Web Build Solutions
Engineering Digital Excellence

WEBSITE IMPROVEMENT · DIAGNOSTIC SAMPLE

Website Growth & Technical Assessment

A clear view of what works, what needs attention, and what your business could improve next.

Technical SEO | Performance | Public security checks | Customer experience

PREPARED FOR

Northstar Business Services

Fictional demonstration company

ILLUSTRATIVE WEBSITE

northstar-services.example

Documentation example · 21 Nov 2026

All measurements, findings and screenshots in this sample are fictional demonstrations. No live website was audited.

01 · EXECUTIVE SUMMARY

Your website can do more—without a rebuild.

This example business has a workable foundation. Our illustrative review identifies three practical changes that could make its website easier to discover, faster on mobile, and more useful for customers.

OVERALL ASSESSMENT

Keep the foundation. Fix the friction.

IMPROVE

The sampled issues support focused improvements; no evidence in this example justifies an entire website rebuild.

THE THREE CHANGES WE WOULD PRIORITIZE

1. **Make key services easier to find in search** — HIGH
   Two service pages use the same page title.
2. **Make the mobile homepage lighter** — HIGH
   An oversized hero image slows initial rendering.
3. **Help visitors reach the enquiry form** — MEDIUM
   The quote action is harder to spot on small screens.

WHAT WE CHECKED · SAMPLE STATUS

Search foundations — Improve
Titles, headings, canonical hints, access rules

Mobile performance — Attention
Lab loading indicators and large assets

Public security setup — Review
HTTPS, headers and mixed content

Experience & enquiries — Improve
Mobile navigation, CTA and service clarity

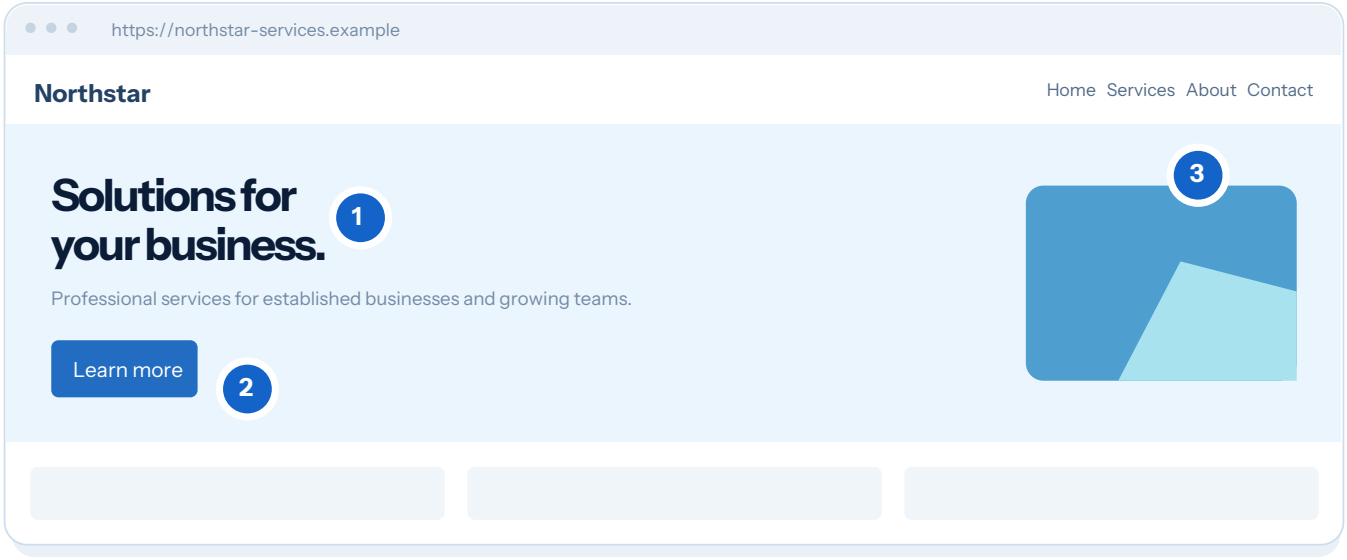
How to read this report
Each issue has an observation, evidence, plain-English impact, a suggested change and a way to confirm the fix. In a real report, figures come from the actual tools and pages checked—not estimates invented for presentation.

02 · VISITOR JOURNEY

Can a visitor quickly find what they need?

We follow a simple customer journey: understand the offer, decide whether to trust the business, and take the next step. Friction at any point can discourage enquiries.

ILLUSTRATIVE DESKTOP HOMEPAGE · ANNOTATED REVIEW



OUR WALKTHROUGH

1

Understand

"Solutions for your business" is broad. A first-time visitor may not know which services are offered.

Clarify message

2

Take action

"Learn more" isn't as direct as "Request a consultation" for a visitor ready to enquire.

Strengthen CTA

3

Find proof

A visible case study or testimonial near the service explanation could improve trust.

Opportunity

WHAT WE WOULD CHANGE

Show the service, the audience, and the next step together.

Example: "Accounting and tax support for growing businesses" with a clear "Talk to an adviser" button and nearby proof of experience.

Business interpretation: We cannot infer a current conversion rate without analytics. The visible layout suggests opportunities to make the enquiry journey clearer; improvement should be measured after implementation.

03 · TECHNICAL SEO

Can search engines understand your services?

Search visibility starts with clear pages that can be reached and interpreted. We examine public signals first, then identify any checks that need account access.

SAMPLE TECHNICAL CHECKS · THREE PAGES

Crawl access	Public pages respond and allow normal requests.	Observed
Unique titles	Two key services share a generic title.	Needs work
Canonical hints	No conflict in three sample page sources.	Observed
Structured data	Relevant markup not confirmed.	Review
Google index coverage	Needs Search Console for definitive insight.	Not checked

SEO-01 · FINDING

Two service pages share one title

High priority

WHAT WE OBSERVED

The illustrative **Accounting Services** and **Tax Advisory** pages both use **"Our Services | Northstar"** as their browser title.

WHY IT MATTERS

A specific title helps search engines and prospective customers distinguish the pages. Duplicate generic titles lose that clarity.

EVIDENCE EXCERPT · ILLUSTRATIVE

```
/accounting
<title>Our Services | Northstar</title>

/tax-advisory
<title>Our Services | Northstar</title>
```

RECOMMENDED ACTION

Write a distinctive title for each service describing its primary offer. For example: **Accounting Services for Businesses | Northstar** and **Business Tax Advisory | Northstar.**

HOW WE VERIFY COMPLETION

Recheck both HTML titles, confirm each reflects the page accurately, and monitor Search Console after recrawling. Search-result wording is ultimately controlled by Google.

Scope limitation: A public audit can inspect robots rules, page markup and sample responses. It cannot reliably prove all URLs are indexed or report impressions without appropriate Search Console access.

04 · PERFORMANCE & MOBILE SPEED

How fast does your website feel on mobile?

We separate controlled laboratory diagnostics from real visitor measurements. This matters because a lab test is a snapshot—not a guarantee of everyone's experience.

ILLUSTRATIVE MOBILE LAB RUN · HOMEPAGE

Largest Contentful Paint (LCP)	Total Blocking Time (TBT)	Cumulative Layout Shift (CLS)
3.9 s	280 ms	0.04
Improve	Review	Good

What these mean: LCP is when the main visible content appears; TBT is a lab measure of main-thread blocking; CLS measures unexpected layout movement. INP requires supported interaction/field data and is **not available in this fictional example.**

PERF-01 · FINDING

The hero image is heavier than necessary

High priority

ILLUSTRATIVE EVIDENCE

Hero image **2.4 MB**

Remaining page resources **0.8 MB**

The hero image represents about **75%** of this example page's transferred resource weight.

BUSINESS EXPLANATION

On slower mobile connections, visitors may wait longer before seeing the main offer. This can make an otherwise functional site feel unresponsive.

RECOMMENDED FIX

- ✔ Deliver a right-sized AVIF/WebP image.
- ✔ Keep the above-the-fold hero prioritized.
- ✔ Specify image dimensions to protect layout.

HOW WE WOULD VALIDATE

Compare the original and optimized asset sizes. Rerun mobile lab tests under the same conditions, check visual quality, and use field data when sufficient traffic becomes available.

What not to conclude from this test

An illustrative 3.9-second lab LCP does not establish the site's real-user Core Web Vitals result or prove lost sales. Real audits will identify the exact test URL, runtime, network assumptions and available CrUX field data.

05 · SECURITY & VISITOR TRUST

What can we verify from the outside?

We review publicly observable protections, not private servers or application internals. A public-facing configuration check can suggest improvements, but it is not a penetration test or a security certification.

ILLUSTRATIVE EXTERNAL CONFIGURATION CHECKS

HTTPS and certificate	Encrypted connection presented in browser.	Observed
Mixed content	No blocked HTTP resources on sampled page.	Observed
HSTS response header	Not present in illustrative response.	Review
Content Security Policy	Requires setup-specific assessment.	Review
Application vulnerabilities	Out of scope without approved testing.	Not tested

SEC-01 · FINDING

Strengthen the HTTPS-only policy

Medium

WHAT WE OBSERVED

The example website serves HTTPS, but its response does not include a **Strict-Transport-Security** policy.

```
HTTP/2 200
content-type: text/html; charset=UTF-8
strict-transport-security: [not present]
```

WHAT IT MEANS

HSTS can tell browsers to use HTTPS on later visits. A missing policy is a configuration opportunity—not proof of a breach.

RECOMMENDED ACTION

Confirm all required subdomains work consistently over HTTPS, then configure and gradually validate a suitable HSTS policy.

HOW WE VERIFY

Recheck response headers and HTTPS behavior across permitted hostnames after deployment.

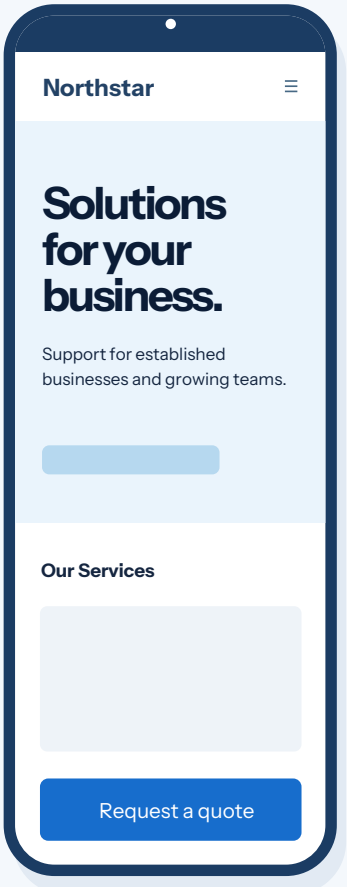
What we did not test: Authentication, databases, source code, vulnerabilities, malware, internal access, or attempted exploitation. Those require a separately authorized assessment by a qualified specialist.

06 · ENQUIRIES, CONTENT & ACCESSIBILITY

Make the next step easier for customers.

A website can load correctly and still lose a visitor's attention. We inspect the clarity of the offer, the next action, trust signals and basic mobile accessibility indicators.

ILLUSTRATIVE MOBILE ENQUIRY JOURNEY



Illustrative interface · not a real screenshot

UX-01 · The enquiry CTA sits too low

Medium

WHAT THE VISITOR SEES

The first screen gives a broad promise, while the specific quotation action appears after scrolling through other content.

WHY THAT MATTERS

People ready to contact the business may have to search for the right action.

BETTER APPROACH

Place a relevant "Request a consultation" button near the main message and repeat it at natural points.

SUCCESS CHECK

Test the flow on a phone, verify the form works, and measure completed enquiries if tracking is available.

SUPPORTING OBSERVATIONS · REVIEW, NOT FORMAL ACCESSIBILITY CERTIFICATION

Text readability

Check small helper text contrast and line spacing.

Form clarity

Make fields, errors and success messages understandable.

Trust evidence

Link genuine projects, credentials or testimonials near conversion points.

Commercial interpretation: A clearer enquiry path is a reasonable improvement hypothesis. Only actual analytics and enquiry tracking can demonstrate conversion impact.

07 · PRIORITIZED REMEDIATION

What should be fixed first—and why?

Rather than listing every possible enhancement, we select the changes most directly supported by the evidence, then define how to verify each result.

PRIORITY 01 · SEO-01

Differentiate service page titles

High

Why first
Two important pages present the same generic search title. The correction is focused and can improve page clarity.

Proof of completion
Unique titles in HTML; relevance checked against on-page content; Search Console monitored when available.

Relative effort: Low · Dependency: access to page metadata

Focused fix

PRIORITY 02 · PERF-01

Optimize the mobile hero asset

High

Why second
An illustrative 2.4 MB hero image dominates the example transfer size and may delay the main visible content.

Proof of completion
Smaller optimized asset, preserved image quality, same-condition lab retest and field follow-up when available.

Relative effort: Low–medium · Dependency: image/source access

Focused fix

PRIORITY 03 · UX-01

Make the enquiry action visible

Medium

Why third
Prospects should not have to hunt for a contact action after understanding the services.

Proof of completion
CTA visible and usable on tested mobile viewports; working form; optional analytics event.

Relative effort: Low · Dependency: approved page wording

Focused fix

OTHER OBSERVATIONS TO TRACK

Security policy review	Confirm HTTPS coverage before applying HSTS.	Schedule
Account-level SEO	Check actual indexing in Search Console if access is granted.	Access needed

Effort labels are comparative, not project quotes. We would confirm website technology, dependencies, backups, risks and scope before committing to a fixed price or timeline.

08 · OUR VERDICT & NEXT STEPS

Our assessment: improve, don't replace.

The objective is to recommend the right work—even when the right answer is a handful of targeted improvements rather than an expensive redesign.

RECOMMENDED DIRECTION FOR THIS ILLUSTRATIVE CASE

Retain the website. Resolve the three priorities.

The example issues are specific, understandable, and likely addressable within the current design. None proves that the platform, brand or entire site needs replacement.

HOW WE REACHED THIS VERDICT

✓

Keep

Existing service structure and content foundation, where they work well.

↗

Improve

Search titles, mobile asset weight and visibility of the enquiry action.

—

Do not assume

A redesign, ranking increase, revenue increase or security certification.

TWO WAYS TO MOVE FORWARD

A **Targeted website improvements** — Suggested

Fixed scope for the three verified priorities, with clear acceptance criteria and a quotation after technical confirmation.

B **Wider review or redesign discussion** — Optional

Only if additional evidence reveals deeper issues across content, structure, code or the business's changing needs.

A SENSIBLE NEXT STEP

Discuss the findings—not a sales pitch.

Web Build Solutions can explain the priorities, answer your questions, and prepare a transparent scoped quotation if you choose to proceed. **No obligation.**