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EXAMPLE REPORT · FICTIONAL BUSINESS

WEBSITE & SEO AUDIT

Website health check

Harbour Lane Bakery

www.harbourlanebakery.example

Report date
2 November 2026

Reference
WBA-EXAMPLE-001

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OVERALL SCORE



Room to improve

A good-looking site held back by a few urgent technical problems. Fix the high-priority items first and the score should rise quickly.

Example report for a fictional business. Harbour Lane Bakery, its website, scores and findings are all made up to show the layout of a Web Builder Agency audit.

Website health check

How the website performs for visitors and in Google today

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We checked the whole website against 60 checks across six areas and found 30 issues. The score below shows how the site performs for visitors and in Google today. EXAMPLE · FICTIONAL BUSINESS



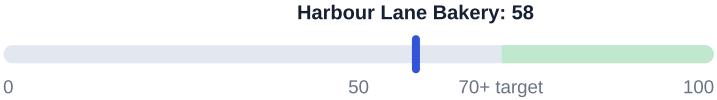
SCORE BY AREA

Speed	44
Google visibility	51
Mobile & design	72
Forms & enquiries	49
Security basics	70
Policies & basics	62

SCORE BENCHMARK

Aim for a score of 70 or above

Our guide: sites scoring 70+ usually have their basics in place. Below 50, problems are often costing visitors and enquiries.



60
checks run across six areas of the website

30
issues found: 7 high, 13 medium and 10 low priority

8
quick wins that each take under an hour

44/100
Speed, the weakest area

Executive summary

The short version: what we found and what to do first

Harbour Lane Bakery's website looks good and is easy to find your way around, but a handful of technical problems are quietly costing orders and Google visibility. We ran 60 checks across six areas and found 30 issues: 7 high priority, 13 medium and 10 low.

The two most urgent problems are both about orders. The online order form doesn't work on iPhones, and contact form emails are landing in spam. Both mean customers who are ready to buy may never reach you, so fix these first.

For Google, the biggest wins are quick: remove the leftover setting that hides the shop pages, rewrite the homepage title, and make your address and opening hours match Google Maps. Eight of the 30 fixes take under an hour each.

Speed is the weakest area at 44/100. Compressing the photos and removing three old plugins should make the biggest difference for visitors on phones.

What's working

- ✓ Clear, attractive design that suits the brand
- ✓ The padlock (HTTPS) is set up on the main address
- ✓ Product photos are high quality and appetising
- ✓ A privacy policy and cookie banner are already in place

What's holding you back

- ! Online orders fail on iPhones
- ! Form emails land in spam
- ! Shop pages are hidden from Google
- ! Slow loading on phones, mainly from oversized photos

SPEED	GOOGLE VISIBILITY	MOBILE & DESIGN	FORMS & ENQUIRIES	SECURITY BASICS	POLICIES & BASICS
44 / 100	**51** / 100	**72** / 100	**49** / 100	**70** / 100	**62** / 100
Large photos and old plugins make phone visitors wait.	Shop pages are hidden from Google, titles are weak and local details don't match.	A clean, attractive design with a few phone usability problems.	Orders fail on iPhones and form emails are going to spam.	The padlock works, but the old address and two plugins need attention.	Policies exist but are out of date, and cookie consent needs fixing.

Top 30 issues

Ranked by priority: fix the high-priority issues first. Each one comes with a plain-English fix

#	ISSUE	CATEGORY	PRIORITY	IMPACT	EFFORT	PLAIN-ENGLISH FIX
01	**The online order form doesn't submit on iPhones**	FORMS & ENQUIRIES	HIGH	Lost cake orders	Half a day	A script error stops the "Place order" button working in Safari. Ask your developer to fix the error, then place a test order from an iPhone.
02	**The shop pages are hidden from Google by a leftover setting**	GOOGLE VISIBILITY	HIGH	Products missing from Google	Under 1 hour	Your robots.txt file still tells Google to stay out of /shop/. Delete that line, then ask Google to recrawl in Search Console.
03	**The homepage takes around 7 seconds to appear on a phone**	SPEED	HIGH	Visitors leave before it loads	Half a day	The top photo alone is 6 MB. Resize it to 1,600 pixels wide, save it as WebP, and do the same for the gallery photos.
04	**The homepage title in Google just says "Home"**	GOOGLE VISIBILITY	HIGH	Fewer clicks from search	Under 1 hour	Change it to something like "Harbour Lane Bakery | Fresh Bread & Celebration Cakes in Porthkellan".
05	**Your address and opening hours differ between the website and Google Maps**	GOOGLE VISIBILITY	HIGH	Fewer local searches and visits	Under 1 hour	Make the name, address, phone number and hours identical on the website, your Google Business Profile and your social pages.
06	**The old http:// address still opens without the padlock**	SECURITY BASICS	HIGH	"Not secure" warnings and split rankings	Under 1 hour	Ask your host to send every http:// and non-www visit to the https://www address with a permanent (301) redirect.
07	**Contact form emails land in spam**	FORMS & ENQUIRIES	HIGH	Missed enquiries	Half a day	The form sends from an address your domain doesn't authorise. Switch it to an authenticated sending service and add SPF and DKIM records.
08	**The menu button covers the "Order now" button on phones**	MOBILE & DESIGN	MEDIUM	Harder to order on mobile	1–2 hours	Move the menu button into the header bar so "Order now" is always visible and easy to tap.
09	**Three old plugins load code on every page**	SPEED	MEDIUM	Slower pages everywhere	1–2 hours	Remove the old slider, the unused pop-up and the spare gallery plugin, then test the speed again.
10	**Twelve cake pages share the same description**	GOOGLE VISIBILITY	MEDIUM	Google shows fewer of them	1–2 days	Write two or three unique sentences for each cake: flavours, sizes and how far ahead to order.

Top 30 issues

Ranked by priority: fix the high-priority issues first. Each one comes with a plain-English fix

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#	ISSUE	CATEGORY	PRIORITY	IMPACT	EFFORT	PLAIN-ENGLISH FIX
11	**84 of 96 images have no description (alt text)**	GOOGLE VISIBILITY	MEDIUM	Missed image searches; less accessible	Half a day	Add a short, plain description to each photo, such as “Three-tier lemon wedding cake with fresh flowers”.
12	**No sitemap has been submitted to Google**	GOOGLE VISIBILITY	MEDIUM	New pages are found slowly	Under 1 hour	Switch on the sitemap in your website platform and submit its address in Google Search Console.
13	**Google isn’t told this is a local bakery (no structured data)**	GOOGLE VISIBILITY	MEDIUM	Plainer search listings	1–2 hours	Add LocalBusiness (Bakery) structured data with your address, hours and phone, then test it with Google’s Rich Results Test.
14	**Text and buttons are too small on phones**	MOBILE & DESIGN	MEDIUM	Harder to read and tap	Half a day	Raise body text to at least 16px and space out buttons so each one is around 44px tall.
15	**Analytics loads before visitors accept cookies**	POLICIES & BASICS	MEDIUM	Compliance risk	1–2 hours	Set analytics to load only after someone clicks “Accept”, then check it in a private browser window.
16	**The privacy policy names a form provider you no longer use**	POLICIES & BASICS	MEDIUM	Out-of-date legal information	1–2 hours	Update it to list the tools you use today, such as your form, email and analytics providers.
17	**14 links lead to “page not found” errors**	GOOGLE VISIBILITY	MEDIUM	Wasted visits and crawling	1–2 hours	Most point to old menu PDFs. Link to the current menu page instead, or redirect the old addresses to it.
18	**Allergen information is only shown in an image**	POLICIES & BASICS	MEDIUM	Unreadable for screen readers and Google	Half a day	Add allergen details as text on each product page, next to the ingredients.
19	**The wedding cakes page has only 40 words**	GOOGLE VISIBILITY	MEDIUM	Weak ranking for a valuable search	Half a day	Explain styles, tasting appointments, delivery area and how far ahead to book, with a few captioned photos.
20	**Two plugins haven’t been updated for over a year**	SECURITY BASICS	MEDIUM	Security risk	1–2 hours	Take a backup, update or replace both plugins, and turn on automatic minor updates.

Top 30 issues

Ranked by priority: fix the high-priority issues first. Each one comes with a plain-English fix

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#	ISSUE	CATEGORY	PRIORITY	IMPACT	EFFORT	PLAIN-ENGLISH FIX
21	**Nine pages have no meta description**	GOOGLE VISIBILITY	LOW	Google writes its own snippet	1–2 hours	Write a 140–155 character summary for each page that says what it offers and where.
22	**Web fonts load from three different places**	SPEED	LOW	Text appears late	1–2 hours	Use one font family, host it on your own site and preload the main weight.
23	**The phone number isn’t tap-to-call**	FORMS & ENQUIRIES	LOW	Fewer calls from phones	Under 1 hour	Turn the number in the header and footer into a tap-to-call link.
24	**Photos further down the page all load straight away**	SPEED	LOW	Slower first load	Under 1 hour	Turn on lazy loading for images below the first screen.
25	**The homepage has three main headings (H1s)**	GOOGLE VISIBILITY	LOW	Mixed message to Google	Under 1 hour	Keep one H1 that says what you are and where, and make the others H2s.
26	**Basic security headers are missing**	SECURITY BASICS	LOW	Weaker browser protection	1–2 hours	Ask your host to add standard headers such as X-Content-Type-Options and a referrer policy.
27	**No icon shows in browser tabs or on phone home screens**	MOBILE & DESIGN	LOW	Looks less polished	Under 1 hour	Add a favicon and a home screen icon made from your logo.
28	**The footer still says © 2023**	POLICIES & BASICS	LOW	Site looks out of date	Under 1 hour	Update the year, or set it to update automatically.
29	**Links shared on social media show no picture**	MOBILE & DESIGN	LOW	Fewer clicks from shares	Under 1 hour	Set a default sharing image (1200 × 630 pixels) for the site and one for each product.
30	**The site isn’t connected to Bing**	GOOGLE VISIBILITY	LOW	Missing a second search engine	Under 1 hour	Import your Google Search Console property into Bing Webmaster Tools in a few clicks.

TOTAL **30** ISSUES HIGH **7** MEDIUM **13** LOW **10**

Quick wins and next steps

Where to start, and a simple plan for the next three months

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Quick wins: 8 fixes under an hour each

02	The shop pages are hidden from Google by a leftover setting	Under 1 hour
04	The homepage title in Google just says “Home”	Under 1 hour
05	Your address and opening hours differ between the website and Google Maps	Under 1 hour
06	The old http:// address still opens without the padlock	Under 1 hour
12	No sitemap has been submitted to Google	Under 1 hour
23	The phone number isn’t tap-to-call	Under 1 hour
25	The homepage has three main headings (H1s)	Under 1 hour
28	The footer still says © 2023	Under 1 hour

Next steps and recommendations

THIS WEEK

Stop losing orders

- Fix the iPhone order form (issue 1)
- Get form emails out of spam (issue 7)
- Do the eight quick wins on the previous page

WEEKS 2–4

Speed and phones

- Compress photos and remove old plugins (issues 3 and 9)
- Fix the mobile menu and text sizes (issues 8 and 14)
- Sort cookie consent and the privacy policy (issues 15 and 16)

MONTHS 2–3

Grow in Google

- Unique cake descriptions and a fuller wedding page (issues 10 and 19)
- Alt text, structured data and broken links (issues 11, 13 and 17)
- Work through the remaining low-priority items

AFTER 3 MONTHS

Check and keep going

- Re-run the checks to measure progress
- Review Google Search Console once a month
- Add fresh content, such as seasonal cakes, regularly

Every fix in this report is written so that you, or whoever looks after your website, can do it.

Prefer us to handle it? We can quote for the fixes, an ongoing SEO plan or a new website. Reply to the email this report came with.

What happens next

Fix it yourself, or let us help, and your audit fee can come off your first invoice

AUDIT CREDIT

Get your £99 back

Go ahead with a new website build or an SEO plan of 6 months or more within 90 days of your report, and the £99 audit fee comes off your first invoice.

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1. Read the report

Every fix is written in plain English, so you can act on it yourself.

2. Ask us for a quote if you'd like help

Reply to the email this report came with, or write to hello@webbuilderagency.com.

3. Sign within 90 days

Choose a new website build or an SEO plan of 6 months or more, and we take £99 off your first invoice.

Email **hello@webbuilderagency.com** Web **webbuilderagency.com**

About this report: scores are Web Builder Agency's own 0–100 scores, based on the checks we ran on 2 November 2026. They reflect the website on that date and are a guide to priorities, not a guarantee of rankings or results. Example report for a fictional business. Harbour Lane Bakery, its website, scores and findings are all made up to show the layout of a Web Builder Agency audit.