

AUDITED URL

Full audited URL: <https://sitelens.nanocorp.app/>

OVERALL WEIGHTED SCORE

71

/100

WEIGHTED MODULE

Mobile & Interactions

56

/100

WEIGHTED MODULE

Navigation

73

/100

WEIGHTED MODULE

Lisibilité & Contenu

88

/100

scores reflect visible copy quality:
20.9 average words per sentence; trust
signals are present; promises should
match shipped deliverables.

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INSIGHT 01 MOBILE & INTERACTIONS

PRIORITY HIGH

Nielsen (recognition > recall)

PROBLEME

The hero URL input beside the primary CTA button 'Get My Free Score ' relies on placeholder text as its only field name.

LOCALISATION

Hero section above the fold, desktop and mobile, inside the first URL audit form.

FIX AVANT

```
<input type="text" placeholder="https://yourwebsite.com"
  " autocapitalize="none" autocorrect="off"
  spellcheck="false" class="flex-1 min-w-0 bg-transparent
  text-white placeholder:text-white/25 outline-none
  text-base sm:text-lg" value="">
```

FIX APRES

```
<input type="text" aria-label="Website URL to audit"
  placeholder="https://yourwebsite.com"
  autocapitalize="none" autocorrect="off"
  spellcheck="false" class="flex-1 min-w-0 bg-transparent
  text-white placeholder:text-white/25 outline-none
  text-base sm:text-lg" value="">
```

IMPACT

High - Visitors using assistive tech or autofill can miss the required URL field before starting the free audit.

CALIBRATION

OBSERVABLE - The first visible URL input has placeholder text and no label, aria-label, or title in the HTML.

PRIORITY FORMULA

free-audit start point x observable x one aria-label edit under 60s

INSIGHT 02 MOBILE & INTERACTIONS

PRIORITY MEDIUM

Fitts’s Law (>=44px)

PROBLEME

The mobile hero form places the input 'https://yourwebsite.com' and the primary CTA button 'Get My Free Score ' in one horizontal row.

LOCALISATION

Hero section above the fold, mobile width under 640px, first URL audit form.

FIX AVANT

class="flex items-center gap-2 p-2 rounded-2x1"

FIX APRES

class="flex items-center gap-2 p-2 rounded-2x1 flex-col sm:flex-row items-stretch sm:items-center"

IMPACT

Medium - Small phones can compress the URL field and make the free-score submit action harder to tap accurately.

CALIBRATION

INFERE - The row layout is visible in the class list; tap error rate needs mobile usage data to confirm.

PRIORITY FORMULA

free-audit start point x inferred x one class replacement under 60s

INSIGHT 03 MOBILE & INTERACTIONS

PRIORITY MEDIUM

Friction / Loss Aversion

PROBLEME

The pricing-card CTA button 'Start free audit' repeats the audit form without saying the user keeps the free Starter audit.

LOCALISATION

Pricing section, SiteLens Starter card, embedded URL audit form.

FIX AVANT

No card required. Includes 1 free audit and basic UX recommendations.

FIX APRES

Keep the free Starter audit. No card required. Includes 1 free audit and basic UX recommendations.

IMPACT

Medium - Visitors near the paid Pro card may hesitate if the Starter form looks like it could trigger a paid path.

CALIBRATION

INFERE - The copy is present near pricing; hesitation requires funnel or session data to confirm.

PRIORITY FORMULA

pricing section x inferred x one helper-text copy swap under 60s

INSIGHT 04 MOBILE & INTERACTIONS

PRIORITY HIGH

Nielsen (recognition > recall)

PROBLEME

sitelens.nanocorp.app form fields have 0% explicit label coverage in the fetched HTML.

LOCALISATION

Forms and input controls in the page snapshot.

FIX AVANT

Fields: 3; labeled: 0; unlabeled: 3.

FIX APRES

Attach a visible label, aria-label, or aria-labelledby value to every conversion-critical input.

IMPACT

High - Named fields reduce completion errors for keyboard, autofill, and assistive-tech users.

CALIBRATION

OBSERVABLE - The analyzer counted label attributes and label relationships in the fetched HTML.

PRIORITY FORMULA

form completion path x HTML evidence x small markup edit

INSIGHT 05 MOBILE & INTERACTIONS

PRIORITY MEDIUM

Aesthetic-Usability Effect

PROBLEME

sitelens.nanocorp.app exposes 22 animation signal(s) without confirmed reduced-motion coverage.

LOCALISATION

CSS classes, inline styles, and animation-related markup.

FIX AVANT

Animation signals: 22; prefers-reduced-motion present: false.

FIX APRES

Add a prefers-reduced-motion rule that disables non-essential transitions and looping animation.

IMPACT

Medium - Motion can help perceived polish, but unsupported reduced-motion preferences add avoidable friction.

CALIBRATION

OBSERVABLE - The snapshot exposes motion keywords, not full runtime animation behavior.

PRIORITY FORMULA

comfort risk x partial static evidence x CSS media-query fix

INSIGHT 06 NAVIGATION

PRIORITY LOW

Gestalt (closure)

PROBLEME

The main content on sitelens.nanocorp.app is not wrapped in a <main> landmark.

LOCALISATION

Page structure, after the header and before the footer.

FIX AVANT

```
<h1 class="instrument_serif_18aa4323-module__yzCEmW__className anim-fade-up delay-1 text-5xl sm:text-7xl lg:text-8xl leading-[1.04] tracking-tight text-white mb-6 max-w-5xl mx-auto">What score does your website deserve?<!-- --> <em class="not-italic text-indigo-400">Find out free.</em></h1>
```

FIX APRES

```
<main><h1 class="instrument_serif_18aa4323-module__yzCEmW__className anim-fade-up delay-1 text-5xl sm:text-7xl lg:text-8xl leading-[1.04] tracking-tight text-white mb-6 max-w-5xl mx-auto">What score does your website deserve?<!-- --> <em class="not-italic text-indigo-400">Find out free.</em></h1></main>
```

IMPACT

Low - Screen-reader users lose the standard shortcut to jump from navigation to the audit form content.

CALIBRATION

OBSERVABLE - The information-architecture analyzer did not detect a <main> landmark.

PRIORITY FORMULA

access to lead form x observable x one wrapper edit when touching layout

INSIGHT 07 NAVIGATION

PRIORITY MEDIUM

Jakob’s Law

PROBLEME

sitelens.nanocorp.app navigation quality is classified as 'missing' in the fetched structure.

LOCALISATION

Header navigation and nav landmarks.

FIX AVANT

Main menu present: true; item count: 0; hierarchy depth: 1.

FIX APRES

Expose the core pages in one semantic nav landmark with short labels and predictable destinations.

IMPACT

Medium - Visitors compare sites against familiar navigation patterns before trusting the primary CTA.

CALIBRATION

OBSERVABLE - The analyzer inspected nav, header links, and internal link structure in static HTML.

PRIORITY FORMULA

orientation path x structural evidence x template-level fix

INSIGHT 08 NAVIGATION

PRIORITY MEDIUM

Gestalt (closure)

PROBLEME

sitelens.nanocorp.app does not expose a semantic main landmark in the snapshot.

LOCALISATION

Page landmark structure between header and footer.

FIX AVANT

Landmarks: 2; sections: 6; main present: false.

FIX APRES

Wrap the primary page content in one <main> landmark and keep supporting content in clear sections.

IMPACT

Medium - Landmarks let screen-reader and keyboard users skip repeated chrome and reach the content faster.

CALIBRATION

OBSERVABLE - The result comes from counting semantic section and landmark elements in the HTML.

PRIORITY FORMULA

access path x observable markup x wrapper-level fix

INSIGHT 09 LISIBILITE & CONTENU

PRIORITY MEDIUM

Cialdini (social proof)

PROBLEME

The hero proof line 'New. Independent. No fake logos - run it on your site and judge.' removes fake proof but does not give a verified trust alternative.

LOCALISATION

Hero section above the fold, directly below the primary URL audit form.

FIX AVANT

New. Independent. No fake logos - run it on your site and judge.

FIX APRES

New. Independent. No fake logos - run it on your site and judge. Verified usage proof will be added only after it is measured.

IMPACT

Medium - Cold visitors see an honest trust disclaimer and a non-deceptive reason to try the free audit before entering their URL.

CALIBRATION

INFERE - The line is visible; whether adoption proof changes submissions needs A/B or funnel data.

PRIORITY FORMULA

above-fold lead form x inferred x one sentence replacement under 60s

INSIGHT 10 LISIBILITE & CONTENU

PRIORITY MEDIUM

Von Restorff Effect

PROBLEME

The label 'One-Time Checkout' and the price '\$29' compete with the disabled 'Coming soon' state in the SiteLens Pro card.

LOCALISATION

Pricing section, SiteLens Pro card header and price block.

FIX AVANT

One-Time Checkout / SiteLens Pro / \$29 / Coming soon

FIX APRES

One-Time Checkout / SiteLens Pro / \$29 one-time / Join Pro waitlist

IMPACT

Medium - The paid offer stands out as purchasable before the page later says checkout is unavailable.

CALIBRATION

OBSERVABLE - The pricing card shows checkout wording, price, and unavailable state together.

PRIORITY FORMULA

paid-plan clarity x observable x two copy swaps under 60s

Guard Rail Log

2-tier pricing area NOT flagged (Hick's Law guard rail: bounded choice set, Jakob-compliant).
Primary CTA contrast and placement NOT flagged (Visual Hierarchy guard rail: 'Get My Free Score ' is visible above the fold).

Healthy Patterns Noted

sitelens.nanocorp.app returned analyzable HTML, so recommendations are grounded in observed page structure rather than invented claims.
sitelens.nanocorp.app exposes enough visible text for readability and content-quality scoring without relying on private analytics data.
The repeated audit CTA follows Jakob's Law by keeping the same URL-entry pattern in hero, pricing, and bottom CTA sections.