

Performance Audit Tool

Website *Performance* Audit Report

Lighthouse · Core Web Vitals · Business Analysis

Target URL

<http://india-region.alvarezandmarsal.com/>

Mobile Score

24

out of 100

Desktop Score

70

out of 100

Audit Date

March 25, 2026 at 09:14

Device(s)

Both

Report Type

Full Audit

Mobile Performance Report

Lighthouse Scores

Performance 24 Poor	Accessibility 91 Good	Best Practices 59 Needs Work	SEO 77 Needs Work
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Core Web Vitals

LCP — Main Content Load 20.2 s	FID — Click Response 220 ms	CLS — Layout Stability 0.397
FCP — First Visible Content 3.0 s	TTFB — Server Response Root document took 10 ms	TBT — Page Freeze Time 700 ms

Overview

This website is critically slow on mobile. The main content takes over 20 seconds to fully load, which means most visitors on a phone will give up and leave before they ever see what the page offers. Fixing the speed alone could meaningfully increase the number of visitors who stay long enough to make contact or do business.

What is Working Well

+Accessibility score of 91 means the site is easy to use for people with disabilities or assistive tools

+The server itself responds almost instantly at 10ms, so the hosting infrastructure is not the problem

+SEO score of 77 means the site is reasonably visible in Google search results

Issues to Fix

Issue	What Visitors Experience	Business Cost
Extremely slow load time	Visitors on mobile wait over 20 seconds to see the full page, most will leave in frustration	Lost business enquiries and damaged first impressions

Page freezes while loading	When someone taps the screen during those 700ms of unresponsiveness, nothing happens, making the site feel broken	Visitors assume the site is down and go elsewhere
Page jumps around while loading	Text and buttons shift position as the page loads, causing visitors to accidentally tap the wrong thing	Poor experience that reduces trust and professional credibility
Poor Best Practices score of 59	The site is using outdated or insecure technical methods that browsers flag as problematic	Undermines trust signals and may affect future search visibility

Quick Wins

What to Do	Why it Helps	Effort
Compress and resize images on the page	Large images are the most common cause of slow loads, smaller ones appear much faster	Easy
Remove or delay scripts that are not needed on first load	Some background tasks force visitors to wait before the page becomes usable, removing them speeds up response time	Medium
Set fixed size placeholders for images and content blocks	This stops the page jumping around while loading, making it feel stable and professional	Easy
Review and update any mixed or outdated content flagged by browsers	Browsers quietly flag pages using old methods, fixing this lifts the Best Practices score quickly	Medium

Top Priorities

1. Address the 20-second load time immediately by having a developer audit and reduce the size and number of files loading on the page. This single fix could move the Speed score from 24 toward 60 or higher and dramatically reduce visitor drop-off.
2. Fix the page layout shifting by ensuring all images and content blocks have defined dimensions before they load. This improves the CLS score and makes the site feel polished and trustworthy on mobile.
3. Tackle the 700ms freeze window so the page responds instantly to taps. This directly improves the visitor experience and reduces the feeling that the site is broken or unresponsive.

Business Impact of Fixing These Issues

→Research consistently shows that visitors who wait more than 3 seconds on mobile will leave. At 20 seconds, the vast majority of potential clients from search or referral links will never see the content at all

→A site that jumps around or freezes signals poor quality to senior business decision-makers, directly affecting the credibility of a professional services firm like Alvarez and Marsal

→Every second shaved off load time on mobile has been shown to increase conversion rates, meaning more visitors actually make contact, submit a form, or take the next step with the business

Desktop Performance Report

Lighthouse Scores

Performance 70 Needs Work	Accessibility 90 Good	Best Practices 59 Needs Work	SEO 77 Needs Work
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Core Web Vitals

LCP — Main Content Load 3.2 s	FID — Click Response 200 ms	CLS — Layout Stability 0.086
FCP — First Visible Content 0.9 s	TTFB — Server Response Root document took 10 ms	TBT — Page Freeze Time 110 ms

Overview

The desktop site is running at an average pace, not fast enough to feel instant but not broken either. The biggest problem is a poor Best Practices score of 59, which signals that the site is not following basic modern web standards, putting visitor trust and security at risk. Fixing this would strengthen the site's credibility and reduce the chance of visitors quietly losing confidence before they even make contact.

What is Working Well

- +The server responds almost instantly at 10ms, meaning the behind-the-scenes infrastructure is solid and well-hosted
- +Accessibility scored 90, so the site works well for visitors using screen readers or with visual impairments
- +The first thing visitors see appears quickly at under 1 second, so the page does not feel broken on arrival

Issues to Fix

Issue	What Visitors Experience	Business Cost
Poor technical standards	Visitors may see browser warnings or feel the site feels outdated compared to competitors	Damages trust, especially with corporate clients evaluating the firm

Slow main content load at 3.2 seconds	The primary content, such as headlines and key messages, takes too long to fully appear	Visitors lose patience and leave before reading anything
Page unresponsive for over a second	When a visitor clicks a button or link, there is a brief freeze before anything happens	Creates a frustrating experience that makes the site feel broken or unprofessional
SEO score of 77	The site is not fully optimised for search engines, meaning it ranks lower than it could	Potential clients searching for services may never find the site at all

Quick Wins

What to Do	Why it Helps	Effort
Add missing page metadata such as titles and descriptions	Helps search engines understand and rank each page correctly	Easy
Fix insecure or outdated page elements flagged by browsers	Removes any warning signals that undermine visitor trust	Easy
Reduce the time the page takes to respond to clicks by cutting background tasks	Visitors get a faster, smoother experience when navigating the site	Medium
Ensure images have descriptive labels attached	Improves search ranking and helps visitors using assistive technology	Easy

Top Priorities

1. Address the Best Practices score first by removing outdated or flagged elements from the site. This is the weakest area and fixing it could push that score from 59 into the 80s, directly improving credibility with high-value visitors.
2. Work on reducing the main content load time from 3.2 seconds. Even cutting it to under 2 seconds would meaningfully reduce the number of visitors who leave before seeing the firm's key messages.
3. Improve SEO to close the gap from 77 toward 90 or above. Small changes like better page descriptions and cleaner page structure can increase how often the site appears in relevant searches without any advertising spend.

Business Impact of Fixing These Issues

- Visitors who wait more than 3 seconds for content to load abandon the page at significantly higher rates, meaning potential clients are leaving before they ever see what the firm offers
- A Best Practices score of 59 can trigger security warnings in some browsers, and for a professional services firm, even one visitor seeing a warning is a serious trust problem

→A stronger SEO score means more decision-makers find the India practice organically when searching for consulting services, reducing reliance on referrals or paid outreach alone