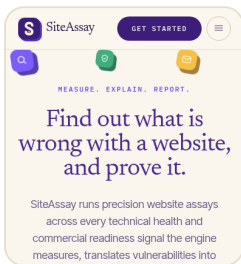


SAMPLE REPORT

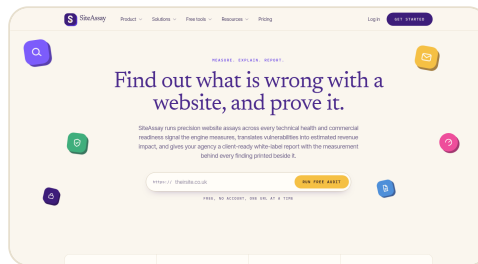
WEBSITE ANALYTICS · WEBSITE ANALYTICS REPORT

siteassay.com

siteassay.com



ON A PHONE



ON A DESKTOP



OVERALL HEALTH

Grade A · Strong

A single, weighted health score across performance, security, findability, conversion and reputation. Each section that follows explains one dimension in plain English.

Generated Mon, Sep 21, 2026 5:18 PM

What this is costing you

Grade A · Strong · 90/100

This website is in strong overall health. The fundamentals (speed, security, findability and conversion) are largely in place, with only minor refinements left.

WHAT THIS BUSINESS APPEARS TO DO

The homepage carries around 2,593 words of content.

SUMMARY ASSEMBLED FROM THE LISTING AND THE DATA BELOW. NOT A MEASUREMENT.

✗ 8 failing ! 5 need attention ✓ 111 passing of 125 checks

THE THREE THAT MATTER MOST

No high-priority issues were flagged, and the fundamentals are in good shape.

ESTIMATED LOST ENQUIRIES

\$350 per month · \$4,200 a year

An illustrative estimate, not a measurement. It uses the assumptions below, not this site's analytics. Modelled on 1,200 visits a month, a 2% enquiry rate and a \$400 average job value, of which 35% is treated as recoverable by fixing the issues below.

Start at the top of the action plan: the issues are ordered by what a fix is worth, not by how hard it is.

Contents

01	Executive Summary	Good
02	Performance & Core Web Vitals	Needs work
03	Security & Trust	Good
04	Email Authentication & Deliverability	n/a
05	Search Engine Optimization	Good
06	AI & Answer-Engine Optimization	Good
07	Generative Engine Optimization (E-E-A-T)	Needs work
08	Conversion Readiness	Needs work
09	Accessibility	Good
10	Technology & Infrastructure	Good
11	Domain & DNS Health	n/a
12	Reputation	n/a
13	Site-wide Crawl	n/a
14	Build Quality & Code Health	Needs work
15	Priority Action Plan	n/a

Findings at a glance: 125 checks

✗ 8 failing · ! 5 warnings · ✓ 111 passing

✗	DMARC Policy	Email Authentication & Deliverability	none
✗	Authorship Signals	Generative Engine Optimization (E-E-A-T)	No
✗	Freshness Dates	Generative Engine Optimization (E-E-A-T)	No
✗	Outbound Citations	Generative Engine Optimization (E-E-A-T)	No
✗	Physical Address Published	Generative Engine Optimization (E-E-A-T)	No
✗	Above-the-fold Clarity	Conversion Readiness	No
✗	Mobile Tap Targets	Conversion Readiness	No
✗	Accidentally Hidden Pages	Site-wide Crawl	13%
!	First Contentful Paint	Performance & Core Web Vitals	1,808 ms
!	SPF Enforcement	Email Authentication & Deliverability	softfail
!	GEO Readiness	Generative Engine Optimization (E-E-A-T)	55/100
!	Domain Age	Domain & DNS Health	0 yrs
!	Unused JavaScript	Build Quality & Code Health	48%
✓	Time to First Byte	Performance & Core Web Vitals	137 ms
✓	Largest Contentful Paint	Performance & Core Web Vitals	2,108 ms
✓	Cumulative Layout Shift	Performance & Core Web Vitals	0
✓	Total Blocking Time	Performance & Core Web Vitals	40 ms
✓	Time to Interactive	Performance & Core Web Vitals	2,108 ms
✓	Speed Index	Performance & Core Web Vitals	2,412 ms
✓	Desktop performance score	Performance & Core Web Vitals	100/100
✓	Desktop LCP	Performance & Core Web Vitals	569 ms
✓	HTTP Requests	Performance & Core Web Vitals	15
✓	Total Page Weight	Performance & Core Web Vitals	449 KB
✓	Text Compression	Performance & Core Web Vitals	br
✓	Browser Caching	Performance & Core Web Vitals	Yes
✓	Content Delivery Network	Performance & Core Web Vitals	Yes
✓	Valid HTTPS Certificate	Security & Trust	Yes
✓	Certificate Expiry	Security & Trust	72 days
✓	TLS Configuration Grade	Security & Trust	A

✓	SSL Labs Grade	Security & Trust	A+
✓	Weak Ciphers	Security & Trust	No
✓	Forward Secrecy	Security & Trust	Yes
✓	Security Headers Grade	Security & Trust	A
✓	Missing Security Headers	Security & Trust	0
✓	HSTS Enforced	Security & Trust	Yes
✓	Content Security Policy	Security & Trust	Yes
✓	Mixed (Insecure) Content	Security & Trust	0
✓	Known CVEs	Security & Trust	0
✓	Malware Detected	Security & Trust	No
✓	Exposed Secret Files	Security & Trust	0
✓	Secrets in JavaScript	Security & Trust	0
✓	Debug Mode Exposed	Security & Trust	No
✓	Permissive CORS	Security & Trust	No
✓	GraphQL Introspection	Security & Trust	No
✓	Subdomain Takeover Risk	Security & Trust	No
✓	Insecure Cookies	Security & Trust	0
✓	SPF Record	Email Authentication & Deliverability	Yes
✓	DKIM Signing	Email Authentication & Deliverability	Yes
✓	DMARC Record	Email Authentication & Deliverability	Yes
✓	Sending-IP Reputation	Email Authentication & Deliverability	A
✓	Mail (MX) Records	Email Authentication & Deliverability	Yes
✓	Indexable (no noindex)	Search Engine Optimization	Indexable
✓	Page Title	Search Engine Optimization	Yes
✓	Title Length Optimal	Search Engine Optimization	Yes
✓	Meta Description	Search Engine Optimization	Yes
✓	Description Length	Search Engine Optimization	Yes
✓	H1 Heading	Search Engine Optimization	Yes
✓	Heading Structure	Search Engine Optimization	Yes
✓	Content Word Count	Search Engine Optimization	2,593
✓	Answers Up-front	Search Engine Optimization	Yes
✓	JavaScript-dependent Content	Search Engine Optimization	In HTML
✓	Schema Markup	Search Engine Optimization	Yes
✓	Valid Structured Data	Search Engine Optimization	Yes
✓	XML Sitemap	Search Engine Optimization	Yes

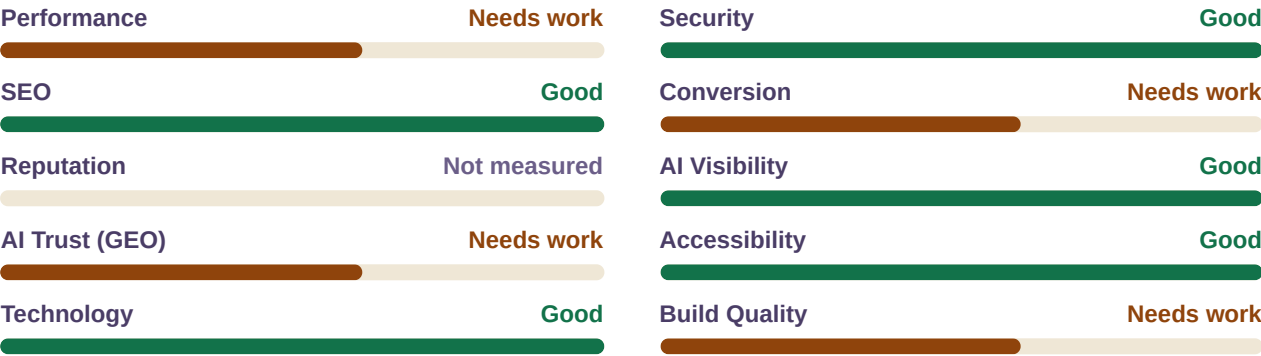
✓ robots.txt	Search Engine Optimization	Yes
✓ Canonical URL	Search Engine Optimization	Yes
✓ Open Graph Tags	Search Engine Optimization	Yes
✓ Image Alt-text Coverage	Search Engine Optimization	100%
✓ Mobile Viewport	Search Engine Optimization	Yes
✓ Address Uses HTTPS	Search Engine Optimization	Yes
✓ URL Length	Search Engine Optimization	No
✓ URL Depth	Search Engine Optimization	No
✓ Underscores In The URL	Search Engine Optimization	No
✓ Capital Letters In The URL	Search Engine Optimization	No
✓ Double Slash In The Path	Search Engine Optimization	No
✓ Tracking Parameters In The URL	Search Engine Optimization	No
✓ Repeated Folder In The URL	Search Engine Optimization	No
✓ Internal Search Page	Search Engine Optimization	No
✓ Doctype Declared	Search Engine Optimization	Yes
✓ Character Encoding Declared	Search Engine Optimization	Yes
✓ Page Language Declared	Search Engine Optimization	Yes
✓ One Head Section	Search Engine Optimization	Yes
✓ One Title Tag	Search Engine Optimization	Yes
✓ Meta Refresh Redirect	Search Engine Optimization	No
✓ JavaScript Redirect	Search Engine Optimization	No
✓ Vague Link Text	Search Engine Optimization	0%
✓ Links To Insecure Pages	Search Engine Optimization	0
✓ Links To localhost Or A Local File	Search Engine Optimization	0
✓ AI Crawlers Allowed	AI & Answer-Engine Optimization	Yes
✓ Answerable Content	AI & Answer-Engine Optimization	Yes
✓ Business Entity Defined	AI & Answer-Engine Optimization	Yes
✓ FAQ / Q&A Content	AI & Answer-Engine Optimization	Yes
✓ AEO Readiness	AI & Answer-Engine Optimization	100/100
✓ Clear Business Entity	Generative Engine Optimization (E-E-A-T)	Yes
✓ Content Depth	Generative Engine Optimization (E-E-A-T)	2,593

✓ About Page	Generative Engine Optimization (E-E-A-T)	Yes
✓ Contact Page	Generative Engine Optimization (E-E-A-T)	Yes
✓ Privacy Policy	Generative Engine Optimization (E-E-A-T)	Yes
✓ Terms Of Service	Generative Engine Optimization (E-E-A-T)	Yes
✓ Clear Call-to-Action	Conversion Readiness	Yes
✓ Lead-capture Form	Conversion Readiness	Yes
✓ Reviews / Testimonials	Conversion Readiness	Yes
✓ Trust Badges	Conversion Readiness	Yes
✓ Mobile-friendly	Conversion Readiness	Yes
✓ WCAG Errors	Accessibility	0
✓ WCAG Conformance	Accessibility	passes-AA
✓ Image Alt-text Coverage	Accessibility	100%
✓ Domain Expiry	Domain & DNS Health	347 days
✓ DNS A Record	Domain & DNS Health	Yes
✓ Mail (MX) Records	Domain & DNS Health	Yes
✓ Nameservers	Domain & DNS Health	2
✓ Forced HTTPS	Domain & DNS Health	Yes
✓ Clean Redirects	Domain & DNS Health	Yes
✓ Blacklist Status	Reputation	No
✓ Mail Blocklist Status	Reputation	No
✓ Hosting IP Reputation	Reputation	No
✓ Broken Pages Found	Site-wide Crawl	0
✓ Pages Missing a Title	Site-wide Crawl	0%
✓ Pages Missing a Description	Site-wide Crawl	0%
✓ Pages Missing an H1	Site-wide Crawl	0%
✓ Thin-Content Pages	Site-wide Crawl	0%
✓ Placeholder Text Left In	Build Quality & Code Health	No
✓ JavaScript Console Errors	Build Quality & Code Health	0
✓ Hydration Mismatch	Build Quality & Code Health	No
• Structured Data Types	AI & Answer-Engine Optimization	Organization, SoftwareApplication, Offer, FAQPage, Question, Answer

Executive Summary

Aggregated across all audit checks

This website is in strong overall health. The fundamentals (speed, security, findability and conversion) are largely in place, with only minor refinements left. Good



WHAT THIS MEANS FOR THE BUSINESS

The overall score blends every weighted dimension of the audit into one health figure. Each section that follows explains a dimension in plain English, what was measured, and what it means for the business.

Overall score is a weighted average; category weights are set in config. A higher score means a healthier site.

Performance & Core Web Vitals

Live HTTP timing · CDN/cache headers · Google PageSpeed (Lighthouse)

Load speed is acceptable but has room to improve; some visitors on slower connections will feel the lag.

Needs work

CHECK

MEASURED

First Contentful Paint NEEDS WORK When the first text or image appears. Under 1.8s feels fast; past 3s the page seems to hang. WHY IT MATTERS It is the first sign to a visitor that the page is actually loading. BUSINESS IMPACT A slow first paint makes the site feel broken and pushes impatient visitors to leave. HOW TO FIX IT Reduce render-blocking CSS/JS and speed up the server response.	1,808 ms
Time to First Byte PASSING How quickly the server sends the first byte of the page. Under 800ms feels instant; past 2.5s mobile visitors start leaving.	137 ms
Largest Contentful Paint PASSING When the main content becomes visible. Google wants this under 2.5s; it is a direct ranking and conversion factor.	2,108 ms
Cumulative Layout Shift PASSING How much the page visually jumps while loading. Lower is steadier; above 0.25 feels broken and misclicks rise.	0
Total Blocking Time PASSING How long the page is frozen and cannot respond to taps while scripts run. Under 200ms feels responsive.	40 ms
Time to Interactive PASSING When the page becomes reliably responsive to taps and clicks. Past ~5s it feels laggy.	2,108 ms
Speed Index PASSING How quickly the page visibly fills in. Lower means the visitor sees a usable page sooner.	2,412 ms
Desktop performance score PASSING The same Lighthouse run on a desktop form factor, next to the mobile score above.	100/100
Desktop LCP PASSING Largest Contentful Paint measured on a desktop form factor.	569 ms

HTTP Requests PASSING MEDIUM CONFIDENCE	15
Total number of network requests the page makes to fully load. Each one adds latency, especially on mobile connections.	
Total Page Weight PASSING MEDIUM CONFIDENCE	449 KB
Total bytes transferred to load the page. Heavy pages are slow and expensive on mobile data.	
Text Compression PASSING	br
Whether HTML/CSS/JS is compressed (gzip/brotli) before download. Uncompressed pages are far larger and slower on mobile.	
Browser Caching PASSING	Yes
Whether returning visitors can reuse cached assets instead of re-downloading them, making repeat visits much faster.	
Content Delivery Network PASSING	Yes
Whether the site is served from a global CDN edge close to the visitor, cutting latency for distant users.	
JavaScript Execution FOR REFERENCE	114 ms
Total time the browser spends parsing and running JavaScript during load. Heavy JS blocks interactivity.	
Top Speed Opportunities FOR REFERENCE	n/a
The highest-impact fixes Lighthouse identified (render-blocking resources, unoptimised images, unminified code), ranked by estimated time saved.	
DOM Size FOR REFERENCE	1,402
Number of elements the browser has to build for the page. Very large DOMs (past ~1,500 nodes) slow rendering and interactivity, especially on phones.	
DOM Nesting Depth FOR REFERENCE	14
How deeply elements are nested. Very deep trees (past ~32 levels) slow layout and style recalculation, especially on phones.	
Cache Lifetime FOR REFERENCE	300
How long (seconds) browsers are told to cache the page via Cache-Control max-age. Longer means faster repeat visits.	
HTTP/3 (QUIC) FOR REFERENCE	Yes
Whether the site is served over HTTP/3, the latest protocol that speeds up connections on lossy mobile networks.	
Core Web Vitals assessment NOT MEASURED	Not measured
This one is outside what we can see from the public site, so nothing is being claimed about it either way.	
Real-user LCP (field) NOT MEASURED	Not measured
This one is outside what we can see from the public site, so nothing is being claimed about it either way.	

Real-user INP (field) NOT MEASURED

Not measured

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

WHAT THIS MEANS FOR THE BUSINESS

Speed is money: Google uses Core Web Vitals to rank pages, and slower load times steadily reduce enquiries, especially on mobile, where most local customers browse.

Lab metrics (LCP, CLS, TBT) come from Lighthouse/PageSpeed when available; TTFB is measured live. Field values may vary by device and network.

Security & Trust

TLS handshake · HTTP security headers · vulnerability, exposure & blacklist checks

Security fundamentals are solid: valid encryption, protective headers and no obvious exposure.
Visitors and browsers will trust the site. **Good**

CHECK	MEASURED
Valid HTTPS Certificate PASSING Whether the SSL/TLS certificate is present and valid. Without it browsers show a full-page "not secure" warning.	Yes
Certificate Expiry PASSING Days until the HTTPS certificate expires. When it lapses, every visitor is blocked by a security warning.	72 days
TLS Configuration Grade PASSING Overall strength of the encryption setup (protocols, ciphers, certificate). A/B is strong; D/F means weak or outdated crypto.	A
SSL Labs Grade PASSING Independent letter grade for the TLS setup, on the same scale SSL Labs uses. A/A+ is strong; anything below B signals weak or outdated encryption.	A+
Weak Ciphers PASSING Whether the server still offers broken or deprecated ciphers (RC4, 3DES, CBC). These can be exploited to weaken or decrypt traffic.	No
Forward Secrecy PASSING Whether the server uses Perfect Forward Secrecy, so a future key compromise cannot decrypt past traffic.	Yes
Security Headers Grade PASSING How well HTTP response headers protect against clickjacking, XSS and downgrade attacks. F means the protections are missing.	A
Missing Security Headers PASSING Count of recommended protective headers (CSP, HSTS, X-Frame-Options, etc.) that are absent.	0
HSTS Enforced PASSING Whether the site forces browsers to always use HTTPS, preventing downgrade and cookie-hijacking attacks.	Yes
Content Security Policy PASSING Whether a CSP is set to restrict which scripts can run, the main defence against cross-site scripting (XSS).	Yes

Mixed (Insecure) Content PASSING	0
Number of insecure http:// resources loaded on a secure page. Browsers block these and flag the page as not fully secure.	
Known CVEs PASSING MEDIUM CONFIDENCE	0
Number of published vulnerabilities (CVEs) affecting the detected front-end library versions (e.g. an old jQuery).	
Malware Detected PASSING	No
Whether malicious code was flagged on the site. A positive result means visitors and search engines are actively warned away.	
Exposed Secret Files PASSING	0
Count of publicly reachable sensitive files (.env, .git, phpinfo, open admin/debug dashboards). Any is a critical breach risk, because credentials and source code are downloadable.	
Secrets in JavaScript PASSING	0
Count of private API keys (Stripe, AWS, Supabase, tokens) hardcoded into the shipped JavaScript. Any is critical, because the keys are downloadable by anyone.	
Debug Mode Exposed PASSING	No
Whether error pages leak full stack traces (APP_DEBUG left on), revealing file paths, config and database internals to any visitor.	
Permissive CORS PASSING	No
Whether the site lets any origin make credentialed cross-origin requests, allowing other websites to read logged-in users' data.	
GraphQL Introspection PASSING	No
Whether the GraphQL API exposes its full schema via introspection, handing attackers a complete map of the data model and available operations.	
Subdomain Takeover Risk PASSING	No
Whether a subdomain points (via CNAME) at a decommissioned third-party service an attacker could re-register to hijack the name.	
Insecure Cookies PASSING	0
Cookies missing Secure/HttpOnly flags, which is a session-hijacking and privacy-compliance risk.	
Certificate Authority FOR REFERENCE	SEE LEFT
The organisation that issued the HTTPS certificate (Let's Encrypt, DigiCert, etc.).	
Google Trust Services	
OCSP Stapling FOR REFERENCE	No
Whether the server staples a fresh certificate-revocation proof, speeding up the handshake and protecting privacy.	

ALPN Protocols FOR REFERENCE The application protocols negotiated over TLS (h2, http/1.1, h3), an indicator of modern protocol support.	h2, http/1.1
Source Maps Exposed FOR REFERENCE Whether production JavaScript source maps are publicly reachable, exposing the original, unminified front-end source code.	No
security.txt Policy FOR REFERENCE Whether a security.txt file tells researchers how to report vulnerabilities responsibly. A maturity signal.	Yes
Web Application Firewall FOR REFERENCE Whether a WAF is filtering malicious traffic (bots, injection attempts) before it reaches the site.	Yes
WAF Blocks Attacks FOR REFERENCE Whether the firewall actively intercepted test SQL-injection/XSS payloads (returned 403/406/429).	No
Bot Challenge (CAPTCHA) FOR REFERENCE Whether a bot-challenge widget (Cloudflare Turnstile, reCAPTCHA, hCaptcha) is present, an anti-abuse and anti-scraping defence.	No
Known Vulnerabilities NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	Not measured
Backend Rules Missing NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	Not measured
Open Ports NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	n/a
Risky Open Ports NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	Not measured
X-Powered-By Header NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	n/a
Login Rate Limiting NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	n/a

WHAT THIS MEANS FOR THE BUSINESS

Security failures do double damage: they expose the business to hacks and data-breach liability, and they surface as browser warnings that make visitors bounce instantly, destroying trust before a word is read.

Deep TLS grading and vulnerability scanning run only when the optional tools are enabled; otherwise core checks (certificate validity, headers, blacklist) still apply.

Email Authentication & Deliverability

DNS TXT records (SPF, DKIM, DMARC, BIMI) · MX lookup

Email authentication controls who can send mail as this domain and whether legitimate mail reaches the inbox. Gaps here let scammers impersonate the business and push real emails into spam.

CHECK

MEASURED

DMARC Policy FAILING

none

The enforcement level: "reject"/"quarantine" actively block spoofed mail; "none" only monitors and offers no protection.

WHY IT MATTERS

Only an enforced policy (quarantine/reject) actually blocks spoofed mail, while "none" just watches.

BUSINESS IMPACT

A policy of "none" leaves the door open to impersonation despite having a DMARC record.

HOW TO FIX IT

Raise the policy from p=none to p=quarantine, then p=reject once reports look clean.

SPF Enforcement NEEDS WORK

softfail

The SPF qualifier: "hardfail" (-all) firmly rejects unauthorised senders; "softfail" (~all) only marks them; "neutral" offers no protection.

WHY IT MATTERS

Only a hardfail SPF policy actually tells inboxes to reject spoofed mail outright.

BUSINESS IMPACT

A soft or neutral policy leaves the door ajar for spoofing despite having an SPF record.

HOW TO FIX IT

Tighten the SPF record to end in -all once you are sure all senders are listed.

SPF Record PASSING

Yes

Declares which servers may send email for the domain. Without it, mail is easier to spoof and more likely to hit spam.

DKIM Signing PASSING MEDIUM CONFIDENCE

Yes

Cryptographically signs outgoing email so recipients can verify it was not tampered with in transit.

DMARC Record PASSING

Yes

Tells receivers what to do with mail that fails SPF/DKIM, the key control that stops others impersonating the domain.

Sending-IP Reputation PASSING

A

Whether the domain's mail-sending IPs appear on spam blocklists (Spamhaus, Barracuda...). A low grade means outgoing email is being rejected or filtered to spam.

Mail (MX) Records PASSING

Yes

Whether the domain can receive email. No MX means the business cannot get mail at its own domain.

DMARC Reporting [FOR REFERENCE](#)

Yes

Whether the DMARC record publishes a reporting address (rua/ruf). Without it, spoofing attempts are never monitored.

BIMI Brand Logo [FOR REFERENCE](#)

No

Whether the verified brand logo shows next to emails in supporting inboxes, a trust and deliverability boost.

BIMI Verified Logo [FOR REFERENCE](#)

No

Whether the BIMI record references a verified logo (VMC) so supporting inboxes display the brand mark next to emails.

WHAT THIS MEANS FOR THE BUSINESS

Without SPF, DKIM and an enforced DMARC policy, anyone can spoof the domain in phishing emails, and the business's own invoices and quotes are more likely to land in spam, quietly costing deals and trust.

These signals feed into the Security score. DKIM detection probes common selectors and can under-report custom ones.

Search Engine Optimization

Homepage HTML · sitemap/robots probes · structured-data parse

On-page SEO fundamentals are in place, so search engines can find, understand and rank the site's content. **Good**

CHECK MEASURED

Indexable (no noindex) PASSING	Indexable
Whether the homepage carries a robots "noindex" directive, which tells search engines to drop it from results entirely.	
Page Title PASSING	Yes
Whether the homepage has a <title>, the single most important on-page SEO element and the blue link shown in Google.	
Title Length Optimal PASSING	Yes
Whether the title is a healthy length (roughly 30-60 characters) so it is not truncated in search results.	
Meta Description PASSING	Yes
The summary snippet shown under the title in Google. A compelling description lifts click-through rate.	
Description Length PASSING	Yes
Whether the meta description is a healthy length (roughly 120-160 characters) and not cut off in results.	
H1 Heading PASSING	Yes
Whether the page has a primary H1 heading that tells search engines what the page is about.	
Heading Structure PASSING	Yes
Whether headings follow a logical H1 → H2 → H3 order, which aids both SEO and screen-reader navigation.	
Content Word Count PASSING	2,593
Approximate words of real content on the homepage. Very thin pages give search engines little to rank.	
Answers Up-front PASSING MEDIUM CONFIDENCE	Yes
Whether the page delivers a definitive answer close to its main heading (bottom-line-up-front), the format AI engines summarise best.	
JavaScript-dependent Content PASSING MEDIUM CONFIDENCE	In HTML
Whether most of the page's content only appears after JavaScript runs, comparing the browser-rendered page to the raw HTML.	

Schema Markup PASSING	Yes
Structured data that lets Google show rich results (star ratings, FAQs, business info). Competitors with it get the eye-catching listings.	
Valid Structured Data PASSING	Yes
Whether all JSON-LD structured-data blocks on the page parse as valid JSON. Broken markup is ignored by search engines.	
XML Sitemap PASSING	Yes
A sitemap.xml helps search engines discover and index every page. Without it, pages can be missed.	
robots.txt PASSING	Yes
Guides crawlers on what to index. A correct robots.txt prevents wasted crawl budget and accidental de-indexing.	
Canonical URL PASSING	Yes
Tells Google the preferred version of a page, preventing duplicate-content dilution of ranking signals.	
Open Graph Tags PASSING	Yes
Controls the title, image and description shown when the site is shared on social media and messaging apps.	
Image Alt-text Coverage PASSING	100%
Percentage of images with descriptive alt text, which helps image SEO and makes the site usable with screen readers.	
Mobile Viewport PASSING	Yes
Whether the page declares a mobile viewport so it renders correctly on phones, where most local searches happen.	
Address Uses HTTPS PASSING	Yes
Whether the audited address is served over a secure connection.	
URL Length PASSING	No
Whether the address runs past about 100 characters. Long URLs get truncated in search results and are awkward to share.	
URL Depth PASSING	No
Whether the page sits more than four folders down.	
Underscores In The URL PASSING	No
Whether words in the address are joined with underscores rather than hyphens.	
Capital Letters In The URL PASSING	No
Whether the path contains uppercase characters. Most servers treat `/About` and `/about` as two different pages.	
Double Slash In The Path PASSING	No
Whether the address contains an empty folder, as in `/blog//post`.	

Tracking Parameters In The URL PASSING	No
Whether the address carries campaign or session parameters such as `utm_source`, `gclid` or `sessionid`.	
Repeated Folder In The URL PASSING	No
Whether the same folder name appears twice, as in `/products/products/item`.	
Internal Search Page PASSING	No
Whether this address is a site-search results page rather than real content.	
Doctype Declared PASSING	Yes
Whether the page opens with a doctype. Without one browsers fall back to a legacy compatibility mode.	
Character Encoding Declared PASSING	Yes
Whether the page declares its character encoding.	
Page Language Declared PASSING	Yes
Whether the html element declares a language.	
One Head Section PASSING	Yes
Whether the document declares its head section exactly once.	
One Title Tag PASSING	Yes
Whether the page declares exactly one title.	
Meta Refresh Redirect PASSING	No
Whether the page redirects using a meta refresh tag instead of a server redirect.	
JavaScript Redirect PASSING MEDIUM CONFIDENCE	No
Whether the page redirects by assigning to the browser location in script.	
Vague Link Text PASSING	0%
Share of links whose text is "click here", "read more" or similar rather than a description of the destination.	
Links To Insecure Pages PASSING	0
Number of links pointing at plain http:// addresses from a secure page.	
Links To localhost Or A Local File PASSING	0
Number of links pointing at localhost, at 127.0.0.1, or at a path on the local disk.	
Answer Distance (BLUF) FOR REFERENCE	0
How many words sit between the main heading and the first substantive paragraph. A short distance means the page states its answer up-front, which LLMs summarise more easily.	
Text-to-HTML Ratio FOR REFERENCE	8%
Share of the page that is visible text versus markup. A very low ratio can signal bloated, code-heavy pages.	

Rich-Result Eligible Types [FOR REFERENCE](#)

SEE LEFT

Schema types that carry the required properties to be eligible for Google rich results (FAQ, Product, Article, LocalBusiness, etc.).

Organization, FAQPage

Structured Data Blocks [FOR REFERENCE](#)

6

Number of distinct schema.org types detected in the page markup.

Twitter/X Card Tags [FOR REFERENCE](#)

Yes

Whether Twitter Card meta tags control how links look when shared on X/Twitter.

Favicon [FOR REFERENCE](#)

Yes

Whether the site declares a favicon, the small icon shown in browser tabs, bookmarks and search results.

hreflang Tags [FOR REFERENCE](#)

No

Whether the site declares language/region alternates via hreflang, relevant for multi-language or multi-region sites.

Internal Links [FOR REFERENCE](#)

78

Number of links to other pages on the same site. Internal linking spreads ranking strength and helps discovery.

Outbound Links [FOR REFERENCE](#)

0

Number of links pointing to other websites, context for content sourcing and credibility.

Non-ASCII Or Encoded Characters [FOR REFERENCE](#)

No

Whether the address contains characters outside plain ASCII, or percent-encoded ones.

Dated File Extension [FOR REFERENCE](#)

No

Whether the address ends in `.php`, `.asp`, `.jsp` or similar.

URL Character Count [FOR REFERENCE](#)

21

How many characters the full address runs to.

URL Folder Depth [FOR REFERENCE](#)

0

How many folders deep the address sits.

Query Parameters [FOR REFERENCE](#)

0

How many query parameters the address carries.

www Prefix [FOR REFERENCE](#)

No

Whether the canonical address includes the `www.` prefix.

Refresh Response Header [FOR REFERENCE](#)

No

Whether the server sends a Refresh header, a non-standard redirect browsers honour and crawlers largely do not.

Global Traffic Rank NOT MEASURED

n/a

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

Images With Dimensions NOT MEASURED

Not measured

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

Responsive Images NOT MEASURED

Not measured

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

Modern Image Formats NOT MEASURED

Not measured

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

Lazy-Loaded Images NOT MEASURED

n/a

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

WHAT THIS MEANS FOR THE BUSINESS

These fundamentals decide whether the business shows up when customers search. Missing titles, descriptions and schema mean lower rankings and duller listings, so competitors capture the clicks that should be yours.

On-page signals are read from the homepage; a full-site SEO audit may surface more. The URL findings judge that one address, so a clean homepage address does not prove the deeper pages are clean. Lighthouse SEO score is blended in when available.

AI & Answer-Engine Optimization

Structured-data parse · answerable-content heuristics · llms.txt probe

The site is well structured for AI answer engines, so tools like ChatGPT, Perplexity and Google AI Overviews can understand and cite it. **Good**

CHECK

MEASURED

AI Crawlers Allowed

PASSING

MEDIUM CONFIDENCE

Yes

Whether robots.txt lets the major AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) read the site at all.

Answerable Content

PASSING

MEDIUM CONFIDENCE

Yes

Whether the content is structured as clear questions and answers that ChatGPT, Perplexity and Google AI Overviews can cite.

Business Entity Defined

PASSING

MEDIUM CONFIDENCE

Yes

Whether Organization or LocalBusiness schema clearly identifies the business as an entity AI engines can recognise.

FAQ / Q&A Content

PASSING

MEDIUM CONFIDENCE

Yes

Whether the page has FAQ schema or question-style headings that answer engines readily lift into responses.

AEO Readiness

PASSING

100/100

Overall readiness for AI answer engines, combining crawler access, structured data, answerable content and an llms.txt file.

Structured Data Types

FOR REFERENCE

SEE LEFT

The machine-readable content types (Organization, FAQ, Product...) that AI engines use to understand and quote the business.

Organization, SoftwareApplication, Offer, FAQPage, Question, Answer

llms.txt File

FOR REFERENCE

Yes

An emerging standard file that tells AI assistants how to read and cite the site. Early adopters get cited more often.

Blocked AI Crawlers

FOR REFERENCE

n/a

Which AI crawlers are disallowed in robots.txt. Each one listed here is an AI engine that cannot see the site.

Allowed AI Crawlers FOR REFERENCE

SEE LEFT

Which major AI crawlers (like GPTBot, ClaudeBot, PerplexityBot, Applebot) are allowed to crawl the site.

GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-Web, anthropic-ai, PerplexityBot, Google-Extended, CCBot, Applebot-Extended, Bytespider, Amazonbot

WHAT THIS MEANS FOR THE BUSINESS

A growing share of buyers ask ChatGPT, Perplexity and Google's AI Overviews for recommendations. Without structured, answerable content, those assistants cannot cite this business, and recommend a competitor instead.

AEO is an emerging discipline; scoring reflects current best practice for machine-readable, citable content.

Generative Engine Optimization (E-E-A-T)

Authorship, freshness, citations & entity signals parsed from the homepage

Some trust signals are present, but weak authorship, freshness or citation cues make AI engines less confident about quoting the site.

Needs work

CHECK

MEASURED

Authorship Signals FAILING MEDIUM CONFIDENCE			No
Whether content shows who wrote it: a byline, author schema or author link. A core E-E-A-T (experience/expertise) signal.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
Named, credible authorship is one of the strongest trust cues AI engines weigh before citing.	Anonymous content reads as lower-authority, so AI engines are less likely to quote it.	Add visible author bylines and Person/author schema to key content.	
Freshness Dates FAILING MEDIUM CONFIDENCE			No
Whether content exposes published/updated dates (in markup or schema). AI engines favour demonstrably current sources.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
Freshness signals tell an AI engine the information is current and safe to cite.	Undated content looks stale and is passed over for sources that prove recency.	Publish and expose accurate published/updated dates via <time> or schema.	
Outbound Citations FAILING MEDIUM CONFIDENCE			No
Whether the page links out to external sources. Citing sources is a credibility signal generative engines reward.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
Pages that cite external sources read as better-researched and more trustworthy.	No outbound references makes claims look unsupported, weakening the case for citing the page.	Reference and link to authoritative external sources where you make factual claims.	
Physical Address Published FAILING			No
Whether a postal address appears on the page, in structured data or in the markup.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
For a local business the address is both a trust signal and a local-ranking one, and it should match the Google listing exactly.	Without it the site is harder to trust and harder to rank for searches near the business.	Publish the address in the footer and mark it up as a PostalAddress in structured data.	

GEO Readiness NEEDS WORK MEDIUM CONFIDENCE

55/100

Overall likelihood that AI answer engines will cite the site as a credible source, combining authorship, freshness, citations, depth, structure and entity clarity.

WHY IT MATTERS

A single gauge of the E-E-A-T trust signals that decide whether AI engines quote the business.

BUSINESS IMPACT

A low score means the business is unlikely to be cited by AI assistants even when its content is relevant.

HOW TO FIX IT

Work through the GEO trust signals: authorship, dates, citations and a clear business entity.

Clear Business Entity PASSING MEDIUM CONFIDENCE

Yes

Whether the business is identified as a recognisable entity (Organization/LocalBusiness schema) with reachable About and Contact pages.

Content Depth PASSING MEDIUM CONFIDENCE

2,593

Approximate word count of the homepage's substantive content. Thin pages give AI engines little to extract and cite.

About Page PASSING

Yes

Whether the site links to a page explaining who is behind it.

Contact Page PASSING

Yes

Whether the site links to a way to get in touch.

Privacy Policy PASSING

Yes

Whether the site links to a privacy policy.

Terms Of Service PASSING

Yes

Whether the site links to terms and conditions.

Wikidata Entity FOR REFERENCE MEDIUM CONFIDENCE

No

Whether the brand is a recognised entity in Wikidata, the knowledge graph AI engines lean on to decide which brands are real and citable.

Entity Authority FOR REFERENCE MEDIUM CONFIDENCE

0/100

A 0-100 estimate of how strongly the brand is established as a recognised entity, based on knowledge-graph presence and description match.

Semantic Structure FOR REFERENCE

Yes

Whether the page uses semantic HTML (article/main/section) that helps machines identify the main, citable content.

Extractable Formats FOR REFERENCE

Yes

Whether content includes lists or tables, the structured formats AI answers most readily lift verbatim.

Outbound Link Count FOR REFERENCE

0

Number of links to external domains, context for the outbound-citation signal.

Whether the site publishes how its content is produced, reviewed or fact-checked.

WHAT THIS MEANS FOR THE BUSINESS

AI answer engines cite sources they can trust. Visible authorship, recent dates, outbound citations and a clearly defined business entity are the E-E-A-T signals that decide whether the business is quoted, or passed over for a more credible competitor.

GEO signals are read from the homepage; deeper authority (backlinks, off-site mentions) is not measured here.

Conversion Readiness

Homepage content analysis (CTAs, forms, trust signals, mobile UX)

The site converts, but is leaving enquiries on the table. Strengthening the elements below would turn more visitors into leads.

Needs work

CHECK

MEASURED

Above-the-fold Clarity	FAILING	MEDIUM CONFIDENCE	No
Whether a visitor can tell what the business does and what to do next without scrolling. First impressions decide bounces.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
Visitors decide within seconds whether a page is relevant, before any scrolling.	If it is not instantly clear what the business does, most visitors bounce immediately.	State the offer and a next step clearly in the first screen.	
Mobile Tap Targets	FAILING	MEDIUM CONFIDENCE	No
Whether interactive elements are large enough to tap accurately on a phone (at least 48x48px). Small targets cause misclicks.			
WHY IT MATTERS	BUSINESS IMPACT	HOW TO FIX IT	
Cramped buttons and links frustrate mobile visitors and cause accidental taps.	Fiddly tap targets push mobile visitors to give up before completing an enquiry.	Size buttons and links to at least 48x48px with adequate spacing.	
Clear Call-to-Action	PASSING	MEDIUM CONFIDENCE	Yes
Whether there is an obvious next step (Book, Call, Get a Quote). Without one, interested visitors leave instead of converting.			
Lead-capture Form	PASSING	MEDIUM CONFIDENCE	Yes
Whether the site can collect an enquiry. No form means a ready-to-buy visitor has no way to leave their details.			
Reviews / Testimonials	PASSING	MEDIUM CONFIDENCE	Yes
Whether social proof is shown on the page. Visible reviews reassure first-time buyers and lift conversion.			
Trust Badges	PASSING	MEDIUM CONFIDENCE	Yes
Whether trust signals (accreditations, guarantees, secure-payment marks) are shown to reduce buyer hesitation.			
Mobile-friendly	PASSING	MEDIUM CONFIDENCE	Yes
Whether the page is built to render usably on phones, which is critical when most local traffic is mobile.			

Undersized Tap Targets FOR REFERENCE MEDIUM CONFIDENCE

73

Count of interactive elements smaller than the 48x48px mobile-usability guideline.

Required Form Fields FOR REFERENCE

1

How many fields a visitor must fill to submit the form. Every extra required field lowers completion rates.

Inline Form Validation FOR REFERENCE

No

Whether the form uses inline validation and typed inputs (email/tel/number) so mobile visitors get the right keypad and instant feedback.

Autoplay Media FOR REFERENCE

No

Whether the page auto-plays video or audio, a common distraction that interrupts the primary flow and annoys visitors.

Intrusive Pop-up FOR REFERENCE

No

Whether an interruptive overlay/modal (newsletter wall, interstitial) blocks the content on load.

Tap-to-Call Link NOT MEASURED

Not measured

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

WHAT THIS MEANS FOR THE BUSINESS

Traffic is worthless without conversion. Missing calls-to-action, forms and trust signals mean the visitors already arriving leave without enquiring, the most expensive leak in the funnel.

Conversion signals are detected on the homepage; landing pages and full user testing may reveal further opportunities.

Accessibility

Automated WCAG 2.1 AA checks · alt-text coverage

The site meets the main accessibility bar, so it works for users with disabilities and reduces legal exposure. Good

CHECK	MEASURED
WCAG Errors PASSING MEDIUM CONFIDENCE Number of accessibility failures (contrast, labels, structure). Each excludes some users and adds ADA/EAA legal exposure.	0
WCAG Conformance PASSING MEDIUM CONFIDENCE Whether the page meets the WCAG AA bar that accessibility law generally expects.	passes-AA
Image Alt-text Coverage PASSING Percentage of images with descriptive alt text, which helps image SEO and makes the site usable with screen readers.	100%

WHAT THIS MEANS FOR THE BUSINESS

Accessibility is both a market and a legal issue: barriers shut out a sizable share of customers, and non-compliance with ADA/EAA standards is an increasingly common source of lawsuits.

Automated checks catch a meaningful subset of issues; full WCAG conformance also requires manual review. Runs only when the accessibility tool is enabled.

Technology & Infrastructure

HTTP fingerprinting · CDN/WAF & mail-provider detection

The site runs on current, well-supported technology with sensible infrastructure in place. **Good**

CHECK

MEASURED

Web Server FOR REFERENCE

The server software responding to requests (nginx, Apache, LiteSpeed, ...).

cloudflare

Email Provider FOR REFERENCE

Where the domain's email is hosted, inferred from MX records (Google Workspace, Microsoft 365, ...).

SEE LEFT

Cloudflare Email Routing

CDN Provider FOR REFERENCE

The content-delivery / edge network in front of the site, if any (Cloudflare, Fastly, ...).

cloudflare

WAF Provider FOR REFERENCE

The web-application-firewall vendor protecting the site, if detected.

Cloudflare

Third-party Trackers FOR REFERENCE

Number of analytics/marketing trackers loaded. Useful for privacy/consent compliance and page-weight review.

0

Platform / CMS NOT MEASURED

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

n/a

Platform Version NOT MEASURED

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

n/a

Up-to-date Software NOT MEASURED

This one is outside what we can see from the public site, so nothing is being claimed about it either way.

Not measured

WHAT THIS MEANS FOR THE BUSINESS

Outdated platforms and unpatched software are the number-one way small-business websites get hacked and defaced. The stack detected here shows how exposed, and how maintainable, the site is.

Detection is best-effort from public fingerprints; some stacks deliberately hide version information. Provider fields are informational.

Domain & DNS Health

RDAP/WHOIS · DNS records (A/MX/NS, DNSSEC) · redirect & archive checks

This is the foundation the whole online presence sits on: domain registration, DNS resolution and redirects. A lapse or misconfiguration here can take the entire website and email offline.

CHECK

MEASURED

Domain Age NEEDS WORK

0 yrs

How long the domain has been registered. Older domains carry more SEO trust and signal an established business.

WHY IT MATTERS

Search engines and buyers both treat a long-established domain as more trustworthy.

BUSINESS IMPACT

A very young domain ranks harder and can look less credible to cautious customers.

Domain Expiry PASSING

347 days

Days until the domain registration lapses. If it expires, the website and email go dark instantly.

DNS A Record PASSING

Yes

Whether the domain resolves to a web server IP, the most basic requirement for the site to load.

Mail (MX) Records PASSING

Yes

Whether the domain can receive email. No MX means the business cannot get mail at its own domain.

Nameservers PASSING

2

Number of DNS nameservers. At least two is expected for resilience against outages.

Forced HTTPS PASSING

Yes

Whether plain http:// is redirected to https://. Without it, visitors can land on an insecure version and see warnings.

Clean Redirects PASSING

Yes

Whether the site avoids long redirect chains. Excess hops slow the first load and waste crawl budget.

Registrar FOR REFERENCE

SEE LEFT

The company the domain is registered with.

Cloudflare, Inc.

IPv6 (AAAA) Ready FOR REFERENCE

Yes

Whether the domain publishes an IPv6 (AAAA) record. IPv6 is increasingly expected and can improve reach on modern mobile networks.

DNS TTL [FOR REFERENCE](#)

282

How long (seconds) resolvers cache the domain's A record. High values suit stable sites; low values ease migrations.

DNS Resolution Time [FOR REFERENCE](#)

0 ms

How long the domain's A record took to resolve. Slow resolution adds latency to every first visit.

DNSSEC [FOR REFERENCE](#)

Yes

Whether DNS responses are cryptographically signed, preventing attackers from redirecting visitors via DNS spoofing.

Last Archive Snapshot [FOR REFERENCE](#)

2018-11-08

The most recent capture in the Wayback Machine, a rough indicator of the site's history and continuity.

WHAT THIS MEANS FOR THE BUSINESS

An expiring domain or broken DNS is a business-ending outage waiting to happen, because the site and email simply vanish. Domain age and clean redirects also underpin long-term SEO trust.

Registrar and archive fields are informational. Domain age/expiry accuracy depends on registry data availability.

Reputation

Google Business rating & review volume · malware/phishing blacklists

Not enough of this section could be measured on this audit to give it a verdict. The checks below show what was and was not seen.

CHECK	MEASURED
Blacklist Status PASSING Whether the site is on a malware/phishing blacklist. A listing means Google warns visitors away and traffic collapses.	No
Mail Blocklist Status PASSING Whether the domain's mail-sending IP is on an email spam blocklist. A listing means the business's own emails bounce or land in spam.	No
Hosting IP Reputation PASSING Whether the site's hosting IP is flagged for malicious activity in threat intelligence. A flag means bad-neighbour hosting that erodes trust.	No
IP Threat Confidence FOR REFERENCE How confident threat-intelligence sources are that the hosting IP is abusive (0-100). Higher means stronger evidence of malicious activity.	0
Google Rating NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	Not measured
Review Count NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	Not measured
UGC Fetch Status NOT MEASURED This one is outside what we can see from the public site, so nothing is being claimed about it either way.	n/a

WHAT THIS MEANS FOR THE BUSINESS

Reputation is the local buyer's first filter: ratings under four stars and thin review counts push customers to better-reviewed rivals, while any blacklist listing collapses trust and traffic overnight.

Rating and review counts reflect the Google Business data captured at analysis time. Blacklist checks run only when external checks are enabled.

Site-wide Crawl

Internal-link crawl of key pages (runs when the crawler is enabled)

Most checks in this report read the homepage. This section widens the lens to the whole site: it crawls internal pages and reports how many share each common issue, so a problem on one template is caught everywhere it repeats.

CHECK	MEASURED
Accidentally Hidden Pages FAILING Share of crawled pages carrying a robots "noindex" directive that keeps them out of search. WHY IT MATTERS A noindex on pages that should rank silently removes them from Google. BUSINESS IMPACT Any unexpected noindex is lost search visibility for that page. HOW TO FIX IT Review noindex directives and remove them from pages that should rank.	13%
Broken Pages Found PASSING Internal pages that returned an error status (4xx/5xx) during the crawl.	0
Pages Missing a Title PASSING Share of crawled pages with no <title>, measured across the whole site, not just the homepage.	0%
Pages Missing a Description PASSING Share of crawled pages with no meta description.	0%
Pages Missing an H1 PASSING Share of crawled pages with no H1 heading.	0%
Thin-Content Pages PASSING Share of crawled pages with very little content (under ~300 words).	0%
Pages Crawled FOR REFERENCE How many internal pages were fetched and analysed in the site-wide crawl.	8

WHAT THIS MEANS FOR THE BUSINESS

Issues that repeat across many pages compound: a missing-title template or a batch of thin pages quietly drags down the whole site's rankings, not just one URL.

The crawler is disabled by default; when off, this section shows "Not measured". Percentages are over the internal pages sampled, up to the configured limit.

Build Quality & Code Health

Headless-browser probe (console, coverage, hydration) · homepage placeholder scan

The build shows some rough edges: console errors, dead code or unfinished content. Worth tidying to look and run more professionally.

Needs work

CHECK MEASURED

Unused JavaScript NEEDS WORK MEDIUM CONFIDENCE	48%
Share of downloaded JavaScript never executed on load, dead code that still costs download and parse time.	
WHY IT MATTERS Large amounts of unused JS are a hallmark of bloated, un-modularised builds.	BUSINESS IMPACT Dead code slows every page load, especially on mobile, for no benefit.
HOW TO FIX IT Tree-shake, code-split and drop unused libraries.	
Placeholder Text Left In PASSING	No
Whether the live page still contains scaffolding boilerplate ("lorem ipsum", "TODO", "your text here") that was never replaced.	
JavaScript Console Errors PASSING MEDIUM CONFIDENCE	0
Number of runtime JavaScript errors and failed requests the browser logged while loading the page.	
Hydration Mismatch PASSING MEDIUM CONFIDENCE	No
Whether the browser reported a React/Vue hydration mismatch, where the server-rendered HTML did not match what the client expected.	
Placeholder Snippets Found FOR REFERENCE	n/a
The specific placeholder phrases detected in the page text.	
JavaScript Console Warnings FOR REFERENCE	0
Number of non-fatal warnings the browser logged (deprecations, best-practice notices).	
Unused CSS FOR REFERENCE MEDIUM CONFIDENCE	29%
Share of downloaded CSS not applied to the page, dead styles that still have to be downloaded and parsed.	

WHAT THIS MEANS FOR THE BUSINESS

These are the visible fingerprints of a hastily assembled site: JavaScript errors break features silently, dead code slows every load, and leftover placeholder text tells visitors the site was never finished, each quietly eroding trust and conversions.

Console, coverage and hydration signals come from the headless-browser probe, which is disabled by default; when off, only the placeholder scan runs.

Priority Action Plan

Highest-impact issues, ranked by severity across all sections

Fixing everything at once is rarely realistic. These are the highest-impact issues found, ordered by how much they are costing the business right now, which is the recommended place to start.

No high-priority issues were flagged, and the fundamentals are in good shape.

WHAT THIS MEANS FOR THE BUSINESS

Addressing the items below in order delivers the fastest return: each one is a measurable leak in visibility, trust or conversion that can be closed.

Priorities are derived automatically from the audit findings and weighted by business impact.

Powered by Website Analytics
siteassay.com/p/QVXkaXUifbM5mOd5kjPHRp7zrd