

YOURBRAND.COM/

57 /100

OVERALL SCORE

COLOUR

0 /100

TYPOGRAPHY

49 /100

WHITESPACE

92 /100

HIERARCHY

100 /100

IMAGE QUALITY

80 /100

CONSISTENCY

83 /100

MOBILE

43 /100

MEDIA FORMATS

52 /100

PERFORMANCE

52 /100

SEO METADATA

26 /100

AEO

8 /100

CLAUDE OPUS 4.7 VISION · READS AS EDITORIAL

Editorial ambition in the typography, undercut by navigation that floats and a title that sits on a face.

The score flags overlapping mobile text, multiple H1s and a 6 second LCP, all real. What it misses is the editorial intent: this wants to feel like a printed monograph, and the bones are there in the serif and the negative space. The breakage is in placement, not concept.

Fix 1

Lift title off the face

Move 'Your Hero Title' below the image or into the left negative space so it stops crossing the subject's mouth and chin.

Fix 2

Anchor the navigation

Add a thin top rule or background band so 'Your Brand' and 'Menu' read as a fixed masthead rather than floating labels.

Fix 3

One H1, captioned

Demote slide titles to H2 and keep a single hidden or visible H1 for the page identity, restoring a single focal point.

PROJECTED IMPACT — IF YOU REACH TOP QUARTILE

Colour	+85 pts	2-4%	bounce rate reduction
AEO	+77 pts	10-20%	AI visibility score
SEO Metadata	+59 pts	5-10%	organic click-through rate
Mobile	+42 pts	8-12%	mobile conversion uplift
Typography	+36 pts	5-7%	time on page increase
Media Formats	+33 pts	1-3%	page speed improvement

CLOTHING BRAND BENCHMARK (13 BRANDS)

BRAND		SCORE	CONV. %
Sezane premium		75	2.75%
Aritzia premium		64	2.8%
& Other Stories premium		64	2.2%
COS premium		63	2.75%
Reformation premium		62	2.2%
Gymshark dtc		61	2.5%
Mango mass		58	2.0%
Arket premium		56	2.0%
Massimo Dutti premium		56	2.75%
Everlane dtc		55	3.0%
Uniqlo mass		54	2.4%
SKIMS dtc		50	3.5%
Reiss premium		46	2.3%
Your site		57	—

Conversion context: Fashion ecom avg 2.55% · Median 2.5% · Range 2.0-3.5% · Sources: ECDB, Grips Intelligence, Littledata, Shopify 2025

0

Colour

8 issues found

On screen the palette is disciplined: near-black ground, white type, image as the only colour event. The four text colours flagged are likely faint state variants the eye does not register as distinct.

Fix: Consolidate Previews, Next, pagination and footer text to a single off-white token and let opacity handle hierarchy.

- 4 text colours detected. Best practice is 2-3. Every additional colour weakens pattern recognition (Ch. 2, mere exposure effect).
- 5 background colours. Too many. The brain detects colour inconsistency in under 400ms and registers it as distrust (Elliot & Maier, 2012).
- 2 heading(s) fail contrast: "Previews" (1:1, needs 4.5:1); "Next" (1:1, needs 4.5:1). Headings are the first text visitors read. If they cannot read them clearly, they leave.
- 1 link(s) fail contrast: "Your Brand" (2.04:1). Low-contrast links are invisible to users, defeating their purpose.
- 2 button(s)/CTA(s) fail contrast: "Previews" (1:1); "Next" (1:1). Your primary conversion elements are hard to read.
- 1 navigation link(s) fail contrast. If visitors cannot read your menu, they cannot navigate your site.
- 4 text element(s) are placed over background images without guaranteed contrast. Text readability depends on what part of the image is behind it. Add a semi-transparent overlay.
- 55% of sampled text elements fail WCAG AA contrast. This is a systemic readability problem, not isolated cases.

WHY THIS MATTERS

Palette cohesion builds subconscious trust. Reducing from 8+ to 3-4 colours cuts cognitive load by ~30% (Elliot & Maier, 2012).

Elliot & Maier, 2012; Labrecque & Milne, 2012

Benchmark: median 58, top quartile 65, range 22-100

49

Typography

3 issues found



The display serif on 'Your Hero Title' carries the whole brand and it almost works, but four H1s mean every slide title competes for the same weight. Seven sizes with 11/12px near-duplicates suggests a scale that grew by accident.

Fix: Define a 5 step scale (display, H2, body, caption, micro) and reassign every text element to one of those steps.

- 3 font families. At the recommended limit. Every additional font adds cognitive load.
- 7 unique font sizes. No clear type scale. A disciplined system uses 5-6 sizes maximum.
- 4 H1 tags. This destroys your visual hierarchy. The visitor's eye has no single focal point. One H1 per page, always.

WHY THIS MATTERS

Readable type keeps visitors engaged. Every extra font family adds ~50ms processing time per page (NNGroup, 2020). Consistent hierarchy guides scanning.

NNGroup, 2020; Dyson & Haselgrove, 2001

Benchmark: median 64, top quartile 70, range 32–88

92

Whitespace

1 issue found



Generous and intentional on desktop, the left column of black is doing real work as a frame. This is the strongest part of the layout.

Fix: Hold the line: do not fill the left column with secondary content as the template grows.

- 189 DOM elements across 900px. Moderate density.

WHY THIS MATTERS

Adequate whitespace increases comprehension by up to 20% (Wichita State, 2004). Dense layouts trigger banner blindness.

Wichita State University, 2004

Benchmark: median 72, top quartile 77, range 42–100

100

Hierarchy

0 issues found



Technically passes because there is one dominant text block per viewport, but the title overlapping the subject's face flattens the figure-ground relationship the editorial tone depends on.

Fix: Reposition the headline to clear the portrait, or darken the lower third of the image with a subtle gradient so the type has its own ground.

No issues found. Great work.

WHY THIS MATTERS

Clear visual hierarchy directs attention to CTAs. Users follow the F-pattern or Z-pattern — broken hierarchy means missed conversions.

NNGroup F-Pattern Study, 2006; Faraday, 2000

Benchmark: median 66, top quartile 74, range 44–86

80

Image Quality

1 issue found



The portraits are the brand, sharp, well lit, colour-led. Missing alt text is invisible to the eye but undermines the editorial claim that the imagery is the point.

Fix: Write one sentence of descriptive alt per image, treating it as a caption a curator would write.

- 2 of 2 images have no alt text. Beyond accessibility, this means search engines cannot index your imagery. Every image without alt text is invisible to Google.

WHY THIS MATTERS

Product image quality is the #1 factor in ecommerce purchase decisions (Baymard, 2023). Upscaled or low-res images signal low quality.

Baymard Institute, 2023; MDG Advertising, 2018

Benchmark: median 64, top quartile 83, range 40–100



A sans-serif fallback leaking into a serif-led layout is the kind of thing that reads as 'almost finished'. Most visitors will not name it, they will just feel it.

Fix: Audit the stylesheet for bare 'sans-serif' declarations and bind every text node to the defined family stack.

- Orphan font(s) detected: sans-serif. Used by fewer than 3 elements each. Likely CSS fallback leaks or forgotten overrides. They break the typographic system and signal inattention to detail.
- Near-duplicate font sizes: 11.0px/12.0px. The human eye cannot distinguish a 1px difference, but your CSS is creating unnecessary complexity. Consolidate.

WHY THIS MATTERS

Visual inconsistency (orphan fonts, near-duplicate sizes) registers as unprofessionalism in <400ms. Mere-exposure effect rewards repetition.

Lindgaard et al., 2006; Zajonc, 1968

Benchmark: median 85, top quartile 90, range 61–100



On the 375 view the slide title sits cleanly, but the flagged 768 overlap and 1382px overflow mean the layout collapses between breakpoints rather than adapting. The editorial calm of desktop disappears in tablet.

Fix: Add a tablet-specific rule that stacks title under image at 600 to 1024px instead of trying to overlay it.

- Text overlapping detected at 6 point(s): "The Morning Maze" and "The Colors of Africa" at 768px. Overlapping text is unreadable and signals the site was not tested at intermediate screen sizes.
- Additional overlaps: "The Colors of Africa" and "The Morning Maze" at 768px; "The Morning Maze" and "The Colors of Africa" at 375px.
- 6 text element(s) extend beyond the viewport: H1 "Your Hero Title" overflows by 1382px at 768px. This means the design breaks between breakpoints.
- 16 interactive elements are smaller than the 44px minimum touch target (Apple HIG / WCAG 2.5.5). These are difficult to tap on mobile.

WHY THIS MATTERS

53% of mobile visits abandon if load > 3s. Touch targets < 44px cause 40% more mis-taps. Mobile is where most clothing traffic converts.

Google/Deloitte, 2020; Apple HIG, 2023

Benchmark: median 56, top quartile 68, range 6-87

52

Media Formats

2 issues found



PNG portraits at this size are the main reason the page feels heavy before it feels beautiful. The eye does not see format, it sees the delay.

Fix: Export the two hero portraits and four CSS backgrounds to WebP with image-set fallback.

- No modern image formats detected. All 2 images use legacy formats (png: 2). WebP is supported by 97% of browsers and reduces file size by 25-35%.
- 4 CSS background images use legacy formats. Use image-set() in CSS to serve WebP with fallback.

WHY THIS MATTERS

WebP/AVIF saves 25-50% bandwidth vs JPEG/PNG. Faster loads = higher conversion (every 100ms = +1% revenue).

Google Web Fundamentals; Akamai, 2017

Benchmark: median 48, top quartile 53, range 28-60

52

Performance

2 issues found



A 6 second LCP on a single-image hero is the gap between editorial intent and editorial execution. Print magazines do not make you wait, and neither should something pretending to be one.

Fix: Preload the active slide image and lazy-load the rest of the carousel.

- Largest Contentful Paint is 6.0s — Google rates this "Poor". This is actively hurting your search rankings. Pages with Poor LCP are deprioritised in search results. 53% of mobile users abandon sites that take over 3 seconds to show content.
- First Contentful Paint is 3.5s — poor. The screen is blank for over 3 seconds. This drives bounce rates above 50% and tells search engines your infrastructure is inadequate. Check server response time (TTFB), render-blocking CSS, and font loading strategy.

WHY THIS MATTERS

Each 0.1s improvement in load time increases conversion by 8% (Deloitte/Google). LCP under 2.5s is the threshold for 'good' UX.

Google/Deloitte, 2020; Web Vitals

Benchmark: median 14, top quartile 52, range 0-100



Invisible to the eye but visible the moment someone shares the link: a plain URL with no preview undercuts the curated feel.

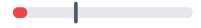
Fix: Add Open Graph and Twitter card tags using the current hero portrait as the share image.

- Meta description is 168 characters. May be truncated in search results (limit ~155).
- No Open Graph tags found. When your page is shared on social media, it will appear as a plain URL with no preview image or description. This dramatically reduces click-through rates.
- No Twitter/X card meta tags. Shared links will display without a rich preview on Twitter/X.
- No language meta tag. This helps search engines serve your page to the right audience.
- No canonical tag detected. Without a canonical URL, search engines may index duplicate versions of your page (with/without www, trailing slashes, query parameters).
- 4 H1 tags on homepage. Google recommends one H1 per page. Multiple H1s dilute the primary topic signal and confuse search engine crawlers.
- Homepage has only 90 words of content. Google recommends 300+ words for indexable pages. Thin content pages struggle to rank for any meaningful queries.
- Reading level is grade 20 (Flesch-Kincaid). This is academic-level complexity. Unless your audience is exclusively specialists, simplify to grade 8-10 for maximum comprehension and engagement.
- No structured data (JSON-LD) detected. Schema.org markup helps search engines understand your content and enables rich results (star ratings, FAQs, product cards) in search. Without it, you are invisible to AI search engines (ChatGPT, Perplexity, Google AI Overviews).
- No Organization entity in structured data. AI systems (ChatGPT, Google Knowledge Graph) cannot build a reliable entity profile for your brand without structured Organization data including name, logo, URL, and social profiles.
- No robots.txt found. This file tells search engines which pages to crawl and where your sitemap lives. Without it, crawlers have no guidance and may waste budget on irrelevant pages.

WHY THIS MATTERS

Optimised title + description increases SERP CTR. OG tags improve social sharing appearance and referral traffic.

Backlinko CTR Study, 2023; Moz, 2022



No structured data means AI surfaces will describe this as a generic Webflow template rather than as Your Brand. For an editorial brand, being unnamed is the worst outcome.

Fix: Add Organization schema with name, logo and social profiles in the site head.

- No AEO-relevant structured data (FAQ, HowTo, Article, Product, Review). AI search engines like ChatGPT, Perplexity, and Google AI Overviews extract answers from pages with rich schema markup. Without it, your content is harder for AI to parse and cite.
- No Organization/Person schema. AI engines build entity profiles from structured data. Without Organization markup (name, logo, URL, social profiles, founding date), AI systems cannot reliably identify or recommend your brand.
- No question-answer content detected on the homepage. AI search engines prioritise pages that directly answer questions. Adding an FAQ section or structuring content around common customer questions dramatically increases your chances of being cited.
- Only 0 content sections (H2 headings) on the homepage. AI engines use headings to segment and understand your content. Well-structured pages with clear sections are easier for AI to extract answers from.
- Very few bullet points or numbered lists in content. AI engines parse structured lists more reliably than dense paragraphs. Lists, step-by-step instructions, and comparison tables are highly citable formats.
- Homepage has only ~90 words. AI search engines favour comprehensive, authoritative content. Pages under 500 words rarely contain enough depth to be cited as a source. Aim for 1000+ words of substantive content.
- No statistics, percentages, or data points found in content. Pages with original data and specific numbers are significantly more likely to be cited by AI engines. Include proprietary stats, survey results, or industry benchmarks.
- No author or team information in structured data. AI engines assess content credibility partly through authorship signals. Adding Person schema with credentials helps your content get cited over anonymous competitors.
- Only 1 trust page(s) found (contact, privacy, terms). AI engines use the presence of legal and contact pages as a trust signal. A complete set (contact, privacy policy, terms of service) signals a legitimate business.
- No llms.txt found. This file is the emerging standard for telling AI engines who you are, what you do, and how to describe your brand. Without it, ChatGPT, Perplexity, and Claude have to guess your positioning from scattered page content. Create a /llms.txt with your brand name, description, key products/services, and target audience.
- No .well-known/ai-plugin.json found. This manifest file enables AI agents and plugins to understand and interact with your site programmatically. Not critical yet, but early adopters gain an advantage as AI agent ecosystems grow.

- No robots.txt found. AI crawlers have no guidance on what to index. Create a robots.txt with explicit Allow rules for AI bots and a Sitemap reference.

WHY THIS MATTERS

Structured data, FAQ pages, and llms.txt make your brand visible to AI assistants. First-mover advantage is significant.

Studio Intangible Research, 2026

Benchmark: median 34, top quartile 47, range 13-57

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