Sample Studio

WEBSITE AUDIT REPORT

WEBSITE AUDIT REPORT FOR

samplesite.com

100 of up to 100 public pages checked on 28 October 2026 (UTC).

19	100
To fix	Pages checked

AT A GLANCE

19 items to fix

We checked 100 of up to 100 public pages and reached the page limit.

AREA	TO FIX	STATUS
Search	6	6 TO FIX
AI	1	1 TO FIX
Conversion	3	3 TO FIX
Trust	3	3 TO FIX
Phone	1	1 TO FIX
Accessibility	4	4 TO FIX
Security	1	1 TO FIX

Done

- ✓ Checked 100 of up to 100 public pages and reached the page limit
- ✓ Got results across 7 sections
- ✓ Everything else we measured came back clear
- ✓ Listed 19 items to fix, highest priority first

Fix these first

1. **No clear call to action found** on 1 page
   HIGH PRIORITY Conversion
2. **Meta description missing** on 1 page
   MEDIUM PRIORITY Search
3. **Open Graph tags missing** on 2 pages
   MEDIUM PRIORITY Search
4. **No way to contact you on the page** on 1 page
   MEDIUM PRIORITY Conversion
5. **Body text smaller than 16 px** on 100 pages
   MEDIUM PRIORITY Phone

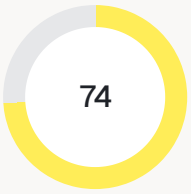
Not checked

- ◌ Pages past the 100 page limit
- ◌ Public files read for passwords and keys: Not included in this report because ownership of the domain was not verified. Public files are read for passwords and keys only once it is.
- ◌ Some checks had nothing to measure on these pages

Next

- ◉ Work through the 19 items, highest priority first.
- ◉ Public files are read for passwords and keys only on a report for a domain whose ownership is verified.

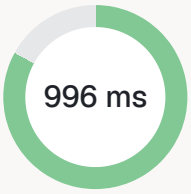
Measured this month



Health score

of 100

Needs work



Main content shows

75 percent of pages

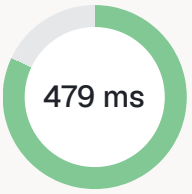
Good



Layout stability

75 percent of pages

Good



Server response

75 percent of pages

Good

Pages that need the most work

/	85	1 issue	1.1 s	first month
/account	90	5 issues	348 ms	first month
/samples/sample-website-audit-report.html	94	3 issues	316 ms	first month
/insights/author/the-partner	96	2 issues	1.5 s	first month
/insights/author/the-analyst	96	2 issues	1.6 s	first month
/ventures-advisory	96	2 issues	852 ms	first month
/insights/data-analytics	96	2 issues	768 ms	first month
/insights/content-seo	96	2 issues	1.6 s	first month
/insights/ai-automation	96	2 issues	1.2 s	first month
/insights/cyber-security	96	2 issues	1.4 s	first month

10 of 100 pages shown; every page is on the online report.

Search listing

85 percent of pages have both a title and a description that fit a search listing.

Title fits (30 to 60 characters): 86 of 100

Description fits (70 to 160): 99 of 100

Title phrase echoed by the heading or description: 81 of 100

Ways for a visitor to get in touch

Pages with a form: 6

Call links: 0

Email links: 14

Pages with at least one way in: 10

From Google

Google data shows here once a connected property has been read.

Leads

This is the site's first report. Leads show from the next one, for the month in between.
The two figures come from different places and are shown side by side, never added together.

Speed is measured in a browser on our server (lab figures, desktop viewport), graded against Google's published Core Web Vitals thresholds. Real visitors on slower devices will see different times. A dash means not measured on this report.

SECTION BY SECTION

What we checked

Each section lists what to fix, highest priority first, then the checks that came back clear and anything we could not check.

SECTION 1 OF 7

6 TO FIX

Search

Area health score 75 of 100

6 to fix, the rest clear and some not checked

TO FIX

Meta description missing

MEDIUM PRIORITY Found on 1 page

Meta description missing

MEDIUM PRIORITY Found on 1 page

WHY IT MATTERS

Search results fall back to page text, which rarely sells the page.

HOW TO FIX IT

Add a 120 to 155 character description to the page settings.

WHERE — on 1 page

```
01  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

Open Graph tags missing

MEDIUM PRIORITY Found on 2 pages

Open Graph tags missing

MEDIUM PRIORITY Found on 2 pages

WHY IT MATTERS

Links shared to social and chat render with no title, image or description.

HOW TO FIX IT

Add og:title, og:description and og:image meta tags.

WHERE — on 2 pages

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
02  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

Canonical link missing

LOW PRIORITY Found on 2 pages

Canonical link missing

LOW PRIORITY Found on 2 pages

WHY IT MATTERS

Without a canonical tag duplicate URLs split the page's ranking signals.

HOW TO FIX IT

Add a self-referencing canonical link to each page.

WHERE on 2 pages

01 Your account | SAMPLE SITE
https://samplesite.com/account

02 Sample Studio: website audit report for samplesite.com
https://samplesite.com/samples/sample-website-audit-report.html

Share image missing

LOW PRIORITY Found on 2 pages

Share image missing

LOW PRIORITY Found on 2 pages

WHY IT MATTERS

A link shared on social media or in chat shows no image without og:image, so it earns fewer clicks.

HOW TO FIX IT

Add an og:image meta tag pointing at a 1200 by 630 pixel image.

WHERE on 2 pages

01 Your account | SAMPLE SITE
https://samplesite.com/account

02 Sample Studio: website audit report for samplesite.com
https://samplesite.com/samples/sample-website-audit-report.html

✕ Meta description too short or too long

LOW PRIORITY Found on 10 pages

✕ Meta description too short or too long

LOW PRIORITY Found on 10 pages

WHY IT MATTERS

A description under 70 characters undersells the page and one over 155 is cut off in search results.

HOW TO FIX IT

Rewrite each listed description to 70 to 155 characters with the page's topic and a reason to click.

WHERE — on 10 pages

01 The Partner - Insights
https://samplesite.com/insights/author/the-partner

02 The Analyst - Insights
https://samplesite.com/insights/author/the-analyst

03 Data and analytics for small business | SAMPLE SITE
https://samplesite.com/insights/data-analytics

04 Search and AI search for small business | SAMPLE SITE
https://samplesite.com/insights/content-seo

05 AI and automation for small business | SAMPLE SITE
https://samplesite.com/insights/ai-automation

06 Cyber security for small business | SAMPLE SITE
https://samplesite.com/insights/cyber-security

07 Blockchain and payments for business | SAMPLE SITE
https://samplesite.com/insights/blockchain

08 Funding and investment for founders | SAMPLE SITE
https://samplesite.com/insights/funding

09 The Architect - Insights
https://samplesite.com/insights/author/the-architect

10 The Scribe - Insights
https://samplesite.com/insights/author/the-scribe

WHAT WE SAW

10 instances, for example:

And 1 more in the full report...

CHECKED AND CLEAR

- ✓ Every page has a title
- ✓ Every page has exactly one H1
- ✓ No sitemap page is marked noindex
- ✓ robots.txt names a sitemap that parses

✓ No page redirects with a meta refresh

And 12 more in the full report...

NOT CHECKED

◌ Sitemap page that no page links to - We did not reach enough of the site to prove this either way.

1 TO FIX

AI

Area health score 86 of 100

1 to fix and the rest clear

TO FIX

Structured data missing

MEDIUM PRIORITY Found on 2 pages

Structured data missing

MEDIUM PRIORITY Found on 2 pages

WHY IT MATTERS

Structured data unlocks rich results and helps assistants understand the page.

HOW TO FIX IT

Add JSON-LD schema for the business, product or article.

WHERE on 2 pages

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
02  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

CHECKED AND CLEAR

- ✓ Every structured data block is valid JSON
- ✓ Structured data values are filled in and addresses are full
- ✓ robots.txt lets AI crawlers in
- ✓ The site has an llms.txt file
- ✓ Every page marked as an article carries article structured data

And 1 more in the full report...

3 TO FIX

Conversion

Area health score 62 of 100

3 to fix and the rest clear

TO FIX

✕ No clear call to action found

HIGH PRIORITY Found on 1 page

✕ No clear call to action found

HIGH PRIORITY Found on 1 page

WHY IT MATTERS

A visitor with no obvious next step does not convert.

HOW TO FIX IT

Add one clear primary call to action above the fold on every key page.

WHERE on 1 page

```
01  White-label website audits for the AI search era | SAMPLE SITE
    https://samplesite.com/
```

✕ No way to contact you on the page

MEDIUM PRIORITY Found on 1 page

✕ No way to contact you on the page

MEDIUM PRIORITY Found on 1 page

WHY IT MATTERS

Visitors with a question and no way to ask leave without asking.

HOW TO FIX IT

Add a phone link, an email link, a form or a booking link near the main call to action.

WHERE on 1 page

```
01  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

× A form button that says only "Submit"

LOW PRIORITY Found on 2 pages

× A form button that says only "Submit"

LOW PRIORITY Found on 2 pages

WHY IT MATTERS

The button is the last thing a visitor reads before committing; "Submit" says nothing about what happens next and lowers completion.

HOW TO FIX IT

Name the outcome on the button: "Send my enquiry", "Get the quote", "Book the call".

WHERE on 2 pages

```
01  Contact Sample Site: data intelligence for agencies | SAMPLE SITE
    https://samplesite.com/contact
02  Ventures & Advisory: companies we build and back | SAMPLE SITE
    https://samplesite.com/ventures-advisory
```

WHAT WE SAW

2 instances, for example:

CHECKED AND CLEAR

- ✓ No video autoplays with sound
- ✓ Form fields can be filled automatically
- ✓ Email and phone fields use the right input type
- ✓ Submit buttons start enabled
- ✓ No checkbox is ticked by default

3 TO FIX

Trust

Area health score 67 of 100

3 to fix and the rest clear

TO FIX

No privacy policy link

MEDIUM PRIORITY Found on 2 pages

No privacy policy link

MEDIUM PRIORITY Found on 2 pages

WHY IT MATTERS

Visitors and payment providers look for a privacy policy; a page without one reads as unfinished.

HOW TO FIX IT

Link a privacy policy from the footer of every page.

WHERE — on 2 pages

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
02  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

No social proof on the home page

MEDIUM PRIORITY Found on 1 page

No social proof on the home page

MEDIUM PRIORITY Found on 1 page

WHY IT MATTERS

Visitors look for proof that others chose you before they act; a home page with no reviews, ratings or named clients asks them to take it on faith.

HOW TO FIX IT

Add real proof near the main call to action: a short client quote with a name, a rating with its count, logos of clients you may name or a case study link.

WHERE — on 1 page

```
01  White-label website audits for the AI search era | SAMPLE SITE
    https://samplesite.com/
```

✕ No terms link

LOW PRIORITY Found on 2 pages

✕ No terms link

LOW PRIORITY Found on 2 pages

WHY IT MATTERS

Terms set the ground rules for a sale or a sign-up; without a link a dispute has nothing to point at.

HOW TO FIX IT

Link your terms or conditions from the footer of every page.

WHERE — on 2 pages

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
02  Sample Studio: website audit report for samplesite.com
    https://samplesite.com/samples/sample-website-audit-report.html
```

CHECKED AND CLEAR

- ✓ No placeholder text is visible
- ✓ Every page that shows reviews carries review or rating structured data
- ✓ No insecure content on secure pages
- ✓ Every form posts over https
- ✓ Every social link goes to a real profile

And 1 more in the full report...

1 TO FIX

Phone

Area health score 80 of 100

1 to fix and the rest clear

TO FIX

✕ Body text smaller than 16 px

MEDIUM PRIORITY Found on 100 pages

✕ Body text smaller than 16 px

MEDIUM PRIORITY Found on 100 pages

WHY IT MATTERS

Small body text is hard to read on a phone.

HOW TO FIX IT

Set body copy, links and form text to 16 px or larger.

WHERE on 100 pages

```
01  Website Audit Report: Classic and AI Search | SAMPLE SITE
    https://samplesite.com/website-audit-report
02  Insights: guides for web studios and businesses | SAMPLE SITE
    https://samplesite.com/insights
03  White-label website audits for the AI search era | SAMPLE SITE
    https://samplesite.com/
04  Ventures & Advisory: companies we build and back | SAMPLE SITE
    https://samplesite.com/ventures-advisory
05  Sample website audit report for clients | SAMPLE SITE
    https://samplesite.com/sample-report
06  AI Search: AI search optimization checks | SAMPLE SITE
    https://samplesite.com/website-audit-report/ai
07  Website Audit Report pricing per client site | SAMPLE SITE
    https://samplesite.com/pricing
08  Phone: a mobile-friendly website test | SAMPLE SITE
    https://samplesite.com/website-audit-report/phone
09  Security: passive website security check | SAMPLE SITE
    https://samplesite.com/website-audit-report/security
10  The operator's guide to design that converts | SAMPLE SITE
    https://samplesite.com/insights/design/the-operators-guide-to-design-that-converts
11  and 90 more in the fix card
```

WHAT WE SAW

3857 instances, for example:

CHECKED AND CLEAR

✓ Every page has a responsive viewport

- ✓ Pinch zoom works
- ✓ Pages fit a 360 px screen
- ✓ Tap targets are at least 24 px

4 TO FIX

Accessibility

Area health score 60 of 100

4 to fix and the rest clear

TO FIX

Text contrast below 4.5 to 1

MEDIUM PRIORITY Found on 29 pages

Text contrast below 4.5 to 1

MEDIUM PRIORITY Found on 29 pages

WHY IT MATTERS

Low contrast text is unreadable in sunlight and for many readers. Measured on solid backgrounds only.

HOW TO FIX IT

Darken the text or lighten the background until the ratio is at least 4.5 to 1.

WHERE on 29 pages

01 AI dictionary: plain-English definitions | SAMPLE SITE
https://samplesite.com/dictionary/ai

02 Editorial and SEO dictionary | SAMPLE SITE
https://samplesite.com/dictionary/editorial

03 Design dictionary: plain-English definitions | SAMPLE SITE
https://samplesite.com/dictionary/design

04 Efficiency dictionary: plain-English definitions | SAMPLE SITE
https://samplesite.com/dictionary/efficiency

05 Investment dictionary: plain-English definitions | SAMPLE SITE
https://samplesite.com/dictionary/investment

06 Cyber security dictionary | SAMPLE SITE
https://samplesite.com/dictionary/cyber

07 Blockchain dictionary: plain-English definitions | SAMPLE SITE
https://samplesite.com/dictionary/blockchain

08 Data and analytics dictionary | SAMPLE SITE
https://samplesite.com/dictionary/data

09 What is Search Engine Optimisation? | SAMPLE SITE
https://samplesite.com/dictionary/editorial/search-engine-optimisation

10 What is Headline? Editorial and SEO dictionary | SAMPLE SITE
https://samplesite.com/dictionary/editorial/headline

11 and 19 more in the fix card

WHAT WE SAW

86 instances, for example:

Heading levels skip

LOW PRIORITY Found on 20 pages

Heading levels skip

LOW PRIORITY Found on 20 pages

WHY IT MATTERS

Jumping from H1 to H3 breaks the outline that readers and assistive tools navigate by.

HOW TO FIX IT

Nest headings in order with no level skipped.

WHERE — on 20 pages

```
01  Website Audit Report pricing per client site | SAMPLE SITE
    https://samplesite.com/pricing
02  The Scientist - Insights
    https://samplesite.com/insights/author/the-scientist
03  The Partner - Insights
    https://samplesite.com/insights/author/the-partner
04  The Analyst - Insights
    https://samplesite.com/insights/author/the-analyst
05  Dictionary: plain-English definitions by topic | SAMPLE SITE
    https://samplesite.com/dictionary
06  The Commodore - Insights
    https://samplesite.com/insights/author/the-commodore
07  Data and analytics for small business | SAMPLE SITE
    https://samplesite.com/insights/data-analytics
08  Business operations for founders | SAMPLE SITE
    https://samplesite.com/insights/operations
09  Search and AI search for small business | SAMPLE SITE
    https://samplesite.com/insights/content-seo
10  Innovation and labs at Sample Site Group | SAMPLE SITE
    https://samplesite.com/insights/innovation
11  and 10 more in the fix card
```

WHAT WE SAW

20 instances, for example:

✕ No main landmark

LOW PRIORITY Found on 1 page

✕ No main landmark

LOW PRIORITY Found on 1 page

WHY IT MATTERS
Screen reader users jump to the main landmark to skip the header; without one they read the whole page.

HOW TO FIX IT
Wrap the page's main content in a <main> element.

WHERE — on 1 page

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
```

✕ No skip link and no main landmark

LOW PRIORITY Found on 1 page

✕ No skip link and no main landmark

LOW PRIORITY Found on 1 page

WHY IT MATTERS
Keyboard and screen reader users have nothing to jump to past the header: the page has neither a skip link nor a main landmark.

HOW TO FIX IT
Wrap the page's content in a main element and add a 'Skip to content' link as the first focusable element, pointing at it.

WHERE — on 1 page

```
01  Your account | SAMPLE SITE
    https://samplesite.com/account
```

CHECKED AND CLEAR

- ✓ Every image has alt text
- ✓ Every button and link has a name
- ✓ Every page declares its language
- ✓ No element forces the tab order
- ✓ Every link says where it goes

And 1 more in the full report...

1 TO FIX

Security

Area health score 90 of 100

1 to fix, the rest clear and some not checked

TO FIX

No Content-Security-Policy header

MEDIUM PRIORITY Found on 1 page

No Content-Security-Policy header

MEDIUM PRIORITY Found on 1 page

WHY IT MATTERS

A content security policy limits what scripts and frames a page may load, which blunts most injected-script attacks; without one, any injected script runs.

HOW TO FIX IT

Add a Content-Security-Policy header. Start with default-src 'self' plus the hosts you load from, test in Content-Security-Policy-Report-Only first, then enforce it.

WHERE on 1 page

```
01  White-label website audits for the AI search era | SAMPLE SITE
    https://samplesite.com/
```

WHAT WE SAW

1 instance, for example:

CHECKED AND CLEAR

- ✓ The address we checked is served over https
- ✓ The site tells browsers to stay on https
- ✓ Pages cannot be framed by other sites
- ✓ Browsers are told not to guess file types
- ✓ A referrer policy limits what other sites learn

And 4 more in the full report...

NOT CHECKED

- ○ Public files read for passwords and keys - Not included in this report because ownership of the domain was not verified. Public files are read for passwords and keys only once it is.

Reference sc_MAHGoRHGU4yCiPIJfexaB8tXKbPMdnGF. Check catalogue 2026.10.21.2. Generated 28 Oct 2026, 08:49 UTC.

Results are automated checks of what the public pages served when we looked. They are a starting point for a review, not a guarantee.