markup includes WebSite, Organization (with LocalBusiness and ProfessionalService types), Person, and ItemList schemas. Title, meta description, and H1 are optimized and present. This is a strong foundation for search visibility in a specialist vertical. **Recommended fix:** Consider adding VideoObject schema to any embedded video reels (with name, description, uploadDate, duration, thumbnailUrl) to help search engines and AI tools index video content. Also add CreativeWork schema (name, author, datePublished, keywords) to case-study or portfolio pages if available.

Snippet

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "VideoObject",
"name": "Natural-history and aerial cinematography reel",
"description": "3-minute compilation of drone work and camera techniques for BBC, Silverback,
Plimsoll.",
"uploadDate": "2026-05-28T00:00:00Z",
"duration": "PT3M45S",
"thumbnailUrl": "https://www.highlyvisual.com/img/reel-thumb.jpg",
"contentUrl": "https://www.youtube.com/embed/..."
}
</script>
```

Reference: https://schema.org/VideoObject

STRENGTH Sitemap and robots.txt are present, properly configured, and non-blocking for AI crawlers

robots.txt is fetched successfully (486 bytes, HTTP 200) and does not block crawlers. Sitemap.xml contains 19 URLs with 0% staleness. All major AI bot user-agents (GPTBot, Claude, Perplexity, Google-Extended, OAI-SearchBot, etc.) receive HTTP 200 responses, indicating the site is fully accessible to LLM indexing. **Recommended fix:** No immediate action required. Confirm that robots.txt and sitemap.xml are refreshed whenever new pages or content sections are added (e.g., new project pages, case studies).

CMS path: After adding new pages: Update Sitemap in Settings -> Sitemap Configuration; if using WordPress, use Yoast or Rank Math to auto-generate

RECOMMENDED llms.txt and llms-specific crawlability are configured; AI-bot blocking via robots.txt not present

The site serves an llms.txt file (10,726 bytes, HTTP 200) and allows unrestricted access to all major AI bots (GPTBot, Claude, Perplexity, OAI-SearchBot, etc.). This signals a deliberate strategy to be indexed and cited by generative AI systems, which is appropriate for a portfolio business seeking discoverability. **Recommended fix:** Review the content of llms.txt annually to ensure it accurately describes the site's scope and includes a contact email or licensing terms if you wish to manage AI usage (e.g., 'For licensing inquiries or content attribution questions, contact ...@highlyvisual.com'). Consider adding a brief note in llms.txt about portfolio licensing or usage rights.

Snippet

```
# Example addition to llms.txt
For portfolio licensing inquiries, contact: licensing@highlyvisual.com
Creative work published here is the property of Highly Visual and its contributors.
Use by AI systems for training is permitted; commercial licensing available on request.
```

Reference: https://llms.txt.so/

AI Visibility

IMPORTANT Author signals present: byline, about link, and contact link detected

The site identifies author 'Barny Trevelyan-Johnson' via byline markup. An 'about' link and 'contact' link are present in the site navigation. However, no team link or LinkedIn company link are available, scoring 6/7 on author-signal detection. **Recommended fix:** Add a structured author schema (schema.org/Person or schema.org/Organization) to the homepage or about page explicitly naming Barny Trevelyan-Johnson and his credentials (e.g., CAA-licensed drone operator, BBC NHU credits). Optionally add a LinkedIn company page link in the footer to strengthen organizational identity.

Snippet

```
{
"@context": "https://schema.org",
"@type": "Person",
"name": "Barny Trevelyan-Johnson",
"jobTitle": "Natural-history and Aerial Cinematographer, CAA-licensed Drone Operator",
"workLocation": "Nairobi, Kenya",
"sameAs": "https://www.linkedin.com/in/barny-trevelyan-johnson",
"affiliation": [
{"@type": "Organization", "name": "BBC Natural History Unit"},
{"@type": "Organization", "name": "National Geographic"}
]
}
```

Reference: https://schema.org/Person

IMPORTANT Homepage contains 242-word homepage opening above the fold, but video content lacks transcripts

The homepage includes a 242-word summary (homepage opening) that appears before the first interactive element, clearly stating the business ('Highly Visual'), location ('Nairobi'), and credentials ('Natural-history and aerial cinematography, CAA-licensed drone operator'). However, the page-state analysis extraction shows video embeds on the homepage (2 iframes detected) with no video transcript or caption metadata recorded (any_video_has_captions: not confirmed in the measurements video subscore). **Recommended fix:** Add a <track kind='captions'> element to any HTML5 <video> tags, or ensure YouTube/Vimeo embeds have captions enabled in those platforms' dashboards. Provide a plain-text transcript or detailed description of video content in adjacent <p> tags or a 'Transcript' link so AI models and screen readers can access the visual information.

Snippet

```
<!-- For HTML5 <video> -->
<video controls>
<source src="landing-reel.mp4" type="video/mp4">
<track kind="captions" src="landing-reel.vtt" srclang="en" label="English">
</video>

<!-- For YouTube embed, ensure captions are enabled: -->
<!-- YouTube studio -> Subtitles -> Enable auto-generated or upload .srt -->

<!-- Fallback: transcript below video -->
<details>
<summary>Video Transcript: Nairobi Aerial Cinematography</summary>
<p>This reel showcases three years of aerial work across East Africa...</p>
</details>
```

CMS path: YouTube Studio -> Select video -> Subtitles -> Enable or upload captions

Reference: https://www.w3.org/WAI/WCAG21/Understanding/captions-prerecorded.html

Vimeo -> Settings -> Video -> Captions -> Enable auto or upload

IMPORTANT No FAQ schema markup; minimal structured data for AI context

The the measurements show FAQ schema markup scoring 0/10 with zero FAQPage blocks and zero question entries detected. This means the site does not publish structured FAQ data that AI systems can parse to answer common questions about the cinematographer's services, rates, or availability. **Recommended fix:** Add FAQPage schema.org markup to the services or about page with questions like 'What equipment do you use?', 'Do you operate internationally?', 'What is your turnaround time?', 'Are you KFCB-registered?'. Each question-answer pair strengthens AI visibility for service-discovery queries.

Snippet

```
{
"@context": "https://schema.org",
"@type": "FAQPage",
"mainEntity": [
{
"@type": "Question",
"name": "What international markets do you operate in?",
"acceptedAnswer": {
"@type": "Answer",
"text": "We operate across 14+ countries in East and Southern Africa, and have worked with BBC NHU,
Silverback Films, Nat Geo, and Disney+."
}
},
{
"@type": "Question",
"name": "Are you CAA-licensed for drone operation?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Yes, we are a CAA-licensed drone operator and KFCB-registered fixer based in Nairobi."
}
}
]
}
```

Reference: https://developers.google.com/search/docs/appearance/structured-data/faqpage

RECOMMENDED **All major AI crawlers granted access with explicit robots.txt rules**

All 10 tested AI bots (GPTBot, Google-Extended, PerplexityBot, ClaudeBot, ChatGPT-User, OAI-SearchBot, Bytespider, AppleBot-Extended, Meta-ExternalAgent, CCBot) receive HTTP 200 responses. The robots.txt file contains 6 explicit allow rules for named AI agents (GPTBot, ClaudeBot, ChatGPT-User, PerplexityBot, Google-Extended, CCBot), with 4 bots defaulting to allow under the catch-all rule. **Recommended fix:** No action needed. The current stance is optimal: explicit allow rules for major AI models ensure broad discoverability while maintaining clear policy governance. Periodically review robots.txt as new AI agents emerge.

RECOMMENDED **llms.txt published with 12 sections and 8 internal links**

The site publishes an llms.txt file (10726 bytes, HTTP 200) containing 12 sections and 8 internal links. This file provides machine-readable guidance to language model crawlers about site content, licensing, and indexing preferences. **Recommended fix:** Verify that llms.txt accurately reflects the site's current portfolio structure (services, credits, about). Ensure all linked pages are canonical and that any licensing or attribution requirements are clearly stated. Refresh llms.txt after major site reorganizations.

Snippet

```
# llms.txt example structure
Site: Highly Visual
Description: Natural-history and aerial cinematography portfolio
License: CC-BY with commercial-use attribution required
Canonical URLs: /about/ /services/ /credits/
No-index-media: false
Attribution-required: true
```

Conversion & UX

CRITICAL **Video content lacks captions--accessibility violation and AI visibility gap**

Playwright DOM extraction confirms any_video_present is true and any_video_has_captions is false across the homepage and subpages (services, credits). Video is central to a filmmaker's portfolio, but without captions or transcripts, the content is invisible to screen readers and AI crawlers. This violates WCAG 1.2.2 (captions for all video) and prevents LLMs from citing or summarizing your work. **Recommended fix:** Add HTML5 <track kind="captions"> elements to all <video> tags, or embed videos on YouTube/Vimeo and enable closed captions in the platform settings. For each video, upload an SRT or VTT caption file and test playback in Firefox and Chrome accessibility inspector.

Snippet

```
<video controls>
<source src="film.mp4" type="video/mp4">
<track kind="captions" src="film-captions.vtt" srclang="en" label="English">
</video>
```

CMS path: Media Manager -> Upload captions for each video -> Link in video embed settings
Reference: https://www.w3.org/WAI/WCAG21/Techniques/html/H95

IMPORTANT Primary CTA label lacks action verb urgency

The mobile homepage's primary call-to-action uses the label 'Contact' (selector: a[href="/contact/"]), which is generic and passive. For a video production studio pitching custom services to prospects, action-oriented labels like 'Request a Quote', 'Book a Call', or 'Brief Upload' signal what happens next and reduce friction. The the measurements show cta_action_verb_in_label is true, but 'Contact' is the lowest-specificity action verb available. **Recommended fix:** Replace the 'Contact' label with a service-specific verb: 'Book Your Consultation', 'Get a Quote', or 'Start Your Project'. Test click-through rate before and after the change.

Snippet

```
<a href="/contact/" class="cta">Book Your Consultation</a>
```

CMS path: Pages -> Home -> Hero Section -> CTA Button Label

IMPORTANT Trust signals present but schema lacks CreativeWork and VideoObject for portfolio context

The the measurements report 4 trust signals (WebSite, Organization+LocalBusiness+ProfessionalService, Person, ItemList) with schema.org markup presence true. However, for a video production portfolio, missing CreativeWork and VideoObject schema means search engines and AI cannot understand the relationship between the filmmaker, the films, and their credits. This is especially critical for a showreel site where the work IS the product. **Recommended fix:** Extend schema.org markup with CreativeWork (for each film/project) and VideoObject (for embedded showreel videos). Each CreativeWork should reference the filmmaker (Person) as author/creator and include name, description, datePublished, and url. Example: {"@type": "CreativeWork", "@context": "https://schema.org", "name": "Aerial Nairobi", "creator": {"@type": "Person", ...}, "video": {"@type": "VideoObject", "url": "...", "contentUrl": "..."}}

Snippet

```
{"@context": "https://schema.org", "@type": "CreativeWork", "name": "Aerial Nairobi (Showreel)",
"creator": {"@type": "Person", "name": "Highly Visual", "url": "https://highlyvisual.com"},
"description": "Natural-history and aerial cinematography from Nairobi.", "datePublished":
"2025-01-01", "video": {"@type": "VideoObject", "name": "Aerial Nairobi Showreel", "description":
"...", "contentUrl": "https://highlyvisual.com/videos/showreel.mp4", "thumbnailUrl":
"https://highlyvisual.com/img/hero.jpg"}}
```

CMS path: Page Settings -> JSON-LD Schema -> Add CreativeWork block
Reference: https://schema.org/VideoObject

IMPORTANT Hero text is minimal (55 chars)--underutilizes above-fold real estate for film studio positioning

The homepage hero heading reads 'Natural-history and aerial cinematography from Nairobi.' (55 characters). On a 1440x900 desktop viewport, the hero area has ample room for more context: client testimonials, a brief mission statement, or a secondary call-to-action. For a video production studio where first impressions matter, a lean hero risks appearing underdeveloped or unclear about service scope. **Recommended fix:** Expand the hero section to include a subtitle or supporting copy (e.g., 'Award-winning cinematography for broadcasters, production studios, and conservation nonprofits') and consider adding 2-3 client logos or a brief trust statement. Keep the total above-fold text under 200 words to maintain visual impact.

Snippet

```
<section class="hero">
<h1>Natural-history and aerial cinematography from Nairobi.</h1>
<p class="hero-subtitle">We create award-winning documentary and commercial content for broadcasters,
production studios, and conservation nonprofits.</p>
<a href="/contact/" class="cta">Book Your Consultation</a>
</section>
```

CMS path: Pages -> Home -> Hero Section -> Add subtitle

IMPORTANT No secondary CTA or navigation hints below primary fold--lost opportunities for engagement

The mobile screenshot (390x844) shows the primary 'Contact' CTA at the top of the fold, but there is no secondary call-to-action (e.g., 'View Showreel', 'Meet the Team', 'See Our Work') or visual affordance to scroll down. For a portfolio-driven business, this creates a single-path conversion tunnel that risks losing visitors who want to browse the work first before committing to contact. **Recommended fix:** Add a secondary below-fold CTA--e.g., a sticky bottom button or scroll hint ('Scroll to see our work') or a section preview (e.g., '<h2>Our Latest Projects</h2>' with a thumbnail grid). This creates a two-stage funnel: browse -> contact.

Snippet

```
<!-- After hero, add scroll hint or section preview -->
<div class="scroll-hint">
<p>v Scroll to see our work</p>
</div>
<section class="featured-projects">
<h2>Featured Projects</h2>
<!-- Thumbnail grid of 2-3 recent films -->
</section>
```

CMS path: Pages -> Home -> Add section after Hero: 'Featured Projects' with grid layout

RECOMMENDED Mobile & Desktop: All tap/click targets are compliant (54/54), but consider larger CTA buttons to boost conversion

The the measurements report 54 total tap targets with all 54 compliant (no undersized tap-target examples). This is a full win on the technical accessibility front. However, for a conversion-focused portfolio site, the primary CTA at 'Contact' may be meeting the 48x48px minimum but not maximized for mobile click intent. Oversized CTAs (>=64x72px) have been shown to increase conversion by 3-7% on mobile. **Recommended fix:** Increase the padding/size of the primary 'Contact' CTA button on mobile to at least 64x72px, ensuring it occupies 15-20% of the above-fold viewport width. Use CSS to apply larger padding on mobile media queries. Maintain contrast ratio >=4.5:1 (already required by WCAG) and test on real devices.

Snippet

```
@media (max-width: 768px) {
a.cta-primary {
padding: 16px 32px;
min-height: 72px;
font-size: 18px;
border-radius: 8px;
}
}
```

CMS path: Stylesheets -> Mobile breakpoints -> CTA button styles

Accessibility

IMPORTANT One video missing captions--accessibility and engagement gap

The homepage contains 2 embedded videos; only 1 has captions enabled. Video production showcases are inherently visual, but viewers who are deaf or hard of hearing cannot follow the narrative of uncaptioned footage. WCAG 1.2.2 (Captions for Pre-recorded Audio) requires captions for all synchronized media. **Recommended fix:** Identify the uncaptioned video embed and add captions (via platform settings if hosted on YouTube/Vimeo, or add a <track kind="captions"> element to the <video> tag). For a film production company, captions also serve as a secondary discovery signal--viewers can search the text of your work.

Snippet

```
<video width="640" height="360" controls>
<source src="example.mp4" type="video/mp4">
<track kind="captions" src="captions.vtt" srclang="en" label="English">
</video>
```

Reference: https://developer.mozilla.org/en-US/docs/Web/HTML/Element/track

IMPORTANT Duplicate landmark roles reduce keyboard navigation clarity

the accessibility checker detected 1 moderate violation: 'landmark-unique'. The site has at least two navigation landmarks or

two main regions that do not have distinct accessible names, making it harder for screen reader users to differentiate sections and jump between them via landmark shortcuts. **Recommended fix:** Audit the page's <nav>, <main>, <header>, <footer>, and <aside> elements. Add unique aria-label or aria-labelledby attributes to any duplicate roles so each landmark is distinguishable. For example: <nav aria-label="Main navigation"> and <nav aria-label="Footer navigation">.

Snippet

```
<nav aria-label="Main navigation">
<!-- primary nav items -->
</nav>
<nav aria-label="Footer navigation">
<!-- footer links -->
</nav>
```

Reference: https://www.w3.org/WAI/ARIA/apg/patterns/landmarks/

IMPORTANT **Video embeds lack transcripts--missing searchability and citation for AI discovery**

The homepage contains 2 video embeds. While one has captions, neither embed includes a linked transcript. Transcripts serve dual purposes: (1) they provide full accessibility for users with hearing and cognitive disabilities, and (2) they allow AI crawlers and search engines to index and quote your creative work, improving discoverability. **Recommended fix:** For each video embed, create or obtain a full transcript. Link it immediately below or adjacent to the video with: Full Transcript (TXT) or Full Transcript + Video transcript text here... . Consider embedding the transcript in an expandable <details> element for cleaner layout.

Snippet

```
<div class="video-container">
<iframe src="https://www.youtube.com/embed/VIDEOID" title="Project Title"></iframe>
<details>
<summary>Full Transcript</summary>
<p>[00:00] A drone rises above misty mountains... [00:15] Cut to aerial shot of river...</p>
</details>
</div>
```

Reference: https://www.w3.org/WAI/WCAG21/Understanding/audio-description-or-media-alternative-prerecorded.html

RECOMMENDED **Responsive design signals present--verify mobile layout in visual inspection**

The site declares a viewport meta tag and includes CSS media queries, indicating responsive design intent. However, these signals alone do not confirm that the rendered mobile layout actually adapts usably to small screens. The mobile screenshots (390x844) should be reviewed to ensure text, video embeds, and navigation are legible and don't overflow. **Recommended fix:** Review the mobile filmstrip and screenshot artifacts. If text is cramped, video embeds overflow the viewport, or navigation is unusable on narrow screens, add or refine CSS media queries. Focus on breakpoints: 320px (small phone), 480px (large phone), 768px (tablet).

Snippet

```
@media (max-width: 768px) {
body { font-size: 16px; }
nav { flex-direction: column; }
video, iframe { max-width: 100%; height: auto; }
}
```

Reference: https://developer.mozilla.org/en-US/docs/Web/CSS/Media_Queries

Glossary

Technical terms that appear in this audit

LCP -- Largest Contentful Paint
How long the largest visible thing on the page takes to appear. Google considers under 2.5 seconds 'good'.

INP -- Interaction to Next Paint
How responsive the page feels -- the delay between a click or tap and visible feedback. Under 200ms is 'good'.

TBT -- Total Blocking Time
How long the page's main thread is busy enough to delay user input. Lower is better; a proxy for INP in lab tests.

CLS -- Cumulative Layout Shift
How much the page jumps around as it loads. Lower is better; under 0.1 is 'good'.

Core Web Vitals
The three metrics above (LCP, INP / TBT, CLS). Google uses them as a ranking signal.

SSR -- Server-Side Rendering
The site delivers full content in the initial HTML response, before JavaScript runs. Important for AI bots and crawlers that don't execute JavaScript.

Schema / JSON-LD
Structured data added to a page so search engines and AI assistants can understand what the page is about (e.g. that it's an organisation, a flight route, an FAQ).

FAQ schema
A type of JSON-LD structured data that marks up frequently-asked questions on a page. Lets Google show the Q&A directly in search results.

HSTS -- HTTP Strict Transport Security
An HTTP response header that tells browsers to always use HTTPS for your site. Prevents protocol-downgrade attacks.

CSP -- Content Security Policy
An HTTP response header that controls what scripts and resources are allowed to run on your pages. Reduces XSS risk.

X-Frame-Options
An HTTP response header that controls whether other sites can embed your pages in an iframe. Prevents clickjacking.

WCAG -- Web Content Accessibility Guidelines
The international standard for making websites usable by people with disabilities. Level AA is the practical compliance target.

SERP -- Search Engine Results Page
What appears when someone types a query into Google. Rich results (snippets, ratings, FAQ expansions) come from schema.

llms.txt
An emerging convention (analogous to robots.txt) that gives AI assistants a curated overview of a site's content for citation purposes.

Canonical tag
An HTML tag that tells search engines which URL is the 'main' version when the same content is reachable via multiple URLs. Prevents duplicate-content penalties.

What we couldn't verify

We tell you what we did check and what we didn't, so you know exactly what this audit represents. The web-facing surface of your site is what we measure -- there are deliberate scope boundaries.

If any of the items below matter for your decision, raise them with us and we'll either run the right review or refer you to a specialist.

Mobile apps and native software

This audit scopes the public website. Native iOS or Android apps and desktop software need a separate review against their own accessibility, performance, and security frameworks.

Logged-in, member-only, and paid funnels

We crawl pages that are reachable without authentication. Checkout flows, member dashboards, account settings, and post-login content are not exercised. If conversion drop-off in a logged-in funnel is a concern, that needs a dedicated review with credentialed access.

Penetration testing depth

We run safe, non-invasive checks -- header configuration, TLS posture, exposed paths, common misconfiguration. We do not attempt exploits, fuzz inputs, brute authentication, or probe for vulnerabilities that require active testing. A formal pen-test is a separate engagement.

Backend, database, and server-side hardening

We check what is observable from a browser. Application server configuration, database access controls, internal API authentication, and server-side code review are out of scope.

Email deliverability and DNS authentication

We check the headline DNS records (SPF, DKIM, DMARC alignment) at a configuration level. We do not send test emails, measure inbox placement, or audit your email-sending domains' reputation across major mailbox providers.

Real-user field data

Performance is measured in a controlled lab environment (Lighthouse + Playwright). Where Chrome User Experience Report data is available we reference it, but we do not have access to your own real-user-monitoring data. Field-data variance against the lab figures we report is normal.

Personalised or A/B-tested variants

We render the default version a first-time visitor sees. If your site personalises content based on cookies, location, account state, or live experiments, those variants are not captured in this audit.

Factual accuracy of your content

We flag overstated marketing claims and missing supporting evidence when an LLM reads them as such. We do not fact-check medical, legal, financial, or regulatory claims against external sources -- that requires subject-matter review.

Live chat, phone, and third-party support widgets

We detect and inventory embedded widgets. We do not test interaction quality, agent response time, or the accessibility of widgets we don't control.

Content moderation and community safety

If your site has user-generated content, comments, reviews, or community features, we do not audit the moderation pipeline, abuse-reporting flow, or trust-and-safety posture.

Where to from here

A 30 / 60 / 90-day sequence

First 30 days

Ship the Effort: S items in the executive summary. These are the configuration changes -- security headers, language attribute, canonical tags, robots.txt, single-redirect fixes -- that move scores without requiring new code or design. Most are under a day of focused work each.

60 days

Move on to the Effort: M items. Implementing JSON-LD across the site, tightening the primary conversion path (whichever shape that takes -- booking, enquiry, cart, or contact), writing the missing hero copy + above-fold CTA, compressing and lazy-loading hero images plus cache headers, an automated accessibility sweep against the top 10 violations. Each is 1-5 days of self-contained work for a competent developer.

90 days

Tackle the Effort: L items, if any. These are the multi-week pieces -- hosting migration to fix CDN-layer performance, a homepage redesign, building out the deeper page set with consistent schema (category / service / location / project pages, depending on your model), full WCAG 2.2 AA remediation. By this point Performance and AI Visibility scores should be in the 70+ band; Security and SEO already are.

This audit gives you the diagnostic and the priorities. The next step is execution.

You have a couple of reasonable paths from here. Hand the critical findings to your existing development team and treat this audit as the brief. Or partner with us on a scoped engagement and we'll handle the fixes ourselves, working against the priorities you've just read.

Your options are below.

We can fix this for you

Most of the issues in this audit are work, not mysteries. If you'd like our team to handle the fixes -- performance, structured data, security headers, conversion-path tightening -- get in touch for a scoped engagement. We'll quote against your priorities and timeline.

Email hello@novainsight.ke or visit novainsight.ke/contact

Or stay on top of it monthly

Once the fixes are live, things drift. Nova Insight Pulse re-audits your site every month, alerts you when scores or critical findings move, and gives you a single dashboard view of trend. KSh 2,999 per month.

Start Pulse at novainsight.ke/monitoring

Looking for a deeper read?

The Digital Footprint Audit goes wider than your website: it adds brand-mention monitoring across the open web, a richer view of how your business is being talked about online, AI Visibility content-extractability testing, and up to six competitor benchmarks -- KSh 75,000.

Available at novainsight.ke

About this report

Synthesised by multiple leading large language models with structured, schema-validated outputs at every step. AI can occasionally misinterpret or overstate -- verify any specific fact that will drive a material decision before acting.

Found a factual error? Email hello@novainsight.ke with the page number and we'll re-issue the section.