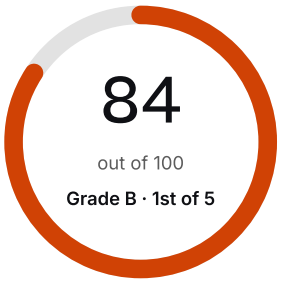
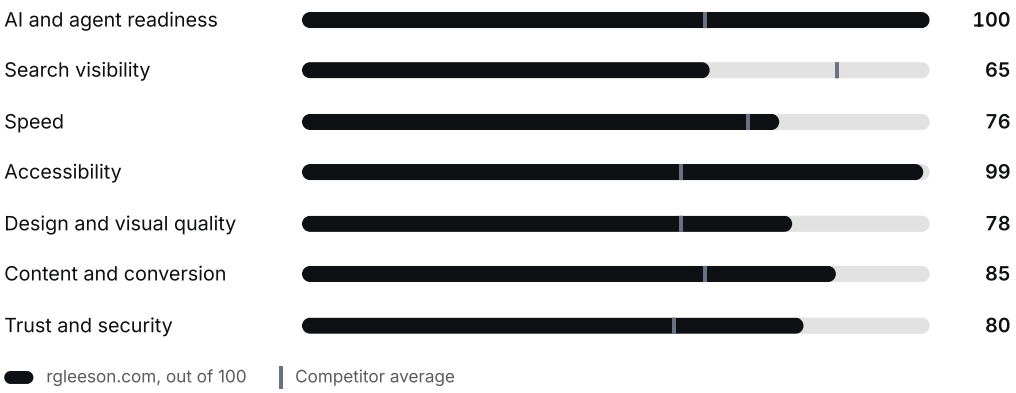
WEBSITE AUDIT · SAMPLE REPORT

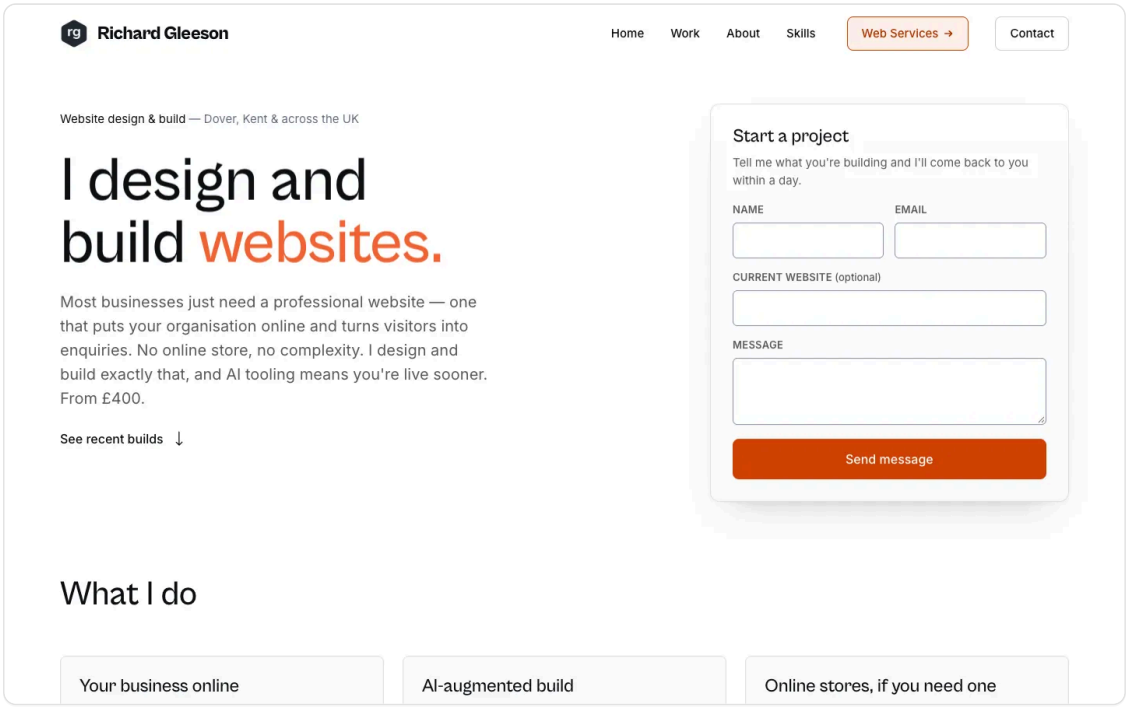
rgleeson.com

Search, AI readiness, speed, accessibility, design and conversion, measured and compared with the four web designers that rank first for “web design Dover”.

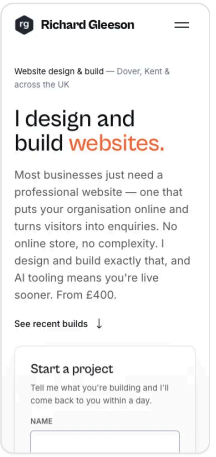
PREPARED FOR	PREPARED BY	MEASURED	SCOPE
rgleeson.com (my own site)	Richard Gleeson	4 November 2026	32 pages, 2 screen widths, 20 Lighthouse runs, 4 competitors







Web Services, the page that competes for local searches, at 1440px.



The same page on a phone.

01

Summary

IN SHORT

The site is well built: every AI crawler can read it, it passes almost every accessibility check, and on desktop it's as fast as anything in the comparison. It scores 84 against a competitor average of 68, the highest of the five. But it isn't being found. It's missing from the top 20 for “web design Dover” while all four competitors are in the top 4, the Google listing's name belongs to another business, and on a phone the main content takes 3.5s to 5.4s to appear. Those three are where the work is.

Overall score	Findings	Position for “web design Dover”	Main content on a phone
84	12	20+	4.0s
Competitor average 68; best 81	2 critical, 4 serious, 6 medium	Competitors: A 1, B 4, C 2, D 3	Web Services; Google's “good” is 2.5s

Fix these first

1 **You're not in the top 20 for "web design Dover"** — Critical

Check Search Console for the impressions Web Services gets for Dover searches, so you start from real numbers. Effort: two to four hours to start; reviews and links build over months.

2 **Your Google listing's name is missing from your site, and another business owns it** — Critical

Pick one public name. Effort: an hour, plus the naming decision.

3 **Pages take 3.5 to 5.4 seconds to show their main content on a phone** — Serious

Self-host the four font files and preload the two used above the fold; show the first screen without the reveal animation; load Analytics after the page has painted, or switch to a lighter tool. Effort: half a day.

4 **There's no rating or review count anywhere on Web Services** — Serious

Ask the clients on the Work page for a Google review. Effort: an hour to ask; showing it takes twenty minutes.

5 **Search snippets get cut short** — Serious

Rewrite the 15 descriptions to under 155 characters with the answer first, and shorten the 7 post title tags.. Effort: two hours.

What's working

- All 32 pages carry their text in the HTML: 23,450 words an AI crawler can read without running any script.
- 160 of 160 fetches as GPTBot, ClaudeBot, PerplexityBot and others got exactly what a browser gets. Two of the four competitors turn GPTBot away at the server.
- Lighthouse accessibility 98 on every page tested, 1,456 controls checked, 0 without a name.
- Desktop speed 93 to 99 out of 100, and the lightest page weight bar one competitor.
- Prices on the page and in the structured data. Only one competitor shows any price.

Where it's behind

- Search: not in the top 20 for three local searches (F1), and a name clash on the Google listing (F2).
- Phones: main content in 3.5s to 5.4s; Competitor C manages 2.0s (F3).
- Proof: no rating or review count; Competitor C puts “5.0 on Google · 65 reviews” in its first screen (F4).
- On a phone, the first screen of Web Services has no button to get in touch; the form starts below it.

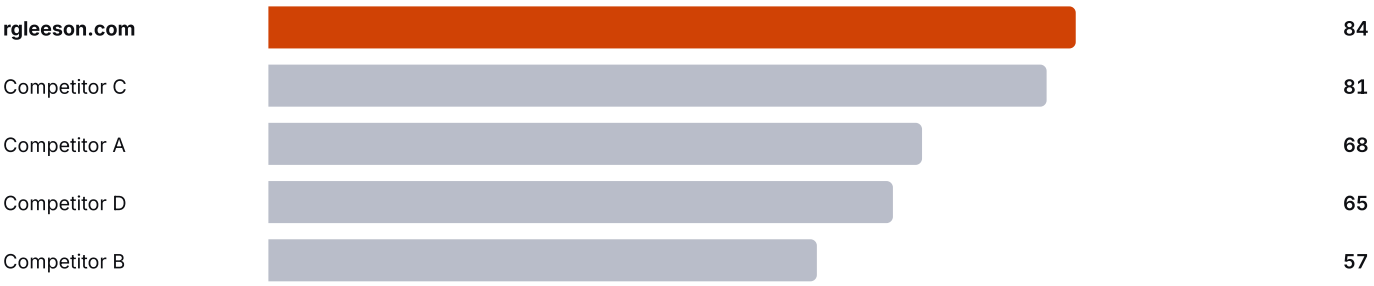
02

How you compare

The four competitors are the four web designers that hold positions 1 to 4 for "web design Dover" in the search snapshot below. In a client's report they are named, with screenshots. This sample is public, so they are labelled A to D and their screenshots are left out.

> **IN SHORT**
>
> rgleeson.com scores 84, 16 points above the competitor average. It leads on AI and agent readiness, accessibility, design and visual quality, and trails on search visibility, where every competitor outranks it. Competitor C is the one to beat: fast, clear, and showing its reviews.

Overall score



By category

SITE	AI 20%	SEARCH 20%	SPEED 15%	ACCESSIBILITY 15%	DESIGN 10%	CONTENT 10%	TRUST 10%	OVERALL
rgleeson.com	**100**	65	76	**99**	**78**	85	**80**	**84**
Competitor A	60	**93**	67	65	58	47	69	68
Competitor B	50	83	55	38	55	75	34	57
Competitor C	85	75	**100**	68	73	**90**	79	81
Competitor D	60	90	62	70	53	42	54	65

Each category is out of 100; the overall score weights them by the percentages shown. Bold is the best in the column. The rules behind every score are in section 12.

Who the competitors are

LABEL	WHAT IT IS	POSITION FOR "WEB DESIGN DOVER"	BUILT WITH
Competitor A	website builder (Gridbox), Dover	1	Powered by Website Builder Gridbox
Competitor B	WordPress studio, East Kent	4	WordPress 7.1.4
Competitor C	agency, Dover, static site	2	Static, on Netlify
Competitor D	WordPress freelancer, Dover	3	WordPress 7.1.4

03

Search visibility

Where the site appears for the searches a local customer would make, and whether its pages are set up to rank.

> **IN SHORT**
>
> The pages are technically sound: every canonical correct, one h1 each, a clean sitemap, no broken internal links. The problem is that the site doesn't appear for any of the local searches tested. The brand search is worse: “RG Web Design Dover” returns a different business called RG Web Design, in Sussex, as result 1.

Search snapshot, 4 November 2026

SEARCH	RGLEESON.COM	A	B	C	D
“web design Dover”	Not in top 20	1	4	2	3
“website designer Dover Kent small business”	Not in top 20	1	2	3	6
“web design Dover Kent small business website designer”	Not in top 15	1	2	3	9
“RG Web Design Dover”	Not in top 10	2	9	3	6
“AI readiness website audit UK”	Not in top 20	—	—	—	—

Firecrawl web search API, location set to Dover, England; top 20 organic results recorded (top 10 for the brand query). Not a personal Google search: no history, no map pack, no ads.

On-page set-up, all 32 pages

CHECK	RESULT
Titles	25 of 32 within 60 characters; 7 post titles run long (F6)
Meta descriptions	17 of 32 within 160 characters; 15 run long, including Web Services at 189 (F6)
Canonicals	32 of 32 correct
One h1 per page	32 of 32
Heading order	0 of 32 without a skipped level (F9)
Structured data	16 of 32 pages (F7)
Sitemap	32 URLs, all returning 200, declared in robots.txt
Internal links	32 distinct, 0 broken, 0 redirecting, 0 orphan pages
External links	18 distinct, all working when re-checked by hand
Redirects	www and https in one hop, except http://rgleeson.com, which takes two (F12)

04

AI and agent readiness

Whether ChatGPT, Claude, Perplexity and Google can read the site, and whether an AI agent could use it on someone's behalf.

> **IN SHORT**
>
> This is the site's strongest area. All the text is in the HTML, every crawler gets the real page, and the interface passes the agent-friendly checks on every page. Two competitors look open in their robots.txt but turn GPTBot away at the server, so they're invisible to ChatGPT without knowing it. What's missing here is an action an agent can take: there's no way to book (F5).

Can the AI crawlers read the page?

SITE	ROBOTS.TXT	FETCHED AS GPTBOT	WORDS IN RAW HTML	LLMS.TXT	STRUCTURED DATA
rgleeson.com	✓ **Allows**	✓ **Same page**	971	✓ **Yes**	✓ **ProfessionalService**
Competitor A	✓ **Allows**	× Refused (429)	804	× No	✓ **LocalBusiness**
Competitor B	✓ **Allows**	× Connection dropped	1,127	× No	✓ **Yes**
Competitor C	✓ **Allows**	✓ **Same page**	1,012	× No	✓ **Organization**
Competitor D	✓ **Allows**	✓ **Same page**	613	× No	× No

Each site's page that ranks for “web design Dover”. GPTBot fetches re-tried twice by hand; both refusals repeated.

Across all 32 pages of rgleeson.com

Crawler fetches matching a browser

160/160

GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Googlebot

Words readable without JavaScript

23,450

No page shows a visitor more than it sends a crawler

Controls without a name

0

of 1,456 at 375 and 1440px

llms.txt links working

29/29

5,126 bytes, plain text

PAGE	WORDS IN RAW HTML	WORDS A VISITOR SEES
/	321	233
/websites.html	972	955
/audit.html	437	426
/contact.html	125	117
/project-action-carpets.html	777	759
/post-website-invisible-to-ai.html	1,127	1,118

The raw count is higher because it includes text hidden until needed, such as the mobile menu.

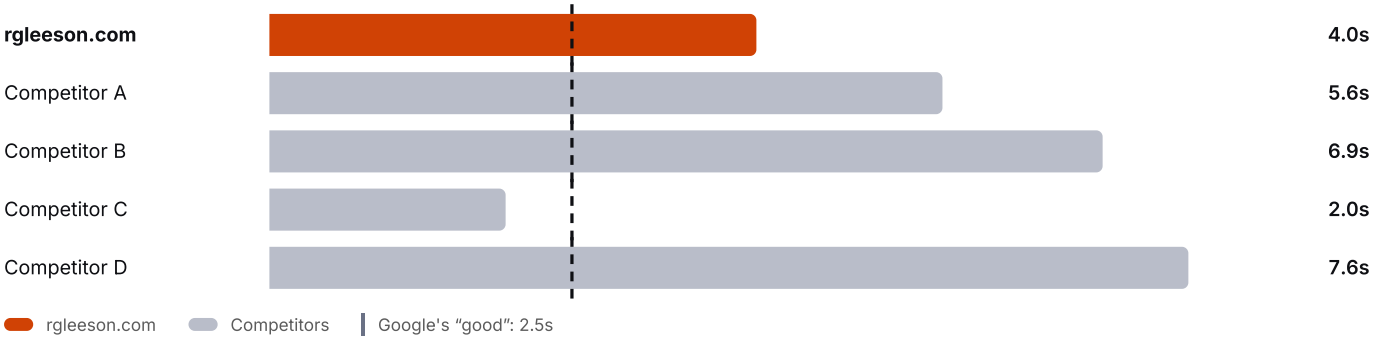
05

Speed

Lighthouse lab tests on a simulated mid-range phone on a slow 4G connection, and on desktop. Lab numbers, because the site has too little traffic for Google's real-user data.

> **IN SHORT**
>
> On desktop the site is quick: 93 to 99 on every page. On a phone it's slow to show its main content: 3.5s to 5.4s, against Google's 2.5s. The pages are light; the delay comes from what has to load before anything paints (five servers for two fonts and the page) and from the fade-in animation on the first screen. A half-day fix (F3).

Main content painted on a phone



Six pages of rgleeson.com

PAGE	SCORE, PHONE	SCORE, DESKTOP	MAIN CONTENT, PHONE	FIRST PAINT, PHONE	LAYOUT SHIFT	WEIGHT	REQUESTS
Home	84	99	3.7s	3.0s	0.040	671 KB	18
Web Services	81	98	4.0s	3.1s	0.001	505 KB	18
AI audit	75	93	4.8s	3.3s	0.000	306 KB	14
Work	90	99	3.5s	1.6s	0.022	864 KB	21
Action Carpets case study	80	99	4.2s	3.2s	0.000	392 KB	17
Journal post	72	99	5.4s	3.5s	0.000	404 KB	16

What the page weighs, and who it comes from

SITE	TOTAL	IMAGES	SCRIPTS	FONTS	OTHER	FROM OTHER SERVERS
rgleeson.com	505 KB	202	163	109	31	53%
Competitor A	739 KB	222	293	157	67	27%

SITE	TOTAL	IMAGES	SCRIPTS	FONTS	OTHER	FROM OTHER SERVERS
Competitor B	1,833 KB	757	640	193	244	18%
Competitor C	266 KB	190	1	34	40	0%
Competitor D	1,458 KB	706	341	344	68	33%

Kilobytes transferred on a phone. “From other servers” is the share loaded from third parties, such as analytics and font services.

Why it's slow on a phone

- Before the first paint the browser has to reach five servers: this site, api.fontshare.com and cdn.fontshare.com for Cabinet Grotesk, fonts.googleapis.com and fonts.gstatic.com for Inter. On a slow connection each new server costs a round trip.
- Google Analytics is 158 KB, the largest single file on most pages, and Lighthouse finds 44% of it unused. Scripts are 163 KB of the Web Services page; the site's own script is 5 KB of that.
- The hero headline fades in word by word and sections start invisible. The browser can't count the main content as shown until the script has run.
- Journal covers are 2,000px wide, fill a 364px slot on a phone, and are lazy-loaded though they're in the first screen (F8).

06

Accessibility

The same checks an AI agent depends on: contrast, names, labels, landmarks and tap targets, measured on the rendered page.

> **IN SHORT**
>
> Close to clean. Lighthouse scores 98 on every page; the only items it raises are the footer headings skipping a level (F9). Across the site, six links are a few pixels under the 24px tap target (F10). One competitor fails contrast on 101 of 131 text elements, mostly orange on white.

SITE	LIGHTHOUSE, PHONE	TEXT FAILING CONTRAST	SMALL TARGETS, PHONE	IMAGES WITHOUT ALT	MAIN AND SKIP LINK
rgleeson.com	98	1 of 141	0	0	✓ **Yes**
Competitor A	90	4 of 36	0	0	× No main
Competitor B	76	101 of 131	82	2	× No main
Competitor C	96	16 of 155	11	0	✓ **Yes**
Competitor D	79	0 of 55	22	0	× No main

Contrast measured on every visible text element at 1440px against the background behind it: 4.5:1, or 3:1 for large text. Text over images is left out, not counted as a pass.

rgleeson.com's one contrast failure is the decorative "·" between a name and a job title (#D0D0D0, 1.54:1). Across 15 pages, a separate contrast audit on 4 November measured 2,832 text elements with 10 failing, all of them minor.

07

Design review

Colour, type and layout, measured from the rendered page and then reviewed by eye at 1440 and 375px.

> IN SHORT
>
> A disciplined system: one accent colour, two typefaces (plus a monospace in one illustration), consistent components, comfortable body text. It has the top design score by the rules, but by eye Competitor C's page is the stronger one: bolder type and proof in the first screen. Four things would lift it: more of the text in ink rather than grey, fewer stray type sizes, proof in the first screen, and showing the first screen without waiting for an animation.

Colour palette, as used on Web Services

Ink
#0F1014
Headings, primary text, dark bands
21% of text · 9% of the page
19.01:1 on white

Muted grey
#5C5C5C
Body and supporting text
60% of text
6.69:1 on white

Subtle grey
#6A7185
Labels and captions
1% of text
4.87:1 on white

Coral orange
#D04205
Buttons, links and labels
1% of text · 5% of the page
4.70:1 on white

Bright orange
#F36435
Large display words, accents on ink
3.14:1 on white

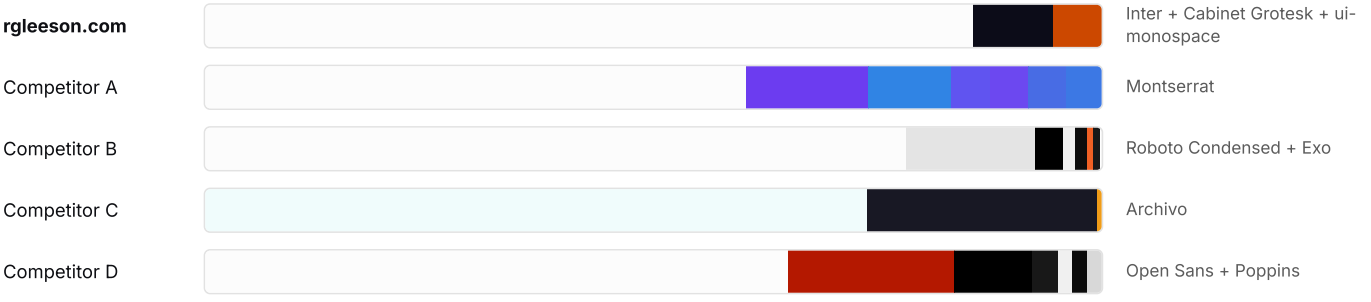
Page tint
#F9FAFF
Alternate section background
84% of the page
1.04:1 on white

White
#FFFFFF
Page and card background
6% of text
1.00:1 on white

Border
#E2E2E2
Dividers and card edges
1.30:1 on white

Share of text is by characters; share of the page is by pixels in a full-page screenshot at 1440px. The accent covers 5% of the page: enough to lead the eye, not enough to tire it.

Palettes compared



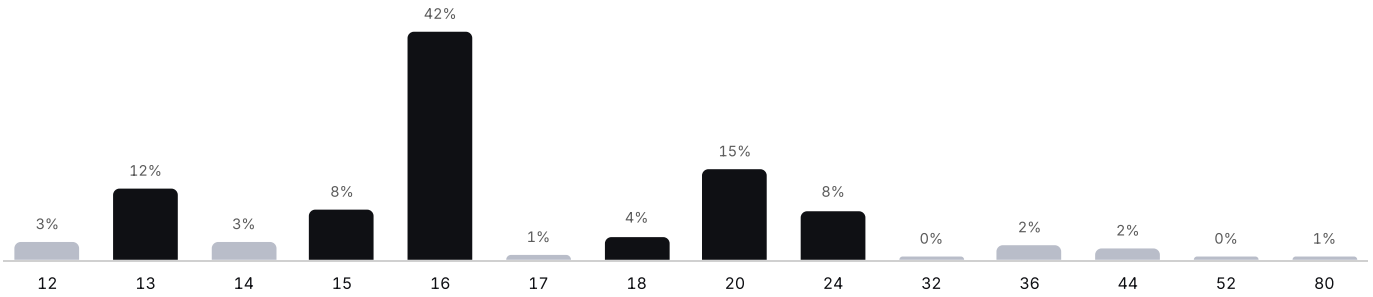
Each bar shows the main colours by area, photos included, with the typefaces alongside. Competitors A and D get most of their colour from stock photos; B from orange text.

Typography

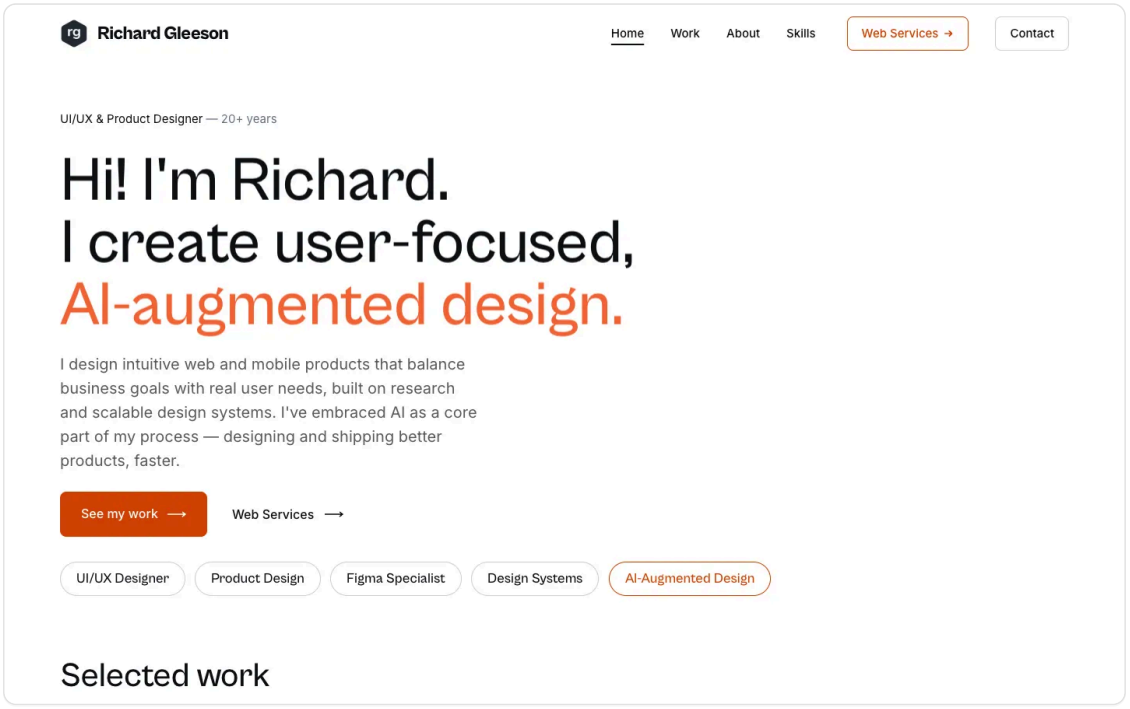
SITE	TYPEFACES	SIZES IN USE	BODY SIZE / LINE HEIGHT	CHARACTERS PER LINE	HEADLINE
rgleeson.com	Inter, Cabinet Grotesk, ui-monospace	14	16px / 1.6	47	80px
Competitor A	Montserrat	9	19px / 1.6	49	65px
Competitor B	Roboto Condensed, Exo	8	16px / 1.7	106	36px
Competitor C	Archivo	16	16px / 1.6	97	108px
Competitor D	Open Sans, Poppins	12	15px / 1.59	51	60px

Comfortable reading: body 16px or more, line height 1.4 to 1.8, 45 to 85 characters per line. B and C run body lines past 95 characters on desktop.

Type sizes on Web Services, by share of text. Grey bars carry under 3% each.



First screen



Home, 1440px. Written for hiring managers; Web Services is one link among six.



Home on a phone.

Expert review

Four questions, 0 to 5 each: is the hierarchy clear (one thing to read first, one thing to do)? Are colour, type and components used consistently? Do the images show the actual business and its work? Would you remember it next to the others? Scored from the first screen and a full scroll at 1440 and 375px.

SITE	HIERARCHY	CONSISTENCY	IMAGERY	DISTINCT	TOTAL /20	NOTES
rgleeson.com	4	5	3	3	**15**	Clear headline, one accent colour used sparingly, every component from one system. The first screen has no picture of real work and no proof, and the layout reads like many well-made studio sites.
Competitor A	2	2	1	2	**7**	A stock photo of a woman making goggles with her fingers fills the first screen under a purple-to-blue gradient; the cookie banner covers the call to action.
Competitor B	1	1	2	2	**6**	Seven-item navigation, a clip-art logo, three typefaces and body lines over 100 characters long. A photo of Dover's guns is local, but doesn't show the work.
Competitor C	5	5	3	4	**17**	Huge, confident type, two calls to action and a proof bar (5.0 on Google, 65 reviews) in the first screen. The strongest page of the five.
Competitor D	3	2	1	1	**7**	A stock close-up of an eye behind the headline; "Website Design in Dover" repeated as the h1, h2 and h3. A standard theme with little changed.

Recommendations

R1. Most of the text is grey, not ink

60% of the characters on Web Services are muted grey #5C5C5C and 21% ink #0F1014. The grey passes contrast at 6.69:1 on white.

Do: Keep grey for supporting text, but set the opening paragraph and card descriptions in ink. Contrast between levels is what makes the hierarchy, and right now most text sits on the second level.

R2. 14 type sizes on one page

Text on Web Services uses 14 sizes from 12 to 80px; five of them (12, 14, 17, 32 and 52px) carry under 3% of the text each.

Do: Fold the stray sizes into the nearest step of a 9-step scale (13, 15, 16, 20, 24, 32, 44, 64, 80) and name each as a token, so new pages can't add more.

R3. No proof in the first screen

The first screen at 1440 and 375px has a headline, a paragraph and the enquiry form. The one testimonial is halfway down the page.

Do: Add one line of proof under the headline: a client result ("Vancat: sales up 200%") or, once there are enough, the Google rating and review count.

R4. Content waits for an animation

Sections start at opacity 0 and fade in as they scroll into view; the hero headline fades in word by word. Lighthouse counts the page as painted only once that finishes.

Do: Show the first screen without any reveal, and keep the fade for content further down. This is part of finding F3.

08

Content and conversion

What a visitor finds when they're deciding whether to get in touch.

> **IN SHORT**
>
> Web Services gives a visitor more than any competitor page: prices, a form, a phone number and plain-English copy (reading ease 68). What it lacks is proof near the top. One client quote, halfway down, against a competitor showing 65 Google reviews in its first screen. And on a phone, the first screen has no button to get in touch.

SITE	CONTACT IN FIRST PHONE SCREEN	TAP TO CALL	FORM	PRICES	REVIEWS	READING EASE	WORDS
rgleeson.com	× No	✓ **Yes**	✓ **Form**	£400, £150	× Quotes only	68	958
Competitor A	✓ **Contact Us**	× No	× No	× None	× Quotes only	57	576
Competitor B	✓ **Let's Talk**	✓ **Yes**	✓ **Form**	× None	× Quotes only	15	1,078
Competitor C	✓ **Talk to us →**	✓ **Yes**	× No	£2k, £6k	✓ **Rating**	64	852
Competitor D	× No	✓ **Yes**	× No	× None	× Quotes only	49	588

Reading ease is the Flesch score of the main text: 60 to 70 is plain English, under 30 is hard going.

What I'd change

- Put a "Start a project" button in the phone's first screen, pointing at the form, so nobody has to scroll to find it.
- Move the Vancat result (sales up 200%) up beside the headline, and add the Google rating once there are five reviews (F4).
- Name the towns you've worked in (Dover, Deal, Folkestone) in the case studies that link from this page. It helps local searches and tells a visitor you're nearby (F1).

09

Trust and security

The signals that tell browsers, search engines and visitors that the site is safe and the business is real.

> **IN SHORT**
>
> Sound. HTTPS everywhere with HSTS, the main security headers present, Lighthouse best practices 100, and the business described in structured data with its address and prices. The one gap is a Content Security Policy (F11), which only Competitor A sends.

SITE	HSTS	CSP	NOSNIFF	FRAME PROTECTION	BUSINESS IN STRUCTURED DATA	BEST PRACTICES
rgleeson.com	✓ **Yes**	✕ No	✓ **Yes**	✓ **Yes**	✓ **ProfessionalService**	100
Competitor A	✓ **Yes**	✓ **Yes**	✓ **Yes**	✓ **Yes**	✓ **LocalBusiness**	96
Competitor B	✕ No	✓ **Yes**	✕ No	✕ No	✕ No	71
Competitor C	✓ **Yes**	✕ No	✕ No	✕ No	✓ **Organization**	96
Competitor D	✕ No	✕ No	✕ No	✕ No	✓ **ProfessionalService**	96

10

Findings

Three questions per finding: does it stop someone doing what they came for, does it affect many visitors or searches, and will it keep happening until it's fixed? Three yeses = Critical, two = Serious, one = Medium.

Critical F1 · Search

You're not in the top 20 for "web design Dover"

Stops a task: yes | Many affected: yes | Keeps happening: yes

WHAT I FOUND

- Three local searches on 4 November 2026 ("web design Dover", "website designer Dover Kent small business" and one longer variant): rgleeson.com appears in none of the top 15 to 20 results.
- All four competitors in this report appear in all three, in positions 1 to 9; for "web design Dover" they hold positions 1 to 4.
- The Web Services page is one page out of 32. The home page and 12 case studies are about product design, so most of the site doesn't mention Dover or web design for local businesses.

WHY IT MATTERS

People looking for a local web designer search for it, and AI assistants build their answers from the same results. A page that isn't in the top 20 isn't seen, however good it is.

WHAT TO DO

Check Search Console for the impressions Web Services gets for Dover searches, so you start from real numbers. Then: ask your website clients for Google reviews; publish the Action Carpets and Downtogroundworks case studies with their towns named; list the business on the local directories that appear in these results (FreeIndex, Kent Small Business, Business Magnet); and link to Web Services from the home page's first screen.

Effort: Two to four hours to start; reviews and links build over months

Critical F2 · Search

Your Google listing's name is missing from your site, and another business owns it

Stops a task: yes | Many affected: yes | Keeps happening: yes

WHAT I FOUND

- The Google Business Profile trades as "RG Web Design" (from a profile screenshot, 24 September 2026). The name appears 0 times across the 32 pages in the sitemap.
- A search for "RG Web Design Dover" returns rgwebdesign.co.uk as result 1: a different web design business, based in Sussex. rgleeson.com is not in the top 10.
- The structured data calls the business "Richard Gleeson — Web Design & Build", and its sameAs links point only to LinkedIn.

WHY IT MATTERS

Google and AI assistants match a business across sources by its name. Here the listing's name points at someone else's website, and your website never claims it.

WHAT TO DO

Pick one public name. If it stays RG Web Design, show "Trading as RG Web Design" on every page, add it as alternateName in the structured data and add the Google profile to sameAs. If the clash is a problem, rename the listing to match the site.

Effort: An hour, plus the naming decision

Serious F3 · Performance

Pages take 3.5 to 5.4 seconds to show their main content on a phone

Stops a task: no | Many affected: yes | Keeps happening: yes

WHAT I FOUND

- Lighthouse, mobile, simulated slow 4G: largest contentful paint 3.5 to 5.4s on all six pages tested. Google's "good" line is 2.5s. Competitor C does it in 2.0s.
- Before the first paint the browser has to visit five servers: this site, two for Cabinet Grotesk (Fontshare) and two for Inter (Google Fonts).
- Third-party files are 53% of the Web Services page's weight and 88% of the AI audit page's: Google Analytics (158 KB, 44% of it unused) and the fonts.
- The hero headline fades in word by word and sections start invisible, so the main content isn't counted as painted until the animation runs.

WHY IT MATTERS

On desktop the same pages score 93 to 99, so this is a phone problem, and most local searches happen on phones. Speed is also one of the signals Google uses to rank pages.

WHAT TO DO

Self-host the four font files and preload the two used above the fold; show the first screen without the reveal animation; load Analytics after the page has painted, or switch to a lighter tool. Re-run Lighthouse to confirm under 2.5s.

Effort: Half a day

Serious F4 · Content

There's no rating or review count anywhere on Web Services

Stops a task: no | Many affected: yes | Keeps happening: yes

WHAT I FOUND

- Web Services shows one client quote (Vancat, "sales have increased 200%"), halfway down the page. There's no Google rating, no review count and no AggregateRating in the structured data.
- Competitor C puts "5.0 on Google · 65 reviews" in its first screen and in its structured data. Competitor A has a "Top rated reviews" section of client quotes.

WHY IT MATTERS

Someone choosing between five web designers looks for proof that other local businesses chose you. Reviews are also one of the things that decides who appears in Google's map results.

WHAT TO DO

Ask the clients on the Work page for a Google review. Once there are five or more, show the rating and count under the Web Services headline and add AggregateRating to the business's structured data.

Effort: An hour to ask; showing it takes twenty minutes

Serious F5 · AI and agents

An AI agent can't book a call with you

Stops a task: yes | Many affected: no | Keeps happening: yes

WHAT I FOUND

- contact.html and websites.html offer enquiry forms only. There's no booking link on any page and no booking action in the structured data. None of the four competitors has one either.

WHY IT MATTERS

An agent acting for someone will read a contact form but won't fill in a stranger's form unprompted. A booking page with real slots is an action it can take. Few people use agents this way yet, which is why this isn't Critical.

WHAT TO DO

Turn on bookings in the Google Business Profile, or publish a booking page, and link it from Web Services, Contact and the structured data.

Effort: An hour, plus deciding on available slots

Serious F6 · Search

Search snippets get cut short

Stops a task: no | Many affected: yes | Keeps happening: yes

WHAT I FOUND

- 15 of 32 meta descriptions are over 160 characters, including Web Services (189); the longest is 293.
- 7 of the 10 post titles are over 60 characters; the longest is 76.

WHY IT MATTERS

Google trims long titles and descriptions in results, often mid-sentence, and assistants that quote them do the same.

WHAT TO DO

Rewrite the 15 descriptions to under 155 characters with the answer first, and shorten the 7 post title tags.

Effort: Two hours

Medium F7 · AI and agents

Half the pages carry no structured data

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- 16 of 32 pages have no JSON-LD: Work, About, Skills, Contact and all 12 case studies. Every block that does exist parses.

WHY IT MATTERS

The case studies are the evidence behind the services. Without structured data, nothing tells an assistant that each one is work by the same person and business.

WHAT TO DO

Add ProfilePage to About, ContactPage to Contact, and a CreativeWork to each case study, all pointing to the existing #richard and #business entities.

Effort: Half a day

Medium F8 · Images

Images are heavier than they need to be

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- 152 images, 12.7 MB in total. Five case studies and the Work page carry 1.0 to 2.0 MB of images each; WEC is the heaviest at 1.96 MB.
- Journal covers are 2,000px wide and fill a 364px slot on a phone; Lighthouse puts the saving at 86 KB per cover. The covers are also lazy-loaded although they're in the first screen.

WHY IT MATTERS

Every extra kilobyte is a wait on a phone signal, and a lazy-loaded image in the first screen is fetched late on purpose.

WHAT TO DO

Serve 800, 1,200 and 2,000px versions with srcset and sizes, and drop loading="lazy" from any image in the first screen.

Effort: Two hours, scripted

Medium F9 · Accessibility

Footer headings skip a level on every page

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- Every page jumps from the last h2 to the footer's h4 headings ("Site" and "Contact"). Lighthouse flags heading order on all six pages it tested.

WHY IT MATTERS

Screen readers and agents use the heading outline to understand a page. A skipped level suggests a missing section.

WHAT TO DO

Make the footer headings h2, styled as they are now, or plain labels.

Effort: Fifteen minutes

Medium F10 · Accessibility

Six links are under the 24px tap target

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- The six "Open on its own" links on the betCollab case study measure 134 × 21px. Every other control on the site meets 24px or is an inline text link.

WHY IT MATTERS

Small targets are hard to tap, and an agent working from a screenshot may not register them as controls.

WHAT TO DO

Add vertical padding so the links are at least 24px tall.

Effort: Ten minutes

Medium F11 · Security

No Content Security Policy

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- Responses send HSTS, nosniff, a referrer policy and frame protection, but no Content-Security-Policy header. Competitor A sends one.

WHY IT MATTERS

A policy stops injected scripts running if anything on the page is ever compromised, such as a third-party script.

WHAT TO DO

Add a CSP in the hosting config that allows this site, the two font services and Google Analytics, in report-only mode for a week first.

Effort: An hour

Medium F12 · Search

One address takes two redirects

Stops a task: no | Many affected: no | **Keeps happening: yes**

WHAT I FOUND

- http://rgleeson.com redirects to https://rgleeson.com, then to https://www.rgleeson.com (two 308s). The other two variants take one.

WHY IT MATTERS

Each hop adds a round trip and a chance for a crawler to give up.

WHAT TO DO

Point the http apex straight at https://www in the hosting settings.

Effort: Ten minutes

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Action plan

Every finding and recommendation, in the order I'd do them. Most of the first week is under an hour each.

This week 6 items

ITEM	WHAT TO DO	EFFORT	SEVERITY
F1	**You're not in the top 20 for "web design Dover"** Check Search Console for the impressions Web Services gets for Dover searches, so you start from real numbers. Then: ask your website clients for Google reviews; publish the Action Carpets and Downtogroundworks case studies with their towns named; list the business on the local directories that appear in these results (FreeIndex, Kent Small Business, Business Magnet); and link to Web Services from the home page's first screen.	Two to four hours to start; reviews and links build over months	Critical
F2	**Your Google listing's name is missing from your site, and another business owns it** Pick one public name. If it stays RG Web Design, show "Trading as RG Web Design" on every page, add it as alternateName in the structured data and add the Google profile to sameAs.	An hour, plus the naming decision	Critical
F6	**Search snippets get cut short** Rewrite the 15 descriptions to under 155 characters with the answer first, and shorten the 7 post title tags.	Two hours	Serious
F9	**Footer headings skip a level on every page** Make the footer headings h2, styled as they are now, or plain labels.	Fifteen minutes	Medium
F10	**Six links are under the 24px tap target** Add vertical padding so the links are at least 24px tall.	Ten minutes	Medium
F12	**One address takes two redirects** Point the http apex straight at https://www in the hosting settings.	Ten minutes	Medium

This month 6 items

ITEM	WHAT TO DO	EFFORT	SEVERITY
F3	**Pages take 3.5 to 5.4 seconds to show their main content on a phone** Self-host the four font files and preload the two used above the fold; show the first screen without the reveal animation; load Analytics after the page has painted, or switch to a lighter tool. Re-run Lighthouse to confirm under 2.5s.	Half a day	Serious
F4	**There's no rating or review count anywhere on Web Services** Ask the clients on the Work page for a Google review. Once there are five or more, show the rating and count under the Web Services headline and add AggregateRating to the business's structured data.	An hour to ask; showing it takes twenty minutes	Serious
F5	**An AI agent can't book a call with you** Turn on bookings in the Google Business Profile, or publish a booking page, and link it from Web Services, Contact and the structured data.	An hour, plus deciding on available slots	Serious
F7	**Half the pages carry no structured data** Add ProfilePage to About, ContactPage to Contact, and a CreativeWork to each case study, all pointing to the existing #richard and #business entities.	Half a day	Medium
F8	**Images are heavier than they need to be** Serve 800, 1,200 and 2,000px versions with srcset and sizes, and drop loading="lazy" from any image in the first screen.	Two hours, scripted	Medium
F11	**No Content Security Policy** Add a CSP in the hosting config that allows this site, the two font services and Google Analytics, in report-only mode for a week first.	An hour	Medium

Design polish 4 items

ITEM	WHAT TO DO	EFFORT
R1	**Most of the text is grey, not ink** Keep grey for supporting text, but set the opening paragraph and card descriptions in ink. Contrast between levels is what makes the hierarchy, and right now most text sits on the second level.	An hour
R2	**14 type sizes on one page** Fold the stray sizes into the nearest step of a 9-step scale (13, 15, 16, 20, 24, 32, 44, 64, 80) and name each as a token, so new pages can't add more.	Two hours
R3	**No proof in the first screen** Add one line of proof under the headline: a client result ("Vancat: sales up 200%") or, once there are enough, the Google rating and review count.	An hour
R4	**Content waits for an animation** Show the first screen without any reveal, and keep the fade for content further down. This is part of finding F3.	Part of F3

Then re-measure

Re-run the same scripts a month after the fixes and compare. The scores, positions and speed figures in this report are the baseline.

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Method and scoring

Every number in this report comes from a script or a dated test, and every score comes from the rules below, applied the same way to all five sites. Lighthouse 12.2.1; Chrome at 375 and 1440px; measured 4 November 2026.

What was measured

MEASUREMENT	TOOL	SCOPE
Raw vs rendered words, crawler fetches, robots, llms.txt, landmarks, names, labels, tap targets, focus	`scripts/ai-readiness-audit.mjs`	All 32 sitemap pages, 2 widths, 5 crawlers
Colour, type, contrast, calls to action, reviews, prices, reading ease, headers	`scripts/site-audit.mjs`	Web Services, home, and each competitor's ranking page
Speed, Lighthouse scores, page weight	Lighthouse via `scripts/lighthouse-summary.mjs`	20 runs: 6 pages here and 4 competitors, phone and desktop
Links and images	`scripts/link-check.mjs`	32 internal and 18 external links, 152 images
Search positions	Firecrawl search, located in Dover	5 searches, top 10 to 20 results
Design review	By eye, against the rubric in section 7	First screen and full scroll, 2 widths

```
node scripts/ai-readiness-audit.mjs https://www.yoursite.co.uk --out audit
node scripts/site-audit.mjs --out benchmark.json you=https://www.yoursite.co.uk/ a=https://competitor.co.uk/
npx lighthouse https://www.yoursite.co.uk/ --output=json --output-path=lh/you-mobile.json
node scripts/link-check.mjs https://www.yoursite.co.uk --out links.json
```

Not covered

- What ChatGPT, Perplexity, Claude and Google's AI answers say about the business. These have to be asked from real accounts and are run separately.
- Google Business Profile data: reviews, rating, views and calls, which need the owner's account. A client's report includes these.
- Search Console data (impressions, clicks, average position), which needs the owner's account. A client's report includes these.
- Real-user speed data: the site doesn't get enough Chrome traffic for Google's field data, so speed here is Lighthouse's lab simulation.
- What a firewall does to the real crawlers: crawler fetches use each crawler's user-agent from my machine, not its own network.

Since the last audit, 16 September 2026

CHECK	16 SEPTEMBER	4 NOVEMBER 2026
Content readable without JavaScript	Homepage only checked: 731 words	All 32 pages pass
Prices in structured data	None	Web design from £400; audit £150
FAQ markup	None	FAQPage on the FAQ page
Name matches the Google listing	No	Still no (F2)
Agent-bookable scheduling	None	Still none (F5)
Interface checked for agents	Not tested	32 pages at two widths: 6 small targets

Scoring rules

Category scores are out of 100. The overall score is the weighted average. Grades: A 85+, B 70+, C 55+, D 40+.

AI and agent readiness 20% of the overall score · rgleeson.com 100/100

RULE	POINTS	RGLEESON.COM
Words in the raw HTML: 300 or more, and at least 90% of what a visitor sees	25	25
An AI crawler (GPTBot) is sent the same page as a browser	25	25
robots.txt lets the AI crawlers in	10	10
An llms.txt file	5	5
Structured data that parses	15	15
One main landmark	5	5
A skip link	5	5
Every control 24px or more on a phone	10	10

Search visibility 20% of the overall score · rgleeson.com 65/100

RULE	POINTS	RGLEESON.COM
Lighthouse SEO score (mobile) × 0.3	30	30
Title 30 to 60 characters	10	10
Description 70 to 160 characters	10	0
Canonical link	5	5
Open Graph title, description, image and URL	5	5
One h1	5	5
No skipped heading levels	5	0
A sitemap, declared in robots.txt	10	10
Position for "web design Dover": top 3 = 20, top 10 = 12, top 20 = 5	20	0

Speed 15% of the overall score · rgleeson.com 76/100

RULE	POINTS	RGLEESON.COM
Lighthouse performance, mobile × 0.5	50	41
Lighthouse performance, desktop × 0.2	20	20
Main content painted on a phone: 2.5s or less = 15, 4s or less = 7	15	0

RULE	POINTS	RGLEESON.COM
Page weight on a phone: under 1 MB = 15, under 2 MB = 7	15	15

Accessibility 15% of the overall score · rgleeson.com 99/100

RULE	POINTS	RGLEESON.COM
Lighthouse accessibility score (mobile) × 0.5	50	49
Text failing contrast: 1% or less = 20, 5% or less = 10	20	20
Every control 24px or more on a phone	10	10
Every image has alt text (empty is fine for decoration)	10	10
Header, navigation, main and footer landmarks, plus a skip link	10	10

Design and visual quality 10% of the overall score · rgleeson.com 78/100

RULE	POINTS	RGLEESON.COM
Expert review: hierarchy, consistency, imagery, distinctiveness (0 to 20) × 2.5	50	38
Two typefaces or fewer (three = 5)	10	5
Type sizes in use: 10 or fewer = 10, 14 or fewer = 5	10	5
Body text 16px or more, line height 1.4 to 1.8	10	10
Line length 45 to 85 characters at desktop	10	10
Layout shift 0.1 or less on phone and desktop	10	10

Content and conversion 10% of the overall score · rgleeson.com 85/100

RULE	POINTS	RGLEESON.COM
A way to get in touch in the first screen on a phone	15	0
A way to get in touch in the first screen on desktop	10	10
A tap-to-call phone link	10	10
An email link	5	5
An enquiry form on the page	10	10
Prices shown	15	15
Reviews or a client testimonial on the page	10	10
Reading ease (Flesch) 60 or more = 10, 50 or more = 5	10	10
Words on the page: 600 or more = 15, 300 or more = 7	15	15

Trust and security 10% of the overall score · rgleeson.com 80/100

RULE	POINTS	RGLEESON.COM
HSTS header	10	10
nosniff, referrer policy and frame protection headers	15	15
Content Security Policy	5	0
Business named in structured data	20	20
Rating in structured data (AggregateRating)	15	0
Lighthouse best practices (mobile) × 0.2	20	20
A tap-to-call phone link	15	15