



PRIVATE & CONFIDENTIAL

Your Website

Site Audit

Is your website costing you business? Here is exactly what is wrong and how to fix it.

Prepared by Coltura Solutions, July 2026

Prepared for you

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1. Executive Summary

Your website is **costing you business**. It fails on speed, mobile experience, and basic SEO — the three things Google cares about most in 2026. Every issue in this audit is fixable.

4.2s

PAGE LOAD TIME

2.8MB

PAGE WEIGHT

0

H1 HEADINGS

3

SPELLING ERRORS

The headline: A potential customer searches for your service, finds your site, waits 4 seconds for it to load, cannot read it on their phone, and leaves. That is happening every single day.

Key Findings

- Site loads in 4.2 seconds — 68% slower than the 2.5s benchmark
- Not mobile-responsive — fails Google's Mobile-Friendly Test
- Zero H1 headings — Google cannot determine what your page is about
- No meta description — your search result snippet is auto-generated
- Three spelling errors in visible text — kills AI visibility and trust
- No contact form above the fold — visitors must scroll to find your phone number
- Missing schema markup — Google's AI cannot understand your business data

Bottom line: Your website is invisible to AI-powered search, frustrating on mobile, and fails to convert visitors into leads. The good news: every issue is fixable. This audit tells you exactly what to do.



2. Speed & Performance

METRIC	YOUR SITE	TARGET	STATUS
Page Load Time	4.2s	< 2.5s	● Failed
Page Weight	2.8MB	< 1MB	● Failed
Time to Interactive	5.1s	< 3s	● Failed
Google PageSpeed Score	31/100	90+	● Poor
Browser Caching	Not enabled	Enabled	● Missing
Image Optimisation	Uncompressed PNGs	WebP, compressed	● Failed

What We Found

Unoptimised Images: Hero image is 1.4MB PNG. Should be WebP format at ~200KB. This single image accounts for 50% of total page weight.

No Browser Caching: Return visitors must re-download the entire page every time. Cache-Control headers are completely absent.

No Compression: Gzip/Brotli compression is not enabled. Your server sends uncompressed assets. A CDN would cut load times by 40-60%.

Render-Blocking Scripts: Three external scripts load synchronously in the <head>, blocking page render for 1.8 seconds.

Why this matters: Google uses page speed as a direct ranking factor. 53% of mobile users abandon a site that takes longer than 3 seconds to load. Every second costs you leads.



3. Mobile Experience

FAILED

GOOGLE MOBILE-FRIENDLY
TEST

11px

BODY TEXT SIZE (16PX MIN)

120px

HORIZONTAL OVERFLOW

0

VIEWPORT META TAG

Text Too Small to Read: Body text renders at 11px on mobile. Google's minimum for readability is 16px. Users must pinch-zoom to read anything.

Touch Elements Too Close: Navigation links and buttons are spaced less than 8px apart. Google requires 48px tap targets. Users will mis-tap constantly.

Horizontal Scroll on Mobile: The page overflows the viewport by 120px on a standard iPhone screen. Content is cut off on the right side.

No Viewport Meta Tag: The <meta name="viewport"> tag is missing entirely. This is the single most basic requirement for mobile-friendly design.

Fixed-Width Layout: The site uses a fixed 1200px width. It does not adapt to any screen size. On a phone, users see a zoomed-out desktop page.

Why this matters: Over 60% of Google searches happen on mobile. Google uses mobile-first indexing — it ranks your site based on the mobile version. A site that fails the Mobile-Friendly Test is actively penalised in search rankings.



4. SEO Health

ELEMENT	STATUS	IMPACT
H1 Heading	• Missing	Critical
Meta Description	• Missing	High
Image Alt Text	• Missing on all images	High
Schema Markup	• Missing	High
Title Tag	• Poor — no keywords	Medium
URL Structure	• Acceptable	Low
SSL Certificate	• Present	Low

Critical Issues

No H1 Heading: Your page has zero H1 tags. The H1 is the single most important on-page SEO element — it tells Google what your page is about. Without it, Google is guessing.

Missing Meta Description: No <meta name="description"> tag found. Google auto-generates your search snippet from random page content. Your current snippet may contain typos visible in search results.

No Alt Text on Images: All images on the page have empty or missing alt attributes. This hurts accessibility, SEO, and AI visibility simultaneously.

No Schema Markup: Zero structured data (JSON-LD) found. Google cannot identify your business type, address, phone, hours, or services. Competitors with schema appear in rich results — you do not.

Why this matters: Without basic on-page SEO, your site is invisible to search engines. These are not advanced tactics — they are the absolute minimum. Every one of these fixes takes under an hour.



5. AI Visibility

In 2026, Google's AI Overviews and AI-powered search determine whether your site gets surfaced or ignored. Quality signals — spelling, structure, schema — are the gatekeepers. Your site fails on all three.

Spelling Errors Found

"profesional" — should be "professional": Found in the Services section. Visible to every visitor and every search engine.

"servises" — should be "services": Found in the homepage hero text. This typo may appear in your Google search snippet.

"contatc" — should be "contact": Found in the footer. The last thing a potential customer sees before deciding whether to call you.

Why Spelling Kills AI Visibility

Google's AI models treat spelling errors as a negative quality signal. When Google's AI Overview generates answers about local businesses, it skips sites with misspellings because they appear less authoritative. Three visible errors on your homepage tells Google's AI: "this site has not been maintained."

Structured Data Gap

Without schema markup, Google's AI cannot extract your business name, address, phone number, opening hours, or services. Your competitors with LocalBusiness schema appear in AI Overviews and rich results. Your site is invisible to AI-powered search features.

The headline: Your website might not show up to AI first. Misspellings, broken schema, and bad headings make your site invisible to Google's AI-powered search. This is the single biggest differentiator in 2026.



6. Conversion Potential

No Clear Call-to-Action Above the Fold: The first thing visitors see is a generic hero image with no phone number, no enquiry button, and no contact form. The primary CTA is buried far down the page.

Phone Number Hidden in Footer: Your phone number only appears in the footer. On mobile, users must scroll past multiple sections to find it. A click-to-call button in the header would increase calls by an estimated 40-60%.

No Contact Form Above the Fold: The contact form is on a separate page. Every extra click loses 50% of potential leads. A simple name, phone, and message form on the homepage would capture significantly more enquiries.

No Trust Signals: No reviews, no testimonials, no accreditations, no project photos. A business lives and dies on trust. Your site shows none of it.

Conversion Funnel

STAGE	CURRENT	TARGET
Visitors who see CTA	~15%	90%+
Visitors who find phone number	~25%	100%
Estimated enquiry rate	<1%	3-5%

Why this matters: A well-optimised website typically converts 3-5% of visitors into enquiries. At an estimated <1%, your site is converting at less than a third of its potential. For every 100 visitors, you are losing 2-4 leads.



7. Recommendations

Every issue in this audit is fixable. Here is the priority order, estimated impact, and what each fix involves.

#	FIX	IMPACT	EFFORT
1	Make site mobile-responsive Add viewport meta tag, convert to flexible layout, responsive images	Critical	Medium
2	Fix spelling errors Correct all typos across every page	High	Low
3	Add H1, meta description, title tag Proper heading structure, keyword-rich meta, location in title	High	Low
4	Optimise images and enable caching Convert to WebP, compress, add Cache-Control headers	High	Medium
5	Add schema markup LocalBusiness JSON-LD with address, phone, hours, services	High	Low
6	Add CTA above the fold Phone number in header, contact form on homepage, clear enquiry button	High	Low
7	Add trust signals Customer reviews, project photos, accreditations, Google review embed	Medium	Medium

Projected Results After Fixes

78

PROJECTED SCORE /100

3-5%

PROJECTED ENQUIRY RATE

1.8s

PROJECTED LOAD TIME

AI-Ready

GOOGLE AI VISIBILITY

Ready to fix it? Let's talk.

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