

WEBSITE AUDIT · SAMPLE REPORT

The Stow Bakehouse

www.thestowbakehouse.co.uk (fictional example)

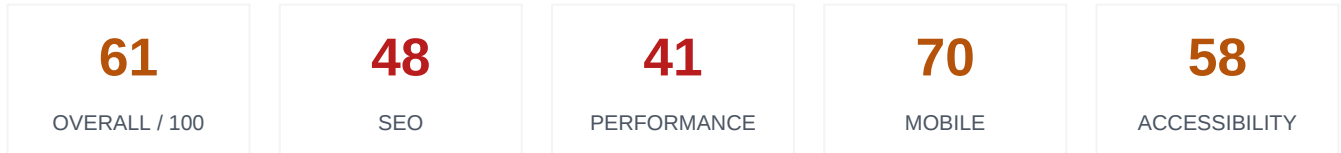
Prepared by LonCom AI
Illustrative sample · August 2026

This is a sample audit, written to show the depth and format of a real LonCom AI website audit. “The Stow Bakehouse” is a fictional business — every finding, score, and screenshot-style note below is illustrative. A real audit is written after we actually review your live website; nothing here is templated or generic.

EXECUTIVE SUMMARY

Where things stand today

The Stow Bakehouse has a warm, well-photographed website that reflects the quality of the business — but it's quietly losing enquiries. The homepage takes too long to load on mobile, key pages are missing from Google search results, and there's no way to order a cake online without picking up the phone. None of this needs a rebuild: it's a set of fixable, prioritised issues, laid out below.



Scores are illustrative, based on the same weighting we use for real audits (Lighthouse + manual review).

Top 3 things working well

- Photography is genuinely strong — the hero and gallery images do a good job of selling the bakery.
- Google Business Profile is claimed and verified, with a solid 4.6★ average across 27 reviews.
- The site is easy to navigate — six clear pages, sensible menu structure, no dead links found.

Top 3 things to fix first

- Grey body text fails contrast guidelines — hard to read for a meaningful share of visitors.
- No way to order a cake online — every enquiry currently depends on someone answering the phone.
- Homepage loads in 4.1s on mobile (should be under 2.5s), which Google and visitors both penalise.

SECTION 1

A Thorough Website Review

A full read-through of every page, checking structure, content, consistency, and whether the site says what the business needs it to say.

FINDING: The site has 6 pages (Home, Menu, About, Cakes & Orders, Gallery, Contact) built on Squarespace, on a template that hasn't been meaningfully updated since around 2021.

ISSUE: Opening hours are listed in three different places with two different sets of times — the footer says “Closed Mondays”, the About page says “Open 7 days”. This is the kind of inconsistency that costs a walk-in customer.

ISSUE: The Christmas menu was still showing on the Cakes & Orders page in a screenshot taken in March — seasonal content isn't being refreshed.

ISSUE: The contact form has no confirmation message after submitting — a visitor has no way of knowing their message actually sent.

FINDING: Four product photos are strong and well-lit, but are reused repeatedly across Home, Menu and Gallery — more variety would help, especially for the cake range.

SECTION 2

SEO Analysis

How easy the site is for Google to understand, and how it's actually performing in local search right now.

ISSUE: The homepage title tag reads simply “Home | The Stow Bakehouse” — no keywords, no location. This is one of the highest-impact, lowest-effort fixes available.

ISSUE: Meta descriptions are missing on 4 of the 6 pages, so Google is auto-generating snippets from whatever text it finds — often unflattering.

ISSUE: The Cakes & Orders page has no H1 heading at all — the visual heading is styled text in a <div>, which search engines don't read as a heading.

ISSUE: Searching “bakery Stow-on-the-Wold”, the site currently ranks around position 14 — effectively invisible, since almost all clicks go to the first 3-4 results.

FINDING: Google Business Profile is claimed and verified with 27 reviews at 4.6★, but has had no new posts in 8 months and only 3 photos — an under-used asset, not a missing one.

ISSUE: No sitemap.xml was found, and robots.txt points to a sitemap path that doesn't exist — a small technical gap that's easy to close.

FINDING: No structured data (schema.org) is present anywhere on the site — adding Bakery/LocalBusiness schema would help Google show opening hours and reviews directly in search results.

SECTION 3

Performance and Speed Assessment

Real-world loading speed, using the same Core Web Vitals metrics Google uses to rank sites.

Metric	Mobile	Desktop	Target
Largest Contentful Paint (LCP)	4.1s	2.0s	< 2.5s
Cumulative Layout Shift (CLS)	0.18	0.06	< 0.10
Interaction to Next Paint (INP)	310ms	140ms	< 200ms
PageSpeed Insights score	41 / 100	76 / 100	90+

ISSUE: The homepage hero image is a 3.4MB JPEG served at full resolution to every device, including phones — this alone accounts for roughly half the mobile load time.

ISSUE: No caching headers are set on static assets, so returning visitors re-download images and fonts every visit instead of loading them instantly from cache.

ISSUE: Layout shift (CLS 0.18) is mostly caused by a web font swapping in late and a promotional banner that loads after the rest of the page.

SECTION 4

Mobile Usability Review

How the site actually behaves on a phone — not just whether it “fits”, but whether it's genuinely easy to use.

FINDING: The viewport meta tag is present and correctly configured — the foundational setup is right.

ISSUE: The phone number in the header is a tap target roughly 12px tall, sitting very close to the menu icon — easy to mis-tap on a real phone, not just in a browser resize.

ISSUE: The menu PDF opens in the same browser tab with no in-app way back except the phone's back button — a common way visitors accidentally leave the site entirely.

ISSUE: On narrow screens (320px, e.g. an older iPhone SE), two buttons on the Cakes & Orders page overlap slightly.

SECTION 5

Accessibility Checks

Whether the site works for everyone — including visitors using screen readers, keyboard navigation, or who simply need higher contrast text.

ISSUE: Body text on the cream background is a mid-grey (#8A8A8A) with a contrast ratio of 3.1:1 against its background — below the WCAG AA minimum of 4.5:1 for normal text. This is the single highest-impact accessibility fix on the site.

ISSUE: 11 of 14 images site-wide are missing alt text, including every product photo — a screen reader user gets no description of the cakes at all.

ISSUE: Contact form fields use placeholder text only, with no associated <label> elements — placeholder text disappears the moment someone starts typing, and isn't reliably read by assistive tech.

ISSUE: Focus outlines are removed globally in the CSS (outline: none) with no visible alternative — a keyboard-only visitor can't see which element is currently focused.

ISSUE: The social icons in the footer are icon-only links with no accessible name — a screen reader announces them simply as "link".

SECTION 6

AI Implementation Opportunities

Practical, proportionate ways AI could remove friction for this specific business — not AI for its own sake.

FINDING: A simple chat widget answering the five most common questions instantly (opening hours, allergen info, cake lead times, delivery area, parking) — currently only answerable by phone during opening hours.

FINDING: An AI-assisted order intake form for cakes: captures occasion, size, flavour, allergens and date in one go, then emails a structured order through — removing the back-and-forth phone calls that currently handle every order.

FINDING: AI-drafted replies to the 27 existing Google reviews — only 4 currently have an owner response, which is a missed, easy trust signal.

FINDING: Lightweight AI-assisted content: a short monthly post drafted around what's seasonally in the case, reducing the ongoing content workload to a five-minute review-and-approve.

WORKING WELL: Deliberately NOT recommended yet: a full AI voice/phone agent. Call volume looks low enough that the cost wouldn't be justified — worth revisiting if online ordering increases call volume rather than reducing it.

SECTION 7

Competitor Observations

A look at how two comparable local bakeries are approaching the same problems, to calibrate what “good” looks like nearby.

	The Stow Bakehouse	Wold Bakery Co	Cotswold Crumb
Ranks for “bakery [town]”	~position 14	Page 1	~position 8
Online ordering	None (phone only)	Yes — Shopify	None (phone only)
Mobile LCP	4.1s	1.8s	3.6s
Google reviews	27 (4.6★)	41 (4.7★)	94 (4.4★)
GBP posting activity	None in 8 months	Occasional	Weekly
AI chat / ordering assistant	None	None	None

FINDING: Wold Bakery Co's page-1 ranking and faster load time line up with what we'd expect — speed and a complete Google Business Profile are doing a lot of work there.

WORKING WELL: None of the three local bakeries offer any kind of AI chat or ordering assistant yet — being first to add one is a genuine local differentiator, not just a nice-to-have.

SECTION 8

Prioritised Action Plan

Every issue above, ranked by impact versus effort, so it's obvious what to do first.

#	Issue	Effort	Impact	Why
1	Fix grey text contrast + add alt text to all images	Low	High	Accessibility + SEO in one pass
2	Add unique title tags & meta descriptions to all 6 pages	Low	High	Directly improves search visibility
3	Compress and resize the hero and product images	Low	High	Single biggest speed win available
4	Add a simple online cake order form	Medium	High	Removes the phone-only bottleneck
5	Fix opening-hours inconsistency across the site	Low	Medium	Cheap trust fix
6	Add sitemap.xml, fix robots.txt, add Bakery schema	Low	Medium	Helps Google understand the site
7	Reply to outstanding Google reviews; resume weekly posts	Low	Medium	Under-used, already-owned asset
8	Add an AI chat widget for common questions	Medium	Med-High	Local first-mover opportunity
9	Fix mobile tap targets and the button overlap	Low	Low-Med	Small polish, quick to fix

SECTION 9

Clear Recommendations Tailored to Your Business

The Stow Bakehouse is a seasonal, occasion-driven business, run day to day by two people — the roadmap below is built around that reality, not a generic template.

Suggested phased roadmap

Phase	Focus	Outcome
Month 1	Contrast fix, alt text, meta tags, image compression, opening-hours consistency	Faster, more accessible, better indexed — no new features, just fixes
Month 2	Online cake order form, reply to reviews, resume weekly Google posts	Fewer missed orders, stronger local presence
Month 3	AI chat widget, monthly seasonal content cadence	Answers common questions instantly; content keeps up without extra admin time

Why this order, specifically

- Most demand here is hyper-local plus seasonal tourist footfall — local search and Google Business Profile matter more than broad SEO.
- The business is gift/occasion-driven (birthdays, celebrations) — removing friction from ordering has a direct, measurable revenue effect.
- With two people running the day-to-day, anything added should reduce admin, not create more of it — which is why AI chat and content assistance come after the order form, not before it.

A NOTE ON THIS SAMPLE

This is illustrative — your audit is written from your actual site

The Stow Bakehouse doesn't exist. This sample exists purely to show the depth, format and tone of a real LonCom AI website audit — nine sections, concrete findings, a ranked action plan, and recommendations tailored to how the business actually operates.

A real audit is written after we actually open your website, run it through the same performance and accessibility checks used above, and look at what your local competitors are doing. There's no automated scorecard and no generic template — every finding is specific to your site.

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www.loncomai.com/audit