PREPARED FOR

North & Form

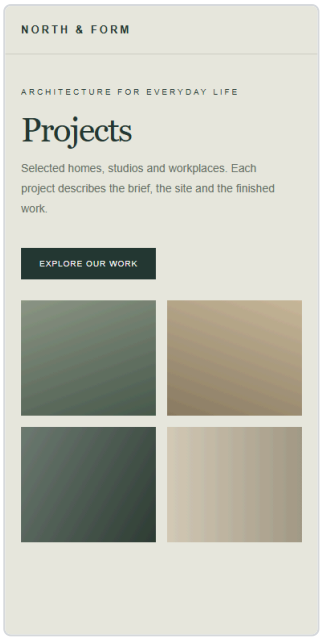
example.com

OVERALL ASSESSMENT

A clear studio story, with slow project images to fix first

The selected pages explain the studio well. Project images appear slowly on phones, and two pages share a title.

5 pages reviewed · **4** performance sampled
Measured 2026-06-04



example.com/projects
Captured 2026-06-04

WHERE TO FOCUS — IN PRIORITY ORDER

1 Deliver project images at their display size

LCP
lab measurements
p. 2

2 Give the studio and process pages distinct titles

2
pages compared
p. 3

WHAT'S WORKING — STRENGTHS TO KEEP

✓ A clear studio introduction

The homepage explains who the studio designs for and what it offers.

Pages covered · 1
Homepage

✓ Projects show the brief and the result

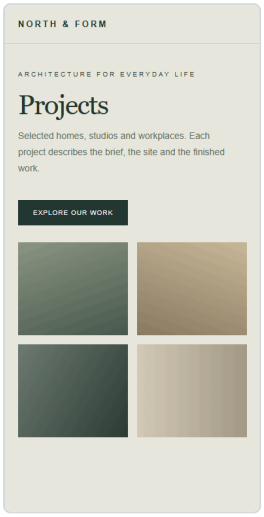
Each project describes the brief, the site and the finished work.

Pages covered · 1
Projects

PERFORMANCE

1 Deliver project images at their display size

The saved mobile lab tests record a slow main-content appearance on the projects page.



example.com/projects
Captured 2026-06-04

Page context, captured separately from the measurements.

1 The readings behind this priority

PageSpeed Insights · lab medians

PAGE / DEVICE	METRIC	MEDIAN	SAMPLES
Projects Mobile	LCP	4.9 s	3

LCP: time until the largest visible image or text block appears. Lab results do not measure real visitor interactions.

WHY IT MATTERS

Visitors on phones wait for the first project image before the page feels ready. These are lab measurements, not visitor sessions.

OUR RECOMMENDATION

Serve the gallery images at the size they are displayed, and review how the first image is loaded.

Pages covered · 1
Projects

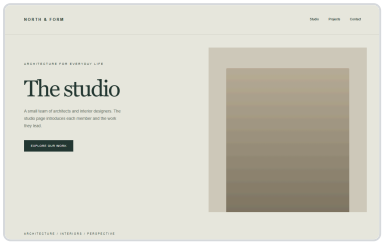
HOW WE'LL MEASURE IT

- ○ Repeat the mobile lab measurements on the projects page after the change.

CONTENT & PAGE CONSISTENCY

2 Give the studio and process pages distinct titles

The studio and process pages share the same document title.



example.com/studio
Captured 2026-06-04

Page context, captured separately from the review. The saved evidence below supports this finding.

1 Same title, different pages

Titles recorded in the selected pages' HTML

PAGE	DOCUMENT TITLE
Studio example.com/studio	North & Form
Process example.com/process	North & Form

WHY IT MATTERS

Identical titles make the two pages harder to tell apart in browser tabs and search listings.

OUR RECOMMENDATION

Write a title for each page that names its subject.

HOW WE'LL MEASURE IT

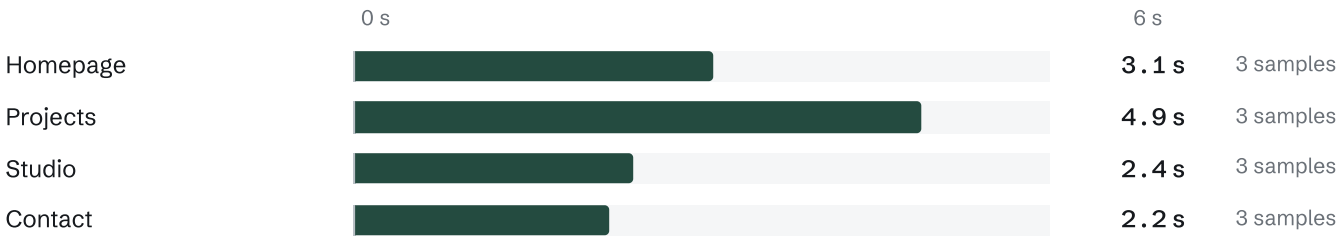
- ◯ Open both pages and compare their document titles.

Pages covered · 2
Studio · Process

SUPPORTING EVIDENCE

Mobile loading, page by page

Time until the largest visible image or text block appears.



PageSpeed Insights · mobile lab medians · 2026-09-04. LCP is not total page load time or a measurement of real visitor interactions.

RECOMMENDED SEQUENCE

What happens next

NOW

1

Deliver project images at their display size

NEXT

2

Give the studio and process pages distinct titles

THEN

Measure again

Repeat the checks described with each recommendation.

REVIEW SCOPE

REVIEWED	PERFORMANCE	MEASURED
5 of 5 selected pages collected	4 pages sampled PageSpeed Insights	2026-06-04

- Selected public pages only. Search rankings, traffic and conversions were not measured.

Prepared by **Studio North** · Emma Berg
https://studionorth.example