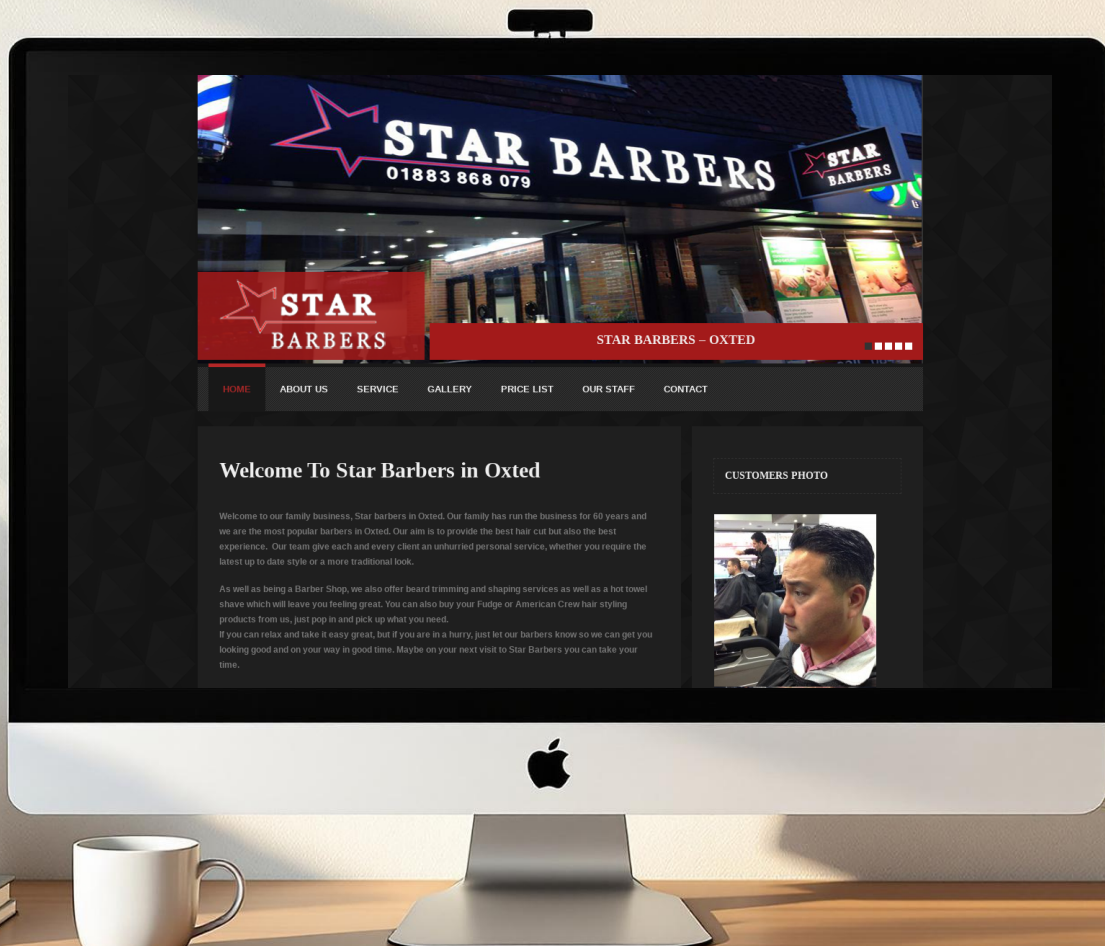


# Simple, Actionable Website Tips for starbarbers.co.uk

Audit produced on 28th Jul 2025, 9:40AM



URLhttps://starbarbers.co.uk

Word Count221 (Low word count)

Content Analysis

Field	Current	Suggested Improvement
Meta Title	Star Barbers	Expand the meta title to include relevant keywords and location. Example: 'Star Barbers in Oxted: Expert Haircuts & Shaving Services'
Meta Description	Missing	Add a meta description that includes relevant keywords and describes the business. Example: 'Star Barbers in Oxted provides expert haircuts, shaves, and personal grooming services. Family-owned business for over 60 years.'
Canonical URL	https://www.starbarbers.co.uk/	Canonical points to different URL. Verify this is intentional and the target URL contains the primary version of this content
Main Heading (H1)	Welcome To Star Barbers in Oxted	Improve the H1 to include more keywords and a better description of services. For example, 'Welcome to Star Barbers in Oxted - Your Destination for Expert Haircuts & Shaving Services'
Call-to-Actions	Contact, Contact, Contact	Provide more variety and urgency in your CTAs. For instance, 'Book Your Appointment Now', 'Get Your Perfect Haircut Today', or 'Experience the Best Shave in Oxted'
Content Tone	The tone is welcoming and personal, reflecting the family business aspect well. However, it lacks a bit of professionalism.	Maintain the friendly tone but add a touch of professionalism. Highlight expertise, experience, and the quality of services more prominently.
Content Readability	The content is readable, but some sentences are long and complex, which might affect readability and engagement.	Break long sentences into shorter ones, and use bullet points for services offered. This makes the content easier to scan and read.
Content Intent	The content does a fair job in matching user intent by providing information about the services. However, it could be more focused and concise.	Prioritize key information and services at the beginning of the content. Use subheadings for better organization and easier skimming of content.



## Welcome To Star Barbers in Oxted

Welcome to our family business, Star barbers in Oxted. Our family has run the business for 60 years and we are the most popular barbers in Oxted. Our team provide the best hair cut but also the best experience. Our team give each and every customer a friendly personal service, whether you require the latest up to date style or a more traditional look.

### CUSTOMERS PHOTO



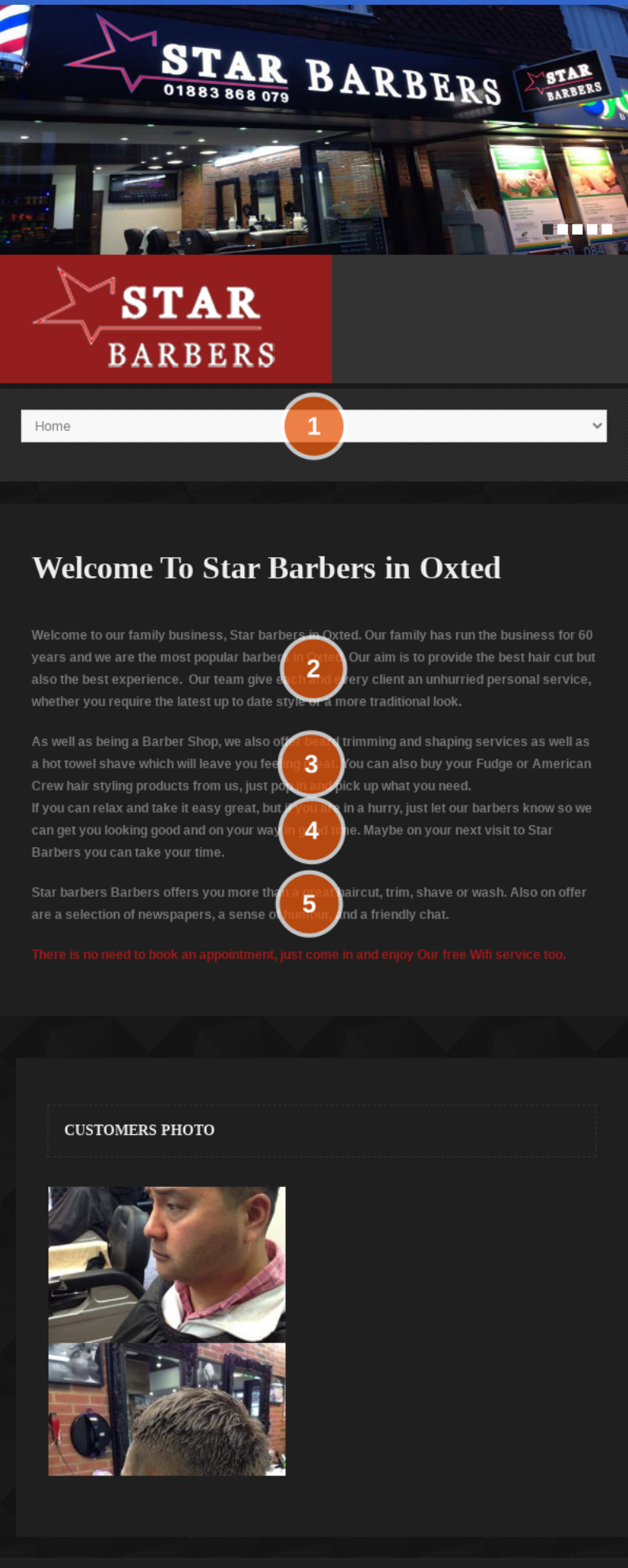
### Accessibility Issues:

- 1 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 2 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 3 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 4 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds
- 5 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [VISUAL DISPLAY] • Elements must meet minimum color contrast ratio thresholds

### Other desktop issues:

- Does not use HTTPS
- First Contentful Paint
- Largest Contentful Paint
- Speed Index
- Cumulative Layout Shift





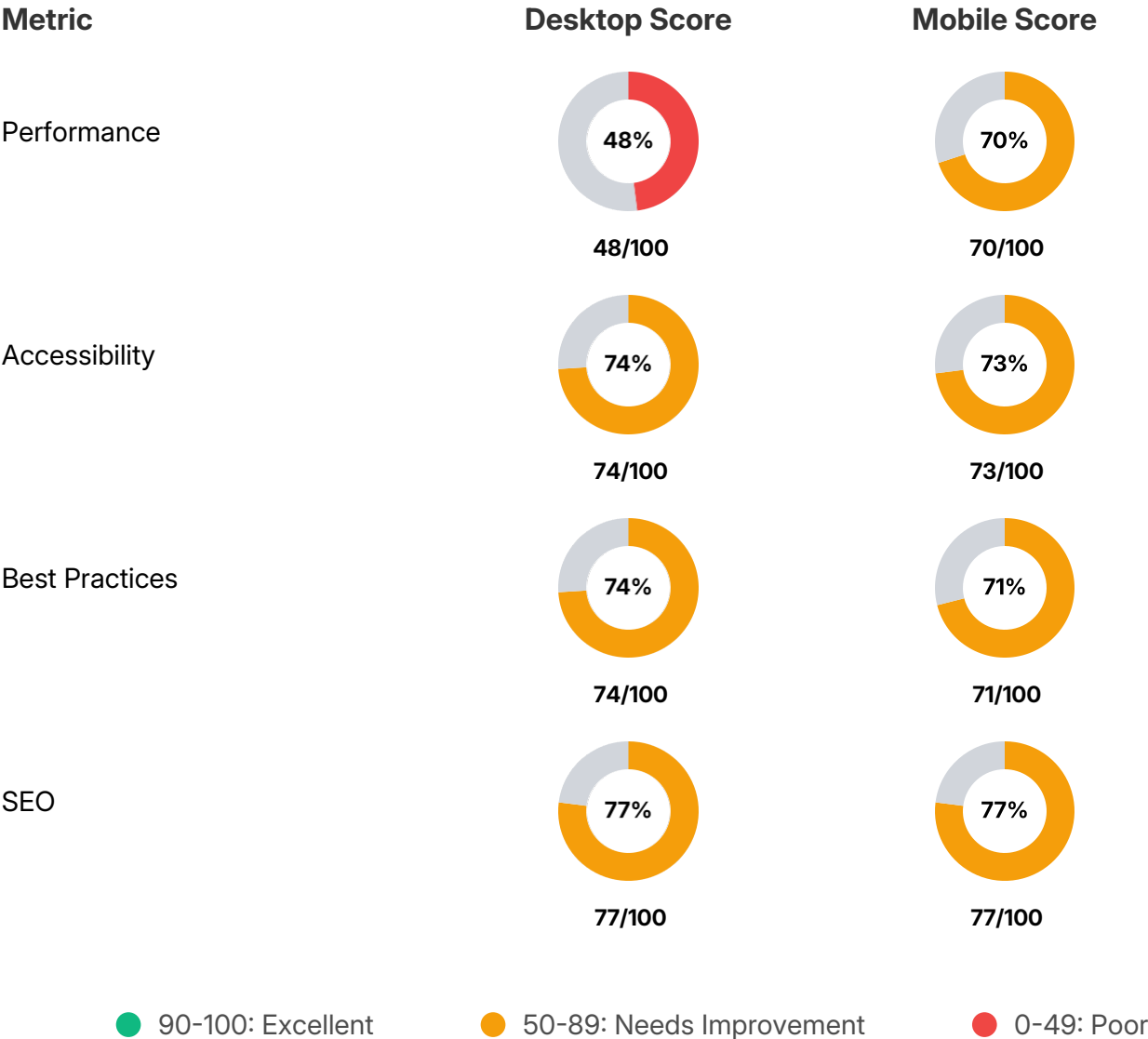
Mobile Accessibility Issues:

- 1 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
- 2 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
- 3 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
- 4 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds
- 5 Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds [CONTRAST] • Elements must meet minimum color contrast ratio thresholds

Other mobile issues:

- Does not use HTTPS
- Cumulative Layout Shift
- First Contentful Paint
- Largest Contentful Paint
- Speed Index

## Lighthouse Scores



## What Each Lighthouse Category Measures

Category	What it measures
Performance	How fast your pages load and respond to user interactions
Accessibility	How well your site works for users with disabilities
Best Practices	Security, modern web standards, and code quality
SEO	How well search engines can find and understand your content

# Key Performance Metrics (All are in milliseconds, lower = better)

## Desktop Performance

Metric	Score	What it means	CRO Insight
First Contentful Paint	1948ms	First content appears at moderate speed	Good first impression, room for improvement
Largest Contentful Paint	2666ms	Main content shows up at moderate speed	Acceptable — some bounce risk
Cumulative Layout Shift	0.7646	Significant content shifting occurs	High frustration risk — may cause accidental clicks
Total Blocking Time	0ms	Page stays responsive	Low delay — great for interaction
Speed Index	2976ms	Overall speed feel is fast	Excellent — visitors see content very quickly
Interaction to Next Paint	3327ms	Page responds to clicks slowly	Slow response — may frustrate users

## Mobile Performance

Metric	Score	What it means	CRO Insight
First Contentful Paint	2652ms	First content appears at moderate speed	Good first impression, room for improvement
Largest Contentful Paint	2652ms	Main content shows up at moderate speed	Acceptable — some bounce risk
Cumulative Layout Shift	0.5321	Significant content shifting occurs	High frustration risk — may cause accidental clicks
Total Blocking Time	0ms	Page stays responsive	Low delay — great for interaction
Speed Index	3278ms	Overall speed feel is fast	Excellent — visitors see content very quickly
Interaction to Next Paint	3616ms	Page responds to clicks slowly	Slow response — may frustrate users



# Want an audit like this?



I'm Will, and I created [auditscan.ai](https://auditscan.ai) to help people unlock the full potential of their websites. At [auditscan.ai](https://auditscan.ai), we believe every website can perform better. Our AI-powered platform makes professional website analysis accessible to everyone, from small business owners to large enterprises.

**Get a free scan at:**  
[auditscan.ai](https://auditscan.ai)

**Prepared by**  
Will Halling