

Website Check-up

Security, Trust and Visibility

Sample business

<https://www.sample-business.com/>

10/07/2026 - External, non-invasive analysis

Client: Sample business

Website analyzed: <https://www.sample-business.com/>

Date: 10/07/2026

Type of check: External, non-invasive analysis

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1. Plain-language summary

This public sample exists to show the format of the check-up: a short, concrete report that's readable even by someone who doesn't manage the site day to day. In this case the site communicates the business fairly clearly, but loses something on mobile and in the clarity of the contact path; it also has a few simple technical points worth having the web developer check.

In short: the goal isn't to prove a website is "secure" or "compliant", but to point out, in practical order, what's worth fixing first so you don't lose trust, readability and inquiries.

2. Priority table

Problem	Impact	Priority	Who fixes it
Secondary text hard to read on mobile	Some users struggle to read useful descriptions and details on their phone	High	Web developer / frontend
Main CTA unclear	A share of visits don't immediately understand how to get in touch or ask for a quote	Medium	Owner / web developer
Missing basic browser headers	The technical setup conveys less reliability than it should	Low	Web developer / hosting

3. Main findings

Finding 1 - Secondary text hard to read on mobile

What I saw

The homepage stays usable on a phone, but some descriptions and secondary text have weak contrast and a small font size against the background.

Why it matters

A share of visitors arrive from a smartphone and decide within seconds whether to continue or leave: if the text is hard to read, the clarity of the offer drops.

What to do

Increase the contrast, size and spacing of secondary text in the most important information sections, then re-check the homepage on a real smartphone.

Who fixes it

Web developer / frontend

Finding 2 - Main CTA unclear

What I saw

The site presents the business well, but the next useful action doesn't come through right away: the visitor has to figure out on their own whether to call, write, or ask for a quote.

Why it matters

When the CTA isn't explicit, a share of visits stay passive and never turn into contact.

What to do

Replace the generic CTA with a more precise invitation and repeat it at the key points of the page, keeping the phone number and form easy to find.

Who fixes it

Owner for the wording, web developer for placement and style

Finding 3 - Missing basic browser headers

What I saw

The external check shows some common browser hardening headers are missing, such as `X-Content-Type-Options` and `Referrer-Policy`.

Why it matters

This isn't an emergency signal, but it points to a technical setup that could be improved on a site that needs to convey reliability.

What to do

Have the web developer or hosting provider check the main basic headers server-side or on the CDN, without changing anything else on the site.

Who fixes it

Web developer / hosting

Finding 4 - Title and SEO description too generic

What I saw

The homepage has a title, but it isn't specific about the service and location, and the meta description doesn't do enough to earn the click from search results.

Why it matters

A site that's also clear on Google starts off stronger: it helps both visibility and the perception of the service even before the page opens.

What to do

Rewrite the homepage title and meta description with the business, geographic area and main benefit, keeping a simple tone.

Who fixes it

Owner for the text, web developer for the update

4. Quick wins

1. Increase the contrast and readability of secondary text on the mobile homepage.
2. Make the main contact or quote-request button more explicit.
3. Have the web developer check the main basic browser headers.

5. Essential technical appendix

Evidence	Summary result	Who acts
Mobile homepage	Usable, but readability of secondary text could improve	Web developer
Contact path	Present, but the CTA should be clearer	Owner / web developer
HTTPS	Active, no visible warnings	No urgency
Browser headers	Some basic headers are missing	Web developer / hosting
Homepage SEO	Title and description should be more specific	Owner / web developer

6. Final note

This report is anonymized and does not describe a real business. It only serves to show the format of the deliverable and the level of clarity the client receives.