



Searchmetrics Lighthouse Report

Your Keywords – Your Market – Your Insights

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Introduction

Work stream overview

The project will look at the ranking pages for the most important keywords for your domain in your market.

Google search results and relevant URLs will be compared in order to analyze correlations between competitors' domains based on Google Lighthouse data and reveal ranking factors in the specified market.

Work stream details

Your most relevant ranking factors will be presented through tables and graphs showing the first 20 positions of Google search results for relevant keyword queries.

Results will be related to SEO values, performance and accessibility metrics, as well as best practices in optimization of website performance.



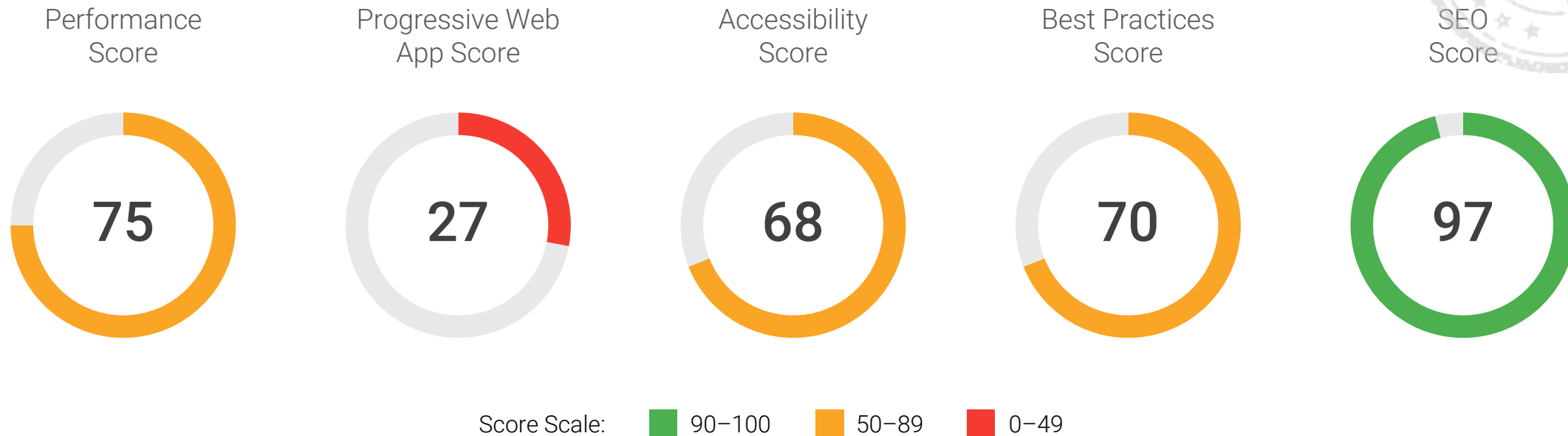
Contents

Your custom Lighthouse Report from Searchmetrics includes:

- An overview of your domain's ranking pages' performance in all Lighthouse categories, based on the keyword set provided
- A detailed breakdown of results by ranking position for all Lighthouse categories and the most important audits
- A direct comparison for each audit between your domain and your relevant online market (based on the respective keyword set) – revealing where you can improve to match and outpace your competitors
- An analysis and actionable recommendations from our experts explain how to optimize to improve your website's Google Lighthouse results
- An executive summary of results and priorities, showing which optimizations are most relevant for your website and where you have the biggest potential for improvement

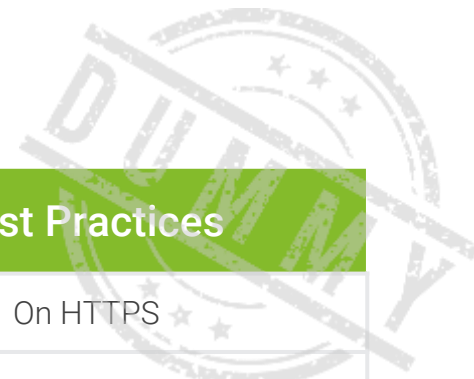


Overview Of All Categories



The scores that you see at the top of any Lighthouse report represent the five category scores. Each category score is compiled from the results of the various audits associated with that category.

Overview of All Audits

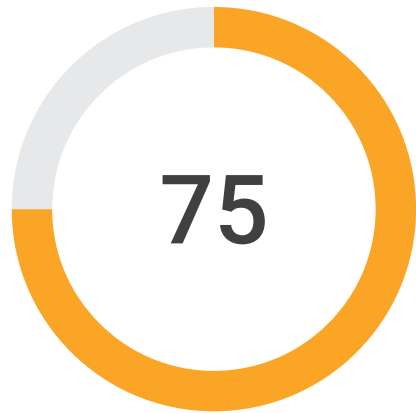


Performance	Performance	Accessibility	Best Practices
First Contentful Paint	Unminified CSS	Buttons have Accessible Names	On HTTPS
Speed Index	Unminified JavaScript	Color Contrast	Errors in Console
First Meaningful Paint	Serve Images in Next-Gen Formats	Every Form Element Has A Label	Deprecations
Time to First Byte	Optimized Images	Links have Discernible Names	Links are Unsafe
Time to Interactive	Enable Text Compression	Lists are Well Structured	No Vulnerable Libraries
Number of Redirects	Uses Responsive Images	List Items are Well Structured	Uses HTTP2
Bootup Time	Efficient Dom Size	SEO	
Preload Key Requests	PWA	Has Meta Description	
Uses inefficient cache policy	Redirects to HTTPS	Uses Legible Font Sizes	
Total Byte Weight	Has a valid Viewport	Descriptive Link Texts	
Uses Offscreen Images	Content without JavaScript	Is Crawlable	
Render Blocking Resources	Content Sized Correctly	Document Avoids Plugins	

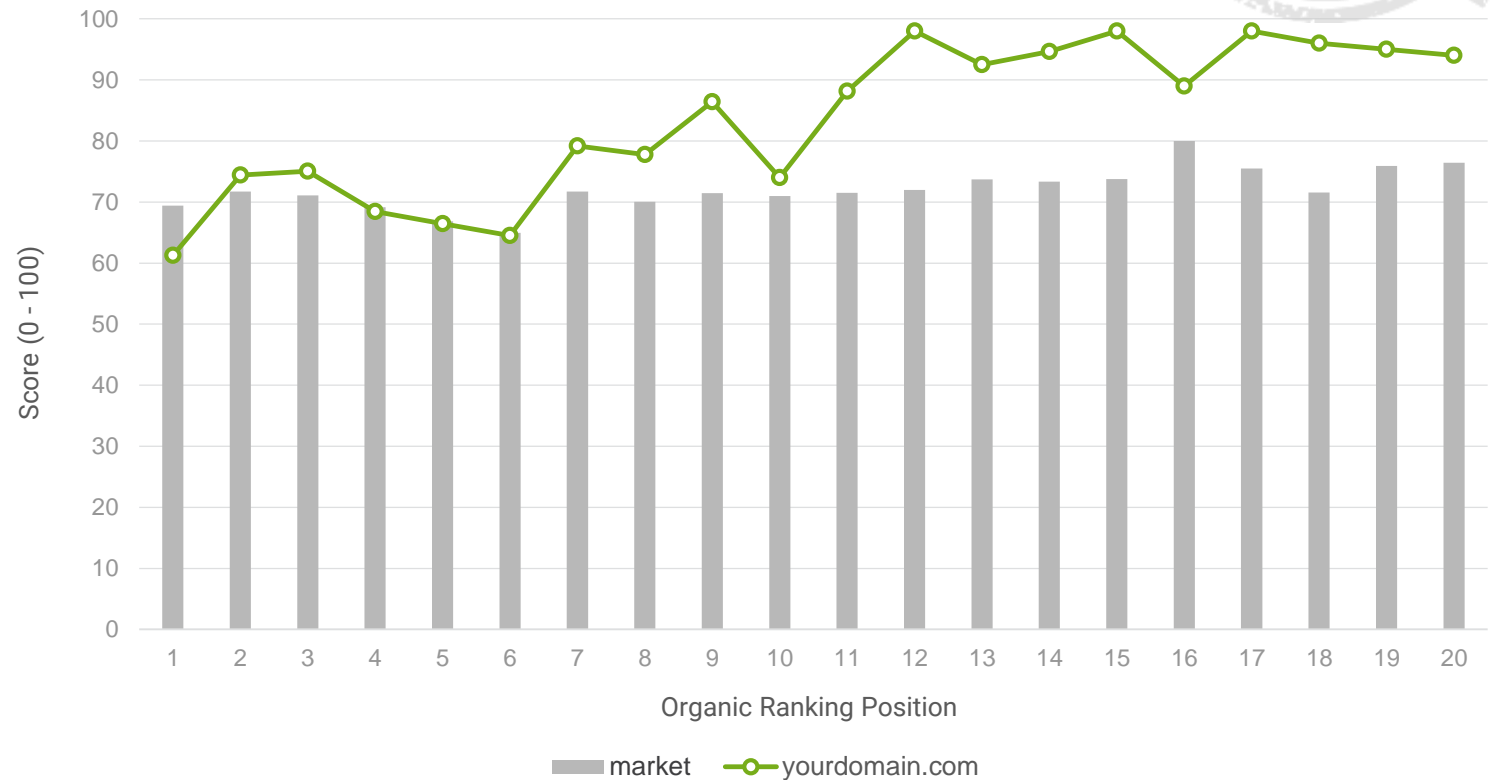


Performance

Performance Score



Lighthouse returns a Performance score between 0 and 100. 0 is the lowest possible score. 100 is the best possible score, which represents the 98th percentile, a top-performing site. A score of 50 represents the 75th percentile. The overall Performance score is a weighted average of the audits associated with the Performance category.



Speed Index



Top 3 Avg.

7.504

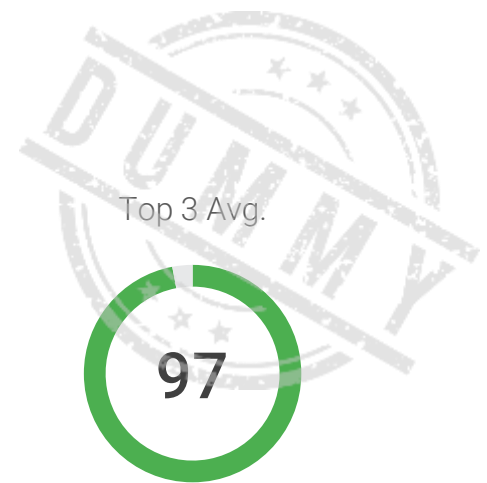
Domain Avg.

7.125

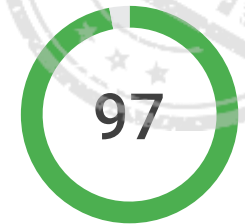
For each ranking factor, our SEO consultants will provide an analysis of the results, comparing your domain with the market, and providing recommendations for improvements, where necessary. In this example, yourdomain.com's Speed Index values are lower than the market average. Low values mean a faster page, so this is an area where yourdomain.com is performing better than most of its competitors.

Speed Index is a page load performance metric that shows you how quickly the contents of a page are visibly populated. The lower the score, the better.

Optimized Images



Top 3 Avg.



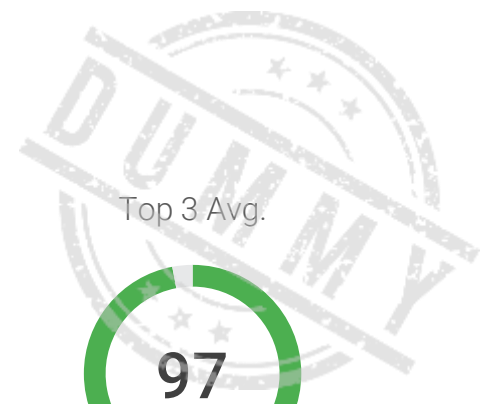
Domain Avg.



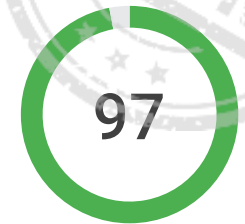
For each ranking factor, our SEO consultants will provide an analysis of the results, comparing your domain with the market, and providing recommendations for improvements, where necessary. In this example, yourdomain.com is performing well, but is not quite at the level of the market average, which suggests some room for improvement.

Optimized images load faster and consume less cellular data. If the potential savings by compressing an image are 4KB or greater, Lighthouse flags the image as optimizable. Note, this audit only tests JPEG and BMP images.

More Slides with More Factors



Top 3 Avg.



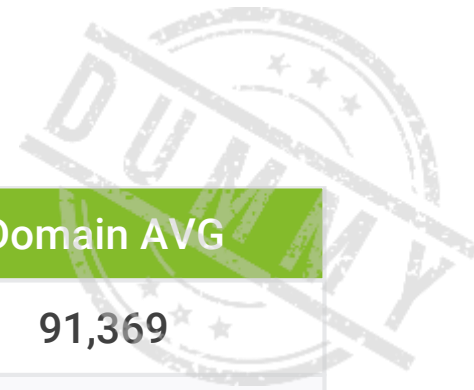
Domain Avg.



The report will contain data and analysis of several further audits in the performance category, revealing gaps and areas for potential improvement.

Each audit is accompanied by a concise definition, in line with the documentation provided by Google, clearly explaining what exactly is measured and why it is important.

All Performance Audits



Name	Top 3 AVG	Top 10 AVG	Top 20 AVG	Domain AVG
First Contentful Paint	88,398	97,547	103,699	91,369
Speed Index	750,402	796,425	778,653	712,521
First Meaningful Paint	100,552	110,200	116,862	103,564
Time to First Byte	36,174	45,847	54,000	38,487
Time to Interactive	780,028	809,894	716,306	615,820
Number of Redirects	2,276	3,695	2,798	0
Bootup Time	372,811	397,039	340,335	372,647
Preload key requests	89	89	91	57
Uses inefficient cache policy	29	28	29	16
Total Byte Weight	221,932,801	222,132,438	223,470,676	273,319,411



Progressive Web App

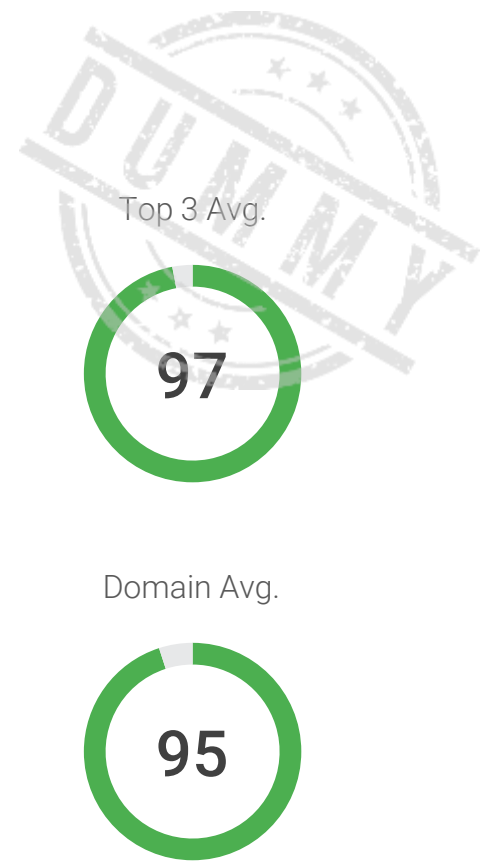
Progressive Web App Score



Lighthouse returns a Progressive Web App (PWA) score between 0 and 100. 0 is the worst possible score, and 100 is the best. The PWA audits are based on the Baseline PWA Checklist. Each of the 11 automated PWA audits are weighted equally, so each one contributes approximately 9 points to your PWA score.



More Slides with More Factors



The report will contain data and analysis of further audits in the progressive web app category, revealing gaps and areas for potential improvement.

Each audit is accompanied by a concise definition, in line with the documentation provided by Google, clearly explaining what exactly is measured and why it is important.

All Progressive Web App Audits

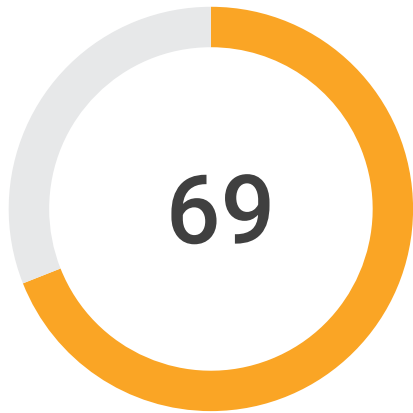


Name	Top 3 AVG	Top 10 AVG	Top 20 AVG	Domain AVG
Redirects to HTTPS	88	84	84	100
Has a valid viewport	62	71	76	81
Content without JavaScript	98	98	97	100
Content Sized Correctly	78	76	70	69

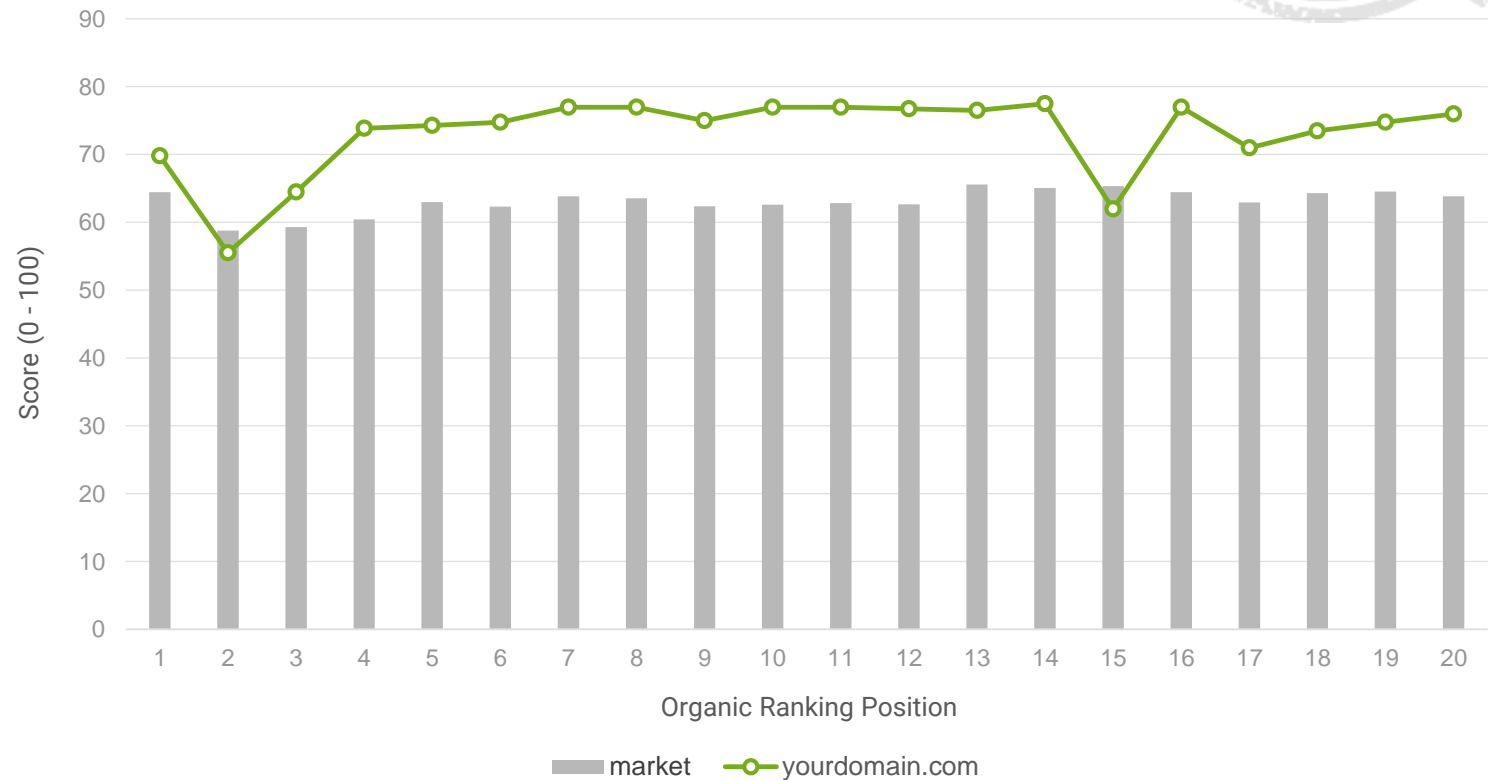


Accessibility

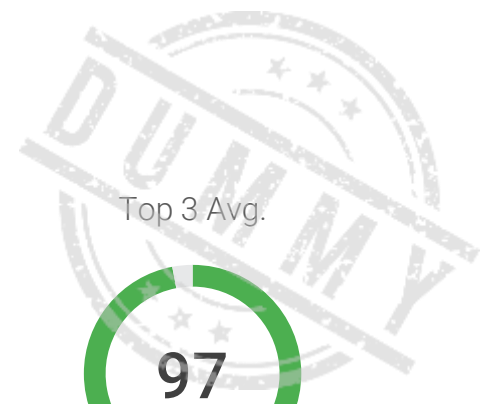
Accessibility Score



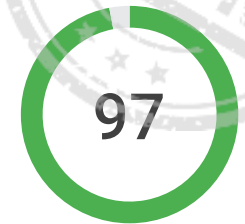
The Accessibility score is a weighted average of all the accessibility audits. The heavier-weighted audits have a bigger impact on your score. Each accessibility audit is pass or fail. Unlike the Performance audits, a page doesn't get points for partially passing an accessibility audit. For example, if some elements have screenreader-friendly names, but others don't, that page gets a 0 for the screenreader-friendly-names audit.



More Slides with more Factors



Top 3 Avg.



Domain Avg.



The report will contain data and analysis of further audits in the accessibility category, revealing gaps and areas for potential improvement.

Each audit is accompanied by a concise definition, in line with the documentation provided by Google, clearly explaining what exactly is measured and why it is important

All Accessibility Audits

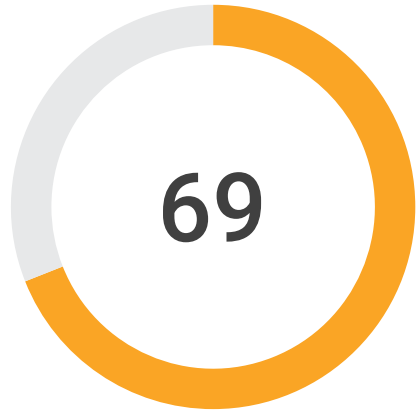


Name	Top 3 AVG	Top 10 AVG	Top 20 AVG	Domain AVG
Buttons have Accessible Names	48	60	63	99
Color Contrast	19	15	18	1
Every Form Element Has A Label	17	11	13	54
Links have Discernible Names	20	20	22	14
Lists are Well Structured	79	84	87	99

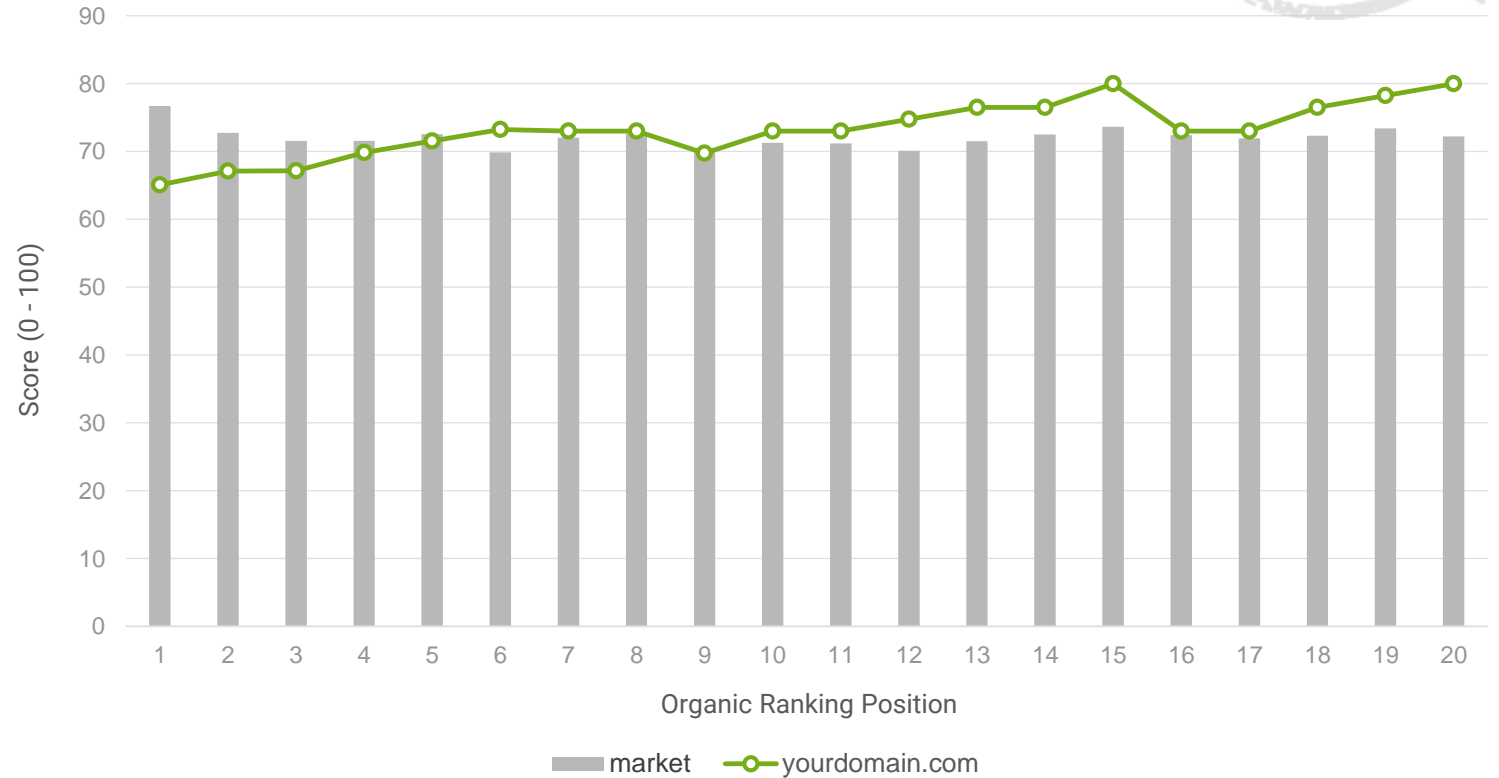


Best Practices

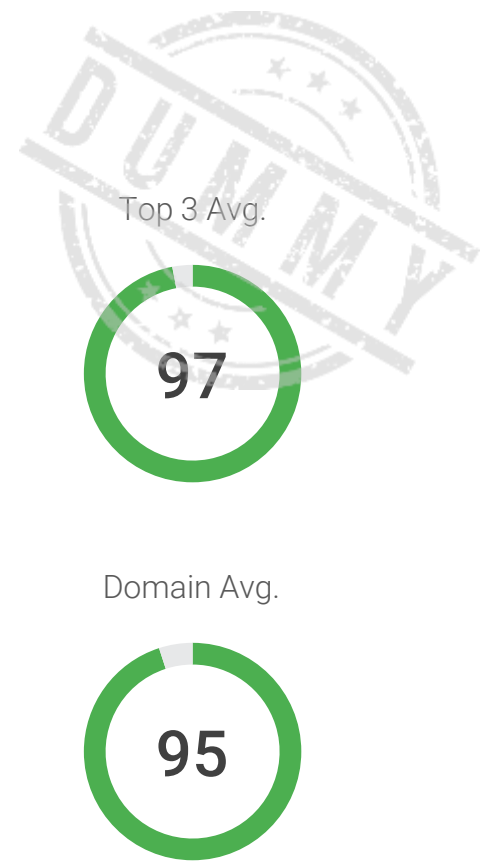
Best Practices Score



Lighthouse returns a Best Practices score between 0 and 100. 0 is the worst possible score, and 100 is the best. While in other categories (e.g. Performance) the audits are weighted differently according to importance, the Best Practices audits are all equally weighted.



More Slides with More Factors



The report will contain data and analysis of further audits in the best practices category, revealing gaps and areas for potential improvement.

Each audit is accompanied by a concise definition, in line with the documentation provided by Google, clearly explaining what exactly is measured and why it is important

All Best Practices Audits

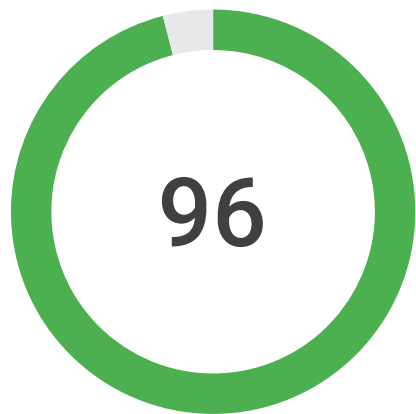


Name	Top 3 AVG	Top 10 AVG	Top 20 AVG	Domain AVG
On HTTPS	86	83	82	99
Errors in Console	63	61	61	70
Deprecations	92	91	91	100
Links are Unsafe	30	22	21	0
No Vulnerable Libraries	34	36	33	0
Uses HTTP2	68	63	56	82

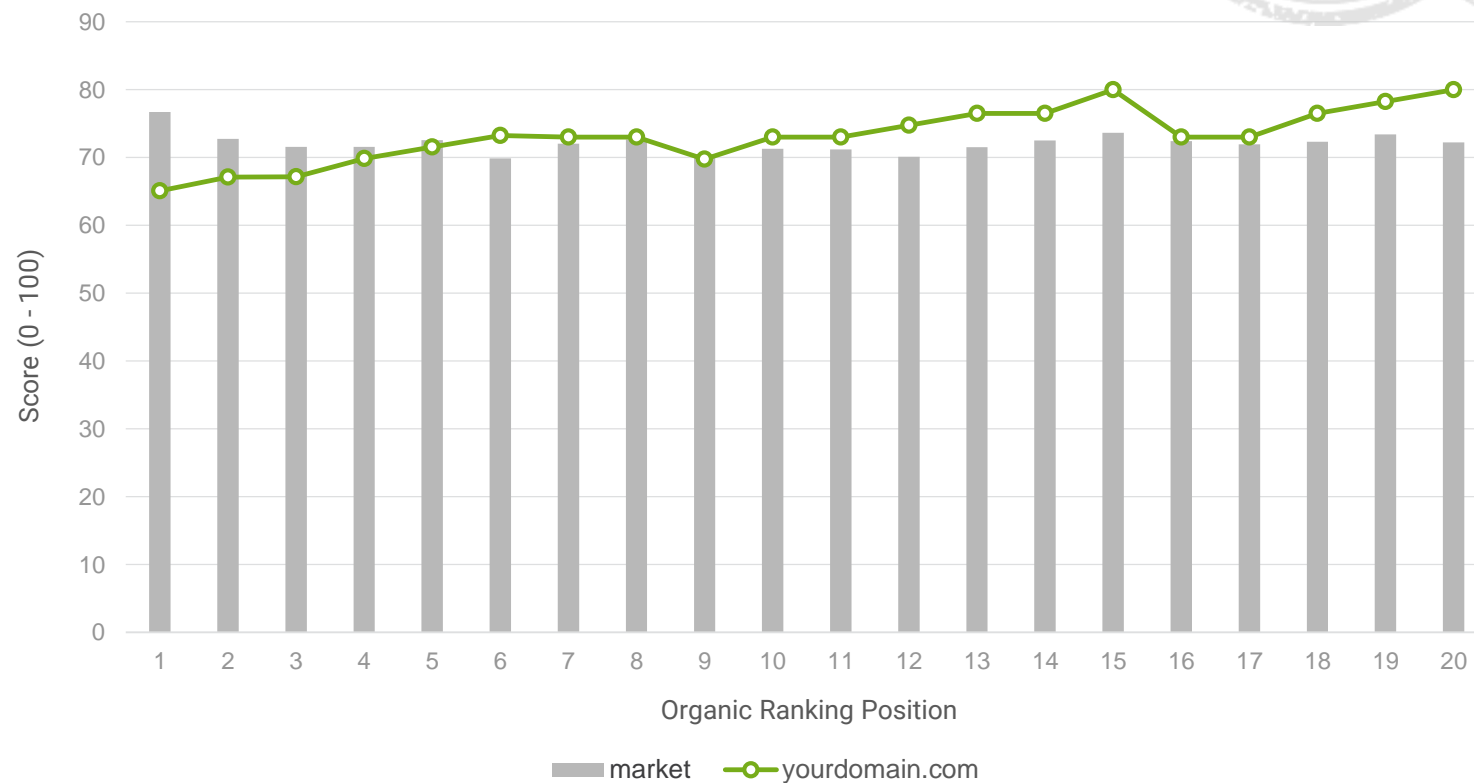


SEO

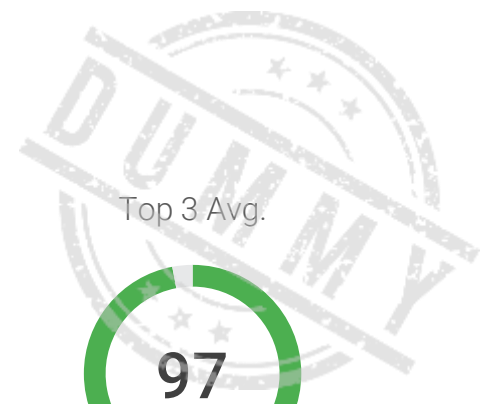
SEO Score



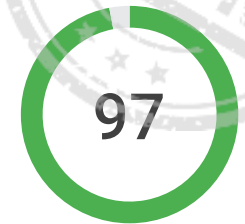
Lighthouse returns a score in the SEO category between 0 and 100. 0 is the worst possible score, and 100 is the best. The SEO score is based on how many of the SEO audits are passed, all of which are equally weighted.



More Slides with More Factors



Top 3 Avg.



Domain Avg.



The report will contain data and analysis of several further audits in the SEO category, revealing gaps and areas for potential improvement.

Each audit is accompanied by a concise definition, in line with the documentation provided by Google, clearly explaining what exactly is measured and why it is important.

All SEO Audits



Name	Top 3 AVG	Top 10 AVG	Top 20 AVG	Domain AVG
Has Meta Description	69	82	81	100
Uses Legible Font Sizes	62	70	75	81
Descriptive Link Texts	97	92	92	100
Is Crawlable	96	98	97	100

Summary

- The summary covers the most important recommendations for optimizing your domain, based on the insights won from the analysis of your market.
- This clear overview is perfect for sharing what matters most with colleagues, partners and management.
- The report summary also serves as a list of priorities, showing you where to act first to achieve the best results.
- As the analysis is based on your relevant online market, all recommendations are targeted to help you outperform your organic search competitors.
- This data-driven, market-specific method of setting priorities replaces checklist SEO with a next-generation approach to technical website optimization.
- Use these insights to save time and resources, as you focus your investment on relevant optimization that can be measured and tracked for success.

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