More Direct Sales Websites

FREE WEBSITE REVIEW

MdS Websites

https://mdswebsites.co.uk

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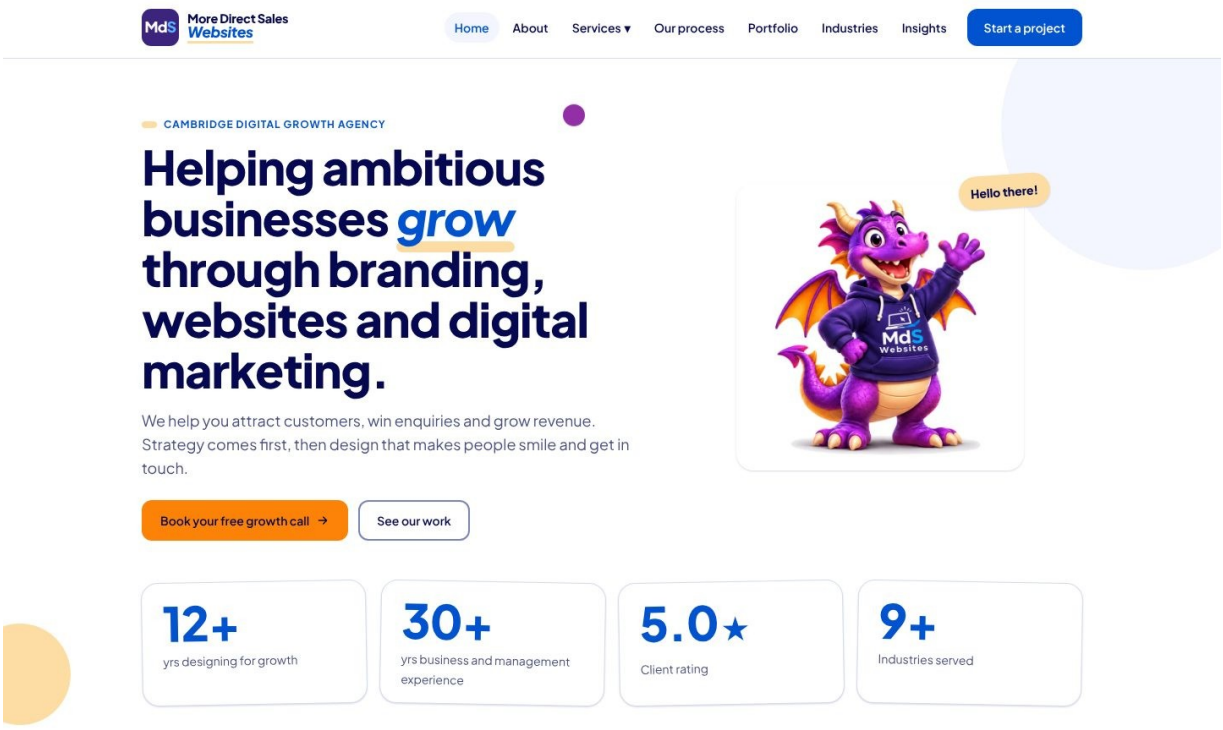
27 November 2026





Your home page on a laptop screen when we reviewed it.

At a glance

MdS Websites has a fast, well-built and secure site that scores full marks on Google's technical tests and gives visitors a clear next step: "Book your free growth call". The main opportunity is on the phone's first screen, where the cookie notice covers about a quarter of the screen and a decorative dot sits on top of the small heading above the headline. The headline itself describes the services well but could speak more directly to what customers get. Overall, this is a site that already does most things right.

Area	Score	In a sentence
First impressions	8/10	Bold, friendly and clear, with a strong call to action; a decorative dot overlaps the small heading on phones.
Ease of use and mobile	9/10	Simple menu, comfortable on phones, no small tap targets and no sideways scrolling.
Speed	10/10	Very fast: 99/100 on phones and 100/100 on laptops.
Being found on Google	9/10	Full marks on technical SEO with service and place named in page titles.
Turning visitors into enquiries	8/10	Clear "free growth call" offer on every page; the enquiry form has eight fields and the phone number is hard to spot.
Trust, security and accessibility	10/10	All security headers in place, accessibility 100, cookieless analytics only with consent.

Overall: 54 out of 60

How to read the scores: each area is scored out of 10. **8 to 10** is good, **5 to 7** has room to improve and **4 or under** needs attention. Each area has its own page later in the report, with what is working, what to improve and how.

Your top 3 quick wins

These three changes should make the biggest difference for the least effort.

1

Move the decorative dot off the small heading on phones

Why: On a phone, a purple dot sits over the words "Cambridge digital growth agency", which looks like a glitch on the very first screen.

How: Shift or hide that decoration on small screens so it no longer overlaps the text.

2

Make the cookie notice smaller on phones

Why: It covers about a quarter of the first screen on a phone, pushing the second button out of view.

How: Use a slimmer bar with the two buttons side by side, or a smaller corner card on mobile.

3

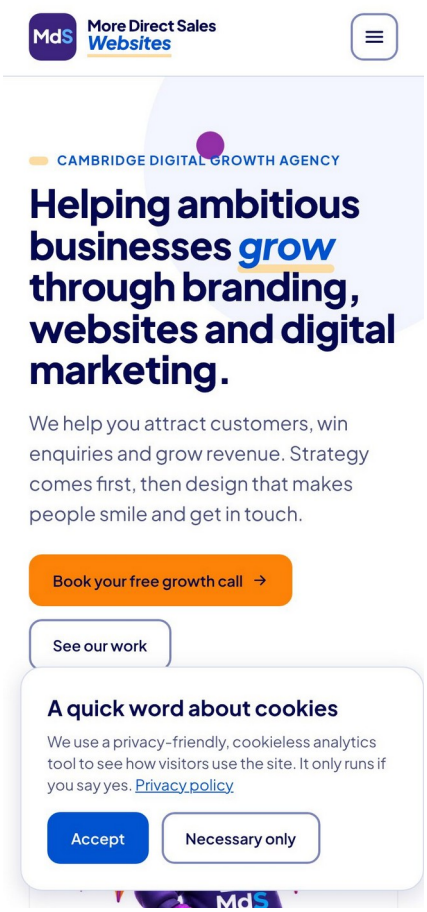
Show the phone number in the header

Why: Some visitors would rather call; the number currently appears only once on the home page, near the bottom.

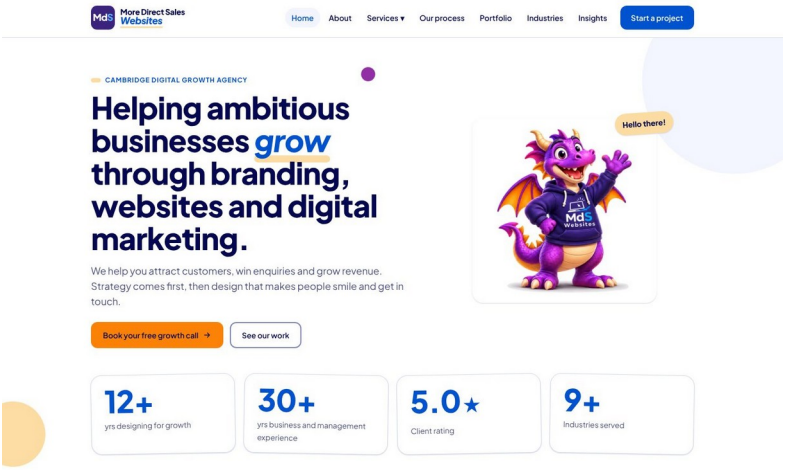
How: Add a small tap-to-call number or icon in the header on phones and the top bar on laptops.

What visitors see first

These are the first screens a visitor sees before scrolling. Most people decide in a few seconds whether to stay, so this space needs to say who you are, what you do and what to do next.



On a phone, first visit



On a laptop

1. First impressions

8/10

The first screen is bold and friendly, with a clear headline, a short explanation and an obvious button to book a free call.

What's working

- "Book your free growth call" is visible on the first screen on phone and laptop.
- The subheading explains the benefit plainly: attract customers, win enquiries and grow revenue.
- Pen the dragon and the client logos give the brand personality and credibility.

What to improve

A decorative dot overlaps the small heading on phones

Medium impact

What we found: Phone screenshot: a purple circle sits over "Cambridge digital growth agency" above the headline.

What to do: Reposition or hide the decorative circle below a certain screen width.

The headline lists services rather than results

Low impact

What we found: The main heading (H1) is "Helping ambitious businesses grow through branding, websites and digital marketing."

What to do: Try leading with the result for the customer, for example "Websites that win you more customers", and move the list of services into the subheading. Test which gets more calls.

2. Ease of use and mobile

9/10

The site is easy to use on every screen. Navigation is short and buttons are generous.

What's working

- No sideways scrolling and no buttons too small to tap on a phone.
- Every image has a description and Lighthouse accessibility scores 100.
- A clear menu with one highlighted "Start a project" button.

What to improve

The home page is long on a phone

Low impact

What we found: The phone version of the home page is about 12,000 pixels tall, roughly 14 screens of scrolling.

What to do: Consider shortening or collapsing sections lower down, such as the questions and research sections, on phones.

A little small text on phones

Low impact

What we found: 6 blocks of text on the phone home page are smaller than 14 pixels.

What to do: Raise small labels, such as those under the statistics, to 14 pixels or more.

3. Speed

■■■■■■■■■■ 10/10

The site is very fast on both phones and laptops. There is almost nothing to improve here.

Measure	Phone	Laptop
Speed score (out of 100) 90 or more is good, 50 to 89 needs work, under 50 is poor.	**99**	**100**
Main content appears (LCP) Time until the main image or heading shows. Under 2.5 seconds is good.	**1.7 s**	**0.4 s**
First thing appears (FCP) Time until anything shows on screen. Under 1.8 seconds is good.	**1.1 s**	**0.3 s**
Layout jumping (CLS) How much the page shifts as it loads. Under 0.1 is good.	**0**	**0.01**
Page size Total download for the home page. Smaller loads faster on mobile data.	**0.3 MB**	**0.4 MB**

Measured with Lighthouse (lab test) on the home page on 26/11/2026. These are lab results from a simulated visit, so real visitors on faster or slower connections will see different times.

What's working

- ✔ Phone speed score of 99 out of 100, with the main content showing in about 1.7 seconds.
- ✔ Laptop speed score of 100, with the main content showing in under half a second.
- ✔ A light home page of about 0.25 MB on phones, with no layout jumping.

What to improve

A few images could be sized more closely to the screen — Low impact

What we found: Lighthouse lab test: "Properly size images" could save about 114 KB on phones and 292 KB on laptops.

What to do: Serve a smaller version of the larger images to the screens that don't need full size.

4. Being found on Google

9/10

Technical SEO is excellent: every page checked has its own title, description and main heading, and the site tells Google what kind of business it is.

What's working

- Lighthouse SEO score of 100 on phone and laptop.
- Service pages name the service and the place, for example "Web Design & Development in Cambridge".
- ProfessionalService structured data, sitemap and robots.txt are all in place, and there is an Insights blog.

What to improve

The home page doesn't name where you're based beyond Cambridge

Low impact

What we found: The home page text says "Cambridge digital growth agency"; the business is based in Papworth Everard.

What to do: Mention Papworth Everard and the surrounding area (Huntingdon, St Neots, Cambourne) once in the home page text and structured data to help nearby searches.

5. Turning visitors into enquiries

8/10

The site makes one clear offer, a free growth call, and repeats it in the right places. A couple of small changes would make getting in touch even easier.

What's working

- "Book your free growth call" appears on the first screen and again lower down.
- A 5.0 client rating, client logos and testimonials support the decision.
- The contact page explains what the free call covers and that there's no obligation.

What to improve

The enquiry form has eight fields

Medium impact

What we found: The contact page form has 8 fields, including business name, service and approximate budget.

What to do: Keep name, email and "what do you need help with"; make the rest optional or ask them on the call.

The phone number is hard to find

Medium impact

What we found: The home page has 1 tap-to-call link, and it is not in the header or on the first screen.

What to do: Put a tap-to-call number or icon in the header, especially on phones.

6. Trust, security and accessibility

■■■■■■■■■■ 10/10

This is as good as it gets for a small business site: secure, accessible and respectful of visitors' privacy.

What's working

- ✓ All six common security headers are set, HTTPS works and http redirects to it.
- ✓ Analytics only run after consent, and the cookie notice offers "Necessary only" as clearly as "Accept".
- ✓ No broken links among the 16 internal links checked, and the copyright year is current.

What to improve

The cookie notice covers a quarter of the phone screen

Low impact

What we found: Phone screenshot on first visit: the cookie notice covers about 25% of the first screen.

What to do: A slimmer layout on phones would keep the headline buttons visible while still giving a clear choice.

What to do next

1. Fix the decorative dot and slim the phone cookie notice.
2. Add a tap-to-call number in the header and trim the contact form.
3. Test a results-led headline and compare enquiries over a month.

Want to talk it through?

Book a free 20-minute call and we can go through this report together, with no obligation. Whether you fix things yourself, use your current web person or work with us, you will know exactly where to start.

mdswebsites.co.uk/contact



About this review

This review looked at https://mdswebsites.co.uk on 26/11/2026: the home page on a phone and a laptop, and up to 8 other pages linked from it. Speed was measured with Lighthouse (lab test); 16 internal links were checked. Findings are based only on what those checks recorded and on how the pages looked. They do not include your visitor numbers, enquiries or Google Search Console data, which would add more detail. The review was prepared using automated testing tools and checked by Martin before it was sent.

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