Human Web Co

Prepared for James Belts

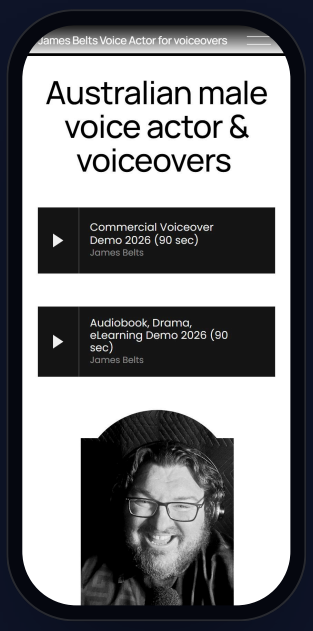
Website check

jamesbeltsvo.com.au

Hi James. I went through your website page by page, ran Google's own speed test on it, and checked how you show up on Google and how your email is set up. Below is everything I found and what each one means for you.

Checked 21 October 2026 by Stuart, Human Web Co. Nothing on your site was changed.

Shared with James's permission. A few private details are left out of this version.



Your home page on a phone

The short version

Your demos, client list and process are strong. What's holding the site back is mostly behind the scenes:

1. **Your Portfolio page is very heavy on phones.** It downloads about 28 MB, and in Google's test the main content took over a minute to appear.
2. **Your Google Maps listing is filed under "Artist" and has only two reviews.** You don't show up at all when people search "voice actor Hobart".
3. **The "What are your rates?" button goes to a "page not found" screen.**
4. **Google is shown a garbled home page title**, and three of your four pages have no search description.

Speed

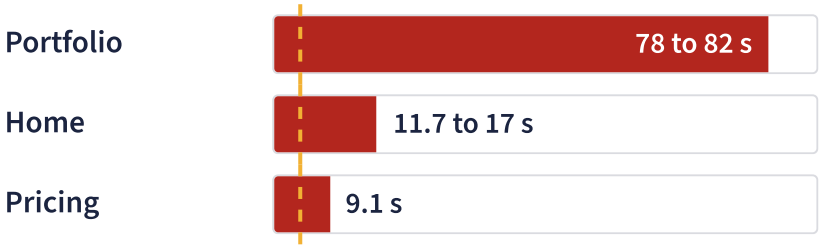
1 The Portfolio page takes over a minute to load on a phone

Big impact

This is the page where buyers go to hear your work, so it's the one that most needs to be quick. I ran Google's PageSpeed test (it simulates a mid-range phone on mobile data) twice on each page.

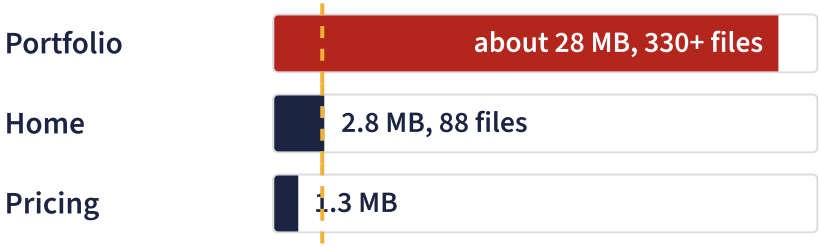
Time until the main content appears on a phone

Google counts anything over 4 seconds as poor



How much each page downloads

A typical web page is 2 to 3 MB



Phone scores out of 100: Portfolio 26 and 33, Home 54 and 40, Pricing 60. On a computer the Portfolio page scores 34 and still takes 13.4 s.

Why it's so heavy: the Portfolio page has 10 Facebook reel players, 5 YouTube players and several Squarespace videos on it. They all load as soon as the page opens, whether anyone presses play or not. The Facebook players alone pull down over 6 MB of video.

Check it yourself: go to pagespeed.web.dev and enter jamesbeltsvo.com.au/portfolio. Scores change a little each time you run it.

2 The home page is slow on phones too

Medium impact

In the same test, the home page took 12 to 17 seconds before the main content showed. A few things add up:

- The contact form loads Google's spam check (reCAPTCHA) as soon as the page opens, which is a big chunk of code most visitors never use.
- The "Brands I've worked with" carousel holds over 40 logo images.
- Some photos are uploaded much bigger than they're shown. Google estimates about 425 KB could be saved on images alone.

Being found on Google

3 Your Google Maps listing is filed as "Artist" and has two reviews

Big impact

You have a Google Maps listing ("James Belts Voiceovers") with your website, phone number and hours, and both reviews are five stars with your replies underneath. I searched Google Maps the way a client would, and this is where you came up:

Search	Where you show up
voiceover Hobart	3rd, behind a voice coach and a translation service
voiceover artist Tasmania	2nd, behind Abe's Audio in Launceston (108 reviews)
voice actor Hobart	**Not listed. Drama schools and theatres fill the results**

- **The category is "Artist".** That's the general category Google uses for painters, musicians and the like. Google leans heavily on the category to decide which searches a listing appears in, which is the likely reason "voice actor" searches skip you.
- **Two reviews, the newest five months old.** Abe's Audio has 108. Your website shows five more five-star testimonials (Karen, Tony, Jose, Leanne and Mustard) that aren't on Google, where buyers can see they're real.
- **One of your three photos is the old red-and-black "James BELTS" logo**, which no longer matches your website (see point 14).
- A small one: your reply to Massud's review says "a pleasure to meet your *breif*".

Searched on Google Maps on 21 October 2026, with the map centred on Hobart (and on Tasmania for the Tasmania search). Results move around a little depending on where the person searching is.

4 Your home page title in Google is garbled and too long

Medium impact

This is the blue headline Google shows for your home page. Right now it reads:

```
James Belts Voice Actor for voiceoversJames Belts | Voice Actor for Voiceovers | Australian Male Voiceover Artist | Commercial, Corporate, Creative, Character Voices
```

That's 165 characters with your name run together twice ("voiceoversJames"). Google only shows about the first 60, so most of it gets cut off.

5 Three of your four pages have no search description

Medium impact

Portfolio, Pricing and "How does it work?" have no description, so Google makes one up from whatever text it finds on the page. Only the home page has one.

6 Google doesn't know where you are

Medium impact

- "Hobart" appears only once on the whole site, inside the How it works page ("We can even meet in Hobart"). Your footer just says "Australia", and Tasmania isn't mentioned anywhere.
- Squarespace adds a hidden "business card" to each page so Google can read your details. On your site it's blank: no business name, address, area or hours.

7 The "How does it work?" page repeats the home page

Minor

The five-step process appears both on the home page and on its own page. Google usually only shows one version of repeated text. The two copies also don't match: step 1 is "Quick chat" on one page and "Scope your project or consultation" on the other. That page also has no main heading, which is the first thing Google reads to understand what a page is about.

8 Images have no descriptions

Minor

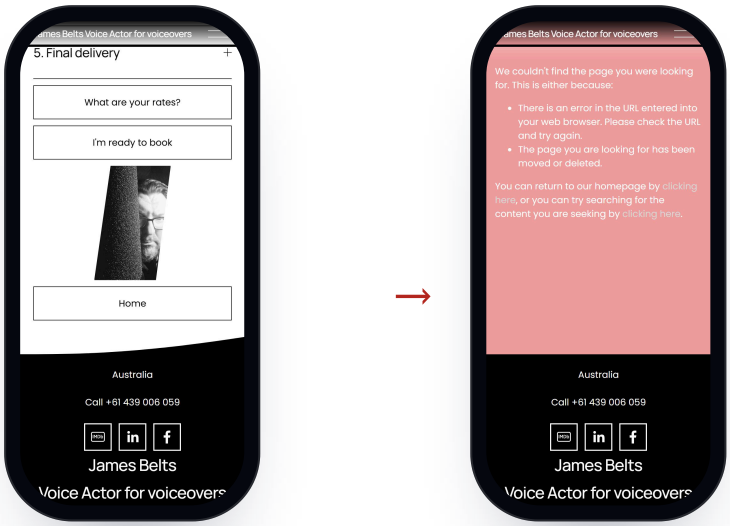
Most images on your home and Portfolio pages have no alt text (the short description Google Images and screen readers use). The ones that do just use the file name, like `resstown studios.png` or `mf logo.png`. Google also lists every Portfolio video under the same title, "Voiceover Demos & Projects".

Things that could cost you a booking

9 The "What are your rates?" button is broken

Big impact

At the bottom of your "How does it work?" page, the **What are your rates?** button goes to `/about-6-1`, a page that doesn't exist. Visitors who click it land on Squarespace's default pink "We couldn't find the page" screen. Someone asking about price is close to booking, so this is the worst place to lose them.



Tap "What are your rates?"…

…and land here

10 Client names spelled wrong

Medium impact

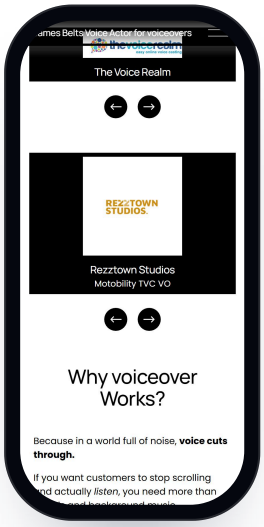
Your client list is one of your best selling points, and those clients might look at it themselves. A few names are misspelled or don't match between pages:

On your site	Correct spelling
Massey Fergusson	Massey Ferguson
Harvey Bay Advertiser	Hervey Bay Advertiser
Motely Pixels (home page)	Motley Pixels (as on your Portfolio page)
Dr. Jeckyll and Mr. Hyde	Dr Jekyll and Mr Hyde
JJ's Bakery & Cafe Campbell Town (home) / JJ's Bakery Campbelltown (Portfolio)	Spelled two ways. The Tasmanian town is "Campbell Town"
Fine Line Gardens (home) / Fineline Gardens (Portfolio)	Spelled two ways
Why voiceover Works?	Why voiceover works

11 On a phone, your client logos show one at a time

Minor

"Brands I've worked with" has over 40 names, but on a phone it's a carousel that shows one logo at a time with arrow buttons. Nobody will tap through 40 slides, so most visitors only ever see The Voice Realm.



One logo per slide on a phone

12 "No usage limits" or "yours to use on social media"?

Worth a look

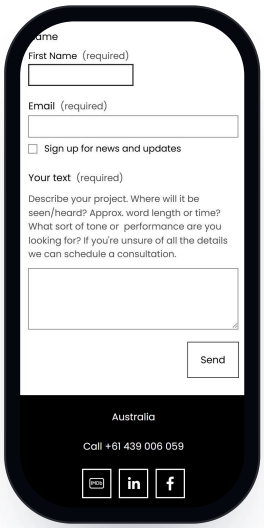
Your Pricing page says your voiceover is "**yours to use on social media**" and also "**No usage limits**". A buyer planning a TV or radio ad could read that two ways: does "no limits" include broadcast, or is it social media only? That's the kind of gap that leads to a back-and-forth before booking, or a disagreement after.

The page is also called "Voiceover Pricing" but has no figures on it. Many buyers compare a few voice actors before getting in touch, and some will skip a page with nothing to compare.

13 Contact details and the contact form

Minor

- Your phone number in the footer is plain text, not a tap-to-call link, so on many phones tapping it does nothing. There's no email address anywhere on the site, so the form is the only way to get in touch in writing.
- The form asks for a first name, email and "Your text". It doesn't ask for a phone number, deadline or a way to attach a script, so you'll often need a second round of emails before you can quote.
- The form has a "Sign up for news and updates" box, but there's no privacy policy on the site saying what happens to people's details.

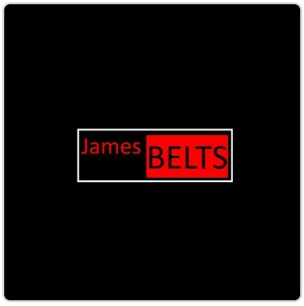


The contact form and footer on a phone

14 What people see when your link is shared

Minor

When someone shares your website on Facebook, Messenger, LinkedIn or in a text, the preview uses a small (432 × 432 px) red-and-black "James BELTS" logo that doesn't appear anywhere on your current black-and-white site. The Pricing and How it works pages have no share image at all. The little icon in the browser tab is still Squarespace's default one.



Your current share image

What's already working well

Plenty here is worth keeping as it is.

- Your two 90-second demos are the first thing people see, right under your heading on phones and computers.
- A strong, real client list, including a national TV campaign, agencies, radio stations and audiobooks.
- A clear five-step process that tells buyers exactly what happens.
- Live directed sessions over Cleanfeed, and your mic and studio specs listed. Producers look for both.
- The site is secure (https), and every version of your address goes to the same place.
- No sideways scrolling or broken layouts on a phone.
- Your IMDb, LinkedIn and Facebook links all work.
- You have a Google Maps listing, both reviews are five stars, and you've replied to each one.
- Google's checks rate the site well for accessibility (91 to 99 out of 100) and basic search setup (85 to 100).
- The black-and-white look suits a voice brand: it's simple and lets the audio do the talking.



Your home page on a computer

None of this is urgent on its own, but together it means fewer people find you, more of them give up before your demos load, and fewer get in touch. Happy to talk through any of it if you'd like.

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How this was checked: every page in your sitemap (Home, Portfolio, Pricing, How does it work?) plus every link on them; Google PageSpeed Insights on mobile and desktop, 21 October 2026; Google Maps searches for voiceover and voice actor in Hobart and Tasmania, and your Google Maps listing; screenshots taken in a phone-sized (390 px) and desktop (1366 px) browser. Not checked: sending a message through your contact form, your Squarespace settings, or Google Search Console (that needs your login).