

ADVANCED SOLUTIONS

PROFESSIONAL WEBSITE AUDIT

Sample Website Inspection Report

An anonymised example showing the level of detail, evidence and practical recommendations included in our comprehensive audits.

SCOPE	WHAT THIS SAMPLE DEMONSTRATES
Content and conversion	Page-by-page copy, CTA, trust and user-journey review
SEO and local visibility	Crawlability, metadata, schema and location architecture
Technical quality	Performance, accessibility, security and integration checks

Prepared by Advanced Solutions

Web design • website audits • SEO strategy • ongoing maintenance

ANONYMISED SAMPLE

Business names, domains, addresses, platform identifiers and operational details have been removed or generalised. The structure and depth reflect a real multi-location website inspection.

01 Executive summary

A professional audit should do more than list generic best practices. It should identify the exact issues affecting discovery, trust and conversions, explain why each one matters, and give a clear route to correction.

OVERALL ASSESSMENT

The sample website had a recognisable brand and a usable primary booking path, but it contained high-impact crawlability, accuracy and conversion problems. Multiple location templates contradicted one another, legacy pages remained active, and global components presented the wrong venue information. A structured rebuild was justified because isolated edits would not reliably correct the underlying content model.

What was inspected

- Public journeys across three locations: landing pages, About, menus, reservations, galleries and contact pages.
- Booking widgets, maps, downloadable menus, vouchers, events, contact details, metadata, structured data and crawl configuration.
- Content accuracy, spelling, grammar, accessibility, mobile usability, selected server responses and third-party dependencies.

Severity guide

LEVEL	MEANING	EXAMPLE
Critical	Can prevent discovery, trust or conversion.	Wrong sitemap domain; map sends visitors elsewhere.
High	Material risk to enquiries, accessibility or compliance.	Broken enquiry integration; conflicting hours.
Medium	Weakens usability, SEO or professionalism.	Generic metadata; inaccessible galleries.
Low	Copy, punctuation or presentation refinement.	Spelling, wording and naming corrections.

02 Critical cross-site findings

These examples show how the audit connects evidence to action. Each issue is prioritised so urgent conversion and visibility risks are separated from refinements.

01	Crawl configuration references an obsolete domain	CRITICAL
WHAT IS WRONG	The live robots.txt declared more than 200 sitemap URLs on an old parked domain. Current sitemap endpoints also timed out or returned server errors, creating a direct search-discovery risk.	
IMPROVEMENT	Publish one valid sitemap index on the live domain, submit it to search engines and remove obsolete declarations. Investigate migration errors, plugin corruption or unauthorised modification.	

02	Location map resolves to the wrong destination	CRITICAL
WHAT IS WRONG	A landing-page map used a generic business-name query. During inspection, it resolved to unrelated rural coordinates instead of the restaurant address.	
IMPROVEMENT	Use the verified Google Business Profile place ID and store separate coordinates for each venue. Test every Directions action on mobile before launch.	

03	High-intent contact action returns a 404	HIGH
WHAT IS WRONG	A prominent contact button on an About page pointed to a deleted URL, interrupting a visitor who had already shown enquiry intent.	
IMPROVEMENT	Link directly to the correct contact page and add automated broken-link checks before launch and after content updates.	

04	Private-events enquiry integration fails	HIGH
WHAT IS WRONG	The embedded private-events service returned a connection error. The main table-booking widget loaded, but the higher-value event enquiry route was unavailable.	
IMPROVEMENT	Reconnect or replace the service, provide a native fallback form, and display a direct email and phone route whenever an external service fails.	

03 Accuracy, legacy content and trust

05	Opening hours conflict across five sources	CRITICAL
WHAT IS WRONG	Landing, menu, booking, contact and downloadable menu content showed different opening times. A visitor could not determine which schedule was authoritative.	
IMPROVEMENT	Confirm one schedule with the venue and manage it in a reusable location record that supplies pages, schema, business listings and menu documents.	

06	Expired events and launch pages remain visible	HIGH
WHAT IS WRONG	The events page promoted an event that had already passed, while an old Coming Soon page announced a reopening date from the previous year.	
IMPROVEMENT	Automatically expire events, redirect obsolete launch pages, and assign every time-sensitive item an owner and review date.	

07	Voucher scope is unclear and intermittently unavailable	HIGH
WHAT IS WRONG	The voucher provider failed during repeated checks and the embedded account appeared to be linked to only one venue, although the purchase link was shown globally.	
IMPROVEMENT	State exactly where vouchers are valid before purchase, monitor the provider and provide a fallback route. Use separate venue products if redemption rules differ.	

08	Unsupported server software is publicly disclosed	HIGH
WHAT IS WRONG	Response headers disclosed a PHP branch that had reached end of life and no longer received official security fixes.	
IMPROVEMENT	Upgrade on staging after compatibility testing, launch on a supported release and remove public version disclosure.	

04 Location-by-location review

A multi-location website must treat every venue as a complete local entity. The audit checked whether each visitor saw the correct identity, opening hours, menu, booking route, reviews, map and contact actions.

AREA REVIEWED	FINDING	RECOMMENDATION
Location A - content	About copy described a city venue as a 'seaside town'. Ownership wording omitted one location. A Read More button relied on an unnecessary redirect.	Correct factual wording, write group-level statements carefully and link directly to the canonical location URL.
Location A - conversion	Closing times differed between the webpage and menu PDF. The contact page lacked hours and a prominent booking action.	Clarify whether times mean closing or last orders. Add location-aware Book, Call and Directions actions.
Location B - identity	The main H1 used only the county name. US spellings appeared in copy and the phone number used two formats.	Use the venue and town in the H1, apply UK/Irish house style, standardise contact data and make it clickable.
Location B - accessibility	More than 20 meaningful venue images were missing alternative text. The booking iframe had no accessible title.	Add concise venue-specific alt text and a descriptive title to every booking embed.
Location C - structure	Navigation led to a generic About page rather than a location hub. The page had a generic H1 and no meta description.	Create a complete location homepage containing address, verified hours, menus, booking, reviews, gallery and directions.
Location C - legacy brand	An old source identifier remained inside the booking system. Bakery contact details were absent from the main journey.	Remove legacy branding from all booking stages and clarify whether the bakery has separate contact details.

REBUILD PRINCIPLE

Each location should have one controlled record for its name, address, phone, coordinates, opening hours, menus, booking URL, reviews and social profiles. The website, structured data and repeated components should all use that same source.

05 Copy and menu proofing

Small errors matter because they are visible evidence of quality. The audit records exact wording, punctuation and presentation issues instead of hiding them inside a generic 'improve content' recommendation.

Website copy examples

CURRENT TEXT	RECOMMENDED CORRECTION	WHY
independant	independent	Spelling correction
Saturday :	Saturday:	Remove space before punctuation
What Clients Say	What Our Guests Say	More natural hospitality wording
cozy / flavor / ambiance	cosy / flavour / ambience	Consistent UK/Irish house style
Wine list	Wine list	Correct compound wording
Brandname / Cafe	Brand name / Café	Naming and accent consistency
A discretionary service charge will be added to tables...	A discretionary 12.5% service charge will be added to parties of five or more.	Clearer, more precise wording

Downloadable menu examples

CURRENT TEXT	CORRECTION OR CHECK
Eggs Benedict\Royale	Eggs Benedict / Royale
parsley & wine sauce creamy sauce	Remove the duplicated 'sauce' wording.
creme fraiche&	Add spacing and apply the chosen accent/style consistently.
Allergen1a	Add a space: Allergen 1a.
€7.5 glassP	Remove the stray 'P' and standardise the price format.
Wine numbering	One number is missing; verify the full sequence.
Pays Doc	Likely Pays d'Oc - confirm against the bottle or supplier source.

06 Menus, accessibility and user experience

Menus are primary conversion content. They must load quickly, work on a phone, remain searchable and be understandable to visitors using assistive technology.

Menu format finding

Two important menus were approximately 5 MB each and supplied as single-page A3 raster documents. They contained no extractable text or accessibility tagging, forcing mobile users to repeatedly zoom and pan.

- Publish lightweight, text-based, tagged PDFs in an A4 or mobile-readable format.
- Provide an HTML menu summary so dishes, prices and dietary information can be read, searched and indexed.
- Label downloads clearly, for example: View dinner menu (PDF, 500 KB).
- Store venue, meal period and version date inside the document, and remove obsolete files from search results.
- Ask a chef or food-safety lead to verify the full allergen legend before publication.

Accessibility evidence

COMPONENT	EVIDENCE FOUND	CORRECTION
Image galleries	192 unnamed empty image links across three galleries.	Curate galleries, add meaningful alt text/captions and remove purposeless links.
Booking embeds	Iframes lacked descriptive titles.	Use titles such as 'Book a table at Location B'.
Testimonial carousel	Controls had no accessible names and content was announced twice.	Name Previous/Next controls and prevent duplicate announcements.
Contact actions	Phone and email were plain text in repeated templates.	Use tel: and mailto: links, visible focus states and logical keyboard order.
Headings	Empty H2 elements were used for visual spacing.	Use one descriptive H1 and properly nested H2/H3 headings.

07 SEO and information architecture

The website treated three venues as visual variations while global metadata and structured data continued to describe only one location. This weakens local relevance and can send search engines contradictory information.

Recommended location architecture

LOCATION HUB	CONTENT CONTROLLED PER LOCATION
/location-a/	Overview, menu, booking, contact, gallery, events, map, reviews and venue-specific features.
/location-b/	Correct address, phone, coordinates, opening hours, business profile and social destinations.
/location-c/	Unique bakery/venue features, separate contact rules, booking source and local awards.

Metadata and structured data

- Write a unique title and meta description for every landing, menu, booking, gallery and contact page.
- Publish separate Restaurant schema for each venue with correct name, address, phone, geo coordinates, hours, menu and reservation URLs.
- Connect each location entity to its matching Google Business Profile and use consistent name, address and phone formatting.
- Map every useful legacy URL to its closest new equivalent with one 301 redirect and no redirect chains.
- Generate a valid XML sitemap containing canonical URLs only, then test redirects, canonicals, noindex rules and structured data before launch.

Example page-title framework

PAGE	SAMPLE TITLE FORMAT
Location A	Brand Location A Seafood Restaurant & Gastro Bar
Location B	Brand Location B Gastro Pub & Seafood Restaurant
Location C	Brand Location C Restaurant, Bar & Bakery

08 Global components and brand consistency

Repeated navigation and footer components were hard-coded to one venue. This meant visitors browsing another location could receive the wrong review profile, social account, contact route or voucher context.

- The Google Reviews action pointed to Location A throughout the site.
- Instagram and Facebook destinations were location-specific but appeared globally.
- A footer promotion contained a hard-coded date from several years earlier.
- A press logo appeared without a link or explanation.
- The footer credited the commercial theme developer instead of the business.

New-site requirement

Keep brand content global, but source address, hours, phone, map, reviews, profiles, menus and booking links from the active location record. A visitor should always know which location is selected.

09 Performance, security and privacy

AREA	OBSERVATION	LAUNCH STANDARD
Server response	Time to first byte ranged from approximately 3.1 to 6.2 seconds.	Set a response-time budget and test on real mobile connections.
Front-end weight	A key page loaded about 33 scripts and 15 stylesheets.	Remove unused assets and reduce plugin overlap.
Optimisation stack	Several caching and image plugins overlapped.	Use one defined caching and image pipeline.
Security	Unsupported PHP and missing/weak response-header controls.	Supported software, MFA, tested backups, HSTS and appropriate policies.
Privacy	No clear privacy/cookie links despite maps, booking and voucher embeds.	Complete a cookie audit, publish notices and control non-essential tags.

10 Prioritised action roadmap

The value of the audit is not only the findings; it is the order in which they should be addressed. This prevents teams from spending time on cosmetic changes while critical discovery or conversion problems remain active.

PRIORITY	ACTION	EXPECTED OUTCOME
Immediate	Correct crawl configuration, wrong maps, broken CTAs and failed enquiry integrations.	Restore discovery and protect high-intent journeys.
Before rebuild content entry	Confirm authoritative hours, contact data, voucher rules, awards and menu/allergen information.	Prevent inaccurate information from being migrated.
During design system	Build accessible headings, buttons, galleries, forms, embeds and location-aware navigation once.	Consistent UX and lower future maintenance risk.
During SEO migration	Create location hubs, unique metadata/schema, redirect map, canonical rules and sitemap.	Preserve authority and strengthen local relevance.
Before launch	Test bookings, maps, forms, downloads, accessibility, mobile speed, consent and backups.	Confident launch with measurable acceptance criteria.
Ongoing	Assign owners and review dates to hours, menus, events, awards and third-party services.	Keep the website accurate after launch.

THE OUTCOME

The goal is not simply a more modern appearance. It is a reliable website that makes the correct information easy to find, removes friction from enquiries and bookings, gives search engines a clean structure, and remains maintainable after launch.

11 What a comprehensive audit includes

The final scope is adapted to the website, its platform and its commercial goals. A typical full audit can include:

CONTENT & CONVERSION	SEO & DISCOVERY
Page-by-page proofreading CTA and enquiry journeys Trust signals and clarity Menus, downloads and forms Location and contact accuracy	Crawl and indexation Titles and meta descriptions Internal links and redirects Structured data Local search architecture
TECHNICAL QUALITY	DELIVERY
Mobile performance Accessibility Security and software lifecycle Privacy and consent Third-party integrations	Prioritised severity ratings Evidence and exact corrections Clear implementation guidance Rebuild or improvement roadmap Linked references where appropriate

READY TO SEE WHAT YOUR WEBSITE IS MISSING?

Request your professional website audit

We review the details that generic automated reports miss - from inaccurate content and broken journeys to technical SEO, accessibility, performance and conversion opportunities.

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Sample report note

This document is an anonymised example intended to demonstrate audit depth and presentation. Findings in a purchased audit are based on the website available at the time of inspection. Operational details and third-party behaviour may change after review.