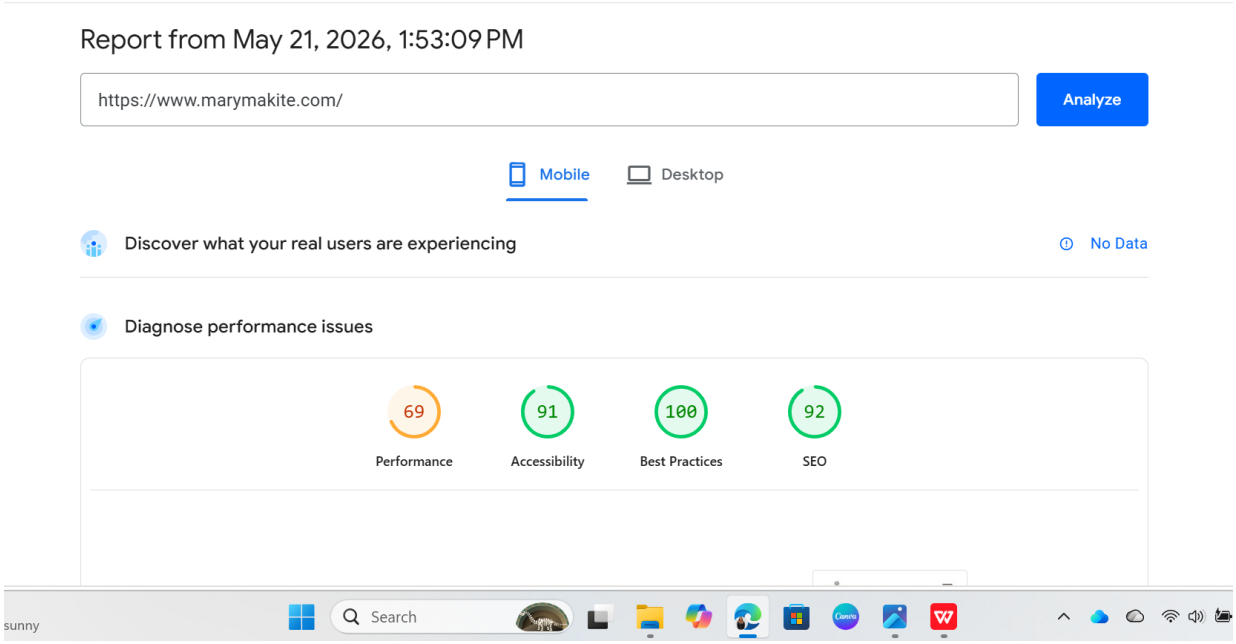
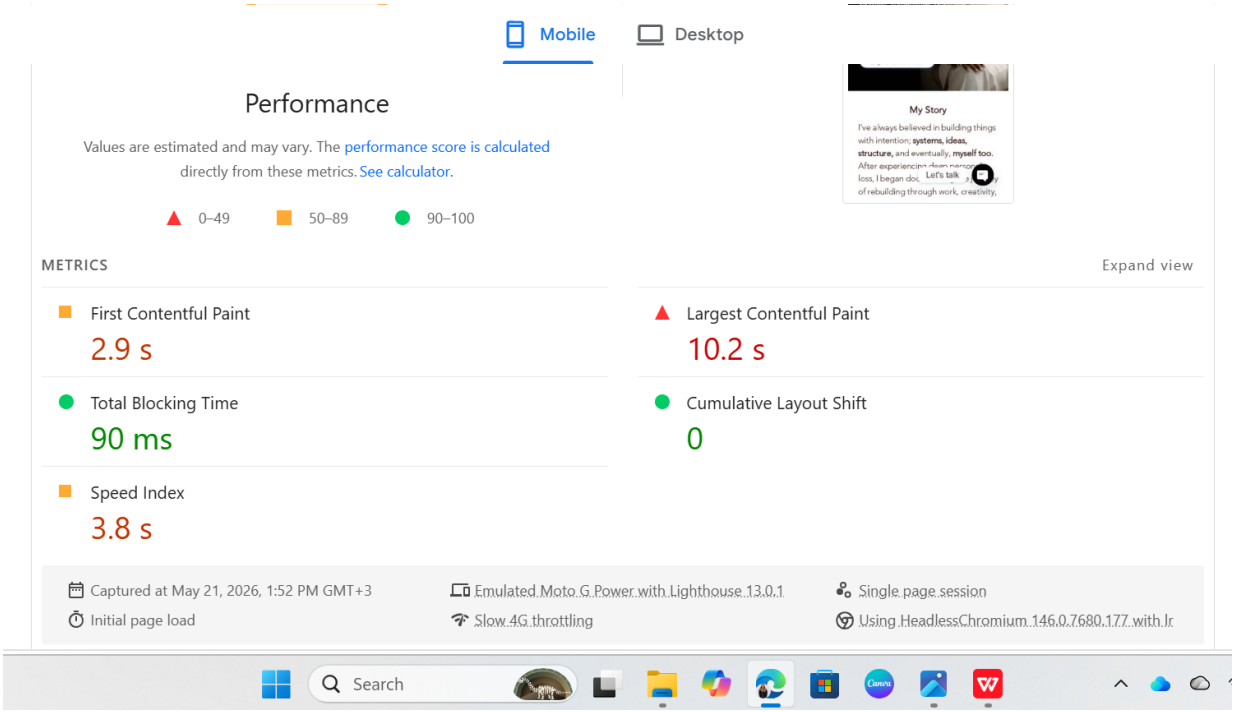
SEO Case Study – marymakite.com

This SEO and performance case study analyzes multiple mobile PageSpeed Insights audits conducted for marymakite.com, including the homepage, About page, and Blog page. The goal of this study is to evaluate technical SEO, accessibility, mobile performance, best practices, and user experience while identifying real optimization opportunities.

1. Homepage Analysis – marymakite.com

Category	Score	Status	Analysis
Performance	69	Needs Improvement	Performance optimization required
Accessibility	91	Excellent	Strong accessibility implementation
Best Practices	100	Outstanding	Excellent technical standards
SEO	92	Excellent	Strong SEO foundation





Real Issues Identified

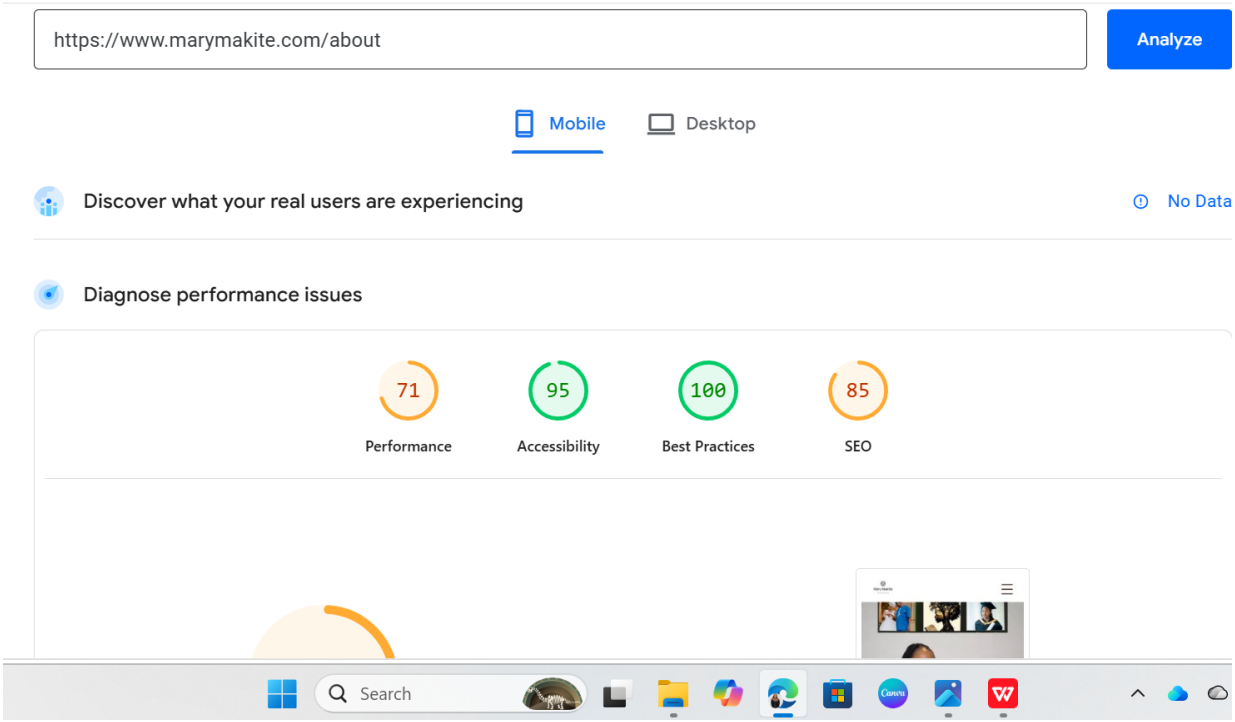
- Largest Contentful Paint recorded at 10.2 seconds.
- Heavy above-the-fold content likely delays rendering.
- Large imagery may affect mobile loading performance.

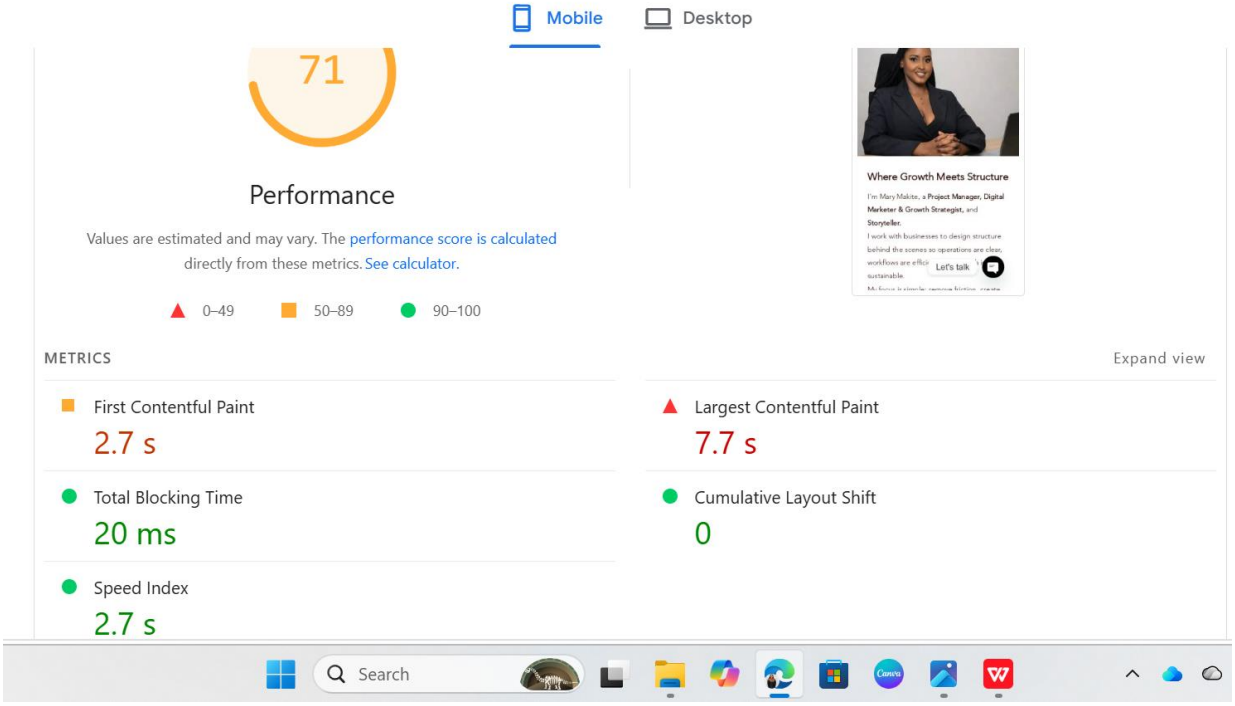
Key Takeaways

- SEO structure is already strong.
- Performance remains the largest improvement opportunity.
- Image optimization would significantly improve loading speed.

2. About Page Analysis – marymakite.com/about

Category	Score	Status	Analysis
Performance	71	Needs Improvement	Slight improvement over homepage
Accessibility	95	Excellent	Highly accessible page
Best Practices	100	Outstanding	Excellent technical quality
SEO	85	Moderate	Metadata and structure improvements possible





Real Issues Identified

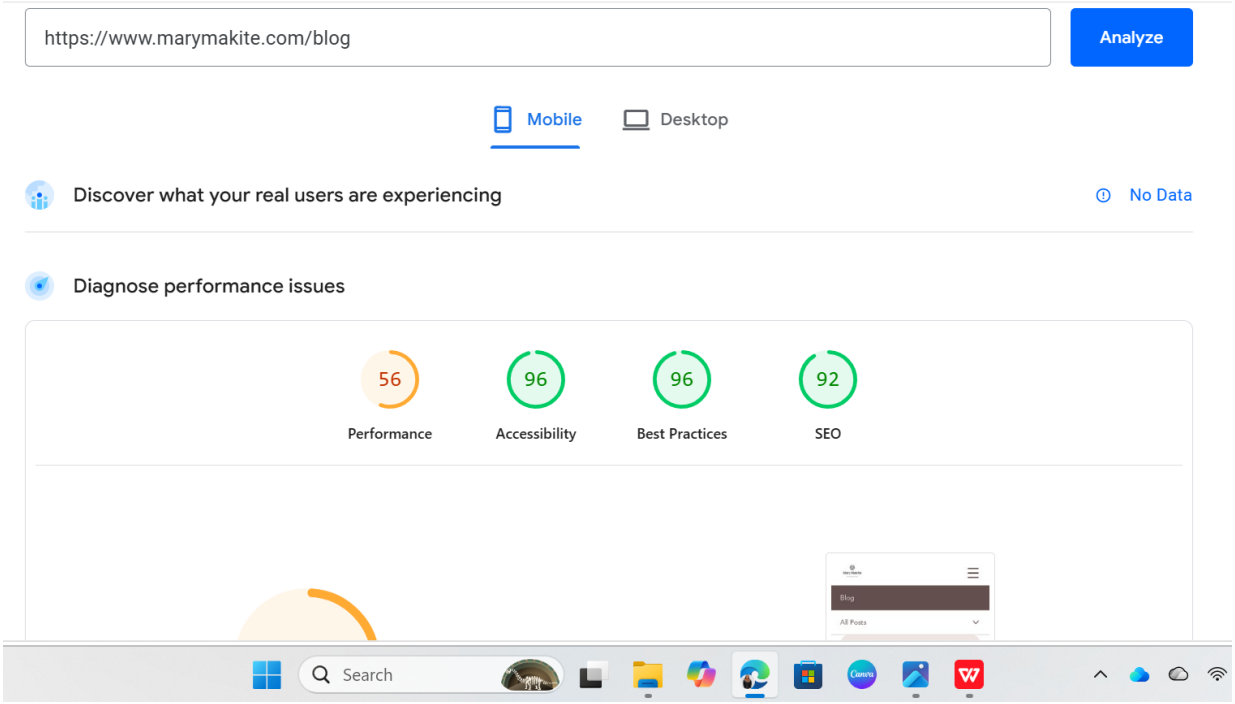
- Largest Contentful Paint still measured high at 7.7 seconds.
- SEO score indicates room for metadata optimization.
- Visual-heavy sections likely contribute to rendering delays.

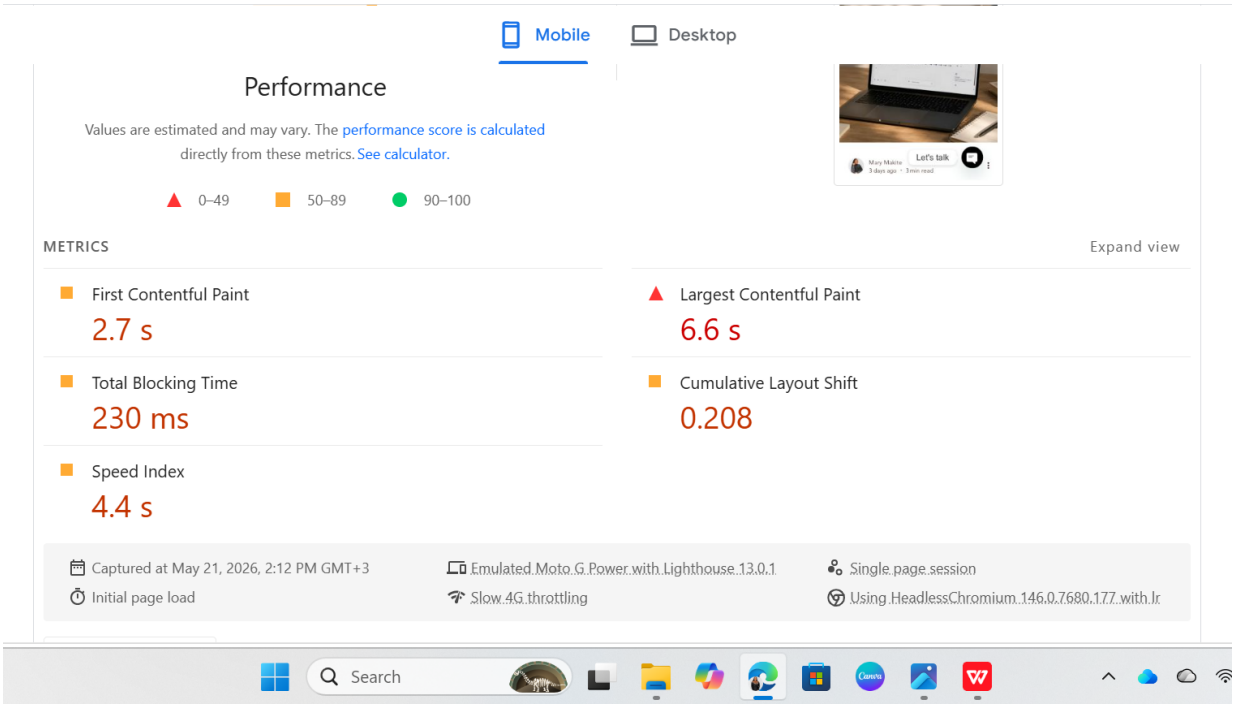
Key Takeaways

- Accessibility is one of the strongest areas.
- Branding and layout balance readability well.
- Mobile performance can still improve further.

3. Blog Page Analysis – marymakite.com/blog

Category	Score	Status	Analysis
Performance	56	Needs Improvement	Most performance concerns identified
Accessibility	96	Excellent	Strong accessibility structure
Best Practices	96	Excellent	Strong implementation
SEO	92	Excellent	Strong indexing and discoverability





In-Depth Blog Analysis

The blog page produced the weakest performance score among all audited pages, scoring 56 on mobile.

Largest Contentful Paint reached 6.6 seconds, meaning visible content takes too long to fully load.

Total Blocking Time increased to 230 milliseconds, suggesting heavier scripts or dynamic blog rendering.

Cumulative Layout Shift reached 0.208, indicating visible layout movement while loading.

The blog likely carries the heaviest page weight because of thumbnails, metadata, images, and dynamic content cards.

Despite the performance concerns, the page still demonstrates excellent SEO and accessibility standards.

Real Issues Identified – Blog Page

- Heavy content density affecting mobile rendering.
- Featured images may not be fully optimized.
- Dynamic content likely increases blocking time.
- Layout shifting impacts perceived user experience quality.

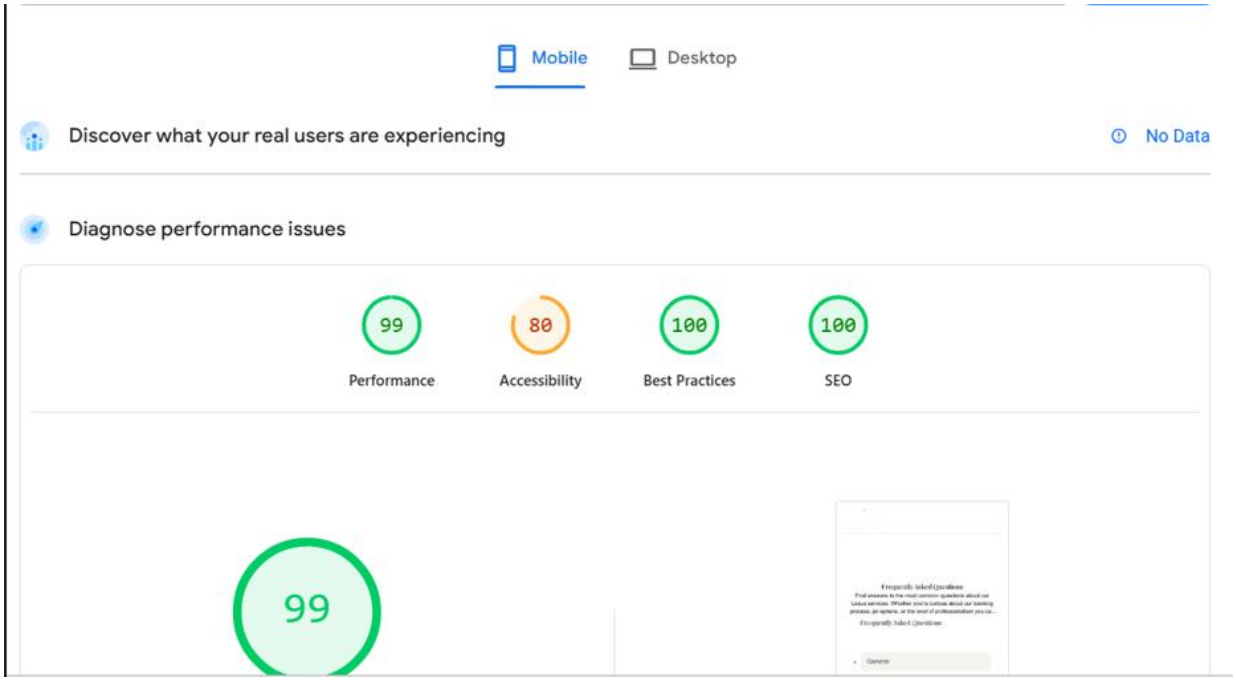
Recommendations for the Blog Page

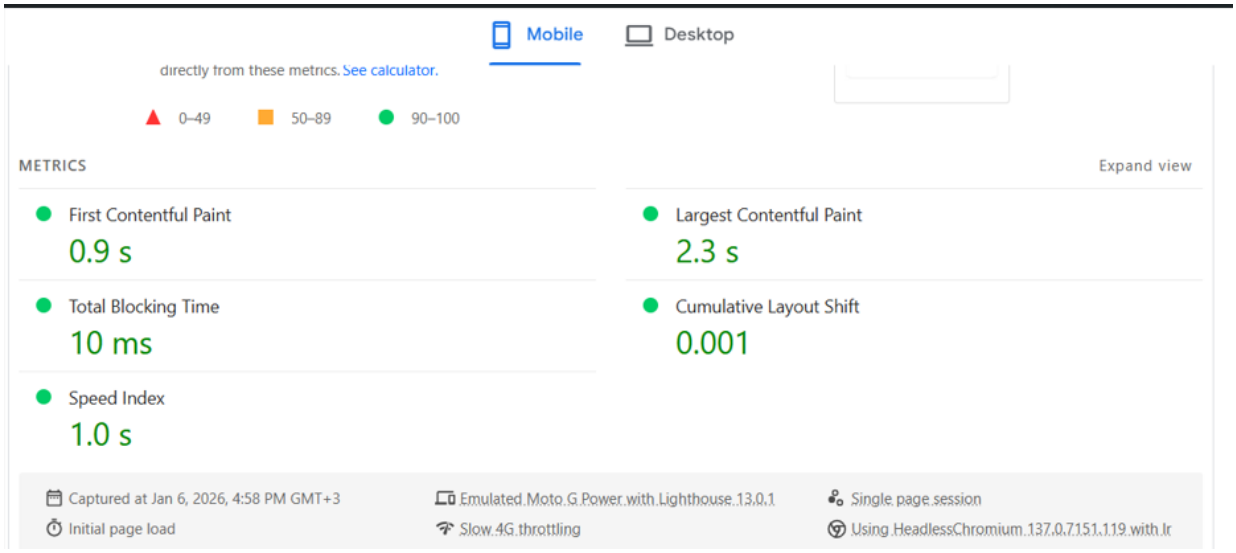
- Compress and resize all blog thumbnails.
- Use WebP image formats.

- Enable lazy loading for images and embeds.
- Reduce layout shifting by defining image dimensions.
- Minimize heavy third-party scripts and widgets.

4. Performance Comparison With a Previous Client Audit

Earlier this year, I conducted a mobile PageSpeed audit for a client project that achieved significantly stronger performance metrics. I wanted to include this comparison because it honestly became my reminder that the marymakite.com blog page still has work to do — especially if I want it to reach the same level of performance consistency.





Why These Metrics Matter

- First Contentful Paint (FCP) reached 0.9 seconds in the client audit compared to 2.7 seconds on the blog page.
- Largest Contentful Paint (LCP) achieved 2.3 seconds, falling within Google's recommended performance threshold.
- Total Blocking Time (TBT) measured only 10 milliseconds, significantly lower than the blog page's 230 milliseconds.
- Speed Index (SI) reached an impressive 1.0 second, indicating extremely fast visual rendering.
- Cumulative Layout Shift (CLS) remained at 0.001, demonstrating near-perfect layout stability.

Seeing these metrics side-by-side is both motivating and slightly humbling. The goal now is to optimize the marymakite.com blog page until it starts producing similar mobile performance metrics — especially around FCP, LCP, TBT, CLS, and Speed Index.

Final Conclusion

marymakite.com already demonstrates a strong technical and SEO foundation, particularly in accessibility, best practices, and search optimization. The primary area requiring continued focus is mobile performance, especially on content-heavy pages like the blog. With targeted optimization strategies focused on image handling, layout stability, script efficiency, and rendering performance, the platform has the potential to achieve enterprise-level PageSpeed performance while maintaining its strong branding and storytelling experience.