

# Website Audit Report

Prepared by NosytLabs

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## Executive Summary

This comprehensive website audit evaluates your online presence across multiple key areas including performance, SEO, accessibility, user experience, and security. Our analysis has identified several strengths as well as opportunities for improvement that can significantly enhance your website's effectiveness and reach.

Overall Score: **72/100**

Category	Score	Rating
Performance	68/100	Average
SEO	75/100	Average
Accessibility	62/100	Average
User Experience	78/100	Good
Security	85/100	Good

## Performance Analysis

### Page Load Speed

Average page load time: **3.2 seconds** (Industry benchmark: 2.5 seconds)

Mobile page load time: **4.5 seconds** (Industry benchmark: 3.0 seconds)

### Key Issues Identified:

- Unoptimized images contributing to slower load times
- Render-blocking JavaScript affecting initial page rendering
- No browser caching implemented

- Multiple CSS files increasing HTTP requests

## Recommendations:

1. Implement image optimization (compression, proper sizing, next-gen formats)
2. Minimize render-blocking resources by deferring non-critical JavaScript
3. Enable browser caching with appropriate cache headers
4. Consolidate and minify CSS files
5. Implement lazy loading for below-the-fold images

## SEO Analysis

### On-Page SEO

- Title tags: **Partially optimized**
- Meta descriptions: **Incomplete or missing on 40% of pages**
- Heading structure: **Inconsistent usage of H1-H6 tags**
- Image alt text: **Missing on 65% of images**
- URL structure: **Clean and descriptive**

### Technical SEO

- XML Sitemap: **Present and properly formatted**
- Robots.txt: **Properly configured**
- Mobile-friendliness: **Passes Google's test but has minor issues**
- Page indexing: **No indexing issues detected**
- Structured data: **Limited implementation**

## Recommendations:

1. Audit and optimize all title tags and meta descriptions
2. Implement a consistent heading structure across all pages
3. Add descriptive alt text to all images
4. Expand structured data implementation (Schema.org markup)
5. Improve internal linking structure to distribute page authority
6. Create a content strategy targeting relevant keywords with high search volume

# Accessibility Analysis

WCAG 2.1 Compliance Level: **AA (Partial)**

## Key Issues Identified:

- Insufficient color contrast on several UI elements
- Missing form labels and ARIA attributes
- Keyboard navigation issues on interactive elements
- Missing alternative text for functional images
- No skip navigation links for screen readers

## Recommendations:

1. Increase color contrast ratios to meet WCAG AA standards
2. Add proper labels to all form fields
3. Ensure all interactive elements are keyboard accessible
4. Implement skip navigation links for screen reader users
5. Add appropriate ARIA landmarks and attributes
6. Ensure all content is accessible when JavaScript is disabled

# User Experience Analysis

## Mobile Responsiveness

Mobile-friendly score: **85/100**

## Key Issues Identified:

- Navigation menu difficult to use on smaller screens
- Some text too small to read comfortably on mobile
- Touch targets (buttons, links) too small on several pages
- Horizontal scrolling required on some mobile pages

## User Flow Analysis

Average pages per session: **2.3**

Average session duration: **1:45**

Bounce rate: **58%** (Industry average: 45%)

## Recommendations:

1. Redesign mobile navigation for improved usability
2. Increase font sizes for better readability on mobile devices
3. Ensure all touch targets are at least 44x44 pixels
4. Optimize page layouts to eliminate horizontal scrolling
5. Implement clear calls-to-action to guide user journey
6. Simplify forms and reduce required fields

## Security Analysis

### Key Findings:

- SSL implementation: Properly configured
- Content Security Policy: Not implemented
- HTTPS redirection: Properly configured
- Form security: Basic validation present but lacks CSRF protection
- Password policies: Strong requirements enforced

### Recommendations:

1. Implement a Content Security Policy (CSP)
2. Add CSRF protection to all forms
3. Enable HTTP Strict Transport Security (HSTS)
4. Implement rate limiting for login attempts
5. Regular security scanning and penetration testing
6. Keep all CMS and plugin software updated

## Conclusion and Next Steps

Your website has a solid foundation but requires targeted improvements to maximize its effectiveness. We recommend prioritizing the following actions:

1. **Immediate (1-2 weeks):** Image optimization, meta description updates, and critical accessibility fixes
2. **Short-term (1 month):** Mobile responsiveness improvements, implement browser caching, and consolidate CSS/JS

3. **Medium-term (2-3 months):** Content strategy implementation, structured data markup, and security enhancements

NosytLabs can assist with implementing these recommendations through our comprehensive web development and optimization services. Our team of experts will work with you to prioritize changes based on your business goals and available resources.

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For questions about this report, please contact us at [info@nosytlabs.com](mailto:info@nosytlabs.com)