



Website Audit Report

CALL 0800 292 2921

Conversion Mobile SEO Local Search AEO AI Search

Prepared for	[Customer Business Name]
Website	[www.customerdomain.co.uk]
Business sector	[Trade or business type]
Main service area	[Borough or location]
Audit date	[DD Month YYYY]

A practical assessment of how effectively this website attracts local customers, builds trust and converts visits into calls and enquiries.

Executive Summary

This report identifies the website issues most likely to affect customer confidence, search visibility and enquiry generation. Recommendations are prioritised by likely commercial impact and implementation urgency.

OVERALL WEBSITE SCORE

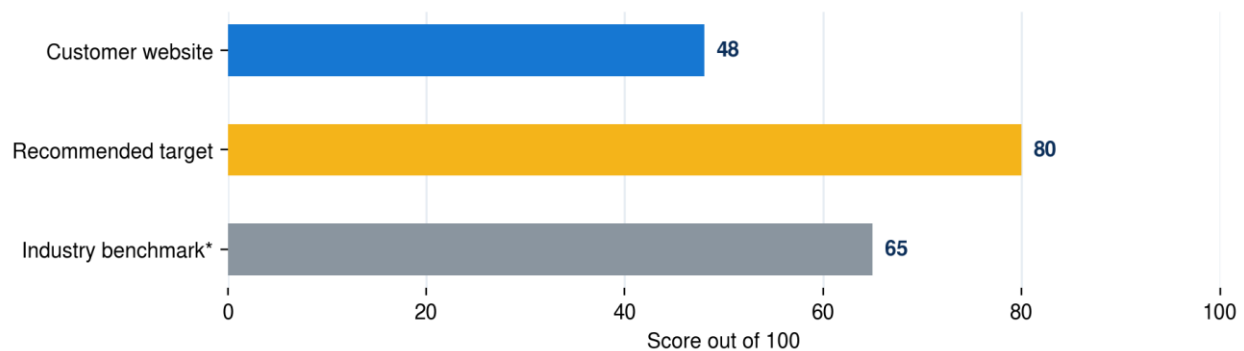
[] / 100

Overall conclusion

[Two or three sentences explaining whether the current website provides a strong foundation, where it is losing opportunities and what should be addressed first.]

SAMPLE DATA — REPLACE WITH AUDIT RESULTS

Overall website performance



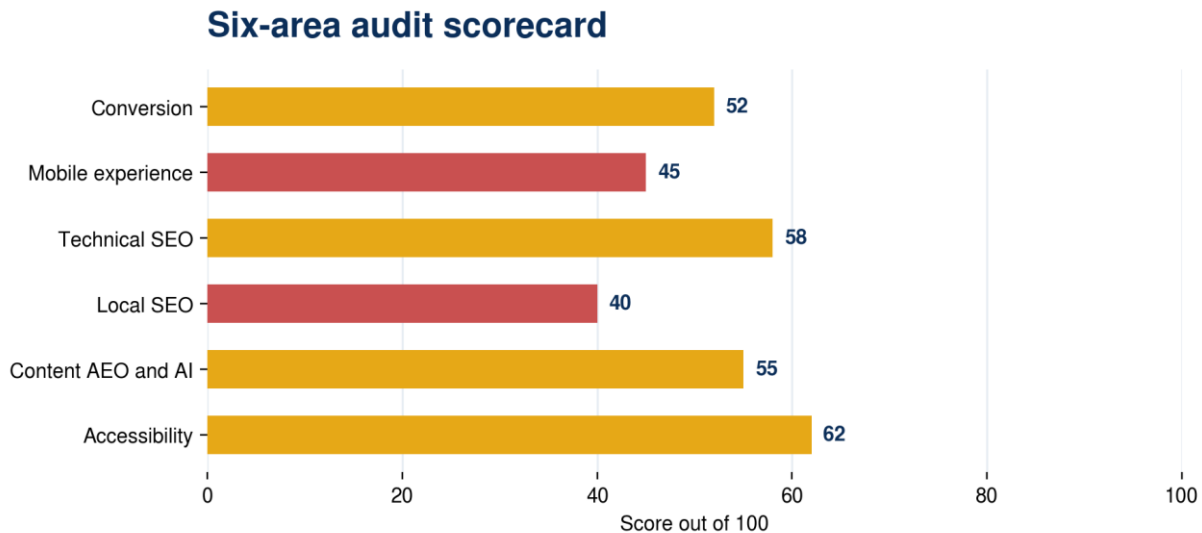
*Use an industry benchmark only when a reliable source and date are recorded.

Replace the sample values with verified audit results. Record the organisation, publication and date for any industry benchmark used.

Executive Priorities

This page translates the headline scores into the three issues that deserve the customer's attention first.

SAMPLE DATA — REPLACE WITH AUDIT RESULTS



Red: urgent attention | Amber: improvement recommended | Green: performing well

Replace the sample values with the six calculated section scores before issuing the customer report.

Three most important findings

- [Finding 1: concise evidence-based statement]
- [Finding 2: concise evidence-based statement]
- [Finding 3: concise evidence-based statement]

Recommended first action

[State the single highest-value improvement, the evidence supporting it and the intended customer or business outcome.]

Why this matters

[Explain the practical effect on calls, enquiries, customer confidence or search visibility without guaranteeing results.]

Conversion and Customer Journey

This section examines whether visitors immediately understand what the business does, where it works and how to make contact. It focuses on turning attention into telephone calls, quote requests and qualified enquiries.

Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Above the fold message	[Status]	[What appears on desktop and mobile]	[Effect on visitor understanding]	[Specific improvement]
Telephone prominence	[Status]	[Position, size and click to call test]	[Effect on calls]	[Specific improvement]
Primary calls to action	[Status]	[Labels, placement and consistency]	[Effect on next actions]	[Specific improvement]
Enquiry form	[Status]	[Fields, position and usability]	[Effect on leads]	[Specific improvement]
Service and area clarity	[Status]	[Services and locations visible]	[Effect on relevance]	[Specific improvement]
Navigation and journey	[Status]	[Observed route to contact]	[Effect on abandonment]	[Specific improvement]

Key findings

- [Finding 1: concise evidence-based statement]
- [Finding 2: concise evidence-based statement]
- [Finding 3: concise evidence-based statement]

Mobile Experience and Performance

This section reviews the experience on common mobile and desktop layouts, including responsive presentation, interaction quality and measurable loading behaviour. Lab results should be dated and identified separately from real-user field data.

Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Responsive layout	[Status]	[Viewport and issue observed]	[Customer impact]	[Specific improvement]
Tap targets	[Status]	[Buttons and links tested]	[Customer impact]	[Specific improvement]
Mobile navigation	[Status]	[Menu and contact access]	[Customer impact]	[Specific improvement]
Image optimisation	[Status]	[File and rendering observations]	[Speed impact]	[Specific improvement]
Loading performance	[Status]	[Dated test and metric]	[Customer impact]	[Specific improvement]
Layout stability	[Status]	[Observed movement or shift]	[Usability impact]	[Specific improvement]

Test record

Test date and time [Insert]

Device or viewport [Insert]

Connection or test profile [Insert]

Technical SEO and Search Visibility

This section checks whether search engines can understand, access and organise the website. It distinguishes confirmed technical evidence from recommendations and does not treat any score as a guarantee of rankings.

Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Indexability	[Status]	[Robots, status and indexing evidence]	[Search impact]	[Specific improvement]
Page titles	[Status]	[Examples and duplication]	[Search and click impact]	[Specific improvement]
Meta descriptions	[Status]	[Examples and gaps]	[Click impact]	[Specific improvement]
Heading structure	[Status]	[H1 H2 H3 observations]	[Understanding impact]	[Specific improvement]
Canonical URLs	[Status]	[Observed implementation]	[Duplication impact]	[Specific improvement]
Internal linking	[Status]	[Important pages and anchor paths]	[Discovery impact]	[Specific improvement]
Broken links and redirects	[Status]	[URLs and response evidence]	[Trust and crawl impact]	[Specific improvement]

Local SEO and Borough Targeting

This section evaluates whether the website provides clear, accurate local signals for the business's genuine service areas. Recommendations should use natural location context and avoid doorway pages or repetitive borough keyword lists.

Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Business details	[Status]	[Name, address, phone consistency]	[Local trust impact]	[Specific improvement]
Primary borough	[Status]	[Where and how it appears]	[Local relevance impact]	[Specific improvement]
Other areas covered	[Status]	[Supported areas and context]	[Local relevance impact]	[Specific improvement]
Service location alignment	[Status]	[Service and area combinations]	[Search intent impact]	[Specific improvement]
Local proof	[Status]	[Reviews, projects or location evidence]	[Trust impact]	[Specific improvement]
Google Business Profile	[Status]	[Publicly visible alignment only]	[Local discovery impact]	[Specific improvement]

Local opportunity summary

[Explain the most commercially useful local-search opportunity without promising rankings or inventing local demand figures.]

Content AEO AI Search and Trust

This section reviews whether the website answers customer questions clearly, demonstrates genuine expertise and gives search and answer systems reliable information to understand. It also checks that trust claims are supported.

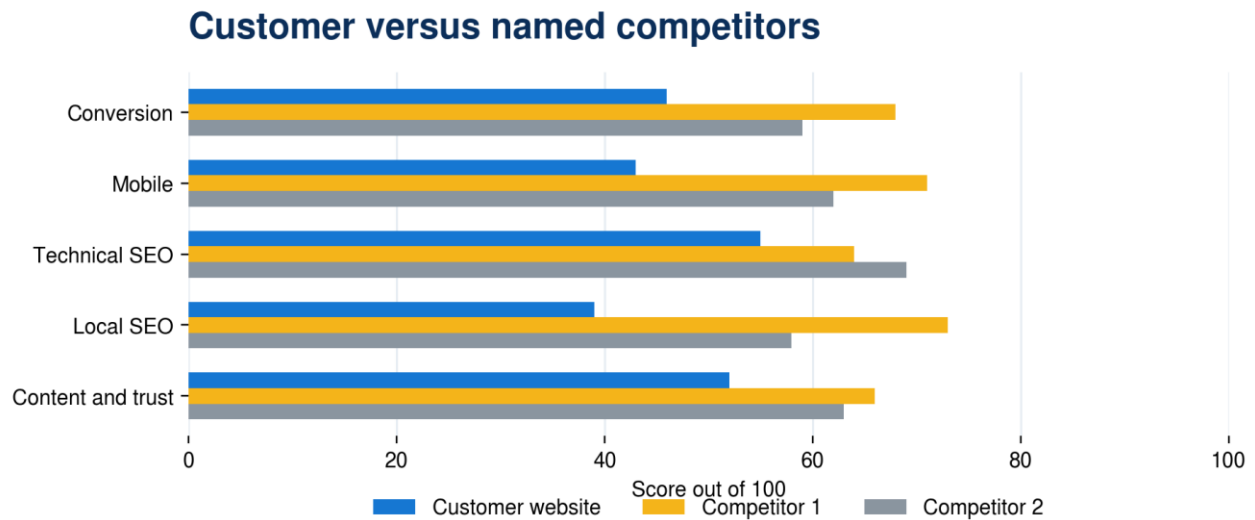
Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Service content	[Status]	[Coverage and useful detail]	[Decision impact]	[Specific improvement]
Problem and solution copy	[Status]	[Examples observed]	[Conversion impact]	[Specific improvement]
Direct answer content	[Status]	[Questions answered clearly]	[AEO and AI impact]	[Specific improvement]
FAQ quality	[Status]	[Intent, accuracy and duplication]	[Search and trust impact]	[Specific improvement]
Experience and authority	[Status]	[Supported proof observed]	[Trust impact]	[Specific improvement]
Testimonials and reviews	[Status]	[Attribution and evidence]	[Trust impact]	[Specific improvement]
Unsupported claims	[Status]	[Claim and page location]	[Compliance and trust impact]	[Remove, qualify or evidence]

Customer Versus Named Competitors

This graph compares observable website performance using the same audit method for the customer and up to two named competitors.

SAMPLE DATA — REPLACE WITH AUDIT RESULTS



Apply the same evidence-based scoring method to every website.

Replace the sample values and generic competitor names before issue. Do not infer revenue, rankings or wider business performance from website observations.

Accessibility and Technical Health

This section records observable accessibility and technical issues that could prevent customers or search systems from using the website effectively. It is a practical website review, not a formal compliance, penetration-testing or security certification.

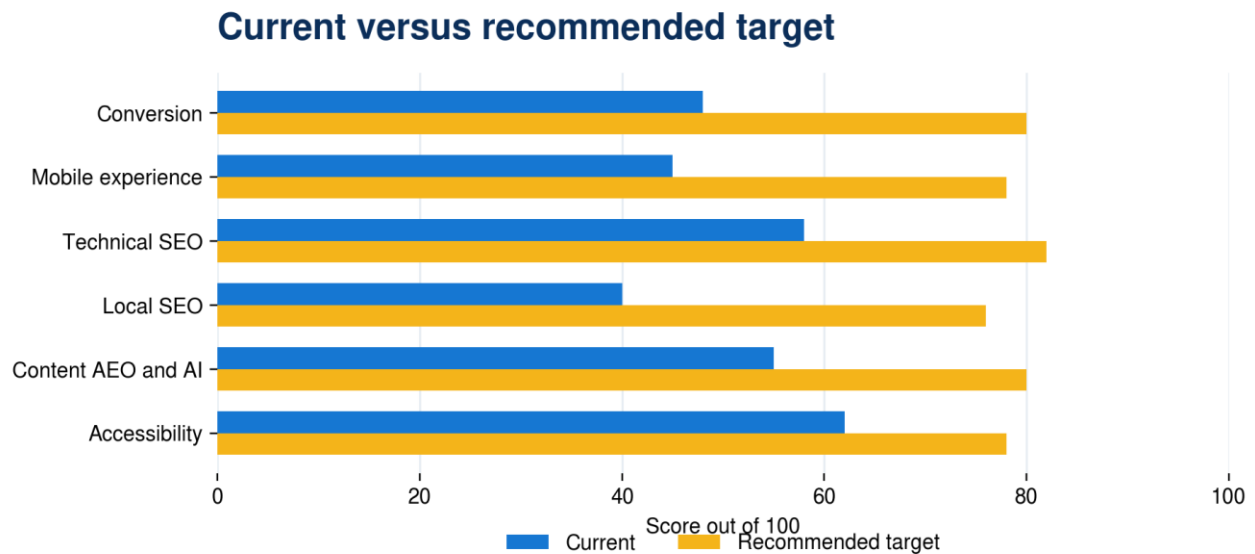
Section score	Score [] / 100	Status [Insert]	Priority [Insert]
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Audit checkpoint	Result	Evidence	Business impact	Recommended action
Colour contrast	[Status]	[Element and observed issue]	[Accessibility impact]	[Specific improvement]
Alternative text	[Status]	[Relevant image examples]	[Accessibility and context impact]	[Specific improvement]
Form labels and errors	[Status]	[Field and validation behaviour]	[Enquiry impact]	[Specific improvement]
Keyboard access	[Status]	[Navigation and focus evidence]	[Accessibility impact]	[Specific improvement]
HTTPS and mixed content	[Status]	[Observable browser result]	[Trust and technical impact]	[Specific improvement]
Missing or error pages	[Status]	[URL and response evidence]	[Customer impact]	[Specific improvement]
Privacy and consent	[Status]	[Visible notices and forms]	[Trust and compliance risk]	[Refer for appropriate review]

Current Versus Recommended Target

This comparison translates the audit into measurable improvement objectives. Targets are recommendations, not forecasts or guarantees, and should be replaced with measured after-results only when the website has been rebuilt and retested.

SAMPLE DATA — REPLACE WITH AUDIT RESULTS



Targets are recommendations, not forecasts or guarantees.

How to use this graphic

Replace the sample values with the calculated Current scores and realistic Recommended targets linked to the proposed work. After implementation, rerun the same tests and replace the target with a separately labelled measured result.

Prioritised Improvement Plan

The action plan converts the audit findings into a practical sequence. Priorities should reflect customer impact, search visibility, effort and dependencies rather than the number of issues alone.

Priority	Action	Expected outcome	Owner	Effort	Target date
Critical	[Action 1]	[Outcome]	[Owner]	[S M L]	[Date]
Critical	[Action 2]	[Outcome]	[Owner]	[S M L]	[Date]
Important	[Action 3]	[Outcome]	[Owner]	[S M L]	[Date]
Important	[Action 4]	[Outcome]	[Owner]	[S M L]	[Date]
Recommended	[Action 5]	[Outcome]	[Owner]	[S M L]	[Date]
Recommended	[Action 6]	[Outcome]	[Owner]	[S M L]	[Date]

Recommended Website2Go solution

[Summarise whether targeted repairs, content improvements or a replacement high-conversion website is the appropriate response. Connect every recommendation to evidence in this report.]

Proposed next step

Arrange a no-obligation discussion with Website2Go to review the findings, priorities and the most practical route to improving enquiries.

CALL 0800 292 2921

www.website2go.co.uk

Audit scope and limitations

This report covers publicly accessible pages and observable behaviour at the recorded test date. Password-protected areas, private analytics, server configuration and third-party systems are excluded unless separately authorised. Findings are diagnostic recommendations, not guarantees of search rankings, legal compliance, accessibility compliance or security certification.