

Example report — illustrative data for a fictional business. Your report is written from your own site.

WEBSITE AUDIT · FULL REPORT

brightleaf-dental.example

Scanned 2026-10-02 · 6 pages scanned

Built from 312 checks worth 629 points.



Grade C+ · out of 100

A 90+ · B 80+ · C 70+ · D 60+ · F below 60

11

issues to fix

41

warnings

260

checks passing

77 -> 84

if you fix the top 7

JUMP STRAIGHT TO

Fix these first

The 7 changes worth the most points

[Page 5 >](#)

Every finding

All 333 checks, section by section

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At a glance

Your score six ways, and on phone and desktop

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Every line is a link. The bookmarks panel in your PDF reader carries the same list.

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Summary

At a glance

333 checks on brightleaf-dental.example, rolled up six ways. Each area is weighted by how much it moves your overall score of 77.

A solid base, with a few costly gaps.

The biggest single fix: Primary CTA above the fold (+1.4 points). Working well: Page title tag, Valid SSL certificate and AI crawlers allowed.



Convert & content

messaging, offer, copy
20% of your score



Trust

proof you are real
10% of your score



Search

how Google finds you
16% of your score



Speed & mobile

load time, phones
21% of your score



AI readiness

how AI reads you
14% of your score



Foundation

security, accessibility
19% of your score

Phone and desktop

LARGEST CONTENTFUL PAINT

3.40 s

Good: 2.50 s or less. phone · real visitors · your page

CUMULATIVE LAYOUT SHIFT

0.04

Good: 0.1 or less. phone · real visitors · your page

FIRST CONTENTFUL PAINT

1.90 s

Good: 1.80 s or less. phone · your page

PHONE

56

the same 21 checks · measured on Google's phone test.

DESKTOP

83

the very same 21 checks · measured again on a desktop, so any difference is the device and nothing else.

A further 19 checks apply only to a phone - tap targets, the mobile menu, text size - and score 87/100. They are not part of the comparison above, because there is no desktop equivalent to compare them with.



CORE WEB VITALS

Your site does not pass Google's Core Web Vitals assessment.

Largest Contentful Paint is 3.4s, against Google's target of 2.5s. All three are measured from real visits across your whole site: this page on its own doesn't get enough traffic for Google to report it separately.

WHAT GOOGLE MEASURED, ON EACH DEVICE

MEASUREMENT	PHONE	DESKTOP	
Speed score	64	91	worse on the phone
Largest Contentful Paint	3.4s	1.3s	worse on the phone
First Contentful Paint	1.9s	700ms	worse on the phone
Server response (TTFB)	610ms	580ms	much the same
Interaction delay (INP)	180ms	60ms	worse on the phone
Layout shift (CLS)	0.04	0.01	worse on the phone

Your overall score of 77 is the whole audit, judged phone-first - that is how Google indexes your site. Everything else in this report reads the same on both devices and is checked once.

What we checked

**11**

issues to fix

41

warnings

260

passing

21

for information

333 checks were evaluated on brightleaf-dental.example, 21 of them for information only, carrying no weight in the score.

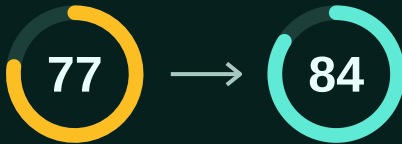


Why 64 couldn't be checked: 64 didn't apply to this site or found nothing to check. None of them count toward the score.

Summary

Fix these first

7 of 52 findings, ranked by what fixing them is worth. Each links to its full fix further down.



+7 points are on the table

Fixing these seven moves your score from 77 to 84.

1

Primary CTA above the fold

Fix now

On a phone the first screen shows the logo, a photo of the waiting room and "Welcome to Brightleaf Dental"; the "Book online" button is a screen and a half further down.

Conversion & messaging [Full fix on page 11 >](#)

+1.4

points

2

Image alt text

Fix now

11 of 27 images have no alt text, including the hero photo on the homepage.

Accessibility [Full fix on page 39 >](#)

+0.8

points

3

Tappable phone number

Fix soon

The phone number in the header is plain text on all 6 pages, so a phone visitor can't tap it to call.

Conversion & messaging [Full fix on page 11 >](#)

+0.8

points

4

Color contrast

Fix now

The light grey text in the fee table on /fees (#9aa5a3 on white) has a contrast of 2.6:1; body text needs 4.5:1.

Accessibility [Full fix on page 40 >](#)

+0.8

points

5

Overall accessibility / legal risk

Fix now

An automated accessibility check found 12 issues across the 6 pages, 3 of them serious.

Accessibility [Full fix on page 40 >](#)

+0.8

points

6

Form friction

Fix soon

The booking form on /contact asks for 9 fields before a first enquiry, 4 of them required — date of birth among them.

Conversion & messaging [Full fix on page 12 >](#)

+0.8

points

7

Opening states what you do

Fix now

The homepage opens with "Welcome to Brightleaf Dental"; the first sentence that says what the practice does comes 240 words further down.

AI readiness [Full fix on page 20 >](#)

+0.7

points

Summary

Key pages

9 of 10 essential pages found on brightleaf-dental.example. A summary of checks already in this report. It adds nothing to your score and takes nothing away.

Page	Status	Page found	Checked by
Home Essential	FOUND	/	#90 #63
Products / Services Essential	FOUND	/treatments	#419
Contact Essential	FOUND	/contact	#47 #140
About us Strongly recommended	FOUND	/about	#51
Privacy policy Essential when collecting personal data	FOUND	/privacy	#53 #126 #127
Terms & conditions Important for purchases or online services	FOUND	/terms	#53 #219
FAQ Recommended	MISSING	—	#60
Testimonials / case studies Recommended	FOUND	/about	#48 #302 not run
Pricing / quote Recommended	FOUND	/fees	#70
404 page Essential	FOUND	—	#131 #132 #133

Every open issue · all 52, ranked

1	Fix now	Primary CTA above the fold Conversion & messaging	+1.4
2	Fix now	Image alt text Accessibility	+0.8
3	Fix soon	Tappable phone number Conversion & messaging	+0.8
4	Fix now	Color contrast Accessibility	+0.8
5	Fix now	Overall accessibility / legal risk Accessibility	+0.8

6	Fix soon	Form friction Conversion & messaging	+0.8
7	Fix now	Opening states what you do AI readiness	+0.7
8	Fix now	Buyer questions covered AI readiness	+0.7
9	Fix soon	Thin content Content quality	+0.7
10	Fix soon	Entity / structured data for AI AI readiness	+0.7
11	Fix soon	Service structured data AI readiness	+0.7
12	Fix soon	Say which areas you cover AI readiness	+0.7
13	Fix now	Largest Contentful Paint (LCP) Speed · phone	+0.6
14	Fix now	Form field labels Accessibility	+0.6
15	Fix soon	Button copy states the outcome Conversion & messaging	+0.6
16	Fix soon	Every page offers a next step Conversion & messaging	+0.6
17	Fix soon	One main button at the top of each page Conversion & messaging	+0.6
18	Fix soon	Tap target size / spacing Mobile · phone only	+0.6
19	Fix now	Broken internal links Search	+0.5
20	Fix soon	Local business details in structured data Search	+0.4
21	Fix soon	Unoptimized images Speed · phone	+0.4
22	Fix now	Google Business / NAP Trust & credibility	+0.4
23	Fix now	Refusing cookies is as easy as accepting Trust & credibility	+0.4
24	Fix soon	Q&A / FAQ content AI readiness	+0.4
25	Fix soon	Meta description Search	+0.4
26	Fix soon	Per-page titles & descriptions Search	+0.4

27	Fix soon	Address and map pin are usable Search	+0.4
28	Fix soon	Mobile vs desktop speed gap Mobile · phone only	+0.4
29	Fix soon	Image alt text sitewide Accessibility	+0.4
30	Fix soon	Form autofill support Accessibility	+0.4
31	Fix soon	Alt text says what the picture shows Accessibility	+0.4
32	Fix soon	DKIM / DMARC Security & privacy	+0.3
33	Fix soon	Legal business name shown Trust & credibility	+0.3
34	Fix soon	Testimonials name a real person Trust & credibility	+0.3
35	Fix soon	Health, legal and money advice names a qualified reviewer Trust & credibility	+0.3
36	Fix soon	Share previews on inner pages Search	+0.3
37	Fix soon	Content-Security-Policy strength Security & privacy	+0.3
38	Fix soon	Clickjacking protection Security & privacy	+0.3
39	Nice to have	Open Graph / Twitter cards Search	+0.3
40	Fix soon	LCP image loading strategy Speed · phone	+0.2
41	Fix soon	Render-blocking resources Speed · phone	+0.2
42	Fix soon	Total page weight Speed · phone	+0.2
43	Fix soon	Modern & responsive images Speed · phone	+0.2
44	Fix soon	Photos aren't bigger than the space they fill Speed · phone	+0.2
45	Fix soon	HSTS policy strength Security & privacy	+0.2
46	Fix soon	MTA-STS policy enforces Security & privacy	+0.2
47	Nice to have	Skip-to-content link Accessibility	+0.2

48	Nice to have	Accessibility statement Trust & credibility	+0.1
49	Nice to have	Security contact (security.txt) Security & privacy	+0.1
50	Nice to have	CAA records Security & privacy	+0.1
51	Nice to have	DNSSEC Security & privacy	+0.1
52	Nice to have	You hear about failed secure email delivery (TLS-RPT) Security & privacy	+0.1

Full audit

Every finding, section by section

Each check names what was found on your site and what to change. What needs attention comes first in every section; passing checks follow in a compact list, so this stays a record of everything that was tested.

Conversion & messaging		61	6 to fix	p. 11
Trust & credibility		83	6 to fix	p. 14
Content quality		92	1 to fix	p. 18
AI readiness		73	6 to fix	p. 20
Search		83	7 to fix	p. 24
Speed		83	7 to fix	p. 30
Mobile		87	2 to fix	p. 37
Accessibility		52	8 to fix	p. 39
Security & privacy		84	9 to fix	p. 42

 Fix  Warning  Passing  For information  Worth a look



Conversion & messaging

18 passed · 6 to fix · 1 for information · 12% of your score



Needs attention 6

FIX Button copy states the outcome

Fix soon +0.6 points

The homepage's main button reads "Contact us". It doesn't say what happens next.

HOW TO FIX

Write buttons as the outcome the visitor gets ("Get my quote", not "Submit"), and add a short reassurance such as "No card required".

FIX Tappable phone number

Fix soon +0.8 points

The phone number in the header is plain text on all 6 pages, so a phone visitor can't tap it to call.

HOW TO FIX

Wrap your phone number in a tel: link: an `<a href="tel:...">` tag with your full number, country code first, after "tel:". On a phone that becomes one tap to call; as plain text the visitor has to memorise it and dial by hand, and most won't.

LEARN MORE

- RFC 3966: The tel URI for telephone numbers - <https://www.rfc-editor.org/rfc/rfc3966.html>

WARN Primary CTA above the fold

Fix now +1.4 points

On a phone the first screen shows the logo, a photo of the waiting room and "Welcome to Brightleaf Dental"; the "Book online" button is a screen and a half further down.

HOW TO FIX

Add one obvious primary call-to-action above the fold so visitors know the next step.

WARN Form friction

Fix soon +0.8 points

The booking form on /contact asks for 9 fields before a first enquiry, 4 of them required — date of birth among them.

HOW TO FIX

Cut form fields to the essentials — every extra field lowers completion.

WARN Every page offers a next step

Fix soon +0.6 points

2 of the 6 pages end without a link or button to book or get in touch: /about and /fees.

HOW TO FIX

Finish each page with one line and one link that names the next step - "Get a quote for this", "Book a visit", "Call us". Someone who reads to the bottom of a page is the most interested visitor you will get that day, and a page that just stops hands them nothing to do.

WARN One main button at the top of each page

Fix soon +0.6 points

The top of /treatments offers "Call us", "Email us" and "Book online" side by side, with none of them the obvious first step.

HOW TO FIX

Choose the one thing you most want a visitor to do on that page and make it the only solid button at the top — "Get a quote", "Book a visit". Keep at most one quieter second option beside it (an outline button or a plain link, such as "See our work"), and move the rest further down the page. When three buttons shout at once, visitors hesitate, and a visitor who hesitates usually leaves.

For information 1 Not scored**Error tracking installed**

FOR INFO

Checked on the 6 pages we read. It flags never - reported only when an error-tracking tool can be seen in the page's own code — none found.

Passing 18**✓ Pricing visibility**

Prices on /fees: "Check-up and clean £45", "Emergency appointment from £60".

✓ Menu labels are clear

Checked on the 6 pages we read. It flags navigation labels are vague or invented — none found.

✓ 404 page keeps navigation

Checked on the 6 pages we read. It flags the error page strips the menu, leaving visitors with nowhere to go — none found.

✓ Opening hours

Opening hours, Monday to Saturday, on /contact.

✓ Contact form	A booking enquiry form on /contact.
✓ Website analytics installed	Checked on the 6 pages we read. It flags no analytics or tag manager is present, or the only analytics tag is a Google Analytics line with an empty src that loads nothing — none found.
✓ Forms tell you what's wrong as you go	Checked on the 6 pages we read. It flags fields give no feedback until the form is submitted, errors show as one message for the whole form rather than beside each field, or the message is shown but a screen reader is not told (the field is not marked invalid with the message linked, and no live region carries it) — none found.
✓ Products / services page	Treatments listed on /treatments: check-ups, hygiene, fillings, crowns, whitening and emergency care.
✓ Autoplay media with sound	Checked on the 6 pages we read. It flags video or audio plays unprompted — none found.
✓ 404 page offers a way onward	Checked on the 6 pages we read. It flags the error page has no search box and no useful links — none found.
✓ 404 page is branded	Checked on the 6 pages we read. It flags the error page is the web server's default, not yours — none found.
✓ Consistent navigation	Checked on the 6 pages we read. It flags the menu changes from page to page — none found.
✓ Consistent button styling	Checked on the 6 pages we read. It flags buttons use many different treatments — none found.
✓ Main menu is short enough to scan	Checked on the 6 pages we read. It flags the main menu carries more than nine top-level items — none found.
✓ The menu shows which page you are on	Checked on the 6 pages we read. It flags no page highlights its own entry in the menu — none found.
✓ Your main button says the same thing on every page	Checked on the 6 pages we read. It flags the button in the site header has different wording, or a different style, on different pages for the same destination — none found.
✓ Slow actions show they're working	Checked on the 6 pages we read. It flags a search that takes longer than a second to answer shows no loading indicator while it works — none found.
✓ Shoppers can sign up to hear from you	Checked on the 6 pages we read. It flags never fails; a shop or publisher has no email signup form or mailing-list provider on any crawled page (other sites are not asked) — none found.

Couldn't be checked

8

Not scored

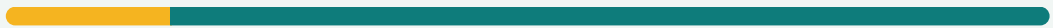
– Help centre or knowledge base	This isn't a software product, so there was nothing to check.
– Visitors can search the site	The site has no search box, so there was nothing to check.
– Sold-out products lead somewhere	The site sells nothing online, so there was nothing to check.
– The cart keeps items when shoppers come back	The site sells nothing online, so there was nothing to check.
– Site search forgives typos	The site has no search box, so there was nothing to check.
– Analytics counts every page in an app-style site	The site isn't a single-page app, so there was nothing to check.

- **Shipping cost shown before checkout** The site sells nothing online, so there was nothing to check.
- **A search with no results still offers a way forward** The site has no search box, so there was nothing to check.



Trust & credibility

32 passed · 6 to fix · 10% of your score



Needs attention 6

WARN Google Business / NAP

Fix now +0.4 points

The address is "12 Otley Road, Leeds" on the homepage and "12 Otley Rd, Headingley" on /contact — no postcode in either, so the two don't match the listing Google holds.

HOW TO FIX

Claim and link your Google Business Profile and keep Name/Address/Phone identical everywhere.

LEARN MORE

- Google Business Profile Help: Guidelines for representing your business - <https://support.google.com/business/answer/3038177>

WARN Refusing cookies is as easy as accepting

Fix now +0.4 points

The cookie banner has an "Accept all" button on its first screen; refusing takes two more clicks through "Manage preferences".

HOW TO FIX

Put a "Reject all" button beside "Accept all", the same size and style. UK and EU regulators are explicit that refusing must be no harder than consenting - burying it behind "manage preferences" is the specific pattern they have been issuing fines over.

WARN Legal business name shown

Fix soon +0.3 points

No registered business name on any page; the footer says only "© Brightleaf Dental".

HOW TO FIX

Show your business's full legal name, with its legal form (LLC, Inc., Ltd, GmbH...), in the footer or copyright line and on your terms or contact page. Some countries ask for more: UK companies, for example, must also show their company number, where they are registered and their registered office address. Check what applies where you are registered.

WARN Testimonials name a real person

Fix soon +0.3 points

The three reviews on /about are signed with initials only ("J.M., Headingley").

HOW TO FIX

Add a full name, role and company to each testimonial, and a photo where you can. An unattributed quote reads as something you wrote yourself - a named one from a real customer is the whole reason testimonials work.

WARN Health, legal and money advice names a qualified reviewer

Fix soon +0.3 points

/treatments gives health advice ("how to look after a new filling") without naming the dentist who wrote or checked it.

HOW TO FIX

Add a line under the byline saying who checked the advice and what qualifies them - "Reviewed by Dr Jane Okafor, MBChB, GMC 1234567" or "Reviewed by Tom Ellis, solicitor, SRA 512345". On health, legal and money topics that line is what Google's own raters are told to look for, and what an AI assistant weighs before quoting you.

WARN Accessibility statement

Nice to have +0.1 points

No accessibility statement on the site.

HOW TO FIX

Publish an accessibility statement saying what standard you aim for, any known problems, and how someone can report a barrier. It is expected of public-sector sites and increasingly asked for in tenders - and it is the page a disabled customer looks for before deciding to persevere.

Passing 32

✓ Visible contact info	Phone number, email and street address on the homepage and on /contact.
✓ Privacy policy page loads	The privacy policy at /privacy loads (200).
✓ Contact details in the header or footer	Checked on the 6 pages we read. It flags no page's header or footer carries a phone, email or address, and none appear anywhere on the site, fails; warns when they never appear in the header or footer, some pages lack them there, or a local or service business shows only an email there — none found.
✓ Your email address can receive mail	Checked on the 6 pages we read. It flags a published email address has no mail routing — none found.
✓ Content loads without accepting cookies	Checked on the 6 pages we read. It flags a visitor who has not accepted cookies is served the consent notice instead of the page — none found.
✓ Testimonials / reviews on site	Three patient reviews quoted on /about.
✓ Trust badges / guarantees	Checked on the 6 pages we read. It flags none present — none found.
✓ About / team page	An About page at /about introduces the practice and its two dentists.
✓ Privacy policy & terms	Privacy policy and terms both linked from the footer of every page.
✓ Cookie consent banner	Checked on the 6 pages we read. It flags missing where required — none found.
✓ Privacy policy is substantive	The privacy policy at /privacy runs to 1,310 words and covers what is collected and why.
✓ Data-request route	Checked on the 6 pages we read. It flags the privacy policy never says how someone can ask for or delete their data — none found.
✓ Cookie policy	Checked on the 6 pages we read. It flags the site sets tracking cookies but publishes no cookie policy — none found.
✓ Contact details match your markup	Checked on the 6 pages we read. It flags the phone or address in your code differs from the visible one — none found.
✓ Privacy notice on forms	Checked on the 6 pages we read. It flags a form collects personal data with no privacy notice — none found.
✓ Authoritative profile links	Checked on the 6 pages we read. It flags sameAs links point at no independently maintained profile, or every profile the site links to answers 'page not found' — none found.
✓ Terms page has real content	The terms page at /terms has real content: appointments, cancellations and payment.
✓ Accreditations carry a registration number	Checked on the 6 pages we read. It flags a scheme is claimed with no number to check it against — none found.
✓ Privacy policy states a lawful basis	Checked on the 6 pages we read. It flags a policy written to UK/EU rules never says on what lawful basis it processes personal data — none found.
✓ Privacy policy states retention periods	Checked on the 6 pages we read. It flags the policy never says how long personal data is kept, or what decides how long — none found.
✓ Privacy policy matches the rules you trade under	Checked on the 6 pages we read. It flags a business whose site shows where it trades (the UK, the EU, California or Canada) has a policy naming only another jurisdiction's privacy law — none found.

✓ The numbers you quote agree with each other	Checked on the 6 pages we read. It flags two pages give different counts for the same thing — none found.
✓ Cookie lifetimes match the policy	Checked on the 6 pages we read. It flags a cookie outlives the duration its own cookie policy states for it — none found.
✓ Your headline numbers are backed up on the site	Checked on the 6 pages we read. It flags the site quotes a figure about itself (customers served, projects finished, reviews, satisfaction) and nothing on the site lets a visitor check it — none found.
✓ Social media presence	Checked on the 6 pages we read. It flags no profile links, placeholder links, or social icons that link nowhere — none found.
✓ Stale / dated content	Checked on the 6 pages we read. It flags old copyright or visible dates — none found.
✓ Policy last-updated date	Checked on the 6 pages we read. It flags the policy shows no last-updated or effective date — none found.
✓ YouTube privacy-enhanced embeds	Checked on the 6 pages we read. It flags YouTube embeds set tracking cookies before consent — none found.
✓ How long you have been trading	"Caring for Headingley since 2009" on /about.
✓ Disclaimer where the advice needs one	Checked on the 6 pages we read. It flags a site giving health, legal or financial guidance publishes no disclaimer — none found.
✓ The year you started is the same everywhere	Checked on the 6 pages we read. It flags two pages state different years for when the business began — none found.
✓ Who runs the business is named the same everywhere	Checked on the 6 pages we read. It flags two pages name different people as the business's chief executive or managing director — none found.

Couldn't be checked 6

Not scored

– Status page	This isn't a software product, so there was nothing to check.
– Your ad inventory is authorised (ads.txt)	The site shows no adverts, so it needs no ads.txt.
– Client, partner or press logos	No client logos, case studies or quoted research on the pages we read.
– Logo row links to the story behind it	No client logos, case studies or quoted research on the pages we read.
– Case studies quantify the outcome	No client logos, case studies or quoted research on the pages we read.
– Star ratings are not self-awarded	No star ratings on the site, so there was nothing to check.



Content quality

15 passed · 1 to fix · 8% of your score



Needs attention 1

WARN

Thin content

Fix soon

+0.7 points

/fees has 96 words of text — a price list with nothing about what each visit includes.

HOW TO FIX

Expand thin pages with the information buyers need to decide.

LEARN MORE

- Google Search Central: Creating helpful, reliable, people-first content - <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Passing 15

✓ Readability level	Checked on the 6 pages we read. It flags too complex (Flesch) — none found.
✓ A page comparing you with the alternatives	Checked on the 6 pages we read. It flags no page compares the business with the alternatives a buyer is also weighing up — none found.
✓ Declared language matches the content	Checked on the 6 pages we read. It flags the lang attribute names a different language than the text — none found.
✓ Prices quoted elsewhere match your pricing page	Checked on the 6 pages we read. It flags a page quotes a price for a named plan or package that differs from the price the pricing page gives it, or two pages give one plan two prices — none found.
✓ Duplicate content	Checked on the 6 pages we read. It flags two pages share 80% or more of their wording, setting aside the menu, header and footer; warns at 60–79%, when two pages share one title and main heading, when a page repeats the same 25-word passage, or when 3 or more passages of 40+ words appear on more than one indexable page — none found.
✓ Spelling & grammar	Checked on the 6 pages we read. It flags placeholder text such as lorem ipsum or TODO is live on a page; warns on a placeholder image (placeholder.co, via.placeholder.com, dummyimage.com, picsum.photos, or a file named placeholder.* or dummy.*), when the page title or meta and share tags still carry website-template words, or when the text has a known misspelling or a doubled word — none found.
✓ Content freshness	Checked on the 6 pages we read. It flags stale / no new content — none found.
✓ Brand description consistent	Checked on the 6 pages we read. It flags site descriptions disagree with each other — none found.
✓ Outbound link health	Checked on the 6 pages we read. It flags a link to another website answers 404 or 410, points at a domain that no longer exists, or lands on a domain-for-sale page (social networks are not counted) — none found.

✓ Long pages split into sections	Checked on the 6 pages we read. It flags warns (never fails) when a page of 600+ words has fewer than two H2/H3 subheadings or runs over 400 words without one, or when a homepage of 150–599 words has no H2/H3 at all — none found.
✓ Comparison tables and step lists	Checked on the 6 pages we read. It flags content is unbroken prose with no tables or lists — none found.
✓ Key structure near the top	Checked on the 6 pages we read. It flags tables and lists are buried at the foot of long pages — none found.
✓ Headline and first subheading differ	Checked on the 6 pages we read. It flags the H1 and the first H2 say the same thing — none found.
✓ Stale year in a title or heading	Checked on the 6 pages we read. It flags a heading advertises a year that has passed — none found.
✓ How old your photographs are	Checked on the 6 pages we read. It flags the photos on the homepage were taken years ago — none found.

| Couldn't be checked 9

Not scored

– Published and updated dates	No blog, news or articles on the pages we read, so there was nothing to date.
– Changelog or release notes	This isn't a software product, so there was nothing to check.
– Publishing is current	No blog, news or articles on the pages we read, so there was nothing to date.
– Editorial standards published	No blog, news or articles on the pages we read, so there was nothing to date.
– PDFs have web page equivalents	No PDFs are linked from the pages we read.
– Research claims name their source	No client logos, case studies or quoted research on the pages we read.
– Offers that have already ended	No blog, news or articles on the pages we read, so there was nothing to date.
– Borrowed figures say when they are from	No client logos, case studies or quoted research on the pages we read.
– Cited sources say what you quote them saying	No client logos, case studies or quoted research on the pages we read.



AI readiness

21 passed · 6 to fix · 9 for information · 14% of your score



Needs attention 6

FIX Opening states what you do

Fix now +0.7 points

The homepage opens with "Welcome to Brightleaf Dental"; the first sentence that says what the practice does comes 240 words further down.

HOW TO FIX

Open the page with one plain sentence saying what you do and who for. AI assistants quote that sentence when recommending you.

LEARN MORE

- Google Search Central: Creating helpful, reliable, people-first content - <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

WARN Buyer questions covered

Fix now +0.7 points

Of eight questions a new patient typically asks, the site answers four (prices, location, opening hours, treatments). Not answered: same-day emergency appointments, NHS places, payment plans, what a first visit involves.

HOW TO FIX

Answer the eight questions every buyer asks — what it is, who for, pricing, how it works, alternatives, integrations, security, support — in plain text.

WARN Entity / structured data for AI

Fix soon +0.7 points

The homepage carries Organization markup but no Dentist or LocalBusiness type, so an assistant can't read the address, hours or phone number from it.

HOW TO FIX

Add Organization structured data (name, logo, website, contact, and the profiles that are really yours) so machines reading your site can tell exactly which business it describes. Mark up products or services only where the page actually shows them.

LEARN MORE

- Google Search Central: Organization structured data - <https://developers.google.com/search/docs/appearance/structured-data/organization>

WARN Q&A / FAQ content

Fix soon +0.4 points

No question-and-answer content on any of the 6 pages we read.

HOW TO FIX

Answer the questions buyers actually ask — price, timing, what's included, where you work — in plain text on your pages. FAQ structured data is optional; the visible answer is what counts.

WARN Service structured data

Fix soon +0.7 points

No Service markup for any of the six treatments listed on /treatments.

HOW TO FIX

Add Service structured data for each thing you do, naming the service, your business as the provider, and the areas you cover. This is the label that tells an AI assistant what you actually do and where - the exact question behind "who does X near me".

WARN Say which areas you cover

Fix soon +0.7 points

The site names Leeds but not the areas it serves — Headingley appears only inside the street address.

HOW TO FIX

Publish the towns and areas you cover, as a short list or an "areas we cover" page, and add areaServed to your structured data. "Who does this near me" is the question AI assistants are asked most about trades - without a coverage statement there is nothing for them to match you against.

For information 9 Not scored**i Wikidata record for the business**

FOR INFO

Checked on the 6 pages we read. It flags informational — no Wikidata record names this domain (never scored) — none found.

i Crawl delay isn't starving AI crawlers

FOR INFO

Checked on the 6 pages we read. It flags robots.txt throttles the crawlers that honour Crawl-delay beyond any documented value, or sets one that does nothing — none found.

i /lms.txt present

FOR INFO

Checked on the 6 pages we read. It flags never scored; warns only when a file published at /lms.txt doesn't open with a '# Business name' heading, or the server answers that address with an error (HTTP 5xx); not publishing one costs a site nothing — none found.

LEARN MORE

- llmstxt.org: The /lms.txt file - <https://llmstxt.org/>

llms.txt says something useful

FOR INFO

Checked on the 6 pages we read. It flags a file you chose to publish sends readers to somebody else's site, or lists nowhere to go; reported for information and carries no weight — none found.

LEARN MORE

- llmstxt.org: The /llms.txt file - <https://llmstxt.org/>

Text and data mining rights

FOR INFO

Checked on the 6 pages we read. It flags a mining declaration is published in a form no agent can read, or waives the rights it means to reserve — none found.

AI content signals

FOR INFO

Checked on the 6 pages we read. It flags the site's stated AI preferences contradict its own robots.txt, or are written in a form no parser reads — none found.

AI opt-out tags

FOR INFO

Checked on the 6 pages we read. It flags a noai or noimageai tag is the site's only AI-training opt-out and robots.txt still lets the training crawlers in — none found.

Your robots.txt says why it turns AI training away

FOR INFO

Checked on the 6 pages we read. It flags nothing - this one is informational and never counts against your score — none found.

Your firewall and robots.txt agree on AI training crawlers

FOR INFO

Checked on the 6 pages we read. It flags nothing - informational and never counts against your score; it warns only when robots.txt turns Bytespider away and your server still hands it the page — none found.

Passing 21**AI crawlers allowed**

robots.txt lets GPTBot, ClaudeBot, PerplexityBot and Google-Extended read every page.

Content readable without JS

Every page's text is in the HTML the server sends; nothing waits for JavaScript.

Search crawlers allowed

Checked on the 6 pages we read. It flags robots.txt blocks Googlebot, Bingbot or Applebot — none found.

Snippets allowed for AI answers

Checked on the 6 pages we read. It flags the site asks engines not to quote it (nosnippet, or data-nosnippet around the main content); warns on a quote limit shorter than a sentence or max-image-preview:none — none found.

AI crawlers reach your inner pages

Checked on the 6 pages we read. It flags key pages answer differently to an AI crawler than to a browser — none found.

Bot protection isn't blocking AI answers

Checked on the 6 pages we read. It flags a security challenge page is served instead of your content — none found.

Author and expertise signals

Checked on the 6 pages we read. It flags articles carry no author, or only a placeholder byline such as Admin, Staff, a team name or the business itself — none found.

Schema points at your domain

Checked on the 6 pages we read. It flags structured data references a different website — none found.

Valid HTML structure

Checked on the 6 pages we read. It flags the pages parsed (up to 12) have 10 or more structure-breaking HTML errors in total, or errors on at least half of them; warns on fewer errors, or when an id is used twice on one page — none found.

Semantic landmarks across the site

Checked on the 6 pages we read. It flags inner pages have no main/nav/header structure — none found.

✓ Structured data is joined up	Checked on the 6 pages we read. It flags schema entries sit in isolation, never referencing one another — none found.
✓ Link previews get the same page you do	Checked on the 6 pages we read. It flags social scrapers are served different content — none found.
✓ Facts an assistant can quote	Checked on the 6 pages we read. It flags content pages carry no price, date, quantity or measurement to lift — none found.
✓ Named crawler groups keep your Disallow rules	Checked on the 6 pages we read. It flags a section naming a crawler allows a path the catch-all "User-agent: *" section disallows — none found.
✓ Each section answers its own heading	Checked on the 6 pages we read. It flags several ordinary H2 sections don't deliver what their heading promises when read on their own — none found.
✓ Headings can be linked to directly	Checked on the 6 pages we read. It flags headings carry no id, so no section has its own address — none found.
✓ Long pages offer a contents list	Checked on the 6 pages we read. It flags a long page is split into sections but nothing links to them — none found.
✓ Questions buyers type that your site answers	Checked on the 6 pages we read. It flags several of the questions a buyer asks before choosing have no answer anywhere on the site — none found.
✓ The facts you publish match the public record	Checked on the 6 pages we read. It flags the founding year, head office or chief executive on the site differs from the Wikidata item for the same domain — none found.
✓ Lighthouse's Agentic Browsing score	Checked on the 6 pages we read. It flags warns (never fails) when Lighthouse's Agentic Browsing category scores the homepage under 90 — on Google's phone test, or on its desktop test when the phone test ended on another site — none found.
✓ Answers name the business	Checked on the 6 pages we read. It flags several FAQ or question-heading answers open with "we", "it" or "they" and never say who that is — none found.

Couldn't be checked 14 Not scored

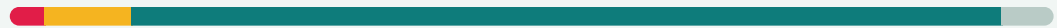
– How AI describes your business	No AI-visibility reading was taken for this scan.
– AI citation / mention tracking	No AI-visibility reading was taken for this scan.
– Answers under question headings	No question-and-answer content on the site to check.
– Questions answered in the page source	No question-and-answer content on the site to check.
– API documentation published	This isn't a software product, so there was nothing to check.
– Machine-readable API spec	This isn't a software product, so there was nothing to check.
– Answers survive being quoted alone	No question-and-answer content on the site to check.
– How long the answers are	No question-and-answer content on the site to check.
– Content feed published	No blog, news or articles on the pages we read, so there was nothing to date.
– Video transcripts	No events, job adverts or videos on the pages we read.
– Author credentials	No blog, news or articles on the pages we read, so there was nothing to date.
– Answers aren't locked behind interaction	No question-and-answer content on the site to check.

- Your glossary is marked up as definitions No question-and-answer content on the site to check.
- Step-by-step guides are marked up as steps No question-and-answer content on the site to check.



Search

50 passed · 7 to fix · 3 for information · 16% of your score



Indexing & crawl

35 checks · 1 to fix

FIX Broken internal links

Fix now +0.5 points

1 broken link: "Meet the team" on /about points to /team, which answers 404.

HOW TO FIX

Fix or redirect broken links — they waste crawl budget and frustrate visitors.

LEARN MORE

- Google: How HTTP status codes affect Google's crawlers - <https://developers.google.com/crawling/docs/troubleshooting/http-status-codes>

Site map priority and changefreq

FOR INFO

Checked on the 6 pages we read. It flags nothing - this is reported for information and carries no weight; Google ignores both tags, so neither keeping them nor dropping them can cost a site anything — none found.

IndexNow key file is valid

FOR INFO

Checked on the 6 pages we read. It flags nothing - informational; it warns only when your site points at an IndexNow key file that is missing or does not contain its own name — none found.

Your site is connected to Google Search Console

FOR INFO

Checked on the 6 pages we read. It flags for information only: no Google Search Console verification was found in the homepage or the domain's DNS (Search Console can also be verified through Google Analytics, Tag Manager or an uploaded file, so this is never scored) — none found.

LEARN MORE

- Search Console Help: Verify your site ownership - <https://support.google.com/webmasters/answer/9008080>

robots.txt

Checked on the 6 pages we read. It flags the site has no robots.txt, the file fails to deliver (a 5xx, which crawlers read as a full block), its rules cover pages you publish, or it has a line Google's PageSpeed test marks as not valid — none found.

Indexability

Checked on the 6 pages we read. It flags the homepage is marked noindex for Google or for all search engines, more than half the pages are, or Google's PageSpeed test finds a script adding noindex, fails; warns when fewer pages are, a noindex targets only another crawler, or a made-up address doesn't answer 404 — none found.

✓ HTTPS enforced	http:// redirects to https:// on every address we tried.
✓ Sitemap URLs actually work	Checked on the 6 pages we read. It flags a quarter or more of the sitemap entries we sampled or our crawl reached return errors (fewer warns); also warns when entries redirect to another address — none found.
✓ Rendering files are crawlable	Checked on the 6 pages we read. It flags robots.txt blocks Googlebot from a quarter or more of the homepage's own stylesheets, scripts and images fails; fewer warns (files on other hosts aren't judged) — none found.
✓ Preview environments kept out of search	Checked on the 6 pages we read. It flags a staging or preview site is publicly indexable — none found.
✓ No live page says "not found"	Checked on the 6 pages we read. It flags a working page shows not-found wording — none found.
✓ Search engines get the same page your visitors get	Checked on the 6 pages we read. It flags asked for the homepage as Google's phone crawler, the server sends a different page: one that ends on another website, links to 3 or more websites the visitors' copy never mentions, or has a different title and shares under 30% of its words (warns on a different title, a noindex only the crawler gets, or text half the length) — none found.
✓ No hidden links to other websites	Checked on the 6 pages we read. It flags 3 or more links on the homepage go to other websites while a visitor cannot see them: placed far off the page, shrunk to nothing, in the background's colour, or hidden by a style written into the served HTML (warns on 1 or 2); menus, pop-ups, carousels and tabs are left out — none found.
✓ XML sitemap	Checked on the 6 pages we read. It flags missing / not referenced — none found.
✓ Canonical tags	Checked on the 6 pages we read. It flags a page has several canonical tags, an invalid one, HTML and header canonicals that disagree, or one naming a broken page or another language version, or over half the pages lack a correct one, fails; warns on a missing, body-placed, relative, redirecting, noindex or other-page canonical — none found.
✓ Social preview image is crawlable	Checked on the 6 pages we read. It flags robots.txt blocks the image used for link previews — none found.
✓ Sitemap URLs are indexable	Checked on the 6 pages we read. It flags warns when sitemap entries are marked noindex or name a canonical elsewhere, the sitemap leaves out indexable pages the crawl reached, or a sampled entry is a working page no crawled page links to — none found.
✓ Consistent URL capitalisation	Checked on the 6 pages we read. It flags the same page is linked with different capitalisation — none found.
✓ The sitemap in robots.txt loads	Checked on the 6 pages we read. It flags the sitemap robots.txt names answers an HTTP 4xx or 5xx error fails; warns when it isn't well-formed sitemap XML, lacks the sitemaps.org namespace, has relative or off-site entries, or exceeds 50,000 addresses or 50 MB — none found.
✓ The www version of your address works	Checked on the 6 pages we read. It flags www does not resolve while the plain address does — none found.
✓ Canonical tag uses your secure address	Checked on the 6 pages we read. It flags an https page's canonical names the http:// address — none found.
✓ Everything is a few clicks from the homepage	Checked on the 6 pages we read. It flags pages sit more than three clicks from the homepage — none found.
✓ Pages that worked last time still work	Checked on the 6 pages we read. It flags an address that answered on the previous scan now returns not found — none found.

✓ Old page addresses still work	Checked on the 6 pages we read. It flags addresses the Internet Archive saved working copies of now return not found — none found.
✓ Each page answers at one address	Checked on the 6 pages we read. It flags another address for the same page (an index alias such as /Home or /index.php, a made-up query parameter, or the address in capitals) shows the page with no redirect and no canonical naming the proper address, and the site's own pages link to that copy (warns when nothing links to it) — none found.
✓ No hidden text or stuffed keywords	Checked on the 6 pages we read. It flags 1,000 or more characters of homepage text are hidden from visitors (placed far off the page, shrunk to nothing, set in a near-zero font size, or in the background's colour); warns from 200 characters, or when one word is 8% or more of 250+ words of running text and appears 20 times or more; menus, pop-ups, tabs and screen-reader text are left out — none found.
✓ Redirect chains / loops	Checked on the 6 pages we read. It flags >1 hop to final URL — none found.
✓ Internal linking / orphan pages	Checked on the 6 pages we read. It flags important pages weakly linked — none found.
✓ Sitemap freshness dates	Checked on the 6 pages we read. It flags sitemap entries carry no lastmod, or it never changes — none found.
✓ Internal links point at final addresses	Checked on the 6 pages we read. It flags internal links go through redirects instead of the destination — none found.
✓ Internal links are clean	Checked on the 6 pages we read. It flags warns when links between your own pages carry tracking parameters (utm_, gclid, fbclid, mc_, msclkid, _ga, ref, source), or, on an https site, point at http:// addresses — none found.
✓ Search engines are allowed to follow your links	Checked on the 6 pages we read. It flags the homepage carries nofollow (or none) in a robots meta tag or the X-Robots-Tag header fails; warns when another page does, or links to your own pages carry rel="nofollow" — none found.
✓ No pages redirect with a meta refresh	Checked on the 6 pages we read. It flags a page sends visitors to another address with a meta refresh, at any delay, fails; warns when a meta refresh reloads the same page — none found.
✓ Pages with no reason to be in search are kept out	Checked on the 6 pages we read. It flags a cart, account, search-results or confirmation page - or a near-empty tag, author or date archive - is left indexable — none found.
✓ Your addresses are easy to read	Checked on the 6 pages we read. It flags addresses use underscores, capital letters, double slashes or deep nesting — none found.

Search basics

25 checks · 6 to fix

FIX Local business details in structured data

Fix soon

+0.4 points

No LocalBusiness or Dentist markup with an address on any page.

HOW TO FIX

Extend your LocalBusiness structured data with opening hours, the areas you serve, your phone number and price range. These are the fields Google reads when deciding whether to show you for "near me" searches.

LEARN MORE

- Google Search Central: Local business structured data - <https://developers.google.com/search/docs/appearance/structured-data/local-business>

WARN Meta description

Fix soon

+0.4 points

2 of the 6 pages have no meta description: /fees and /privacy.

HOW TO FIX

Write a unique meta description of about 150 characters for each page that earns the click.

LEARN MORE

- Google Search Central: Snippets in search results - <https://developers.google.com/search/docs/appearance/snippet>

WARN Per-page titles & descriptions

Fix soon

+0.4 points

/treatments and /fees share the title "Brightleaf Dental".

HOW TO FIX

Give every page its own title under 60 characters and description under about 160, not just the homepage — these are the words people read in search results.

LEARN MORE

- Google Search Central: Title links - <https://developers.google.com/search/docs/appearance/title-link>

WARN Share previews on inner pages

Fix soon +0.3 points

Inner pages fall back to the homepage's share preview: 4 of 5 have no title or image of their own.

HOW TO FIX

Give each page its own og:title, og:description and og:image rather than repeating the homepage's. People share the specific page that helped them, not your front page, and a shared link that shows the wrong title and picture gets far fewer clicks.

LEARN MORE

- The Open Graph protocol - <https://ogp.me/>

WARN Address and map pin are usable

Fix soon +0.4 points

The map on /contact is a picture of a map: it doesn't link to Google Maps and the address isn't beside it as text.

HOW TO FIX

Correct the address and map coordinates in your structured data - check #142 confirms the fields exist, but the values themselves don't hold up. A pin at 0,0 puts your business in the Atlantic, and an address with no town cannot be matched to a place at all.

LEARN MORE

- Google Search Central: Local business structured data - <https://developers.google.com/search/docs/appearance/structured-data/local-business>

WARN Open Graph / Twitter cards

Nice to have +0.3 points

4 of the 6 pages have no og:image, so a shared link shows no picture.

HOW TO FIX

Add OG and Twitter Card tags so shared links show a title, description, and image.

LEARN MORE

- The Open Graph protocol - <https://ogp.me/>

✓ Page title tag

Checked on the 6 pages we read. It flags the homepage has no <title> in its <head> (one that sits only in the page body included) fails; warns when there are two or more titles, the title is added by a script, it's a placeholder, the bare domain or the business name alone, it's one word or under 10 characters, it repeats a word three times, it's over 60 characters, or another page uses the same title — none found.

✓ H1 & heading structure

Checked on the 6 pages we read. It flags the homepage has no <h1>, or every <h1> on it is empty, fails; warns when it has more than one, the <h1> runs over 120 characters or 20 words, or it's only a welcome line or the business name — none found.

✓ Structured data present	Checked on the 6 pages we read. It flags no schema.org markup — none found.
✓ One H1 per page	Checked on the 6 pages we read. It flags more than a third of the inner pages have no <h1>, an empty one or several fails; fewer warns, as does an inner page whose <h1> reads like a paragraph or says nothing about the page — none found.
✓ Schema type names spelled correctly	Checked on the 6 pages we read. It flags a structured-data type name is misspelled — none found.
✓ Links and buttons built properly	Checked on the 6 pages we read. It flags 5 or more clickable divs or spans, or 12 or more such boxes and unfollowable links together, fails; fewer warns, as do buttons whose onclick only navigates to another page — none found.
✓ Two pages don't chase the same search	Checked on the 6 pages we read. It flags two different indexable pages are titled and headed for the same search — none found.
✓ Structured data valid	Checked on the 6 pages we read. It flags a structured-data block is broken JSON fails; warns when an item has no @type, a page's markup has no @context, an Organization, LocalBusiness or WebSite entry has no name or url, or a property is left empty — none found.
✓ Heading hierarchy	Checked on the 6 pages we read. It flags more than a third of the pages skip a heading level fails; fewer warns, as does a page that repeats the same heading — none found.
✓ Descriptive link text	Checked on the 6 pages we read. It flags generic "click here" links — none found.
✓ Breadcrumb navigation	Checked on the 6 pages we read. It flags inner pages have no breadcrumb trail — none found.
✓ Large social preview image	Checked on the 6 pages we read. It flags the Twitter card is set to the small thumbnail layout — none found.
✓ Meta description length	Checked on the 6 pages we read. It flags descriptions are truncated or too short to earn the click — none found.
✓ Your site has a tab icon	Checked on the 6 pages we read. It flags no favicon is declared and / favicon.ico does not load as an image — none found.
✓ Your title and description use the words your page is about	Checked on the 6 pages we read. It flags the page's most frequent words appear in neither the title nor the description — none found.
✓ No out-of-date HTML tags	Checked on the 6 pages we read. It flags the homepage is a frame around another site, a page carries Flash, Silverlight or Java plugin content, or uses marquee, blink, applet, frameset, frame, bgsound, isindex or plaintext, fails; warns on presentational tags like font, center or big — none found.
✓ One search goal per page	Checked on the 6 pages we read. It flags a page's title and headings aim at two or more different kinds of searcher at once — none found.
✓ Structured data entries are complete	Checked on the 6 pages we read. It flags warns when breadcrumb, article, rating, review, recipe, dataset or FAQ markup lacks a field Google requires, an Organization logo isn't an image address, a field name has the wrong capitals, or an article lacks an author or datePublished — none found.
✓ Your social preview image is small enough to share	Checked on the 6 pages we read. It flags the og:image file is over 8 MB, Facebook's limit (warns over 5 MB, LinkedIn's limit) — none found.

| Couldn't be checked 14

Not scored

– hreflang correctness	The site is in one language, so there was nothing to check.
– Product and Offer markup	The site sells nothing online, so there was nothing to check.
– Event markup	No events, job adverts or videos on the pages we read.
– Job posting markup	No events, job adverts or videos on the pages we read.
– Video markup	No events, job adverts or videos on the pages we read.
– Software product markup	This isn't a software product, so there was nothing to check.
– Pagination is crawlable	No paged or filtered listings on the pages we read.
– hreflang points both ways	The site is in one language, so there was nothing to check.
– Filter and sort links don't trap crawlers	No paged or filtered listings on the pages we read.
– Page two keeps its own address	No paged or filtered listings on the pages we read.
– Paged listings have their own titles	No paged or filtered listings on the pages we read.
– Filtered listings point back at the real page	No paged or filtered listings on the pages we read.
– Star ratings visitors can actually see	No star ratings on the site, so there was nothing to check.
– Each location has its own business details	The site lists one location, so there was nothing to compare.



Speed

54 passed · 7 to fix · 3 for information · 13% of your score



Speed: Google PageSpeed Insights (Lighthouse), run by Google on its own test machines during this scan (2026-10-02 at 08:55 UTC). Phone figures come from its phone test and desktop figures from its desktop test, both of your page.

Needs attention 7

FIX Largest Contentful Paint (LCP)

Fix now

+0.6 points

LCP 3.40 s · phone

Largest Contentful Paint is 3.4 s on a phone (Google's real-visitor data for the site); good is 2.5 s or less. The largest element is the homepage hero photo.

HOW TO FIX

Compress and resize the hero / above-the-fold image, preload it, and serve WebP or AVIF.

LEARN MORE

- web.dev: Optimize Largest Contentful Paint - <https://web.dev/articles/optimize-lcp>

FIX Unoptimized images

Fix soon

+0.4 points

The homepage hero photo is a 1.8 MB JPEG shown 1,200 px wide; 4 more images are over 400 KB.

HOW TO FIX

Convert images to WebP/AVIF and serve responsive sizes — usually the single biggest speed win.

LEARN MORE

- web.dev: Browser-level image lazy loading - <https://web.dev/articles/browser-level-image-lazy-loading>

FIX LCP image loading strategy

Fix soon

+0.2 points

LCP 3.40 s · phone

The hero photo — the page's largest element — is marked loading="lazy", so the browser fetches it late.

HOW TO FIX

Remove loading="lazy" from your main banner image and add fetchpriority="high" to it, so the browser fetches it first instead of last.

LEARN MORE

- web.dev: Fetch Priority - <https://web.dev/articles/fetch-priority>

WARN Render-blocking resources

Fix soon

+0.2 points

LCP 3.40 s · phone

2 stylesheets and 1 script hold up the first paint on a phone by about 0.7 s.

HOW TO FIX

Defer or async non-critical CSS/JS so the page paints sooner.

LEARN MORE

- Chrome for Developers: Render-blocking requests - <https://developer.chrome.com/docs/performance/insights/render-blocking>

WARN Total page weight

Fix soon

+0.2 points

The homepage weighs 3.9 MB on a phone, most of it photos.

HOW TO FIX

Compress your images and remove unused scripts. Aim under 1.5MB total — every extra megabyte costs a second or more on a phone connection.

LEARN MORE

- Chrome for Developers: Avoid enormous network payloads - <https://developer.chrome.com/docs/lighthouse/performance/total-byte-weight>

WARN Modern & responsive images

Fix soon

+0.2 points

LCP 3.40 s · phone

11 of 14 photos are JPEGs at a single size; none has a WebP or AVIF version or a smaller copy for phones.

HOW TO FIX

Serve images as WebP or AVIF and add srcset so phones download phone-sized files. Most site builders and image plugins do this automatically once switched on.

LEARN MORE

- Chrome for Developers: Improve image delivery - <https://developer.chrome.com/docs/performance/insights/image-delivery>

WARN Photos aren't bigger than the space they fill

Fix soon

+0.2 points

LCP 3.40 s · phone

6 photos are more than twice the size they are shown at on a phone.

HOW TO FIX

Some of your photos are sent to visitors much larger than the space they appear in, so a phone downloads several times more than it shows. Save each one at roughly the size it is displayed and upload it again, or switch on the 'responsive images' option in your site builder or image plugin, which does it for you.

LEARN MORE

- Chrome for Developers: Improve image delivery - <https://developer.chrome.com/docs/performance/insights/image-delivery>

For information 3 Not scored**Google's speed score**

FOR INFO

Checked on the 6 pages we read. It flags for information only (never scored): Google's speed score is under 50 (warns from 50 to 89), read from its phone test, or from its desktop test when the phone test ended on another site — none found.

LEARN MORE

- Chrome for Developers: Lighthouse performance scoring - <https://developer.chrome.com/docs/lighthouse/performance/performance-scoring>

Nothing jumps after loading

FOR INFO

Checked on the 6 pages we read. It flags informational — what moves after loading (how much the page shifts is scored in #3) — none found.

LEARN MORE

- Chrome for Developers: Layout shift culprits - <https://developer.chrome.com/docs/performance/insights/cls-culprit>

Real-user speed monitoring

FOR INFO

Checked on the 6 pages we read. It flags never - reported only when a real-user monitoring tool can be seen in the page's own code — none found.

Passing 54**Interaction to Next Paint (INP)**

Interaction to Next Paint is 180 ms on a phone; good is 200 ms or less.

Text files are compressed

Checked on the 6 pages we read. It flags the homepage HTML, stylesheets and scripts are served uncompressed, or a large amount of text only with gzip — none found.

JavaScript weight on a phone

Checked on the 6 pages we read. It flags the page downloads a lot of JavaScript — none found.

The main image can be found early

Checked on the 6 pages we read. It flags the biggest image is only discoverable after scripts run — none found.

Cumulative Layout Shift (CLS)

Cumulative Layout Shift is 0.04 on a phone; good is 0.1 or less.

Time to First Byte (TTFB)

The server answered in 0.6 s.

Homepage HTML size

Checked on the 6 pages we read. It flags the homepage's HTML alone, before images or code, is over 300 KB (warns over 150 KB); also warns when an inner page's HTML is over 300 KB — none found.

No caching / no CDN

Checked on the 6 pages we read. It flags missing cache-control or CDN — none found.

✓ Broken images or assets	Checked on the 6 pages we read. It flags assets returning 404/500 — none found.
✓ JavaScript errors on load	Checked on the 6 pages we read. It flags uncaught errors in the console — none found.
✓ Third-party script load	Checked on the 6 pages we read. It flags too many external origins — none found.
✓ Unused JavaScript & CSS	Checked on the 6 pages we read. It flags large unused bundles shipped — none found.
✓ Total Blocking Time (long tasks)	Checked on the 6 pages we read. It flags Google's lab phone test measures more than 600 ms of Total Blocking Time (200 ms or less is good): time when long-running scripts stop the page responding to taps and clicks while it loads — none found.
✓ Legacy JavaScript	Checked on the 6 pages we read. It flags the site ships polyfills for browsers nobody uses any more — none found.
✓ HTTP/2 or HTTP/3	Checked on the 6 pages we read. It flags the server, or one of the site's own file hosts, still serves over HTTP/1.1, so every asset queues — none found.
✓ Duplicate analytics tags	Checked on the 6 pages we read. It flags the same analytics or tag-manager container loads more than once — none found.
✓ Web font loading	Checked on the 6 pages we read. It flags web fonts block text from appearing while they download — none found.
✓ Long-lived caching on versioned files	Checked on the 6 pages we read. It flags fingerprinted assets are re-downloaded on every visit — none found.
✓ Your address settles in one step	Checked on the 6 pages we read. It flags the bare domain redirects several times before loading — none found.
✓ Heavy embeds load before they're needed	Checked on the 6 pages we read. It flags a video, map or chat widget downloads on arrival — none found.
✓ Your images, fonts and files are cached long enough	Checked on the 6 pages we read. It flags most static files are sent with no caching rule, so returning visitors download them again — none found.
✓ Buttons work while the page is still loading	Checked on the 6 pages we read. It flags the menu button does nothing, or answers slowly, when tapped as soon as it appears on a phone-speed processor — none found.
✓ Every page shows the same version of your site	Checked on the 6 pages we read. It flags some pages are still served from an older release than the rest (two different build ids, or the same script or stylesheet with different fingerprints on different pages) — none found.
✓ Speed Index	Checked on the 6 pages we read. It flags the visible page takes more than 5.8 s to fill in on Google's lab phone test (3.4 s or less is good), or more than 2.3 s on its desktop test (1.3 s or less is good) — none found.
✓ JavaScript execution time	Checked on the 6 pages we read. It flags the phone spends more than 3.5 s running the page's scripts while it loads in Google's lab test (warns above 2 s) — none found.
✓ Your page isn't hidden while it loads	Checked on the 6 pages we read. It flags an A/B-testing snippet hides the whole page for 3 seconds or more, or Google Optimize's snippet is still installed, or a full-screen loader stays up until every file has downloaded (warns on shorter hiding, a fade-in on the main heading or image, or a loader removed when the HTML is ready) — none found.

✓ Page complexity (DOM size)	Checked on the 6 pages we read. It flags very large rendered DOM — none found.
✓ IPv6 availability	Checked on the 6 pages we read. It flags the domain has no AAAA record, so IPv6-only networks can't reach it directly — none found.
✓ Connection hints match what the page loads	Checked on the 6 pages we read. It flags Google's PageSpeed test names an outside server the page should connect to early and the page has no preconnect for it (warns on a preconnect the page never uses, or more than 4) — none found.
✓ Speculation Rules	Checked on the 6 pages we read. It flags no prerender or prefetch rules, so onward navigation starts from cold — none found.
✓ Doctype and character set	Checked on the 6 pages we read. It flags a missing doctype or charset puts the browser in guessing mode — none found.
✓ Minified CSS and JavaScript	Checked on the 6 pages we read. It flags production ships un-minified development builds — none found.
✓ Instant back-navigation	Checked on the 6 pages we read. It flags the page can't be restored from the back/forward cache — none found.
✓ Only the font weights you use	Checked on the 6 pages we read. It flags font files download for weights the page never renders — none found.
✓ Font family discipline	Checked on the 6 pages we read. It flags the page loads more typefaces than it needs — none found.
✓ How many files the page loads	Checked on the 6 pages we read. It flags more than 150 requests on a connection that cannot fetch them in parallel — none found.
✓ Something appears on screen quickly	Checked on the 6 pages we read. It flags First Contentful Paint is over 3.0 s on Google's phone test or 1.6 s on its desktop test (warns over 1.8 s on a phone and 0.93 s on a desktop) — none found.
✓ How long until the page is completely loaded	Checked on the 6 pages we read. It flags the page is still downloading more than 10 seconds in — none found.
✓ Photos are compressed, not just converted	Checked on the 6 pages we read. It flags images are saved at a higher quality than any screen can show — none found.
✓ Files that wait for other files	Checked on the 6 pages we read. It flags a chain of dependent requests delays the first screen by over 3 seconds — none found.
✓ Animations run smoothly on a phone	Checked on the 6 pages we read. It flags an animation changes properties the phone's graphics chip cannot take over — none found.
✓ One tag-manager container	Checked on the 6 pages we read. It flags the homepage loads two or more different Google Tag Manager container ids — none found.
✓ Tags installed outside the tag manager	Checked on the 6 pages we read. It flags an analytics or advertising tag is hardcoded into the page alongside a tag-manager container — none found.
✓ Web fonts served from your own site	Checked on the 6 pages we read. It flags font files are fetched from another company's server, offered only as .ttf/.otf, or not trimmed to the characters the site uses — none found.
✓ Server sends early hints (103)	Checked on the 6 pages we read. It flags the server is slow to start answering, or sits behind Cloudflare, and sends no 103 Early Hints — none found.
✓ No library bundled twice	Checked on the 6 pages we read. It flags the site's public source maps show the same library installed in two places in its JavaScript — none found.

✓ Each page loads only the scripts it needs	Checked on the 6 pages we read. It flags every crawled page loads the same large set of the site's own script files — none found.
✓ Fonts have a size-matched fallback	Checked on the 6 pages we read. It flags web fonts swap in over the visitor's installed font with no size-adjust fallback, so text re-flows when they load — none found.
✓ Scripts don't make the browser redo the layout	Checked on the 6 pages we read. It flags scripts force the browser to recalculate the page layout over and over while it loads — none found.
✓ Loading placeholders instead of spinners	Checked on the 6 pages we read. It flags spinning loaders, rather than placeholders shaped like the content, are on screen while the page loads — none found.
✓ Main-thread work	Checked on the 6 pages we read. It flags the browser's main thread is busy for more than 4 s while the page loads in Google's lab test (warns above 2 s) — none found.
✓ No deprecated browser features	Checked on the 6 pages we read. It flags the page uses browser features that browsers have announced they will remove — none found.
✓ Browser-reported issues	Checked on the 6 pages we read. It flags Chrome reports problems while the page loads, such as files it refused to load, cookies it rejected or security-policy violations — none found.
✓ Preload and priority hints help rather than compete	Checked on the 6 pages we read. It flags never fails; warns when a preloaded file is never used, a font preload has no crossorigin, more than 3 fonts or more than 5 other files are preloaded, a preload points at a script the page itself defers, or fetchpriority=high sits on more than 2 elements or on an image that is not the main one — none found.

Couldn't be checked

5

Not scored

– Self-hosted video weight	No events, job adverts or videos on the pages we read.
– Service worker caches only the essentials up front	The site registers no service worker, so there was nothing to check.
– Service worker doesn't delay page loads	The site registers no service worker, so there was nothing to check.
– Service worker never shows out-of-date pages	The site registers no service worker, so there was nothing to check.
– Pages change without a full reload (single-page app)	The site isn't a single-page app, so there was nothing to check.



Mobile

17 passed · 2 to fix · 8% of your score



Needs attention 2

WARN

Tap target size / spacing

Fix soon**+0.6 points**

8 links in the footer are closer together than 24 px on a phone.

HOW TO FIX

Make buttons and links at least 24px tall and wide, and 44px where you can, or leave at least 24px of clear space around each small one, so a thumb lands on the control it aims for.

LEARN MORE

- WCAG 2.2: Understanding Target Size (Minimum) - <https://www.w3.org/WAI/WCAG22/Understanding/target-size-minimum.html>

WARN

Mobile vs desktop speed gap

Fix soon**+0.4 points**

The page's largest element appears after 3.4 s on a phone and 1.3 s on a desktop.

HOW TO FIX

Prioritize mobile performance — most visitors and Google are mobile-first.

LEARN MORE

- Chrome for Developers: Lighthouse performance scoring - <https://developer.chrome.com/docs/lighthouse/performance/performance-scoring>

Passing 17

✓ Responsive viewport meta	Checked on the 6 pages we read. It flags missing viewport tag — none found.
✓ Mobile menu works	Checked on the 6 pages we read. It flags the hamburger menu doesn't open — none found.
✓ Phone visitors stay on your site	Checked on the 6 pages we read. It flags phone visitors opening the homepage are sent to a different website (another domain) — none found.
✓ Legible mobile font size	Checked on the 6 pages we read. It flags body text is under 12px on a phone (warns under 16px) — none found.
✓ Mobile viewport set up	Checked on the 6 pages we read. It flags a fixed layout width, zoom blocked, or the homepage rendered on a phone scrolls sideways (fails from 16px past the screen's edge, warns below); without our browser, warns on a fixed-width block wider than a phone in the CSS (not run when there is no viewport tag at all: #24 reports that) — none found.

✓	Primary CTA visible on mobile	Checked on the 6 pages we read. It flags CTA below the fold / hidden — none found.
✓	Intrusive pop-ups on mobile	Checked on the 6 pages we read. It flags an overlay covers the page on arrival — none found.
✓	Form fields don't trigger zoom	Checked on the 6 pages we read. It flags inputs under 16px make iPhones zoom in — none found.
✓	Headline visible on a phone	Checked on the 6 pages we read. It flags the main headline sits below the first screen at 390px or 375px wide (a warning at tablet and laptop sizes) — none found.
✓	Sticky header size on mobile	Checked on the 6 pages we read. It flags fixed header eats the screen — none found.
✓	Dark mode support	Checked on the 6 pages we read. It flags no prefers-color-scheme styling — none found.
✓	Installable web app (manifest)	Checked on the 6 pages we read. It flags manifest missing required fields, a dead start_url, no 192px and 512px icons, or a display mode browsers will not install — none found.
✓	Browser theme colour	Checked on the 6 pages we read. It flags no theme-color, so mobile browser chrome stays default grey — none found.
✓	Home-screen icon	Checked on the 6 pages we read. It flags no apple-touch-icon, so a saved shortcut shows a screenshot — none found.
✓	Dark mode is properly themed	Checked on the 6 pages we read. It flags dark mode leaves parts of the page light — none found.
✓	Images aren't stretched	Checked on the 6 pages we read. It flags images display at the wrong shape or scaled far beyond their size — none found.
✓	The main button sits within thumb reach on a phone	Checked on the 6 pages we read. It flags the page's main action button sits only in the top third of the first phone screen — none found.
Couldn't be checked 1 Not scored		
—	Offline helper file loads (service worker)	The site registers no service worker, so there was nothing to check.



Accessibility

14 passed · 8 to fix · 9% of your score



Check these by hand

Some of these were measured on this scan, and are marked. The rest are worth trying yourself.

1. Press Tab from the top of your homepage. Every link, button and form field should show a clear outline as it is reached, in the order you read the page. (measured on this scan: Passing)
2. Keep pressing Tab down the page. The highlighted item should never slide under a sticky header, a cookie banner or a chat button. (measured on this scan: Passing)
3. Turn on your phone's screen reader (VoiceOver on an iPhone, TalkBack on Android) and swipe through your homepage. It should read things in the order you see them. (measured on this scan: Passing)
4. On a phone, tap your menu button. The menu should open, every link in it should work, and it should close again. (measured on this scan: Passing)
5. Zoom your browser to 200%. The text should grow without anything overlapping and without the page scrolling sideways.

Needs attention 8

FIX Image alt text

Fix now +0.8 points

11 of 27 images have no alt text, including the hero photo on the homepage.

HOW TO FIX

Add descriptive alt text to meaningful images (use empty alt for decorative ones).

LEARN MORE

- W3C WAI: An alt decision tree - <https://www.w3.org/WAI/tutorials/images/decision-tree/>

FIX Form field labels

Fix now +0.6 points

3 of the 9 fields on the /contact form have only placeholder text and no label.

HOW TO FIX

Associate a visible <label> with every form field.

LEARN MORE

- W3C WAI: Labeling controls - <https://www.w3.org/WAI/tutorials/forms/labels/>

WARN Color contrast

Fix now

+0.8 points

The light grey text in the fee table on /fees (#9aa5a3 on white) has a contrast of 2.6:1; body text needs 4.5:1.

HOW TO FIX

Increase text/background contrast to at least 4.5:1 for body text.

LEARN MORE

- WCAG 2.2: Understanding Contrast (Minimum) - <https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>

WARN Overall accessibility / legal risk

Fix now

+0.8 points

An automated accessibility check found 12 issues across the 6 pages, 3 of them serious.

HOW TO FIX

Your site likely fails accessibility standards — a growing legal risk (ADA / EU EAA). Full list inside.

LEARN MORE

- W3C: How to Meet WCAG (Quick Reference) - <https://www.w3.org/WAI/WCAG22/quickref/>

WARN Image alt text sitewide

Fix soon

+0.4 points

Across the 6 pages, 11 of 27 images have no alt text.

HOW TO FIX

Add alt text describing every meaningful image on every page. Screen-reader users hear it, and search engines read it.

LEARN MORE

- W3C WAI: An alt decision tree - <https://www.w3.org/WAI/tutorials/images/decision-tree/>

WARN Form autofill support

Fix soon

+0.4 points

The name, email and phone fields on /contact don't say what they hold, so a phone can't fill them in.

HOW TO FIX

Add autocomplete attributes to your form fields (autocomplete="email", "tel", "name", "street-address"). Browsers then fill them in one tap, which lifts completion rates and is a WCAG 2.2 requirement (1.3.5 Identify Input Purpose).

LEARN MORE

- WCAG 2.2: Understanding Identify Input Purpose - <https://www.w3.org/WAI/WCAG22/Understanding/identify-input-purpose.html>

WARN Alt text says what the picture shows

Fix soon +0.4 points

6 images use their file name as alt text ("IMG_2041.jpg").

HOW TO FIX

Replace filename and placeholder alt text with a short description of what the picture shows. "IMG_4821.jpg" or "image" tells a blind visitor nothing, and gives search engines and AI assistants nothing to work with either - one honest sentence per meaningful photo is enough.

LEARN MORE

- W3C WAI: An alt decision tree - <https://www.w3.org/WAI/tutorials/images/decision-tree/>

WARN Skip-to-content link

Nice to have +0.2 points

No skip-to-content link on any page.

HOW TO FIX

Add a 'skip to content' link for keyboard users.

LEARN MORE

- WebAIM: Skip navigation links - <https://webaim.org/techniques/skipnav/>

Passing 14

✓ No rapidly flashing content	Checked on the 6 pages we read. It flags content flashes more than three times a second — none found.
✓ Keyboard nav & focus states	Checked on the 6 pages we read. It flags controls show no visible focus, Tab gets stuck, skips visible controls near the top of the page, or puts the focus on a control a visitor cannot see (off the page, with no size, or fully transparent) — none found.
✓ Required fields marked in code	Checked on the 6 pages we read. It flags required fields are shown with an asterisk only — none found.
✓ Buttons and fields stand out	Checked on the 6 pages we read. It flags control edges fall below the 3:1 contrast minimum — none found.
✓ Focus isn't hidden behind sticky bars	Checked on the 6 pages we read. It flags a sticky header covers the element being tabbed to — none found.
✓ No accessibility overlay widget	Checked on the 6 pages we read. It flags an overlay widget is installed over unfixed problems — none found.
✓ Pasting into fields is allowed	Checked on the 6 pages we read. It flags a form field stops visitors from pasting into it — none found.
✓ Videos play with captions	Checked on the 6 pages we read. It flags a self-hosted video that visitors play with sound has no captions track, or its captions file doesn't load (warns when it has subtitles only) — none found.
✓ Document language	Checked on the 6 pages we read. It flags no <html lang> — none found.

✓ ARIA & landmarks	Checked on the 6 pages we read. It flags misuse or missing landmarks — none found.
✓ Reduced motion respected	Checked on the 6 pages we read. It flags animations ignore the OS setting — none found.
✓ Text sizes and spacing follow one scale	Checked on the 6 pages we read. It flags the site's own stylesheets use far more distinct font sizes or spacing values than a consistent design needs — none found.
✓ Screen readers hear the page in the order it's shown	Checked on the 6 pages we read. It flags headings are announced in a different order from the one they appear on screen — none found.
✓ Every heading has words in it	Checked on the 6 pages we read. It flags 5 or more headings across the crawled pages have no text, image alt or label, so a screen reader announces an empty heading (warns on 1 to 4) — none found.
Couldn't be checked 1 Not scored	
– PDFs carry real, tagged text	No PDFs are linked from the pages we read.



Security & privacy

39 passed · 9 to fix · 5 for information · 10% of your score

What we saw

HTTPS	http:// redirects to https:// on every address we tried.
Security headers	Checked on the 6 pages we read. It flags informational — which of CSP, X-Frame-Options and HSTS the homepage sends (each is scored in its own check)...
Mixed content	Checked on the 6 pages we read. It flags http assets on an https page — none found.
Trackers before consent	Checked on the 6 pages we read. It flags trackers or tracking beacons fire pre-consent (third-party fonts loaded before consent are a warning) — none...
Cookies on a first visit	Checked on the 6 pages we read. It flags never - this is an inventory of the cookies and browser storage a first visit leaves behind, reported for...

Needs attention 9**FIX** **DKIM / DMARC**

Fix soon +0.3 points

No DMARC record at `_dmarc.brightleaf-dental.example`, so nothing tells other mail servers to refuse email forged in the practice's name.

HOW TO FIX

Add DKIM and a DMARC policy to protect deliverability and your brand from spoofing.

LEARN MORE

- RFC 7489: DMARC - <https://www.rfc-editor.org/rfc/rfc7489.html>

WARN **Content-Security-Policy strength**

Fix soon +0.3 points

No Content-Security-Policy header on any page.

HOW TO FIX

Tighten your Content-Security-Policy: remove unsafe-inline and wildcard sources, and use nonces instead. This is the header that stops injected scripts running.

LEARN MORE

- web.dev: A strict Content Security Policy - <https://web.dev/articles/strict-csp>

WARN **HSTS policy strength**

Fix soon +0.2 points

HSTS is sent with `max-age=86400` (one day); a year is the usual minimum.

HOW TO FIX

Set Strict-Transport-Security with `max-age=31536000` and `includeSubDomains` so browsers refuse to load your site over plain http.

LEARN MORE

- OWASP Cheat Sheet: HTTP Strict Transport Security - https://cheatsheetseries.owasp.org/cheatsheets/HTTP_Strict_Transport_Security_Cheat_Sheet.html

WARN Clickjacking protection

Fix soon +0.3 points

Neither X-Frame-Options nor frame-ancestors is sent, so another site can show these pages inside a frame.

HOW TO FIX

Add `frame-ancestors 'self'` to your Content-Security-Policy (or send `X-Frame-Options: SAMEORIGIN`). It stops another site loading yours in an invisible frame over their own buttons, which is how visitors are tricked into clicking things they cannot see.

LEARN MORE

- MDN: X-Frame-Options - <https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers/X-Frame-Options>

WARN MTA-STS policy enforces

Fix soon +0.2 points

No MTA-STS policy is published for the practice's email.

HOW TO FIX

An MTA-STS record in DNS only tells other mail servers where to look; the file at <https://mta-sts.yourdomain/.well-known/mta-sts.txt> is what actually refuses an unencrypted delivery. Publish it as plain text with "version: STSv1", "mode: enforce", one "mx:" line per server in your MX records, and "max_age: 604800" - your email provider's documentation gives the exact mx: lines. If you did not mean to run MTA-STS, remove the _mta-sts TXT record instead, so nothing advertises a policy that is not there.

WARN Security contact (security.txt)

Nice to have +0.1 points

No /.well-known/security.txt.

HOW TO FIX

Add a /.well-known/security.txt file with a Contact: address and an Expires: date, so researchers can report a vulnerability instead of disclosing it publicly.

WARN CAA records

Nice to have +0.1 points

No CAA record, so any certificate authority may issue a certificate for the domain.

HOW TO FIX

Ask whoever manages your DNS to add a CAA record naming the authority that issues your certificate, and every other authority that issues for you, your CDN's included. It stops any other authority from issuing a certificate for your domain - a cheap way to close off one route to impersonation.

LEARN MORE

- RFC 8659: DNS Certification Authority Authorization (CAA) - <https://www.rfc-editor.org/rfc/rfc8659.html>

WARN DNSSEC

Nice to have

+0.1 points

The domain isn't signed with DNSSEC.

HOW TO FIX

Turn on DNSSEC where your domain's DNS is managed; with most DNS hosts it is a single switch. If that company is not the one your domain is registered with, the registrar then adds the DS record the DNS host gives you. It signs your DNS answers so an attacker can't quietly point your domain at their own server.

LEARN MORE

- RFC 4033: DNS Security Introduction and Requirements - <https://www.rfc-editor.org/rfc/rfc4033.html>

WARN You hear about failed secure email delivery (TLS-RPT)

Nice to have

+0.1 points

No TLS-RPT record, so failed secure deliveries of the practice's email go unreported.

HOW TO FIX

Add one TXT record to your DNS named `_smtp._tls.yourdomain` with the value `"v=TLSRPTv1; rua=mailto:tls-reports@yourdomain"`. Mail providers such as Google and Microsoft then send a short daily report whenever they could not deliver email to you over a secure connection - the only warning you get when a certificate problem on your mail server starts quietly stopping your email.

For information 5 Not scored**i Security headers**

FOR INFO

Checked on the 6 pages we read. It flags informational — which of CSP, X-Frame-Options and HSTS the homepage sends (each is scored in its own check) — none found.

LEARN MORE

- OWASP Cheat Sheet: HTTP security response headers - https://cheatsheetseries.owasp.org/cheatsheets/HTTP-Headers_Cheat_Sheet.html

i Cross-origin protection headers

FOR INFO

Checked on the 6 pages we read. It flags informational — no COOP or CORP header that actually restricts anything (never scored) — none found.

LEARN MORE

- web.dev: Cross-origin isolation with COOP and COEP - <https://web.dev/articles/why-coop-coep>

i HSTS preload status

FOR INFO

Checked on the 6 pages we read. It flags informational — the domain isn't on the browser HSTS preload list (optional; never scored) — none found.

LEARN MORE

- OWASP Cheat Sheet: HTTP Strict Transport Security - https://cheatsheetseries.owasp.org/cheatsheets/HTTP_Strict_Transport_Security_Cheat_Sheet.html

i What your site stores on a first visit

FOR INFO

Checked on the 6 pages we read. It flags never - this is an inventory of the cookies and browser storage a first visit leaves behind, reported for information — none found.

What your site is built with

FOR INFO

Checked on the 6 pages we read. It flags never - an inventory of the server, framework, platform, libraries, analytics and advertising tags, consent tool, CDN, certificate, registrar, DNS host and email provider the scan saw, reported for information — none found.

LEARN MORE

- OWASP Top 10 2025: Software supply chain failures - https://top10.owasp.org/2025/A03_2025-Software_Supply_Chain_Failures/

Passing 39

 Valid SSL certificate	The certificate is valid for another 71 days.
 Known vulnerabilities	Checked on the 6 pages we read. It flags outdated library with a CVE — none found.
 Malware / blocklist status	Checked on the 6 pages we read. It flags domain flagged — none found.
 Domain expiry & transfer lock	Checked on the 6 pages we read. It flags expiring soon or unlocked — none found.
 Cookie security flags	Checked on the 6 pages we read. It flags session cookies missing Secure/HttpOnly/SameSite — none found.
 Exposed sensitive files	Checked on the 6 pages we read. It flags .git, .env, backups or phpinfo publicly readable — none found.
 TLS protocol version	Checked on the 6 pages we read. It flags the server negotiates a retired TLS version (1.0 / 1.1) — none found.
 Personal data in URLs	Checked on the 6 pages we read. It flags page URLs carry email addresses, names or other personal data — none found.
 Error pages leak no debug detail	Checked on the 6 pages we read. It flags stack traces, framework error details, printed PHP warnings, notices or deprecations, or WordPress's database-connection error are visible to visitors — none found.
 Cross-origin access is restricted	Checked on the 6 pages we read. It flags the server grants any website permission to read its responses — none found.
 No credentials in JavaScript	Checked on the 6 pages we read. It flags secret keys are visible in the site's own scripts — none found.
 Your test copy isn't open to the public	Checked on the 6 pages we read. It flags a staging or preview copy of the site loads for anyone, with no password — none found.
 Nobody else can publish on your address	Checked on the 6 pages we read. It flags a subdomain points at a hosting account that no longer exists, so anyone can claim it — none found.
 Your add-ons are up to date	Checked on the 6 pages we read. It flags an installed plugin or theme is behind its current release — none found.
 Mixed content	Checked on the 6 pages we read. It flags http assets on an https page — none found.
 Exposed software version	Checked on the 6 pages we read. It flags an exact software version is named in the response headers, a generator tag or an HTML comment (and says so when it is a PHP version past security support); warns when the software is named without a version — none found.
 SPF record	An SPF record names the practice's email provider.

✓ Cookies before consent	Checked on the 6 pages we read. It flags trackers or tracking beacons fire pre-consent (third-party fonts loaded before consent are a warning) — none found.
✓ Exposed staging subdomains	Checked on the 6 pages we read. It flags dev/staging hosts publicly visible — none found.
✓ CORS configuration	Checked on the 6 pages we read. It flags wildcard or null origin with credentials — none found.
✓ Third-party script integrity (SRI)	Checked on the 6 pages we read. It flags external scripts lack integrity hashes — none found.
✓ Nameserver redundancy	Checked on the 6 pages we read. It flags the domain has only one nameserver, so a single failure takes the whole site offline — none found.
✓ TLS cipher strength	Checked on the 6 pages we read. It flags the connection negotiates a weak cipher suite — none found.
✓ MIME-type sniffing blocked	Checked on the 6 pages we read. It flags no X-Content-Type-Options header — none found.
✓ Directory listings disabled	Checked on the 6 pages we read. It flags asset folders hand out a full file listing — none found.
✓ Source maps not published	Checked on the 6 pages we read. It flags production source maps expose your original code — none found.
✓ Admin pages kept out of search	Checked on the 6 pages we read. It flags a login or admin page is indexable — none found.
✓ Enquiry form shows spam protection	Checked on the 6 pages we read. It flags a lead form has no visible spam protection — none found.
✓ Visitors who opt out of tracking are respected	Checked on the 6 pages we read. It flags the homepage still sets tracking cookies for a visitor whose browser sends the Global Privacy Control opt-out signal — none found.
✓ A cookie choice is remembered and can be changed	Checked on the 6 pages we read. It flags the cookie banner asks again after the visitor answered it, or the page offers no way to change the answer later — none found.
✓ No permission prompts on load	Checked on the 6 pages we read. It flags the page asks for the visitor's location or for permission to send notifications as soon as it opens — none found.
✓ Referrer policy doesn't leak page addresses	Checked on the 6 pages we read. It flags Referrer-Policy is unsafe-url or no-referrer-when-downgrade, so full page addresses go to other sites — none found.
✓ Browser feature permissions	Checked on the 6 pages we read. It flags no Permissions-Policy restricting camera, microphone or location — none found.
✓ Cookie name prefixes	Checked on the 6 pages we read. It flags session cookies use no __Host- or __Secure- prefix — none found.
✓ Photos aren't giving away where they were taken	Checked on the 6 pages we read. It flags a published photo still carries the GPS location it was taken at — none found.
✓ Your login page isn't advertised on the site	Checked on the 6 pages we read. It flags a link in the public pages points straight at the admin or login page — none found.
✓ Third-party cookies	Checked on the 6 pages we read. It flags the page sets cookies for other companies' domains (third-party cookies), which browsers increasingly block — none found.

✓ Password managers can fill in your sign-in and sign-up forms	Checked on the 6 pages we read. It flags never fails; warns when a password box doesn't say whether it wants the current password or a new one (autocomplete current-password or new-password), or switches autofill off — none found.
✓ Family and office web filters let your site through	Checked on the 6 pages we read. It flags Cloudflare's malware-filtering resolver (1.1.1.2) answers 0.0.0.0 for your domain while the ordinary resolver gives its real address, so any home, school or office network using that filter cannot open your site (warns when only the family filter, 1.1.1.3, blocks it as adult content; not run when the ordinary lookup fails) — none found.

| Couldn't be checked 6

Not scored

– WordPress XML-RPC closed	The site doesn't run on WordPress, so there was nothing to check.
– WordPress usernames not listed	The site doesn't run on WordPress, so there was nothing to check.
– WordPress add-ons are maintained	The site doesn't run on WordPress, so there was nothing to check.
– The sample pages that came with your site are gone	The site doesn't run on WordPress, so there was nothing to check.
– Content-Security-Policy reports violations	There is no Content-Security-Policy to check this against.
– Trusted Types on a strict CSP	There is no Content-Security-Policy to check this against.

Not scored

Answered by you

16 questions · not scored

Everything above was measured from brightleaf-dental.example. These 16 could not be - nobody can tell from outside whether your phone is answered, whether a backup has ever been restored, or whether a stranger can buy from you without an account. Your answers are your own, and they do not change your score: we will not move a number we present as a measurement on the strength of a tick box.

Try it yourself

5 questions

Things a real customer does. We won't ring your phone or put an order through your shop, so nobody but you can settle these.

☐

If you ring the phone number on your site right now, does it reach you?

A number that rings out, or reaches a line you gave up two years ago, sends the customer to whoever answers instead. Closest we could measure: Visible contact info (#47)

☐

Have you bought something from your own shop — all the way to the confirmation email — without logging in first?

Most people buying from you for the first time have no account, and a checkout that quietly demands one loses them at the last step.

☐

Have you signed up to your own mailing list with a personal address and received the confirmation email?

A signup form that looks like it worked but never sends the confirmation collects addresses you can never email.

☐

Do the pictures of your product on the site still match what a customer sees when they use it today?

A screenshot two versions out of date promises a product that no longer exists, and the first thing a new customer notices is the difference.

☐

When something breaks on your site and the “sorry, something went wrong” screen appears, does it still look like your site?

A bare server error page looks like the site has been abandoned, and a visitor who sees one rarely tries again. Closest we could measure: Error pages leak no debug detail (#156)

Things we can't see from outside

4 questions

Backups, alerts and traffic logs live inside your hosting account. Nothing on a page we can fetch says whether they exist.

☐

If your site went down at three in the morning, would something tell you?

Sites almost never come back on their own, and the usual way an owner finds out is a customer asking why the site is broken.

- ☐ **Does your site back itself up somewhere other than the server it runs on — and have you ever restored one to check it works?**

A backup nobody has ever restored is a promise, not a safety net, and the day you need it is the wrong day to find out.

- ☐ **Have you looked at your traffic log to confirm the crawlers you've told to stay out are actually being turned away?**

A rule in a file only works if something enforces it, and only your own log shows whether anything did. Closest we could measure: Bot protection isn't blocking AI answers (#178)

- ☐ **Do the AI assistants' crawlers — ChatGPT, Perplexity and the rest — actually show up in your traffic log?**

If they never visit, nothing you publish can end up in an AI answer, however well the pages are written.

Checks that need a person

4 questions

A keyboard, a screen reader, and two tools that open in a browser window and nowhere else.

- ☐ **Have you gone through your site using only the keyboard — Tab, Enter and the arrow keys — including the menu, any date pickers, and any pop-ups?**

Custom menus and pop-ups are where keyboard-only visitors get stuck, and getting stuck there means the sale never happens. Closest we could measure: Keyboard nav & focus states (#34), Focus isn't hidden behind sticky bars (#229)

- ☐ **Has anyone listened to your main pages read aloud by a screen reader and checked they still make sense?**

Pages that look fine can read as a jumble of "link, link, button" out loud, and that is the whole experience for a blind customer.

- ☐ **Have you pasted your pages into Google's Rich Results Test and seen them come back clean?**

It is Google's own verdict on whether your structured data is valid for the search features it supports, such as review stars and product prices. Closest we could measure: Entity / structured data for AI (#58)

- ☐ **Have you pasted a link to your site into Facebook's and LinkedIn's preview tools and seen the right picture and headline come up?**

Those tools hold their own copy of your page, and until someone refreshes it your shared links keep showing whatever they cached, however old. Closest we could measure: Link previews get the same page you do (#259)

Things only you can do

3 questions

Edits on someone else's platform, and one page of notes that lives in your business rather than on your site.

☐**Have you created or claimed an entry for your business on Wikidata?**

It is the open record AI assistants read to decide your business is a real, specific thing rather than a name they half-recognise. Closest we could measure: Wikidata record for the business (#241)

☐**When an AI assistant has said something wrong about your business, have you published a page that puts it right?**

Assistants answer from what they can read, so the only way to correct one is to publish the correct version where it will find it.

☐**Have you written down, somewhere everyone who runs a campaign can see it, how your campaign links should be tagged?**

Two people tagging the same campaign two different ways splits one result into two in your analytics, and neither number is true. Closest we could measure: Internal links are clean (#207)

Ready-to-paste fixes

2 generated from your site's own data

These are built from your scan — your domain, your pages, your email setup — so they can be pasted or merged as each item says. Anything you must personalise is marked REPLACE. Lines too long for the page are wrapped and marked »; join them back when you type them in, or use the Copy button on the web report.

1 DMARC record for your email

Add as a TXT record named `_dmarc` at your DNS host.

```
v=DMARC1; p=none; rua=mailto:dmarc@brightleaf-dental.example; adkim=s; aspf=s
```

Start with `p=none` for two weeks, read the reports, then move to `p=quarantine`.

2 Dentist structured data for your homepage

Paste inside the `<head>` of your homepage.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "name": "Brightleaf Dental",
  "url": "https://brightleaf-dental.example/",
  "telephone": "+44 113 496 0123",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "12 Otley Road",
    "addressLocality": "Leeds",
    "postalCode": "LS6 2AA",
    "addressCountry": "GB"
  },
  "openingHours": [
    "Mo-Fr 08:30-18:00",
    "Sa 09:00-13:00"
  ]
}
</script>
```

Pages scanned

6 pages

URL	HTTP	Title	Meta	H1	Words
https://brightleaf-dental.example/	200	Brightleaf Dental — Family & Emergency Dentist in Headingley	yes	1	412
https://brightleaf-dental.example/treatments	200	Brightleaf Dental	yes	1	655
https://brightleaf-dental.example/fees	200	Brightleaf Dental	—	1	96
https://brightleaf-dental.example/about	200	About us — Brightleaf Dental	yes	1	540
https://brightleaf-dental.example/contact	200	Contact & booking — Brightleaf Dental	yes	1	230

URL	HTTP	Title	Meta	H1	Words
https://brightleaf-dental.example/privacy	200	Privacy policy — Brightleaf Dental	—	1	1310

About this report

brightleaf-dental.example was scanned on 2026-10-02 at 08:55 UTC. 6 pages were crawled. 333 checks were evaluated and 64 could not be: a check that cannot gather its evidence is reported as "couldn't be checked" rather than as a pass or a failure. Checks marked as not scored — 21 here — report a choice the site has made, or a fact worth knowing, rather than a defect, and so neither add to nor subtract from the score. Speed: Google PageSpeed Insights (Lighthouse), run by Google on its own test machines during this scan (2026-10-02 at 08:55 UTC). Phone figures come from its phone test and desktop figures from its desktop test, both of your page. Real-visitor data: real visits across your whole site (Google's Chrome UX Report). Pages are read straight from the site's server by the scan's crawler, as the server sends them. Generated by FocalScore · Built by AstroLabix.