SAMPLE AUDIT · Maple Street Bakery is a fictional business made up for this example. The findings are real results of running the audit on that example site.

Full site audit

maplestreetbakery.example

maplestreetbakery.example · October 24, 2026 · 5 pages checked · prepared by Kalyan Tamarapalli, KT/Studio

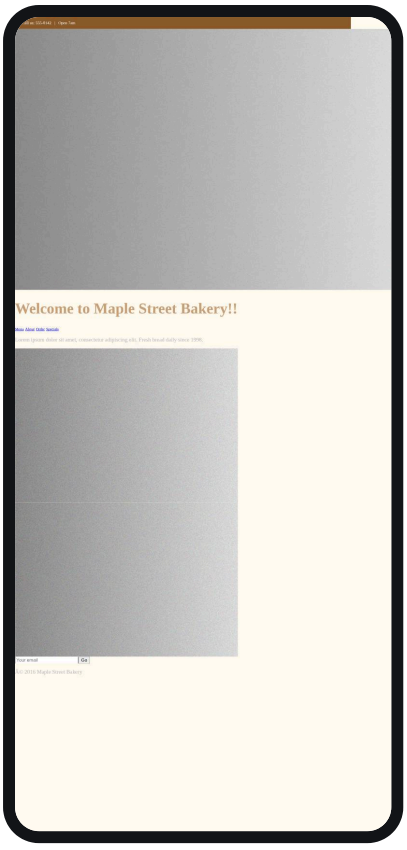
1 · SUMMARY

maplestreetbakery.example has 4 problems that are likely costing the business calls and enquiries today, and 7 smaller ones. The good news: most are quick fixes.

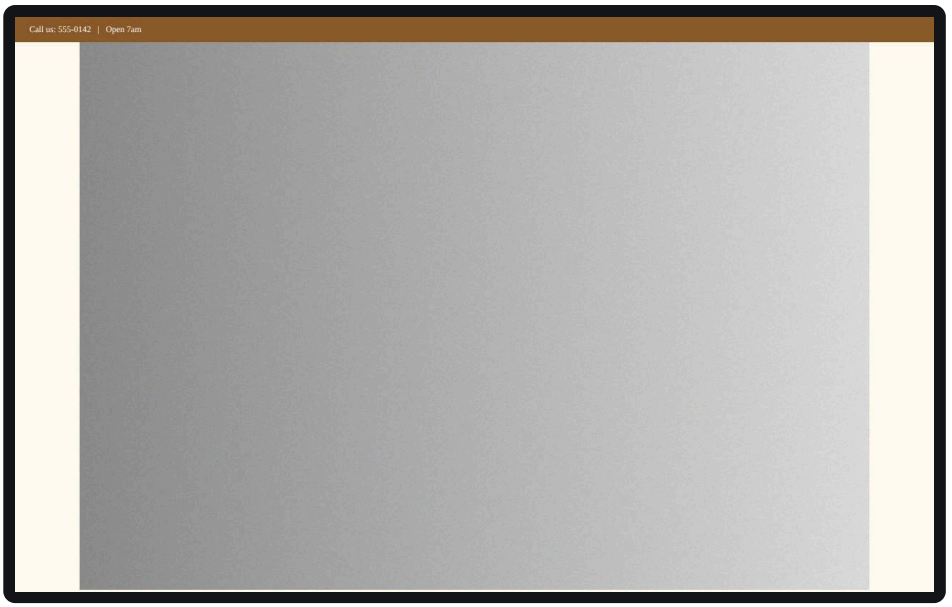
SPEED	SECURITY	ACCESSIBILITY	PHONE	SEARCH
D	F	D	F	B

1. **No secure connection (HTTPS).** Browsers label the site “Not secure”.
2. **Not built for phones.** The site loads as a shrunken desktop page.
3. **No tap-to-call link.** Phone visitors can’t call with one tap.
4. **4 serious accessibility problem type(s).** Images must have alternative text; Elements must meet minimum color contrast ratio thresholds; <html> element must have a lang attribute
5. **Security headers grade F.** Missing: HSTS, Content-Security-Policy, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy.

2 · ON A PHONE



Phone, 390 px



Laptop, 1280 px

No page slides sideways on a phone. There is no tap-to-call link. 16 buttons or links are smaller than a comfortable thumb target.

3 · SPEED

Home page: 0.1 s to load on the test connection, 10.8 MB downloaded in 4 requests. The weight usually comes from oversized photos; compressing them and serving modern formats would cut it substantially.

4 · SECURITY

Secure connection (HTTPS): **no**. Insecure address redirects: —. Browser security headers: grade **F**; missing HSTS, Content-Security-Policy, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy. Certificate valid until —.

5 · ACCESSIBILITY

IMPACT	PROBLEM	PAGES	PLACES
critical	**Images must have alternative text** image-alt · e.g. `img[src$="hero.png"]`	4	12
serious	**Elements must meet minimum color contrast ratio thresholds** color-contrast · e.g. `h1`	4	12

IMPACT	PROBLEM	PAGES	PLACES
serious	**<html> element must have a lang attribute** html-has-lang · e.g. `html`	5	5
serious	**Documents must have <title> element to aid in navigation** document-title · e.g. `html`	1	1

From automated WCAG 2.2 AA rules. A full manual pass (keyboard and screen reader) is part of the fix work.

6 · FORMS AND CALLS

4 form(s) found across the pages checked. Forms were not submitted; a test submission is done only with your written permission. No tap-to-call link was found.

7 · SEARCH BASICS

5 page(s) without a description · 1 without a title · sitemap **no** · 1 broken link(s).

8 · EMAIL DELIVERABILITY

Not checked (no public domain).

9 · PRIVACY AND TRUST

Placeholder text is still visible: “555-0142” on /, “555-0142” on /menu.html, “555-0142” on /about.html. Script errors appear on 2 page(s). Cookies and tracking scripts are reviewed by hand during the fix work.

10 · FIX PLAN

WHEN	AREA	WHAT	EFFORT	WHO
FIX FIRST	Security	**No secure connection (HTTPS)** Browsers label the site “Not secure”.	S	any developer
FIX FIRST	Phone	**Not built for phones** The site loads as a shrunken desktop page.	L	rebuild
FIX FIRST	Calls	**No tap-to-call link** Phone visitors can’t call with one tap.	S	owner or developer
FIX FIRST	Accessibility	**4 serious accessibility problem type(s)** Images must have alternative text; Elements must meet minimum color contrast ratio thresholds; <html> element must have a lang attribute	M	developer
FIX SOON	Security	**Security headers grade F** Missing: HSTS, Content-Security-Policy, X-Frame-	S	any developer

WHEN	AREA	WHAT	EFFORT	WHO
		Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy.		
FIX SOON	Speed	**Home page is 10.8 MB** Heavy on mobile data; usually oversized images.	M	developer
FIX SOON	Search	**1 broken link(s)** /old-specials.html (404)	S	owner or developer
FIX SOON	Trust	**Placeholder text left on the site** /: “555-0142”, /menu.html: “555-0142”, /about.html: “555-0142”	S	owner
NICE TO FIX	Search	**5 page(s) without a description** Google shows a random snippet instead.	S	owner
NICE TO FIX	Search	**No sitemap** Google finds new pages more slowly.	S	developer
NICE TO FIX	Quality	**Script errors on some pages** /, /old-specials.html	S	developer

Effort: S = under an hour · M = a day or two · L = a rebuild.

If you’d like me to fix these, the $349 for this audit comes off any build started within 60 days.
Kalyan Tamarapalli · KT/Studio ·