

■ Studio Squalli

CONFIDENTIAL, PREPARED FOR THE CLIENT NAMED BELOW

Website Audit Report

www.example-consulting.com

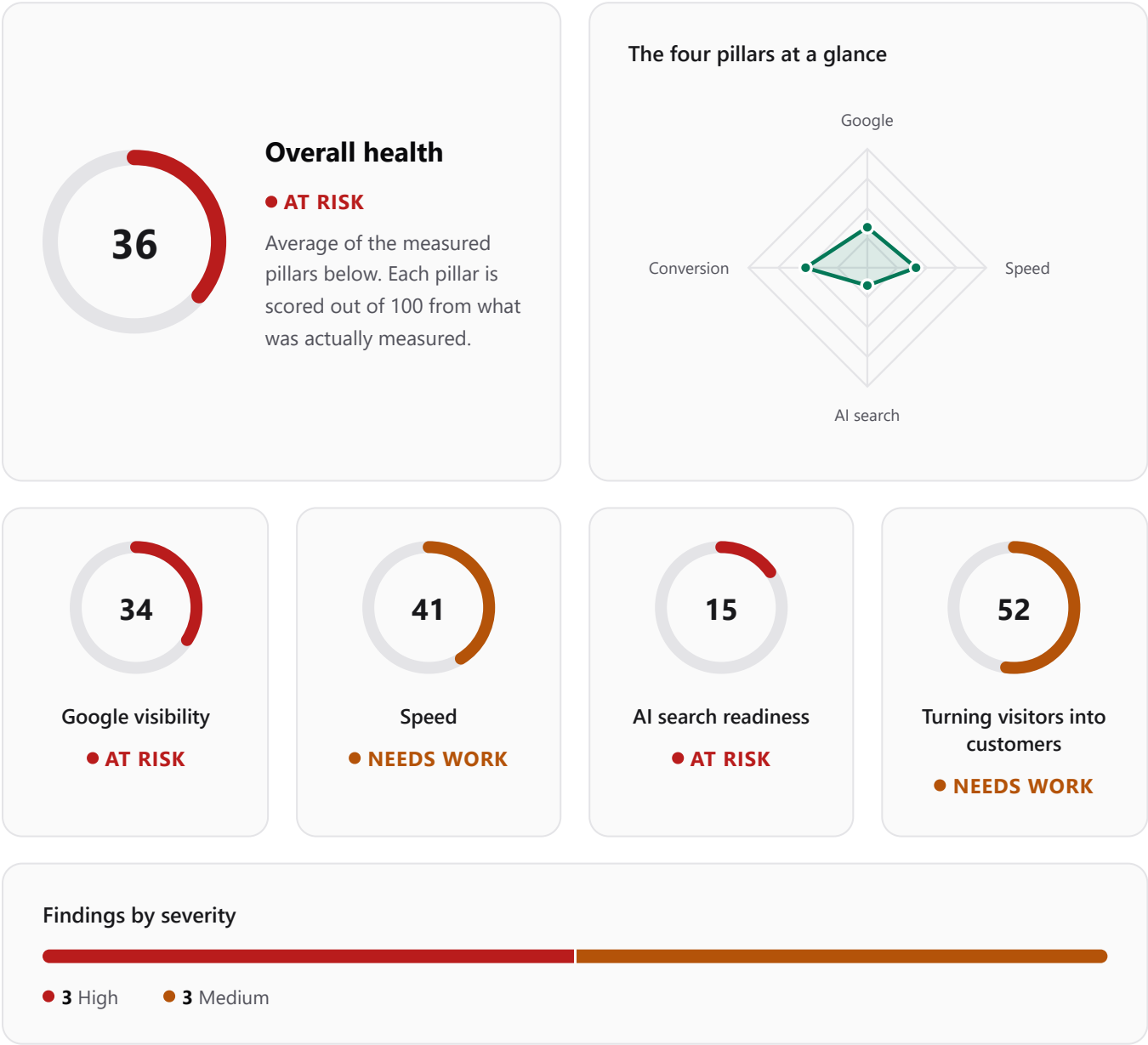
Prepared for: Example Consulting Inc. (fictional sample)

Date: July 2026

Prepared by: Ahmed Squalli, Studio Squalli, Montréal, www.studiosqualli.com

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](#)

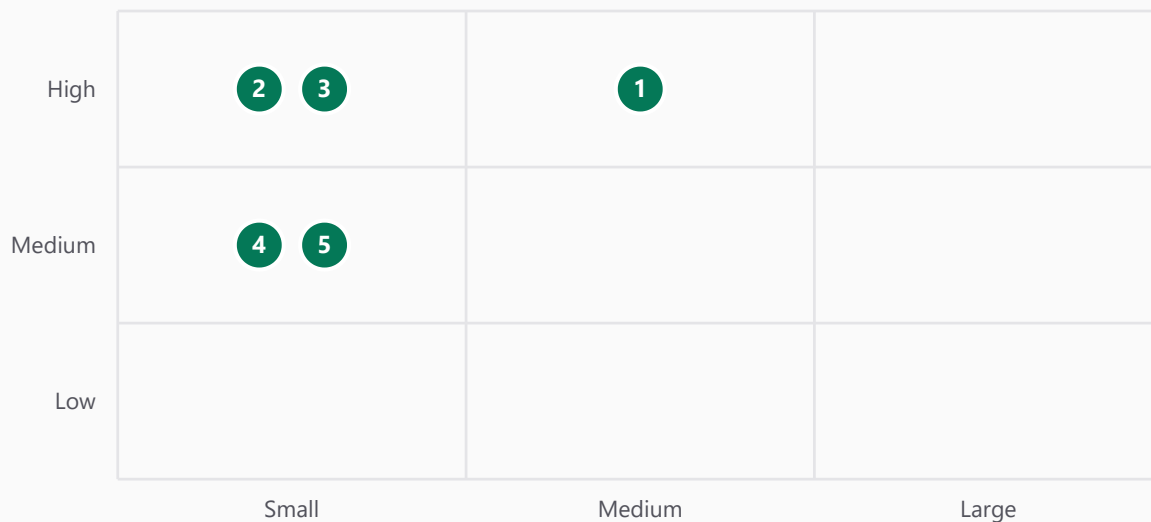
The fixes that matter most

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



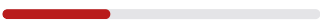
EFFORT

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

Google visibility

34 / 100

Whether Google can find, understand and rank the site for what the business actually sells.



● AT RISK

How this score is built

Page titles		20% of the score
Content that names the services		25% of the score
Technical setup		20% of the score
Internal linking		15% of the score
Presence in actual search results		20% of the score

One page carries every service

HIGH

WHAT I FOUND

All six services live on a single Services page with one generic title. Google sees one vague page instead of six specific answers.

WHY IT MATTERS

Google ranks pages, not businesses. When someone searches for one specific service, there is no page on your site that matches that search, so a competitor's page wins.

THE FIX

Create one page per service, each titled in the words your customers actually search, and link them from the homepage and the menu.

Page titles do not say what you do

MEDIUM

WHAT I FOUND

Most pages are titled with the company name alone, for example "Example Consulting | Home".

WHY IT MATTERS

The title is the strongest single signal Google reads and the first line people see in results. A name-only title wastes both.

THE FIX

Retitle every page as offer plus audience plus place, keeping the company name at the end.

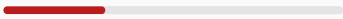
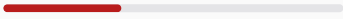
Speed

41 / 100

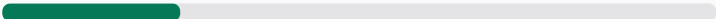
How fast the site loads on real phones and connections, measured, not guessed.

● NEEDS WORK

How this score is built

Load time on a phone		40% of the score
Page weight		25% of the score
Server response		15% of the score
Visual stability while loading		20% of the score

Homepage load time on a 4G phone connection

Measured today		6.4 s
Target after the fixes		2 s

The target is an estimate based on the fixes in this report; it will be re-measured after the work.

The homepage weighs 6.2 MB

HIGH

WHAT I FOUND

Full-size photos are being sent to phones at 4000 pixels wide and scaled down in the browser. First load on 4G takes 6.4 seconds.

WHY IT MATTERS

More than half of visitors leave a page that takes over three seconds. Speed also directly affects your Google ranking.

THE FIX

Resize and compress every image to the size it is displayed at, and load below-the-fold images only when needed. This alone should cut load time by more than half.

AI search readiness

15 / 100

Whether ChatGPT, Claude, Perplexity and Google's AI can find, understand and recommend the business.

● AT RISK

How this score is built

Machine-readable business info		30% of the score
Plain-language answers on the site		25% of the score
AI crawler access		20% of the score
Consistency across the web		25% of the score

AI assistants cannot describe your business

HIGH

WHAT I FOUND

Asked directly, ChatGPT and Perplexity either do not know the company or describe it wrongly. The site gives them nothing to work with: no machine-readable description, no plain-language summary of who you serve.

WHY IT MATTERS

A growing share of buyers asks an AI assistant for a shortlist before ever touching Google. If the assistant cannot describe you, you are not on that shortlist.

THE FIX

Add the behind-the-scenes labelling that names the business, services and service area, publish a map of the site for AI crawlers, and lead each page with a plain first paragraph an assistant can quote.

Turning visitors into customers

52 / 100

Whether the pages answer the visitor's question and make the next step obvious.

● NEEDS WORK

How this score is built

Calls to action		30% of the score
Forms that work		25% of the score
Mobile usability		25% of the score
Trust signals and reviews		20% of the score

Most pages dead-end

MEDIUM

WHAT I FOUND

Five of eight pages end with no button, no form and no phone number. The contact page is only reachable through the menu.

WHY IT MATTERS

Visitors act at the moment a page convinces them. If the next step is not right there, most will not go hunting for it.

THE FIX

End every page with the same clear block: a one-line reminder of the value, a button to the contact form, and a direct phone or WhatsApp option.

The mobile menu is broken on Android

MEDIUM

WHAT I FOUND

On Chrome for Android the menu button does nothing, so a third of visitors can only ever see the page they landed on.

WHY IT MATTERS

A visitor who cannot navigate cannot convert. This silently caps every other improvement.

THE FIX

Repair the menu script and test on real Android and iPhone devices, not just a desktop browser window.

How you compare with two local competitors

The same checks, run on the two competitors that appear where you should. Fictional sample data.

WHAT WAS CHECKED	YOU	COMPETITOR A	COMPETITOR B
Ranks for its own services	Company name only	4 of 6 services	2 of 6 services
Homepage load on 4G	6.4 s	2.9 s	4.1 s
Described correctly by ChatGPT	No	Yes	Partially
Google reviews	3, no replies	27, owner replies	11

None of this is out of reach. Competitor A is simply doing the basics in this report, consistently.

Searches you could realistically win

Specific searches your customers make where no strong local page exists today. Fictional sample data.

- "management consultant for family businesses Montreal": no competitor has a dedicated page
- "exit planning advisor Quebec": only directories rank, no actual firms
- "fractional COO services Montreal": your strongest service, currently invisible
- Searches for your own name currently show an outdated directory listing above your site

THE PLAN

A realistic order of work

The same fixes, laid out as a sequence you can actually follow, whoever does the work.

NOW, FIRST TWO WEEKS

- Compress and resize all images
- Fix the Android menu
- Retitle every page
- Add the machine-readable business description

NEXT, FIRST TWO MONTHS

- Build one page per service
- Add the contact block to every page
- Publish the AI crawler map and plain-language summaries
- Set up analytics and Google Search Console properly

LATER, ONGOING

- Measure rankings and traffic monthly and adjust
- Collect and publish client reviews
- Deepen the strongest service pages based on what actually ranks

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.

Contact: contact@studiosqualli.com, WhatsApp +1 438 823 3922, www.studiosqualli.com

