

One.

<http://www.phoenixrestoration.com/>

Mobile Speed 63/100

Mobile User Experience 90/100

Mobile things to fix:

- Eliminate render-blocking
- Leverage browser caching
- Reduce server response time
- Optimize images
- Minify JavaScript
- Minify CSS
- Minify HTML

Desktop Speed 76/100

Desktop things to fix:

- Leverage browser caching
- Eliminate render-blocking
- Optimize images
- Reduce server response time
- Minify JavaScript
- Minify CSS
- Minify HTML

Really, what *isn't* wrong with this website? It looks like it came straight out of 1991. What are the slides for? You just wanted to show me some pictures? Have a purpose! Maybe show me the work that you've done in the past. Before and after pictures. Wtf is that rock thing?

Oh and then stock photos after two huge paragraphs of text? For real?

If you're gonna have a Facebook feed in the toolbar ... well, actually just don't do that. But *if* that was something people did, ever, on their website, make sure the content is actually fully visible. I can't even read the posts or see what pictures you're posting on facebook, just *that* you're posting. And you can show me *that* you're posting just be showing me the little Facebook icon.

The alignment is totally off. What's with all the space on the right?

Why is the background gray?

OK, I'll admit it: The gifs are cool on the service pages. Like, really mesmerizing to watch. But do they serve a purpose? I mean, ultimately are they going to make your visitors choose your company over another? Don't forget what your ultimate goal is in making a website.

(Oklahoma city)

Two.

<http://www.envirocleanrestoration.com/>

Mobile Speed 44/100

Mobile User Experience 99/100

Mobile things to fix:

- Eliminate render-blocking
- Leverage browser caching
- Optimize images
- Prioritize visible content
- Reduce server response time
- Minify JavaScript
- Minify CSS
- Minify HTML

Desktop Speed 65/100

Desktop things to change:

- All the same things as above

Where am I supposed to be looking?

There's no color scheme, no brand consistency – I couldn't even discern the logo from the icons on the tool bar at first. I was like, "Who is this?"

There's ... there's a bible verse on the mold service page. For real. What? Are you trying to alienate your customers? What are you doing?

Text is wayyyyy too small. Long lines of text. White text with a dark background is NEVER OK. Make things easy for your reader, just stick to plain black and white. I know it sounds boring, but think results.

The call to action is at the top of the screen before you even tell me what you do. Also it's super small, so it's really hard to see.

Also what's going on with the font differences in the heading? Which btw tells me nothing about what you do. And "it's okay, we can help" is pretty patronizing, if you ask me.

(rhode island)

Three.

<https://www.puroclean.com/rhode-island/warwick/02887/595/puroclean-disaster-restoration-services>

Mobile Speed 67/100

Mobile User Experience 99/100

Mobile things to fix:

- Eliminate render-blocking
- Leverage browser caching
- Optimize images
- Minify JavaScript

Desktop Speed 80/100

Desktop things to change:

- Leverage browser caching
- Eliminate render-blocking
- Optimize images
- Minify JavaScript

Holy walls of text, Batman.

Could this website be any harder to read? I don't know what I'm supposed to be looking at, one, and two, what the font am I supposed to be looking at?

My eyes are seriously crossing trying to read this.

The CTA is super clear though, so good job on that.

Whoa, can we also be super real here? No one gives a FUCK about your internal team members. Like, great idea to include your technicians on here – that establishes trust with the customer and whatnot – but why do people need to know about your administrative team? They don't.

Also the copy is just generally pretty bad.

Sorry, not sorry.

(rhode island)

Five.

<http://prrnv.com/>

Mobile Speed 67/100

Mobile User Experience 96/100

Mobile things to fix:

- Eliminate render-blocking
- Enable compression
- Leverage browser caching
- Reduce server response time
- Minify JavaScript
- Optimize images
- Minify CSS

Desktop Speed 68/100

Desktop things to fix:

- Enable compression
- Eliminate render-blocking JavaScript and CSS
- Leverage browser caching
- Reduce server response time
- Optimize images
- Minify JavaScript
- Minify CSS

Oh-ho-kay, this LOGO. It's like the owner let his 8-year-old son draw it up, scan it in and color it in Microsoft Paint. Seriously, it's a nightmare. It's a wonder people come to this site and believe this is a legitimate company.

The website as a whole isn't pretty, but at least there's a clear call-to-action above the fold. I know exactly where the phone number is, it's an easy number to remember.

Oy, *again*, with the solid walls of text. Guys, the number one lesson we're learning here is that you have to break up the text so it's easier to read.

The equipment page is sad. If you're going to have an equipment page, provide pictures, actually tell us what the equipment does. There must be a total of 3 sentences on this page, what made you think this piddle-y little bit of information needed its own space?

Six.

<http://floodsquad.us/services.php#>

Mobile

75/100 Speed

69/100 User Experience

Mobile things to fix:

- Use legible font sizes
- Configure the viewport
- Eliminate render-blocking JavaScript and CSS in above-the-fold content

Desktop Speed 83/100

Desktop things to fix:

- Optimize images
- Leverage browser caching
- Eliminate render-blocking
- Enable compression
- Minify HTML

THE WORST WEBSITE EVER. HANDS DOWN.

Seven.

<http://www.firstcapitalcontractors.com/>

Mobile

98/100 speed

78/100 User experience

Things to fix:

- Size content to viewport
- Configure the viewport
- Leverage browser caching
- Enable compression

Desktop

Speed 99/100

Things to fix:

- Leverage browser caching
- Enable compression

NO JUST KIDDING THIS** ONE IS THE WORST WEBSITE. NO TOOLBAR, NO CONTENT, NO CTA.

Seven.

<http://www.ccirestorationservices.com/wtrdmg.htm>

Mobile

Speed: 54/100

User Experience: 64/100

Things to fix:

- Optimize images
- Leverage browser caching
- Enable Compression
- Minify HTML

Desktop

Speed 56/100

Things to fix:

- Optimize images

- Leverage browser caching
- Enable Compression
- Minify HTML

This one. It's just fucking awful.

Eight.

<http://orangecountyrestorationcompany.com/>

Mobile

Speed 66/100

User Experience 93/100

Things to fix:

- Eliminate render-blocking
- Leverage browser caching
- Prioritize visible content
- Reduce server response time
- Optimize images
- Minify CSS
- Minify JavaScript

Desktop

Speed 80/100

Things to fix:

- Leverage browser caching
- Eliminate render-blocking
- Reduce server response time
- Optimize images
- Minify CSS
- Minify JavaScript

This one is mostly bad due to the design. They obviously did not hire a professional web designer. Green and red? That's like, the number one no-no of text formatting.

Honestly, the text formatting is pretty good. The font could definitely be bigger. I mean, I don't want the text to be so big that it looks like you're shouting at me, but maybe pretend that my eyesight is a little bad so I don't have to strain my eyes to find what I'm looking for.

Also, let's talk about the slider at the top of the home page. Is this 2005? Who uses a slider anymore?

And why is the CTA button so small? Why does it change positions on every slide? I shouldn't have to hunt for a way to convert on the home page. And why is the text on the slider BIGGER than the CTA? These are huge mistakes. I wonder if they're getting any conversions on their website at all?

If you're reading this, Orange County Restoration, let us know what your numbers are. Big or small, we know we can help you increase your conversion rate by a metric unit of A LOT.

Nine.

<http://www.mwrestore.com/>

Mobile

Speed 69/100

User Experience 66/100

Things to fix:

- Use legible font size
- Size tap targets appropriately
- Configure the viewport
- Leverage browser caching
- Eliminate render-blocking
- Size content to viewport
- Optimize images

Desktop

Speed 80/100

Things to fix:

- Leverage browser caching
- Eliminate render-blocking
- Optimize images

What decade is this?

What am I supposed to be looking at? There are no lines on this website. There's a left-aligned toolbar (which, who does that anymore, amirite?), but nothing is lined up with it. The text just sort of zig-zags across the page.

Not to mention that the text is crazy small and crammed together. I don't even want to look at it. Trying to read it is like trying to see the hidden image in those collage pictures from when you were a kid.

Know what I'm talking about? Like, those ones where you had to cross your eyes to see a picture of Mickey Mouse hidden behind a pattern of palm trees or something.

Let me tell you: I hated those pictures when I was a kid, and I hate looking at this website now.

The CTA is at least clear and discernable among the swirling text chaos. For those customers who find this website, already knowing that they want to convert, I'm sure converting is very easy.

Ten.

<http://damagerepairfortworth.com/>

Mobile

Speed 44/100

User Experience 100/100

Things to fix:

- Enable compression
- Prioritize visible content
- Eliminate render-blocking
- Minify CSS
- Leverage browser caching
- Optimize images
- Reduce server response time
- Minify JavaScript

Desktop

Speed: 49/100

Things to fix:

- Enable compression
- Minify CSS
- Prioritize visible content
- Eliminate render-blocking JavaScript and CSS in above-to-fold content
- Leverage browser caching
- Optimize images
- Minify JavaScript
- Reduce server response time