

PREPARED FOR DIGITALMONKMARKETING.COM

Where your site is *leaking growth* — and how we fix it.

A complete outside-in audit of your website's performance, search visibility, technical health, and authority — with a prioritized plan to turn what's broken into measurable growth.

**digitalmonkmarketing.com**<https://digitalmonkmarketing.com>*Elevated Marketing. Grounded in Strategy. Aligned with Purpose.*Overall
Health Score**81**

01 Executive summary

Digital Monk Marketing's website scores well on tracking and security fundamentals, but a mobile load time of 5.5 seconds — more than double Google's passing threshold — means the majority of phone visitors are bouncing before the page even renders. Paired with a slow server response of 2,556ms and 666ms of blocking JavaScript, the site is actively losing the visitors it's working hard to attract. Fixing these performance issues, closing 68 missing alt tags, and addressing two accessibility barriers would meaningfully improve rankings, conversions, and legal compliance.

CRITICAL

Mobile Page Load Is Critically Slow (LCP 5.5s)

Most mobile visitors leave before the page loads. Google also uses Core Web Vitals as a ranking signal, so this is suppressing organic search visibility at the same time.

Compress and properly size the hero image, enable server-side or CDN caching to bring TTFB under 600ms, and upgrade hosting if needed. This single fix is the highest-ROI change on the site.

PRIORITY

Heavy JavaScript Blocking Interactivity (666ms TBT)

Visitors who do wait for the page to load hit a wall of unresponsiveness, increasing drop-off and lowering Google's Interaction to Next Paint score.

Audit and defer third-party scripts, split large JS bundles, and remove unused JavaScript (currently adding 2.5s of execution time). Removing 121 KB of unused CSS would also contribute.

PRIORITY

68 of 109 Images Missing Alt Text

Weakens image SEO across the board and compounds the accessibility barriers already present on the site.

Add short, descriptive alt text to all 68 images. This is a low-effort, high-return task that can be completed directly in the WordPress media library.

CRITICAL

2 Serious Accessibility Barriers

Excludes a portion of potential clients and creates growing legal exposure under AODA (Canada) and ADA (if serving U.S. clients).

Resolve contrast failures, ensure all form fields have visible labels, and add ARIA attributes where flagged. A one-time accessibility pass by a developer typically resolves these quickly.

// Every issue in this report is fixable — the work isn't starting from zero, it's stopping the leaks and pressing the advantage you've already earned.

02 Score & verdict

A single health score from the factors every site can be measured on equally — performance, technical SEO, security, accessibility, and tracking — so it's comparable and fair. The pillar breakdown below shows exactly where the points are being lost.



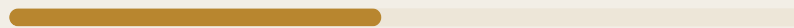
A strong site with room to compound

digitalmonkmarketing.com scores **81 out of 100**. The score is built only from the always-measurable fundamentals, so it's a fair, comparable read of site health — and the pillars below show precisely where to focus first.

Scored on the always-measurable fundamentals so it's comparable across any site. Deep-data findings (rankings, backlinks) enrich the report but don't move this core score.

Performance & speed

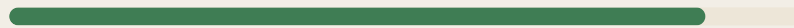
Core Web Vitals



47

Technical & on-page SEO

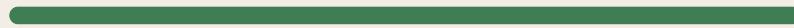
Structure & markup



88

Tech & tracking

Analytics & pixels



100

Security & trust

SSL, headers, privacy



92

Accessibility

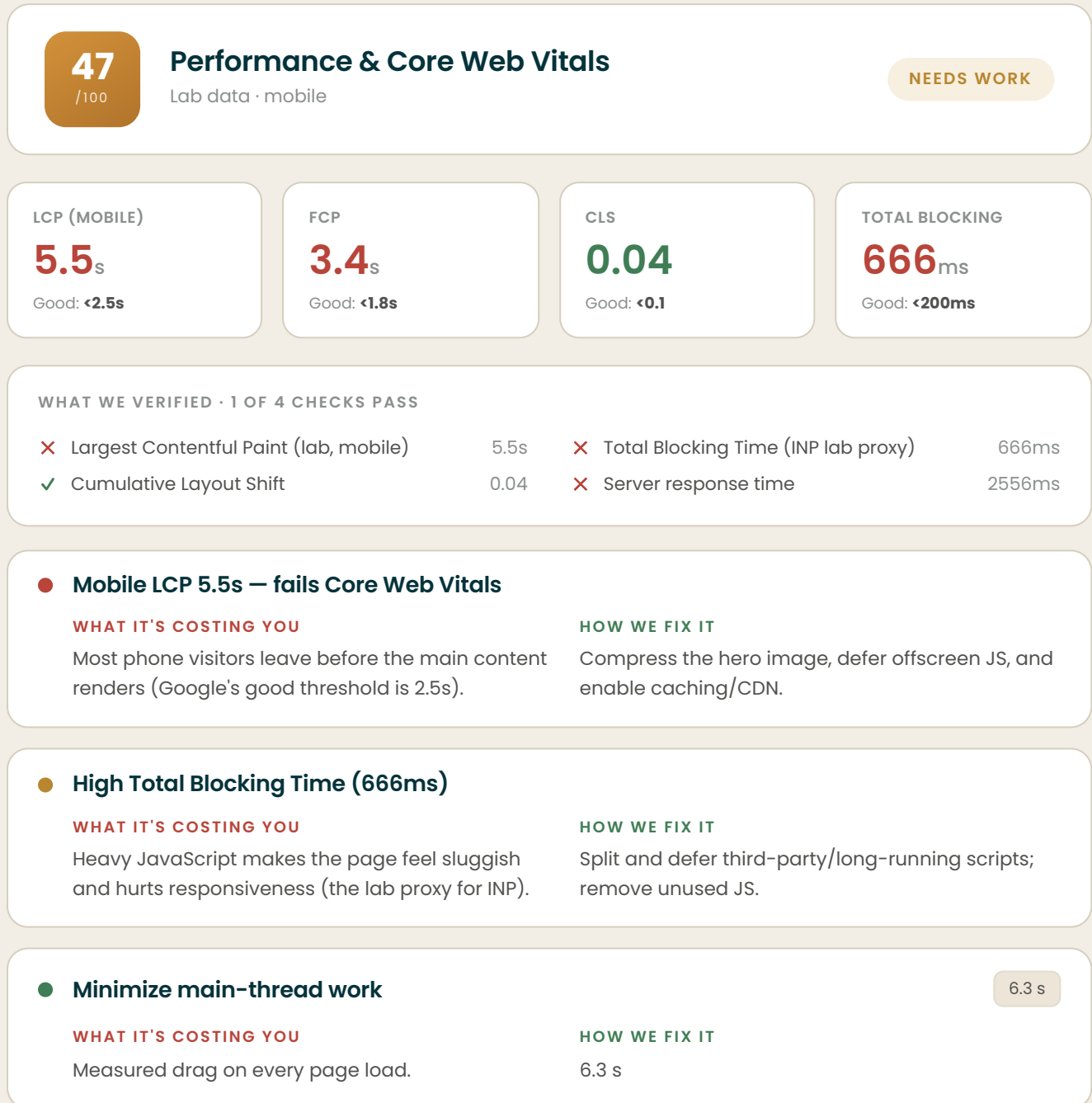
WCAG compliance



92

03 Performance & speed

How fast your pages load and respond on real devices. This is the single biggest lever here — speed affects both how many visitors stay and how Google ranks you.



PERFORMANCE & SPEED — CONTINUED

● Reduce JavaScript execution time

2.5 s

WHAT IT'S COSTING YOU

Measured drag on every page load.

HOW WE FIX IT

2.5 s

● Reduce unused CSS

Est savings of 121 KiB

WHAT IT'S COSTING YOU

Costing roughly 121 KB of load for every visitor.

HOW WE FIX IT

Est savings of 121 KiB

● Slow server response (TTFB 2556ms)

2556ms

WHAT IT'S COSTING YOU

Every page view starts with dead waiting time before anything can render (good is <600ms).

HOW WE FIX IT

Enable server/CDN caching or upgrade hosting.

04 Technical & on-page SEO

The on-page signals search engines read to understand and rank each page — titles, descriptions, headings, structured data, and links.

88
/100

Technical & on-page SEO

EXCELLENT

WHAT WE VERIFIED · 13 OF 15 CHECKS PASS

✓ Page title	59 chars	✓ Meta description	140 chars
✓ Single H1 heading	1 found	✓ Indexable (no noindex)	index, follow, max-i...
✓ Canonical URL		✓ Mobile viewport tag	
✓ Structured data (JSON-LD)	WebPage, ImageOb...	✓ LocalBusiness schema	
✓ Open Graph tags complete		✗ Image alt-text coverage	41/109 with alt
✓ Content depth	~3288 words	✓ robots.txt present	
✓ XML sitemap	7 URLs	✓ Favicon	
! Broken links	1 of 25 checked		

TECHNICAL & ON-PAGE SEO — CONTINUED

● 68 of 109 images missing alt text

68/109 images

WHAT IT'S COSTING YOU

Weakens image SEO and accessibility in one shot.

HOW WE FIX IT

Add descriptive alt attributes to content images.

● 1 broken link (4xx/5xx)

1 of 25 checked links broken

WHAT IT'S COSTING YOU

Dead links frustrate visitors and waste crawl budget.

HOW WE FIX IT

Repoint or remove the dead URLs:
<https://www.facebook.com/DGTLMNK/> (400)

05 Tech & tracking

The analytics and conversion tracking that tell you what's working — and let us measure every improvement.

100
/100

Tech & tracking

EXCELLENT

WHAT WE VERIFIED · 3 OF 4 CHECKS PASS

✓ Google Analytics 4

✓ Retargeting pixel

· Platform

WordPress

! Tag Manager

✓ Conversion tracking

No issues found in this pillar — it's genuinely healthy. The checks above show what we verified.

06 Security & trust

The trust signals visitors and search engines check — SSL, security headers, and privacy basics.

92
/100

Security & trust

EXCELLENT

WHAT WE VERIFIED · 6 OF 8 CHECKS PASS

- | | | |
|--------------------|--------------------|---------------|
| ✓ HTTPS | ✓ SSL certificate | renews in 40d |
| ! HSTS header | ✗ Security headers | grade F |
| ✓ No mixed content | ✓ Privacy policy | |
| ✓ SPF record | ✓ DMARC record | |

● No HSTS header

WHAT IT'S COSTING YOU

Leaves a small window for downgrade/man-in-the-middle attacks.

HOW WE FIX IT

Add a Strict-Transport-Security header.

● Weak security headers (grade F)

grade F

WHAT IT'S COSTING YOU

Missing browser-level protections (clickjacking, MIME-sniffing, content injection).

HOW WE FIX IT

Add Content-Security-Policy, X-Frame-Options, X-Content-Type-Options, and Referrer-Policy headers.

07 Accessibility

How usable your site is for everyone, including assistive technology — increasingly a ranking and legal factor.

92
/100

Accessibility

EXCELLENT

ACCESSIBILITY — CONTINUED

WHAT WE VERIFIED · 0 OF 2 CHECKS PASS

✗ Serious barriers (axe) 2 found ! Minor issues (axe) 3 found

● 2 serious accessibility barriers

WHAT IT'S COSTING YOU

Excludes users on assistive tech and is a growing legal risk (AODA/ADA).

HOW WE FIX IT

Fix contrast, label form fields, and add ARIA where needed (see axe details).

08 AI-search readiness

Whether AI systems — ChatGPT Search, Perplexity, Google's AI features — can find, fetch, and understand this site. AI assistants increasingly answer the questions customers used to type into Google.

85

ADVISORY
/ 100

Access & crawlability 82

- ✓ AI search crawlers allowed
- ! Content readable without JavaScript
- ✓ Indexable (no noindex)
- ✓ XML sitemap (Bing-path discovery)

Machine readability 80

- ✓ Structured data (JSON-LD)
- ! Question-and-answer content structure
- ✓ Clean heading hierarchy

Trust & freshness 100

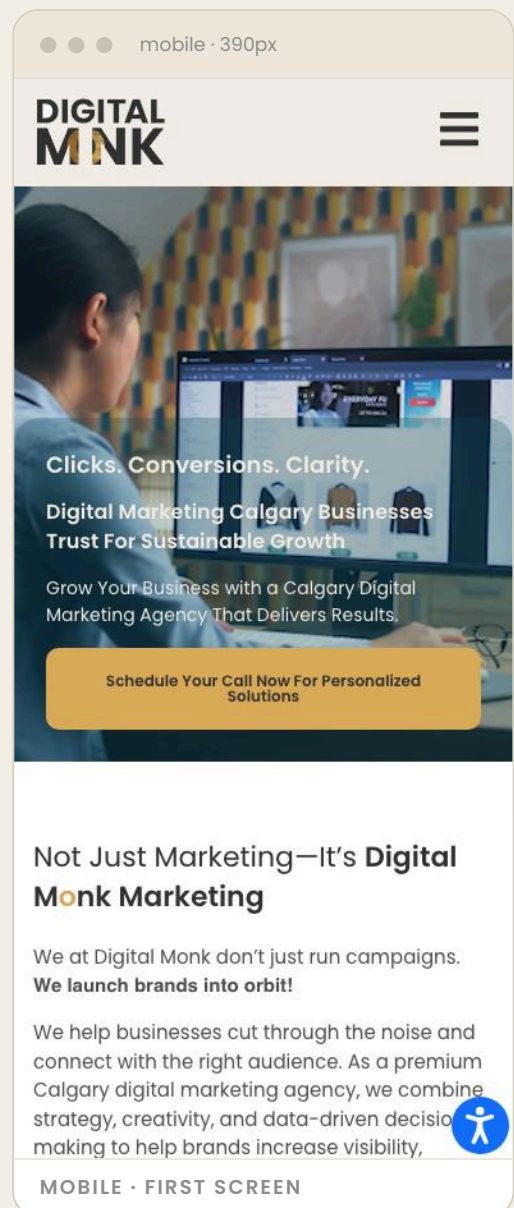
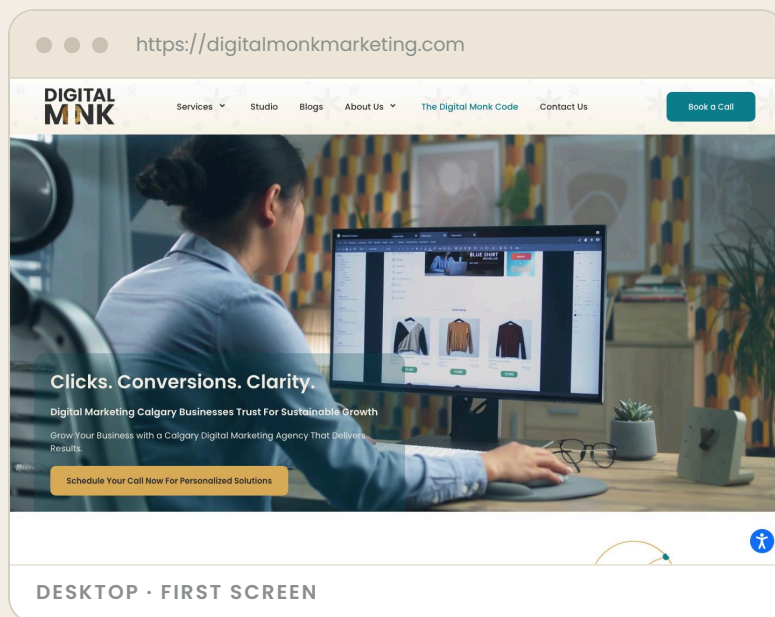
- ✓ HTTPS
- ✓ Content freshness signals
- Established domain

llms.txt present · informational only

This measures whether AI systems can find, fetch, and understand this site — not whether they actually cite it. No free data source reports real visibility inside ChatGPT, Perplexity, or Google AI answers. High readiness is necessary but not sufficient; citations depend mostly on content quality, topical authority, and third-party mentions.

09 First impression

Your homepage above the fold — exactly what a visitor sees in the first seconds, before any scrolling, on desktop and mobile.



The mobile fold is clean and purposeful — dark hero with a stock image, bold headline hierarchy ('Clicks. Conversions. Clarity.'), and a high-contrast yellow CTA button that stands out well. The brand mark is legible at small size. Below the fold, the layout opens into a white background with strong typographic contrast. Overall the design reads as professional and credible; the visual presentation is not a liability here.

10 Your growth plan

A prioritized, phased plan built from what this audit actually found — sequenced so the fastest, highest-impact wins come first.

YOUR GROWTH PLAN — CONTINUED

1

WEEKS 1-2 · QUICK WINS

Stop the bleeding

Fix the highest-impact issues first — mobile lcp 5.5s — fails core web vitals and high total blocking time (666ms) — the fastest path to a measurable lift.

Mobile LCP 5.5s — fails Core Web...

High Total Blocking Time (666ms)

No HSTS header

2

MONTH 1 · FOUNDATION

Fix the foundations

Clean up the structural gaps search engines read on every visit — starting with 2 serious accessibility barriers — with schema and internal linking to make every page legible.

2 serious accessibility barriers

68 of 109 images missing alt text

1 broken link (4xx/5xx)

3

ONGOING · COMPOUNDING

Measure, publish, repeat

With tracking in place and the leaks fixed, publish consistently and measure everything — each month builds on the last.

Content engine

Reporting

Reviews

THE MARKET IS NOISY. STRATEGY ROOTED IN TRUTH CUTS THROUGH.

Let's turn this audit into *growth*.

Every issue in this report is fixable. Let's build the plan that turns insight into consistent, compounding results.

[Book your strategy call →](#)

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