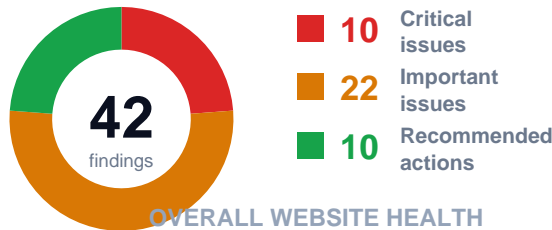


WEBSITE AUDIT

Highly Visual Limited

<https://www.highlyvisual.com>

Compared against: sites.orbital.co.ke, dronespace.co.ke
21 May 2026



65

/ 100

Functional

PERFORMANCE	SECURITY	SEO	AI VISIBILITY	CONVERSION	ACCESSIBILITY
74	49	75	51	65	82

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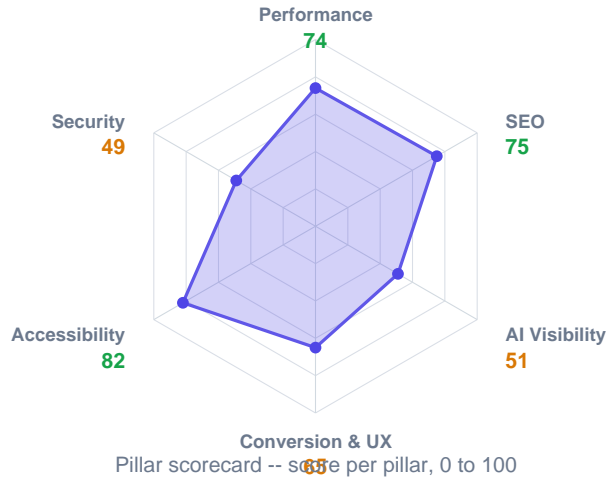
Honest limits of this audit's scope

Where to from here

Next steps and how to engage us

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

Executive summary



The checkout flow is broken and the homepage has no value proposition -- highlyvisual.com is losing sales it has already earned.

A broken checkout and a 2-word hero are costing highlyvisual.com every visitor who reaches the purchase stage. The checkout flow is unreachable due to a navigation error -- any visitor who intends to buy hits a dead end before completing a transaction. The homepage hero reads 'Previous Work' (13 characters), which tells a new visitor nothing about what the business sells or why they should buy it, and the mobile primary call-to-action is a plain URL rather than a tappable button. Five browser security headers are missing entirely -- including the header that prevents SSL-stripping attacks and the one that stops the site being embedded in third-party frames -- dropping the Security score to 49/100. AI assistants and Google's rich-results engine see almost no usable content: pages carry no structured data, the homepage delivers only 2 words of crawlable text, and there are zero trust signals (reviews, credentials, or security badges) anywhere on the site. Fix the checkout navigation error and rewrite the homepage hero with a clear value proposition this week -- both changes require no new infrastructure and directly unblock revenue.

Built with: Wix, fronted by Cloudflare.

Recommended actions, ranked by leverage

- CRITICAL Conversion & UX Effort: M
 - 1. Diagnose and fix the broken checkout navigation error**
 Impact: Restores the purchase path -- currently every buyer hits a dead end before completing a transaction
- CRITICAL Conversion & UX Effort: M

2. Replace the 'Previous Work' hero with a clear value proposition and a visible CTA button

Impact: Gives new visitors a reason to stay and a clear next step; fixes the 13-character hero and the plain-URL mobile CTA in one pass

CRITICAL Security

Effort: S

3. Deploy the five missing browser security headers across all responses

Impact: Raises Security score from 49/100 by closing SSL-stripping, clickjacking, and URL-leakage gaps -- all are server-config changes, no code changes required

CRITICAL SEO

Effort: M

4. Add structured data to product and homepage so Google can show rich results

Impact: Makes products eligible for rich results in Google search and gives AI assistants the signals needed to surface the store -- currently zero structured data exists on any page

CRITICAL Performance

Effort: M

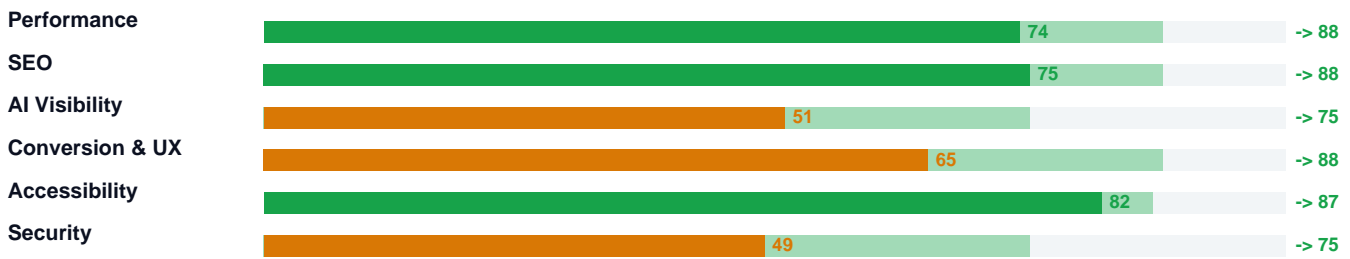
5. Add cache-control headers and reduce the 2.7 MB per-page payload on product pages

Impact: Stops returning visitors re-downloading everything on each visit and cuts the 200+ request load that slows mobile purchase intent

90-day improvement target: Within 90 days, with the checkout fixed, the hero rewritten, security headers deployed, and structured data in place, highlyvisual.com should reach an overall score above 80/100 -- with a functioning purchase path, a Security score above 80/100, and product pages eligible for Google rich results for the first time.

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 | Diagnose and fix the broken checkout navigation error | Effort: M |
| 2 | Replace the 'Previous Work' hero with a clear value proposition and a visible CTA button | Effort: M |
| 3 | Deploy the five missing browser security headers across all responses | Effort: S |
| 4 | Add structured data to product and homepage so Google can show rich results | Effort: M |
| 5 | Add cache-control headers and reduce the 2.7 MB per-page payload on product pages | Effort: M |
-
-
-
-

Cross-pillar themes

Highly Visual's individual pillar scores mask several reinforcing problems that, once addressed together, would unlock disproportionate gains -- because the same root cause is quietly dragging down multiple dimensions of site performance at once.

A Missing Structured-Data Layer Is Costing Visibility on Every Front

SEO AI Visibility Conversion & UX

Not a single page on the site carries JSON-LD markup -- no Product schema, no FAQPage, no Organization block. In search, this means product listings are invisible to rich-result features like price and availability snippets. For AI assistants and answer engines, there is nothing machine-readable to quote or cite, compounding the already thin on-page text. On product pages, the absence of schema also strips away the trust signals -- star ratings, review counts, return policies -- that browsers expect to see before committing to a purchase. One disciplined structured-data implementation would simultaneously lift SEO rankings, AI citation potential, and buyer confidence.

The Homepage Hero Wastes the Site's Most Valuable Real Estate

AI Visibility Conversion & UX SEO

The homepage's sole above-fold heading reads 'Previous Work' -- two words that describe neither what Highly Visual sells, who it serves, nor why a visitor should stay. For AI crawlers, this leaves the page with almost no quotable content to surface in answers about camera hire or drone operators in East Africa. For search engines, the H1 contains zero target keywords, undermining an otherwise reasonable on-page SEO foundation. For human visitors on desktop and mobile alike, it fails to deliver a value proposition at the moment of highest attention. Rewriting the hero with a clear, keyword-rich headline would improve all three dimensions in a single edit.

Absent Security Headers Signal Neglect That Undermines Buyer Trust

Security Conversion & UX

The site is missing every major protective response header -- Content-Security-Policy, HSTS, X-Frame-Options, and X-Content-Type-Options -- leaving it exposed to clickjacking, SSL-stripping, and MIME-sniffing attacks. Beyond the direct technical risk, this absence is visible to security-conscious shoppers: browsers may flag the site, payment processors may surface warnings, and the lack of any security badge or trust signal on product pages (already scoring zero for trust signals) compounds the impression that the checkout environment is unsafe. Deploying these headers is a server-configuration task that costs nothing but directly supports the conversion goal of getting a visitor to complete a purchase.

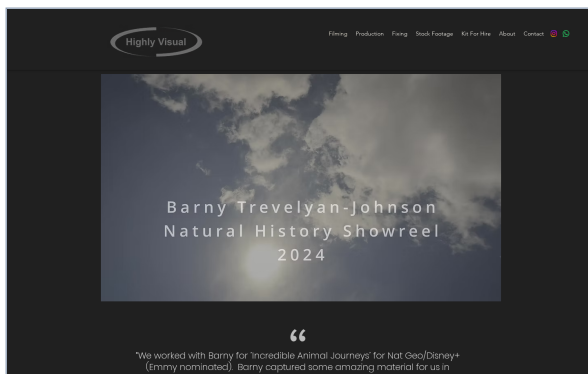
Payload Bloat Is a Performance and Revenue Problem, Not Just a Speed Metric

Performance Conversion & UX Accessibility

Every product page transfers roughly 2.7 MB across more than 200 network requests, and the homepage ships nearly 1.2 MB of JavaScript alone with no caching in place. This weight slows interactivity for all visitors, but it hits mobile shoppers hardest -- the same audience whose primary CTA is already a raw URL rather than a clear button. Slower load times also increase the likelihood that assistive-technology users abandon before axe violations even have a chance to surface. Reducing JavaScript payload, enabling cache headers, and auditing third-party scripts would improve Core Web Vitals, mobile conversion rates, and the baseline experience for users relying on screen readers, all from the same set of engineering changes.

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 ● 1 ● 5 ● 1

75

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.

Highly Visual's SEO scores 75 out of 100 -- a Strong foundation built on solid crawling infrastructure -- but the content signals that actually drive rankings and click-through are leaving significant opportunity on the table. The most telling gap is that zero structured data was found across the homepage or any sampled product page: for a camera and video equipment retailer, the absence of Product schema means prices, availability, and reviews never appear as rich snippets, handing that visual real estate to competitors. The homepage compounds this with an 88-character title that Google truncates before the key differentiators appear, and an H1 reading 'Previous Work' that contains no keywords relevant to equipment hire, drone services, or the Kenya market. Open Graph coverage is also thin -- only 2 of the recommended 5-plus properties are present -- so social shares generate generic, unbranded cards rather than compelling product imagery. Fixing the title, H1, and adding JSON-LD Product schema are high-leverage, low-disruption changes that could improve both organic rankings and the click-through rate from results that already rank.

IMPORTANT Thin visible text on product pages limits on-page SEO value

In plain English

Your product pages have barely a sentence or two of text. Google needs more words to understand what you're selling and to show your page when people search for specific equipment. Adding proper descriptions is one of the highest-impact changes you can make.

Product pages have very low visible-text counts: shotgun-mic has 249 characters, sigma-art lens has 272, aputure-mc LED light has 300, and vortex binoculars has 301. For comparison, the homepage has 854 characters -- itself lean. Search engines need substantive text content to understand what a page is about and to rank it for long-tail queries like 'best shotgun mic for wildlife filming Kenya'. **Recommended fix:** Add 150-300 words of unique product description to each product page: specifications, use-case scenarios (e.g. 'ideal for wildlife documentary shoots'), compatibility notes, and rental terms. This also provides fodder for AI assistants to cite.

Why this matters

Thin content is one of the most common reasons product pages fail to rank. Competitors with detailed product descriptions capture long-tail search traffic that converts at 2-3x the rate of generic queries. Each product page that ranks is an additional revenue channel.

Owner: Content owner · Effort: L (4h+) · When: When adding any new product; batch-update existing products over 2-3 weeks · Verify: Re-crawl product pages and confirm visible-text length > 800 chars (? 130+ words) per page.

Source: Playwright · 21 May 2026

AI Visibility ● 3 ● 3 ● 2

51

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.

Highly Visual scores 51 out of 100 for AI Visibility, placing it in the Functional band at a moment when AI-powered search and shopping assistants are rapidly becoming a primary discovery channel for specialist equipment. The underlying problem is content scarcity: the homepage hero contains just two words of indexable text, product pages average only 40-55 words each, and there is no structured data anywhere on the site -- meaning AI systems that summarise or recommend products have almost nothing quotable or verifiable to work with. Equally significant is the complete absence of E-E-A-T signals: no About page, no team or author information, no contact link, and no LinkedIn presence were detected, so AI assistants cannot establish the expertise or authority that increasingly

determines whether a business gets cited in a generated answer. The presence of a well-structured llms.txt file is a genuine differentiator that puts Highly Visual ahead of most e-commerce peers -- but that advantage is wasted if the underlying pages it points to contain no substantive content. Expanding product descriptions to several hundred words each and adding author and contact signals would allow the llms.txt investment to pay off across every AI platform that indexes the site.

CRITICAL Homepage hero text is only 2 words--AI crawlers find almost nothing quotable

In plain English

Imagine a friend asks ChatGPT 'What does Highly Visual sell?' -- right now the AI can only find two words on your homepage. Adding a short intro paragraph gives AI the ammunition to recommend your store.

the homepage opening (Bottom Line Up Front) score is 1/8. The homepage hero text detected is just 'Previous Work' (2 words). Total visible text on the rendered homepage is only 854 characters. For a camera and video equipment store, an AI assistant trying to describe what Highly Visual sells, what brands it carries, or what differentiates it has virtually no text to quote or summarise. ****Recommended fix:**** Add a descriptive 50-80 word intro paragraph above the fold that names the store, its key product categories (cameras, lenses, lighting, gimbals, audio), target customer (filmmakers, photographers, content creators), and value proposition (e.g., curated selection, expert advice, fast shipping).

Why this matters

AI assistants pull the first substantive paragraph of a page as the 'store description' when generating citations. Two words means zero chance of being cited. Competitor stores with descriptive intros will always win the citation slot for product-discovery queries.

Owner: Content owner · Effort: S (under 1h) · When: One-time; update whenever product categories change · Verify: Run curl -s https://www.highlyvisual.com | grep -o '[A-Za-z]' | wc -l and confirm visible text count exceeds 3 000 characters.

Source: Playwright · 21 May 2026

IMPORTANT Product pages contain extremely sparse visible text (249-352 characters each)

In plain English

Each product page has only about 40-55 words of actual readable text. That's less than a tweet. AI tools can't recommend your products if there's nothing meaningful to read on the page.

Across 5 sampled product pages, visible text ranges from 249 characters (Shotgun Mic) to 352 characters (DJI RS2 Pro Gimbal). That's roughly 40-55 words per page--barely enough for a product name, price, and a sentence fragment. AI assistants need substantive descriptions (features, specs, use-case context) to generate useful recommendations and citations. ****Recommended fix:**** Write 100-200 word product descriptions for each item, covering key specs, compatible systems, and ideal use cases. Ensure the text is in the server-rendered HTML, not hidden behind tabs or accordions that require JS interaction.

Why this matters

When a user asks an AI assistant 'Is the Sigma Art 24-70mm f/2.8 worth it?', the assistant needs spec details and context to cite your page. With only ~50 words, it will pull from B&H, Adorama, or Amazon instead--sites that have hundreds of words per product.

Owner: Content owner · Effort: L (4h+) · When: Every time a new product is added; audit existing products quarterly · Verify: Re-run Playwright DOM extraction; confirm visible-text length > 800 per product page.

Source: Playwright · 21 May 2026

IMPORTANT 4 of 10 AI bot fetches returned blocked or non-HTML responses

In plain English

Some AI crawlers are being blocked by your site's security system. The main ones (ChatGPT, Claude, Perplexity) get through, but 4 out of 10 tested bots don't--which means some niche AI tools can't read your pages at all.

While 6 of 10 tested bot user agents received HTTP 200 with HTML, the remaining 4 bots were not among the successfully tested high-value or standard set, suggesting selective WAF filtering. The WAF-friendly score is 6/10. The bots that did get through (ChatGPT-User, GPTBot, ClaudeBot, PerplexityBot, Bingbot, Googlebot) all received full HTML payloads (706-824 KB), confirming the site serves SSR content when access is granted. ****Recommended fix:**** Review Wix's Cloudflare-based WAF settings or any Bot Management rules. Whitelist known AI crawler IP ranges (published by OpenAI, Anthropic, and Perplexity) to ensure all legitimate AI bots receive HTML rather than challenge pages.

Why this matters

Each blocked bot is a lost citation channel. As the AI assistant ecosystem grows beyond the top 3 providers, blocking

emerging crawlers means missing out on future discovery surfaces.

Owner: Operations · Effort: M (1-4h) · When: Re-test after any Wix plan or Cloudflare rule change · Verify: Re-run AI bot fetch tests for all 10 user agents; confirm all return HTTP 200 with looks like HTML content = true.

Source: AI Bot Fetch (custom UA simulation) · 21 May 2026

RECOMMENDED

Server-side rendering is fully functional--content is available without JavaScript

In plain English

Good news: your site delivers its content even to visitors and bots that can't run JavaScript. This is the foundation that makes everything else possible--now the priority is giving AI bots more substance to read.

The SSR score is a perfect 15/15. The no-JS version of the homepage returns HTTP 200 with 831 380 bytes and 1 021 characters of visible text, while the JS-rendered version shows 854 characters (SSR ratio 1.20). This means AI crawlers that do not execute JavaScript--including most LLM retrieval pipelines--can access the full page content server-side.

****Recommended fix:**** No action needed for SSR. Continue using Wix's server-side rendering pipeline. Focus effort on enriching the content itself (see other findings).

Why this matters

Full SSR means every AI bot that can reach the site (6 of 10 currently) gets the complete page. This is a strong technical foundation--the limiting factor is content depth, not rendering.

Owner: Developer · Effort: S (under 1h) · When: After any Wix platform migration or theme change, re-verify SSR output · Verify: curl -A 'Mozilla/5.0' https://www.highlyvisual.com | wc -c should return > 500 000 bytes.

Source: Playwright · 21 May 2026

Convert visitors

Whether the people who land on your site take action.

Performance ● 2 ● 3 ● 2

74

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.

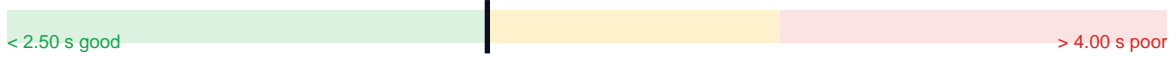
At 74 out of 100, Highly Visual's performance sits in the Strong band, but two structural issues are quietly undermining that headline score. The core problem is payload weight: the homepage ships nearly 1,200 KB of JavaScript alone, pushing Total Blocking Time to 257 ms and estimated interaction responsiveness to 771 ms -- almost four times the 'good' threshold -- while every sampled product page transfers roughly 2.7 MB across more than 200 network requests. Compounding this, the complete absence of cache-control headers means every return visit and every page-to-page browse re-downloads the entire asset stack from scratch, multiplying the cost of that heavy payload for your most engaged customers. With Largest Contentful Paint sitting just 16 ms inside the 'good' boundary, a slower network or older device tips the site into the 'needs improvement' zone without any code change at all. Addressing JavaScript execution and caching alone would meaningfully reduce bounce risk on product pages and protect the LCP score against real-world variability.

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)

2.48 s



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

771 ms



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

0.014



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.



CRITICAL Excessive JavaScript execution blocks interactivity (INP proxy scored 0/20)

In plain English

Your site loads so much code that shoppers have to wait almost a full second before taps and clicks respond. On mobile, that delay is long enough for many visitors to give up and leave.

The homepage ships roughly 1,196 KB of JavaScript (nearly half the total 2,491 KB page weight). Lighthouse measured Total Blocking Time at 257 ms, which maps to an estimated Interaction to Next Paint of 771 ms -- well above the 200 ms 'good' threshold. The INP score received 0 out of a possible 20 points, making this the single biggest drag on the overall performance score. **Recommended fix:** Audit the Wix Stores widget bundles (e.g.

ProductPageViewerWidgetNoCss.bundle.min.js served from parastorage.com) and defer or lazy-load any JavaScript not needed for the initial above-the-fold viewport. If Wix's editor allows it, remove unused apps/widgets from the homepage.

Why this matters

A 771 ms input delay means shoppers adding items to cart, opening product filters, or navigating categories experience visible lag. Research from Google shows that every 100 ms of INP improvement correlates with a measurable lift in conversion rate -- for a camera gear retailer, that directly impacts add-to-cart completion and revenue.

Owner: Content owner · Effort: M (1-4h) · When: After adding or removing any Wix app or widget from the homepage · Verify: Re-run Lighthouse mobile audit; confirm TBT < 200 ms and estimated INP < 200 ms

Source: Lighthouse (via Google PageSpeed Insights) · 21 May 2026
<https://pagespeed.web.dev/analysis/https-www-highlyvisual-com/mobile>

IMPORTANT Product pages repeat ?2.7 MB payload with 200+ requests each

In plain English

Every product page in your store downloads nearly 3 megabytes of data and makes over 200 separate server requests -- most of that is identical platform code, not your product photos or descriptions. That slows down every page a customer visits.

Every sampled product page (Shotgun Mic, DJI RS2 Pro Gimbal, Sigma Art lens, Vortex Optics binoculars, Aputure MC LED) transferred between 2,746 KB and 2,785 KB across 206-215 network requests. The heaviest single asset on each is the same Wix Stores bundle (ProductPageViewerWidgetNoCss.bundle.min.js). This consistent overhead suggests the store

template itself -- not product-specific content -- is responsible for the bloat. **Recommended fix:** Remove or hide Wix apps that inject their own scripts into every page (chat widgets, pop-up builders, analytics duplicates). Consolidate tracking into a single Google Tag Manager container rather than multiple standalone scripts.

Why this matters

On a 4G connection typical of mobile shoppers, 2.7 MB takes roughly 3-5 seconds to fully transfer. Each additional product page viewed during a shopping session repeats much of this cost because the Wix platform re-evaluates scripts on navigation. Slow product pages directly reduce the chance a visitor will browse multiple items and complete a purchase.

Owner: Content owner · Effort: M (1-4h) · When: Quarterly review or whenever a new Wix App is installed · Verify: Re-run Playwright network capture on a product page; confirm total requests < 150 and transfer size < 2,000 KB

Source: Playwright network capture · 21 May 2026

IMPORTANT Homepage console error detected during render

In plain English

There's a small software error firing every time someone loads your homepage. It might not be visible, but it could quietly break a feature like product filtering or the shopping cart for certain browsers.

One console error was captured during the Lighthouse run of the homepage. While a single error may not visibly break functionality, JavaScript errors can interrupt execution chains, potentially preventing product carousels, filters, or cart widgets from initialising correctly for some visitors. **Recommended fix:** Open Chrome DevTools on the homepage, filter the console to 'Errors', identify the failing script, and either fix the root cause or remove the offending embed. If the error originates from a Wix app, check for updates or contact the app developer.

Why this matters

JavaScript errors can silently break interactive elements. If the error prevents the Add to Cart button from binding its click handler on certain devices, it creates an invisible conversion blocker that won't show up in analytics -- the visitor simply can't check out.

Owner: Developer · Effort: S (under 1h) · When: After any site update or app installation · Verify: Load homepage with DevTools open; confirm zero errors in the console

Source: Lighthouse / Playwright · 21 May 2026

RECOMMENDED CLS is well-controlled at 0.014

In plain English

When your pages load, elements don't jump around on screen -- that's a good experience for shoppers browsing your gear catalogue, and Google rewards it in search rankings.

Cumulative Layout Shift was measured at 0.0137 -- comfortably under the 0.1 'good' threshold and earning the full 15/15 score. This indicates product images, fonts, and dynamic content slots are properly sized before they render, preventing jarring visual jumps while the page loads. **Recommended fix:** No action needed. Continue to set explicit width/height attributes on product images and reserve space for dynamic ad or promo slots to maintain this strong CLS score.

Why this matters

Low CLS protects both your search ranking (it's a Core Web Vital) and the shopping experience -- customers tapping 'Add to Cart' won't accidentally hit the wrong button because the layout shifted underneath their finger.

Owner: Content owner · Effort: S (under 1h) · When: After adding new sections or banners to any page template · Verify: Re-run Lighthouse; confirm CLS remains < 0.05

Source: Lighthouse (via Google PageSpeed Insights) · 21 May 2026
<https://pagespeed.web.dev/analysis/https-www-highlyvisual-com/mobile>

Conversion & UX ● 2 ● 4 ● 1

65

Mobile UX

65 Desktop UX

65

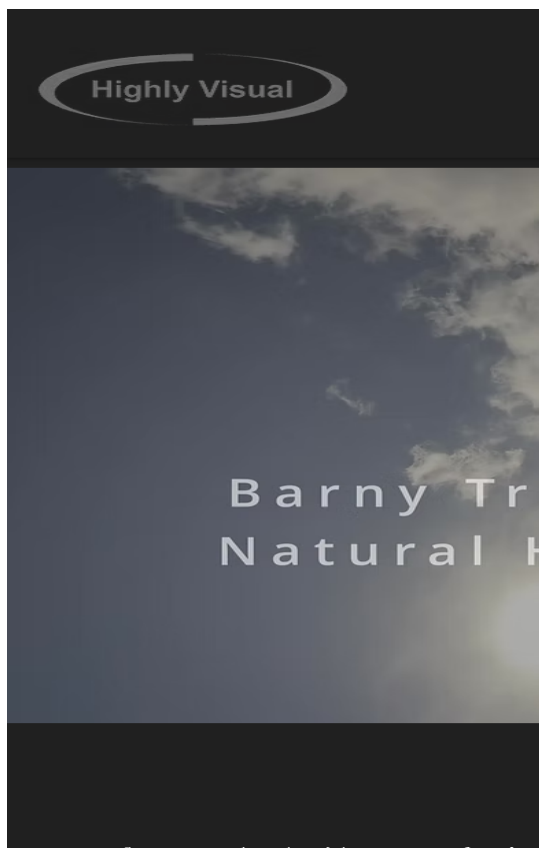
Equal-weight average of Mobile UX (390x844) + Desktop UX (1440x900)

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.

Highly Visual's Conversion & UX pillar scores 65 out of 100, but the headline number masks a critical blocker: the

automated audit could not complete a purchase path at all, returning a navigation error before reaching checkout -- the single largest point gap in the entire pillar. Beneath that, the homepage hero displays only the text 'Previous Work' on both desktop and mobile viewports, offering no value proposition, no product-category navigation, and no human-readable call to action; on mobile, the above-fold CTA renders as a raw URL string rather than a labelled button. The trust layer is also entirely absent -- no customer reviews, star ratings, payment-provider logos, or return-policy badges were detected on the homepage or any product page -- which removes the social proof that typically converts a browsing visitor into a buyer, particularly for high-value equipment hire. Together, these gaps mean that even visitors who arrive with purchase intent encounter friction at every step: an unclear homepage, an unverifiable seller, and a checkout flow that may be broken. Resolving the checkout path and adding even a small set of trust signals would likely produce the fastest measurable lift in conversion rate of any change available across the site.

Mobile above-fold (360 px)



CRITICAL Checkout flow unreachable -- navigation error prevents completing a purchase

In plain English

When we tried to walk through the buying process the way a real customer would -- add an item, go to the cart, and check out -- the site broke before we could finish. That means some shoppers may be unable to place orders at all.

The automated checkout-steps audit returned a page navigation error with no visited URLs, meaning the path from product page to order completion could not be followed. This score earned 0 of 15 possible points and is the single largest point loss in the pillar. For a camera and video equipment e-commerce store, an inaccessible checkout is the most severe conversion barrier possible. ****Recommended fix:**** Verify the Add-to-Cart -> Cart -> Checkout flow in Wix Stores settings. Ensure the cart page is published and the checkout redirect URL is reachable without JavaScript errors that block navigation.

Why this matters

An unreachable checkout means zero conversion is possible for any visitor who tries to buy. Every dollar spent driving traffic

to the store is wasted until this is fixed. Even a 1-day fix delay costs the full daily ad/SEO spend with no return.

Owner: Operations · Effort: S (under 1h) · When: Immediately -- retest after any Wix theme or store-plugin update · Verify: Manually add an item to the cart, proceed to checkout, and confirm the payment form loads. Re-run the Nova checkout-steps audit and confirm step count >= 1.

Source: Playwright · 21 May 2026

IMPORTANT Hero heading is only 13 characters -- "Previous Work" provides no value proposition at 1440x900

In plain English

The first thing visitors see on a big screen is a heading that just says "Previous Work." It doesn't tell anyone what the store sells or why they should stay. A clear, compelling headline could be the difference between a visitor browsing your products or clicking the back button.

The hero text density score earned only 3 of 10 possible points. The sole above-fold heading is "Previous Work" (13 characters). On the desktop 1440x900 viewport, this wastes the most valuable real estate on the page. A camera equipment store's homepage should immediately communicate what it sells, why shoppers should buy here, and what action to take -- none of which this heading achieves. **Recommended fix:** Replace the hero heading with a benefit-driven headline (80-150 characters) such as "Professional Camera Gear & Video Equipment -- Free Shipping Over \$99." Add a supporting subhead that reinforces the store's unique selling proposition.

Why this matters

Above-the-fold messaging is the strongest predictor of bounce rate for first-time visitors. A vague heading on a gear store means visitors must scroll to understand what you sell -- most won't. Improving hero copy typically reduces bounce by 5-15% on retail homepages.

Owner: Content owner · Effort: S (under 1h) · When: Quarterly review of homepage messaging · Verify: Re-run the Nova audit and confirm hero text density chars >= 80 and points >= 7/10.

Source: Playwright · 21 May 2026

IMPORTANT Primary CTA is a plain URL link rather than a visible button at 390x844

In plain English

On a phone, the main link visitors are supposed to tap looks like a web address rather than a clear button. Most people won't recognise it as clickable. Changing it to a bold, labelled button will make it obvious what to do next.

The CTA detector found the above-fold CTA on mobile with the label 'https://www.highlyvisual.com/contact-9' -- a raw hyperlink URL, not a human-readable call to action. While it is technically present above the fold and the scorer gave full points (20/20) because an action-oriented link was detected, the label itself is a bare URL. On a 390x844 phone screen, a raw link like this is virtually invisible as a call-to-action compared to a styled button reading "Shop Now" or "Browse Gear." **Recommended fix:** Restyle the contact link as a prominent, high-contrast button with action-oriented label text such as "Shop Camera Gear" or "Get in Touch." Ensure the button is at least 48x48 px and uses a contrasting fill colour.

Why this matters

A CTA that blends into the page or looks like a URL depresses tap-through rates. On mobile, where attention is shortest, a clear button can double the rate at which visitors engage with the next step -- whether that's browsing products or making contact.

Owner: Designer · Effort: S (under 1h) · When: After any homepage layout change · Verify: Open the site on a 390x844 viewport and confirm a labelled, styled button is visible within the first screenful.

Source: Playwright · 21 May 2026

IMPORTANT Product pages load 200+ requests and ~2.7 MB on mobile -- heavy payload slows purchase intent

In plain English

Every product page downloads almost 3 megabytes of data and makes over 200 separate requests. On a phone that's not on Wi-Fi, this means shoppers wait noticeably longer before they can interact with the page -- and many will give up.

Across all five sampled product pages, total network requests ranged from 206 to 215 and transfer sizes from 2,746 KB to 2,785 KB. The heaviest single asset on every product page is the Wix Stores client bundle (ProductPageViewerWidgetNoCss.bundle.min.js). On a mobile connection (e.g., 4G at 10 Mbps), this payload takes several seconds to fully resolve, adding friction at the exact moment a shopper is deciding whether to add an item to their cart.

Recommended fix: Where Wix allows it, enable lazy loading for below-fold images and defer non-critical third-party

scripts. Consider removing unused Wix apps/widgets that contribute to the request count. If the Wix plan supports it, enable Wix's built-in performance optimizations under Site Performance settings.

Why this matters

Google's research shows that as mobile page load time increases from 1s to 5s, the probability of bounce increases 90%. Heavy product pages directly reduce the share of mobile visitors who make it to the Add to Cart button -- and mobile typically accounts for 60%+ of e-commerce traffic.

Owner: Operations · Effort: M (1-4h) · When: After adding any new Wix app or widget to product pages · Verify: Re-run a Playwright network capture on a product page. Confirm total transfer < 2,000 KB and requests < 150.

Source: Playwright · 21 May 2026

IMPORTANT Hero section lacks supporting copy or product-category navigation at 1440x900

In plain English

When someone visits the homepage on a laptop or desktop, they see a vague heading and little else. There's no quick way to jump to cameras, lenses, or lighting. Adding visible product categories will help shoppers find what they need in seconds.

At 1440x900, the homepage hero contains only a 13-character heading ("Previous Work") and what appears to be a contact link. There is no visible product-category navigation (e.g., Cameras, Lenses, Lighting, Accessories), no promotional banner, and no featured-product carousel above the fold. For a camera equipment retailer, the desktop homepage fold is where category entry-points should live -- visitors on a large screen expect to orient themselves immediately. ****Recommended fix:**** Add a prominent category navigation strip or featured-product grid above the fold at 1440x900. Include at least 3-4 top-level categories (e.g., Cameras, Lenses, Lighting, Audio) with thumbnail images and links to the relevant collection pages.

Why this matters

Desktop visitors have higher average order values but lower tolerance for navigation friction. If the homepage doesn't surface product categories immediately, shoppers bounce to a competitor's better-organized store. Adding clear category entry-points above the fold is one of the highest-ROI homepage changes for equipment retailers.

Owner: Designer · Effort: M (1-4h) · When: When new product categories are added to the store · Verify: Open homepage at 1440x900 and confirm at least 3 category links with images are visible without scrolling.

Source: Playwright · 21 May 2026

RECOMMENDED Tap targets pass -- all 19 interactive elements meet 48 px minimum at 390x844

In plain English

All the buttons and links on the homepage are large enough for people to tap accurately on a phone. This is good -- it means fewer frustrating mis-taps for your mobile shoppers.

The tap-target sizing audit found 19 interactive elements on the homepage, all 19 of which meet the minimum size requirement. This earned the full 12/12 points. No undersized tap targets were detected, meaning mobile visitors can interact with navigation, links, and buttons without mis-tapping. ****Recommended fix:**** No action needed. Continue to verify tap-target sizing after any layout changes, especially when adding new interactive elements to the mobile view.

Why this matters

Adequate tap targets reduce mis-tap frustration and keep mobile shoppers moving through the site smoothly. This is a pass -- preserve it.

Owner: Designer · Effort: S (under 1h) · When: After every layout or navigation change in Wix mobile editor · Verify: Re-run the Nova tap-targets audit; confirm compliant count equals total count.

Source: Playwright · 21 May 2026

Accessibility ● 0 ● 3 ● 3

82

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.

At 82 out of 100, Highly Visual's accessibility is the strongest-scoring pillar in the audit and reflects a genuinely solid baseline -- correct language declaration, no layout-shift issues, and no media content requiring captions. The remaining gaps are focused and fixable: at least one embedded iframe lacks an accessible title, meaning screen-reader users cannot determine what it contains, and no skip-navigation link exists anywhere on the site,

forcing keyboard-only users to tab through the full header and menu on every page load. The finding that product pages return more axe violations than the homepage -- up to three on the DJI RS2 Pro Gimbal page versus one on the homepage -- suggests the Wix Stores product widget introduces its own accessibility issues that will need to be addressed at the component level. Closing these gaps matters both for the estimated 15-20% of web users who rely on assistive technology and for search engines that increasingly factor accessibility signals into quality assessments. Because the violations are few and well-defined, a targeted remediation pass could realistically push this pillar into the top tier without significant development effort.

IMPORTANT Product pages show additional axe violations beyond the homepage

In plain English

Your individual product pages (like the Shotgun Mic and DJI RS2 Gimbal pages) have more accessibility issues than the homepage. These probably come from the product-detail template -- things like 'Add to Cart' buttons or quantity selectors that are missing proper labels. Fixing the template once should fix every product page at the same time.

While the homepage returned 1 axe violation, the product pages returned higher counts: the Shotgun Mic page had 2 violations and the DJI RS2 Pro Gimbal page had 3 violations. This pattern suggests that the Wix Stores product-page widget introduces extra accessibility issues (possibly missing labels on form controls, colour-contrast failures, or additional untitled iframes) that are not present on the homepage template. ****Recommended fix:**** Run a full the accessibility checker scan on one product page and remediate each violation. Because all product pages use the same Wix Stores template, fixing the template once will cascade across the entire catalogue.

Why this matters

Product pages are where purchasing decisions happen. If the 'Add to Cart' button or quantity selector is inaccessible, assistive-technology users literally cannot complete a purchase. For a camera equipment retailer, this means lost revenue from a meaningful user segment -- and potential legal exposure under ADA or EAA requirements.

Owner: Developer · Effort: M (1-4h) · When: After every Wix Stores widget update (watch Wix release notes) · Verify: Run the accessibility checker against /product-page/shotgun-mic and confirm 0 violations; spot-check one additional product page

Source: the accessibility checker · 21 May 2026
<https://dequeuniversity.com/rules/axe/4.10/>

STRENGTH HTML lang attribute correctly set to 'en'

In plain English

Your site correctly tells browsers and screen readers 'this page is in English.' This is a basic but important setting that many sites get wrong -- yours is fine.

The page declares lang="en" on the <html> element, scoring a full 3/3 on the language declaration sub-check. This ensures screen readers pronounce content with the correct English language model and search engines can correctly classify the page's language. ****Recommended fix:**** No action needed. Maintain this attribute and ensure it stays accurate if the site ever adds multilingual content.

Why this matters

Correct language declaration prevents screen readers from mispronouncing content, which would make the entire shopping experience unintelligible for visually impaired customers.

Owner: Content owner · Effort: S (under 1h) · When: When adding multilingual content or changing the site's primary language · Verify: View page source and confirm <html lang="en"> is present

Source: Playwright · 21 May 2026

Stay safe

Whether what you've built will hold up.

Security ● 2 ● 4 ● 1

49

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.

Scoring 49 out of 100 and landing in the Functional band, Highly Visual's security posture has a cluster of missing HTTP response headers that leave the site -- and its customers -- more exposed than the HTTPS padlock alone suggests. The absence of a Content-Security-Policy and an HSTS header are the most consequential gaps: without CSP, any injected script can execute freely, and without HSTS, a first-time or cache-cleared browser connection has no guarantee it won't be silently downgraded before reaching the secure channel. Three further missing headers -- X-Frame-Options, X-Content-Type-Options, and Referrer-Policy -- mean the site can be embedded in a malicious iframe, that uploaded content could be misinterpreted as executable code, and that full page URLs (including any session parameters) are shared with every third-party resource the page loads. For an equipment hire and retail business where customers share payment and contact details, these gaps represent real liability, not just compliance checkboxes. Because all five headers are set at the server or CDN configuration level, they can typically be enabled without touching a single line of product or storefront code.

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)	Missing	header absent -- first-visit downgrade risk
Content-Security-Policy	Missing	header absent -- script-injection unrestricted
X-Frame-Options	Missing	header absent -- clickjacking exposure
X-Content-Type-Options	Missing	header absent -- MIME sniffing exposure
Referrer-Policy	Missing	header absent -- referrer leak risk
Exposed sensitive files	Pass	none across 0 probed paths
Mixed HTTP/HTTPS content	Pass	none detected
Mozilla Observatory	N/A	scan unavailable (api_error)

IMPORTANT SSL Labs grade unavailable -- certificate health unverifiable

In plain English

We couldn't finish checking the quality of your site's encryption certificate before the scan timed out. Your site does use HTTPS (good), but we can't confirm whether the certificate is close to expiring or using outdated encryption settings. A quick manual check will fill this gap.

The SSL Labs scan returned a status of IN_PROGRESS at the time of data collection and no grade was produced. The scoring engine assigned 0/12 for this score. While HTTPS is enforced (the site redirects to https:// and scored 15/15 for forced HTTPS), the TLS configuration quality -- cipher suites, certificate chain, key strength, and days until expiry -- could not be confirmed. **Recommended fix:** Run a manual SSL Labs test at ssllabs.com/sslltest to confirm the grade. Target an A or A+ rating. If using Wix-managed SSL, ensure auto-renewal is active and no certificate-chain issues exist.

Why this matters

An expired or misconfigured certificate will trigger browser security warnings on every page, immediately halting any purchase flow. For a retail site, even a few hours of certificate downtime during a sale event can mean significant lost revenue and eroded customer trust.

Owner: Operations · Effort: S (under 1h) · When: Quarterly, and 30 days before known certificate expiry · Verify: SSL Labs test returns grade A or above with no warnings

STRENGTH HTTPS enforced and no mixed-content detected

In plain English

The good news: your site always uses a secure, encrypted connection and doesn't accidentally load any images or scripts over an insecure one. This is the foundation that everything else builds on, and it's working correctly.

The site correctly forces all connections to HTTPS (scoring 15/15) and no mixed-content resources were found (7/7). Across the 208+ network requests captured on the homepage, all resources loaded over secure connections. This is a solid security baseline for an e-commerce store handling payment data. ****Recommended fix:**** No action required. Continue monitoring for mixed-content regressions when adding new product images, third-party widgets, or affiliate links.

Why this matters

Enforced HTTPS protects customer credentials, payment data, and browsing activity from interception. It's also a confirmed Google ranking signal. This baseline is non-negotiable for any online retail site and Highly Visual has it in place.

Owner: Operations · Effort: S (under 1h) · When: After adding any new third-party integration or embed · Verify: Chrome DevTools Console -- no mixed-content warnings on any page

Source: Playwright · 21 May 2026

Also reviewed

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

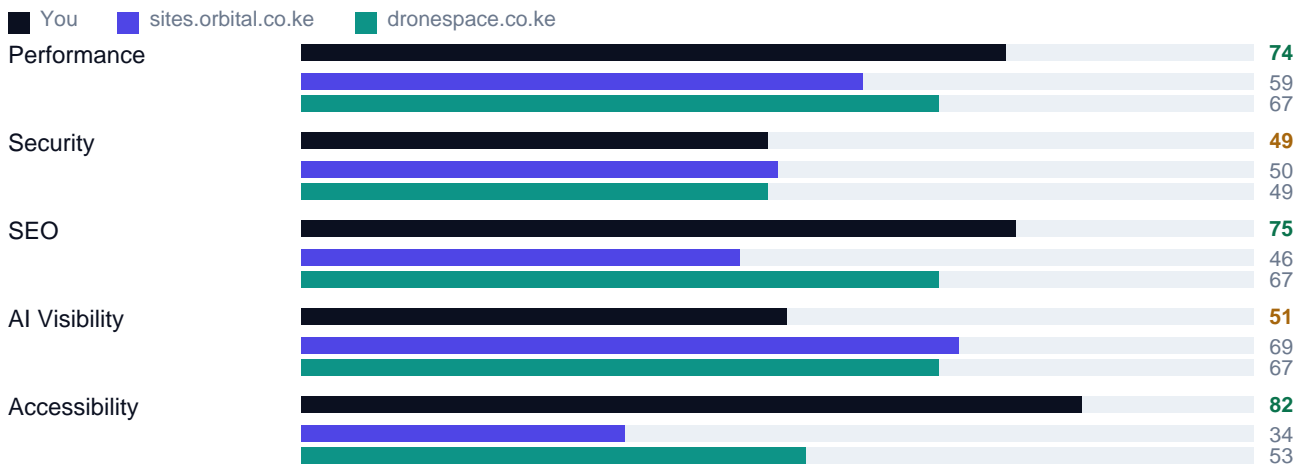
Competitor benchmark

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 sites.orbital.co.ke, selected automatically because no competitor URLs were supplied for this audit. Inferred vertical: natural history filming and drone operator (Kenya / East Africa). 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.

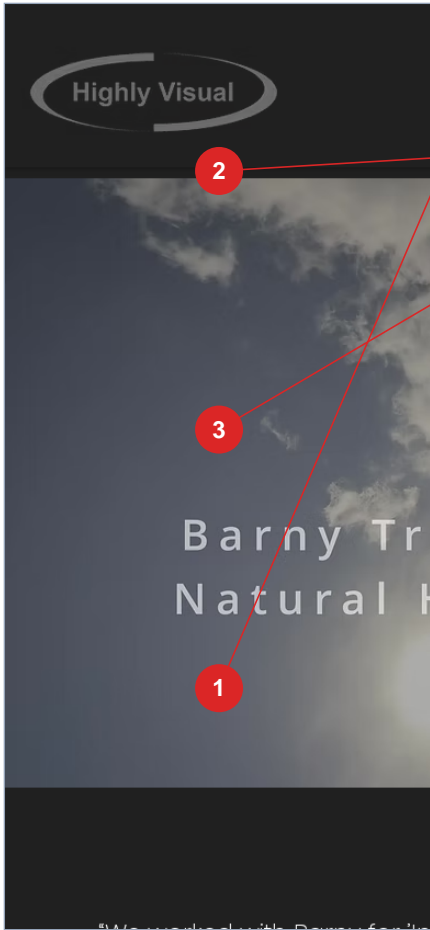
Head-to-head pillar scores



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

Mobile experience across the site

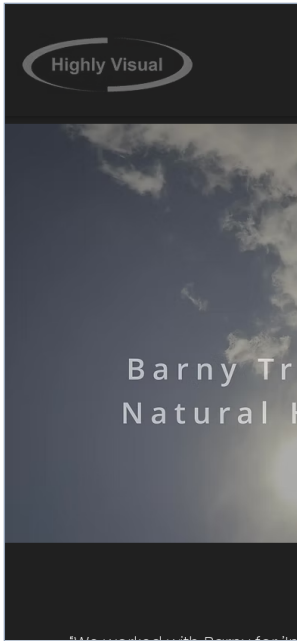
Every audited page rendered at 390x844 (iPhone 14 Pro). 6 pages captured.



- 1 Trust signals (testimonials, reviews, badges)**
Both: No trust signals detected -- zero schema markup, reviews, or security badges on homepage or product pages
- 2 Hero region (top of viewport)**
Desktop: Hero heading is only 13 characters -- "Previous Work" provides no value proposition at 1440x900
- 3 Above-fold call-to-action**
Mobile: Primary CTA is a plain URL link rather than a visible button at 390x844

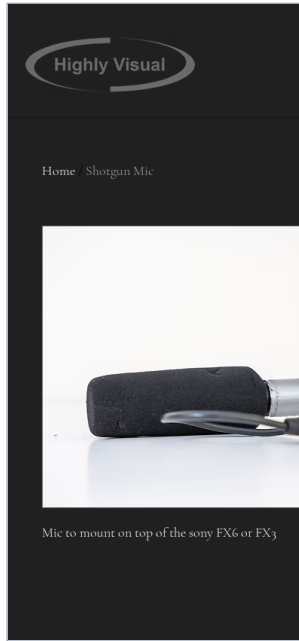
Homepage - mobile - annotated

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



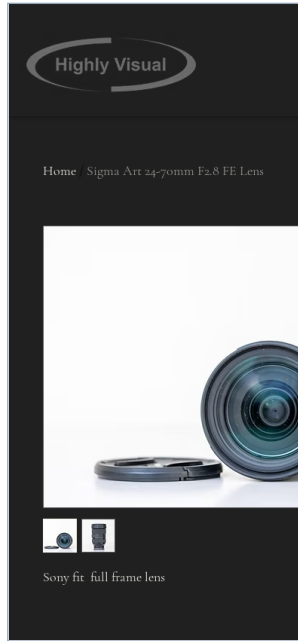
highlyvisual.com

854c · 19 links
Previous Work



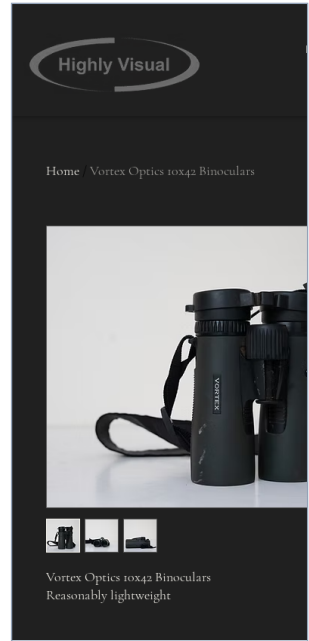
/product-page/shotgun-mic

249c · 15 links
Shotgun Mic



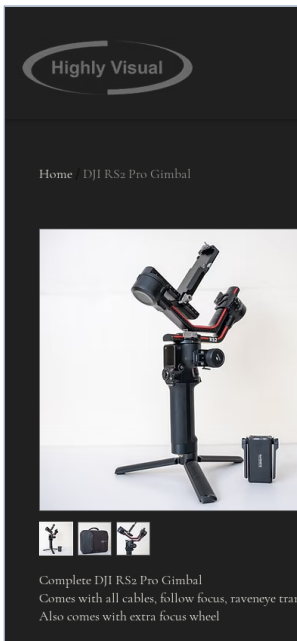
/product-page/sigma-art-24-...

272c · 15 links
Sigma Art 24-70mm F2.8 FE Lens



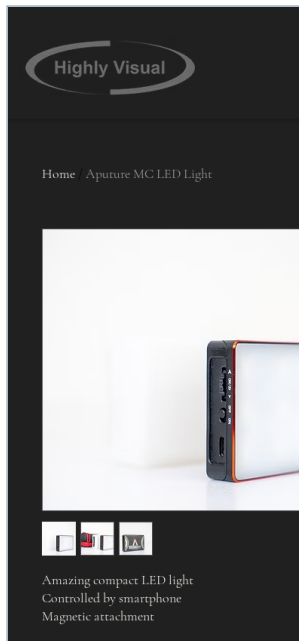
/product-page/vortex-optics...

301c · 15 links
Vortex Optics 10x42 Binoculars



/product-page/dji-rs2-pro-g...

352c · 15 links
DJI RS2 Pro Gimbal



/product-page/aputure-mc-le...

300c · 15 links
Aputure MC LED Light

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: Wix, fronted by Cloudflare.

Performance

CRITICAL No cache-control headers detected -- returning visitors re-download everything

The cache headers score is 0 out of 5. Zero sampled responses included measurable cache-control or max-age headers. This means browsers cannot store static assets locally, so repeat visits and multi-page browsing sessions re-fetch the same JavaScript bundles, stylesheets, and fonts on every navigation. **Recommended fix:** On a Wix-hosted site, most caching is managed by the platform. Ensure Wix's built-in CDN is active (check for 'Wix CDN' under Site Performance). For any custom code embeds or externally hosted assets, add Cache-Control: public, max-age=31536000, immutable headers at the origin.

Config

```
Cache-Control: public, max-age=31536000, immutable
```

CMS path: Wix Dashboard -> Settings -> Site Performance (ensure CDN is enabled; contact Wix Support if caching headers are absent)

Reference: <https://support.wix.com/en/article/site-performance-optimizing-your-site-speed>

IMPORTANT LCP at 2,484 ms passes the 'good' threshold but leaves no headroom

Largest Contentful Paint was measured at 2,484 ms on mobile -- just 16 ms under the 2,500 ms 'good' boundary. The score earned a full 25/25, but real-world variability (slower networks, older devices) could easily push LCP into the 'needs improvement' range. First Contentful Paint at 2,258 ms and Speed Index at 3,659 ms confirm the initial render is on the slow side overall. **Recommended fix:** Ensure the hero image (likely the homepage banner showcasing camera gear) uses a preload tag (<link rel='preload' as='image'>) and is served in WebP or AVIF format. On Wix, enable 'Image Optimization' under Site Performance to auto-convert to modern formats.

Snippet

```
<link rel="preload" as="image" href="/hero-banner.webp" type="image/webp">
```

CMS path: Wix Dashboard -> Settings -> Site Performance -> ensure 'Image Optimization' is ON

Reference: <https://support.wix.com/en/article/site-performance-optimizing-your-site-speed>

STRENGTH No render-blocking resources detected

Lighthouse reported zero render-blocking CSS or JavaScript files on the homepage. The render-blocking score earned a full 8/8. This means the Wix platform is effectively deferring or inlining the critical CSS path, allowing the browser to start painting without waiting for external stylesheet or script downloads. **Recommended fix:** No action needed. When adding custom code snippets via Wix's Developer Mode, place them in the page's body-end section rather than the head to avoid introducing new render-blocking resources.

Security

CRITICAL No Content-Security-Policy header detected

The site does not send a Content-Security-Policy (CSP) response header. This was confirmed across the homepage probe and multiple product-page DOM extractions -- none surfaced a CSP meta tag or response header. Without CSP, any injected script (via a compromised third-party widget, ad tag, or XSS vector) runs with full page privileges, including access to checkout form data. **Recommended fix:** Add a Content-Security-Policy header via Wix's custom HTTP headers feature (or through Cloudflare Workers if the site is proxied). Start with a report-only policy to avoid breaking third-party embeds, then tighten once violations are catalogued.

Snippet

```
Content-Security-Policy-Report-Only: default-src 'self' *.wixstatic.com *.parastorage.com; script-src 'self' *.wix.com *.googletagmanager.com 'unsafe-inline'; style-src 'self' 'unsafe-inline' *.parastorage.com; img-src * data:; connect-src *; frame-src 'self' *.youtube.com *.vimeo.com;
```

Reference: <https://support.wix.com/en/article/security-headers>

CRITICAL HSTS header missing -- no protection against SSL-stripping attacks

The Strict-Transport-Security header is absent from all responses. The scoring engine recorded `present: false` with no max-age, no includeSubDomains, and no preload directive. This means a browser connecting for the first time (or after cache expiry) can be intercepted on plain HTTP before the redirect to HTTPS occurs -- a classic SSL-strip scenario. On a camera-gear retail site, this puts login credentials and checkout sessions at risk. **Recommended fix:** Add the header `Strict-Transport-Security: max-age=63072000; includeSubDomains; preload` via your hosting platform or CDN. Once stable, submit the domain to hstspreload.org for permanent browser inclusion.

Config

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

Reference: <https://hstspreload.org/>

IMPORTANT X-Frame-Options header missing -- site is embeddable via iframe

No X-Frame-Options header was detected. Without it, any third-party site can load [highlyvisual.com](https://www.highlyvisual.com) inside an invisible iframe, enabling click-jacking attacks. A malicious page could overlay transparent UI elements on top of your checkout or account pages, tricking users into unintended actions like confirming a purchase or changing their password. **Recommended fix:** Set `X-Frame-Options: DENY` (or `SAMEORIGIN` if your own site needs to iframe itself). Complement this with a CSP `frame-ancestors 'self'` directive once CSP is deployed.

Config

```
X-Frame-Options: DENY
```

Reference: <https://developer.mozilla.org/en-US/docs/Web/HTTP/Headers/X-Frame-Options>

IMPORTANT X-Content-Type-Options: nosniff not set

The `X-Content-Type-Options` header is missing from responses. This allows older browsers to MIME-sniff responses and potentially interpret uploaded user content (e.g., product review images or attachments) as executable HTML/JavaScript, opening a stored-XSS vector. **Recommended fix:** Add `X-Content-Type-Options: nosniff` to all responses. This is a single header with no risk of breaking functionality.

Config

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

Reference: <https://developer.mozilla.org/en-US/docs/Web/HTTP/Headers/X-Content-Type-Options>

IMPORTANT Referrer-Policy header missing -- full URLs leak to third parties

No Referrer-Policy header was found. The deterministic facts confirm `value: null` and `strict-mode flag: false`. Without this header, the browser's default behaviour sends the full URL (including query-string parameters that may contain session tokens, search queries, or product IDs) to every third-party resource loaded on the page -- including the Google Tag Manager script, analytics endpoints, and any affiliate links. **Recommended fix:** Add `Referrer-Policy: strict-origin-when-cross-origin` to response headers. This sends only the origin (not the full path) to cross-origin requests while preserving full referrer data for same-origin navigation.

Snippet

```
<meta name="referrer" content="strict-origin-when-cross-origin">
```

Config

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

CMS path: Settings -> Custom Code -> Head -> paste the meta tag

Reference: <https://support.wix.com/en/article/custom-code-in-the-head>

SEO

CRITICAL No structured data (JSON-LD) on any page -- products invisible to rich results

Zero JSON-LD blocks were found across the homepage and all sampled product pages. The JSON-LD structured data score is 0/8. For a camera and video equipment retail site, Product schema with price, availability, and review data is essential for rich snippets. Without it, Google cannot display star ratings, pricing, or in-stock badges alongside search listings.

****Recommended fix:**** Add Product JSON-LD to every product page (name, image, description, sku, offers with price/currency/availability). Add LocalBusiness or Organization JSON-LD to the homepage. Validate with Google's Rich Results Test.

Snippet

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Product",
"name": "DJI RS2 Pro Gimbal",
"image": "https://www.highlyvisual.com/images/dji-rs2-pro.jpg",
"description": "Professional 3-axis gimbal stabiliser for mirrorless and DSLR cameras.",
"sku": "DJI-RS2-PRO",
"offers": {
"@type": "Offer",
"url": "https://www.highlyvisual.com/product-page/dji-rs2-pro-gimbal",
"priceCurrency": "KES",
"price": "75000",
"availability": "https://schema.org/InStock"
}
}
```

CMS path: Wix Editor -> Add -> Embed -> Custom Element OR Wix Stores -> Product SEO settings

Reference: <https://support.wix.com/en/article/adding-structured-data-markup-to-your-sites-pages>

IMPORTANT Title tag is 88 characters -- too long and unfocused for search results

The homepage title is "Highly Visual - Drone Operator and a one stop shop for Natural History Filming in Kenya." at 88 characters. Google typically truncates titles beyond ~60 characters, so the key differentiators (equipment hire, Kenya) are likely hidden in SERPs. The title also conflates the drone-operator service with the equipment retail store, diluting keyword relevance for either search intent. ****Recommended fix:**** Shorten the title to <= 60 characters, leading with the primary commercial intent -- e.g. "Camera & Video Equipment Hire Kenya | Highly Visual". Use separate, focused titles on service vs. store pages.

Snippet

```
<title>Camera & Video Equipment Hire Kenya | Highly Visual</title>
```

CMS path: Wix Editor -> Pages & Menu -> select page -> SEO (Google) -> Title Tag

Reference: <https://support.wix.com/en/article/adding-your-sites-page-title-meta-description-and-urls>

IMPORTANT Homepage H1 is "Previous Work" -- misses primary keyword opportunity

The single H1 on the homepage reads "Previous Work". While having exactly one H1 is correct (8/8 points), this heading contains no keywords relevant to camera equipment retail, drone hire, or the Kenya geographic qualifier. Search engines weight H1 text heavily for topical relevance. ****Recommended fix:**** Rewrite the H1 to include the primary keyword phrase -- e.g. "Camera & Video Equipment Hire in Kenya" -- and move the previous-work showcase under an H2.

Snippet

```
<h1>Camera & Video Equipment Hire in Kenya</h1>
```

CMS path: Wix Editor -> click the H1 text block on homepage -> edit text

IMPORTANT Meta description at 188 characters exceeds recommended length

The homepage meta description is 188 characters: "Highly Visual aerial and long lens filming in East Africa. Natural history film fixing, drone and equipment hire, and archive footage from the most experienced drone pilot in East Africa." Google truncates descriptions around 155-160 characters, so the call-to-action and differentiating details at the end are cut off.

****Recommended fix:**** Trim the meta description to <= 155 characters. Front-load the equipment retail angle and include a

clear call-to-action, e.g. "Shop cameras, lenses, lighting & drone gear in Kenya. Equipment hire, natural history film fixing & archive footage. Browse the catalogue."

Snippet

```
<meta name="description" content="Shop cameras, lenses, lighting & drone gear in Kenya. Equipment hire, film fixing & archive footage from East Africa's top drone pilot.">
```

CMS path: Wix Editor -> Pages & Menu -> select page -> SEO (Google) -> Meta Description

Reference: <https://support.wix.com/en/article/adding-your-sites-page-title-meta-description-and-urls>

IMPORTANT Open Graph tags incomplete -- only 2 of 5+ recommended properties present

The homepage has only 2 Open Graph meta properties (Open Graph tags score: 3/5). For an equipment retail store, missing og:image, og:type, or og:description means that social shares on Facebook, LinkedIn, and WhatsApp may display a generic card with no product imagery or compelling description, reducing click-throughs from shared links. **Recommended fix:** Add the missing OG tags -- at minimum og:title, og:description, og:image (a high-res hero image of your best-selling gear), og:url, and og:type (website for homepage, product for product pages).

Snippet

```
<meta property="og:title" content="Camera & Video Equipment Hire Kenya | Highly Visual">
<meta property="og:description" content="Shop cameras, lenses, lighting & drone gear in Kenya.">
<meta property="og:image" content="https://www.highlyvisual.com/images/og-hero.jpg">
<meta property="og:url" content="https://www.highlyvisual.com">
<meta property="og:type" content="website">
```

CMS path: Wix Editor -> Pages & Menu -> select page -> Social Share

Reference: <https://support.wix.com/en/article/setting-your-pages-social-share-image>

RECOMMENDED Robots.txt and sitemap are healthy -- crawling infrastructure is solid

The robots.txt is accessible (494 bytes, HTTP 200), does not block all crawlers, and references a sitemap. The sitemap index at /sitemap.xml (486 bytes, HTTP 200) is reachable and contains 3 child sitemaps. Both scored full marks (robots: 8/8, sitemap: 12/12). This is a strong technical foundation for crawl efficiency. **Recommended fix:** No immediate action. Periodically verify the sitemap includes all active product pages as the catalogue grows, and check for stale URLs pointing to discontinued products.

CMS path: Google Search Console -> Sitemaps -> verify submitted sitemap status

AI Visibility

CRITICAL No FAQPage or Product structured data detected across the store

The FAQPage schema score is 0/10 with zero question blocks found. Product pages (Shotgun Mic, DJI RS2 Pro Gimbal, Sigma Art 24-70 mm, Vortex Optics 10x42, Aputure MC LED) each render only 249-352 characters of visible text and carry no detectable Product or FAQPage JSON-LD. Without structured data, AI assistants cannot extract price, availability, ratings, or common buyer questions to cite in conversational answers. **Recommended fix:** Add Product JSON-LD to every product page (name, description, image, offers with price/currency/availability) and add a FAQPage block to category or homepage with common buyer questions about shipping, returns, and compatibility.

Snippet

```

<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Product",
"name": "DJI RS2 Pro Gimbal",
"image": "https://www.highlyvisual.com/images/dji-rs2-pro.jpg",
"description": "Professional 3-axis gimbal stabilizer for DSLR and mirrorless cameras up to 4.5 kg.",
"brand": { "@type": "Brand", "name": "DJI" },
"offers": {
"@type": "Offer",
"url": "https://www.highlyvisual.com/product-page/dji-rs2-pro-gimbal",
"priceCurrency": "USD",
"price": "799.00",
"availability": "https://schema.org/InStock"
}
}
</script>

```

CMS path: Wix Editor -> Pages -> Product Page -> Settings -> Advanced -> Custom Code (Head)

Reference: <https://support.wix.com/en/article/adding-code-to-your-site>

CRITICAL No author, about, contact, or team signals found--store has zero E-E-A-T footprint

The author trust signals score is 0/7. No About link, no Contact link, no team page, no byline, and no LinkedIn company link were detected anywhere in the rendered homepage DOM (831 380 chars) or across any product page. AI systems increasingly weight Experience-Expertise-Authority-Trust (E-E-A-T) signals when deciding which sources to cite for product recommendations. ****Recommended fix:**** Add an About page describing who runs Highly Visual and their expertise in camera/video equipment. Link it prominently in the nav. Include a Contact page and link a LinkedIn company profile in the footer.

Snippet

```

<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Highly Visual",
"url": "https://www.highlyvisual.com",
"logo": "https://www.highlyvisual.com/logo.png",
"contactPoint": {
"@type": "ContactPoint",
"telephone": "+1-XXX-XXX-XXXX",
"contactType": "customer service"
},
"sameAs": [
"https://www.linkedin.com/company/highlyvisual"
]
}
</script>

```

CMS path: Wix Editor -> Add Page -> About / Contact -> drag into main navigation

Reference: <https://support.wix.com/en/article/adding-a-new-page-to-your-site>

IMPORTANT robots.txt has no explicit AI-bot directives

The robots.txt is present (494 bytes) and defaults to allow-all, but it contains zero explicit mentions of AI-specific user agents (GPTBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended). The robots.txt AI-crawler stance score is 4/10 (tier: present but with no AI-policy mention). While all tested bots currently receive HTTP 200 responses, the absence of explicit directives means the site has no documented policy on AI crawling--making it harder to control if a future bot over-crawls. ****Recommended fix:**** Add explicit Allow directives for the AI bots you want indexing your products (GPTBot, ChatGPT-User, PerplexityBot, ClaudeBot, Google-Extended) in robots.txt. This signals intentional openness and earns full score points.

Snippet

```
User-agent: GPTBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Google-Extended
Allow: /
```

CMS path: Wix Dashboard -> Settings -> SEO -> robots.txt Editor

Reference: <https://support.wix.com/en/article/editing-your-robots-txt-file>

STRENGTH llms.txt is present and well-structured -- a strong differentiator

The llms.txt file is live (3 303 bytes, HTTP 200) with 5 sections and scores 8/10. This is ahead of the vast majority of e-commerce sites. The file provides AI assistants with a machine-readable summary of the site's purpose and content structure. The 2-point gap to a perfect score is likely due to the file containing zero outbound links to deeper content pages.

****Recommended fix:**** Add links within the llms.txt to key product category pages (e.g., /shop/cameras, /shop/lenses, /shop/lighting) so AI crawlers can discover deep inventory without relying on sitemap alone.

Snippet

```
## Product Categories
- [Cameras](https://www.highlyvisual.com/shop/cameras)
- [Lenses](https://www.highlyvisual.com/shop/lenses)
- [Lighting](https://www.highlyvisual.com/shop/lighting)
- [Audio](https://www.highlyvisual.com/shop/audio)
- [Stabilizers](https://www.highlyvisual.com/shop/stabilizers)
```

Reference: <https://llmstxt.org/>

Conversion & UX

CRITICAL No trust signals detected -- zero schema markup, reviews, or security badges on homepage or product pages

The trust signals score is 0/8. No Schema.org markup was found (schema.org markup presence = false), and no trust-signal samples such as customer reviews, star ratings, payment-provider logos, or return-policy badges were detected anywhere on the homepage or across the five product pages scanned. ****Recommended fix:**** Add Product schema (JSON-LD) with price, availability, and aggregateRating to every product page. Display at least one visible trust signal above the fold -- e.g., a secure-checkout badge, a satisfaction guarantee, or verified customer reviews.

Snippet

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Product",
"name": "DJI RS2 Pro Gimbal",
"image": "https://www.highlyvisual.com/images/dji-rs2.jpg",
"offers": {
"@type": "Offer",
"price": "599.00",
"priceCurrency": "USD",
"availability": "https://schema.org/InStock"
}
}
</script>
```

Accessibility

IMPORTANT Iframe missing accessible name (frame-title violation)

The the accessibility checker scan of the homepage detected 1 serious violation of the 'frame-title' rule: at least one <iframe> element lacks a title attribute, which means screen-reader users cannot identify the purpose of the embedded content. The homepage contains 2 iframes total, and the violation affects at least one of them. Product pages also carry 2 iframes each, amplifying the exposure across the catalogue. **Recommended fix:** Add a descriptive title attribute to every <iframe> element (e.g., <iframe title="Customer reviews widget" ...>). If using a Wix embed block, open the block settings and populate the 'Title / Accessible name' field.

Snippet

```
<iframe src="https://example.com/widget" title="Customer support chat"></iframe>
```

CMS path: Wix Editor -> click the iframe element -> Settings -> Add a descriptive 'Title' attribute

Reference: <https://support.wix.com/en/article/wix-editor-adding-an-html-iframe>

IMPORTANT No skip-navigation link detected

Neither the homepage nor any sampled product page includes a skip-navigation link. The deterministic scoring sub-check 'skip-to-content link' returned present: false, target URL resolution: false. This means keyboard-only users must tab through the entire site header and navigation on every page load before reaching the main content area -- a significant friction point on a store with repeated navigation across many product pages. **Recommended fix:** Add a visually hidden anchor link as the first focusable element in <body> that targets the main content region: Skip to main content, paired with <main id="main-content">.

Snippet

```
<a href="#main-content" class="skip-link">Skip to main content</a>
```

```
<style>
.skip-link {
position: absolute;
left: -9999px;
top: auto;
width: 1px;
height: 1px;
overflow: hidden;
}
.skip-link:focus {
position: static;
width: auto;
height: auto;
padding: 8px 16px;
background: #000;
color: #fff;
z-index: 10000;
}
</style>
```

Reference: <https://dev.wix.com/docs/develop-websites/articles/coding-with-velo/frontend-code/working-with-the-velo-sidebar/about-master-page-code>

RECOMMENDED the accessibility checker accessibility cross-check unavailable

The the accessibility checker scan could not run due to a browser-launch failure in the pipeline environment (binary unavailable / sandbox permission error). This means the audit relies solely on the accessibility checker for automated accessibility violation detection. the accessibility checker sometimes catches issues that the accessibility checker classifies as 'incomplete' or skips entirely, so the 10-point bonus allocated to the accessibility checker novel issues was awarded by default -- the true score could be slightly lower. **Recommended fix:** Run the accessibility checker manually against the homepage and one product page (e.g., npx the accessibility checker <https://www.highlyvisual.com>) to surface any violations that the accessibility checker may have missed.

Snippet

```
npx the accessibility checker --standard WCAG2AA https://www.highlyvisual.com
```

Reference: <https://github.com/pa11y/pa11y>

RECOMMENDED No video or audio content requiring captions

The homepage and all sampled product pages report 0 video elements and 0 audio elements. The captions and transcripts score awarded a full 4/4 because there is no media content that would require captioning under WCAG 1.2.2 / 1.2.3. Note that the pages do contain 2 iframes each -- if any of these embed video content in the future (e.g., product demo videos), captions will need to be provided. **Recommended fix:** No action required now. If product demo videos are added in the future (which is common for camera gear retail), ensure each video has captions -- either baked into the video file or via a <track> element / platform-provided caption feature.

Snippet

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

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

Upgrade to the Digital Footprint Audit

You've already paid for the Website Audit. Pay the difference (KSh 40,000) to upgrade to the Digital Footprint Audit -- brand-mention monitoring across the open web, AI Visibility content-extractability testing, and up to six competitor benchmarks layered on the analysis you've just read.

Upgrade at novainsight.ke/audit/buy/upgrade/nva_ke_1779371962706_4386985f

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.