Your Agency

Sample audit of a fictional business

Wrenfold Joinery is not a real business. Its website was built with deliberate faults so this sample has something real to measure. Every number in the report was measured on that site.

Wrenfold Joinery

Website audit · A fictional website, tested on a private copy

Prepared for	Prepared by	Audit date	Pages checked
Wrenfold Joinery	Your Agency	11 November 2026	6

The site is losing enquiries it has already won, and most of the fixes are small

Wrenfold Joinery's website covers the basics a local joiner needs, with its services in the menu and its phone number and suburb on every page. But the contact form has stopped delivering enquiries and the Kitchens page is hidden from Google. On a phone the site is slow and shrunken, with no number to tap. Of the 5 most important fixes, 3 take a few hours or less. The biggest job is making the site work on phones, and that is the point to decide whether to rebuild it.

Contact form's address, opened directly	**Error 404 (Not Found)**	Link check, /contact.html
Home page's main picture, Lighthouse's slow-phone test (good: 2.5 s or less)	**45.5 s**	Lighthouse 13.6.0, mobile, /
Gallery page download, for 8 small pictures	**15.8 MB**	Page inspection, Chromium 158, /gallery.html
Pieces of text too faint for the accessibility minimum	**106**	axe-core 4.14.0, all pages

Start here

1. **The contact form doesn't deliver enquiries**
   Every message sent through it is lost. Connect it to a working handler and test it.
2. **The Kitchens page tells Google not to list it**
   Delete one line of code so the main service page can appear in search.
3. **Phone visitors can't tap to call, and the free quote is hidden**
   Make the number a tap-to-call link and put the free quote at the top of every page.
4. **On a phone, the home page takes 45.5 s to show its main picture**
   Replace the slideshow with one properly sized photo, loaded first, and a clear heading.
5. **On a phone, the Kitchens page takes 9.9 s to show its main picture, and every photo is a full-size PNG**
   Resize and compress every photo, use small versions on the gallery page, and put each page's main picture in the HTML, marked to load first.

What is working

- The services, the area covered and the kitchen lead time are stated plainly, in words a customer uses.
- The phone number, (02) 5550 0148, and the suburb, Unanderra NSW, are written the same way on all 6 pages.
- The site uses very little JavaScript, and text appears in 1.1 s on the phone test. Almost all of the slowness comes from oversized photos and the way they load (findings 4 and 5).
- The pages are simple hand-written HTML with no plugins, so any developer can make these changes without specialist tools.

Every finding, in the order we would fix them

#	Finding	Area	Impact	Effort	Priority
1	The contact form doesn't deliver enquiries	Enquiries	High	Small, 2–3 hours	Do first
2	The Kitchens page tells Google not to list it	Search	High	Small, 15 minutes	Do first
3	Phone visitors can't tap to call, and the free quote is hidden	Enquiries	High	Small, 1–2 hours	Do first
4	On a phone, the home page takes 45.5 s to show its main picture	Speed	High	Medium, about a day	Do next
5	On a phone, the Kitchens page takes 9.9 s to show its main picture, and every photo is a full-size PNG	Speed	High	Medium, half a day	Do next
6	Links to 3 missing pages and files, one in the main menu	Trust	Medium	Small, 1–2 hours	Do next
7	The enquiry form is hard to fill in, above all on a phone	Enquiries	Medium	Small, 1–2 hours	Do next
8	The home page's title is just "Home", and most pages have no description	Search	Medium	Small, 2–3 hours	Do next
9	Much of the text is too faint to read comfortably	Accessibility	Medium	Small, 1–2 hours	Do next
10	Screen-reader and keyboard users are left out	Accessibility	Medium	Small, 1–2 hours	Do next
11	The site doesn't show Wrenfold's contractor licence number	Trust	Medium	Small, 15 minutes	Do next
12	The home page's latest news is from March 2019	Trust	Medium	Small, 30 minutes	Do next
13	On phones the site shows a shrunken desktop page	Phones	High	Large, 3–5 days, or part of a rebuild	Schedule
14	The server sends no security, compression or caching headers	Hosting	Low	Small, 1–2 hours	Schedule
15	Smaller code fixes to make while the code is open	Code	Low	Small, 1–2 hours	Schedule

> **One decision changes the plan: whether to rebuild the site** (finding 13). If Wrenfold decides to rebuild, do findings 1, 2, 3, 6, 7, 8, 9, 10, 11, 12 and 14 now, because each takes a few hours at most and helps straight away, and fold the rest into the rebuild. If not, work down the list in order.

Impact. High (3): it loses enquiries, hides pages from search or shuts some customers out. Medium (2): it slows the site, weakens trust or makes a key task harder. Low (1): polish. **Effort** (working time). Small (1): up to about 3 hours. Medium (2): up to a day. Large (3): more than a day. **Priority** is impact × (4 − effort): 9 is Do first, 6 Do next, 3 or 4 Schedule, 1 or 2 When convenient.

1

Do first

Impact
■■■ High

Effort
■□□ Small
2–3 hours

Area
Enquiries

The contact form doesn't deliver enquiries

The form on the Contact page sends each enquiry to `contact.php`, an address that no longer exists on the server: it answers 404 Not Found. A visitor who fills in the form and presses Send sees the host's bare error page and no confirmation, and Wrenfold receives nothing. Nothing on the site or in the business's inbox shows that it has failed.

Check	Page	Measured	Target	Rule	Tool, date
Where the form sends enquiries	/contact.html	**contact.php answers 404 Not Found**	200 OK, then a thank-you page	CV-3	Link check 11 Nov 2026
Sent a test enquiry	/contact.html	**The server's "404 Not Found" page**	A message saying what happens next, and an email to the business	CV-3	Browser test, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

For a joiner, the form is where a kitchen job starts. Someone who fills it in has already decided they want a quote and expects to hear back. When nothing comes, they ring the next joiner on their list. Because the failure is silent, enquiries can go missing for months before anyone notices. This is the most costly problem on the site and one of the cheapest to fix.

The fix

1. Point the form at a working handler (the host's form-to-email feature, or a form service the agency already uses) and remove the reference to `contact.php`.
2. Send enquiries to an address someone reads every day, and show a thank-you message that says when Wrenfold will reply.
3. Send a test enquiry once a month and check that it arrives.

2

Do first

Impact
■■■ High

Effort
■□□ Small
15 minutes

Area
Search

The Kitchens page tells Google not to list it

The Kitchens page carries a robots tag set to `noindex, nofollow`. Google and Bing read this as an instruction to leave the page out of search results and not to follow its links. It may have been left on from when the site was being built.

Check	Page	Measured	Target	Rule	Tool, date
Robots meta tag	/kitchens.html	**noindex, nofollow**	No noindex on a key page	SE-1	Page inspection, Chromium 158 11 Nov 2026
Pages marked noindex	all pages	**/kitchens.html**	None of the key pages	SE-1	Page inspection, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

Kitchens are Wrenfold's main work, and this is the page most likely to answer a search such as "custom kitchens Wollongong". While the tag is there, the page can't appear in Google at all, however good its content. People can still find the home page, but the page that answers their question is invisible.

The fix

1. Delete `<meta name="robots" content="noindex, nofollow">` from the Kitchens page.
2. In Google Search Console, ask Google to look at the page again (URL Inspection, then Request indexing). If the site has no Search Console account, set one up: it is free and shows any other pages Google has left out.

3

Do first

Impact
■■■ High

Effort
■□□ Small
1–2 hours

Area
Enquiries

Phone visitors can't tap to call, and the free quote is hidden

The number (02) 5550 0148 appears on all 6 pages, in the header, the footer and on the Contact page, but always as plain text: no page has a tap-to-call link. The only mention of the free measure and quote is the last slide of the slideshow, which a visitor only sees after the other slides have gone by.

Check	Page	Measured	Target	Rule	Tool, date
Tap-to-call links	all pages	**0 across the site**	Every phone number	CV-2	Page inspection, Chromium 158 11 Nov 2026
Pages that show the number without a link	all pages	**6 of 6**	None	CV-2	Page inspection, Chromium 158 11 Nov 2026
Call or quote action on the first screen of a phone	/	**0 call links, 0 quote offers; the 22 px number shows at about 8 px**	Tap-to-call number near the top on a phone	CV-2	Browser test, Chromium 158 11 Nov 2026
Where the free measure and quote is offered	/	**Slide 5 of 5; elsewhere on the page: No**	In the page itself, not only in a slideshow	CV-6	Browser test, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

On a phone, a number that isn't a link has to be remembered or typed in again, and the free quote, the best reason to get in touch, is buried. Small obstacles like these turn a customer who would have rung today into one who means to ring later.

The fix

1. Make every phone number a link: `<a href="tel:+61255500148">(02) 5550 0148</a>`.
2. Add one line near the top of every page: "Free measure and quote: call (02) 5550 0148 or send an enquiry", linking to the repaired form.
3. On phones, keep the call link visible without scrolling.

4

Do next

Impact
■■■ High

Effort
■■□ Medium
about a day

Area
Speed

On a phone, the home page takes 45.5 s to show its main picture

The slideshow at the top of the home page is made of photos saved as PNG files (the page downloads 8.7 MB of images in all), and its script hides the whole slideshow until every photo has downloaded. The first slide is the main picture, and nothing tells the browser to fetch it ahead of the others. On Lighthouse's phone test it appeared after 45.5 s (and after 7.4 s on the desktop test); Google counts anything over 4 s as poor. On the desktop test the page also jumps while it loads (a layout shift of 0.218; 0.1 or less is good), as the slides have no width and height set. The script also loads in the page's `<head>` without `defer`, so the browser waits for it before drawing the page. The slides then change every 3.0 s with no way to pause them.

Check	Page	Measured	Target	Rule	Tool, date
Largest Contentful Paint (main picture appears), phone	/	**45.5 s**	2.5 s or less	SP-2	Lighthouse 13.6.0, mobile 11 Nov 2026
Main picture waits for the other photos	/	**Yes. With the other 4 photos held back 3.0 s for this test, the main picture arrived at 0.1 s but didn't show until 3.1 s**	No: it shows as soon as it arrives	SP-4	Browser test, Chromium 158 11 Nov 2026
Main picture marked to load first (fetchpriority)	/	**missing**	high	SP-4	Page inspection, Chromium 158 11 Nov 2026
Delay from scripts and styles that block drawing the page	/	**428 ms estimated**	Scripts loaded with defer; style sheets kept to what the first screen needs	SP-4	Lighthouse 13.6.0, mobile 11 Nov 2026
Saving from better-prepared photos (file type, compression, pixel size)	/	**7.2 MB estimated**	No large saving left	SP-6	Lighthouse 13.6.0, mobile 11 Nov 2026
Page weight	/	**8.7 MB**	Under 1 MB, or not slowing the main picture	SP-7	Page inspection, Chromium 158 11 Nov 2026
Slideshow can be paused	/	**No; changes every 3.0 s**	A pause control, or no automatic change	AC-6	Browser test, Chromium 158 11 Nov 2026
Layout shift (CLS), desktop	/	**0.218**	0.1 or less	SP-5	Lighthouse 13.6.0, desktop 11 Nov 2026

Why it matters to Wrenfold

On Lighthouse's phone test the main picture is missing for most of a minute, and on a slow connection a home page like that looks broken. On mobile data it also uses 8.7 MB of the visitor's plan. Google uses real visitors' loading times as one ranking signal among many, so a slow main picture can count against the site as well as against the visitor's patience. Text that changes every few seconds is also hard to read for anyone who reads slowly.

The fix

1. Replace the slideshow with one photo of finished work, resized to the width it is shown at (no more than 1,600 px) and saved as WebP or AVIF. Aim for under 200 kB.
2. Put that photo in the page as an ordinary `<img>` with `fetchpriority="high"`, `width` and `height`, and never `loading="lazy"`.
3. Put the main message and the 2 actions (call, ask for a quote) in text beside or over the photo, not on slide 5.
4. If the owner wants more photos on the home page, show 3 or 4 further down, loaded as the visitor scrolls.
5. Load any script with `defer` so it never holds up the page.

5

Do next

Impact
■■■ High

Effort
■■□ Medium
half a day

Area
Speed

On a phone, the Kitchens page takes 9.9 s to show its main picture, and every photo is a full-size PNG

Every photo on the site is a full-resolution PNG. On the Kitchens page, one of the pages that matter most, and on the Gallery page the main picture is a header photo set as a background in the style sheet. On Lighthouse's phone test it takes 9.9 s to appear on the Kitchens page and 62.0 s on the Gallery page; Google counts anything over 4 s as poor. The browser only finds a background photo once the style sheet has loaded, so it starts late, and on the gallery it then competes with the rest of the page's 15.8 MB: the gallery shows 8 pictures 228 px wide, but each is the 1,600 × 1,200 px original, about 7 times the width it is shown at. The About page's main picture is a 1.4 MB PNG, and on the phone test it takes 9.3 s to appear.

Check	Page	Measured	Target	Rule	Tool, date
Largest Contentful Paint (main picture appears), phone	/kitchens.html	**9.9 s**	2.5 s or less	SP-2	Lighthouse 13.6.0, mobile 11 Nov 2026
Largest Contentful Paint (main picture appears), phone	/gallery.html	**62.0 s**	2.5 s or less	SP-2	Lighthouse 13.6.0, mobile 11 Nov 2026

Check	Page	Measured	Target	Rule	Tool, date
Largest Contentful Paint (main picture appears), phone	/about.html	**9.3 s**	2.5 s or less	SP-2	Lighthouse 13.6.0, mobile 11 Nov 2026
Slow pages whose main picture is a style sheet background (found late)	/kitchens.html, /gallery.html	**2 pages**	The main picture in the HTML	SP-4	Page inspection, Chromium 158 11 Nov 2026
Pictures more than twice the width shown	all pages	**8**	None	SP-6	Page inspection, Chromium 158 11 Nov 2026
Saving from better-prepared photos (file type, compression, pixel size)	/gallery.html	**15.6 MB estimated**	No large saving left	SP-6	Lighthouse 13.6.0, mobile 11 Nov 2026
Gallery page weight	/gallery.html	**15.8 MB**	Under 1 MB, or not slowing the main picture	SP-7	Page inspection, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

Kitchens is the page that wins kitchen work, and on a phone its header photo stays blank for 9.9 s. The gallery is where a customer decides whether they like Wrenfold's work, and if it takes a long time to fill in, they may not wait for it. Heavy pages also cost visitors on capped mobile plans.

The fix

1. Export each photo as WebP or AVIF in 2 sizes: about 600 px wide for the gallery grid and 1,600 px for the full view. Aim for under 150 kB for the grid size and under 400 kB for the full view.
2. Show the header photo as an `<img>` in each page's HTML with `fetchpriority="high"`, instead of as a style sheet background, and add `fetchpriority="high"` to the About page's workshop photo.
3. Add `width` and `height` to every `<img>`, so the browser can keep space for each picture, and `loading="lazy"` to images below the first screen (never to the header photo).
4. Keep the originals offline; the website only needs the web versions.

6

Do next

Impact
■■□ Medium

Effort
■□□ Small
1–2 hours

Area
Trust

Links to 3 missing pages and files, one in the main menu

The link check followed every link on the site. Of those, 3 point to pages or files that don't exist and return 404 Not Found: the Testimonials page in the main menu, the 2019 brochure PDF linked from the home and Kitchens pages, and the privacy policy linked in every footer. The fourth broken address is the form's, covered in finding 1.

Check	Page	Measured	Target	Rule	Tool, date
Testimonials page	Menu, every page	**404 Not Found**	200 OK (loads normally)	CV-5	Link check 11 Nov 2026
Brochure PDF	/, /kitchens.html	**404 Not Found**	200 OK (loads normally)	CV-5	Link check 11 Nov 2026
Privacy policy	Footer, every page	**404 Not Found**	200 OK (loads normally)	CV-5	Link check 11 Nov 2026

Why it matters to Wrenfold

A menu item that leads to "Not Found" is one of the first things a visitor sees, and this one is Testimonials, exactly where a cautious customer goes to check the business is good. A broken brochure link and a missing privacy policy add to the impression that nobody looks after the site.

The fix

1. Testimonials: either write the page, with a few real customer comments used with their permission, or take it out of the menu.
2. Brochure: upload a current brochure or remove both links.
3. Privacy policy: publish a short one that says who collects the details, why, and how to contact the business (rule LO-7), or remove the link.
4. Run a link check again after the changes.

7

Do next

Impact
■■□ Medium

Effort
■□□ Small
1–2 hours

Area
Enquiries

The enquiry form is hard to fill in, above all on a phone

None of the 5 fields on the contact form has a label. Each relies on grey placeholder text that disappears as soon as someone starts typing. The email and phone fields are plain text fields (`type="text"`), so a phone shows its letter keyboard for both, and none of the name, email or phone fields tells the browser what it holds, so the browser has to guess and may not offer to fill them in. The button says “SEND”. Nothing beside the form says how the details will be used; the only privacy link is in the footer, and it leads to an error page (finding 6).

Check	Page	Measured	Target	Rule	Tool, date
Fields whose only label is placeholder text	/contact.html	**5 of 5**	A visible label on every field	CV-3	Page inspection, Chromium 158 11 Nov 2026
Email field type	/contact.html	**type="text"**	type="email"	CV-3	Page inspection, Chromium 158 11 Nov 2026
Phone field type	/contact.html	**type="text"**	type="tel"	CV-3	Page inspection, Chromium 158 11 Nov 2026
Fields that don’t tell the browser what they hold	/contact.html	**name, email, phone**	autocomplete on name, email and phone	AC-7	Page inspection, Chromium 158 11 Nov 2026
Button label	/contact.html	**“SEND”**	Says what happens, such as “Send enquiry”	CV-4	Page inspection, Chromium 158 11 Nov 2026
Privacy link beside the form	/contact.html	**No**	Required if Wrenfold is covered by the Privacy Act; good practice otherwise	LO-7	Page inspection, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

On a phone, once someone starts typing, the hints vanish, so they have to remember which box is which, and the wrong keyboard and unreliable autofill make every field slower. Each of these is small, but together they decide whether a customer finishes the form or gives up and looks elsewhere. A privacy note by the form tells people what happens to their details. For a small business it is good practice rather than a legal requirement, unless Wrenfold is covered by the Privacy Act (for example, with annual turnover over A$3 million).

The fix

1. Put a visible label above each field (“Name”, “Email”, “Phone”, “Suburb”, “About your project”) and mark which are required. Keep a placeholder only as an example.
2. Use `type="email"` with `autocomplete="email"`, `type="tel"` with `autocomplete="tel"`, and `autocomplete="name"` on the name field.
3. Change the button to “Send enquiry”, and say under it when Wrenfold will reply.
4. Add one line by the button: what the form collects, that it is used only to reply, and a link to the privacy policy.

8

Do next

Impact
■■□ Medium

Effort
■□□ Small
2–3 hours

Area
Search

The home page’s title is just “Home”, and most pages have no description

The home page’s title, the text Google usually uses for the blue link in its results, is “Home”, and 4 of the 6 pages have titles that say nothing about Wrenfold or its work. Of the same 6, 4 have no meta description, and the 2 that have one share the same text. The site has no sitemap.xml and no robots.txt, and no page carries structured data (the code that tells Google the business’s name, address, phone and hours in a form it doesn’t have to guess).

Check	Page	Measured	Target	Rule	Tool, date
Home page title	/	**“Home”**	What and where first, business name last	SE-2	Page inspection, Chromium 158 11 Nov 2026
Pages with a title that could belong to any site	all pages	**4 of 6**	None	SE-2	Page inspection, Chromium 158 11 Nov 2026
Pages without a meta description	all pages	**/, /kitchens.html, /contact.html, /about.html**	None of the key pages	SE-3	Page inspection, Chromium 158 11 Nov 2026
Pages sharing one description	all pages	**/furniture.html, /gallery.html**	A description of its own on each	SE-3	Page inspection, Chromium 158 11 Nov 2026
sitemap.xml	/sitemap.xml	**404 Not Found**	200 OK, listing every page	SE-6	HTTP request 11 Nov 2026
robots.txt	/robots.txt	**404 Not Found**	Optional: 200 OK, naming the sitemap	SE-6	HTTP request 11 Nov 2026
Pages with LocalBusiness structured data	all pages	**0**	The home or contact page	SE-8	Page inspection, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

The title is usually the headline of Wrenfold's search listing, and Google sometimes uses the description as the line under it. "Home" says nothing about kitchens, joinery or the Illawarra, so even when the site appears it gives people little reason to choose it over a competitor whose listing says exactly what they do and where. A sitemap helps Google find every page, including the Kitchens page once it is unblocked. Structured data gives Google the business's details directly and, once Wrenfold has a Google Business Profile, one more place where they must match it.

The fix

1. Give each page a title that puts what and where first and the business name last, for example "Custom kitchens in Wollongong and the Illawarra | Wrenfold Joinery". Google sets no length limit, but it cuts long titles to fit the screen, so put the useful words first.
2. Write a different 1- or 2-sentence description for each page, saying what the page offers.
3. Add a `sitemap.xml` that lists every page, and a `robots.txt` that names it.
4. On the home page, add `HomeAndConstructionBusiness` structured data (a kind of LocalBusiness) with the business name, phone, address or service area, website and the showroom's opening hours, written exactly as the page shows them. Don't mark up a star rating: Google's guidance keeps rating markup for sites that review other businesses.

9

Do next

Impact
■■□ Medium

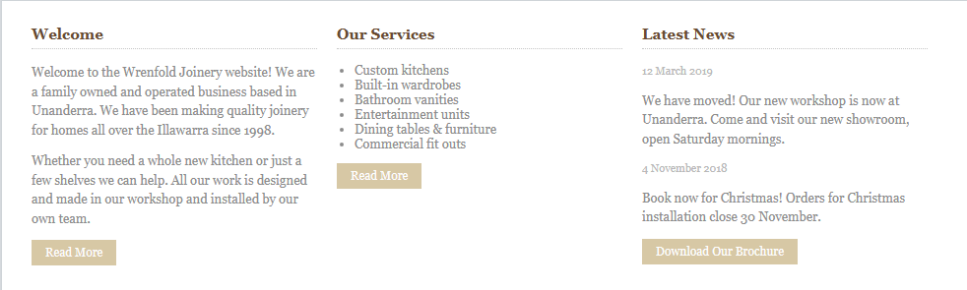
Effort
■□□ Small
1–2 hours

Area
Accessibility

Much of the text is too faint to read comfortably

The accessibility check found 106 pieces of text, on every page, below the WCAG AA minimum contrast of 4.5:1: the mid-grey body text, the white menu and “Read More” buttons on light tan and beige, and the footer’s brown on dark brown (2.47:1).

Check	Page	Measured	Target	Rule	Tool, date
Text below the contrast minimum	all pages	**106 pieces of text**	0	AC-2	axe-core 4.14.0 11 Nov 2026
Body text, #8f8f8f on white	all pages	**3.23:1**	At least 4.5:1	AC-2	axe-core 4.14.0 11 Nov 2026
Menu, white on #c9b48f	all pages	**2.01:1**	At least 4.5:1	AC-2	axe-core 4.14.0 11 Nov 2026
Buttons, white on #d8c8a8	/, /kitchens.html, /contact.html	**1.64:1**	At least 4.5:1	AC-2	axe-core 4.14.0 11 Nov 2026



The text columns on the home page at desktop width, as captured during the audit. The body text, the dates and the button labels all fall below the contrast minimum.

Why it matters to Wrenfold

Faint grey text is hard to read for anyone whose eyesight isn’t perfect, and for everyone on a phone outdoors. If people can’t comfortably read the description of the work, it does nothing for the business.

The fix

1. In `css/style.css`, change the body text to a dark grey such as #404040 (10.4:1 on white).
2. Make the menu and buttons dark text on the light tan, or keep white text on a much darker brown.
3. Lighten the footer text. Check each pair with a contrast checker: at least 4.5:1, or 3:1 for large headings.

10

Do next

Impact
■■□ Medium

Effort
■□□ Small
1–2 hours

Area
Accessibility

Screen-reader and keyboard users are left out

The site has 14 images with no alt text (the short description a screen reader reads aloud), including every slideshow and gallery photo. No page declares its language, so a screen reader may read the English text with the wrong pronunciation. The style sheet also removes the outline that shows keyboard users which link they are on, so moving through the menu with the Tab key gives no sign of where you are. (The form fields and the Send button keep the browser's default outline; their missing labels are covered in finding 7.)

Check	Page	Measured	Target	Rule	Tool, date
Images without alt text	/, /gallery.html, /about.html	**14**	0	AC-1	Page inspection, Chromium 158 11 Nov 2026
Page language declared	all pages	**Missing on 6 pages**	lang="en-AU" on every page	AC-7	axe-core 4.14.0 11 Nov 2026
Tab key through the home and contact pages	/, /contact.html	**0 of 19 links show focus**	Focus always visible	AC-3	Browser test, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

Some customers use a screen reader, or a keyboard instead of a mouse, because of a disability. They can't tell what a photo shows without alt text, and they can't use a menu where they can't see which link they are on.

The fix

1. Give every image a short `alt` that says what it shows, for example "Spotted gum benchtop". Purely decorative images get an empty `alt=""`.
2. Add `lang="en-AU"` to the `<html>` tag of every page.
3. Delete `a:focus { outline: none; }` from `css/reset.css`, or replace it with a clearly visible focus style.

11

Do next

Impact
■■□ Medium

Effort
■□□ Small
15 minutes

Area
Trust

The site doesn't show Wrenfold's contractor licence number

The About page says "We are a licensed builder in NSW", but no page shows the licence number, and none shows an ABN. NSW Fair Trading's guidance on building trade advertisements says the licensee's name and licence number must be shown in all advertising for residential building work over A$5,000, and that advertisements should include the licence number with the correct category of work and a business phone number. The site already shows the phone number.

Check	Page	Measured	Target	Rule	Tool, date
Pages showing a licence number	all pages	**0 of 6**	Licence number shown with the business name	LO-7	Browser test, Chromium 158 11 Nov 2026
ABNs found on the site	all pages	**0**	Shown in the footer (good practice, not a legal requirement)	CV-5	Page inspection, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

A kitchen is well over that A$5,000 threshold, so the guidance appears to cover the website. It is also what careful customers look for: a licence they can check on the NSW Government's licence register before they let a tradesperson into their home. (Source: NSW Fair Trading, "Building trade advertisements", read on 11 November 2026. This is not legal advice; Wrenfold should confirm the details with NSW Fair Trading.)

The fix

Add the contractor licence number and its category of work next to the business name in the footer of every page, for example "Wrenfold Joinery", then "NSW contractor licence no." with the number and its category, and on any page that quotes prices or describes building work. Add the ABN to the same line.

12

Do next

Impact
■■□ Medium

Effort
■□□ Small
30 minutes

Area
Trust

The home page's latest news is from March 2019

The "Latest news" box on the home page announces the move to the Unanderra workshop, dated 12 March 2019, and a Christmas booking deadline from November 2018. The footer on every page reads "© 2019".

Check	Page	Measured	Target	Rule	Tool, date
Newest dated content	/	**12 March 2019**	Within the last few months, or no dates	CT-3	Browser test, Chromium 158 11 Nov 2026
Copyright year	Footer, every page	**2019 on 6 of 6 pages**	Current year, or none	CT-3	Browser test, Chromium 158 11 Nov 2026

Why it matters to Wrenfold

A visitor who sees nothing newer than 2019 may wonder whether Wrenfold is still trading. The Christmas notice makes it worse: it asks for bookings by a deadline that passed years ago.

The fix

Replace the news box with something that doesn't date quickly, such as the current lead time ("Kitchens are taking 8–10 weeks from sign-off") or a recent project, and check it every few months. Set the copyright year to the current year, or remove it.

13

Schedule

Impact
■■■ High

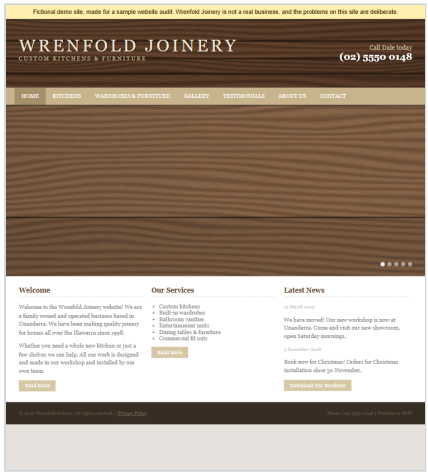
Effort
■■■ Large
3–5 days, or part of a rebuild

Area
Phones

On phones the site shows a shrunken desktop page

No page has a viewport tag, the line that tells a phone to fit the page to its screen. Phones therefore lay each page out 981 px wide and shrink it to fit a screen of about 375 px, so the 13 px body text is drawn at about 5 px, unless the phone's browser enlarges it on its own (some Android browsers do, unevenly). Either way the page is hard to read without zooming. In a desktop browser window narrowed to 640 px (what 200% zoom does on a 1280 px screen) or 320 px, the home, Kitchens and Contact pages scroll sideways instead of reflowing.

Check	Page	Measured	Target	Rule	Tool, date
Viewport tag	all pages	**Missing on 6 pages**	On every page	AC-5	Page inspection, Chromium 158 11 Nov 2026
Layout width on a 375 px phone	/	**981 px**	375 px	AC-5	Page inspection, Chromium 158 11 Nov 2026
Pages scrolling sideways at 640 px wide (200% zoom)	/, /kitchens.html, /contact.html	**3 of 3**	None: each page reflows	AC-5	Browser test, Chromium 158 11 Nov 2026
Pages scrolling sideways at 320 px wide	/, /kitchens.html, /contact.html	**3 of 3**	None: each page reflows	AC-5	Browser test, Chromium 158 11 Nov 2026



The top of the home page on a 375 px phone screen, as captured during the audit.

Why it matters to Wrenfold

Anyone who finds the site on a phone has to pinch and zoom to read it, while the next joiner in the search results is one tap away. Google also reads and ranks the phone version of each page, so this is the version that has to work.

The fix

Adding the viewport tag on its own would make things worse: the fixed-width layout would then run off the side of the screen. The layout has to be rebuilt to adapt to the screen: one column on phones, a collapsing menu, body text of 16 px or more and buttons at least 44 px tall (WCAG's minimum is 24 px). On a site this size that is close to rebuilding the templates, so this is the moment to decide whether to refresh the whole site. The slideshow, image and code fixes (findings 4, 5 and 15) would be done in the same job.

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Schedule

Impact
■□□ Low

Effort
■□□ Small
1–2 hours

Area
Hosting

The server sends no security, compression or caching headers

None of the security headers is set: no HSTS (which tells browsers to use HTTPS only), no Content Security Policy, no `X-Content-Type-Options`, no Referrer-Policy, and no frame protection, which stops other sites showing these pages inside their own. The server also sends its pages, style sheets and scripts uncompressed, and none of the files checked carries a caching header.

Check	Page	Measured	Target	Rule	Tool, date
Text compression (pages, style sheets, scripts)	/	**Off; 4 kB could be saved**	gzip or Brotli on text files	SP-7	Page inspection, Chromium 158 11 Nov 2026
Files with no cache lifetime (Cache-Control)	/	**10 photos, style sheets and scripts**	None; a year, with versioned file names	SP-7	Page inspection, Chromium 158 11 Nov 2026
HSTS	/	**missing**	A year or more, once HTTPS works everywhere	SC-2	HTTP request 11 Nov 2026
Content Security Policy	/	**missing**	A policy, tried in report-only mode first	SC-3	HTTP request 11 Nov 2026
Frame protection (CSP frame-ancestors or X-Frame-Options)	/	**missing**	Either one	SC-4	HTTP request 11 Nov 2026
X-Content-Type-Options	/	**missing**	nosniff	SC-4	HTTP request 11 Nov 2026
Referrer-Policy	/	**missing**	strict-origin-when-cross-origin	SC-4	HTTP request 11 Nov 2026

Why it matters to Wrenfold

These headers protect visitors from some common attacks. Caching matters more here than compression: the pages and scripts are small, but each return visit downloads the photos again. All are settings on the host.

The fix

1. Add `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin` and `Content-Security-Policy: frame-ancestors 'self'`, which rarely break anything.
2. A wrong content policy or HSTS can block parts of the site: run the full policy in report-only mode first, and set HSTS to a year only once HTTPS works everywhere. Don't add HSTS "preload" or `X-XSS-Protection`.
3. Check that every page loads over HTTPS and `http://` redirects to it.
4. Switch on Brotli or gzip for pages, style sheets and scripts.
5. Send photos, style sheets and scripts with versioned names (`style.2.css`) and `Cache-Control: max-age=31536000, immutable`; leave pages on `no-cache`.

15

Schedule

Impact
■□□ Low

Effort
■□□ Small
1–2 hours

Area
Code

Smaller code fixes to make while the code is open

- Of the 6 pages, 5 have no main heading (`h1`), Kitchens has 2 main headings, and 2 pages skip heading levels.
- The Contact page uses the ID `content` twice, one of 7 code errors.
- `style.css` loads the other style sheets through `@import`, which delays them.

Check	Page	Measured	Target	Rule	Tool, date
Pages without an h1	all pages	**5 of 6**	0	AC-7	axe-core 4.14.0 11 Nov 2026
Duplicate IDs	/contact.html	**content used twice**	None	AC-8	Page inspection, Chromium 158 11 Nov 2026
Code errors	all pages	**7**	0	AC-8	html-validate 11.21.0 11 Nov 2026

Why it matters to Wrenfold

None of these loses a customer, but fixing them makes later changes safer.

The fix

Give each page one `h1`, with `h2` and `h3` below it in order. Rename one `content` ID, fix the other code errors, and link one combined style sheet.

Lighthouse results for every page

Lighthouse is Google's free testing tool. Each page was tested 3 times as a phone on a slowed connection and 3 times as a desktop, and the table shows the middle result. Scores are out of 100.

	Phone						Desktop	Page inspection
Page	Speed score	LCP	CLS	Accessibility	Best Practices	SEO	Speed score	Page weight
/	74	45.5 s	0.072	67	96	73	65	8.7 MB
/kitchens.html	75	9.9 s	0.000	72	96	50	93	1.7 MB
/contact.html	98	2.4 s	0.000	82	96	90	100	0.3 MB
/furniture.html	98	2.4 s	0.000	76	96	100	100	0.3 MB
/gallery.html	75	62.0 s	0.000	67	96	91	75	15.8 MB
/about.html	75	9.3 s	0.000	63	96	82	94	1.6 MB

A speed score can look acceptable while one measure is very poor. The home page scores 74 on the phone test, yet its main picture takes 45.5 s to appear: the score combines 5 measures and the others are fine. That is why this report leads with the individual measures. Google's ranking uses real visitors' measures, not this score. Layout shift (CLS) is shown for the phone test; the home page's desktop figure is in finding 4.

Next steps

Start with findings 1, 2 and 3: together they take about half a day and stop enquiries being lost. Then decide on the rebuild (finding 13) before spending time on the rest. Ask us about any finding. We can also cost the fixes or make them.

Contact Your Agency

Method, tools and limits

We started from the home page and the 2 pages that matter most to the business, Kitchens and Contact, then followed every link and found 6 pages. Each was tested for speed, search basics, accessibility, broken links, code errors and server settings with the tools listed opposite. The same pass read each page's structured data, compared the business's phone number and address from page to page, checked how the main picture on each page loads, checked the enquiry form's fields, and read the values of the server's security headers.

Scripted tests in a real browser then covered what those tools don't: whether a visitor on a phone can call or ask for a quote, whether the form delivers, where the Tab key takes a keyboard user on the home and contact pages, and whether each stop shows, how the slideshow loads and moves, how the home page and the 2 key pages (Kitchens and Contact) behave in windows 640 px wide (200% zoom) and 320 px wide, how recent its dates are, and whether the trust details an NSW builder needs (licence number, ABN) are shown. Lighthouse's phone test uses its standard 412 px screen; the browser tests use a 375 px phone screen, a common iPhone size.

All measurements were taken on 11 November 2026. Lighthouse runs are lab tests under simulated conditions, so results vary a little from run to run and from what real visitors experience. Automated accessibility checks find only some of the barriers people with disability meet, so this is not a full WCAG conformance audit.

Not covered: search rankings, traffic and Search Console data (we had no access), real-visitor speed data from Google (there is none for a private copy), the Google Business Profile (this fictional business has none), whether anything covers the item in focus, and opening the menu or sending the form with the keyboard alone (the Tab test only records the stops), the hosting account and the wider content strategy.

About this sample. Wrenfold Joinery is fictional, and its site was built with deliberate faults. It was tested on a private copy that only we could reach, so HTTPS could not be checked and the server headers are those of that copy.

Tools and versions

Speed, SEO, best practice	Lighthouse 13.6.0, median of 3 runs per page
Phone test	Simulated network of 1.6 Mbps with 150 ms round trips, CPU slowed 4 times, screen 412 × 823 px
Desktop test	Simulated network of 10.0 Mbps with 40 ms round trips, no CPU slowdown, screen 1350 × 940 px
Accessibility	axe-core 4.14.0, WCAG 2.2 A and AA rules
Code	html-validate 11.21.0
Browser	Chromium 158.0.8127.18
Browser tests	Scripted in Playwright 1.65.0
Audit date	11 November 2026

Terms used

200 OK
The answer a server gives when a page or file loads normally.

404 Not Found
The error a server returns for a page or file that doesn't exist.

Alt text
A short written description of an image, read aloud by screen readers and shown if the image fails to load.

CLS (Cumulative Layout Shift)
How much the page jumps about while it loads. 0.1 or less is good.

Content Security Policy
A header that tells browsers which sites a page may load scripts, styles and frames from.

Contrast ratio
How strongly text stands out from its background, from 1:1 (not at all) to 21:1 (black on white). WCAG asks for at least 4.5:1 for normal text.

LCP (Largest Contentful Paint)
How long until the largest picture or block of text on the first screen appears. Google counts 2.5 s or less as good.

noindex
An instruction in a page's code telling search engines to leave the page out of their results.

robots.txt
A file that tells search engines which parts of a site they may visit.

sitemap.xml
A file that lists a site's pages for search engines.

Speed score
Lighthouse's summary of 5 speed measures, out of 100. 90 or more is good.

Structured data
Code in a page that states facts such as the business's name, address and phone in a form search engines read directly.

Viewport tag
A line in a page's code that tells phones to fit the page to the screen.

WCAG 2.2 AA
The international accessibility standard this audit's accessibility tests are based on.

The rules this audit measures against

Every measurement in this report is judged against a written rule, named in the Rule column beside it. Each rule rests on the published source listed with it: for speed and search, mostly Google's own documentation; for accessibility, W3C's; for legal details, Australian regulators'; and for forms and trust, usability research. Where a rule's limit is official, the report uses that limit and nothing stricter. Only the rules this report cites are listed; their numbers follow the full standard.

Rule	What it asks	Source
SP-2	**Lab measurements on a slow phone.** Each key page is tested on a simulated slow phone against the same limits: main content within 2.5 s, layout shift of 0.1 or less, and blocking time under 200 ms as a stand-in for response to taps.	Google, "Total Blocking Time" and Lighthouse's throttling notes
SP-4	**The main picture loads first.** The largest picture on the first screen is in the page's HTML (not a style sheet background or added by a script), is never lazy-loaded and is marked high priority. Once it arrives, nothing holds it back: no script hides it until other files load, and no script in the page's head makes the browser wait before drawing. A lazy-loaded, late-found or held-back main picture is a finding when it appears after 2.5 s.	Google, "Optimize Largest Contentful Paint" and "Render-blocking requests"
SP-5	**Nothing jumps.** Every image has its width and height set, so the page doesn't move while it loads. Reported when layout shift is over 0.1.	Google, "Optimize Cumulative Layout Shift"
SP-6	**Images sized and compressed.** Pictures are saved in a modern format such as WebP or AVIF, at no more than the size they are shown at. Reported where the test finds savings, or a picture is more than twice the width it is shown at.	Google, "Choose the right image format" and "Learn Images"
SP-7	**Page weight, compression and caching.** Google sets no page-weight limit for search. A key page over 1 MB is noted, and reported only if the speed tests show it slows the page. Pages, style sheets and scripts are sent compressed with Brotli or gzip. Photos, fonts, style sheets and scripts carry a cache lifetime, so the browser can reuse them instead of downloading them again. Text files sent uncompressed, and files sent with too short a cache lifetime, are reported.	Google, "Enable text compression" and "Use efficient cache lifetimes"
SE-1	**Pages can be found and indexed.** Key pages load normally, aren't marked noindex and aren't blocked in robots.txt.	Google Search Central, "Block search indexing with noindex" and "Introduction to robots.txt"
SE-2	**Every page has its own title.** Each page has a title of its own that says what the page offers, with the business name at one end. Google sets no length limit; the useful words go first.	Google Search Central, "Influencing your title links"
SE-3	**Every key page has its own description.** Each key page has a description of its own that sums it up. Google sets no fixed length.	Google Search Central, "Control your snippets"
SE-6	**A sitemap of the real pages.** An XML sitemap lists every real page, and only those.	Google Search Central, "Build and submit a sitemap"
SE-8	**Structured data, used honestly.** A local business describes itself in LocalBusiness structured data: name and address required; phone, website, hours, location and price range recommended. It matches what the page shows, and a business never marks up its own star rating.	Google Search Central, "Local business structured data"
LO-7	**Business details the law asks for.** In NSW, advertising for residential building work shows the licensee's name, licence number and category, and a business phone number. A business covered by the Privacy Act says who it is, why it collects details and how to reach it, at or before collecting them.	NSW Fair Trading, "Building trade advertisements"; OAIC, APP guidelines chapter 5

Rule	What it asks	Source
AC-1	**Zero automated failures, then checks in a real browser.** No page fails the automated WCAG 2.2 A and AA tests. Those tests find only part of the problems, so tests of keyboard use, zoom and moving content in a real browser follow.	W3C, “What’s new in WCAG 2.2”
AC-2	**Text can be read.** Text stands out from its background by at least 4.5:1, or 3:1 for large text.	W3C, “Understanding SC 1.4.3 Contrast (Minimum)”
AC-3	**Everything works from a keyboard, and focus can be seen.** Every link, button and field can be used with a keyboard, and the item in focus is always visible.	W3C, “What’s new in WCAG 2.2”
AC-5	**The page works zoomed in and on a small phone.** Text can be enlarged to 200%, and at 320 px wide the page reflows with no sideways scrolling.	W3C, “Understanding SC 1.4.10 Reflow” and “SC 1.4.4 Resize Text”
AC-6	**Moving content can be stopped.** Anything that moves by itself for more than 5 seconds can be paused, stopped or hidden.	W3C, “Understanding SC 2.2.2 Pause, Stop, Hide”
AC-7	**Structure, language and forms.** Headings and lists are marked up as such, the page language is set, every form field has a label, and name, email and phone fields are set up for the browser to fill in.	W3C, “What’s new in WCAG 2.2”; MDN, “HTML attribute: autocomplete”
AC-8	**Valid HTML is hygiene, not a WCAG criterion.** Code errors are reported as code quality, not as accessibility failures: WCAG 2.2 removed its parsing rule.	W3C, “What’s new in WCAG 2.2”
CV-2	**The main action is easy on a phone.** The phone number is a tap-to-call link near the top of the page on a phone, and contact details are in the menu and the footer.	Nielsen Norman Group, “Contact us pages”
CV-3	**Forms ask only for what is needed, and are easy to fill in.** Each field has a visible label (never only placeholder text), phone and email fields bring up the right keyboard, the browser can fill them in, and the form says what happens next.	Nielsen Norman Group, “Placeholders in form fields are harmful”; Google, “Payment and address form best practices”
CV-4	**Buttons say what they do.** Button labels start with a specific verb, such as “Send enquiry”, not “Submit”.	Nielsen Norman Group, “UI copy”
CV-5	**Trust is earned on the page.** Contact details and who runs the business (such as an ABN) are easy to find, the content is current, and there are no broken links.	Nielsen Norman Group, “Trustworthiness in web design”; Stanford web credibility guidelines
CV-6	**Key messages aren’t hidden in a slider.** No slideshow that moves on by itself; anything important also appears outside it.	Nielsen Norman Group, “Auto-forwarding carousels and accordions annoy users”
SC-2	**HSTS, without preload by default.** The server tells browsers to use HTTPS only (HSTS) for at least a year.	MDN, “Strict-Transport-Security”
SC-3	**A Content Security Policy.** A Content Security Policy limits where scripts, styles and frames can load from, without allowing inline scripts.	MDN, “Content-Security-Policy”; OWASP, “HTTP Security Response Headers Cheat Sheet”
SC-4	**Other security headers.** The server sends X-Content-Type-Options: nosniff, frame protection (CSP frame-ancestors or X-Frame-Options) and a Referrer-Policy, and either leaves out the old X-XSS-Protection header or sets it to 0.	MDN header pages; OWASP, “HTTP Security Response Headers Cheat Sheet”
CT-3	**Current, true and checkable.** No past events, old dates or stale copyright years, and every claim about the business is true.	ACCC, “Online reviews for products and services”; Nielsen Norman Group, “Trustworthiness in web design”