MA Martinez Construction

Technical SEO & Website Performance Optimization | Case Study | October 24, 2026

Website: mamartinezconstruction.com | Portfolio: JMartinDigital.com

Project overview

Audited and iteratively optimized a local construction business website using Ahrefs Site Audit, Google PageSpeed Insights/Lighthouse, and Base44. The goal was to improve technical health, mobile loading, accessibility, and lead-generation readiness while preserving authentic construction photos, branding, and existing functionality.

Measured Lighthouse results

Metric	Baseline	Latest reported
Desktop performance	82	97 (+15 points)
Mobile performance	65	73 (+8 points)
Mobile LCP	5.8 s (intermediate test)	5.3 s (latest reported)
Mobile CLS	0 (intermediate test)	Not retested/reported

Scores are Lighthouse lab results from separate runs, not field Core Web Vitals or proof of ranking, revenue, or conversion gains.

Audit findings and investigation

- Reviewed an Ahrefs audit flagging nine issue categories: AI crawler response, organization schema, internal linking, redirects and redirect chains, long meta descriptions, low word count, and slow pages.
- Inspected six affected URLs (/contact, /about, /services, /login, /forgot-password, /reset-password); all returned HTTP 200 in the reviewed screenshot. Recommended noindex for authentication pages, subject to functional verification.
- Reviewed mobile and desktop Lighthouse findings. Early mobile report flagged ~7,647 KiB of potential image-delivery savings, ~750 ms of render-blocking opportunity, and ~8,392 KiB total network payload.
- Investigated mobile hero LCP. Base44 reported an image preload already in place, while the visible hero was client-rendered and waited for React/JavaScript to mount. Its approximate LCP breakdown attributed ~4.1 s to element render delay; this estimate was not independently trace-verified.

Optimization phases and verification

Phase 1–2: delivery and page optimization

Directed Base44 to improve image delivery, reduce render-blocking work, address accessibility, preserve contact/analytics features, and investigate slow crawlers. Subsequent Lighthouse testing showed desktop 82→97 and mobile 65→70, later 73.

Phase 3: animation dependency hypothesis

Replaced Framer Motion usage in Navbar and HeroSection with CSS animations, preserving reduced-motion support. Build succeeded, but bundle size decreased only from 547,433 to 544,380 raw bytes (−0.6%) and from 175,301 to 174,924 gzip bytes (−0.2%). No new LCP improvement was claimed.

Root-cause refinement

Base44 found eager Services/About/Contact page imports in App.jsx contributed to the main bundle, while the visible hero remained gated by client rendering. Recommended investigating route-level code splitting and supported SSR/static HTML options rather than assuming compression alone would fix LCP.

Current status and next steps

Desktop performance improved significantly. Mobile performance reached a reported score of 73, but LCP remained about 5.3 seconds. Next steps: verify route-level splitting impact, review the platform's supported server/static rendering options, retest three mobile runs, and check that crawler-visible content matches user-visible content. No unverified SEO, lead, or sales outcomes are claimed.

Skills demonstrated

Ahrefs Site Audit • Technical SEO triage • Lighthouse/PageSpeed Insights • Core Web Vitals interpretation • Performance baselining • Client-rendering diagnosis • JavaScript bundle analysis • Base44 implementation guidance • Accessibility review • Before/after documentation