

■ Studio Squalli

CONFIDENTIAL, PREPARED FOR THE CLIENT NAMED BELOW

Website Audit Report

www.example-consulting.com

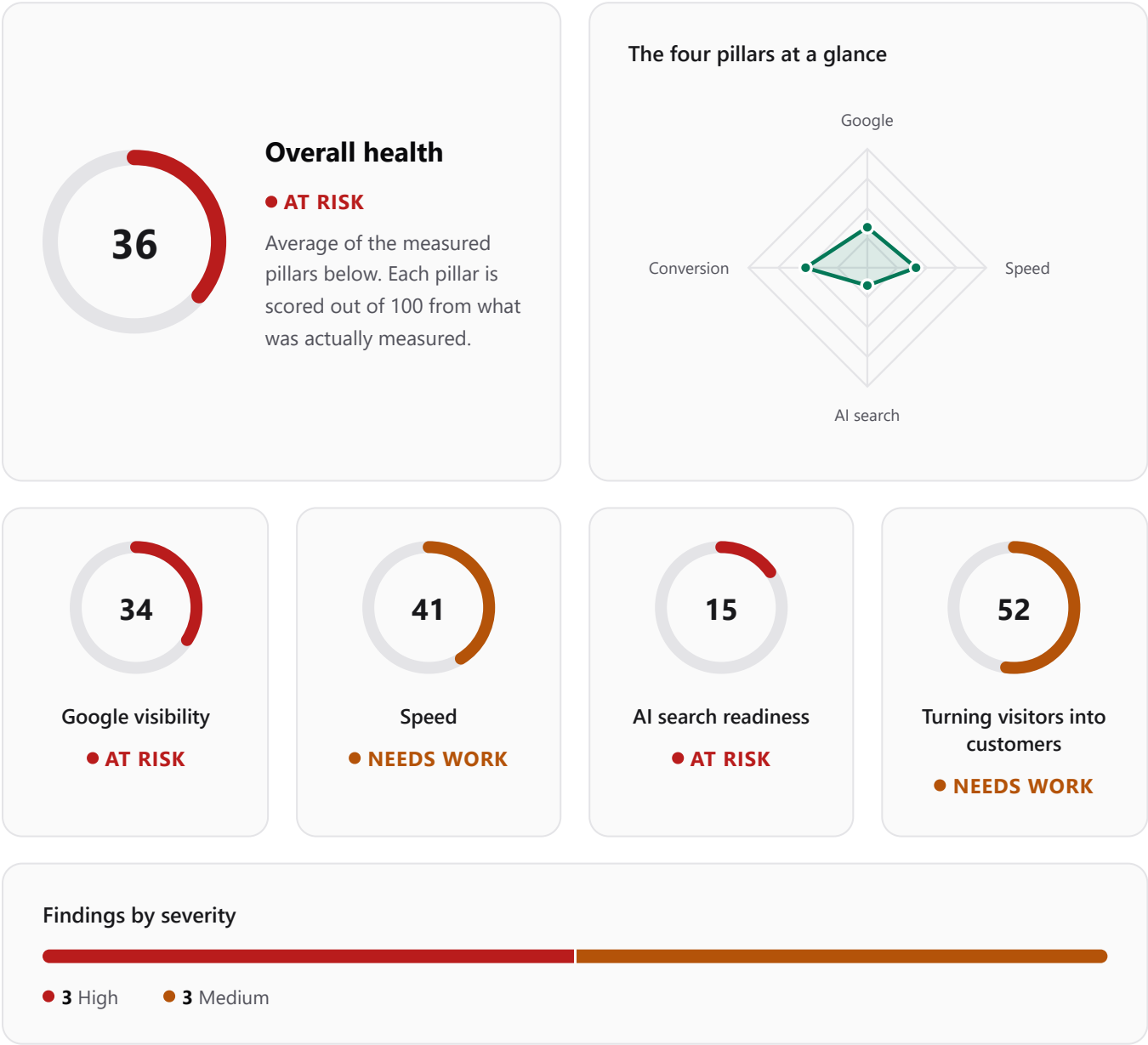
Prepared for: Example Consulting Inc. (fictional sample)

Date: July 2026

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Where your site stands

Your site looks professional but is close to invisible: Google only ranks it for your company name, AI assistants cannot describe what you do, and the homepage takes over six seconds to load on a phone. The good news is that none of this is structural. The fixes below are ranked by what they cost you today, and the top three alone would change how often the right people find you.



[START HERE](#)

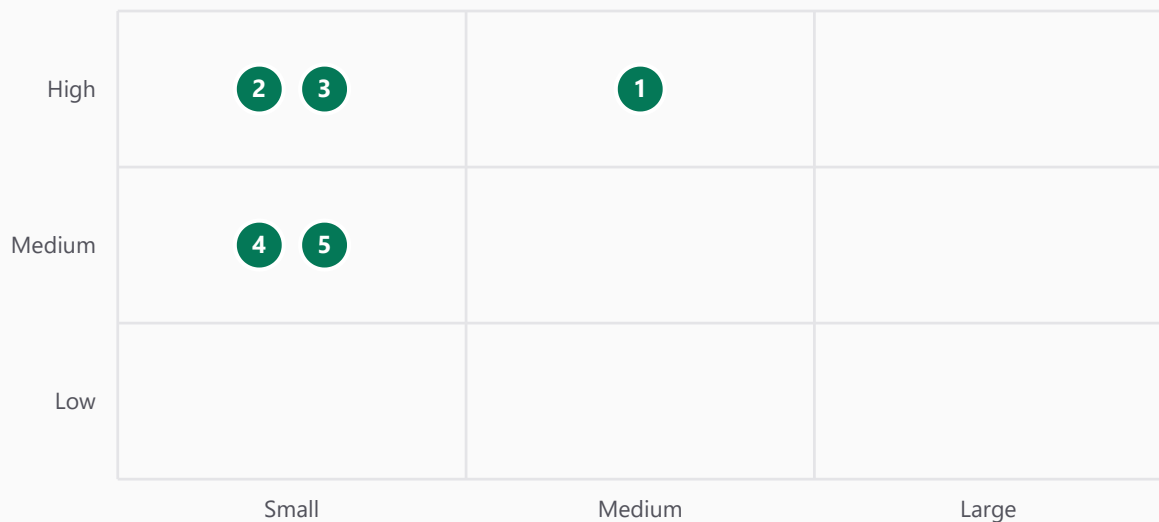
The fixes that matter most

Everything found in this audit, ranked by what it costs you today. Fix from the top down.

#	FIX	IMPACT	EFFORT
1	Give every service its own page with a clear title Right now one page tries to rank for six different services and ranks for none.	HIGH	Medium
2	Compress and resize the homepage images 4.8 MB of images is the main reason the page takes six seconds on a phone.	HIGH	Small
3	Describe the business to Google and AI in machine-readable form Neither Google nor ChatGPT can currently tell what you offer or where.	HIGH	Small
4	Put a contact action on every page Five of eight pages have no way to get in touch without hunting the menu.	MEDIUM	Small
5	Fix the broken mobile menu on Android The menu does not open on Chrome for Android, which is a third of your visitors.	MEDIUM	Small

Impact against effort, numbered as in the table

IMPACT



EFFORT

The top left is where to start: high impact for small effort.

METHOD

What was checked

- Every page loaded and reviewed by hand, on desktop and on a real phone
- Speed measured on a throttled 4G connection, not office wifi
- Google results checked for the business name and for each service it sells
- ChatGPT, Claude and Perplexity asked about the business and its services, and the answers compared with reality
- Every form, button and menu clicked, on iPhone and Android
- The site's machine-readable labelling inspected the way Google's own tools read it

NEXT STEPS

What I recommend

You can hand this report to any competent developer and the fixes will work. If you would rather have the person who found the problems fix them, I do exactly this work: the Now column is a small fixed-price engagement, and the full roadmap fits a build or care plan. Either way, I will re-measure everything after the fixes so you can see the difference, not take my word for it.

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