

SITE AUDIT

Sample Company

[example-firm.ca](#)

ASSESSED

September 10, 2026

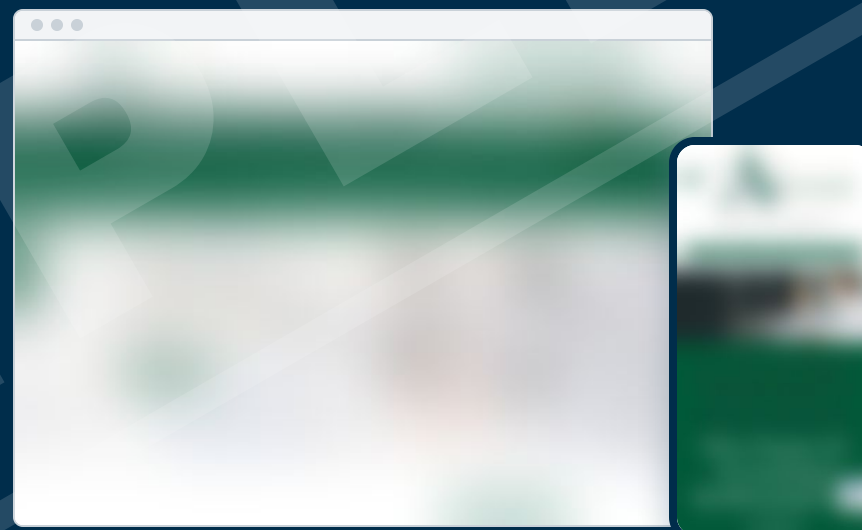
SCOPE

3 pages · mobile and desktop

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As rendered by Google PageSpeed Insights

What this report is telling you

example-firm.ca · 3 pages tested on mobile and desktop · September 10, 2026



This report measures, in plain terms, how your website is experienced by the people who visit it and by the systems that decide whether they find it in the first place. Four things determine that, and each is measured against a public standard set and published by somebody else. None of it is our opinion.

Speed BELOW STANDARD

Google measures it with a free tool it publishes, and the score feeds into search rankings. A slow site sits below faster competitors selling the same thing.

Mobile scored 31 on the one settled page; the homepage ranged 25 to 41 across 5 runs; the contact page ranged 43 to 66 across 5 runs. The threshold is 90. Desktop scored 62 on the one settled page; the homepage ranged 27 to 75 across 5 runs; the services page ranged 31 to 58 across 5 runs. The threshold is 95.

Accessibility BELOW STANDARD

Tested against WCAG, the international standard from the W3C. In Ontario the AODA makes it a legal requirement for organizations with 50 or more employees.

45 errors and 4 contrast failures on the pages tested. The threshold is zero.

Findability BELOW STANDARD

A site can look fine to you and still have pages Google never reaches.

1 sitemap URL returns an error.

AI readability AT STANDARD

When someone asks ChatGPT for a business like yours, the answer is built from structured data written into your pages. Without it you are not in the answer, and no report will show you the loss.

Structured data validates on every page. Content is present without JavaScript. No AI crawler is blocked.

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We hold every site we build to a threshold on each of these and re-check every 90 days. That is what we publish as the ThreeSeven Standard, and it is what the rest of this report measures against.



Summary

Crawlers read every page. Phones wait. The form has no labels.

1 of 4 measures at standard · 156 things to fix · 19 types

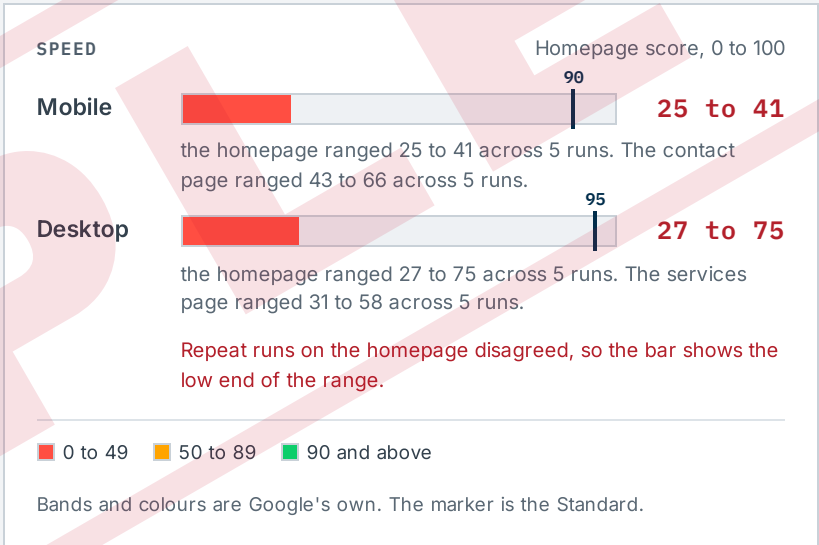
When somebody searches for a bookkeeper, this site is a candidate for the answer. The words sit in the HTML on all 3 pages tested, so Google and AI crawlers read them without running JavaScript. Every page carries a title, a description, one preferred address and valid structured data naming the business, and robots.txt lets every AI crawler in.

A visitor using a screen reader cannot tell one field of the enquiry form from another. 26 fields across the 3 pages have no label attached: first name, email, phone and the message box, plus the site search. 16 links carry no text, including the menu button. On the contact page 4 form labels use red on white at 3.99:1.

Google's mobile test shows the services page's main content after 15 seconds. Mobile scores landed between 25 and 66 across the 3 pages, desktop between 27 and 75; the standard is 90 and 95. The server answers in about 200ms, so the wait is what loads afterwards, and unused JavaScript costs close to 5 seconds on two pages.

At a glance

Search is graded on the groundwork behind coverage errors. Confirming what Google has indexed needs Search Console access.



WHAT WE FOUND

PILLAR	HIGH	MED	LOW	TYPES	VERDICT
Speed	21	65	8	9	BELOW STANDARD
Accessibility	45	4	4	5	BELOW STANDARD
Search	0	1	1	2	BELOW STANDARD
AI readability	0	0	7	3	AT STANDARD
Total	66	70	20	19	

Counts are individual things to fix. Types is how many kinds of thing they are, because one issue often repeats.

Top opportunity by pillar

Continued, page 1 of 2



Speed

Google's mobile test waits 15 seconds for your services page HIGH

Every page tested is below the standard on mobile and desktop. In Google's mobile test the services page shows its main content after 15 seconds and shifts its layout while loading.

Why it matters

The lab test runs a mid-range phone on a throttled connection, harsher than most visitors carry. The fault it exposes is the one real visitors hit, and Google measures that on real visitors where it has enough of them.

Accessibility

Your enquiry form fields have no labels attached HIGH

Every page tested carries the enquiry form with fields that have no label attached in the code: first name, email, phone and the message box. The site search and the footer email field are unlabelled.

Why it matters

A screen reader announces an empty box for each field, so a visitor using one fills in the form by guessing. The enquiry form is the route a new client takes.

WHAT THE IMPACT LEVELS MEAN

HIGH

A person hits a wall or a wait they would abandon.

MEDIUM

Degrades the experience or reduces how many arrive.

LOW

Invisible to visitors today. Affects the business or the machines.

SUPPORTING DETAIL

SPEED

- Mobile: 31 on the services page; the homepage ranged 25 to 41 and the contact page 43 to 66
- Desktop: 62 on the contact page; the homepage ranged 27 to 75 and the services page 31 to 58
- Unused JavaScript: 5.0s of savings on the homepage, 4.8s on the services page, mobile
- Layout shift score 0.49 on the services page in the mobile test

ACCESSIBILITY

- 26 unlabelled fields and 3 empty labels across the 3 pages
- 8 on the homepage, 10 on the contact page, 8 on the services page
- The contact page adds last name and one further field
- WAVE also flags 4 to 6 labels per page that sit beside a field without being attached to it

Top opportunity by pillar

Continued, page 2 of 2



Search

Your sitemap lists a page that no longer exists MEDIUM

The sitemap declares 22 pages. One returns a 404, and the services entry redirects through an http:// address before reaching the https page.

Why it matters

A listed page that returns an error shows up as a coverage error in Search Console, and the redirect routes the services page through an unencrypted address on the way.

AI readability

No llms.txt file. LOW AT STANDARD

1 instance across the pages we tested.

Why it matters

An emerging convention for telling AI systems what a site contains and how to use it. Adoption is still early, so this is a small forward-looking advantage.

An opportunity rather than a problem

This pillar meets the Standard. The item above is worth doing when something else is already open.

WHAT THE IMPACT LEVELS MEAN

HIGH	A person hits a wall or a wait they would abandon.
MEDIUM	Degrades the experience or reduces how many arrive.
LOW	Invisible to visitors today. Affects the business or the machines.

SUPPORTING DETAIL

SEARCH	- One of the two blog index entries returns 404 - The services entry redirects to an http:// address, which then redirects to https - PageSpeed charges 1.1 seconds on mobile to that redirect chain 25 entries in the file, 22 unique after duplicates
AI READABILITY	1 instance - Add /llms.txt describing the site's content for AI crawlers.

Everything we found



ISSUE	IMPACT	MEASURE	COUNT
Files that block the page from appearing while they load.	HIGH	Speed	18
The main content takes too long to appear.	HIGH	Speed	3
Form fields have no labels in the code.	HIGH	Accessibility	26
Links contain no text.	HIGH	Accessibility	16
A form field has a label with no text in it.	HIGH	Accessibility	3
Third-party services load on every page.	MEDIUM	Speed	18
JavaScript is downloaded and then never used.	MEDIUM	Speed	15
Images have no width and height set.	MEDIUM	Speed	15
Images are larger than they need to be.	MEDIUM	Speed	9
Text stays invisible while a font loads.	MEDIUM	Speed	6
The layout shifts while the page is loading.	MEDIUM	Speed	2

Everything we found



ISSUE	IMPACT	MEASURE	COUNT
Some URLs in your sitemap return an error.	MEDIUM	Search	1
Text does not have enough contrast against its background.	MEDIUM	Accessibility	4
The page has more than one top-level heading.	LOW	AI Readability	3
The page is mostly markup rather than content.	LOW	AI Readability	3
No llms.txt file.	LOW	AI Readability	1
Smaller savings Google identified.	LOW	Speed	8
Some URLs in your sitemap redirect elsewhere.	LOW	Search	1
Heading levels jump, for example from h1 straight to h3.	LOW	Accessibility	4

What this list does not tell you

Each of these has a cause, a location, and a fix. The full report names the pages each one appears on, what it costs you, what to change, and the research behind every claim.

Where this leaves you.

On example-firm.ca we found 156 findings across 3 pages, from 19 distinct issues. All of it is fixable. If you have a developer, this report is enough for them to work from, and we are glad to help either way.

Fixing it buys you today. The bar keeps moving: Google changes what it measures, accessibility rules advance, browsers ship. A site that passes now will not pass in three years without work, and that is when somebody quotes you for a rebuild.

What it costs meanwhile never shows up anywhere. A visitor who gives up on your form does not appear in any report you have. These are example figures. Find the row closest to what a new client is worth to you.

A NEW CUSTOMER IS WORTH	1 LEAD LOST A MONTH	2 LOST A MONTH
\$500	\$6,000	\$12,000
\$2,000	\$24,000	\$48,000
\$5,000	\$60,000	\$120,000

Annual figures. These are enquiries that never arrive, not customers you lose.



We fix this, and keep fixing it, for one monthly fee.

We build your site, host it, and hold it to a published standard, re-verified every 90 days. When the bar moves, we move the site to match. This includes a full site rebuild after two years.

- No upfront build cost
- One monthly cost, twelve month minimum
- No project fees, no hourly invoices

You are not buying a website that goes out of date. You are buying a service that keeps it current, so this is not something you have to think about again.

Contact us to get started

parm@threesevendigital.com

Grading and sources

How a verdict is reached, and where every number came from



HOW A PILLAR IS GRADED

This report says Speed. The published Standard calls the same pillar Performance.

Each pillar is either at standard or below it. A pillar falls below standard when any page we tested breaches the threshold for it. Low-impact findings are noted but never change that verdict.

Speed

falls below standard if any tested page scores under 90 on mobile or 95 on desktop. Each figure is the median of at least three runs. Where repeat runs disagreed we ran more of them and report the range, and the median is what the verdict rests on.

Accessibility

falls below standard on any detected error or any confirmed contrast failure. Alerts do not count, and neither do contrast readings the tool cannot sample.

Search

falls below standard if a sitemap URL returns an error, robots.txt blocks content, a tested page is marked noindex, or the sitemap cannot be read. Redirects, missing descriptions and absent canonicals are recorded as findings only.

AI readability

falls below standard if an AI crawler is blocked, content is absent without JavaScript, or structured data is missing or malformed. Heading structure, landmarks and lms.txt are findings only.

Graded under ThreeSeven Standard grading rules v1.1, September 2026. Measured under v1.0; re-graded since. Full rules, page-selection method and change history at <https://three7.digital/standard/grading>

SOURCES

Every number came from a tool you can run yourself, and every claim resting on research names the research.

Google PageSpeed Insights

<https://pagespeed.web.dev>

WebAIM WAVE

<https://wave.webaim.org>

The ThreeSeven Standard

<https://three7.digital/standard/>

Grading rules v1.1

<https://three7.digital/standard/grading>

Nielsen Norman Group, Placeholders in Form Fields Are Harmful

<https://www.nngroup.com/articles/form-design-placeholders/>

Statistics Canada, Canadian Survey on Disability 2017 to 2022

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Google, Render blocking resources (web.dev)

<https://web.dev/articles/render-blocking-resources>

Google, Largest Contentful Paint (web.dev)

<https://web.dev/articles/lcp>

Google, Cumulative Layout Shift (web.dev)

<https://web.dev/articles/cls>

Google, Optimize images (web.dev)

<https://web.dev/articles/fast#optimize-your-images>

W3C, Understanding WCAG 2.2 Success Criterion 1.4.3 Contrast (Minimum)

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>