Admiral Roofing Specialists: AFTER audit (new site live)

Site: https://www.admiralroofingservices.co.uk/ **Audited:** Monday 19 Oct 2026, 17:08 to 17:49 BST **Baseline:** `../before/REPORT.md` (old site, 1 Oct 2026) **Interim check:** `../progress-2026-10-01/PROGRESS.md` (staging, 1 Oct 2026) **Prepared by:** Shaun Allen Web Design, Hull **Companion files:**

- `COMPARISON.md`: the 38-row table, the old top 10 and the ranked remaining issues.
- `CASE-STUDY-DRAFT.md`: client-facing draft.
- `Admiral-Roofing-AFTER-2026-10-19.pdf`.

Changelog

- **Re-measured 19 Oct 2026 18:34 BST after fixes.**
  - (1) The duplicate testimonial has been removed: Home now shows 4 unique comments, and no other page shows testimonials.
  - (2) Turnstile now loads only on the first focus or input in a quote-form field.
  - Lighthouse was re-run for Home, Services and Contact (mobile and desktop, 3 runs, same settings).
  - Sections 1, 4.1, 4.2, 8, 9 and 11 are updated, with the new rows marked †. The first-run figures are in Appendix A.
- First run: 17:08–17:49 BST.

1. Executive summary

- **Fast on every page measured:**
  - Mobile Lighthouse Performance is **99 to 100** (was 54 to 70).
  - Mobile LCP is **1.58 to 1.98 s** (was 5.4 to 12.5 s; † Home 1.98 s after the re-run).
  - CLS is under 0.1 everywhere, and TBT is 0 ms.
  - Home's image bytes fell from **10.0 MB to 80 KB**.
- **Accessible:**
  - Lighthouse Accessibility is **100** on all 5 pages.
  - axe finds **0 serious and 0 critical** issues on all 20 pages at both viewports.
  - pa11y finds 0 errors on 4 of 5 pages, and 1 minor on Our work.
- **Search-ready:**
  - The staging noindex has gone and Lighthouse SEO is 100.
  - There are 20 indexable pages (was 5), and all 15 sitemap URLs return 200.
  - Canonicals, Open Graph and Twitter tags, and a 10-type schema graph are on every page.

    - All 6 old URLs 301 in **1 hop** to their new homes.
- **Secure:** all 6 security headers are present, including HSTS with preload. TLS 1.2/1.3 only, with a fresh Let's Encrypt certificate.
- **Honest trust signals:**
    - Real Admiral photos have replaced the borrowed Wikimedia/Geograph images.
    - NFRC, TrustMark, Companies House and VAT details are shown.
    - Google profile link, © 2026.
    - No cookie banner, because nothing is tracked.
- **Still to fix (after the 18:34 BST re-check):**
    1. Only 1 third-party review.
    2. No Brotli or HTTP/3.
    3. The http:// redirect hop count is unverified from the box.
    4. og.png is 658 KiB.
    5. Two minor accessibility items.

  The duplicate testimonial and the Turnstile-on-load issue found in the first run are **fixed**. Home now weighs **232 KiB** on mobile (11 requests, 0 third-party), down from 966 KiB in the first run.

2. Crawl and page inventory

Item	Value
Pages crawled	20 HTML pages, all 200. Also `/.well-known/security.txt`
Sitemap	15 URLs, all on `https://www.`, all 200; lastmod 2026-10-01 or 2026-10-16
Not in sitemap	`/terms-of-service/`, `/privacy-policy/`, `/gdpr-policy/`, `/cookie-policy/`, `/anti-slavery-policy/` (indexable and linked from the footer)
robots meta	**none on any page** (staging `noindex, nofollow` removed)
robots.txt	`User-agent: * / Allow: /` and `Sitemap: https://www.admiralroofingservices.co.uk/sitemap.xml`. The staging `Disallow: /admin/` line has gone, and `/admin/` now returns 403
Canonicals	self-referencing absolute `https://www.admiralroofingservices.co.uk/…` on 20 of 20 pages
Staging references	0 links to `admiral.shaunallen.co.uk` in any page
Titles / descriptions	unique on every page
H1	exactly one visible H1 per page at 1440 and 390
Alt text	0 missing and 0 empty on every page
Placeholder text	none found
llms.txt / llms-full.txt	both 200

Per-page details are in `crawl/pages.csv`. The raw data is in `crawl/crawl_raw.json` and `crawl/render.json`.

3. Screenshots

Location: `screenshots/desktop-1440/` and `screenshots/mobile-390/`.

- `<page>__full.png` for all 20 pages.
- `home__above-the-fold.png`.
- `home__above-the-fold__with-cookie-banner.png`: the first-visit capture. There is no banner, so it matches the plain one.

Side-by-side before | after images in `comparisons/`:

- `home_desktop_above-fold_before-vs-after.png`
- `home_mobile_above-fold_cookie-banner_before-vs-after.png` (the old Cookiebot banner vs the new first screen)
- `home_desktop_full-page_before-vs-after.png`
- `contact_desktop_full-page_before-vs-after.png`
- `contact_mobile_full-page_before-vs-after.png`

4. Performance

4.1 Lighthouse

Lighthouse 13.5.0, Chrome 151.0.7922.169, 3 runs. Scores, page weight and requests come from the median-performance run; timings are 3-run medians.

Page	Mobile perf (runs)	Desktop perf	A11y / BP / SEO (mobile)	Mobile LCP	Desktop LCP	Mobile FCP	Mobile SI	Mobile TBT	CLS mobile / desktop	Weight mobile / desktop	Mobile requests	Server response (mobile median)
Home `/`	99 (95/99/99)	100	100/100/100	1.92 s	0.57 s	1.15 s	1.67 s	0 ms	0.000 / 0.035	966 / 967 KiB	22	156 ms
Services `/services/`	100	100	100/100/100	1.58 s	0.43 s	1.05 s	1.46 s	0 ms	0.000 / 0.001	153 / 153 KiB	9	155 ms
Our work `/our-work/`	100	100	100/100/100	1.73 s	0.46 s	1.04 s	1.18 s	0 ms	0.000 / 0.001	337 / 478 KiB	13	81 ms
Contact `/contact/`	100	100	100/100/100	1.62 s	0.44 s	1.12 s	1.40 s	0 ms	0.000 / 0.006	890 / 1,286 KiB	20	98 ms
Roof repairs `/services/roof-repairs/`	99	99	100/100/100	1.84 s	0.47 s	1.20 s	1.57 s	0 ms	0.000 / 0.063	957 / 957 KiB	19	167 ms

† Re-measured after fixes (18:30–18:34 BST, `performance/lighthouse-recheck/`, `performance/lighthouse_recheck_summary.json`):

Page	Mobile perf (runs)	Desktop perf (runs)	A11y / BP / SEO	Mobile LCP	Desktop LCP	Mobile FCP	Mobile SI	TBT	CLS mobile / desktop	Weight mobile / desktop	Requests mobile / desktop	Third-party requests mobile / desktop	Server response mobile / desktop
Home	99 (99/99/99)	100 (100/100/100)	100/100/100	1.98 s	0.49 s	1.23 s	1.67 s	0 ms	0.000 / 0.035	**232 / 232 KiB**	**11 / 11**	**0 / 0**	165 / 156 ms
Services	100	100	100/100/100	1.59 s	0.42 s	1.04 s	1.50 s	0 ms	0.000 / 0.001	154 / 154 KiB	9 / 9	0 / 0	154 / 154 ms
Contact	100	100	100/100/100	1.58 s	0.42 s	1.04 s	1.28 s	0 ms	0.000 / 0.006	**151 / 455 KiB**	**9 / 15**	0 / 3 (OpenStreetMap)	110 / 98 ms

The table above was the first run (17:29–17:36 BST). Our work and roof repairs were not re-run: Our work has no form, and roof repairs is expected to behave like Home, but it was only checked for Turnstile behaviour (see §4.2).

No Lighthouse accessibility, SEO or best-practice audit fails on any run-1 report. Reports are in `performance/lighthouse/` and the summary is in `performance/lighthouse_summary.json`.

4.2 Page weight and Turnstile

† After the fix (checked 18:27–18:29 BST, `recheck/verify_turnstile_interaction.txt`). I loaded Home, `/services/roof-repairs/` and `/contact/` in Chrome 151, waited 5 s, then either focused or typed in the quote form's Name field. Nothing was submitted.

Page	Cloudflare requests on load	Turnstile frame on load	Console errors on load	After focus	After typing
Home	0	0 (widget `hidden`)	0	13 requests, 1 frame, widget shown	13 requests, 1 frame
Roof repairs	0	0	0	13, 1	13, 1
Contact	0	0	0	13, 1	13, 1

- `scripts.min.js` now injects `https://challenges.cloudflare.com/turnstile/v0/api.js` from a `focusin`/`input` listener on `.quote-form .field`, ignoring the honeypot.
- The 5–6 console errors from Turnstile's own frame (its CSP blocking `data:`, plus debug lines) now appear only after someone interacts with the form.
- A load-only check of `/services/new-roofs/` also showed 0 Cloudflare requests.
- **Result:** Home on mobile went from 966 KiB / 22 requests (first run) to **232 KiB / 11 requests**, and Contact on mobile from 890 KiB / 20 to **151 KiB / 9**.
- Playwright desktop requests after a full scroll: Home 9, Services 6, roof repairs 8, Contact 28 (21 of them OpenStreetMap), all with 0 console errors (`recheck/playwright_requests.txt`).

First-run description (17:29 BST): Turnstile loaded on page load on all 11 pages with the form, adding about 735 KiB and 7 requests and stopping "network idle" ever being reached. See Appendix A.

4.3 Images (`performance/images/image_inventory.csv`)

There are 15 unique images across the measured pages:

- **8 first-party photos, all AVIF**, served at 640/960 px with srcset and `max-age=31536000`;
- 2 SVG logos (TrustMark, NFRC);
- 1 PNG manifest icon and 1 favicon;
- 3 tiny Turnstile PNGs.

The largest photo is 105 KiB (960×1280, Our work). Home's mobile image bytes are **79,606** (BEFORE 10,014,187).

4.4 Field data (CrUX / PSI)

At 17:14 BST, one call each for mobile and desktop on the home page returned **HTTP 429**. The error metadata shows Google's keyless quota is now 0 per day (`quota_limit_value: "0"`). A retry through a different network gave the same result. So no page-level or origin-level CrUX data could be collected (`performance/psi/`). The new site is 0 days old in any case, and CrUX needs about 28 days of Chrome traffic. **Re-run with an API key in mid-November**, or use Search Console's Core Web Vitals report (the domain has a `google-site-verification` TXT record).

5. Technology, hosting and security

Item	AFTER	BEFORE
Hosting	nginx VPS at 178.62.52.215 (same server as staging); no CDN; `x-cache` header present (MISS on first fetch)	Mono Solutions site builder, 185.58.21x.x
DNS	NS `nsb1–4.squarespacedns.com`; A for apex and www 178.62.52.215; no AAAA; no CAA	register.com NS
Mail	MX `mx1/mx2.emailsrvr.com`; SPF includes Elastic Email and emailsrvr; DMARC `p=reject`	—
TLS certificate	Let's Encrypt **YE2**, CN www.admiralroofingservices.co.uk, SAN apex + www, valid **19 Oct 2026 to 17 Jan 2027** (90 days; auto-renewal assumed, so keep an eye on it)	—
TLS versions	1.2 and 1.3 only (1.0/1.1 refused)	—
HTTP versions	HTTP/2. **No HTTP/3** (no `alt-svc`)	HTTP/2, no HTTP/3
Compression	HTML and CSS gzip. **No Brotli**, even when `br` is requested	gzip
Security headers	**6 of 6**: `strict-transport-security: max-age=63072000; includeSubDomains; preload` (apex and www), strict CSP, `x-frame-options: DENY`, `x-content-type-options: nosniff`, `referrer-policy: no-referrer`, Permissions-Policy. Also COOP, CORP and X-Permitted-Cross-Domain-Policies	0 of 6
HTML caching	`cache-control: private, no-cache, max-age=3600` (contradictory but harmless)	absent
Static assets	`cache-control: public, max-age=31536000` with `?v=` cache-busting	see BEFORE §5
Server response	Lighthouse medians 81–167 ms on mobile, 82–333 ms on desktop. Curl from the box: 0.33–0.48 s (includes TLS setup and the box's egress proxy)	111–162 ms
Admin	`/admin/` and `/admin/login.php` return **403** "Page not available"	—
Bot check	**Gone.** curl, Googlebot, facebookexternalhit, HeadlessChrome and Chrome-Lighthouse user agents all get the real page; no `Set-Cookie`; no `wsidchk`	—
security.txt	present; contact info@shaunallen.co.uk; expires 2027-09-30	—

Redirects (`tech/botcheck_and_redirects.txt`, `tech/redirects_canonical_host.txt`):

From	To	Hops
`https://admiralroofingservices.co.uk/`	`https://www.…/`	1 (301)
`/services-`	`/services/`	1 (301, https)
`/testimonials-`	`/#reviews-title`	1 (301, https)
`/gallery`	`/our-work/`	1 (301, https)
`/contact`	`/contact/`	1 (301, https)
`/privacy-policy`	`/privacy-policy/`	1 (301, https)
`https://admiralroofingservices.co.uk/gallery`	`https://www.…/gallery` → `/our-work/`	2
`http://` (any)	not testable from the box (port 80 egress blocked). An outside fetch of `http://admiralroofingservices.co.uk/gallery` reached the Our work page	?

Unknown paths 301 to a trailing-slash version and then return 404. `/index.html` returns 404. The staging fault, where Location headers downgraded to http with 2 hops, is fixed.

6. SEO, schema and social

- **Titles:** unique, 45 to 65 characters, e.g. "Hessle, Hull and Beverley roofers | Admiral Roofing Specialists". **Meta descriptions:** unique.
- **Schema** (JSON-LD `@graph`, parses on all pages):
  - RoofingContractor (telephone +441482627895, address, geo, areaServed, Mon–Sat 09:00–17:00 opening hours, sameAs to Companies House, NFRC, TrustMark, Google Maps and Facebook);
  - Person ×2 (the directors);
  - WebSite; WebPage, AboutPage, ContactPage and CollectionPage;
  - BreadcrumbList on 19 pages;
  - Service on 9 pages;
  - FAQPage on 14 pages. Google only shows FAQ rich results for government and health sites, so this is harmless but won't produce them.
- **Open Graph and Twitter:** on all 20 pages. og.png returns 200 (1200×630, but **658 KiB**, so compress it).
- **llms.txt / llms-full.txt:** present.
- **Search Console:** a verification TXT record exists. Submit the sitemap there if that hasn't been done.

7. NAP, phones and hours

Item	Value	Consistent?
Name	Admiral Roofing Specialists (Ltd, company 11701881)	Yes
Address	46 St Marys Close, Hessle, HU13 0HJ	Yes (site, schema, map)
Main phone	01482 627895 / `tel:+441482627895`: 107 visible mentions, 20 pages; also in CTAs, the sticky mobile bar, meta descriptions and schema	Yes
Other phones	Mobile 07778 137788 and 07957 560260 (footer and Contact), each with a matching `tel:`	Labels match. Showing 3 numbers is a client choice
WhatsApp	**removed** (staging linked WhatsApp to the landline)	Resolved
Email	info@admiralroofingservices.co.uk (25 mailto links); MX now Rackspace emailsrvr	Yes. Send a test through the form; it was not submitted in this audit
Hours	Mon–Sat 9:00am to 5:00pm, Sunday closed, on Contact and in schema. No "24/7" anywhere	Yes. Keep the Google profile hours the same

8. Content and trust

- **Photos:** real Admiral jobs and vans, for example the branded vans outside a newly tiled house on the Home hero, and the pantile, slate, valley and chimney jobs on Our work. **No Wikimedia or Geograph images** and no credits for them. The Our work title is now "Hessle and Hull roofs we work on".
- **Guarantee:** "guaranteed for at least 12 months, and often for longer depending on the job".
- **Memberships and IDs:** NFRC member link; TrustMark licence 226834; Companies House 11701881; VAT 891383788; © 2026.

- **Reviews (†, re-checked 18:27 BST):** Home shows "1 of 4": 3 customer letters (Jackie and Paul C, Woodmansey; David and Shirley G, Anlaby Common; Mrs S.A. B, Willerby) and 1 Google review (Michael Craig). All 4 texts are unique.
  - "Mrs R, Boothferry Estate" has been removed. "Boothferry" now appears only as a place name in the FAQ answers on roof repairs and Areas.
  - No other page shows testimonials (checked Home, Services, 2 service pages, Contact, About, Our work and Areas).
  - Only 1 third-party review.
  - *First run: 5 comments, two with identical text.*
- **Word counts** (visible, desktop): Home 887, Services 456, the 9 service pages 878–964, About 720, Areas 919, Our work 315, Contact 428.
- **Cookies:** no CMP and no analytics. The cookie policy says the site sets no cookie of its own and that the spam check "loads with the quote form". The site sets no cookie (checked in Chrome); Turnstile runs in a Cloudflare frame.

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9. Accessibility

- **axe-core 4.13.0** (same tags as BEFORE), 20 pages × 2 viewports:
  - **desktop: 0 violations on every page**;
  - **mobile: 1 moderate** `region` **issue per page** (the sticky "Call now / Free quote" bar sits outside a landmark);
  - 0 serious, 0 critical.
  - The orange "eyebrow" label contrast (2.34:1 on staging) is fixed; it now uses `--copper-text` on light backgrounds.
- **pa11y 10.0.0** (WCAG2AA, htmlcs, desktop): Home 0, Services 0, Our work **1** (H32.2: the filter `<form>` has no submit button), Contact 0, Privacy 0.
- **Lighthouse Accessibility:** 100 on all 10 run-1 reports.
- **Other checks:**
  - skip link on every page; landmarks header, nav, main and footer; `lang="en-GB"`;
  - **Our work horizontal overflow fixed** (scroll width = viewport at 390 and 1440);
  - small tap targets on Home mobile: 6 inline or footer links under 24 px (10 BEFORE). axe `target-size` passes.

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10. Method and deviations from `../before/METHOD.md`

Same as BEFORE: Lighthouse 13.5.0, axe-core 4.13.0 with @axe-core/playwright 4.13.0, pa11y 10.0.0 (htmlcs, WCAG2AA, 1440×900, wait 2000 ms), Playwright 1.62.0, marked 18.0.14. These were reinstalled into `after/tools/` with `npm ci` from BEFORE's `package-lock.json`. Viewports, Lighthouse presets, axe tags and the 3 runs with medians are also the same, as is `summarise_lighthouse.py`.

Deviations, with reasons:

1. **Chrome build.** The system Chrome had auto-updated to 154.0.8037.97. To keep scores comparable I installed **Chrome for Testing 151.0.7922.169**, the exact BEFORE build (`after/tools/chrome/`), and used it for the crawl, Lighthouse, axe and pa11y.
2. **Lighthouse launch.** chrome-launcher couldn't connect to Chrome for Testing in the box ("Unable to connect to Chrome"). So `scripts/run_lighthouse.sh` starts a fresh Chrome per run (new temp profile, BEFORE's flags `--headless=new --no-sandbox --disable-gpu`) and Lighthouse attaches with `--port`. Lighthouse's own storage reset stays on, so every run is cold, as in BEFORE.
3. **URLs.** The BEFORE URLs now 301, so I measured their targets: `/`, `/services/`, `/our-work/`, `/contact/`. Testimonials redirects to `/#reviews-title`, so its column reuses Home. `/services/roof-repairs/` was added as a representative new page.
4. **Waiting.** Playwright's `networkidle` never fires on pages with the quote form because Turnstile keeps polling. The crawl and axe therefore use `load` plus 4 s instead (BEFORE: `networkidle` plus 2 s).

5. **Cookie banner.** There is no Cookiebot, so nothing needed hiding. BEFORE's style-tag injection is also blocked by the strict CSP.
6. **Bot check. No workaround was needed.** The staging bot check is gone from production, so default Playwright, Lighthouse and pa11y launches all saw the real site. This reverses the PROGRESS deviation.
7. **Link check.** Rewritten to read every href, src and srcset from the saved HTML. BEFORE's script assumed the old URL shapes.
8. **http:// tests.** The box's outbound port 80 is now blocked (http://example.com also fails), so the http → https leg couldn't be timed or counted. https apex → www and all old-URL redirects were tested.
9. **PSI.** HTTP 429 (quota 0), same as BEFORE.

Timings (BST, 19 Oct 2026):

Step	Time
Headers, TLS and redirects	17:08–17:13
Turnstile and cookie check	17:18
Crawl and screenshots	17:18–17:27
Lighthouse	17:29–17:36
axe	17:41–17:46
pa11y	17:47
Link check	17:48

Not measured:

- CrUX field data (429, and the site is too new);
- http:// redirect hops (port 80 blocked from the box);
- contact form delivery (no forms were submitted, as instructed).

11. Preview launch risks: status on production

Risk (from PROGRESS)	Status	Evidence
noindex on all pages	**Resolved**	No robots meta on any page; Lighthouse SEO 100
Hosting bot-check interstitial	**Resolved**	curl, Googlebot, facebookexternalhit, HeadlessChrome and Lighthouse UAs get the real HTML; no Set-Cookie; no `wsidchk`
301s from the 6 old URLs	**Resolved**	All 6 redirect in 1 hop, https to https. https apex → www is 1 hop. **http:// unverified from the box**
HSTS	**Resolved**	`max-age=63072000; includeSubDomains; preload` on apex and www
og.png loads	**Resolved**	200, image/png, 1200×630. It's 658 KiB, so compress it
Our work mobile overflow	**Resolved**	scrollWidth 390 = viewport (was 655)
Borrowed Wikimedia/Geograph photos	**Resolved**	Replaced with Admiral's own job and van photos; no Commons or Geograph references remain
Orange label contrast (2.34:1)	**Resolved**	axe color-contrast passes on all 20 pages; LH a11y 100
`/admin/login.php` exposure	**Resolved**	`/admin/` and `/admin/login.php` return 403
Sitemap: production URLs and 200s	**Resolved**	15 URLs, all `https://www.`, all 200
Sitemap: legal pages	**Still open (low)**	The 5 legal pages are still not in the sitemap; this is optional
Canonicals	**Resolved**	Self-referencing production URLs on 20 of 20 pages

Risk (from PROGRESS)	Status	Evidence
robots.txt	**Resolved**	`Allow: /` plus the production sitemap
Phone, WhatsApp and hours consistency	**Resolved**	One main number everywhere; WhatsApp removed; Mon–Sat 9–5 on page and in schema; no 24/7. The 2 mobiles stay by choice
Brotli and HTTP/3	**Still open**	gzip only; HTTP/2 only
TTFB	**Resolved**	81–167 ms Lighthouse median on mobile (staging 193–212 ms; BEFORE 111–162 ms)
SSL issuer and expiry	**OK**	Let's Encrypt YE2, apex + www, expires 17 Jan 2027. Confirm auto-renewal
wssplashchk cookie vs cookie policy	**Resolved**	No cookie is set

New since PROGRESS:

- og.png is heavy.
- Found in the first run and **fixed by 18:34 BST:** the duplicate testimonial, and Turnstile loading on page load.

12. File index

Path	Contents
`AFTER.md`, `COMPARISON.md`, `CASE-STUDY-DRAFT.md`, `Admiral-Roofing-AFTER-2026-10-19.pdf`	reports
`comparisons/*.png`	5 before/after side-by-side images
`screenshots/desktop-1440/`, `screenshots/mobile-390/`	22 screenshots per viewport
`crawl/crawl_raw.json`, `crawl/render.json`, `crawl/pages.csv`, `crawl/linkcheck.json`	crawl, render data and link check (98 URLs)
`performance/lighthouse/`, `performance/lighthouse_summary.json`, `performance/comparison_numbers.json`	first run: 30 Lighthouse runs, summary and % changes
`performance/lighthouse-recheck/`, `performance/lighthouse_recheck_summary.json`	† re-run after the fixes: 18 Lighthouse runs
`recheck/`	fix verification logs; copies of the first-run AFTER, COMPARISON and CASE-STUDY files
`performance/images/image_inventory.csv`	images
`performance/psi/`	PSI attempt (429)
`accessibility/axe_*.json`, `accessibility/axe_summary.json`, `accessibility/pa11y_*.json`, `accessibility/pa11y.config.json`	accessibility
`tech/headers_tls.txt`, `tech/botcheck_and_redirects.txt`, `tech/redirects_canonical_host.txt`, `tech/dns.txt`, `tech/ttfb_curl.txt`, `tech/turnstile_cookies_check.txt`, `tech/turnstile_console_check.txt`	tech evidence
`raw/`	raw and rendered HTML, robots.txt, sitemap.xml, llms files, og.png, admin response
`scripts/`, `tools/package-lock.json`	everything used to reproduce this

Appendix A: first-run figures (17:29–17:36 BST, before the fixes)

Page	Weight mobile / desktop	Requests mobile / desktop	Third-party (mobile)	Mobile LCP	Desktop LCP	Mobile FCP	Mobile SI
Home	966 / 967 KiB	22 / 21	7 requests, 735 KiB (Turnstile)	1.92 s	0.57 s	1.15 s	1.67 s
Services	153 / 153 KiB	9 / 9	0	1.58 s	0.43 s	1.05 s	1.46 s
Contact	890 / 1,286 KiB	20 / 28	7 (Turnstile)	1.62 s	0.44 s	1.12 s	1.40 s

- **Playwright desktop requests after a full scroll:** Home 21, Contact 40.
- **Console errors:** 5–6 on load on each of the 12 pages with the form.
- **Testimonials:** 5, two with the same text.

The full first-run AFTER.md is at `recheck/AFTER.first-run.md`.

Admiral Roofing Specialists: BEFORE vs AFTER

Changelog

- **Re-measured 19 Oct 2026 18:34 BST after fixes.**
  - Duplicate testimonial removed; checked on every page that shows testimonials (Home only).
  - Cloudflare Turnstile now loads only when someone first focuses or types in a quote-form field. Checked on Home, roof repairs and Contact: 0 Cloudflare requests or frames on load, 13 requests and 1 frame after interaction, no form submitted.
  - Lighthouse re-run on Home, Services and Contact (mobile and desktop, 3-run median, same settings), plus Playwright request counts. Rows marked † are updated.
  - The first-run figures are kept in the appendix.
- First run: 19 Oct 2026, 17:08–17:49 BST.

BEFORE: the old site at https://www.admiralroofingservices.co.uk/, measured 1 Oct 2026, 13:14 to 14:17 BST (`../before/`). **AFTER:** the rebuilt site at the same address, live and measured 19 Oct 2026, 17:08 to 17:49 BST (this folder). **Method:** same tools, versions and settings as `../before/METHOD.md`. Deviations are listed in `AFTER.md` section 10.

- **Lighthouse:** 13.5.0 on Chrome 151.0.7922.169, 3 runs. Scores, page weight and requests come from the median-performance run; timing metrics are the median of the 3 runs.
- **axe-core:** 4.13.0.
- **pa11y:** 10.0.0.
- **Playwright:** 1.62.

Column order: Home / Services / Testimonials / Gallery / Contact.

- The old pages now 301 to `/`, `/services/`, `/#reviews-title` (Home), `/our-work/` and `/contact/`.
- Testimonials has been folded into Home, so its AFTER column repeats the Home figures.
- % = (AFTER − BEFORE) / BEFORE for each page. For scores, higher is better; for times, weights, requests and CLS, lower is better.

1. The 38 baseline metrics

#	Metric	BEFORE	AFTER	Change	Verdict
1	Lighthouse Performance, mobile	70 / 60 / 64 / 67 / 54	**99 / 100 / 99 / 100 / 100**	+41% / +67% / +55% / +49% / +85%	Improved
2	Lighthouse Performance, desktop	86 / 83 / 81 / 89 / 64	**100 / 100 / 100 / 100 / 100**	+16% / +20% / +23% / +12% / +56%	Improved
3	Lighthouse Accessibility, mobile	94 / 94 / 94 / 94 / 91	**100 / 100 / 100 / 100 / 100**	+6% / +6% / +6% / +6% / +10%	Improved
4	Lighthouse Best Practices, mobile	96 / 100 / 100 / 92 / 58	**100 / 100 / 100 / 100 / 100**	+4% / 0% / 0% / +9% / +72%	Improved (2 pages already at 100)
5	Lighthouse SEO, mobile	100 / 100 / 100 / 100 / 100	**100 / 100 / 100 / 100 / 100**	0%	Same (staging noindex has been removed)

#	Metric	BEFORE	AFTER	Change	Verdict
6	LCP, mobile	5.4 / 9.5 / 8.5 / 6.4 / 12.5 s	**1.98 / 1.59 / 1.98 / 1.73 / 1.58 s** †	−63% / −83% / −77% / −73% / −87%	Improved. All under 2.5 s
7	LCP, desktop	0.9 / 2.5 / 1.8 / 1.3 / 2.1 s	**0.49 / 0.42 / 0.49 / 0.46 / 0.42 s** †	−46% / −83% / −73% / −65% / −80%	Improved
8	FCP, mobile	4.0 / 4.0 / 2.5 / 4.0 / 5.8 s	**1.23 / 1.04 / 1.23 / 1.04 / 1.04 s** †	−69% / −74% / −51% / −74% / −82%	Improved
9	CLS, desktop	0.218 / 0.086 / 0.194 / 0.159 / 0.839	**0.035 / 0.001 / 0.035 / 0.001 / 0.006**	−84% / −99% / −82% / −99% / −99%	Improved. All pages under 0.1
10	CLS, mobile	0.000 / 0.127 / 0.125 / 0.000 / 0.130	**0.000 on all 5**	n/a / −100% / −100% / n/a / −100%	Improved (Home and Gallery stay at 0)
11	TBT, mobile	58 / 68 / 147 / 56 / 83 ms	**0 / 0 / 0 / 0 / 0 ms**	−100%	Improved
12	Speed Index, mobile	4.9 / 4.4 / 4.0 / 4.6 / 6.8 s	**1.67 / 1.50 / 1.67 / 1.18 / 1.28 s** †	−66% / −66% / −58% / −74% / −81%	Improved
13	Page weight, mobile	10,480 / 2,929 / 1,307 / 908 / 1,746 KiB	**232 / 154 / 232 / 337 / 151 KiB** †	−98% / −95% / −82% / −63% / −91%	Improved. Turnstile no longer loads on page load (0 third-party requests on Home and Contact mobile)
14	Page weight, desktop	1,645 / 3,129 / 1,139 / 643 / 1,725 KiB	**232 / 154 / 232 / 478 / 455 KiB** †	−86% / −95% / −80% / −26% / −74%	Improved. Contact's 455 KiB is mostly the OpenStreetMap frame and tiles, which load on desktop
15	Network requests, Lighthouse mobile	42 / 36 / 41 / 40 / 54	**11 / 9 / 11 / 13 / 9** †	−74% / −75% / −73% / −68% / −83%	Improved
16	Requests after full scroll, Playwright desktop (Home / Services / Testimonials / Gallery / Contact / Privacy)	58 / 38 / 48 / 57 / 56 / 33	**9 / 6 / 9 / 12 / 28 / 6** † (Our work and Privacy from the first run)	−84% / −84% / −81% / −79% / −50% / −82%	Improved. Contact's 28 is mostly OpenStreetMap
17	Image bytes, home mobile	10,014,187 B	**79,606 B**	−99.2%	Improved
18	Content images in WebP/AVIF	0 of 34	**8 of 8** first-party photos are AVIF (plus 2 SVG logos and 1 PNG icon)	0% → 100%	Improved
19	CrUX field data (p75 LCP/INP/CLS)	Not measured (PSI 429)	**Not measured.** The PSI API returned HTTP 429 at 17:14 BST; Google's keyless daily quota is now 0. No origin data either	n/a	Same (n/a)
20	axe rules failing / serious nodes (Home / Services / Testimonials / Gallery / Contact / Privacy)	Desktop 4/3/3/3/4/2, mobile 4/4/4/4/5/4. Serious nodes: desktop 2/2/2/2/3/1, mobile 2/2/2/2/3/2	**Desktop 0/0/0/0/0/0, mobile 1/1/1/1/1/1** (all the same moderate `region` issue). **0 serious, 0 critical**	Desktop −100%. Mobile −75% / −75% / −75% / −75% / −80% / −75%. Serious nodes −100%	Improved
21	pa11y errors (WCAG2AA, desktop)	4 / 4 / 4 / 4 / 4	**0 / 0 / 0 / 1 / 0** (Privacy 0)	−100% / −100% / −100% / −75% / −100%	Improved
22	Indexable pages / sitemap URLs	5 / 6	**20 / 15**: all 15 sitemap URLs return 200, plus 5 legal pages not in the sitemap	+300% / +150%	Improved
23	Visible words, desktop	402 / 340 / 357 / 93 / 180	**887 / 456 / 887 / 315 / 428**	+121% / +34% / +148% / +239% / +138%	Improved. The 9 new service pages also have 878 to 964 words each
24	Pages with exactly one visible H1, desktop	4 of 5	**15 of 15** sitemap pages (20 of 20 including legal), desktop and mobile	80% → 100%	Improved

#	Metric	BEFORE	AFTER	Change	Verdict
25	Home images with empty or missing alt	9 empty / 0 missing, of 15	**0 / 0, of 4** (0 on all 20 pages)	−100%	Improved
26	Security headers (of 6)	0	**6**: HSTS (2 years, includeSubDomains, preload), CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy	0 → 6	Improved
27	HTML Cache-Control	absent	`private, no-cache, max-age=3600`	present	Improved
28	Compression on HTML	gzip, no Brotli	gzip, no Brotli	—	Same
29	HTTP/3	No	No (no `alt-svc`; HTTP/2)	—	Same
30	Redirect hops to the canonical host	1 hop each	https apex → www: **1 hop**. All 6 old URLs on www: **1 hop, https to https**. http:// could not be tested from the box (see AFTER §10)	—	Same (1 hop). http to be confirmed
31	Broken links/images	0 of 56	**0 of 98** (Facebook gives 400 to scripts but 200 in a browser)	—	Same (0)
32	Console errors on page load	0	**0** on Home, Services, roof repairs and Contact † (5–6 errors from the Turnstile frame now appear only after someone starts filling in the form)	—	Same (was worse in the first run)
33	Phone numbers shown / `tel:` targets	3 shown / 1 target (labels didn't match)	**3 shown / 3 targets, every label matches.** 01482 627895 is the main number in all CTAs, meta and schema; the two mobiles appear in the footer and on Contact. The WhatsApp link has been removed	targets 1 → 3	Improved (3 numbers is a client choice)
34	Structured data types	RoofingContractor only	RoofingContractor, Person, WebSite, WebPage, AboutPage, ContactPage, CollectionPage, BreadcrumbList, Service, FAQPage	1 → 10 types	Improved
35	Twitter card tags	none	`summary_large_image` on all 20 pages, with full Open Graph; og.png 1200×630 returns 200	—	Improved
36	Testimonials: count / duplicated text / third-party	4 / 2 / 0	**4 / 0 / 1** † (duplicate removed; "Mrs S.A. B, Willerby" kept)	—	Improved
37	Copyright year	2025	**2026**	—	Improved
38	Server response time, Lighthouse median	111 to 162 ms	**81 to 167 ms on mobile** (desktop 82 to 333 ms; the 333 ms is Home, a cache miss)	about the same	Same

† = re-measured 19 Oct 2026, 18:27–18:34 BST, after the fixes (Lighthouse on Home, Services and Contact; Our work and roof repairs keep their first-run figures). The first-run values are in the appendix.

Tally (after fixes):

- **30 improved:** rows 1–4, 6–18, 20–27 and 33–37.
- **7 the same:** rows 5, 19, 28, 29, 31, 32 and 38.
- **1 the same, but the http leg is still to be confirmed:** row 30.
- **0 worse.**

2. The old top 10 problems

#	BEFORE problem	AFTER status	Evidence
1	Slow on mobile	**Fixed**	Mobile performance 99–100. LCP 1.58–1.92 s (was 5.4–12.5 s). TBT 0 ms
2	Huge images, no WebP, no cache headers	**Fixed**	All photos are AVIF at 640/960 px with srcset and a 1-year cache. Home image bytes are 79,606 (was 10,014,187)
3	Conflicting phones, mislabelled `tel:` link	**Fixed** (client choice remains)	One main number (01482 627895) everywhere, and every `tel:` matches its label. WhatsApp-to-landline removed. The two mobiles are still listed by choice
4	Layout shift	**Fixed**	Desktop CLS ≤ 0.063 on all measured pages, mobile 0.000 (Contact desktop was 0.839)
5	Thin content, shallow structure	**Fixed**	15 sitemap pages: 9 service pages of 878–964 words, About 720, Areas 919, Home 887
6	Heading errors	**Fixed**	Exactly one visible H1 on every page at 1440 and 390
7	Weak or out-of-date trust signals	**Fixed** (one gap left)	Added: © 2026; **real Admiral photos** (vans and the firm's own jobs); NFRC and TrustMark 226834; Companies House and VAT numbers; Google review; Google profile link; a 12-month workmanship guarantee in writing; info@ email; sitemap lastmod 2026-10-16. The duplicate testimonial has been removed again (re-checked 18:27 BST). **Remaining gap:** only 1 third-party review
8	No security headers or HTML caching	**Fixed**	6 of 6 headers, including HSTS with preload. HTML Cache-Control is set. TLS 1.2/1.3 only
9	Accessibility gaps	**Fixed** (2 minor items left)	axe: 0 serious and 0 critical on all 20 pages at both viewports; the orange label contrast is fixed. LH accessibility 100. **Left:** the mobile sticky call bar sits outside a landmark (moderate); the Our work filter form has no submit button (pa11y H32)
10	Cookie banner covering mobile, map behind consent	**Fixed**	No tracking, no Cookiebot, no banner. The map loads without consent. Turnstile sets no cookie on the site (checked)

Result: 10 of 10 fixed. Problem 7 still has one gap: there is only one third-party review.

3. Remaining issues, by priority

Priority	Issue	Why it matters	Suggested fix
1. Medium	**Only 1 third-party review** shown	Reviews are the strongest trust signal for a local trade	Ask recent customers for Google reviews, and show 3 to 5 with a link to the Google profile
2. Medium	**http:// redirect hop count unverified**: the box can't reach port 80	An http → https → www chain would cost one extra hop	Check from an outside machine (`curl -sIL http://admiralroofingservices.co.uk/gallery`) and aim for 1 hop to `https://www…/our-work/`
3. Medium	**No Brotli, no HTTP/3**	A small speed gain for repeat and mobile visitors	Enable `brotli on` (ngx_brotli) and HTTP/3/QUIC in nginx, or put a CDN in front
4. Low	**og.png is 658 KiB**	Slow social previews; some apps skip large images	Re-export as JPEG or WebP under about 150 KB at 1200×630
5. Low	**Mobile sticky call bar outside a landmark** (axe `region`, 20 pages)	Minor screen-reader navigation issue	Wrap it in `<nav aria-label="Quick contact">` or `<aside>`
6. Low	**Our work filter form has no submit button** (pa11y H32.2)	Minor	Use a `<fieldset>` without `<form>`, or add a visually hidden submit button
7. Low	**Legal pages are not in the sitemap**	They're still found through the footer links	Add them if you want them indexed
8. Low	**HTML `Cache-Control: private, no-cache, max-age=3600`** is self-contradictory	`no-cache` wins, so there's no harm, but it's confusing	Use `no-cache` alone, or `max-age=300, must-revalidate`

Priority	Issue	Why it matters	Suggested fix
9. Info	**No CrUX field data yet**	The site is new and the keyless PSI quota is 0	Re-check in about 28 days with an API key, or look in Search Console

Appendix: first-run figures (19 Oct 2026, 17:29–17:36 BST, before the two fixes)

These rows were replaced above. Turnstile loaded on page load at that point and the duplicate testimonial was live.

#	Metric	BEFORE	AFTER, first run	Change	Verdict
6	LCP, mobile	5.4 / 9.5 / 8.5 / 6.4 / 12.5 s	**1.92 / 1.58 / 1.92 / 1.73 / 1.62 s**	−64% / −83% / −77% / −73% / −87%	Improved. All pages now pass Google's 2.5 s "good" mark
7	LCP, desktop	0.9 / 2.5 / 1.8 / 1.3 / 2.1 s	**0.57 / 0.43 / 0.57 / 0.46 / 0.44 s**	−37% / −83% / −68% / −65% / −79%	Improved
8	FCP, mobile	4.0 / 4.0 / 2.5 / 4.0 / 5.8 s	**1.15 / 1.05 / 1.15 / 1.04 / 1.12 s**	−71% / −74% / −54% / −74% / −81%	Improved
12	Speed Index, mobile	4.9 / 4.4 / 4.0 / 4.6 / 6.8 s	**1.67 / 1.46 / 1.67 / 1.18 / 1.40 s**	−66% / −67% / −58% / −74% / −79%	Improved
13	Page weight, mobile	10,480 / 2,929 / 1,307 / 908 / 1,746 KiB	**966 / 153 / 966 / 337 / 890 KiB**	−91% / −95% / −26% / −63% / −49%	Improved, but about 735 KiB of Home and Contact is Cloudflare Turnstile (Home's own files are 231 KiB)
14	Page weight, desktop	1,645 / 3,129 / 1,139 / 643 / 1,725 KiB	**967 / 153 / 967 / 478 / 1,286 KiB**	−41% / −95% / −15% / −26% / −25%	Improved (Turnstile caveat as row 13)
15	Network requests, Lighthouse mobile	42 / 36 / 41 / 40 / 54	**22 / 9 / 22 / 13 / 20**	−48% / −75% / −46% / −68% / −63%	Improved. Turnstile accounts for 7 requests on Home and Contact
16	Requests after full scroll, Playwright desktop (Home / Services / Testimonials / Gallery / Contact / Privacy)	58 / 38 / 48 / 57 / 56 / 33	**21 / 6 / 21 / 12 / 40 / 6**	−64% / −84% / −56% / −79% / −29% / −82%	Improved. Contact's 40 includes 21 OpenStreetMap requests and 8 Turnstile requests
32	Console errors	0	**5 to 6 per page on the 12 pages with the quote form, 0 elsewhere.** All come from Cloudflare Turnstile's own frame (its CSP blocking `data:` plus Turnstile debug lines), not the site's code	0 → about 60 across 20 pages × 2 viewports	**Worse** (third-party)
36	Testimonials: count / duplicated text / third-party	4 / 2 / 0	**5 / 2 / 1.** One Google review was added, but the old duplicate came back ("Mrs R, Boothferry Estate" and "Mrs S.A. B, Willerby" carry the same text)	—	**Partly improved** (the duplicate has to go again)

First-run remaining issues that have now been fixed:

Priority	Issue	Why it matters	Suggested fix
1. High	**Duplicate testimonial is back** on Home: two different names share the same text	It looks invented, and the old site had exactly this problem	Remove one, or replace it with the real wording for that customer

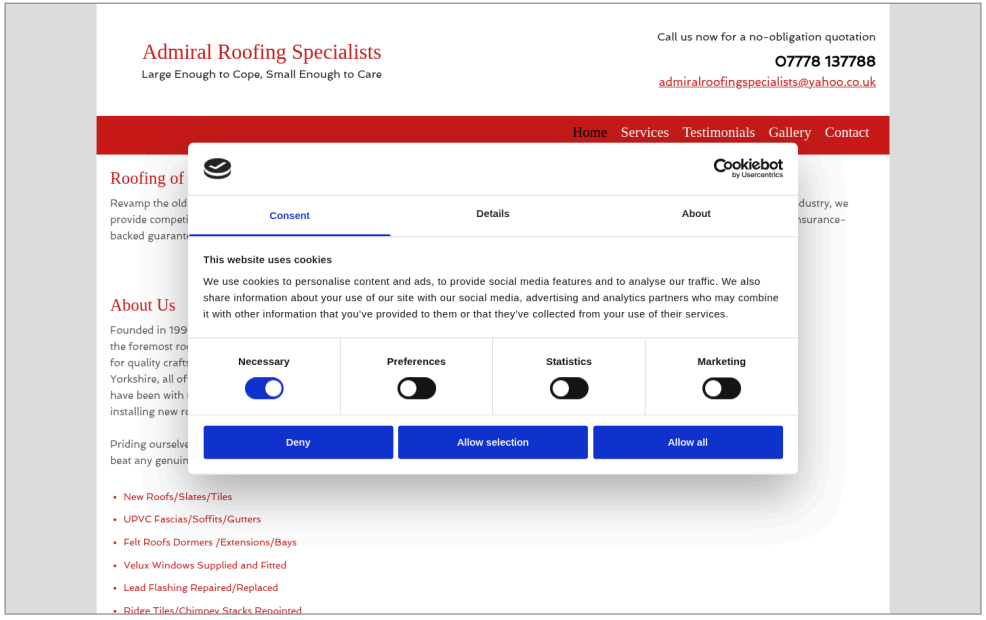
Priority	Issue	Why it matters	Suggested fix
2. High	**Cloudflare Turnstile loads on page load** on Home, the 9 service pages and Contact. It adds about 735 KiB and 7–8 third-party requests per page, 5–6 console errors, and stops "network idle" ever being reached	It nearly quadruples Home's weight (231 KiB of the site's own files → 966 KiB) and spends visitors' mobile data before anyone touches the form	Render Turnstile only when the visitor focuses the quote form (`render=explicit` on first focus or input), or keep the full form on Contact and link to it from other pages

First-run tally (corrected count; 30 had been stated): 29 improved, 1 partly improved, 6 the same, 1 the same but with the http leg to confirm, 1 worse.

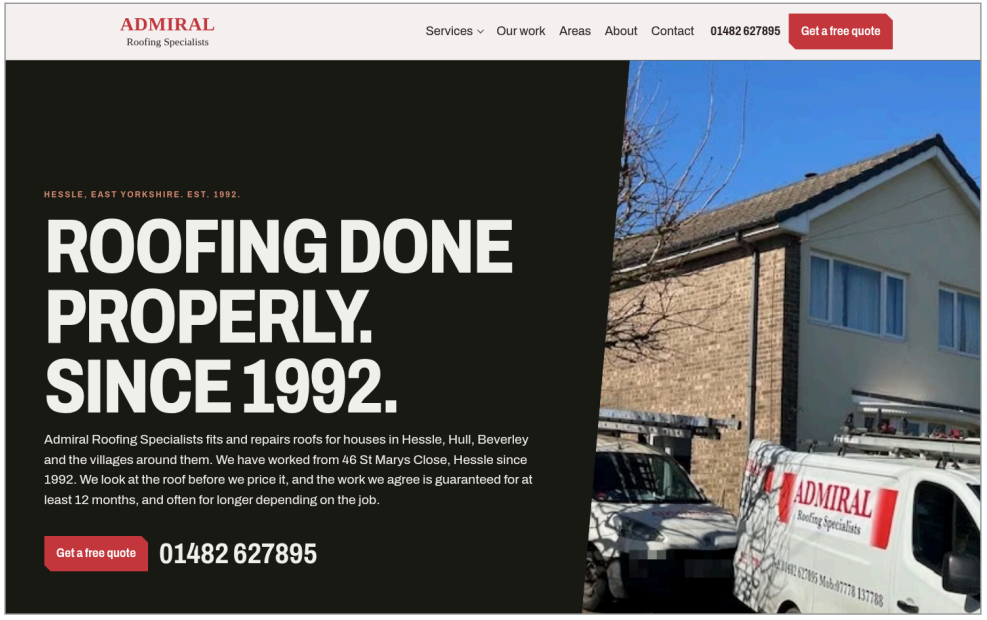
Homepage, desktop 1440 × 900, above the fold, first visit

Homepage, desktop 1440 x 900, above the fold, first visit

BEFORE (old site, 1 Oct 2026)

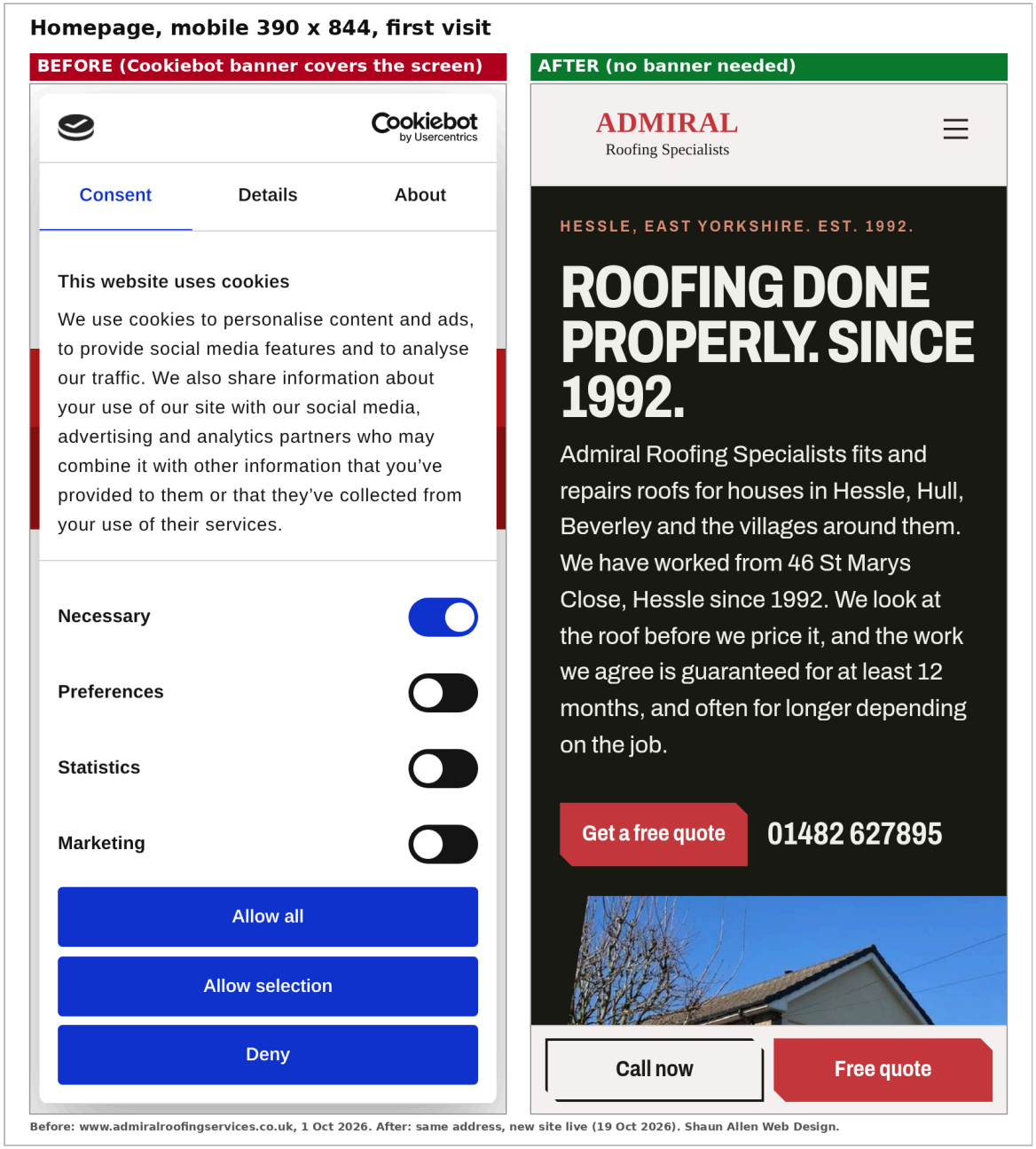


AFTER (new site, 19 Oct 2026)



Before: www.admiralroofingservices.co.uk, 1 Oct 2026. After: same address, new site live (19 Oct 2026). Shaun Allen Web Design.

Homepage, mobile 390 × 844, first visit (old cookie banner vs new)

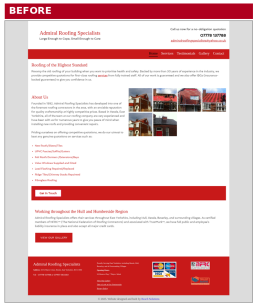


Before: www.admiralroofingservices.co.uk, 1 Oct 2026. After: same address, new site live (19 Oct 2026). Shaun Allen Web Design.

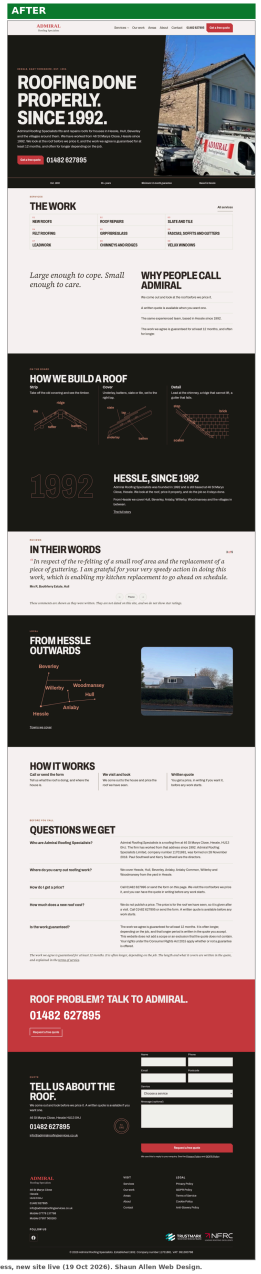
Homepage, desktop, full page

Homepage, desktop 1440, full page

BEFORE



AFTER

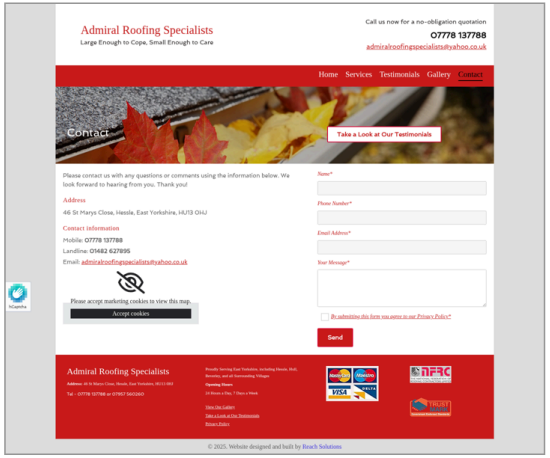


Before: www.admiralroofingservices.co.uk, 1 Oct 2026. After: same address, new site live (19 Oct 2026). Shaun Allen Web Design.

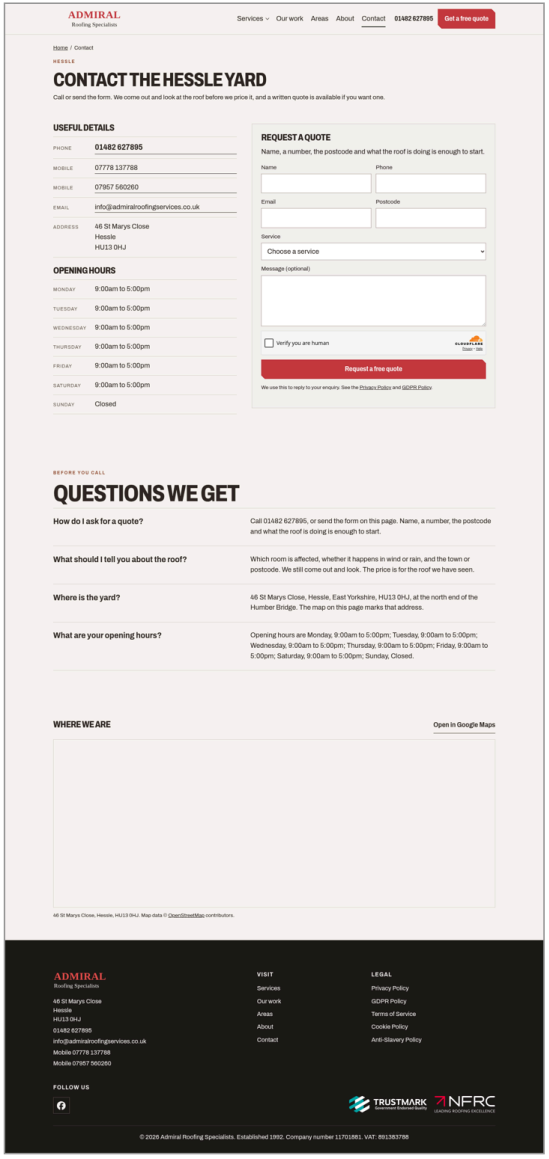
Contact page, desktop, full page

Contact page, desktop 1440, full page

BEFORE (/contact)



AFTER (/contact/)



Before: www.admiralroofingservices.co.uk, 1 Oct 2026. After: same address, new site live (19 Oct 2026). Shaun Allen Web Design.