Website Analysis

by Pedersen Consulting

We found money you're leaving on the table

https://pedersendev.com/

Your improvement potential:

93 → **95**

+2 points possible improvement

Website Performance Score

87

/ 100

Lighthouse Performance Audit

🚨 Top 3 Critical Issues

PageSpeed

Page load time is 2.4 seconds slower than recommended, resulting in 17.0% loss of conversions

Accessibility

Critical accessibility issues affecting compliance and user experience

Infrastructure

No CDN implementation limiting global performance optimization

🔒 Security & Technical Maturity

100
Security Score / 100

✅ Good

9
Technical Maturity / 10

Cutting Edge

⚠️ Top Findings:

SSL certificate expires in 56 days

📈 Modernization Opportunity:

Infrastructure: 99.9% uptime, global performance, auto-scaling

⚡ Quick Wins (First 30 days)

1   **Optimize JavaScript Bundle Size**
medium • 3-5 days

2   **Eliminate Render-Blocking Resources**
medium • 2-3 days

3   **Implement Content Delivery Network (CDN)**
easy • 1-2 days

4   **Fix Critical Accessibility Issues**
easy • 1-2 days

5   **Implement E-commerce Functionality**
hard • 50-100 hours

📅 Implementation Roadmap

Quick Wins (Week 1-2)   1-2 weeks

Performance Optimization (Week 3-4)   2-3 weeks
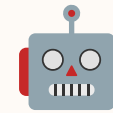
Business Growth (Month 2-3)   6-8 weeks

💡 Business Opportunities

Webshop

With 5,000 monthly visitors and no webshop, potential customers are lost. A webshop would enable 24/7 online sales.

AI Opportunities

1

High-impact opportunities

Strategic Opportunities Identified

AI implementation, webshop potential, and other growth opportunities analyzed in the full report