



WEBSITE REPORT

CLEAR WINS FOR MOBILE SPEED AND BROKEN LINKS

The site has a good base, but mobile speed and broken links are holding the experience back.



OVERALL SCORE / 100

Biggest room for improvement:
Performance and Links.

01 · PERFORMANCE

38 /100

02 · TECHNICAL SEO

71 /100

03 · SECURITY

60 /100

04 · LINKS

48 /100

FINDINGS

THE MOST IMPORTANT

- The main content takes about **6.8s** to appear on mobile (Google wants under 2.5s).
- The browser is blocked by JavaScript for **0.7s** while the page loads.
- The page weighs about **5.1MB** — heavy on a phone connection.
- The crawl found **9 broken links**.
- No meta description: Google writes its own snippet for your homepage
- Share image is only 120×60: platforms show a tiny thumbnail or none; use 1200×630

REAL COST

WHY IT MATTERS

- On mobile, a slow page costs enquiries, bookings and sales — many visitors leave before it loads.
- Broken links and missing files make a site look abandoned and can break icons, fonts or checkout steps.
- Security headers are a quick win at the hosting or CDN level and protect visitors from common attacks.
- Search engines rely on the basics (title, description, headings, sitemap) to show the site to the right people.
- Every time someone shares the site on LinkedIn, WhatsApp or Facebook, the preview picture is the first impression — a missing or tiny one gets fewer clicks.

PLAN

RECOMMENDED PRIORITIES

1

Speed up the mobile load

Biggest impact on enquiries and sales: compress and resize images (3.8MB today); defer or remove JavaScript from themes and plugins (820KB today); check what the largest element on the first screen is and make it load first.

2

Fix 9 broken links

Restore or remove the references listed below (fonts, icons, images and internal pages are the usual suspects).

3

Fix the search basics

No meta description: Google writes its own snippet for your homepage.

CRAWL

BROKEN LINKS (FIRST 3 OF 9)

LINK	FOUND ON	PROBLEM
https://www.example-dental-practice.co.uk/offers-2024/	https://www.example-dental-practice.co.uk/	404 Not Found
https://www.example-dental-practice.co.uk/team/dr-smith/	https://www.example-dental-practice.co.uk/about/	404 Not Found
https://www.example-dental-practice.co.uk/files/price-list.pdf	https://www.example-dental-practice.co.uk/prices/	404 Not Found

WANT THESE FIXED?

Fix pack: the top 3 issues from this report fixed within 7 days, at a fixed price.

[Fix pack from £390 →](#)

Generated on 11 October 2026 by getleadarchitect.com for www.example-dental-practice.co.uk. This is an example report with sample data for a fictional website. Automated checks: performance (Lighthouse, mobile), technical SEO, security (HTTPS, certificate, headers) and links (crawl up to 3 levels deep from the homepage).