

PROVEL AUDIT · 0X QUICK · 13 OCT 2026

metamask.io

A strong site with speed gaps. Most points are lost on slow-loading main content and images without alt text.

90 /100
● GRADE A

Pages checked

1, the homepage

Checks

39 across 10 areas

Issues found

4

RESULTS BY AREA

Technical		5/7	SEO & Metadata		6/6
Mobile		2/2	Accessibility		5/6
Trust & Content		4/4	AI review		3/3
Security		4/4	Link Health		2/2
Domain & email		3/4	Interactivity		0/1

WHAT'S WORKING

- The oversized headline is high contrast and impossible to miss. It gives the brand a distinct personality in a category full of generic crypto sites.
- The calm dark-green and pale-blue palette is restrained and feels more premium than typical neon crypto styling.
- The nav is minimal: logo, one filled GET METAMASK pill and a menu button. Nothing competes with the headline.

ISSUES ON THE HOMEPAGE

HIGH

Slow main content. The largest visible element rendered in 15916ms (real browser, Core Web Vitals threshold).

HIGH

Images without alt text. 28 of 37 images have no alt text.

MEDIUM

Large page size. The page's HTML is 462 KB before images and scripts load.

Couldn't check this time: Clickable controls respond. The site may block automated browsers.

DESIGN REVIEW · FIRST IMPRESSIONS OF YOUR HOMEPAGE

A huge, chunky pale-blue headline, "Where your money lives", on deep green makes a bold, confident statement and is memorable. But within 5 seconds you still don't know what MetaMask does or what to do next. It feels like a brand poster, not a product page.

5 /10

CLARITY

7 /10

HIERARCHY

6 /10

TRUST

4 /10

CALL TO ACTION

- **No explanation of what the product is.** "Where your money lives" is a slogan. A new visitor can't tell whether this is a wallet, a bank or an exchange. The page shows no supporting line, so first-time visitors have to scroll to find out. Add a one-line subhead under the headline, such as "The self-custody wallet to hold, swap and trade crypto". Set it around 20–24px in the same pale blue.
- **The only call to action is small and tucked in the corner.** The GET METAMASK pill is about 150px wide in the top-right. It is near-black on dark green, so it has low contrast and is dwarfed by the headline. The hero has no button in the main reading path. Put a large primary button under the headline, such as "Get MetaMask". Make it a bright colour that contrasts with the green, like the headline's pale blue with dark text. Keep the nav pill as a secondary entry point.

YOUR TOP FIX, IN FULL

HIGH

Load the main content faster

FOUND

The largest visible element rendered in 15916ms (real browser, Core Web Vitals threshold).

WHY IT MATTERS

Google uses this as a ranking signal, and visitors leave slow pages.

WHERE

The hero section.

1. Compress the hero image and serve it as WebP or AVIF.
2. Don't lazy-load the hero image, and cut scripts that run before it.

CHECK

Run the audit again. Aim for under 2.5 seconds.

EVERY CHECK

All 39 checks on your homepage

✓ Pass
! Needs review
✗ Fail

Technical

5/7 PASSED

- ✗ **Largest Contentful Paint**
 The largest visible element rendered in 15916ms (real browser, Core Web Vitals threshold).
- ! **HTML payload size**
 The page's HTML is 462 KB before images and scripts load.
- ✓ **HTTPS enabled**
- ✓ **Page responds correctly**
- ✓ **Server response time**
- ✓ **Response compression**
- ✓ **Cumulative Layout Shift**

Accessibility

5/6 PASSED

- ✗ **Image alt text coverage**
 28 of 37 images have no alt text.
- ✓ **Single H1 heading**
- ✓ **Color contrast**
- ✓ **Page language declared**
- ✓ **Form inputs have labels**
- ✓ **Links have accessible text**

Domain & email

3/4 PASSED

- ! **CAA record (who can issue SSL certificates)**
 Found. The details and the fix are in Ox Deep.
- ✓ **SPF record (email sender list)**
- ✓ **DMARC policy (email spoofing protection)**
- ✓ **DNSSEC (DNS tamper protection)**

Interactivity

0/1 PASSED

- ! **Clickable controls respond**
 Couldn't check this time. The site may block automated browsers.

SEO & Metadata

6/6 PASSED

- ✓ **Title tag**
- ✓ **Meta description**
- ✓ **Open Graph / social preview tags**
- ✓ **Canonical URL**
- ✓ **Structured data (schema.org)**
- ✓ **Search engine indexing**

Mobile

2/2 PASSED

- ✓ Mobile viewport tag
- ✓ Favicon

Trust & Content

4/4 PASSED

- ✓ Privacy policy link
- ✓ Contact info available
- ✓ New-tab links set rel="noopener"
- ✓ Social proof / trust signals

AI review

3/3 PASSED

- ✓ AI crawler access (robots.txt)
- ✓ llms.txt file
- ✓ XML sitemap

Security

4/4 PASSED

- ✓ HSTS header
- ✓ Content-Security-Policy
- ✓ Clickjacking protection
- ✓ MIME-sniffing protection

Link Health

2/2 PASSED

- ✓ www / bare domain consistency
- ✓ Internal links working

1 more issue found. Details and fixes are in Ox Deep.

Security headers, domain and email, and AI readiness: CAA record.

Every fix, step by step: \$39

Ox Deep checks up to 20 pages, with steps for you and code for your developer.

Or have Provel fix it

Free quote at provel.co