Northstar Digital

WEBSITE AUDIT REPORT · 15 APR 2026

Website performance & SEO audit

https://acme-marketing.co



OVERALL HEALTH

Needs work

24 of 40 assessed checks need attention. Fixing the highest-impact items first lifts this score fastest.

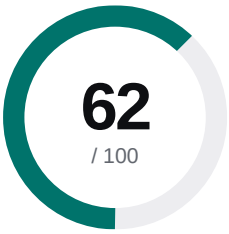
AUDITED	PAGES CRAWLED	CHECKS RUN	REPORT ID
15 Apr 2026	24 pages	40 checks	AZ-SAMPLE

Prepared by Northstar Digital on 18 Nov 2026. Fix instructions and impact scores are estimates, not professional advice. Verify changes against your own analytics before deploying.

01 · EXECUTIVE SUMMARY

The state of acme-marketing.co

Audited 15 Apr 2026 - Scanned all 24 pages - 40 checks



OVERALL SCORE

Needs work

AI Visibility 67 / 100

The site scores in the Needs work band (60-79). 24 of 40 assessed checks need attention, including 9 failures. Resolving the highest-impact items first lifts this score fastest.

AI SUMMARY · WHAT TO FIX FIRST

Your biggest issue is site speed. A 5.2s LCP is likely holding back your rankings. Fix the hero image and render-blocking scripts first (2-3 hours of work) and you'll likely see LCP drop below 2.5s. The 3 broken links and missing H1 tags are quick wins that directly signal site quality to Google. After those, focus on Open Graph tags for your case studies - clients share these pages and poor social previews are a credibility hit.

PAGES CRAWLED	CHECKS RUN	ISSUES	PASSED
24	40	24 · 9 fail · 15 warn	16 · of 40

16 of 40 checks passed. Every check that passed is listed for completeness in the appendix.

CATEGORY	PASS	WARN	FAIL
Critical	4	3	2
Performance	1	3	2
SEO	3	1	2
Quick wins	5	2	3
AI Visibility	3	6	0
All categories	16	15	9

02 · ISSUES & FIXES

What needs attention

24 issues - 9 fail - 15 warn

CRITICAL

5 issues

FAIL Broken internal links (4xx)

Impact 8 / 10

3 internal links return a 404 error. These waste crawl budget and hurt rankings.

Fix: Update or remove the 3 broken links above. The /services/old-branding page moved to /services/brand-strategy - update the href in your nav and any in-body mentions. The other two no longer exist; remove those links entirely or redirect them.

> AFFECTED PAGES: 3
> https://acme-marketing.co/services/old-branding
> https://acme-marketing.co/team/sarah-jones
> https://acme-marketing.co/resources/2022-guide

FAIL Missing H1

Impact 7 / 10

2 pages have no H1 tag. H1 is a primary ranking signal - pages without one are at a structural SEO disadvantage.

Fix: Add an H1 to both pages. For /thank-you use "Thanks for getting in touch" and for /privacy use "Privacy Policy". The H1 should reflect the page's primary topic - even utility pages benefit from a clear heading for accessibility and indexing.

> AFFECTED PAGES: 2
> https://acme-marketing.co/thank-you
> https://acme-marketing.co/privacy

WARN Duplicate title tags

Impact 6 / 10

4 pages share the same title tag "Acme Marketing - Home". Each page needs a unique title for Google to rank them independently.

Fix: Each of these pages needs a unique, descriptive title tag. Suggested titles: /services "Marketing Services - Acme Marketing", /case-studies "Client Case Studies & Results - Acme Marketing", /contact "Contact Us - Acme Marketing", /about "About Our Agency - Acme Marketing". Keep titles under 60 characters.

> AFFECTED PAGES: 4
> https://acme-marketing.co/services
> https://acme-marketing.co/case-studies
> https://acme-marketing.co/contact
> **+ 1 more affected page**

WARN Missing meta description

Impact 5 / 10

6 pages have no meta description. Google may auto-generate one from page content - often poorly.

Fix: Write a unique meta description for each page (150-160 characters). Lead with the value: what the page covers and why someone should click. For service pages, include the service name and a benefit. For case studies, name the client and the result (e.g. "How Fitco grew organic traffic 3× in 6 months - read the full case study.").

> AFFECTED PAGES: 6
> https://acme-marketing.co/services/seo
> https://acme-marketing.co/services/paid-search

> https://acme-marketing.co/services/content
> **+ 3 more affected pages**

WARN Redirect chains

Impact 4 / 10

3 URLs have multi-hop redirect chains (2+ redirects). Each hop adds latency and dilutes link equity.

Fix: Update each redirect to point directly to its final destination. In your Nginx or .htaccess config, change the /seo redirect to point straight to /services/seo, skipping the intermediate /services hop. Repeat for /ppc and /blog/old. This is a 3-line config change and eliminates unnecessary page load time.

> AFFECTED PAGES: 3
> https://acme-marketing.co/seo /services /services/seo (2 hops)
> https://acme-marketing.co/ppc /se...s /services/paid-search (2 hops)
> https://acme-marketing.co/blog/old /blog/archive /blog (2 hops)

PERFORMANCE

5 issues

FAIL Largest Contentful Paint (LCP)

Impact 9 / 10

LCP is 5.2s (poor - should be under 2.5s). Your hero image is the LCP element and loads too slowly.

Fix: Your hero image (/images/hero-2024.jpg at 1.9MB) is the culprit. (1) Convert to WebP - cuts file size ~70%. (2) Add width and height attributes to prevent layout shift. (3) Add fetchpriority="high" so the browser fetches it first. (4) Serve from a CDN with edge caching. Expected LCP: ~1.8s.

Affected pages: none - site-wide or domain-level check.

FAIL Uncompressed images >100kb

Impact 8 / 10

8 images over 100kb and not compressed. Combined excess weight: 4.6MB.

Fix: Run all images through Squoosh (free, browser-based) or set up next/image if you're on Next.js - it auto-converts and resizes. For the PNG logo grid, switch to SVG (~10kb, infinitely scalable). Target: all images under 100kb. This single fix will cut your total page weight by ~60% and directly improve LCP and Time to Interactive.

> AFFECTED PAGES: 8
> /images/hero-2024.jpg (1.9 MB)
> /images/team-photo.jpg (780 KB)
> /images/office.jpg (640 KB)
> **+ 5 more affected pages**

WARN Cumulative Layout Shift (CLS)

Impact 7 / 10

CLS score is 0.18 (needs improvement - should be under 0.1). Layout shifts are occurring on initial load.

Fix: The shift is caused by a Google Fonts load and a banner ad slot that renders after the page paints. Add font-display: optional to your @font-face declarations, and reserve space for the ad slot with a min-height on the container. Both changes prevent the browser from repainting content once assets load.

Affected pages: none - site-wide or domain-level check.

WARN Render-blocking resources

Impact 6 / 10

4 render-blocking resource(s) found. Lighthouse estimates 250 ms could be saved.

Fix: Move your 3 external analytics scripts (Google Tag Manager, Hotjar, HubSpot tracking) to load with async or defer attributes - they don't need to block rendering. For the main stylesheet, inline the critical CSS that styles above-the-fold content and lazy-load the rest. GTM alone accounts for most of that.

Affected pages: none - site-wide or domain-level check.

WARN Image dimensions and modern formats

Impact 5 / 10

9 images are served as JPEG or PNG where WebP/AVIF would be 30-60% smaller, and 5 <img> tags are missing width/height attributes.

Fix: Convert the hero and case-study images to WebP (Squoosh or your build pipeline can batch this) and add explicit width and height attributes to the 5 flagged <img> tags so the browser can reserve space before the image loads. On WordPress, a plugin like EWWW or ShortPixel converts formats automatically.

Affected pages: none - site-wide or domain-level check.

SEO

3 issues

WARN Mobile-friendliness

Impact 8 / 10

Google PageSpeed flags tap targets on mobile that are too small or too close together.

Fix: Your footer-nav links are 11px text with 8px padding - well below the 48×48px recommended touch target. Increase to at least padding: 12px 16px. Also expand the mobile menu hamburger from 28×28 to 44×44px minimum. These are pure CSS changes.

Affected pages: none - site-wide or domain-level check.

FAIL Missing Open Graph tags

Impact 7 / 10

12 pages are missing og:title, og:description or og:image. These pages show poorly when shared on LinkedIn, Slack or X.

Fix: Add og:title, og:description, og:image and og:url to every page. Use a 1200×630 image per page. For a marketing agency this is especially high-value - clients share case-study pages and a blank preview kills credibility. On WordPress, Yoast or Rank Math handles this automatically.

> AFFECTED PAGES: 5
> https://acme-marketing.co/services/seo
> https://acme-marketing.co/services/paid-search
> https://acme-marketing.co/services/content
> **+ 2 more affected pages**

FAIL Structured data (JSON-LD)

Impact 6 / 10

No structured data found on any page. You're missing out on rich results (review stars, breadcrumbs, FAQs) in Google Search.

Fix: Start with three schemas that pay the most for an agency site: (1) Organization on the homepage. (2) LocalBusiness if you serve a specific geography. (3) FAQPage on any page with FAQs - these appear as expandable answers in search results. All three are copy-paste JSON-LD blocks inside a <script type="application/ld+json"> tag.

Affected pages: none - site-wide or domain-level check.

QUICK WINS

5 issues

FAIL JavaScript console errors

Impact 6 / 10

4 unique JavaScript console errors detected. Errors: "TypeError: Cannot read properties of undefined (reading 'push')"; "Failed to load resource: 404 https://example.com/js/analytics-v2.js"; "ReferenceError: dataLayer is not defined".

Fix: Open Chrome DevTools (F12) on the live site and check the Console tab. The 404 on https://example.com/js/analytics-v2.js means a script reference is pointing to a file that no longer exists - remove or update the <script src> tag. The dataLayer reference error means GTM is trying to push to a variable that hasn't been initialised - add window.dataLayer = window.dataLayer || [] before your GTM snippet.

Affected pages: none - site-wide or domain-level check.

FAIL Images missing alt text

Impact 5 / 10

18 images are missing alt text. Affects both SEO and accessibility (WCAG 2.1 Level AA).

Fix: Add descriptive alt attributes to all 18 images. For context images (team photo, office), describe what's in the image: alt="Acme Marketing team at our Bristol office". For decorative images, use alt="" - this tells screen readers to skip them. Partner logos need alt text matching each logo's company name.

> AFFECTED PAGES: 5
> https://acme-marketing.co/images/team-photo.jpg
> https://acme-marketing.co/images/office.jpg
> https://acme-marketing.co/images/partners-logos.png
> **+ 2 more affected pages**

FAIL Security headers

Impact 5 / 10

3 recommended security headers missing: HSTS, X-Content-Type-Options, X-Frame-Options.

Fix: Add three headers to your server config. In Nginx, inside your server {} block: add_header Strict-Transport-Security "max-age=31536000; includeSubDomains" always; add_header X-Content-Type-Options "nosniff" always; add_header X-Frame-Options "SAMEORIGIN" always;. On Cloudflare, configure these under Security HTTP Response Headers - no server change needed.

Affected pages: none - site-wide or domain-level check.

WARN Email authentication

Impact 4 / 10

SPF record found, but no DMARC record is published for acme-marketing.co. Without DMARC, spoofed emails from your domain are more likely to reach inboxes.

Fix: Add a DMARC TXT record at _dmarc.acme-marketing.co. Start with a monitoring-only policy: "v=DMARC1; p=none; rua=mailto:dmarc@acme-marketing.co" - it changes nothing about delivery but sends you reports on who is sending as your domain. Tighten to p=quarantine once the reports look clean.

Affected pages: none - site-wide or domain-level check.

WARN Meta description length

Impact 3 / 10

3 meta descriptions exceed 160 characters and will be truncated in search results.

Fix: Trim the 3 descriptions below 160 characters. The homepage description can drop from 187 chars to a tighter "Full-service digital marketing agency. SEO, paid search, and content that drives growth. Based in Bristol." - 111 chars, and actually more compelling.

> AFFECTED PAGES: 3
> https://acme-marketing.co/ (187 chars)
> https://acme-marketing.co/services (173 chars)
> https://acme-marketing.co/about (168 chars)

AI VISIBILITY

6 issues

WARN AI crawler firewall blocking

Impact 5 / 10

Your server or CDN blocks AI crawlers at the network level: a request identifying as GPTBot received HTTP 403 while a normal browser request succeeded. robots.txt cannot fix this; check your CDN or firewall bot-management settings (Cloudflare blocks AI bots by default on many plans).

Fix: Your robots.txt says AI crawlers are welcome, but Cloudflare is turning them away at the edge. In the Cloudflare dashboard, open Security then Bots and allow the verified AI crawlers you want reading your site, or add a WAF exception for the GPTBot, ClaudeBot, and PerplexityBot user agents. This is the one AI Visibility issue robots.txt cannot fix.

Affected pages: none - site-wide or domain-level check.

WARN AI citation schema

Impact 4 / 10

No Organization, Person, or WebSite JSON-LD with a name and url was found on any crawled page. AI search engines rely on entity schema to attribute and cite sources.

Fix: Add an Organization JSON-LD block to your homepage <head> with name "Acme Marketing", url, logo, and sameAs links to your social profiles. This lets AI engines identify and cite your brand as the source.

Affected pages: none - site-wide or domain-level check.

WARN llms.txt file

Impact 3 / 10

No llms.txt file was found at the site root. llms.txt is an emerging standard (llmstxt.org) that gives AI assistants a curated, markdown summary of your site so they represent it accurately.

Fix: Add a /llms.txt file at your site root: a markdown file starting with a # H1 title, a > blockquote summary, then linked sections. List your key pages (services, case studies, contact) so ChatGPT, Claude, and Perplexity summarise Acme Marketing correctly.

Affected pages: none - site-wide or domain-level check.

WARN Answer engine schema

Impact 3 / 10

No FAQPage, HowTo, or QAPage JSON-LD was found on any crawled page. AI assistants preferentially cite content marked up as direct question-and-answer material.

Fix: Add FAQPage schema to your FAQ or support pages. Wrap each question and answer in a mainEntity Question/acceptedAnswer structure so answer engines can surface your content directly.

Affected pages: none - site-wide or domain-level check.

WARN Author attribution schema

Impact 2 / 10

Article or blog content was found but none of it names an author in its schema. Add a Person author with a name and sameAs links to the article JSON-LD so AI engines can attribute and trust the content.

Fix: Add an author to your blog post JSON-LD: a Person node with name "Acme Marketing" (or the individual writer) and sameAs links to their LinkedIn or author page. AI engines weigh author attribution as an E-E-A-T signal when deciding whose content to cite.

Affected pages: none - site-wide or domain-level check.

WARN Question-format headings

Impact 2 / 10

No question-format H2 or H3 headings were found. Rephrasing key section headings as the questions your users actually ask (and pairing them with FAQPage schema) makes it easier for AI assistants to extract and cite your answers.

Fix: Rewrite a few key section headings as the exact questions customers ask, for example "How much does marketing automation cost?" instead of "Pricing". AI answers preferentially lift content sitting under a heading phrased as the user question.

Affected pages: none - site-wide or domain-level check.

03 · APPENDIX

Every check that passed

16 checks passed - reference only

Reference material: the complete list of checks that passed this audit, grouped by category. Nothing here needs action.

CHECK	CATEGORY
Missing title tag	CRITICAL
Multiple H1 tags	CRITICAL
No SSL / mixed content	CRITICAL
Robots.txt blocking pages	CRITICAL
Interaction to Next Paint (INP)	PERFORMANCE
Sitemap.xml valid	SEO
Canonical tag present	SEO
Heading hierarchy	SEO
Title tag length	QUICK WINS
Missing <html lang> attribute	QUICK WINS
Missing favicon	QUICK WINS
TLS certificate expiry	QUICK WINS
Cookie attributes	QUICK WINS
AI crawler access	AI VISIBILITY
Semantic content structure	AI VISIBILITY
Content freshness signals	AI VISIBILITY

REPORT NOTES

About this audit

HOW WE AUDITED

We crawled 24 pages from acme-marketing.co and ran 40 checks across Critical, Performance, SEO, Quick wins, and AI Visibility. Core Web Vitals use lab data; email authentication is checked against public DNS records.

SCORING

Each check is weighted by category and severity. 80+ is healthy, 60-79 needs work, under 60 is at risk. Not-assessed checks are excluded from the denominator. acme-marketing.co scores 62.

REPORT

Report AZ-SAMPLE was generated on 18 Nov 2026 and can be re-run any time from your dashboard to track changes over time.

Fix instructions and impact scores are AI-generated estimates, not professional advice. Verify changes against your own analytics and test in staging before deploying to production.

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