Free website audit: primer-pekara.example

Audit ID: PRIMER-0000 · Example report (fictional site, demo data) · 29 Oct 2026. This is an example of the report you get from our free website audit. It covers SEO, AI search visibility, speed and security, and ends with the top 5 fixes ranked by priority and effort. All security checks are passive only: ordinary public requests to the site and public DNS records, no scanning and no attack attempts.

EXAMPLE ONLY. "Primer Pekara" (primer-pekara.example) is a fictional bakery. All numbers and findings are demo data, not a real company.

SEO

14 pages found, 9 indexed. Titles repeat on most pages.

Priority: High · Effort: S **11 of 14 pages share the title "Home".**
Fix: Write a unique title per page with the product and city.

Priority: Medium · Effort: S **No XML sitemap.**
Fix: Add sitemap.xml and submit it in Search Console.

AI visibility

AI crawlers are blocked and there is no structured data.

Priority: High · Effort: S **robots.txt blocks GPTBot and PerplexityBot.**
Fix: Allow AI search crawlers you want to be cited by.

Priority: Medium · Effort: S **No llms.txt and no Organization or LocalBusiness schema.**
Fix: Add llms.txt and LocalBusiness JSON-LD with hours and address.

EXAMPLE

Speed

Mobile LCP 4.8 s (target under 2.5 s). Homepage weighs 6.2 MB.

Priority: High · Effort: M **Hero photo is a 3.9 MB JPEG.**
Fix: Serve WebP/AVIF in several sizes.

Priority: Low · Effort: S **Three unused chat and tracking scripts.**
Fix: Remove them or load them after the page.

Security (passive)

HTTPS works, but key headers and DMARC are missing.

Priority: High · Effort: S **No DMARC record: the domain can be spoofed in email.**
Fix: Add SPF, DKIM and a DMARC policy.

Priority: Medium · Effort: S **No HSTS or Content-Security-Policy header.**
Fix: Set both on the server or CDN.

Top 5 priorities

1. Allow AI search crawlers in robots.txt
2. Add a DMARC record for the domain
3. Write unique page titles
4. Compress the hero image
5. Add LocalBusiness schema and llms.txt

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EXAMPLE