SAMPLE REPORT — PREPARED FOR MWORK.CA AND SHARED WITH THEIR PERMISSION. EVERY BOLDZEE AUDIT IS DELIVERED IN THIS FORMAT.

MOBILE USABILITY & CONVERSION AUDIT

Mobile Experience Audit

A focused expert review of how mwork.ca performs on a phone — the first screen, how you browse finishes, tap targets, whether you can tell what to do or buy, load speed and the path from admiring the work to making contact — with prioritized, plain-English fixes to turn mobile visitors into enquiries and orders.

PAGE UNDER REVIEW
mwork.ca

OVERALL SCORE



C–

NEEDS WORK

Beautiful on a phone — but it never asks for the sale. The photography carries the small screen, yet a company-first headline, no prices or obvious way to shop, and a long editorial scroll leave a mobile visitor admiring the work with no clear next step.

SUBJECT	DATE	DIMENSIONS ANALYZED
MWork.ca Microcement & finishes · storefront · mobile	**Jul 2026** v1.0 deliverable	**12** scored 0–10 each

USING THIS REPORT

Three ways to get the most out of it.

Your audit is delivered in three formats so you can read, share and act on it however you work best. Everything below is included with your purchase.

INCLUDED

FORMAT 01

Interactive HTML

The living version. Slide through the annotated phone mockups of your site — the first screen, the menu and the path to act — and revisit it any time as you ship the fixes.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-ready PDF

The same report, paginated and ready to forward to a partner or technician — or print and mark up by hand on the job.

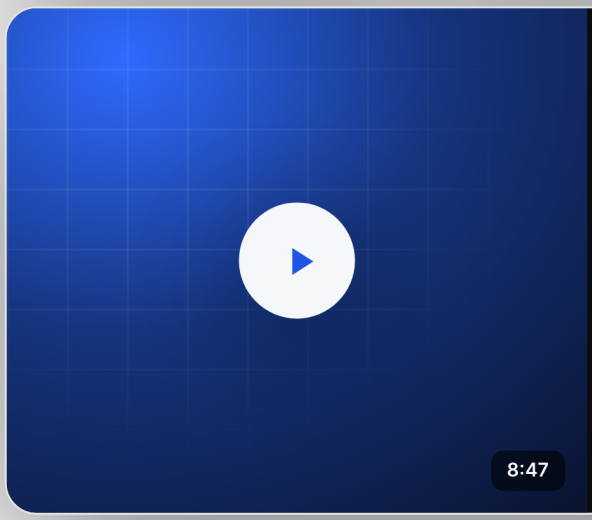
Download the PDF ↓

INCLUDED

FORMAT 03

Expert video walkthrough

A BoldZee mobile UX specialist records a screen walkthrough on a real phone — explaining each friction point, why it costs you orders, and which change to make first.



YOUR PERSONAL WALKTHROUGH

Watch us tap through your site — in plain English

Our expert opens mwork.ca on a phone, thumbs through it like a real customer, and points at exactly what's slowing the path from admiring the work to making contact — then names the first three changes to make. No jargon.

▶ Play the walkthrough

HOW PRIORITIES ARE LABELLED

P0 — **Critical — fix first**
Costing you mobile orders right now. Address before anything else.

P1 — **High — this month**
Meaningful lift to mobile conversion. Tackle once the P0 is done.

P2 — **Polish — next**
Refinement once the essentials are solid.

HOW EACH DIMENSION IS SCORED (0–10)

0–4 — **Critical gap**
Actively pushing mobile visitors away.

5–7 — **Needs work**
Functional, but leaving conversions on the table.

8–10 — **Solid**
Working well — protect and build on it.

EXECUTIVE SUMMARY

Stunning on a phone — but a mobile visitor can't tell what to do next.

On a phone, mwork.ca is **genuinely beautiful** — the full-bleed finish photography is the star and it carries the small screen. But as a mobile storefront it withholds the basics a visitor needs to act. The first screen leads with a **company-first headline ("We specialize in...")** over a large hero image — no benefit, no price, and no obvious way to shop or enquire. **Nothing is priced or shoppable** on the way down: finishes are presented as mood, not merchandise, so a phone visitor can't tell they can actually buy a kit or book a project. The strongest proof — **real projects, credentials and any reviews** — sits far down a long editorial scroll, and there's **no sticky "Shop" or "Get a quote" action**, so once the visitor scrolls the beautiful galleries the path to act disappears. The heavy full-bleed imagery also **slows the first paint** on cellular. None of this is a rebuild: it's giving the first screen a clear promise and one obvious action, surfacing products and prices, keeping a shop/enquire button always in reach, and pulling proof to the top.



NEEDS WORK — EASE THE FRICTION

0
Prices or "from" ranges shown anywhere on the mobile page

Company
The first-screen headline sells the business, not what a visitor can buy

Footer
Where projects, credentials and contact currently sit on mobile

Top findings at a glance

RANKED BY CONVERSION IMPACT

01 **The mobile first screen is a mood board, not a storefront.** A large hero image and a company-first headline ("We specialize in...") lead — with no benefit line, no price and no obvious way to shop or enquire, so a phone visitor can't tell what to do. — P0 · CRITICAL

02 **No persistent shop or enquire action.** There's no sticky "Shop / Get a quote" bar. Once a visitor scrolls the galleries the way to act is gone — they must hunt back up or leave. — P0 · CRITICAL

03 **Nothing is priced or shoppable on the way down.** Finishes are shown as editorial imagery, not products. A mobile visitor can't tell they can buy a DIY kit or book a project, or what it costs. — P1 · HIGH

04 **Trust and proof never reach the small screen.** Real project photos, credentials and any reviews sit screens below the fold, so first-screen credibility on mobile is thin. — P1 · HIGH

05 **Heavy full-bleed imagery slows the first paint.** Large hero and gallery photos load slowly on cellular, so the first meaningful screen drags for an impatient mobile visitor. — P1 · HIGH

SCORECARD

Twelve dimensions, scored.

Each dimension is rated 0–10 against current mobile-usability and conversion best practice for a design-led storefront on a phone. Bars are colour-coded by band — the photography is a real strength worth protecting.

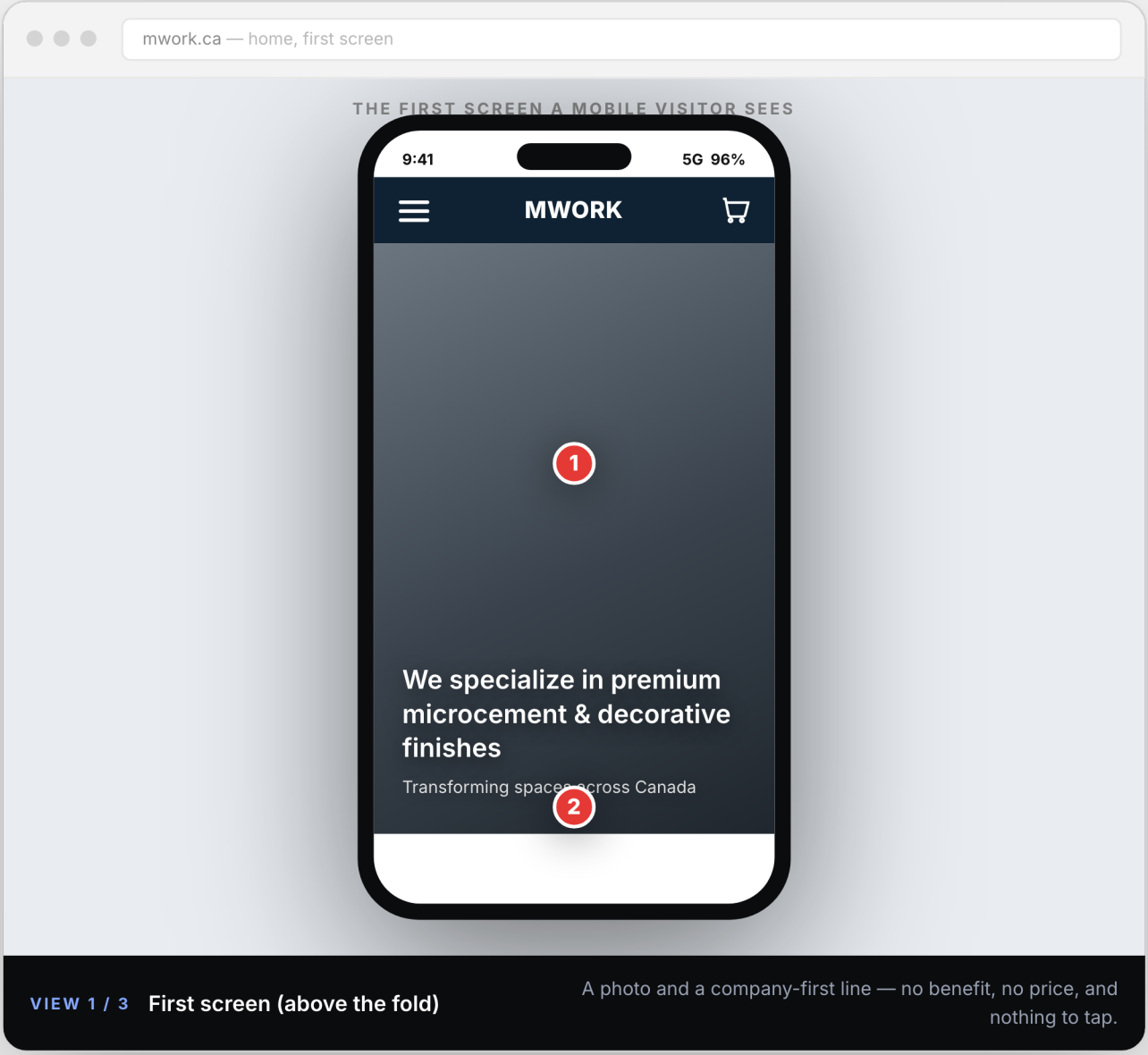
Mobile layout review — 6/10	Hero & first screen — 4/10
Navigation & browse usability — 6/10	Tap targets & button usability — 6/10
Shop & CTA visibility & stickiness — 4/10	Readability & spacing — 5/10
Speed & loading experience — 4/10	Mobile enquiry & lead capture — 4/10
Trust signals & credibility — 5/10	Page length & scroll flow — 6/10
Conversion friction points — 5/10	Overall mobile UX consistency — 6/10

0–4 · Critical gap 5–7 · Needs work 8–10 · Solid

VISUAL ANNOTATION

How your site feels on a phone.

Slide through faithful recreations of the site on a phone — the first screen, the menu, and trying to act — with the friction points pinned right where they happen. **Use the arrows to browse all views** — the printed PDF shows all three stacked.



VIEW 1 / 3 **First screen (above the fold)**

A photo and a company-first line — no benefit, no price, and nothing to tap.

Layout & first impression

DIMENSION 01

Mobile layout review

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The Squarespace theme is **fully responsive** — sections reflow to one column and nothing overflows sideways on a phone.
- But the homepage is a **long stack of full-bleed image blocks** in the same rhythm, so it reads as a gallery, not a storefront.
- The things a visitor could act on — **products, prices, contact** — aren't surfaced near the top.

RECOMMENDED

- **Re-order the mobile homepage** so a clear promise and an action come first, story and galleries later.
- Cap hero and media heights so **more than one idea fits per screen**.
- Add distinct section breaks so blocks feel intentional, not endless.

DIMENSION 02

Hero & first screen

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- The first screen is a **large hero image** plus a company-first headline ("We specialize in...") — it doesn't say what a visitor gains or can do.
- There's **no benefit line, no price and no obvious action** (shop, browse or get a quote).
- A visitor has to **scroll and interpret** before realising they can buy a kit or book a project.

RECOMMENDED

- Lead with a **benefit headline**: "Premium microcement finishes — DIY kits & pro application across Canada."
- Add one subhead and **one obvious primary action** ("Shop kits" / "Get a quote").
- Make the first screen readable and actionable in **3 seconds**.

DIMENSION 03

Navigation & browse usability

6 /10

NEEDS WORK

WHAT'S HAPPENING

- Navigation collapses into a **familiar hamburger** that works fine.
- But it's a **flat list** with no "Shop" or "Get a quote" priority, and finish categories aren't presented as browsable, buyable entry points.
- A ready buyer has **no fast lane** to products or a quote from the menu.

RECOMMENDED

- Put a prominent **"Shop" and "Get a quote"** at the top of the menu.
- Surface the highest-intent destinations (**Kits, Finishes, Contact**) first.
- Make category links read as **shoppable**, with a clear label per finish.

Interaction & readability

DIMENSION 04

Tap targets & button usability

6 /10

NEEDS WORK

WHAT'S HAPPENING

- Primary image tiles are large, but **inline text links and footer links** sit close together and below the 44px minimum.
- Text links aren't always visually distinct from body copy, so it's **not obvious what's tappable**.
- Small nav and footer items are **easy to mis-tap** with a thumb.

RECOMMENDED

- Size every interactive element to at least **44×44px** with comfortable spacing.
- Make buttons **look like buttons** — solid fill, obvious affordance — separate from body links.
- Give footer and inline links more **vertical padding**.

DIMENSION 05

Shop & CTA visibility & stickiness

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- There's **no obvious primary action** on the first screen and **no sticky "Shop / Get a quote" bar** as the visitor scrolls.
- Category and project tiles don't clearly read as **clickable buy/enquire paths**.
- Once the visitor scrolls the galleries, there's **no persistent way to act**.

RECOMMENDED

- Add **one obvious primary action** in the hero, repeated down the page.
- Add a **sticky bottom bar** ("Shop kits · Get a quote") always one tap away.
- Make tiles **explicit, styled actions** rather than mood imagery.

DIMENSION 06

Readability & spacing

5 /10

NEEDS WORK

WHAT'S HAPPENING

- Body type is a **legible size**; the underlying typography is fine.
- But editorial copy is often set **over photography**, occasionally dropping below comfortable contrast.
- Long company-first paragraphs read as **walls of text** on a small screen.

RECOMMENDED

- Keep text **off busy imagery**, or add a scrim behind text-on-image.
- Break long copy into **short, scannable chunks** with subheads.
- Lead each block with a **customer-first benefit line**.

Speed, trust & the path to act

DIMENSION 07

Speed & loading experience

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- The homepage is **very image-heavy** — multiple full-bleed hero and gallery photos at high resolution.
- On cellular the **first meaningful paint drags** and images pop in on scroll, causing layout shift.
- Impatient mobile visitors may **leave before the first screen settles**.

RECOMMENDED

- **Compress and correctly size** every image; serve modern formats.
- **Lazy-load** galleries and below-the-fold imagery; reserve space to prevent shift.
- Prioritise a **fast first-screen paint**. Target LCP under 2.5s.

DIMENSION 08

Mobile enquiry & lead capture

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- There's **no quick enquiry or email capture** near the top — the only path is a buried Contact page.
- No **"Get a quote" or "Order a sample"** form is offered where interest is highest.
- Undecided or after-hours visitors have **no low-commitment way** to raise a hand.

RECOMMENDED

- Add a short **"Get a quote / Ask a question" form** in the hero and a sticky bar.
- Offer a **low-commitment step** (order a sample, request a colour match).
- Use **mobile-correct input types** so it's effortless to complete.

DIMENSION 09

Trust signals & credibility

5 /10

NEEDS WORK

WHAT'S HAPPENING

- Real proof exists — **project photography and finished spaces** — but it sits far down the mobile scroll.
- **No star rating, review count or clear credentials** appear near the top where the decision forms.
- Guarantees, service area and "why MWork" aren't on the **first screen**.

RECOMMENDED

- Add a compact **trust strip under the hero** (projects · reviews · service area).
- Pull a couple of **project photos and a review** up near the primary action.
- Surface **guarantees and credentials early**, not only in the footer.

Flow & consistency

DIMENSION 10

Page length & scroll flow

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The page **scrolls smoothly** in a logical single column.
- But it's **long and repetitive**, so it's easy to lose your place or scroll past the reason to act.
- There are **no anchors or sticky action** to manage the length.

RECOMMENDED

- **Shorten the mobile homepage** and lead with proof + action.
- Add a **sticky shop/quote bar** so the action follows the visitor down.
- Use clear section breaks and a **"back to top"** for orientation.

DIMENSION 11

Conversion friction points

5 /10

NEEDS WORK

WHAT'S HAPPENING

- The path from landing to acting has **avoidable friction**: no clear promise, no price, no obvious action, and a heavy load.
- Finding products or a quote requires **hunting across a long editorial page**.
- Nothing offers an undecided visitor a **lower-commitment next step**.

RECOMMENDED

- Remove the biggest friction first: a **clear first-screen action and a sticky bar**.
- Offer a **low-commitment path** (sample, colour match, quick question).
- Cut the number of taps from landing to **"Shop" or "Get a quote"**.

DIMENSION 12

Overall mobile UX consistency

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The experience is **visually consistent and on-brand** — photography, type and colour hold together beautifully.
- But CTA prominence and button styles **vary** across home, finishes and contact.
- The strong brand isn't matched by an equally **confident, guided path to act**.

RECOMMENDED

- Standardise **buttons, spacing and CTA placement** into one reused pattern set.
- Apply the same **first-screen formula** (promise + action + proof) on every template.
- Keep the brand craft, and make the **conversion path just as considered**.

PRIORITIZED FIXES

The roadmap, sequenced by impact.

Start at the top. The two P0 items are the fastest wins for mobile conversion. Impact and effort are rated 1–4 dots.

P0 Critical · do now | **P1** High · this month | **P2** Polish · next

#	FIX	PRIORITY	IMPACT	EFFORT
01	**Give the first screen a promise + one action** Replace the company-first headline with a benefit line and one obvious primary action (Shop kits / Get a quote) above the hero image.	P0	●●●●	●●○○
02	**Add a sticky shop / quote bar** A persistent bar so "Shop" and "Get a quote" are one tap away at every scroll depth on the long page.	P0	●●●●	●○○○
03	**Surface products & prices on mobile** Present finishes and kits as shoppable, priced tiles near the top so a visitor can tell they can buy and roughly what it costs.	P1	●●●●	●●●○
04	**Add a quick enquiry / sample form** Capture undecided and after-hours visitors with a short "Get a quote / order a sample" form in the hero and sticky bar.	P1	●●●●	●●○○
05	**Raise a trust strip under the hero** Projects · reviews · service area · guarantees high on the mobile page, with a couple of project photos near the action.	P1	●●●○	●●○○
06	**Lighten & speed up the imagery** Compress, correctly size and lazy-load the full-bleed hero and gallery photos; target LCP under 2.5s on cellular.	P1	●●●●	●●○○
07	**Enlarge & space out tap targets** Inline and footer links to ≥44px with more gap, and buttons that clearly look tappable.	P1	●●●○	●●○○
08	**Prioritise the menu for buyers** Put Shop and Get a quote at the top of the hamburger; surface Kits, Finishes and Contact first.	P2	●●●○	●○○○
09	**Shorten & reorder the homepage** Lead with proof and action; move the long story lower and add clear section breaks + back-to-top.	P2	●●●○	●●○○
10	**Standardise buttons & inputs** One reused control style across home, finishes and contact for a consistent, confident path to act.	P2	●●○○	●●○○

2
P0 fixes — a first-screen action and a sticky shop/quote bar — shippable this month

P0–P1
The first 7 items address every critical & high-priority friction point in this report

49 → 78+
Realistic scorecard ceiling once the P0–P1 set is implemented

METHODOLOGY & NEXT STEPS

How this audit was built.

A structured, repeatable review across twelve mobile-experience dimensions — grounded in how your live site actually behaves on a phone, not assumptions.

01

Walk

We open your live site on a real phone and thumb through it like a customer — from first screen to making contact.

02

Score

Each of 12 mobile dimensions rated 0–10 against current mobile-usability and conversion best practice.

03

Annotate

Friction points pinned onto faithful recreations of your first screen, menu and the path to act.

04

Prioritize

Findings sequenced by conversion impact vs. effort into a P0–P2 action roadmap you can work top-down.

You've built something beautiful. Now let's make it effortless to act on — on a phone.

Almost every fix here is a configuration, speed or clarity change — not a rebuild. Pick the path that fits how you want to work — we'll take it from there.

DONE FOR YOU · FASTEST

Get my fix quote

We implement the P0–P1 fixes — a first-screen action, a sticky shop/quote bar, surfaced products, a quick enquiry form and a lighter, faster page. Email us and we'll reply with a quote.

Email us for a quote →

DO IT YOURSELF, THEN VERIFY

Book a re-audit

Prefer to handle it in-house? Work the roadmap, then send the site back. We'll re-score all 12 dimensions to confirm the lift.

Book a re-audit →

GROW THE WHOLE FUNNEL

Add a productized service

Ready to go further? Pair this audit with a done-for-you build or a deeper diagnostic — fixed scope, fixed price.

See what fits →

RECOMMENDED FOR MWORK.CA

Productized services to grow your business

Hand-picked next steps that build on this audit's findings.

Mobile CRO Package | Landing Page Audit | Speed Optimization

Visit the Service Store ↗

Not sure where to start? **Watch your video walkthrough** — we tap through the first three changes to make.

Questions about this report? **support@boldzee.com**