

Website Audit

[Business Name] – [domain.com]



Site: [https://domain.com]

Prepared by: [Project Lavos LLC]

Date: [May 30, 2026]

Pulse Score: [62] / 100

Contents

1	Headline	2
2	Findings by Dimension	3
3	Competitor Comparison	4
4	Prioritized Action Queue	4
5	Recommendation	5

1 Headline

Overall Pulse Score: [62] / 100

Verdict: [The site loads and ranks for its brand name, but is bleeding conversions on mobile and exposes two fixable security gaps. Three changes would lift the score above 80 within two weeks.]

The Pulse Score is a weighted blend of four dimensions, scored out of 100. Weighting: SEO 30%, Performance 25%, Security 20%, UX/Conversion 25%. Bands: **0–49** critical, **50–69** needs work, **70–84** solid, **85–100** strong.

SEO [68]/100

Performance [55]/100

Security [60]/100

UX / Conversion [64]/100

2 Findings by Dimension

SEO — Score [68] / 100

[68] / 100

- **Title tags:** [Homepage title is 71 characters and truncates in search results; 4 interior pages share an identical title, splitting ranking signal.]
- **Meta descriptions:** [Missing on 9 of 14 indexed pages, so Google is auto-generating snippets that bury the offer.]
- **Structured data:** [No LocalBusiness or Organization schema present – competitors show star ratings in results, this site does not.]

Performance — Score [55] / 100

[55] / 100

- **Largest Contentful Paint:** [4.1s on mobile (target under 2.5s) – the hero image is an un-optimized 2.3 MB PNG.]
- **Render-blocking assets:** [Three CSS files and two synchronous scripts load before first paint, adding 900ms.]
- **Image delivery:** [No next-gen formats (WebP/AVIF) and no width/height attributes, causing layout shift (CLS 0.21).]

Security — Score [60] / 100

[60] / 100

- **Security headers:** [No HSTS, no Content-Security-Policy, and X-Frame-Options is absent – the site is clickjackable.]
- **TLS:** [Valid certificate, but TLS 1.0/1.1 still enabled and the cert expires in [38] days with no auto-renewal.]
- **Exposure:** [WordPress version string is leaked in page source and /wp-admin is reachable without rate limiting.]

UX / Conversion — Score [64] / 100

[64] / 100

- **Primary CTA:** [The "Get a Quote" button is below the fold on mobile and shares the page's grey palette – low contrast, low click affordance.]
- **Contact friction:** [The contact form asks for 9 fields; reducing to 3 (name, email, message) is the single highest-impact conversion fix.]
- **Trust signals:** [No reviews, no service-area map, and no phone number in the header – all standard for the category.]

3 Competitor Comparison

How [Business Name] stacks against the two top-ranking local competitors for the primary keyword “[louisville service keyword]”:

Metric	[Business]	Competitor A	Competitor B
Pulse Score (/100)	[62]	[78]	[71]
Mobile LCP (s)	[4.1]	[2.2]	[2.8]
Indexed pages	[14]	[41]	[27]
Backlinks (ref. domains)	[38]	[210]	[96]
Schema markup	[No]	[Yes]	[Yes]
Reviews shown in SERP	[No]	[Yes (4.8*)]	[Yes (4.6*)]
Contact-form fields	[9]	[3]	[4]
HTTPS + HSTS	[Partial]	[Yes]	[Yes]

Read: [Both competitors out-rank on content depth and backlinks, but the gap on Pulse Score is mostly performance and trust signals – two areas that are quick to close.]

4 Prioritized Action Queue

Ordered by impact-to-effort. Priority P0 = do this week.

Priority	Issue	Impact
P0	[Compress hero image & enable WebP; defer render-blocking JS]	[LCP 4.1s → 2.0s; est. +12 Pulse points]
P0	[Add HSTS, CSP, and X-Frame-Options headers]	[Closes clickjacking + downgrade risk]
P1	[Cut contact form to 3 fields]	[Highest single conversion lift – est. +20% form starts]
P1	[Write unique titles + meta descriptions for all 14 pages]	[Recovers CTR on 9 pages with auto-snippets]
P1	[Add LocalBusiness schema + reviews]	[Star ratings in SERP; closes gap vs. competitors]
P2	[Move primary CTA above fold; raise contrast]	[Clearer path to quote on mobile]
P2	[Disable TLS 1.0/1.1; set up cert auto-renewal]	[Removes deprecated protocols; prevents outage]

5 Recommendation

Recommendation: [Start with the two P0 items – they are a few hours of work and lift the Pulse Score from [62] to an estimated [76]. The three P1 items over the following two weeks would push past [82] and close the visible gap with Competitor A. We can execute the full queue as a fixed-scope engagement, or hand off this document for your team to implement.]

Next step: [Reply to book a 20-minute walkthrough of the findings, or approve the P0 fixes to start this week.]

Scores derived from [Lighthouse, automated header scan, and SERP review]; figures in [brackets] are placeholders pending the live audit pull.