WEBSITE AUDIT

demo-before.sojournstiliyan.com

https://demo-before.sojournstiliyan.com/

25 pages audited, with cookie, consent, performance and AI search readiness checks

OVERALL SCORE

51 / 100

Needs work

SEARCH AND SITE HEALTH 47

Technical SEO	On-page	Content	Discoverability
49	37	86	22

COMPLIANCE & PERFORMANCE 45

Performance	Privacy and consent	Accessibility
35	60	40

AI SEARCH READINESS 99

AI crawler access	Readable without JavaScript	Citation-friendly structure	Trust and entity signals
100	100	100	93

01 Summary

We audited 25 pages of demo-before.sojournstiliyan.com and checked the homepage and 3 key pages for cookies, consent, speed and accessibility in a real browser. The overall score is 51 out of 100 (needs work). We found 37 issues: 11 high, 13 medium and 13 low.

ISSUES BY PRIORITY	CRITICAL	HIGH	MEDIUM	LOW	TOTAL
Issues found	0	11	13	13	37

Compliance risk indicators

What a visitor's browser does before they agree to anything. Free speed tools such as PageSpeed and Lighthouse do not check this.

Consent banner	None detected RISK
Tracking services contacted before consent	None contacted, but see the cookies below
Tracking cookies before consent	4, of the kinds used by Meta Pixel, Google Analytics and Hotjar, set by the site's own code (all listed in the findings and appendix) RISK
Automated accessibility (WCAG 2.1 AA) issues	6, 3 high RISK

Automated indicators from one homepage load from our server, not legal advice. Whether consent is required depends on the visitor's country and the purpose of each cookie.

SEARCH AND SITE HEALTH	47
Technical SEO	49
On-page	37
Content	86
Discoverability	22

COMPLIANCE & PERFORMANCE	45
Performance	35
Privacy and consent	60
Accessibility	40

AI SEARCH READINESS	99
AI crawler access	100
Readable without JavaScript	100
Citation-friendly structure	100
Trust and entity signals	93

The overall score is 54% search and site health, 36% compliance and performance and 10% AI search readiness.

Across the whole site

All 25 pages found on the site were audited.

MOST COMMON ISSUES	PRIORITY	PAGES AFFECTED
Missing H1	High	3 of 25
Missing title tag	High	2 of 25
Missing meta description	High	15 of 25
2 linked pages answer with an error	High	2 of 25
robots.txt is missing	Medium	Whole site
Thin visible content	Medium	3 of 25
Sitemap was not found	Medium	Whole site
Multiple H1 headings	Medium	4 of 25
Missing canonical link	Medium	25 of 25
Title tag is short	Medium	10 of 25
Pages share the same title tag	Medium	11 of 25
Pages share the same meta description	Medium	8 of 25

PAGES WITH THE MOST ISSUES	ISSUES	SCORE
/	12	63
/blog/write-better-page-titles/	12	64
/team/	12	57
/blog/	11	60
/blog/alt-text-in-plain-english/	11	67
/blog/cookie-banners-without-tricks/	11	68
/blog/why-your-site-is-slow/	11	67
/contact/	11	67

Priority fixes

In the order we would tackle them. Full detail for each is in section 02.

1 **Largest Contentful Paint is slow**
Make the largest above-the-fold image or text block load first: serve the hero image in a modern format at the right size, preload it, and remove render-blocking CSS and scripts.
HIGH
Performance

2 **Missing H1**
Add one H1 that matches the page topic and the title tag.
HIGH
Content

3 **Missing title tag**
Add a unique title of about 50–60 characters with the page topic first.
HIGH
Search visibility

4 **Missing meta description**
Add a unique description of 120–155 characters that states what the page offers.
HIGH
Search visibility

5 **PageSpeed performance score is 47 or lower**
Reduce what the page loads before it can show content: compress and resize images, defer scripts that are not needed at first, and cache static files.
HIGH
Performance

02 Findings by area

Search visibility

16 findings

HIGH

Missing title tag

Pages	2 of 25 pages (8%): /blog/, /team/
What we found	These pages have no <title> element.
Why it matters	The title is the headline shown in search results and browser tabs.
How to fix	Add a unique title of about 50–60 characters with the page topic first.

HIGH

Missing meta description

Pages	15 of 25 pages (60%): /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/why-your-site-is-slow/, /blog/cookie-banners-without-tricks/); /; /contact/; /about/; /services/; /blog/; and 5 more pages
What we found	These pages have no meta description.
Why it matters	Without a description, search engines show a snippet they choose themselves.
How to fix	Add a unique description of 120–155 characters that states what the page offers.

HIGH

2 linked pages answer with an error

Pages	2 of 25 pages (8%): /careers/, /blog/2019-seo-checklist/
What we found	On /careers/: Answers HTTP 404, linked from /, /about/, /blog/
How to fix	Restore each page, or 301 it to the closest live page, and update the links that point to it.

MEDIUM

robots.txt is missing

Pages	Whole site
What we found	The robots.txt request did not return a usable file (HTTP 404).
Why it matters	robots.txt tells crawlers what to skip and where the sitemap is.
How to fix	Publish /robots.txt with the rules you want and a Sitemap line.

MEDIUM

Sitemap was not found

Pages	Whole site
What we found	No usable sitemap was fetched (HTTP 404).
Why it matters	A sitemap helps search engines find every page, including ones with few links.
How to fix	Publish a sitemap and list it in robots.txt so new URLs get discovered.

MEDIUM

Missing canonical link

Pages	All 25 audited pages
What we found	These pages have no rel=canonical link.
Why it matters	Without a canonical, versions of the same URL can compete with each other in search.
How to fix	Add a canonical link that points at the preferred URL of this page.

MEDIUM

Title tag is short

Pages	10 of 25 pages (40%): /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /; /contact/; /services/; /work/tidewater-physio/; /blog/alt-text-in-plain-english/
What we found	On /: The title is 4 characters. 30–60 characters usually display in full. Current title: “Home”.
Why it matters	A short title leaves out words people search for and says little in the results page.
How to fix	Expand the title so it names the page topic and still fits in about 60 characters.

MEDIUM

1 broken internal link across the site

Pages	Whole site (crawl)
What we found	We crawled 25 pages and found 1 link to pages on this site that answer with an error, for example demo-before.sojournstiliyan.com/careers/ (404) linked from demo-before.sojournstiliyan.com/. All of them are listed in the appendix.
Why it matters	Broken links send visitors to dead ends and waste the crawl budget search engines spend on the site.
How to fix	Fix or remove each link listed in the appendix, or add a 301 redirect from the missing URL to the right page.

MEDIUM

Pages share the same title tag

Pages	11 of 25 pages (44%): /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /about/; /pricing/; /work/; /faq/; /privacy/; and 1 more page
What we found	11 of 25 audited pages share a title with another page (2 groups).
How to fix	Give each page its own title that names what that page is about, in 30 to 60 characters.

MEDIUM

Pages share the same meta description

Pages	8 of 25 pages (32%): /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /pricing/; /work/; /faq/
What we found	8 of 25 audited pages use the same meta description.
Why it matters	When pages share one description, search results look the same for each of them and searchers cannot tell the pages apart.
How to fix	Write a description for each page that says what that page offers, in 120 to 155 characters.

MEDIUM

1 broken link

Pages	1 of 25 pages (4%): /
What we found	1 checked link returned an error or a missing page. Examples: https://demo-before.sojournstiliyan.com/careers/.
Why it matters	Broken links send visitors to dead ends and waste the crawl budget search engines spend on the site.
How to fix	Update or remove the broken targets, then check those links again.

LOW

Open Graph tags are missing

Pages	All 25 audited pages
What we found	On /: The page has no Open Graph tags.
Why it matters	Without Open Graph tags, shared links show a plain or wrong preview on social and chat apps.
How to fix	Add og:title, og:description, and og:image sized for a social card.

LOW

No structured data found

Pages	All 25 audited pages
What we found	These pages have no valid JSON-LD block.
Why it matters	Structured data lets search engines show richer results, such as business details or reviews.
How to fix	Add a ProfessionalService block (a LocalBusiness type) on /contact/ and the homepage with the business name, address, phone, opening hours, logo and sameAs links to its social profiles, and an Organization block with the logo on every page. The page wording (“brand identity”, “web design”) suggests an agency or studio; if that is wrong, use the closest schema.org type instead. Check it with Google's Rich Results Test.

LOW

Title tag is long

Pages	2 of 25 pages (8%): /blog/write-better-page-titles/, /blog/why-your-site-is-slow/
What we found	On /blog/write-better-page-titles/: The title is 153 characters and may be truncated in Google. Current title: “How to write page titles that get clicked, why they matter for your small business website and how to test them with a search tool | Larkspur Studio Blog”.
Why it matters	Search engines cut long titles, so the end of the message is lost.
How to fix	Cut it to about 55 characters. Keep the primary phrase at the start.

LOW

Twitter card tag is missing

Pages	All 25 audited pages
What we found	These pages have no twitter:card meta tag.
Why it matters	Links shared on X fall back to a small, plain preview.
How to fix	Add <meta name="twitter:card" content="summary_large_image"> plus a title and description.

LOW

Favicon link is missing

Pages	All 25 audited pages
What we found	No icon link was found in the page head.
Why it matters	The favicon appears in browser tabs, bookmarks and some search results.
How to fix	Add <link rel="icon" href="/favicon.ico"> or a PNG icon.

Content

3 findings

HIGH

Missing H1

Pages	3 of 25 pages (12%): /pricing/, /work/, /faq/
What we found	These pages have no H1 heading.
Why it matters	The H1 tells visitors and search engines what the page is about.
How to fix	Add one H1 that matches the page topic and the title tag.

MEDIUM

Thin visible content

Pages	3 of 25 pages (12%): /team/, /faq/, /privacy/
What we found	On /team/: About 107 words are visible after scripts and styles are removed.
Why it matters	Pages with little text give search engines little to match against a query.
How to fix	Add the copy a visitor actually needs. If the text is added by JavaScript, review the page after it has finished loading.

MEDIUM

Multiple H1 headings

Pages	4 of 25 pages (16%): /, /about/, /blog/write-better-page-titles/, /blog/cookie-banners-without-tricks/
What we found	On /: The page has 2 H1 elements.
Why it matters	Several H1s blur the main topic of the page for search engines and screen readers.
How to fix	Keep a single H1 and demote the others to H2.

Accessibility

9 findings

HIGH

Text with too little contrast

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	10 of 35 text elements we could measure fall below the WCAG 2.1 AA minimum. The lowest is 2.61:1 (“We are a six person studio in Port Merrin. We design the br…”, #9aa0b4 on #ffffff, needs 4.5:1). WCAG 1.4.3.
Why it matters	Low-contrast text is hard to read for people with low vision, older visitors and anyone on a phone in daylight.
How to fix	Darken the text or lighten the background until body text reaches 4.5:1 and large text 3:1. The appendix lists the worst cases.

HIGH

3 form fields without a label

Pages	Checked in a browser on 4 pages; seen on /contact/
What we found	3 of 3 visible form fields have no label, aria-label or title, for example input[type=text][name=name] (placeholder "Name"), input[type=text][name=email] (placeholder "Email"), textarea[name=msg] (placeholder "Message"). 3 rely on placeholder text alone. WCAG 1.3.1, 3.3.2 and 4.1.2.
Why it matters	Screen readers announce a field by its label. Without one, users cannot tell what to type, and placeholder text disappears once they start.
How to fix	Add a visible <label for=…> to each field, or an aria-label where a visible label is not possible.

HIGH

Links or buttons with no accessible name

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	These have no text, alt text or aria-label: 3 links (for example /contact/, /blog/). WCAG 2.4.4 and 4.1.2.
Why it matters	Screen readers announce these as just “link” or “button”, so users cannot tell where they go or what they do. Icon-only social and menu links are the usual cause.
How to fix	Give each icon link or button an aria-label that says what it does, such as aria-label="Instagram", or add visually hidden text.

MEDIUM

Zoom is disabled on phones

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	The viewport meta tag sets user-scalable=no or a maximum-scale below 2. WCAG 1.4.4.
Why it matters	People with low vision pinch to zoom. Blocking it makes the page unreadable for them.
How to fix	Remove user-scalable=no and maximum-scale from the viewport meta tag.

MEDIUM

Page regions are not marked up

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	The rendered page has no <main>, page <footer> landmark. There is no skip link either. WCAG 1.3.1 and 2.4.1.
Why it matters	Landmarks let keyboard and screen reader users jump straight to the content or the menu instead of tabbing through every link.
How to fix	Wrap the main content in <main>, the menu in <nav>, and use <header> and <footer> for the page header and footer (or the matching ARIA roles).

LOW

HTML lang attribute is missing

Pages	All 25 audited pages
What we found	The <html> element has no lang attribute.
Why it matters	Screen readers use the lang attribute to choose the right pronunciation.
How to fix	Set the language on the root element, for example <html lang="en">.

LOW

2 images missing alt text

Pages	17 of 25 pages (68%): /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/why-your-site-is-slow/, /blog/cookie-banners-without-tricks/); /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /work/* (4 pages with this URL pattern, e.g. /work/salt-and-ember-bakery/, /work/tidewater-physio/, /work/fenwick-bikes/); /contact/; /blog/; /team/
What we found	On /contact/: Images without an alt attribute are invisible to screen readers and image search.
Why it matters	Screen readers announce images by their alt text, and search engines use it to understand them.
How to fix	Describe the image in the alt attribute. Use an empty alt only when the image is decorative.

LOW

Heading levels skip a rank

Pages	2 of 25 pages (8%): /services/, /work/fenwick-bikes/
What we found	On /services/: The outline jumps more than one level, for example H1 followed by H3.
Why it matters	Screen reader users navigate by heading level, and skipped levels break that outline.
How to fix	Nest headings in order so the outline reads H1, H2, H3.

LOW

Heading levels are skipped

Pages	Checked in a browser on 4 pages; seen on /services/
What we found	1 skip in the rendered heading outline, for example h1 followed by h4 (“Brand identity”). WCAG 1.3.1.
Why it matters	Screen reader users navigate by heading level, and skipped levels break that outline.
How to fix	Use heading levels in order (h1, then h2, then h3) and style them with CSS rather than picking a level for its size.

Performance

5 findings

HIGH

Largest Contentful Paint is slow

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	LCP 14.1 s on mobile (poor). Measured by Google PageSpeed Insights.
Why it matters	LCP is how long the main content takes to appear. Google counts it as a Core Web Vital, and good is 2.5 s or less.
How to fix	Make the largest above-the-fold image or text block load first: serve the hero image in a modern format at the right size, preload it, and remove render-blocking CSS and scripts.

HIGH

PageSpeed performance score is 47 or lower

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	Lighthouse performance score out of 100: mobile 47, desktop 85. Measured by Google PageSpeed Insights.
Why it matters	The score summarises how fast the page shows content and responds. Slow pages lose visitors, most of all on phones.
How to fix	Reduce what the page loads before it can show content: compress and resize images, defer scripts that are not needed at first, and cache static files.

MEDIUM

23 image files over 300 KB

Pages	23 of 25 pages (92%): /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/cookie-banners-without-tricks/, /blog/alt-text-in-plain-english/); /services/* (5 pages with this URL pattern, e.g. /services/web-design/, /services/seo-audits/, /services/copywriting/); /work/* (4 pages with this URL pattern, e.g. /work/fenwick-bikes/, /work/tidewater-physio/, /work/oakhaven-dental/); /; /work/; /blog/; and 6 more pages
What we found	23 of 30 images requested are larger than 300 KB, 23 over 1 MB: hero.jpg (2.4 MB); bikes.jpg (1.6 MB); work.jpg (1.6 MB); blog.jpg (1.6 MB).
Why it matters	Heavy images are the most common reason pages load slowly on phones.
How to fix	Resize images to the largest size they are shown at, compress them, and serve WebP or AVIF.

LOW

No WebP or AVIF images

Pages	23 of 25 pages (92%): /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/why-your-site-is-slow/, /blog/cookie-banners-without-tricks/); /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /work/* (4 pages with this URL pattern, e.g. /work/salt-and-ember-bakery/, /work/tidewater-physio/, /work/fenwick-bikes/); /; /contact/; /about/; and 6 more pages
What we found	None of the 32 images found uses WebP or AVIF, even when the browser asks for them: all 30 images requested came back as JPEG, PNG or GIF.
Why it matters	WebP and AVIF files are usually much smaller than JPEG or PNG at the same quality.
How to fix	Serve WebP or AVIF versions (a <picture> element, your CMS's image settings, or an image CDN). They are usually 25–50% smaller at the same quality.

LOW

32 images without width and height attributes

Pages	23 of 25 pages (92%): /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/why-your-site-is-slow/, /blog/cookie-banners-without-tricks/); /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /work/* (4 pages with this URL pattern, e.g. /work/salt-and-ember-bakery/, /work/tidewater-physio/, /work/fenwick-bikes/); /; /contact/; /about/; and 6 more pages
What we found	32 images on 23 pages have no width and height attributes, so the browser cannot reserve their space and the layout jumps while they load: /blog/* (5 pages with this URL pattern, e.g. /blog/write-better-page-titles/, /blog/why-your-site-is-slow/, /blog/cookie-banners-without-tricks/); /services/* (5 pages with this URL pattern, e.g. /services/brand-identity/, /services/web-design/, /services/seo-audits/); /work/* (4 pages with this URL pattern, e.g. /work/salt-and-ember-bakery/, /work/tidewater-physio/, /work/fenwick-bikes/); /; /contact/; /about/; and 6 more pages.
Why it matters	Without width and height the layout jumps while images load, which hurts Core Web Vitals (CLS).
How to fix	Add width and height attributes with the image's real proportions (CSS can still make it responsive), or set aspect-ratio in CSS.

Security

No issues

Nothing to fix. Checked: whether pages and their redirects use HTTPS on 25 pages.

Privacy and consent

2 findings

HIGH

Tracking starts before the visitor consents

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	With no click or other interaction, the page set 4 tracking cookies: _fbp, _ga, _gid and _hjSessionUser_3002.
Why it matters	In the UK and EU, analytics and advertising cookies and similar tracking need the visitor's consent before they run. Regulators have fined sites for setting them on page load.
How to fix	Load analytics and advertising tags only after consent, through a consent tool, or use Google Consent Mode with every purpose denied by default.

HIGH

No cookie consent banner was detected

Pages	4 of 4 pages checked in a browser: /, /contact/, /services/, /blog/
What we found	We did not find a consent banner or dialog on the page.
Why it matters	Without a way to give or refuse consent, the tracking listed above runs for every visitor.
How to fix	Add a consent tool that blocks non-essential tags until the visitor chooses, with accept and reject options of equal weight.

Email

No issues

Nothing to fix. Checked: SPF and DMARC for sojournstiliyan.com, the root domain of demo-before.sojournstiliyan.com.

AI search readiness

2 findings

LOW

No Organization markup

What we found	None of the pages checked has Organization (or LocalBusiness) structured data.
Why it matters	Organization markup states who runs the site: name, logo, address and official profiles. Google says it helps it understand an organization's details and tell it apart from others in search results.
How to fix	Add Organization (or the matching LocalBusiness type) JSON-LD on the homepage with name, url, logo and sameAs.

LOW

No site name in the markup

What we found	The homepage has no og:site_name and no name in Organization or WebSite markup.
Why it matters	A site name stated the same way everywhere helps engines and AI answers name the site correctly.
How to fix	Add og:site_name and WebSite markup with the same name you use in the title.

03 Competitor comparison

demo-before.sojournstiliyan.com ranks 2 of 2 on the core score. Each site's homepage was checked the same way: one fetch, scored on the core search and site health rules.

	DEMO-BEFORE.SOJOURNSTILIYAN.COM	DEMO-AFTER.SOJOURNSTILIYAN.COM
Core score (homepage)	**63**	100
Technical	**92**	100
On-page	**43**	100
Content	**85**	100
Discoverability	**22**	100
Words on page	**373**	383
Time to first byte (median of 5 requests)	**19 ms**	53 ms
HTML size	**3 KB**	5 KB
HTTPS	**Yes**	Yes
Meta description	**No**	Yes
Structured data	**No**	Yes
Sitemap	**No**	Yes
Open Graph tags	**No**	Yes
High-priority issues (core)	**1**	0
All issues (core)	**12**	0

This table covers the homepage and the core checks only, so it can be compared across sites. The issue totals in the summary are higher because they also include the other audited pages, email, and the compliance and performance checks.

04 Appendix

Pages audited

All 25 pages found on the site were audited.

PAGE	TYPE	FOUND VIA	STATUS	SCORE	ISSUES
/	Homepage	Start URL	200	63	12
/contact/	Contact	Menu link	200	67	11
/about/	About	Menu link	200	70	10
/services/	Services	Menu link	200	67	11
/pricing/	Pricing	Menu link	200	75	9
/work/	Work	Menu link	200	75	9
/blog/	Blog	Menu link	200	60	11
/team/	About	Page link	200	57	12
/faq/	Page	Page link	200	71	10
/blog/write-better-page-titles/	Article	Page link	200	64	12
/privacy/	Page	Page link	200	69	10
/terms/	Page	Page link	200	73	9
/careers/	Page	Page link	404	–	–
/services/brand-identity/	Services	Page link	200	76	10
/services/web-design/	Services	Page link	200	76	10
/services/seo-audits/	Services	Page link	200	76	10
/services/copywriting/	Services	Page link	200	76	10
/services/photography/	Services	Page link	200	76	10
/work/salt-and-ember-bakery/	Work	Page link	200	71	10
/work/tidewater-physio/	Work	Page link	200	76	10
/work/fenwick-bikes/	Work	Page link	200	79	10
/work/oakhaven-dental/	Work	Page link	200	71	10
/blog/why-your-site-is-slow/	Article	Page link	200	67	11
/blog/cookie-banners-without-tricks/	Article	Page link	200	68	11
/blog/alt-text-in-plain-english/	Article	Page link	200	67	11
/blog/fixing-broken-links/	Article	Page link	200	71	10

PAGE	TYPE	FOUND VIA	STATUS	SCORE	ISSUES
/blog/2019-seo-checklist/	Article	Page link	404	–	–

Pages were found by following links (no sitemap was found), nearest the homepage first. Same site only, tracking parameters and duplicate addresses were ignored, and robots.txt was respected. Pages marked skipped, or with no answer, are listed but not scored.

Browser checks by page

PAGE	TYPE	SPEED (MOBILE / DESKTOP)	ACCESSIBILITY PROBLEMS	TRACKERS BEFORE CONSENT
/	Homepage	47 / 85	13	0
/contact/	Contact	47 / 53	17	0
/services/	Services	47 / 91	19	0
/blog/	Blog	71 / 53	18	0

These checks need a real browser, so they ran on the homepage and a few key pages rather than on every page.

Homepage facts

Title	Home (4 characters, short)
Meta description	Missing
H1	Brand and web design that small businesses can be proud of; Brand and web design for small businesses
Words on page	373
Images missing alt text	0 of 1
HTTPS	Yes
Time to first byte	19 ms, median of 5 requests (16–21 ms)
Page size	3 KB
Canonical	Missing
Mobile viewport	Yes
robots.txt	Missing
Sitemap	Missing
Links	12 internal, 0 external
Broken links	1

Email authentication

Domain	sojournstiliyan.com, the root domain of demo-before.sojournstiliyan.com. SPF and DMARC are published on the root domain, so that is where they were checked.
SPF	Published (v=spf1 include:_spf.mx.cloudflare.net include:secureserver.net -all)
DMARC	p=quarantine

Core Web Vitals

METRIC	MOBILE	DESKTOP
Performance score	47 / 100	85 / 100
Largest Contentful Paint	14.1 s poor	2.2 s good
Cumulative Layout Shift	0.00 good	0.00 good
Interaction to Next Paint	No field data	No field data
First Contentful Paint	2.1 s	1.3 s
Total Blocking Time	1271 ms	0 ms
Source	Google PageSpeed Insights	Google PageSpeed Insights

Good is LCP up to 2.5 s, CLS up to 0.1 and INP up to 200 ms. INP needs real-user data from Google, which smaller sites often do not have.

Broken links across the site

25 pages crawled, robots.txt respected, 3 outbound links checked.

BROKEN URL	STATUS	LINKED FROM
https://demo-before.sojournstiliyan.com/careers/	404	demo-before.sojournstiliyan.com/, demo-before.sojournstiliyan.com/about/ and 18 more

Server HTML and the page after JavaScript

On all 4 pages checked, the title, meta description, canonical, H1 and robots tag are the same in the server HTML and after JavaScript runs.

One page load in headless Chrome. The server HTML is the document as the server sent it, before any script ran; the rendered page is the DOM after the page settled (load, then up to 6 seconds of network quiet, then 1.5 seconds). Both are read with the same parser as the audit.

AI crawler access

CRAWLER	USED FOR	WHAT IT DOES	ROBOTS.TXT	FETCH WITH ITS USER AGENT
OAI-SearchBot (OpenAI)	Search and answers	ChatGPT search results	Allowed	HTTP 200
ChatGPT-User (OpenAI)	Fetches for a user	pages ChatGPT opens when a user asks	Allowed	HTTP 200
GPTBot (OpenAI)	Model training	training OpenAI's models	Allowed	HTTP 200
Claude-SearchBot (Anthropic)	Search and answers	Claude's search results	Allowed	HTTP 200
Claude-User (Anthropic)	Fetches for a user	pages Claude opens when a user asks	Allowed	–
ClaudeBot (Anthropic)	Model training	training Anthropic's models	Allowed	HTTP 200
PerplexityBot (Perplexity)	Search and answers	Perplexity's search results	Allowed	HTTP 200
Perplexity-User (Perplexity)	Fetches for a user	pages Perplexity opens when a user asks	Allowed	–
Googlebot (Google)	Search and answers	Google Search and its AI Overviews and AI Mode	Allowed	–
Google-Extended (Google)	Model training	training Gemini and grounding in Gemini apps (not Google Search)	Allowed	–
Bingbot (Microsoft)	Search and answers	Bing search and Microsoft Copilot	Allowed	–
Applebot (Apple)	Search and answers	Siri, Spotlight and Safari search	Allowed	–
Applebot-Extended (Apple)	Model training	training Apple's models (not search)	Allowed	–
DuckAssistBot (DuckDuckGo)	Search and answers	DuckDuckGo's AI-assisted answers	Allowed	–
CCBot (Common Crawl)	Model training	Common Crawl's open web archive, which many AI models are trained on	Allowed	–
Meta-ExternalAgent (Meta)	Model training	training Meta's AI models and indexing for its products	Allowed	–

No robots.txt, so every crawler may fetch the site. Blocking a training crawler is a choice and is not scored. A dash in the last column means the page was not fetched as that crawler; it is fetched as the six AI crawlers shown.

llms.txt and content for AI search

llms.txt	Not found (optional)
llms-full.txt	Not found (optional)
Site name	Title “Home”
Organization sameAs	No Organization markup

PAGE	WORDS	H2S	QUESTIONS	LISTS	TEXT	AUTHOR	DATES
/	373	4	2	1	58%	–	–
/contact/	320	4	1	1	52%	–	–
/services/	339	5	1	1	53%	–	–
/blog/	336	4	2	2	53%	–	–

Words in the server HTML, and after JavaScript runs: / 373 and 373; /contact/ 320 and 320; /services/ 339 and 339; /blog/ 336 and 336.

Questions counts headings phrased as a question; Text is the visible text as a share of the HTML. Author and dates are checked on article pages only. robots.txt is read with the same rules as the crawler (RFC 9309: the most specific user-agent group, the longest matching path rule). Robots meta tags and the X-Robots-Tag header are read from the server HTML. The page is fetched once more with each AI crawler's published user-agent string (Anthropic publishes only tokens, so a string containing the token is sent); a site that checks the crawler's published IP addresses may treat the real crawler differently. llms.txt is checked against llmstxt.org and up to 10 of its links are requested. Text, headings and markup come from the server HTML of up to 4 pages.

Accessibility checks

Page language (3.1.1)	Missing
Page title (2.4.2)	Present
Text contrast (1.4.3)	10 failing of 35 measured
Form labels (1.3.1, 3.3.2)	0 unlabelled of 0 fields
Link and button names (2.4.4, 4.1.2)	3 empty links, 0 empty buttons, 1 vague link text
Landmarks (1.3.1)	main 0, navigation 1, banner 1, contentinfo 0
Heading order (1.3.1)	0 skipped levels in 6 headings
Zoom allowed (1.4.4)	No

LOW-CONTRAST TEXT	COLOURS	RATIO	NEEDED
We are a six person studio in Port Merrin. We design the br…	#9aa0b4 on #ffffff	2.61:1	4.5:1
Our services	#8f7bff on #ffffff	3.26:1	4.5:1
Our work	#8f7bff on #ffffff	3.26:1	4.5:1
Pricing	#8f7bff on #ffffff	3.26:1	4.5:1
Blog	#8f7bff on #ffffff	3.26:1	4.5:1
Team	#8f7bff on #ffffff	3.26:1	4.5:1
FAQ	#8f7bff on #ffffff	3.26:1	4.5:1
Privacy	#8f7bff on #ffffff	3.26:1	4.5:1

Automated checks on the rendered page in headless Chrome: contrast from computed styles, form labels, landmarks, page language, link and button names, heading order and zoom. Automated checks find only part of what a WCAG 2.1 AA audit covers; keyboard use, focus order, captions and screen reader behaviour need a manual review.

Cookies and third parties before consent

Consent banner	Not detected
Requests	7 to the site itself, 0 to third-party services. The tracking cookies below were set under the site's own domain by its own code, without a request to the services they are named after.
Cookies set	4

COOKIE	DOMAIN	KIND OF COOKIE
_fbp	demo-before.sojournstiliyan.com	Meta Pixel cookie (advertising)
_ga	demo-before.sojournstiliyan.com	Google Analytics cookie (analytics)
_gid	demo-before.sojournstiliyan.com	Google Analytics cookie (analytics)
_hjSessionUser_3002	demo-before.sojournstiliyan.com	Hotjar cookie (session replay)

One page load in headless Chrome with no clicks, scrolls or consent given. Every request and cookie that appeared is listed. Hosts are matched against a list of known services; others are listed by domain. Some consent tools show a banner only to visitors in certain countries, so the result reflects our server's location.

Detected technologies

Caddy

Method: a static fetch of each of the 25 pages audited (found by following links, a few at a time and no faster than the site could take) on 2026-11-29 21:16 UTC, each scored on the same core rules; the search and site health score is the mean of the page scores, with 11 homepage links checked. Time to first byte is the median of 5 requests to the homepage. SPF and DMARC come from DNS lookups. The compliance and performance checks (performance, privacy and consent, accessibility) ran in headless Chrome on the homepage and 3 key pages (/contact/, /services/, /blog/), as described with their tables above. Each area starts at 100 and loses points for each finding, and a speed measure loses more the further it is past Google’s poor line; the overall score is 54% search and site health, 36% compliance and performance and 10% AI search readiness, and any high-priority finding from those checks caps it at 74. The AI search readiness score starts each of its four groups at 100, takes off each finding's points, and weights access 35%, readable without JavaScript 25%, structure 20% and trust 20%; it counts for 10% of the overall score and never triggers the cap. Structured-data advice assumes an agency or studio, from the wording on the site. Pages that need a login, forms and content loaded only by scripts were not checked. Cookie and consent results are risk indicators, not legal advice. Results reflect the site at that time.