

Sample Website Audit

Rosa's Bakery — Local Sweets Shop (Tampa, FL)

Current Site Score

58 / 100

Projected After Fixes

85 / 100

Below is a shortened version of the written audit you'll receive. Real audits are tailored to your industry, competition, and goals.

1. Homepage Clarity

High Impact

FINDING

The hero says 'Welcome to our website' instead of what you sell or where you're located.

RECOMMENDED FIX

Change headline to 'Fresh-Baked Cakes & Pastries in Tampa — Order by 3pm for Same-Day Pickup'.

2. Call to Action

High Impact

FINDING

No visible 'Order' or 'Call' button above the fold on mobile. Visitors have to scroll and hunt.

RECOMMENDED FIX

Add a sticky 'Order Now' button and a tap-to-call phone link in the top right corner.

3. Mobile Experience

Medium Impact

FINDING

Text is too small to read on a phone and the menu image takes 6+ seconds to load.

RECOMMENDED FIX

Bump base font to 16px, compress the menu image, and switch to a simple text menu.

4. Local SEO

High Impact

FINDING

Page title is 'Home | Rosa's' — Google can't tell what you do or where you are.

RECOMMENDED FIX

Update title to 'Rosa's Bakery — Custom Cakes & Pastries in Tampa, FL' and add your address in the footer.

5. Trust Signals

Quick Win

FINDING

No reviews, photos of real cakes, or hours of operation on the homepage.

RECOMMENDED FIX

Pull 3 Google reviews onto the homepage, add a gallery of 6 recent cakes, and show today's hours.

PROJECTED RESULT

Implementing these 5 fixes typically lifts inquiries 30–60% within the first month, with most of the gain coming from clearer messaging and a visible call-to-action.

Want one of these for your site? It's free.

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