Steady Drift
DIGITAL PRESENCE & BUSINESS SYSTEMS

SAMPLE WEBSITE AUDIT · SUMMARY

A holistic education centre

Name and website withheld

> *Does this website help the right family understand the school, trust it, and make an informed enquiry?*

Website version: live WordPress site (WordPress 6.5.13, Elementor 3.21.2) as served at the time of assessment

A distinctive setting and a thoughtful teaching approach, held back by a site that doesn't say what the school is, where it is, or how to take the next step — and by a security problem that needs attention first.

7 of 7 pages reviewed	**8** areas assessed	**5** priority fixes

VERDICT

Refresh, not rebuild.

The structure, photography and writing are worth keeping. The fixes are mostly content, configuration and security work, not a new design.

THE EIGHT AREAS AT A GLANCE

01	Homepage & first impression	● Improvement recommended	Strong image, but no description, location, ages or next step on the first screen.
02	Messaging & positioning	● Improvement recommended	Real differentiators exist, but sit behind dense terminology and across several pages.
03	UX, navigation & mobile	● Improvement recommended	Works well on a phone; labels and menu behaviour make key pages harder to reach.
04	Conversion & trust	● Priority issue	No enquiry form, an empty brochure button, and key family questions unanswered.
05	Content & searchability	● Priority issue	Country, ages, admissions, fees and current dates are missing or hard to find.
06	Technical SEO	● Priority issue	Unrelated content published on the domain; no meta descriptions or main headings.
07	Performance & accessibility	● Improvement recommended	Strong automated accessibility; slow on the heaviest page and on phones in lab tests.
08	Backlinks & AI discoverability	○ Not assessed	No data supplied, so the existing profile can't be assessed. Foundations can be improved.

Working well: secure connection and redirects, authentic photography, mobile fundamentals, automated accessibility scores, and real, specific content on how the school teaches.

The five fixes first, and the plan

1 Investigate and remove the unrelated content on the domain

Pages unrelated to the school are published on the site and listed in its sitemap. A specialist should find how they arrived and close the entry point before any new site is launched or content migrated.

HIGH · URGENT
MEDIUM–LARGE

2 Say what the school is, who it serves and where, in the first screen

The first screen shows a name and four values over a photograph: no description, location, age range or button, and no main heading for search.

HIGH
SMALL

3 Add a "Visit & Enrol" page with the practical answers families need

Ages, admissions steps, fees and current term dates aren't covered on any of the seven pages; the calendar is an image from a previous school year.

HIGH
MEDIUM

4 Make the enquiry route work and easy to find

There is no form. The "Click to Download" brochure button, offered to families who want to learn more about the school, is an empty link, so visitors have no way to view it.

HIGH
SMALL–MEDIUM

5 Speed up the heaviest page and the server response

In lab tests, mobile loading of the main content took 3.9 s (homepage) and 7.0 s (Pedagogy page) against Google's 2.5 s "good" threshold. Lab data only.

MEDIUM
SMALL–MEDIUM

ACTION PLAN

FIRST · URGENT

- Specialist clean-up of the unrelated content
- Verify the site in Search Console
- Fix or remove the dead brochure button

NEXT · PRACTICAL

- First-screen statement, headings, titles and descriptions
- Enquiry form with "what happens next"
- Visit & Enrol page; current calendar as text

LATER · POLISH

- Compress images; review hosting speed
- Volunteering and supporter pages
- Team and credentials; structured data

INSIDE THE FULL REPORT

This summary covers the highlights. The full 25-page report adds the evidence behind every finding, screenshots, measured results, the method and the sources, with findings under every heading below.

01 Executive Summary
02 The Eight Areas at a Glance
03 The Five Fixes First
04 Homepage & First Impression
05 Messaging & Positioning
06 UX, Navigation & Mobile
07 Conversion & Trust
08 Content & Searchability
09 Technical SEO
10 Performance & Accessibility
11 Backlinks & AI Discoverability
12 What to Keep
13 Verdict: Improve, Refresh or Rebuild
14 Action Plan
15 Scope, Method & Sources

A sample audit prepared from public information only, with no analytics, Search Console or admin access. It makes no claims about traffic, enquiries or revenue, is not a paid engagement or testimonial, and is not evidence that any change improves results. Prepared by Steady Drift Studio with AI assistance.