



Website Report by AssureUX

Client Name: [REDACTED]
Website: ummahfinancialsolutions.co.uk
Package: Custom

AssureUX
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Main Device:
Windows 11PC
Testing on Firefox Browser

Mobile Device:
Samsung S22 Ultra (OneUI 8.0 Android 16)
FOSS Browser

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0. Introduction

This document is a comprehensive guide to help you improve your website's design, accessibility, usability, and SEO performance. For your convenience, it is organised into clear sections.

A note on my approach: This report focuses primarily on areas for improvement rather than what is already working well. This is not to be overly critical, but to ensure that this document is a tool that saves you time and highlights exactly what needs to be addressed to see results.

Please ensure that you have read through the [Privacy Policy](#) and [Terms & Conditions](#) regarding the use of this advice and the storage of this document.

1. Design & Brand Consistency

1.1 Visual Identity

REF 1.1.1 | Unreadable Logo | ● Moderate



Figure 1.1.1

Observation: Branding is overall consistent, but the logo (Figure 1.1.1) is difficult to read.

Impact: The logo text is unreadable even on a large screen.

Recommendation: Figure 1.1.1 would work as a banner image, but the logo should only consist of “Ummah Financial Solutions”

1.2 Layout & Hierarchy

REF 1.2.1 | Unnecessary ‘Double Heading’ | ● Critical



Figure 1.2.1

Observation: The main header for the section is enclosed in a rounded outline, with another header beneath it.

Impact: The main header is smaller than the secondary header visually and in terms of hierarchy. The FAQ in figure 1.2.1 is only a div element, but the

“Common Questions” is a h2 element. This can negatively affect SEO.

Recommendation: Combine both “headers” into a single, large header. In the case of Figure 1.2.1, a header reading “FAQ” with the style of the “Common Questions” text

REF 1.2.2 | Title Placement Inconsistencies | ● Low

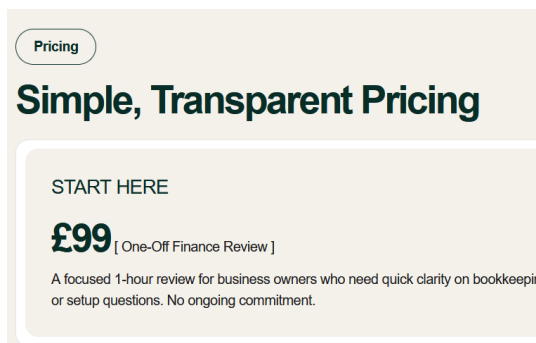


Figure 1.2.2

Observation: Some title headers are centred (as seen in Figure 1.2.1 above), and some are aligned to the left (as seen in Figure 1.2.2 on the left)

Impact: User does not know where to look for the expected header

Recommendation: All headings should either be centre-aligned or left-aligned.

REF 1.2.3 | Empty Grid Section | ● Low

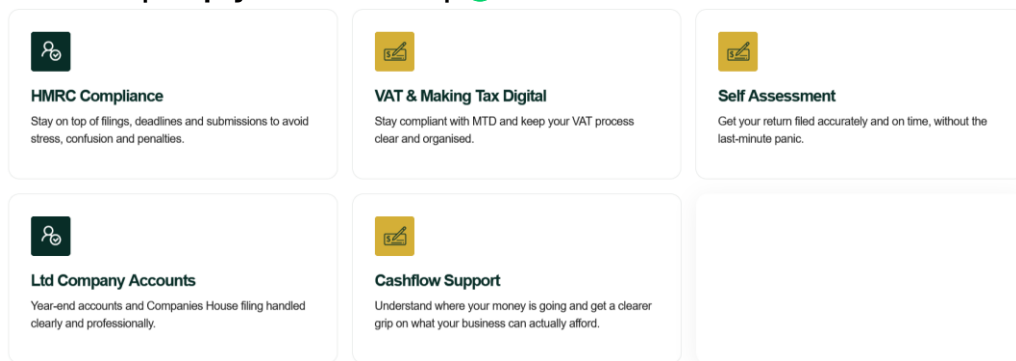


Figure 1.2.3

Observation: When hovering over each of the tiles in the grid as seen in Figure 1.2.3, the contents of the box changes. In the bottom-right corner, there is an empty tile that still reacts to the user's hover, producing a drop shadow.

Impact: This can result in users thinking that there is an unloaded element

Recommendation: Use flex-box to make each tile a set height and width. This will allow you to remove the extra tile.

REF 1.2.4 | No Padding on Testimonials | ● Moderate

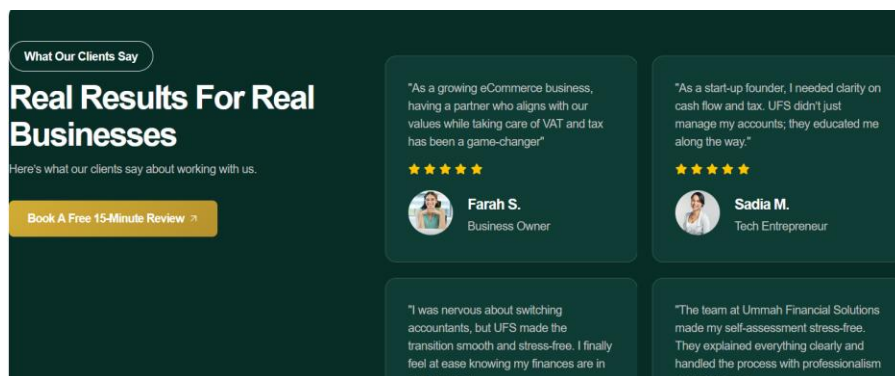


Figure 1.2.4

Observation: The testimonials section (as seen in Figure 1.2.4 above) has content that extends to the edge of the screen when viewed on a laptop screen.

Impact: The lack of a clear frame or border could imply that the user can horizontally scroll, even though they are not able to.

Recommendation: Add some padding to the testimonial sections similar to the other sections.

REF 1.2.5 | Inconsistent Social Link Design | ● Low

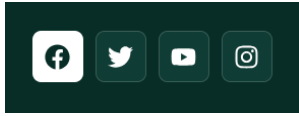


Figure 1.2.5

Observation: The Facebook social media link has a white background, while the others have a dark background.

Impact: Creates a false priority where the solid icon draws accidental focus and increases cognitive load by breaking patterns.

Recommendation: Change all the social links to have a dark background.

REF 1.2.6 | No Terms & Conditions | ● Critical

Observation: When clicking on the '[Terms & Conditions](#)' link in the footer, the page displays a "Terms & Conditions" header but no content.

Impact: This opens Ummah Financial Solutions up to legal issues and can lead customers to believe that this is a fake/scam website.

Recommendation: Write some terms and conditions for this page.

REF 1.2.7 | No Padding on Privacy Policy | ● Moderate

Observation: Much like the issue in REF 1.2.4, there is no padding on the whole of the privacy policy page.

Impact: This carries the same impact as REF 1.2.4, but to a higher degree

Recommendation: Add padding to the whole of the Privacy Policy page

REF 1.2.8 | Missing Blog Pages | ● Critical

Observation: The blogs on the "News & Insights" page link to empty pages, only containing a reply form.

Impact: Navigating to an empty page significantly damages brand authority and trust with the user, making the site appear neglected and unprofessional.

Recommendation: Hide the "News & Insights" section until the content is fully populated.

1.3 Typography & Readability

REF 1.3.1 | Hard-to-read Button Text | ● Moderate

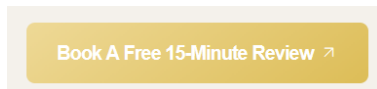


Figure 1.3.1

Observation: Some buttons have a “shine” that moves from left to right across the button. At certain stages (as seen in Figure 1.3.1), the text becomes hard to read due to poor contrast against the button background.

Impact: The text is quite difficult to read, which can be made worse by accessibility issues or screen overlays. At these stages, the user must strain their eyes to read the text.

Recommendation: Change the lightest part of the ‘shine’ to be a bit darker or remove it completely.

NOTE: The “UK Small Businesses” header also suffers from the same poor contrast against the page background

REF 1.3.2 | Close Letters in Navigation | ● Low



Figure 1.3.2

Observation: The letters in the navigation text are close together, almost touching.

Impact: Having letters too close together can make the text difficult to read.

Recommendation: Add some spacing between letters; this is proven to make text clearer and easier to read.

2. Usability & User Flow

2.1 Global Navigation

REF 2.1.1 | Navigation Text Wrapping | ● Critical

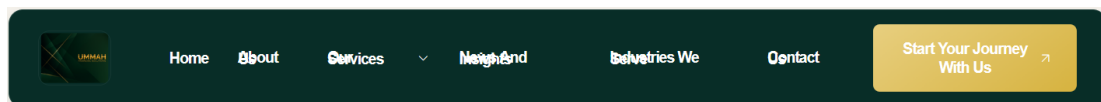


Figure 2.1.1

Observation: Header text wraps around itself when the browser width is between 1025px and 1155px.

User Impact: Users with this screen size are unable to read the text, making navigation difficult and decreasing your customer conversion rate.

Recommendation: Adjust the CSS breakpoints to either reduce horizontal padding between the nav items or to trigger the hamburger menu earlier.

REF 2.1.2 | Incorrect URLs | ● Critical

Observation: Under the “Our Services” header text, there is a drop-down menu for the users to choose from. After clicking on an option, the page that loads is correct, but the URL is often not relevant. Below are the options available and the URLs they point to

- Company Setup → ummahfinancialsolutions.co.uk/our-services/retirement-planning/
- Self-Assessment → ummahfinancialsolutions.co.uk/our-services/insurance-solutions/
- Bookkeeping → ummahfinancialsolutions.co.uk/our-services/book-keeping/
- Sole Trader → ummahfinancialsolutions.co.uk/our-services/islamic-banking/
- HMRC Submissions → ummahfinancialsolutions.co.uk/our-services/investment-planning/
- Ltd Company Accounts → ummahfinancialsolutions.co.uk/our-services/wealth-management/

Impact: The search engine will receive conflicting URLs and their corresponding headers, causing the page to rank lower than expected. Users who see an irrelevant URL will assume the link is broken, reducing your Click-Through-Rate and negatively impacting your SEO.

Recommendation: Change the URLs to match the page contents and the header.

REF 2.1.3 | Non-functional Breadcrumb Navigation | ● Moderate

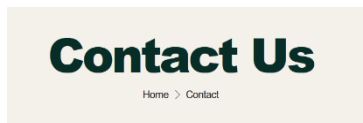


Figure 2.1.3

Observation: The breadcrumb “navigation” consists of static text rather than functional hyperlinks. While it indicates the current location, it does not allow for interactive navigation.

Impact: Users are unable to easily backtrack higher-level pages. This increases interaction cost, users must rely on the browser’s back button.

Recommendation: Convert each segment of the breadcrumb trail into a functional hyperlink.

3. Core Functionality Testing

3.1 Forms & Lead Generation

REF 3.1.1 | Disappearing Field Context | ● Moderate

Yafi	contact@assureux.co.uk
Phone Number	Other
Under £5k	Other

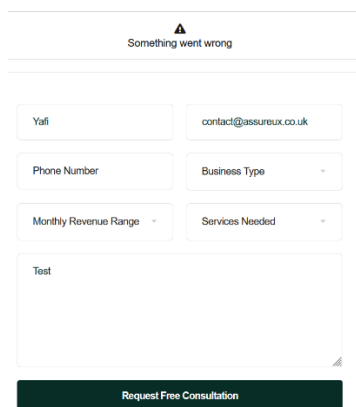
Figure 3.1.1

Observation: When using the form shown in Figure 3.1.1, selecting an option from the revenue drop-down removes the placeholder text. There is no way to verify the context of the field without refreshing the page.

Impact: If the user forgets what the field is about, they must refresh the page and fill out the entire form again.

Recommendation: These fields are not currently mandatory, so make the placeholder text an option so that the user can easily refer to it.

REF 3.1.2 | Form Error | ● Critical



Observation: When filling out the form with only the required fields, a generic error message was displayed (as seen in Figure 3.1.2) upon submitting. After further testing, I can confirm that the same error occurs when filling out all fields.

Impact: The user will not be able to contact you via the form, significantly decreasing leads.

Recommendation: Find the cause of the form error.

Figure 3.1.2

REF 3.1.3 | Unconventional Field Placements | ● Low

Observation: The form to leave a comment on blog posts contains fields in the order “Comment”, “Name”, “Email”, and “Website”.

Impact: Forms typically follow the order “Name”, “Email”, “Comment”, so this unconventional structure breaks the users' mental models.

Recommendation: Restructure the form to be in the conventional order.

3.2 Button & Link Integrity

REF 3.2.1 | Fake Buttons on Home Page | ● Critical

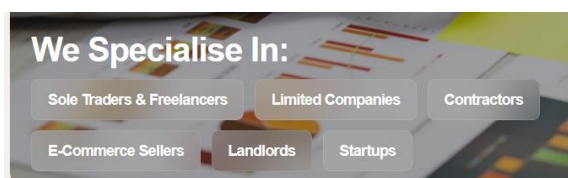


Figure 3.2.1

Observation: When clicking on any of the buttons seen in Figure 3.2.1, they link back to the home page.

Impact: The button doesn't yield the result that the user expects, causing confusion, frustration, and distrust.

Recommendation: If the buttons are meant to link to another page, ensure that they do; otherwise, remove the clicking functionality.

REF 3.2.2 | Broken Social Links | ● Critical

Observation: Social media icons in the footer and on the Contact page are currently dead links (not linking to the expected site).

Impact: This creates a friction point in the user journey and prevents brand validation, reducing trust.

Recommendation: Update all social icons with URLs to the respective profiles and ensure that they are set to open in a new browser tab.

REF 3.2.3 | Unnecessary Buttons | ● Moderate

We ensure your journey is ethical, transparent, and rewarding

[Learn More About Us ↗](#)

Figure 3.2.3

Observation: The “About Us” page contains a “Learn More About Us” call-to-action (Figure 3.2.3) that links back to the current page.

Impact: Creates a circular navigation loop, creating confusion for the user.

Recommendation: Remove the redundant button or replace it with a link to a different relevant section.

3.3 Interactive Features

REF 3.3.1 | Lack of Control on FAQ Section | ● Low

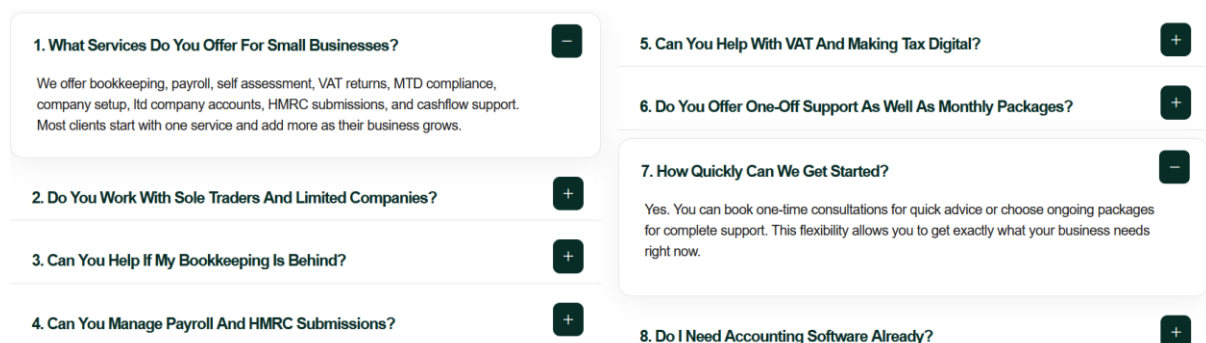


Figure 3.3.1

Observation: The FAQ section (Figure 3.3.1) acts as a strict accordion, where expanding one item automatically collapses the previously opened item within that column.

Impact: This restrictive interaction prevents users from comparing information across multiple questions and forces repetitive clicking.

Recommendation: Allow the user to open multiple FAQs at the same time.

4. Device & Browser Responsiveness

4.1 Mobile Audit

REF 4.1.1 | Mobile Menu Opening on Wrong Side | ● Moderate



Figure 4.1.1

Observation: The mobile navigation menu triggers from the left side of the screen, despite the hamburger button being located on the right (Figure 4.1.1).

Impact: The disconnect between the trigger location and the appearing content violates user expectations of spatial consistency, causing cognitive load.

Recommendation: Change the menu to come from the right-hand side of the screen.

REF 4.1.2 | Misaligned Tick | ● Low

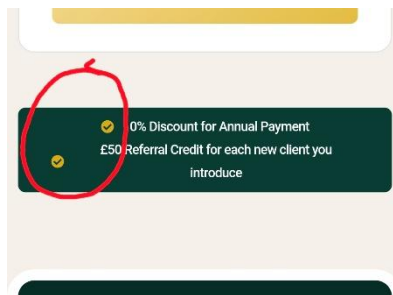


Figure 4.1.2

Observation: The 'offers' section displays incorrectly when viewing from a mobile device, showing a tick in the wrong place.

Impact: Creates a cluttered and unprofessional visual appearance, detracting from the overall quality and trustworthiness of the website.

Recommendation: Move the tick to the correct position

4.2 Multi-Browser Check

Website displays as expected across multiple browsers.

5. Summary

For easier lookup, I have created a table of the issues mentioned above in this document.

REF	Description	Category	Severity	Fix
1.1.1	Unreadable Logo	Design & Brand Consistency	 Moderate	Replace logo with text-only version reading "Ummah Financial Solutions"
1.2.1	Unnecessary 'Double Heading'	Design & Brand Consistency	 Critical	Combine both headers into a single h2 element
1.2.2	Title Placement Inconsistencies	Design & Brand Consistency	 Low	Standardise all headings to either centre- or left-aligned
1.2.3	Empty Grid Section	Design & Brand Consistency	 Low	Use flex-box to remove the extra empty tile.
1.2.4	No Padding on Testimonials	Design & Brand Consistency	 Moderate	Add padding to the testimonials section
1.2.5	Inconsistent Social Link Design	Design & Brand Consistency	 Low	Set all social link icons to use a dark background.
1.2.6	No Terms & Conditions	Design & Brand Consistency	 Critical	Write and publish Terms & Conditions content
1.2.7	No Padding on Privacy Policy	Design & Brand Consistency	 Moderate	Add padding to the Privacy Policy page
1.2.8	Missing Blog Pages	Design & Brand Consistency	 Critical	Hide "News & Insights" section until content is populated
1.3.1	Hard-to-read Button Text	Typography & Readability	 Moderate	Darken the lightest part of the button shine or remove it
1.3.2	Close Letters in Navigation	Typography & Readability	 Low	Increase letter-spacing on navigation text.
2.1.1	Navigation Text Wrapping	Usability & User Flow	 Critical	Adjust CSS breakpoints to prevent text wrapping at 1025–1155px
2.1.2	Incorrect URLs	Usability & User Flow	 Critical	Update service page URLs to match their content
2.1.3	Non-functional Breadcrumb Navigation	Usability & User Flow	 Moderate	Add hyperlinks to breadcrumb sections for easier navigation.

3.1.1	Disappearing Field Context	Core Functionality	 Moderate	Make placeholder text a selectable option in the drop-down
3.1.2	Form Error	Core Functionality	 Critical	Investigate and resolve the contact form submission error
3.1.3	Unconventional Field Placements	Core Functionality	 Low	Reorder blog comment form fields to Name, Email, Comment
3.2.1	Fake Buttons on Home Page	Core Functionality	 Critical	Link buttons to correct pages or remove clicking functionality
3.2.2	Broken Social Links	Core Functionality	 Critical	Update all social icons with correct URLs, opening in a new tab
3.2.3	Unnecessary Buttons	Core Functionality	 Moderate	Remove or redirect the "Learn More About Us" button
3.3.1	Lack of Control on the FAQ Section	Core Functionality	 Low	Allow multiple FAQ items to be open simultaneously.
4.1.1	Mobile Menu Opening on the Wrong Side	Device & Browser Responsiveness	 Moderate	Change the mobile menu to slide in from the right.
4.1.2	Misaligned Tick	Device & Browser Responsiveness	 Low	Correct the tick position on mobile view.

Total issues identified: 22 | 8 Critical  · 6 Moderate  · 8 Low 

Thank you for choosing AssureUX, it's been great working with you. Once you've worked through these fixes, a re-audit is a great way to verify the improvements. Get in touch at contact@assureux.co.uk and quote RETURN10 along with your name and website name for 10% off your next order.

Regards,
George McNamara