

Example Consulting Co. (example-consulting.com)

A practical, evidence-based review of how well the site helps prospective clients find Example Consulting Co., trust its expertise and get in touch. Prepared by peoplefirst.si.

01 / Executive summary

Strong substance, held back by loose ends. The content is the site’s biggest asset: a clear audience, specific services with concrete deliverables, and verifiable credentials. The problems are mostly upkeep: old pages that should not be public, a slow server, missing basics such as a privacy policy and zoom support, and a homepage that doesn’t ask visitors to get in touch soon enough.

70

Lighthouse performance, home (mobile)

2.0–3.5 s

Server response time

5

Draft pages live and in sitemaps

0

Broken links (of ~150 checked)

Overall scorecard

Area	Rating	What drives the rating
Site hygiene & content governance	Urgent	Several old draft pages are public, indexable and listed in the sitemap; one shows a theme’s demo contact details.
Performance & speed	Needs work	Lighthouse mobile performance in the high 60s to low 80s. Pages take 2–3.5 s to start responding; HTML is not compressed.

Area	Rating	What drives the rating
Mobile experience	Needs work	Pinch-to-zoom is disabled. The homepage scrolls sideways on a 390 px phone.
Accessibility	Needs work	Images lack alt text, heading order skips levels, no < main > landmark. No contrast failures.
On-page SEO	Fair	Unique titles, descriptions and canonicals; two sitemap plugins run in parallel; thin structured data.
Security & trust	Needs work	Valid TLS 1.3, but no security headers, mixed-content images and an exposed author username.
Messaging & content	Strong	Clear audience, specific deliverables and verifiable credentials.
Conversion paths	Needs work	No contact button in the hero or header; phone and email only in the footer.
Local & AI search basics	Needs work	City listed two different ways; no business schema; no FAQ content.
Analytics & measurement	Needs work	Basic page-view stats only; no conversion tracking.
Legal pages	Urgent	Privacy policy URL returns 404, while the contact form collects personal data and third-party cookies are set.

The five things that matter most

1. **Critical:** retire the old draft pages.
2. **High:** turn on page caching and compression.
3. **High:** publish and link a privacy policy.
4. **High:** make "Get in touch" the first, easiest step.
5. **High:** restore zoom and add image descriptions.

02 / Audit checklist (excerpt)

The full report covers 77 checks: in this sample, 21 Pass · 48 Comment · 8 Not tested.

Check	Status	Note
Legacy / draft pages unpublished	Comment	Old drafts public and in sitemap
404 page returns HTTP 404	Pass	True 404
Internal links resolve	Pass	No broken links; a few extra 301 hops
External links open in new tab	Comment	Social profile links replace the site
Primary contact CTA above the fold	Comment	Hero has two "explore" buttons
LCP ≤ 2.5 s (mobile)	Comment	3.5–5.5 s
Text compression	Comment	Off
Zoom allowed	Comment	user-scalable=0
Color contrast	Pass	0 violations
Image alt text	Comment	Missing
Canonical tags	Pass	Self-referencing
Structured data	Comment	No address, phone or sameAs
HTTPS certificate	Pass	TLS 1.3, valid
Security headers	Comment	None present
Privacy policy	Comment	404
AI crawlers allowed	Pass	Not blocked in robots.txt
llms.txt	Comment	Absent (optional)

03 / Findings (excerpt)

Critical · Legacy draft pages are public, indexable and in the sitemaps

Evidence: Five numbered draft pages ("1-home", "3-contact" and so on) return HTTP 200 with index, follow, self-referencing canonicals and entries in both sitemaps. One still shows the page-builder theme's demo footer with a placeholder phone number, email and street address, next to the real one, plus a different city from the live pages.

Simplest fix: Set each draft to Private and 301-redirect it to its live equivalent. Move any useful copy first. *(Client decides · Agency implements)*

High · The server is slow to generate pages (no page cache)

Evidence: Time to first byte for HTML was 2.0–3.5 s on every page across curl, Lighthouse and browser tests, while a static CSS file on the same server returned in about 0.2 s. That points to page generation, not the network. Lighthouse attributes about 60% of mobile LCP to server time.

Simplest fix: Enable full-page caching and gzip/Brotli compression, then re-test. Target TTFB under 0.8 s. *(Agency)*

High · No privacy policy

Evidence: /privacy-policy/ returns 404 and no privacy link appears in the footer or at the contact form, which collects name, email and message. Third-party analytics cookies are set on every page.

Simplest fix: Publish a short plain-language policy, link it in the footer and under the form, and have it reviewed by someone qualified. *(Client (content) · Agency (setup))*

High · Pinch-to-zoom is disabled on every page

Evidence: The viewport tag includes `maximum-scale=1.0`, `user-scalable=0`. Lighthouse and axe-core both flag it; it fails WCAG 1.4.4 (Resize Text).

Simplest fix: Change it to `width=device-width`, `initial-scale=1` (usually one theme setting). *(Agency)*

High · The homepage doesn't invite a conversation early enough

Evidence: Hero buttons are "Explore services" and "See our work". The first contact prompt is the final banner. On mobile the headline fills the first screen and the buttons sit below it.

Simplest fix: Add one primary action ("Book a 20-minute call" or "Contact us") to the header and hero; make the phone a `tel:` link near the top on mobile. *(Client (offer) · Agency (build))*

Medium · Social profile links replace the website in the same tab

Evidence: Footer social icons use `target="_self"`; a stubbed click test confirmed the tab navigates away. A contact-page email item is configured as a web URL instead of `mailto:`, so it opens a broken page.

Simplest fix: Open external profiles in a new tab with `rel="noopener noreferrer"`; fix the email item to `mailto:`. *(Agency)*

Medium · Structured data doesn't describe a professional service

Evidence: JSON-LD declares a combined Person/Organization with only a logo (over `http://`). No address, phone, service area, `sameAs` or services.

Simplest fix: Use `ProfessionalService` (or `LocalBusiness`) with full details, plus a `Person` for the principal with credentials. *(Agency)*

04 / Prioritized action plan

#	Action	Severity	Est. effort
1	Unpublish and redirect the legacy draft pages	Critical	1 hr
2	Enable page caching and compression	High	1–2 hrs
3	Re-enable zoom	High	10 min
4	Publish and link a privacy policy	High	2–3 hrs
5	Fix social and email links	High	30 min
6	Add a primary contact CTA to header and hero	High	2–4 hrs
7	Add alt text to all content images	High	1–2 hrs
8	Set up analytics with 3 conversion events + Search Console	Medium	2–3 hrs
9	Fix headings, add <main>, fix mobile overflow	Medium	2 hrs
10	Add security headers; disable XML-RPC and user enumeration	Medium	2 hrs
11	Upgrade business schema, add an FAQ, standardize contact details	Medium	Half day

05 / Next steps

1. A 30-minute review call to confirm the one goal the site should serve.
2. A one-week cleanup sprint (actions 1–5), then re-run the same tests.
3. A messaging and measurement pass over the following month.

06 / Assumptions & needs human review

- We assume the numbered pages are leftover drafts; confirm none is linked from proposals before redirecting.
- The contact form was inspected, not submitted; send yourself a test message.

- Rankings and business-profile data need account access to verify.
- This report is not legal advice or an accessibility certification.

07 / Method & tests that could not run

Test	Tool / method	Status
Crawl & on-page SEO	Python crawler from homepage + sitemaps; 10 HTML pages parsed	Completed
Link & asset check	~150 unique URLs, following redirects	Completed
Lighthouse	Home (mobile + desktop) and 4 key pages (mobile)	Completed
Accessibility	axe-core via Playwright/Chrome, WCAG 2.2 A/AA	Completed; manual screen-reader test not done
Security	Headers, TLS, mixed content, read-only exposure checks, SPF/DKIM/DMARC	Completed
Forms	Markup inspection only	No form submitted, by design
PageSpeed Insights field data	Google API	Not run (quota); lab data used

Ratings are peoplefirst.si's judgment based on measured evidence. Lab numbers vary between runs; use them to track direction.

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