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Example full website report

Example report. Harbour Lane Bakery is a made-up business, and every finding here is made up, to show what a full report looks like.

EXAMPLE REPORT | HARBOURLANEBAKERY.EXAMPLE

Your findings, and how to fix them

Each finding shows what we saw on your site, why it matters and, in broad terms, what putting it right involves. This is a guide to the size of the job, not a step-by-step manual.

Checked on 1 October 2026. Read as a local service site. 121 of 125 automated checks could be evaluated, and 94 passed. Report reference EXAMPLE.

This example uses a made-up bakery and a made-up website address (.example addresses can never belong to a real site). The findings, scores and evidence are invented, but the layout, wording and guidance are exactly what a real full report contains.

80 / 100

Quick check score: Leading

An automated score from your public pages. Areas that need a human eye are capped at 80, so only the expert audit can score them higher.

UK legal and compliance	77
Findability	84
Experience and performance	83
Trust, security and data	71

Summary of findings

We could check 36 legal requirements. 27 are met, and 3 need a person to confirm.

27 open findings: 2 critical, 12 important and 13 minor, plus 2 tips. By type: 9 required by law, 4 strongly recommended and 14 nice to have.

Every finding in this report, grouped by area with the most serious first. Select a finding to go straight to the detail.

Ref	Area	Topic	Type	Severity	Finding
P1-08	Compliance	Cookies and consent	Required by l	Critical	Advertising or visitor-identification trackers run before any consent is given
P1-03	Compliance	Privacy notice	Required by l	Important	Privacy policy does not mention the right to complain to the ICO
P1-10	Compliance	Cookies and consent	Required by l	Important	Cookie banner has no equally easy way to reject Needs checking
P1-16	Compliance	Pricing and consumer law	Required by l	Important	No returns, refunds or cancellation information found
P1-17	Compliance	Business details	Required by l	Important	Company registration number is not shown
P1-06	Compliance	Privacy notice	Required by l	Minor	Privacy policy does not say how long data is kept

Ref	Area	Topic	Type	Severity	Finding
P1-26	Compliance	Marketing claims	Required by [	Minor	Superlative or performance claims that need evidence on file Needs checking
P1-35	Compliance	Marketing claims	Required by [	Minor	Customer reviews are shown with no note on how they are collected Needs checking
P1-22	Compliance	Accessibility rules	Strongly recc	Important	Images are missing text alternatives
P2-11	Findability	Page titles and structure	Nice to have	Important	Page titles are missing, duplicated or poorly sized
P2-16	Findability	Local search	Nice to have	Important	No hidden business summary for search engines (structured data with your name, address and phone)
P2-04	Findability	Search engine basics	Nice to have	Minor	The sitemap isn't mentioned in the site's crawler rules (robots.txt)

Ref	Area	Topic	Type	Severity	Finding
P2-12	Findability	Page titles and structure	Nice to have	Minor	Pages are missing meta descriptions
P2-20	Findability	AI assistants	Nice to have	Minor	The business summary doesn't link to your official profiles
P3-04	Experience	Speed	Nice to have	Important	Google's mobile speed test gives a low score
P3-07	Experience	Easy to use for everyone	Nice to have	Minor	No skip-to-content link
P3-13	Experience	Enquiries and contact	Nice to have	Minor	Enquiry form asks for a lot of information
P4-12	Trust and security	Trackers and third parties	Required by l	Important	Trackers on the site are not named in the privacy or cookie policy
P4-28	Trust and security	Platform and software	Strongly recc	Critical	Some add-ons (plugins or themes) have known security problems

Ref	Area	Topic	Type	Severity	Finding
P4-21	Trust and security	Email security	Strongly recc	Important	Email providers aren't told to reject fake emails from your domain (DMARC missing or monitoring only)
P4-31	Trust and security	Platform and software	Strongly recc	Important	Anyone can see a list of the files in a folder
P4-02	Trust and security	Website security	Nice to have	Important	Browsers aren't told to always use the secure version of the site
P4-03	Trust and security	Website security	Nice to have	Minor	No browser rules limiting which scripts can run (Content Security Policy)
P4-15	Trust and security	Trust signals	Nice to have	Minor	Copyright year in the footer is out of date
P4-27	Trust and security	Platform and software	Nice to have	Minor	The website software is not the latest version

Ref	Area	Topic	Type	Severity	Finding
P4-29	Trust and security	Platform and software	Nice to have	Minor	Some add-ons (plugins or themes) are out of date
P4-32	Trust and security	Platform and software	Nice to have	Minor	The website software version is shown publicly
P4-24	Trust and security	Email security		Tip	No security contact file for people reporting problems (security.txt) Not scored
P4-33	Trust and security	Platform and software		Tip	The login page is at the standard address Not scored

- Required by law UK law says you must do this.
- Strongly recommended Not strictly the law, but it's the standard regulators and courts look for, or it protects you from a real risk.
- Nice to have Optional. It helps your website work better, but you're not breaking any rules without it. Nice-to-have items don't count against your UK rules score.
- **Critical:** a likely legal breach, security failure or blocker that is live now. Deal with these straight away.
- **Important:** clear gaps that cost enquiries, visibility or trust, or engage a legal duty. Aim for the next 30 days.
- **Minor:** refinements worth doing when convenient.
- **Needs checking:** a signal rather than a conclusion. A person should confirm it on the live site.

2 checks couldn't be completed this time. See what we couldn't check.

Compliance: 9 findings

EXAMPLE | Required by law | Critical | Compliance · Cookies and consent | P1-08

Advertising or visitor-identification trackers run before any consent is given

WHAT WE SAW

Before any choice was made on the cookie banner, the homepage loaded Meta Pixel and Google Ads remarketing.

WHY IT MATTERS

Advertising, retargeting and visitor-identification technologies need prior consent. Loading them on arrival is the most common cookie breach and a current ICO enforcement focus.

Applies to: Sites using advertising or visitor-tracking tools.
Reference: PECR Regulation 6, ICO storage and access guidance (April 2026).

HOW TO FIX

- Hold all advertising and visitor-identification tags back until a visitor chooses "Accept".
- Make sure "Reject" is as easy as "Accept" and really switches them off.
- Re-test in a fresh browser to confirm nothing loads early.

EFFORT	Medium
WHO USUALLY DOES THIS	Your web developer, about half a day including testing.

EXAMPLE | Required by law | Important | Compliance · Privacy notice | P1-03

Privacy policy does not mention the right to complain to the ICO

WHAT WE SAW

The privacy policy at /privacy does not mention the Information Commissioner's Office (ICO) or the right to complain to it.

WHY IT MATTERS

People must be told they can complain to the regulator, the ICO (since 30 September 2026 its legal name is the Information Commission, but "ICO" is still correct).

Applies to: Every business that collects personal details.
Reference: UK GDPR Article 13(2)(d).

HOW TO FIX

- Add a line saying people can complain to the Information Commissioner's Office, with a link to ico.org.uk.

EFFORT	Low
WHO USUALLY DOES THIS	You or whoever looks after your policies, a few minutes.

EXAMPLE · Required by law · Important · Compliance · Cookies and consent

Needs checking

P1-10

Cookie banner has no equally easy way to reject

WHAT WE SAW

The cookie banner has an "Accept all" button, but refusing takes two more clicks through "Settings".

This is a signal rather than a conclusion: a person should confirm it on the live site.

WHY IT MATTERS

Consent is not valid if refusing takes more effort than accepting.

Applies to: Sites with a cookie banner.
Reference: PECR Regulation 6, ICO guidance on consent (reject as easy as accept).

HOW TO FIX

- Add a "Reject all" button to the first screen of the cookie banner, as easy to see and use as "Accept all".

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, usually a setting in your cookie tool. Under an hour.

EXAMPLE · Required by law · Important · Compliance · Pricing and consumer law

P1-16

No returns, refunds or cancellation information found

WHAT WE SAW

Celebration cakes can be ordered online, but no refund or cancellation information was found on the pages read.

WHY IT MATTERS

Online shops must explain the cancellation right before purchase.

Applies to: Online shops selling to the public.
Reference: Consumer Contracts Regulations 2013 (14-day cancellation right).

HOW TO FIX

- Publish a returns, refunds and cancellation page.
- Link it from product pages, the basket and checkout.

EFFORT	Medium
WHO USUALLY DOES THIS	You, with a template or adviser; your web developer adds the page and links.

EXAMPLE · Required by law · Important · Compliance · Business details

P1-17

Company registration number is not shown

WHAT WE SAW

The footer names "Harbour Lane Bakery Ltd", but no company number appears on the pages read.

WHY IT MATTERS

Limited companies and LLPs must show their registered number on their website.

Applies to: Limited companies and LLPs. Sole traders don't need this.
Reference: Company, LLP and Business Names (Miscellaneous Provisions) Regulations 2015 reg. 25.

HOW TO FIX

- Add your company name, company number, where you're registered and your registered office to the footer or a legal information page.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, a few minutes.

EXAMPLE · Required by law · Minor · Compliance · Privacy notice · P1-06

Privacy policy does not say how long data is kept

WHAT WE SAW

The privacy policy does not say how long order and enquiry details are kept.

WHY IT MATTERS

People must be told the retention period or the criteria used to set it.

Applies to: Every business that collects personal details.
Reference: UK GDPR Article 13(2)(a).

HOW TO FIX

- Say how long you keep each kind of data, for example enquiries, customer records and analytics.

EFFORT	Low
WHO USUALLY DOES THIS	You or whoever looks after your policies, under an hour.

EXAMPLE | Required by law | Minor | Compliance · Marketing claims

Needs checking

P1-26

Superlative or performance claims that need evidence on file

WHAT WE SAW

The homepage says "the best sourdough on the coast". Keep evidence on file for claims like this.

This is a signal rather than a conclusion: a person should confirm it on the live site.

WHY IT MATTERS

Objective claims such as "best", "number one" or "guaranteed" results must be backed by evidence held before the claim is made.

Applies to: Every business that makes claims about itself or its products.
Reference: CAP Code rules 3.7 and 3.33 (substantiation), DMCCA 2024.

HOW TO FIX

- For each "best", "number one" or performance claim, keep evidence on file, or soften the wording.

EFFORT	Low
WHO USUALLY DOES THIS	You, an hour or so.

EXAMPLE | Required by law | Minor | Compliance · Marketing claims

Needs checking

P1-35

Customer reviews are shown with no note on how they are collected

WHAT WE SAW

Reviews from Google reviews appear on the homepage, but there is no note explaining how reviews are collected and checked.

This is a signal rather than a conclusion: a person should confirm it on the live site.

WHY IT MATTERS

If you show customer reviews or star ratings, you need reasonable steps to keep them genuine and should tell people how reviews are collected and checked, and whether any are left out.

Applies to: Businesses that show customer reviews.
Reference: DMCCA 2024 Schedule 20 paragraph 13 (fake and misleading reviews); CMA guidance on fake reviews (CMA208).

HOW TO FIX

- Add a short "About our reviews" note: where reviews come from, how you check they are genuine, and that you show good and bad ones.
- If you use a review platform, link to its review policy.

EFFORT	Low
WHO USUALLY DOES THIS	You write the note; your web developer adds it. Under an hour.

EXAMPLE · Strongly recommended · Important · Compliance · Accessibility rules

P1-22

Images are missing text alternatives

WHAT WE SAW

9 of 24 images on the homepage have no text alternative, including the photos of the cake range.

WHY IT MATTERS

Screen-reader users get no description of images without alt text.

Applies to: Every website.
Reference: WCAG 2.2 AA 1.1.1; Equality Act 2010.

HOW TO FIX

- Add a short description to each image that carries meaning.
- Mark purely decorative images so screen readers skip them.

EFFORT	Low to medium
WHO USUALLY DOES THIS	Your web developer or whoever edits your content, an hour or two.

Findability: 5 findings

EXAMPLE · Nice to have · Important · **Findability · Page titles and structure** · P2-11

Page titles are missing, duplicated or poorly sized

WHAT WE SAW

4 of the 7 pages read share the title "Home | Harbour Lane Bakery".

WHY IT MATTERS

The title is the main line shown in search results.

Applies to: Every website.
Reference: Google Search Central: title links.

HOW TO FIX

- Give every page its own clear title, roughly 30 to 60 characters, that says what the page is about.

EFFORT	Low to medium
WHO USUALLY DOES THIS	You or whoever edits your content, an hour or two.

EXAMPLE · Nice to have · Important · **Findability · Local search** · P2-16

No hidden business summary for search engines (structured data with your name, address and phone)

WHAT WE SAW

No LocalBusiness or Bakery structured data with the name, address and phone number was found.

WHY IT MATTERS

Schema confirms the business name, location and contact details to search engines and AI assistants.

Applies to: Businesses that rely on local customers.
Reference: Google Search Central: Organization and LocalBusiness structured data.

HOW TO FIX

- Add a hidden business summary with your name, address, phone, logo and profile links.
- Check it with Google's free Rich Results Test.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, under an hour. Often a plugin or setting.

EXAMPLE · Nice to have · Minor · Findability · Search engine basics · P2-04

The sitemap isn't mentioned in the site's crawler rules (robots.txt)

WHAT WE SAW

robots.txt does not include a Sitemap line.

WHY IT MATTERS

Listing the sitemap in robots.txt lets every crawler find it.

Applies to: Every website.
Reference: Sitemaps protocol.

HOW TO FIX

- Add a line pointing to your sitemap in the crawler rules file.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, a few minutes.

EXAMPLE | Nice to have | Minor | Findability · Page titles and structure | P2-12

Pages are missing meta descriptions

WHAT WE SAW

5 of the 7 pages read have no meta description.

WHY IT MATTERS

Without one, search engines pick text from the page, often badly.

Applies to: Every website.
Reference: Google Search Central: snippets.

HOW TO FIX

- Write a short, unique summary for each key page, roughly 120 to 160 characters.

EFFORT	Low to medium
WHO USUALLY DOES THIS	You or whoever edits your content, an hour or two.

EXAMPLE | Nice to have | Minor | Findability · AI assistants | P2-20

The business summary doesn't link to your official profiles

WHAT WE SAW

The business summary has no sameAs links to the bakery's Instagram or Facebook pages.

WHY IT MATTERS

sameAs links tie the website to the business's LinkedIn, Companies House and review profiles, which helps AI answers and knowledge panels.

Applies to: Every website.
Reference: Google Search Central: Organization structured data.

HOW TO FIX

- Add links to your official profiles (such as LinkedIn) to the hidden business summary.

EFFORT Low

WHO USUALLY DOES THIS Your web developer, a few minutes.

Experience: 3 findings

EXAMPLE Nice to have Important **Experience · Speed** P3-04

Google's mobile speed test gives a low score

WHAT WE SAW

Google's mobile speed score is 41 out of 100. The largest image on the homepage is a 3.8 MB photo.

WHY IT MATTERS

Slow mobile pages lose visitors before they see the offer.

Applies to: Every website.
Reference: Lighthouse performance guidance.

HOW TO FIX

- Compress and resize images, remove scripts you don't need, and stop content jumping as it loads.

EFFORT Medium

WHO USUALLY DOES THIS Your web developer, half a day to a day.

EXAMPLE Nice to have Minor **Experience · Easy to use for everyone** P3-07

No skip-to-content link

WHAT WE SAW

No skip-to-content link was found on the homepage.

WHY IT MATTERS

Keyboard users must tab through the whole menu on every page.

Applies to: Every website.
Reference: WCAG 2.2 AA 2.4.1 (bypass blocks).

HOW TO FIX

- Add a "Skip to content" link at the very top of each page for keyboard users.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, under an hour.

EXAMPLE · Nice to have · Minor · **Experience · Enquiries and contact** · P3-13

Enquiry form asks for a lot of information

WHAT WE SAW

The cake order form asks for 14 details, including date of birth.

WHY IT MATTERS

Every extra required field reduces enquiries and may collect more than needed.

Applies to: Every website.
Reference: UK GDPR Article 5(1)(c) (data minimisation); conversion good practice.

HOW TO FIX

- Cut the form down to what you need for a first reply, usually name, email and a message.

EFFORT	Low
WHO USUALLY DOES THIS	You decide; your web developer makes the change. Under an hour.

Trust and security: 10 findings

EXAMPLE | Required by law | Important

Trust and security · Trackers and third parties P4-12

Trackers on the site are not named in the privacy or cookie policy

WHAT WE SAW

Meta Pixel and Hotjar load on the site, but neither is named in the privacy or cookie policy.

WHY IT MATTERS

Visitors must be told which third parties receive their data.

Applies to: Sites using trackers.
Reference: UK GDPR Article 13(1)(e) (recipients); PECR Regulation 6.

HOW TO FIX

- List each third-party tool, what it's for and who provides it in your cookie or privacy policy.

EFFORT	Low to medium
WHO USUALLY DOES THIS	You or whoever looks after your policies, an hour or two.

EXAMPLE | Strongly recommended | Critical

Trust and security · Platform and software P4-28

Some add-ons (plugins or themes) have known security problems

WHAT WE SAW

bakeshop-orders 2.3.1 (a made-up add-on for this example): 2 known problems, for example "Order details can be downloaded without logging in". Example data only, so no vulnerability record links are shown.

WHY IT MATTERS

Add-ons are the most common way WordPress sites are broken into. These versions have published security problems.

Applies to: Every website.
Reference: UK GDPR Article 32; NCSC guidance on keeping software up to date.

HOW TO FIX

- Take a backup, then update each add-on listed.
- If no fixed version exists, replace or remove the add-on.
- Remove add-ons you don't use.

EFFORT	Low to medium
WHO USUALLY DOES THIS	Your web developer, an hour or two. Urgent if any are marked critical.

EXAMPLE · Strongly recommended · Important · Trust and security · Email security

P4-21

Email providers aren't told to reject fake emails from your domain (DMARC missing or monitoring only)

WHAT WE SAW

The DMARC record is set to p=none, so fake emails from the domain are only monitored, not rejected.

WHY IT MATTERS

DMARC tells mail servers to reject email that pretends to be from you.

Applies to: Every website.
Reference: NCSC email security guidance.

HOW TO FIX

- Add a DMARC record with reporting, then, once your real email passes, tell providers to quarantine or reject fakes.

EFFORT	Low to medium
WHO USUALLY DOES THIS	Whoever manages your domain or email, an hour now and a check-in a few weeks later.

EXAMPLE · Strongly recommended · Important

Trust and security · Platform and software P4-31

Anyone can see a list of the files in a folder

WHAT WE SAW

/wp-content/uploads/ shows a list of its files.

WHY IT MATTERS

A file list can reveal documents, backups or uploads that were never meant to be found.

Applies to: Every website.
Reference: UK GDPR Article 32; OWASP information exposure guidance.

HOW TO FIX

- Turn off folder listings on the server.
- Look through the folder for old files, backups or documents that should not be public, and remove them.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer or hosting support, under an hour.

EXAMPLE · Nice to have · Important · **Trust and security · Website security** P4-02

Browsers aren't told to always use the secure version of the site

WHAT WE SAW

No Strict-Transport-Security header was sent.

WHY IT MATTERS

HSTS stops downgrade attacks on public wifi.

Applies to: Every website.
Reference: NCSC and OWASP secure headers guidance.

HOW TO FIX

- Turn on the setting that tells browsers to always use the secure version of your site (HSTS).

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer or hosting support, a few minutes. Often a Cloudflare or hosting setting.

EXAMPLE · Nice to have · Minor · Trust and security · Website security · P4-03

No browser rules limiting which scripts can run (Content Security Policy)

WHAT WE SAW

No Content-Security-Policy header was sent.

WHY IT MATTERS

A CSP limits the damage of injected scripts.

Applies to: Every website.
Reference: OWASP secure headers guidance.

HOW TO FIX

- Add browser rules listing where scripts and styles may load from, starting in a "report only" mode so nothing breaks.

EFFORT	Medium
WHO USUALLY DOES THIS	Your web developer, a few hours including testing.

EXAMPLE | Nice to have | Minor | Trust and security · Trust signals | P4-15

Copyright year in the footer is out of date

WHAT WE SAW

The footer says "© 2023".

WHY IT MATTERS

An old year makes the site look abandoned.

Applies to: Every website.
Reference: Trust good practice.

HOW TO FIX

- Update the copyright year in the footer, or set it to update itself.

EFFORT: Low

WHO USUALLY DOES THIS: Your web developer, a few minutes.

EXAMPLE | Nice to have | Minor | Trust and security · Platform and software | P4-27

The website software is not the latest version

WHAT WE SAW

The site runs WordPress 6.5.2. The latest version is 7.1.2.

WHY IT MATTERS

Older versions miss improvements and, sooner or later, security fixes.

Applies to: Every website.
Reference: NCSC guidance on keeping software up to date.

HOW TO FIX

- Take a backup, then update WordPress from the dashboard and check the site still works.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, or whoever looks after the site, under an hour.

EXAMPLE · Nice to have · Minor · Trust and security · Platform and software

P4-29

Some add-ons (plugins or themes) are out of date

WHAT WE SAW

3 add-ons are behind the latest version: bakeshop-orders 2.3.1 (latest 2.6.0), harbour-gallery 1.0.4 (latest 1.2.1) and simple-opening-hours 3.1 (latest 3.4).

WHY IT MATTERS

Out-of-date add-ons are a common way in for attackers, and can break when WordPress updates.

Applies to: Every website.
Reference: NCSC guidance on keeping software up to date.

HOW TO FIX

- Take a backup, then update the add-ons listed and check the site still works.
- Turn on automatic updates for add-ons from trusted makers.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, or whoever looks after the site, under an hour.

EXAMPLE · Nice to have · Minor · Trust and security · Platform and software

P4-32

The website software version is shown publicly

WHAT WE SAW

The page code says WordPress 6.5.2.

WHY IT MATTERS

Showing the exact version makes it easy for automated attacks to target known weaknesses.

Applies to: Every website.
Reference: OWASP information exposure guidance.

HOW TO FIX

- Hide the software version from the page code (a setting or small add-on).
- Delete the default readme file.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, a few minutes.

Tips

Good practice worth knowing about. Tips aren't problems and don't count towards your score.

EXAMPLE Tip **Trust and security · Email security** P4-24

No security contact file for people reporting problems (security.txt)

WHAT WE SAW

No /.well-known/security.txt with a Contact line. This is optional.

WHY IT'S WORTH A LOOK

Tells researchers how to report a security problem to you.

WHAT TO DO

- Publish a small security contact file so people can report problems to you.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, a few minutes.

EXAMPLE Tip **Trust and security · Platform and software** P4-33

The login page is at the standard address

WHAT WE SAW

The WordPress login page is open at /wp-login.php, as it is on most WordPress sites. We did not try to log in. It is worth checking every account has a strong password and two-step login.

WHY IT'S WORTH A LOOK

Automated tools try passwords on standard login pages all day. Strong passwords and a second login step keep them out.

WHAT TO DO

- Make sure every login uses a strong, unique password and two-step verification.
- Limit repeated login attempts with a security add-on or your host's settings.
- Remove old or unused accounts.

EFFORT	Low
WHO USUALLY DOES THIS	Your web developer, under an hour.

Things you don't need to worry about

Small businesses are often told they must do these. For your site, they aren't needed.

- You don't need an accessibility statement unless you're a public sector body. Making the site easy to use matters more.
- You don't have to put prices on your website. If you quote for work, your quote can carry the price and terms.
- You don't have to show a phone number on your website. The law asks for an email address and a postal address. If you provide services, give clients a phone number in your quote or contract instead.
- You don't need to pay for an "accessibility overlay" widget. They don't make a site compliant, and fixing the basics in this report does more.

What we couldn't check this time

These checks couldn't be completed automatically, usually because a page is built with scripts or a service didn't respond. They are not counted against you.

- P3-03: Real visitors find the site slow by Google's measures (Core Web Vitals)
- P4-09: Low security grade from Mozilla's free website security test

Scores by topic

Some areas need a human eye, so the automated check caps them at 80. The expert audit can score them fully.

Area	Topic	Score	Note
Compliance	Privacy notice	74	
Compliance	Cookies and consent	40	Capped at 40 because of a critical problem
Compliance	Pricing and consumer law	80	Partly automated
Compliance	Business details	80	
Compliance	Accessibility rules	80	
Compliance	Marketing claims	80	Capped at 80
Findability	Search engine basics	94	
Findability	Page titles and structure	74	Partly automated
Findability	Local search	80	Partly automated
Findability	AI assistants	94	
Findability	Content and credibility	80	Capped at 80
Experience	Speed	80	

Area	Topic	Score	Note
Experience	Clear next steps	80	Capped at 80
Experience	Mobile	80	Capped at 80
Experience	Easy to use for everyone	94	
Experience	Enquiries and contact	80	Capped at 80
Trust and security	Website security	74	
Trust and security	Trackers and third parties	80	
Trust and security	Trust signals	80	Capped at 80
Trust and security	Measuring results	100	
Trust and security	Email security	80	
Trust and security	Platform and software	17	

WHAT HAPPENS NEXT

You've seen what needs doing. Here are your options.

Fix it yourself

If you or someone on your team is comfortable working on the site, the guidance above shows what's involved. Run the free check again afterwards to see what's cleared.

Pass this report to your current provider

Send them this report. It's worth asking them why these weren't raised, and how they'll stop them coming back.

Let serva.digital fix it

You shouldn't have to chase these. I'll fix them for an agreed price and keep an eye on your site so they don't creep back.

You'll get a fixed quote for the items you choose, with the £29 you paid for this report credited against the work if you go ahead within 90 days. When it's done, your site is checked again so you can see each item is fixed.

If you'd like, ongoing care is available from £10 a month, matched to what your site needs, so issues like these are caught early.

No obligation. Prices are fixed and agreed in writing before any work starts. No VAT is charged.

Would you rather a person went through the whole site first? The expert audit covers the things an automated check can't judge, with a walkthrough call and a written summary. It costs £149 to £199, depending on the size of the site, and the £29 you paid for this report is credited against it if you book within 90 days. About the expert audit

David Allison, serva.digital

How this check works

- We read your public pages (home, about, contact, privacy, cookies, terms, order). We never log in, submit forms or try to break in.
- We also make a few ordinary requests that any browser could make, to see whether files that should be private (such as /.env or /.git/) can be opened, whether a folder lists its files, and which software versions the site shows. We don't keep the contents of any private file.
- Software versions are compared with WordPress.org, Wordfence Intelligence and retire.js. Certificate dates come from public certificate logs (Cert Spotter, by SSLMate) and domain renewal dates from the domain registry.
- Your homepage was loaded in a real browser located in the UK to see what runs before anyone agrees to cookies.

- Speed and accessibility scores come from Google PageSpeed Insights. The security grade comes from Mozilla's free website security test (not available this time).
- Rules version 2026-10-09.1, based on our summary of UK rules dated 2026-10-04.

This report is an automated check of the pages anyone can see on your website, on the date shown. We label each finding as required by law, strongly recommended or nice to have, based on our dated summary of UK rules (version 2026-10-04). It's a careful guide, not legal advice. Items marked "needs checking" are signs, not conclusions. For anything important, please confirm with a qualified adviser.

Example report. Harbour Lane Bakery is a made-up business, and every finding here is made up, to show what a full report looks like.

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