Website Audit Report

harborview.example

Score

61

/100

Prepared for harborview.example by Northline Studio

Generated: November 3, 2026

Website audit report - November 3, 2026
https://harborview.example

Overall Score
61/100

Executive Summary

This is an illustrative summary for a made-up dental practice. The site loads slowly on phones, the page titles do not name the service or the city, and the phone number is not a tap-to-call link. Fixing those three things is the quickest way to bring in more local patients.

Quick Wins - Fix These Today

- Put the service and the city in the page title.
- Make the phone number a tap-to-call link.

Category Scores

- **SEO:** 54/100
- **Performance (informational):** 48/100
- **Mobile:** 66/100
- **Security:** 78/100
- **Accessibility:** 63/100
- **Content:** 58/100
- **Technical:** 70/100
- **Trust:** 52/100
- **Local:** 45/100

Detailed Issues & Recommendations

[!] Critical Issues (1)

Page title does not name the service or the city [SEO] [Impact: High]

The home page title is “Welcome”. Search results show it as the headline, so people searching for a dentist in your town have no reason to click.

Evidence:
- <title>Welcome</title> on https://harborview.example/

How to Fix:
- Change the title to the service and the city, for example “Family dentist in Springfield | Harborview”.
- Keep it under about 60 characters so it is not cut off in search results.

Verify:
- Run the audit again after the change.

[!!] Major Priority (1)

Phone number is not a tap-to-call link on mobile [Mobile] [Impact: High]

The number in the header is plain text. On a phone, a visitor has to copy it before they can call.

Evidence:
- Header text “(555) 555-0100” is not inside an <a href="tel:"> link

How to Fix:
- Wrap the number in a link that starts with tel:, for example tel:+15555550100.

- Test it by tapping it on a phone.

Verify:
- Run the audit again after the change.

[~] Moderate Priority (1)

Hero image is much larger than it needs to be [Performance] [Impact: Med]

The main photo is 3.2 MB. It slows the first screen on a mobile connection.

Evidence:
- /images/hero.jpg is 3.2 MB (shown at 1200 px wide)

How to Fix:
- Export the photo at the width it is shown, in WebP or AVIF.
- Aim for under 200 KB.

Verify:
- Run the audit again after the change.

[i] Minor Priority (1)

Four images have no alt text [Accessibility] [Impact: Med]

Screen readers skip these images, and search engines cannot tell what they show.

Evidence:
- 4 of 12 <img> tags have no alt attribute

How to Fix:
- Add a short description of what each image shows to its alt attribute.

Verify:
- Run the audit again after the change.

[.] Advisory (1)

Opening hours are not in the page markup [Local] [Impact: Med]

Search engines read opening hours from structured data. The hours appear only inside an image.

Evidence:
- No openingHours property found in the page's structured data

How to Fix:
- Write the hours as text on the contact page.
- Add LocalBusiness structured data with the same hours.

Verify:
- Run the audit again after the change.

Appendix: Methodology & Scoring

How Scores Are Calculated

Each category score (0-100) is computed from multiple deterministic subscores based on the site's HTML, headers, structured data, and crawl data. The overall score is a weighted average of all category scores. Categories marked N/A are excluded from the overall calculation.

Data Freshness

This audit was performed on 2026-11-03T10:15:00.000Z. Scores reflect the state of the site at that time.

Score version: sample