

Western Auctions

Website Redesign & Performance Report

Prepared by PatolaPixels

Project type: Custom-developed WordPress site (built using the Bricks framework) with WooCommerce integration and real-time precious metal spot pricing.

This document summarizes the work completed on the new Western Auctions website, including the rebuild, performance improvements, and ongoing maintenance options.

Client

Western Auctions

1. Project Overview

Western Auctions needed a modern, fast, and trustworthy web presence to better support customers who buy and sell precious metals. The previous site was dated, slower on both mobile and desktop, and did not reflect the level of service Western Auctions provides in person.

PatolaPixels rebuilt the site from the ground up with a custom architecture using a lightweight, component-based framework and WooCommerce, with a focus on:

- Clean, mobile-first design
- Clear buy & sell journeys for customers
- Real-time spot price tables driven by live API data
- Faster load times and improved Core Web Vitals
- A foundation that's easier to maintain over time

Results

- Mobile Lighthouse scores improved from 35 → 97
- Faster page loads across key pages
- Improved mobile UX and readability
- Real-time live precious metal pricing
- Cleaner navigation and conversion paths
- Modernized trust-focused design

The project included:

- Custom responsive layout with core pages (Home, Buy, Sell, Contact)
- WooCommerce shop setup and styling for bullion products
- Six fully dynamic pricing tables (Bars, Coins, Jewellery), powered by real-time API data, applying custom multipliers and updating instantly in the background with no user refresh needed.
- Performance-engineered build with deferred JavaScript, lazy-loaded media, WebP image delivery, optimized critical-path assets, and server-level LiteSpeed caching.
- Anti-spam contact handling
- Site & domain migration to new GreenGeeks hosting
- One round of refinements after the initial build
- One month of post-launch support

2. Performance Improvements (Lighthouse – Mobile)

Below is a high-level comparison of Lighthouse mobile performance scores before and after the rebuild. Scores may vary slightly between runs, but the trend is clear: the new site is significantly faster, cleaner, and better aligned with Google’s Core Web Vitals.

Page	Old Site Score	New Site Score
Home	72	92
Sell (live spot pricing)	55	90
Buy / Shop	35	96

Key gains include:

- Faster **Largest Contentful Paint (LCP)**
- **Zero Total Blocking Time** on all tested pages
- Greatly improved **Speed Index** on home page directly impacting **search engine rankings, user experience (UX), and conversion rate**
- Greatly improved **Speed Index** on product and pricing pages where images and live data are heavier
- Reduced render-blocking scripts and better loading behavior on mobile

Home Page – Before vs After

- **Before:** Layout was more static, less focused on primary actions, and slower to load on mobile.
- **After:** Streamlined hero section, clearer calls-to-action, improved visual hierarchy, and better performance.



Live current Gold,
Silver and Platinum
prices today!
*Prices displayed are
updated live!*

Spot Gold

CA \$162.97 / g

CA \$5,068.28 / oz

Spot Silver

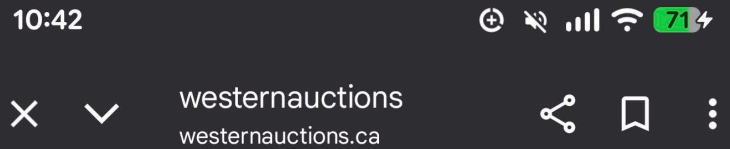
CA \$1.87 / g

CA \$58.16 / oz

Spot Platinum

CA \$61.07 / g

CA \$1,899.15 / oz



Aurora & GTA's Trusted Gold & Silver Experts

Local **experts in gold and silver buying** — trusted across **Aurora and the GTA** for **fair prices** and genuine service.

BUY PRECIOUS METALS



[VIEW PRODUCTS →](#)

SELL PRECIOUS METALS



[SEE PAYOUT RATES →](#)

Live market rates sourced directly from MetalpriceAPI — updated in real time for accuracy.

Current Spot Prices

	Gold	Silver	Platinum
Price / g	CA \$189.54	CA \$2.53	CA \$75.25
Price / oz	CA \$5,895.29	CA \$78.83	CA \$2,340.48

[Have Questions About Buying or Selling?](#)

Call or email us for friendly, personalized support.

Before — Mobile Home Lighthouse Screenshot

The screenshot shows the Western Auctions mobile home page with a Lighthouse performance score of 72. The page content includes a header with the logo, a main headline, and a table of spot prices for Gold, Silver, and Platinum.

Western Auctions

Live current Gold, Silver and Platinum prices today!
Prices displayed are updated live!

Spot Gold
CA \$162.97 / g
CA \$5,068.28 / oz

Spot Silver
CA \$1.87 / g
CA \$58.16 / oz

Spot Platinum
CA \$61.07 / g
CA \$1,899.15 / oz

Lighthouse Performance: 72

- Performance: 72
- Accessibility: 91
- Best Practices: 93
- SEO: 100

There were issues affecting this run of Lighthouse:

- Chrome extensions negatively affected this page's load performance. Try auditing the page in incognito mode or from a Chrome profile without extensions.

Console messages:

```

JQMIGRATE: Migrate is installed, version 3.4.1
GET https://stats.wp.com/s-202544.js net::ERR_BLOCKED_BY_CLIENT
GET https://stats.wp.com/s-202544.js net::ERR_BLOCKED_BY_CLIENT
POST https://www.google-analytics.com/g/collect?v=2&tid=G-4289w6Y6H2&gta=45jeSat_nsK3A20PremiumK28Go1dX28and-net::ERR_BLOCKED_BY_CLIENT
    
```

After — Mobile Home Lighthouse Screenshot

The screenshot shows the Western Auctions mobile home page after optimization, with a Lighthouse performance score of 92. The page content is more detailed, including a section for Aurora & GTA's Trusted Gold & Silver Experts, a table of current spot prices, and contact information.

Western Auctions

Aurora & GTA's Trusted Gold & Silver Experts

Local experts in gold and silver buying — trusted across Aurora and the GTA for fair prices and genuine service.

BUY PRECIOUS METALS | SELL PRECIOUS METALS

VIEW PRODUCTS → | SEE PAYOUT RATES →

Live market rates sourced directly from MetalspriceAPI — updated in real-time for accuracy.

Current Spot Prices

	Gold	Silver	Platinum
Price / g	CA\$184.25	CA\$2.27	CA \$68.74
Price / oz	CA \$5,730.86	CA \$70.49	CA \$2,138.19

Have Questions About Buying or Selling?
Call or email us for friendly, personalized support.
☎ (416) 553-3247 | ✉ info@westernauctions.ca

Trusted Family Business • 5★ on Google Reviews

[Google Reviews](#)

Lighthouse Performance: 92

- Performance: 92
- Accessibility: 92
- Best Practices: 96
- SEO: 100

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

METRICS

- First Contentful Paint: 2.1 s
- Largest Contentful Paint: 2.9 s
- Total Blocking Time: 0 ms
- Cumulative Layout Shift: 0.064
- Speed Index: 2.1 s

View Treemap

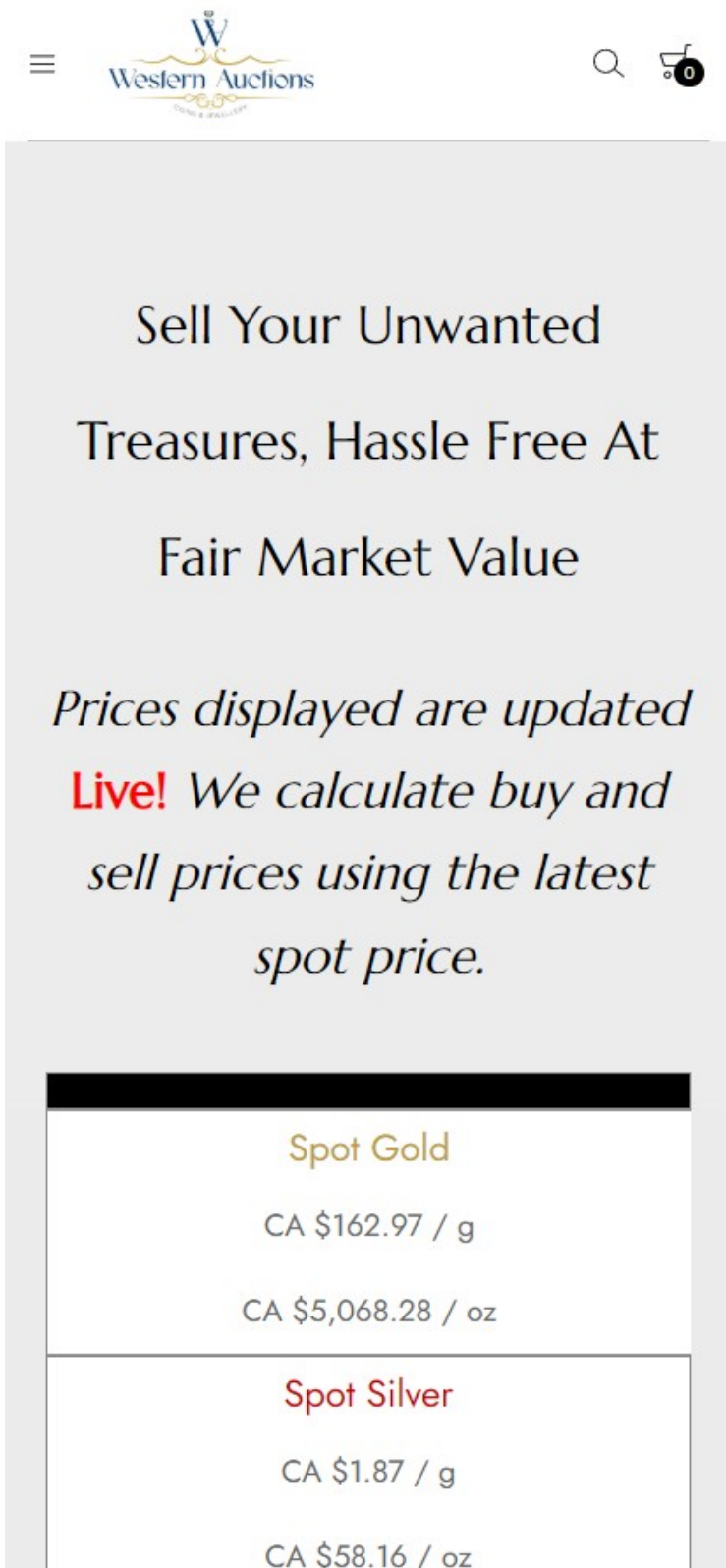
Later this year, insights will replace performance audits. [Learn more and provide feedback here.](#) [Go back to audits](#)

Show audits relevant to: [AW](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

Sell Page (Live Spot Pricing) – Before vs After

- **Before:** Static tables, visually dated, harder to scan and interpret on smaller screens.
- **After:** Live spot prices pulled from MetalPrices API, clean table design, improved spacing, and mobile-friendly formatting. Also added subtle table cell shadows when a price was updated as well as the ability to click/tap a table row and have that row highlighted for easier navigation.

Before — Mobile Sell Screenshot



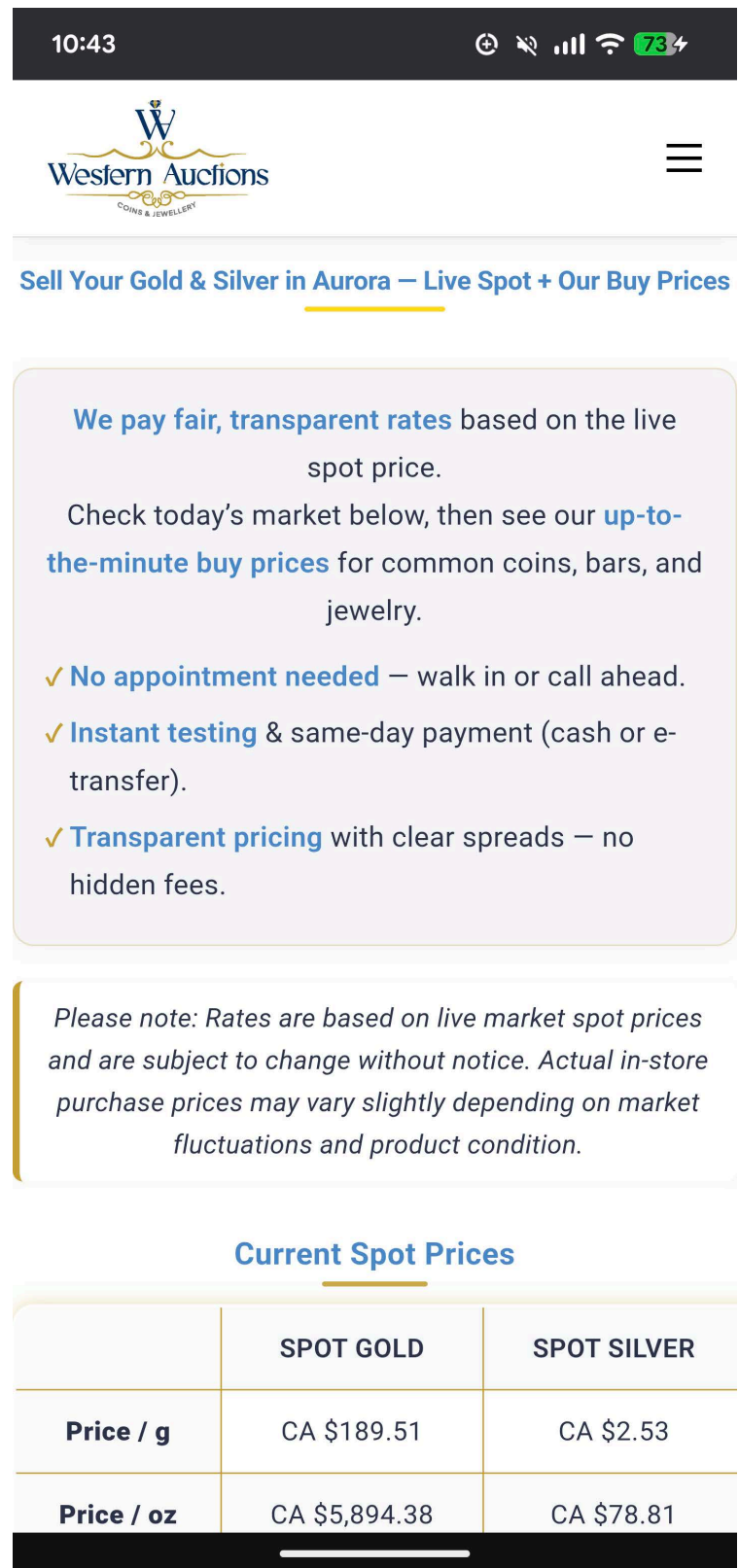
Western Auctions
COINS & JEWELLERY

Sell Your Unwanted Treasures, Hassle Free At Fair Market Value

*Prices displayed are updated **Live!** We calculate buy and sell prices using the latest spot price.*

Spot Gold
CA \$162.97 / g
CA \$5,068.28 / oz
Spot Silver
CA \$1.87 / g
CA \$58.16 / oz

After — Mobile Sell Screenshot



10:43

Western Auctions
COINS & JEWELLERY

Sell Your Gold & Silver in Aurora – Live Spot + Our Buy Prices

We pay fair, transparent rates based on the live spot price.

Check today's market below, then see our **up-to-the-minute buy prices** for common coins, bars, and jewelry.

- ✓ **No appointment needed** – walk in or call ahead.
- ✓ **Instant testing** & same-day payment (cash or e-transfer).
- ✓ **Transparent pricing** with clear spreads – no hidden fees.

Please note: Rates are based on live market spot prices and are subject to change without notice. Actual in-store purchase prices may vary slightly depending on market fluctuations and product condition.

Current Spot Prices

	SPOT GOLD	SPOT SILVER
Price / g	CA \$189.51	CA \$2.53
Price / oz	CA \$5,894.38	CA \$78.81

Before — Mobile Sell Lighthouse Screenshot

Western Auctions

Sell Your Unwanted Treasures, Hassle Free At Fair Market Value

Prices displayed are updated **Live!** We calculate buy and sell prices using the latest spot price.

Spot Gold	
CA \$162.97 / g	
CA \$5,068.28 / oz	

Spot Silver	
CA \$1.87 / g	
CA \$58.16 / oz	

Performance: 55, Accessibility: 88, Best Practices: 93, SEO: 100

There were issues affecting this run of Lighthouse:

- Chrome extensions negatively affected this page's load performance. Try auditing the page in Incognito mode or from a Chrome profile without extensions.

Performance: 55 (SI, FCP, CLS, LCP, TBT)

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

Console: 3 Issues

```

JQMIGRATE: Migrate is installed, version 3.4.1
jquery-migrate.min.js?v=3.4.1:2
GET https://stats.wp.com/e-202544.js net::ERR_BLOCKED_BY_CLIENT bars/:1496 @
GET https://stats.wp.com/s-202544.js net::ERR_BLOCKED_BY_CLIENT bars/:169 @
POST https://www.google-analytics.com/g/collect?v=2&tid=G-42R9WGY6H2&etm=45jeSat-Silver%20%26%20Platinum%20Bu net::ERR_BLOCKED_BY_CLIENT
    
```

After — Mobile Sell Lighthouse Screenshot

Western Auctions

Sell Your Gold & Silver in Aurora — Live Spot + Our Buy Prices

We pay fair, transparent rates based on the live spot price.

Check today's market below, then see our up-to-the-minute buy prices for common coins, bars, and jewelry.

- ✓ No appointment needed — walk in or call ahead.
- ✓ Instant testing & same-day payment (cash or e-transfer).
- ✓ Transparent pricing with clear spreads — no hidden fees.

Please note: Rates are based on live market spot prices and are subject to change without notice. Actual in-store purchase prices may vary slightly depending on market fluctuations and product condition.

Current Spot Prices		
	SPOT GOLD	SPOT SILVER
Price / g	CA \$189.51	CA \$2.53
Price / oz	CA \$5,894.38	CA \$78.78

Gold Bars		
GOLD BAR	WEIGHT	UNCIRCULATE

Performance: 90, Accessibility: 90, Best Practices: 100, SEO: 100

Performance: 90

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

METRICS

- First Contentful Paint: 1.8 s
- Total Blocking Time: 0 ms
- Speed Index: 1.9 s
- Largest Contentful Paint: 3.4 s
- Cumulative Layout Shift: 0.064

View Treemap

Buy / Shop Page – Before vs After

- **Before:** Less structured shop experience, slower page load, and less emphasis on trust and clarity.
- **After:** Clean product cards, optimized images, clearer pricing labels, and faster loading on mobile.

Before — Desktop Buy Screenshot

Western Auctions

HOME SHOP SELL CONTACT CALL US AT 647 553 3247

Q U \$0.00

Limited Quantities Selling Fast

Latest

1 oz Asahi Bars 9999
\$5,321.81
ADD TO CART

100 oz Royal Canadian Mint Silver Bars
\$6,115.96
ADD TO CART

10 oz ScotiaBank/ asahi Silver Bars
\$616.10
READ MORE

After - Desktop Buy Screenshot

Western Auctions

Home Sell Buy Contact

(647)-882-3247

Buy Gold & Silver

Save on gold in Toronto and across Canada.
Enjoy secure, insured delivery and fair, transparent pricing for every budget.

Gold Bullion

Canada 1 oz Gold Maple Leaf .9999 Fine BU (Random Year)
\$4,799.81
Read more

1 oz Asahi Bars 9999
\$4,826.60
Read more

1 oz Random Year Maple Leaf 9999
\$4,826.15
Read more

5 oz ScotiaBank Bars
\$23,997.21
Read more

1 kg Gold Bar
\$154,317.46
Read more

Silver Bullion

1 oz Random Bars
\$55.22
Read more

10 oz ScotiaBank/ Asahi Silver Bars
\$337.16
Read more

100 oz Royal Canadian Mint Silver Bars
\$5,528.64
Read more

Old — Mobile Lighthouse Buy Screenshot

Dimensions: iPhone 14 Pro Max 430 x 932 100% No throttling 'Save-Data': default

Western Auctions

Limited Quantities Selling Fast

Latest

1 oz Asahi Bars 9999
\$5,321.81
ADD TO CART

Performance: 35

Accessibility: 92
Best Practices: 93
SEO: 100

There were issues affecting this run of Lighthouse:

- Chrome extensions negatively affected this page's load performance. Try auditing the page in incognito mode or from a Chrome profile without extensions.

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0-49 50-89 90-100

Console: What's new AI assistance Issues

```
3QWIGRATE: Migrate is installed, version 3.4.1 jquery-migrate.min.js?v=3.4.1:2  
GET https://stats.wp.com/e-202544.js net::ERR_BLOCKED_BY_CLIENT shop-2/:1071  
GET https://stats.wp.com/s-202544.js net::ERR_BLOCKED_BY_CLIENT shop-2/:163  
POST https://www.google-analytics.com/g/collect?v=281d=6-42896Y6H2&et=45Je5au-Silver%20%26%28Platinum%28Buy-net::ERR_BLOCKED_BY_CLIENT
```

New — Mobile Lighthouse Buy Screenshot

Western Auctions

Buy Gold & Silver

Save on gold in Toronto and across Canada.
Enjoy secure, insured delivery and fair, transparent pricing for every budget.

Gold Bullion

- Canada 1 oz Gold Maple Leaf .9999 Fine BU (Random Year) \$4,799.81
- 1 oz Asahi Bars 9999 \$4,826.60
- 1 oz Random Year Maple Leaf 9999 \$4,850.12
- 5 oz ScotiaBank Bars \$23,997.11
- 1 kg Gold Bar \$154,317.46

Performance: 97

Accessibility: 90
Best Practices: 100
SEO: 100

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0-49 50-89 90-100

METRICS

- First Contentful Paint: 1.8 s
- Total Blocking Time: 0 ms
- Speed Index: 1.8 s
- Largest Contentful Paint: 2.3 s
- Cumulative Layout Shift: 0.064

View Treemap

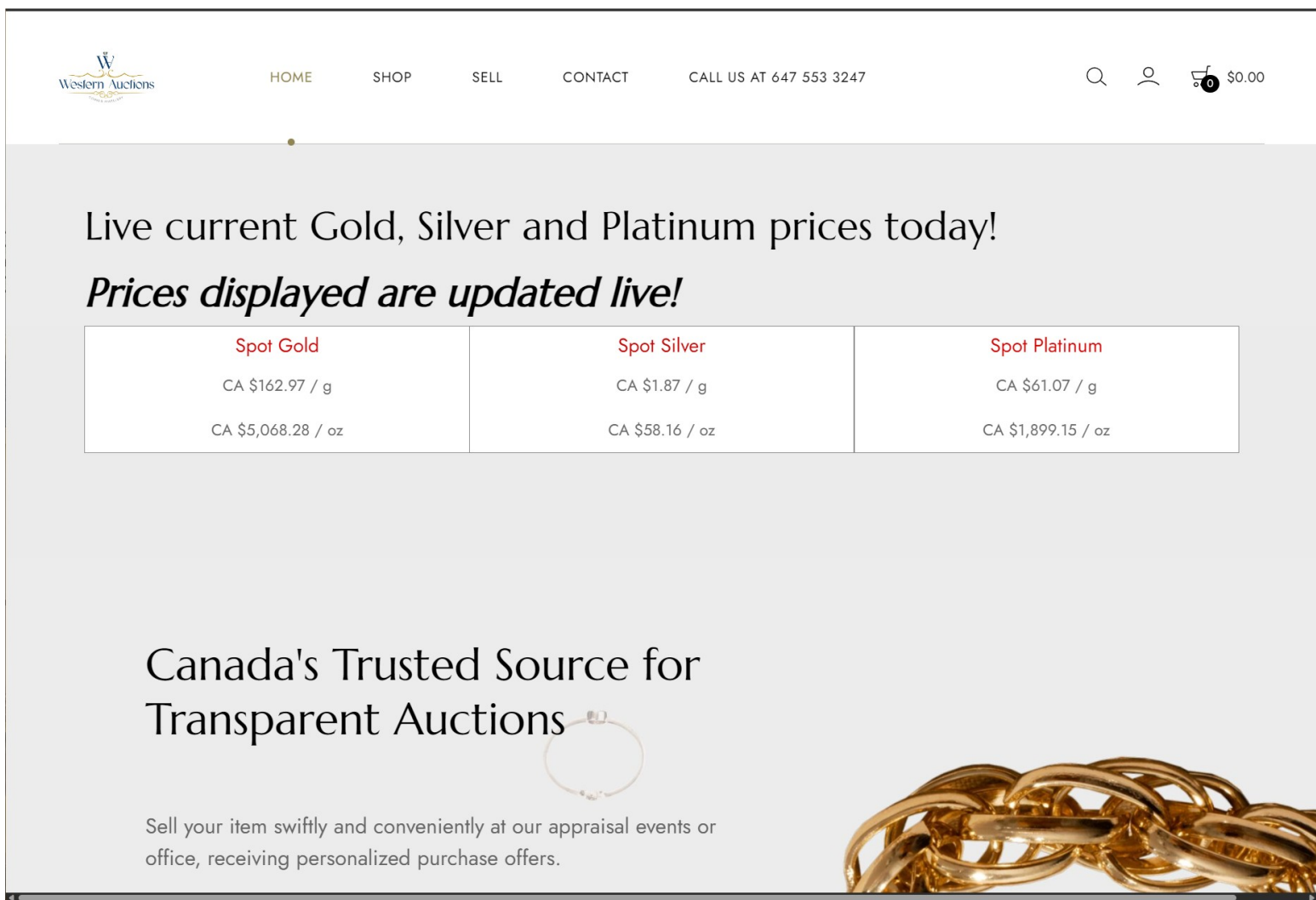
3. UX& Design Improvements

In addition to performance, a major focus was improving the **overall user experience (UX)** and visual design.

3.1 Overall UX

- The **old site** was largely static and not very user-friendly. It lacked clear structure, modern styling, and intuitive flows for buying or selling. The old site also contained lorem ipsum text in various pages displaying extremely poor focus on details.
- The **new site** is fully **user-focused**, with:
 - Subtle button and hover animations to make interactions feel responsive
 - A consistent, modern colour palette aligned with Western Auctions' brand
 - Updated typography for better readability and trust
 - Improved spacing and layout hierarchy so users can quickly find what they need

Old — Desktop Home Screenshot



New — Desktop Home Screenshot



[Home](#) [Sell](#) [Buy](#) [Contact](#)

(647)-553-3247



Aurora & GTA's Trusted Gold & Silver Experts

Local experts in **gold and silver buying** — trusted across **Aurora and the GTA** for fair prices and genuine service.



Live market rates sourced directly from MetalpriceAPI — updated in real time for accuracy.

Current Spot Prices

	Gold	Silver	Platinum
Price / g	CA \$189.49	CA \$2.53	CA \$75.19
Price / oz	CA \$5,893.81	CA \$78.82	CA \$2,338.82

Have Questions About Buying or Selling?

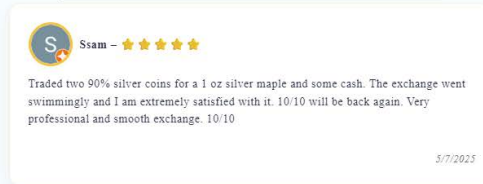
Call or email us for friendly, personalized support.

(647) 553-3247 |

info@westernauctions.ca

Trusted Family Business • 5★ on Google Reviews

Google Reviews



[View All Google Reviews](#)

Gold Bullion

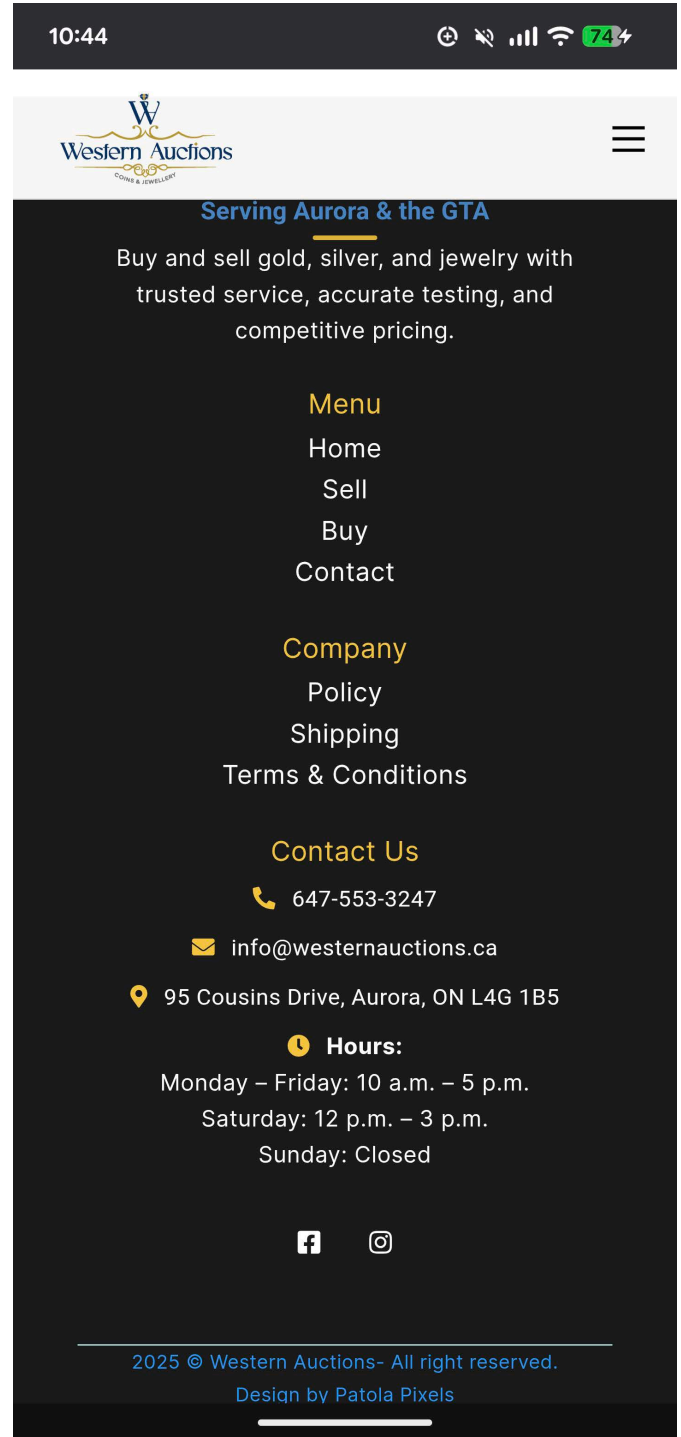
3.2 Header & Footer Improvements

- The **old header and footer** were visually unappealing and did not clearly communicate trust, navigation, or key calls to action.
- The old footer also contained:
 - A broken newsletter signup (error when entering an email)
 - Random lorem ipsum placeholder text that had never been replaced
- The **new header and footer**:
 - Presents key information more clearly (location, contact, trust signals)
 - Use a clean, professional design
 - Remove broken forms and placeholder text
 - Improve consistency across all pages
 - mobile UX significantly improved

Old — Footer Mobile Screenshot



New — Footer Mobile Screenshot



3.3 Policy, Terms & Shipping Content

- The old **Policy**, **Terms & Conditions**, and **Shipping** pages contained numerous grammar, spelling, and syntax errors.
- These pages were reviewed and updated to:
 - Correct grammar and spelling
 - Improve readability and clarity
 - Present a more professional, trustworthy tone

This ensures that the legal and informational pages now reflect the professionalism of the business.

4. Technical Improvements Completed

This section summarizes the technical work done to modernize the site and support future growth.

4.1 Rebuild & Structure

- The site was **custom-developed** using a **lightweight, component-based framework** (Bricks) to ensure:
 - Clean, maintainable markup
 - Fast front-end performance
 - Flexibility for future design and content changes
- WooCommerce was set up to handle product listings, carts, and future expansion of the catalog.
- Focused page flows were created for:
 - **Home** – Clear value proposition, trust signals, and navigation
 - **Buy** – Product-driven shop experience
 - **Sell** – Live spot pricing tables and clear selling instructions
 - **Contact** – Easy paths to get in touch or request information

4.2 Live Pricing & Custom Logic

- A **live metals pricing API** (MetalPrices API) was integrated to power real-time spot price tables.
- Custom **PHP code** handles:
 - Fetching live rates
 - Applying category-specific multipliers (Bars, Coins, Jewellery)
 - Ensuring fail-safe behavior if the API is temporarily unavailable
- The front-end tables are built with custom **JS/HTML/CSS**, designed to:
 - Be visually clear and modern
 - Work well on both desktop and mobile
 - Make it easy for customers to understand current spot prices
- The **old site** used only statically generated pricing, with tables that looked outdated and were harder to read. The new system is dynamic, accurate, and user-friendly.

Before — Desktop Sell Table Screenshot

Gold Bars

Gold Bar	Weight (g/Oz)	Uncirculated	Circulated
1 KG Gold Bar of .9999 Fine Gold	1 kg / 32.15 troy oz	CA \$156,513.86	CA \$154,883.51
5 OZ Scotia Bars	5 troy oz	CA \$25,354.82	CA \$24,087.08
1 OZ Royal Canadian Mint .9999 Fine Gold	28.3 g / 1 troy oz	CA \$4,868.13	CA \$4,817.42
1 OZ Asahi Bar 0.9999	31.1 gram / 1 oz	CA \$4,868.13	CA \$4,817.42

Silver Bars

Royal Canadian Mint Silver Bars	Weight (g/Oz)	Uncirculated	Circulated
100 OZ Royal Canadian Mint .9999 Fine Silver	100 troy oz	CA \$6,089.01	CA \$5,020.25
10 OZ ScotiaBank/ Asahi Silver Bars	10 troy oz	CA \$507.86	CA \$496.19

New — Desktop Sell Table Screenshot

Current Spot Prices

	SPOT GOLD	SPOT SILVER	SPOT PLATINUM
Price / g	CA \$189.49	CA \$2.53	CA \$75.19
Price / oz	CA \$5,893.70	CA \$78.82	CA \$2,338.82

Gold Bars

GOLD BAR	WEIGHT	UNCIRCULATED	CIRCULATED
Suisse Pamp 1 oz	31.10 g	CA \$5,701.56	CA \$5,656.18
Suisse Valcambi	31.10 g	CA \$5,701.56	CA \$5,656.77
Per gram in assay card	1.00 g	CA \$183.31	CA \$181.85
Per gram no card	1.00 g	CA \$181.85	CA \$181.85

Silver Bars

SILVER BAR	WEIGHT	UNCIRCULATED	CIRCULATED
100 oz	3,110.35 g	CA \$7,443.26	CA \$7,093.25
10 oz	311.04 g	CA \$744.33	CA \$709.32
1 oz	31.10 g	CA \$74.43	CA \$70.93
Per gram	1.00 g	CA \$23.29	CA \$22.25

4.3 Custom Google Reviews Integration

- A custom **Google Reviews** section was built that connects to the **Google Cloud API** and pulls in **live reviews** from Western Auctions' Google Business profile.
- This was implemented without relying on a heavy plugin, keeping performance snappy.
- The reviews slider:
 - Is fully **responsive and mobile-friendly**
 - Shows profile photos, names, ratings, date, and review text
 - Provides strong social proof and trust for visitors

Desktop Google Review Screenshot



Mobile Google Review Screenshot



4.4 Custom Google Maps Integration

- Instead of embedding a heavy default map widget, the homepage map was **custom coded** using the **Google Maps Platform**.
- This lightweight integration:
 - Defers loading until needed
 - Reduces the performance impact on the homepage
 - Still gives users a clear view of the location and directions

4.5 Performance & Caching

- LiteSpeed Cache was configured on GreenGeeks hosting for:
 - HTML, JS, and CSS optimization
 - Page caching to reduce server response times
- Performance optimizations were applied to reduce render-blocking resources and improve mobile load times.
- Non-critical JavaScript is **deferred** to reduce render-blocking behavior.
- **Lazy loading** is enabled for below-the-fold images and iframes (including the Google Map).
- **Google Fonts** loading was optimized to reduce blocking and external requests.
- Key images, especially on the homepage, were:
 - Converted to **WebP**
 - Right-sized (so thumbnails aren't loading full 1000x1000 versions)
 - Compressed for faster delivery

4.6 Hosting & Migration

- The new site was deployed to **GreenGeeks** under the main domain westernauctions.ca.
- The full installation was migrated from the local development environment to production.
- SSL (HTTPS) was verified.

4.7 UX, SEO & Best Practices

- Homepage messaging was clarified to highlight
 - Western Auctions' credibility
 - Location and service areas
 - Buy and sell options for precious metals
- Heading hierarchy and structure were improved to support **SEO** and better scanning.
- Where meta descriptions were missing, they were added and aligned with user intent.
- Console errors were reduced, improving **Lighthouse Best Practices** scores.