SAMPLE / NOT A REAL CLIENT AUDIT

Website Health Review

Example Business · fictional local service website

This document demonstrates how a technical audit could explain findings, prioritize action, and guide a business owner toward practical improvements.

EXAMPLE PRIORITIES

P1 / HIGH	Confirm contact form delivers inquiries
P2 / MEDIUM	Compress oversized mobile hero imagery
P3 / LOW	Clarify footer navigation labels

Illustrative scenario. No live crawl, PageSpeed test, client access, analytics review, or security assessment was performed for this example.

01 / FINDINGS & EVIDENCE

What we might find

01 Lead form may not complete reliably

HIGH

Example evidence: the form displays an error in a staged mobile submission test.

Next: Check delivery and confirmation behavior; validate with owner-approved test submissions.

02 Large imagery may delay first paint

MEDIUM

Example evidence: an oversized hero file in this fictional scenario.

Next: Check PageSpeed Insights mobile/desktop results, file sizes, and image formats.

03 Footer language is difficult to scan

LOW

Example evidence: overlapping or unclear link names on a narrow viewport.

Next: Simplify navigation text and verify touch-target spacing.

EVIDENCE STANDARD

Real reports include capture dates, affected URLs, annotated screenshots, test conditions, and a clear distinction between measured findings and professional judgment.

02 / ACTION PLAN

Fix the important things first.

WEEK 1	**Validate lead capture** Owner-approved form test, delivery confirmation and repair quote.
WEEK 2	**Address loading bottlenecks** Optimize key images and re-test representative pages.
MONTH 1	**Establish monitoring** Track uptime, SSL, major page changes and critical interactions.

RECOMMENDED NEXT STEP

Start with a defined one-time remediation scope. Then decide whether monthly monitoring is useful. No redesign is assumed or required.

All estimates, findings and timing here are hypothetical. Actual work requires a scoped agreement and appropriate site access.