Admiral Roofing Specialists: website baseline audit ("BEFORE")

- **Site audited:** https://www.admiralroofingservices.co.uk/
- **Audit date:** Thursday 1 October 2026. Measurements taken 13:13 to 14:15 BST (Europe/London, UTC+1)
- **Prepared for:** Shaun Allen Web Design, Hull (https://www.shaunallen.co.uk). This is the "before" snapshot for a before/after case study.
- **Measured from:** a Linux audit box (headless Google Chrome 151.0.7922.169). Exact tools, versions, commands and settings are in `METHOD.md`.
- **Scope rule:** this report only contains things that were measured or directly seen. Where something could not be measured, the report says so and explains why.

1. Executive summary

The site has **6 URLs** (5 indexable pages plus a `noindex` privacy policy). It runs on the **Mono Solutions** white-label site builder and was built and is managed by **Reach Solutions**, according to the footer credit. Technical SEO basics are in place: every page returns HTTP 200, titles and meta descriptions are unique, canonicals are set, there is a sitemap, and RoofingContractor schema is present. Lighthouse SEO scores 100 on every page. The real weaknesses are **mobile speed, image weight, layout shift, contradictory phone numbers, thin content and an out-of-date look and feel**.

Headline numbers (Lighthouse 13.5.0; the median-performance run of 3 per page; mobile = Lighthouse default simulated Moto G Power / slow 4G)

Metric	Home (mobile)	Home (desktop)	Worst page (mobile)
Performance score	**70**	**86**	**54** (Contact)
Largest Contentful Paint (LCP)	**5.4 s**	0.9 s	**12.5 s** (Contact)
First Contentful Paint (FCP)	4.0 s	0.9 s	5.8 s (Contact)
Cumulative Layout Shift (CLS)	0.000	**0.218**	**0.839** (Contact, desktop)
Total Blocking Time	58 ms	0 ms	147 ms (Testimonials)
Total page weight	**10,480 KiB (~10.2 MiB)**	1,645 KiB	10,480 KiB (Home is the heaviest)
Requests (Lighthouse)	42	42	59 (Contact, desktop)
Accessibility / Best practices / SEO	94 / 96 / 100	94 / 96 / 100	91 / 58 / 100 (Contact)

- **Mobile performance across the 5 indexable pages:** 54 to 70. **Desktop:** 64 to 89.
- **Mobile LCP is above Google's 2.5 s "good" threshold on all 5 pages** (5.4 s to 12.5 s).

- **CLS is above the 0.1 "good" threshold on 4 of 5 pages on desktop** (0.159 to 0.839) and on 3 of 5 pages on mobile (0.125 to 0.130).
- **axe-core 4.13 (WCAG 2.x A/AA plus best practice):** 2 to 5 failing rules per page. "Serious" issues on every page: nav colour contrast 3.64:1, a link that is only distinguishable by colour (1.14:1), and invalid list markup in the mobile menu.
- **0 of 6 common security headers** are sent (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy).
- **Broken links / images:** 0 of 56 checked URLs failed. **Console errors:** 0 (warnings only).
- **Field data (CrUX) and the PageSpeed Insights API:** could not be obtained. The API returned HTTP 429 (daily quota exceeded) on every call; see section 10.

Top 10 problems (ranked by likely business impact)

1. **Slow on mobile.** Lighthouse mobile performance is 54 to 70, and mobile LCP is 5.4 s (home), 6.4 s (gallery), 8.5 s (testimonials), 9.5 s (services) and 12.5 s (contact).
2. **Huge, unoptimised images.** On mobile the homepage downloads **10.2 MiB**, of which 9.55 MiB (10,014,187 bytes) is images. The cause is six project photos served at their full **2592×1936 px** (1.1 to 2.0 MB each) for thumbnails displayed at 183×137 px on desktop. The scrolled desktop render downloads them too. The site serves no WebP or AVIF content images: 28 of 34 unique images are JPEG. The original uploads are sent **without any Cache-Control header**; Lighthouse estimates 9,798 KiB of cache savings on the mobile homepage.
3. **Conflicting phone numbers and a mislabelled click-to-call.** Three numbers appear: **07778 137788** (desktop header, every meta description, footer), **07957 560260** (footer only) and **01482 627895** (schema, services text, contact page). **Every `tel:` link on the site dials 01482 627895**, including a link on the contact page whose visible text reads "07778 137788". The desktop header number is not clickable.
4. **Layout shift.** Desktop CLS is 0.839 on Contact: one shift of 0.831 on the main content column. It is 0.218 on Home, 0.194 on Testimonials and 0.159 on Gallery, against a 0.1 target.
5. **Thin content and a shallow structure.** There are only 5 indexable pages. All eight services share a single page, there are no service or area (location) pages, and no blog or news. Visible word counts are 93 (Gallery), 180 (Contact), 340 (Services), 357 (Testimonials) and 402 (Home). "Hull" does not appear in any page title.
6. **Heading errors.** The homepage has **no visible H1 on desktop**, because its H1 only displays on mobile. Four pages have their H1 duplicated in the HTML (a desktop copy and a mobile copy). On mobile the **Gallery page's visible H1 is "What Our Customers Say about Us"**, copied from the Testimonials page.
7. **Trust signals are weak or out of date.** The copyright line says **"© 2025"**. There are only **4 testimonials**, all undated, and **two of them have identical body text** under different names and headlines. There is no Google, Checkatrade, Trustpilot or other third-party review integration, no Google Business Profile link and no social links. The contact email is a **@yahoo.co.uk** address. Sitemap `lastmod` for the Services page is **27 Feb 2019**.
8. **No security headers and no HTML caching policy.** HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy and Permissions-Policy are all absent. HTML responses carry no Cache-Control.
9. **Accessibility gaps.** The active nav item has 3.64:1 contrast (4.5:1 is required). The footer credit link is distinguishable by colour only (1.14:1). Mobile menu list markup is invalid. On the homepage, 9 rendered images have empty `alt=""`, including the accreditation logos (NFRC, TrustMark, card logos). There is no skip link. On mobile, 7 to 12 tap targets per page are smaller than 24 px in height, and much body text is 11 to 12 px.
10. **Cookie banner and map get in the way.** On a first visit the Cookiebot dialog **covers the entire first screen on mobile** (see screenshot), and Lighthouse identified the cookie-dialog text as the mobile homepage's LCP element. The contact page map only appears after "marketing" cookies are accepted.

Also noted: URLs end in a trailing hyphen (`/services-`, `/testimonials-`) and `/services` returns 404. The contact form uses `type="text"` for its email and phone fields, so mobile users don't get the right keyboard. The site is locked to a proprietary platform (Mono/Reach).

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2. Crawl & page inventory

How: sitemap.xml, robots.txt and internal-link discovery (BFS) using Python `requests` with BeautifulSoup. Each page was then rendered in headless Chrome 151 via Playwright 1.62. Crawled 1 Oct 2026, 13:15 BST. Full data: `crawl/pages.csv`, `crawl/pages_summary.json`, `crawl/crawl_raw.json`, `crawl/render.json`. Raw HTML (as served): `raw/html/*.html`. Rendered DOM (desktop): `raw/rendered/*.html`.

- **robots.txt** (`raw/robots.txt`): `User-agent: *` with no rules, plus a `Sitemap:` line. Nothing is blocked.
- **sitemap.xml** (`raw/sitemap.xml`): 6 URLs. Every page has `priority` 1.0 except the privacy policy (0), which is also `noindex`, so a noindexed URL is listed in the sitemap. `lastmod`: Home 2026-02-11; Services **2019-02-27**; Testimonials 2023-02-27; Gallery 2023-02-27; Contact 2025-07-31; Privacy 2024-08-23.
- **Discovered vs sitemap:** link discovery found no internal HTML pages beyond the 6 in the sitemap. The other internal links are full-size image files opened by the lightbox.

URL	Status	Redirects	Title (chars)	Meta description chars	Visible H1 desktop / mobile	H1s in HTML	Words (visible desktop)	Canonical	Robots meta	Images (rendered, unique)	Empty alt	Missing alt attr	Internal links (total / unique)	External links (unique)
`/`	200	0	Roofing Company, New Roofs | Hessle, East Yorkshire (51)	147	**none** / "Trust Our Established Roofing Company for Cost-Effective Solutions from Hessle, East Yorkshire"	1	402	self, but without trailing slash	none	15	9	0	27 / 18	1
`/services-`	200	0	Roofing Services | Hessle, East Yorkshire (41)	149	"A Wide Range of Roofing Services from Specialists You Can Rely on in Hessle, East Yorkshire" (both)	**2** (duplicate)	340	self	none	4	3	0	13 / 6	1

URL	Status	Redirects	Title (chars)	Meta description chars	Visible H1 desktop / mobile	H1s in HTML	Words (visible desktop)	Canonical	Robots meta	Images (rendered, unique)	Empty alt	Missing alt attr	Internal links (total / unique)	External links (unique)
`/testimonials-`	200	0	Roofing Company | Testimonials - Hessle, East Yorkshire (55)	156	"What Our Customers Say about Us" (both)	**2** (duplicate)	357	self	none	8	3	0	21 / 10	1
`/gallery`	200	0	Roofing Company | Gallery - Hessle, East Yorkshire (50)	154	"Gallery" / **"What Our Customers Say about Us"**	**2** (different)	93	self	none	12	2	0	22 / 16*	1
`/contact`	200	0	Roofing Company | Contact - Hessle, East Yorkshire (50)	158	"Contact" (both)	**2** (duplicate)	180 (2,540 in raw HTML, because the full privacy policy is embedded as a hidden modal)	self	none	3	3	0	12 / 6	3 (incl. hCaptcha terms/privacy)
`/privacy-policy`	200	0	Privacy Policy (14)	14 ("Privacy Policy")	"Privacy Policy"	1	2,439	**none**	`noindex, nofollow, noarchive`	3	3	0	11 / 6	1

*Gallery internal links are mostly lightbox links to full-size image files. Exact per-page figures are in `crawl/pages.csv`. Image counts come from the rendered DOM after scrolling, excluding the 1×1 data-URI lazy-load placeholders. The raw HTML holds each image twice (placeholder plus `<noscript>` copy).

Heading outlines (as in the HTML):

- Home: H1 "Trust Our Established Roofing Company…" (mobile-only) → H2 "Roofing of the Highest Standard" → H2 "About Us" → H3 "Working throughout the Hull and Humberside Region"
- Services: H1 (×2, duplicate) → H2 "Multiple Services Available" → H2 "Important Information"
- Testimonials: H1 "What Our Customers Say about Us" (×2). The testimonial headlines are not marked up as headings.
- Gallery: H1 "Gallery" + H1 "What Our Customers Say about Us" (mobile-visible). No other headings.
- Contact: H1 "Contact" (×2). "Address" and "Contact information" are styled text, not headings.
- Privacy policy: H1 only.

Other URL behaviour (curl, 13:14 BST; `tech/redirects_and_headers.txt`): `/services`, `/index.html` and an invented URL all return a real **404** (a 222,576-byte "404 Not Found" page, so it is not a soft 404).

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3. Screenshots

Captured 1 Oct 2026, around 13:16 to 13:18 BST, with Playwright 1.62 driving headless Chrome 151. Desktop is 1440×900 CSS px at DPR 1. Mobile is 390×844 at DPR 2 (iPhone UA, touch). Full-page shots were taken after scrolling to trigger lazy-loading, with the Cookiebot dialog hidden by CSS. Above-the-fold shots of the homepage were taken **with** the cookie banner (what a first-time visitor sees) and **without** it.

Page	Desktop 1440 full page	Mobile 390 full page
Home	`screenshots/desktop-1440/home__full.png`	`screenshots/mobile-390/home__full.png`
Services	`screenshots/desktop-1440/services__full.png`	`screenshots/mobile-390/services__full.png`
Testimonials	`screenshots/desktop-1440/testimonials__full.png`	`screenshots/mobile-390/testimonials__full.png`
Gallery	`screenshots/desktop-1440/gallery__full.png`	`screenshots/mobile-390/gallery__full.png`
Contact	`screenshots/desktop-1440/contact__full.png`	`screenshots/mobile-390/contact__full.png`
Privacy policy	`screenshots/desktop-1440/privacy-policy__full.png`	`screenshots/mobile-390/privacy-policy__full.png`

Homepage above the fold:

- Desktop: `screenshots/desktop-1440/home__above-the-fold.png` and `screenshots/desktop-1440/home__above-the-fold__with-cookie-banner.png`
- Mobile: `screenshots/mobile-390/home__above-the-fold.png` and `screenshots/mobile-390/home__above-the-fold__with-cookie-banner.png`

What the screenshots show:

- **Desktop:** a fixed-width (~1170 px) boxed layout centred on a grey background. It has a text logo, a red nav bar, no hero image on the homepage, and small project thumbnails (rendered at 183×137 CSS px). Visually dated.
- **Mobile, first visit:** the cookie dialog fills the whole viewport.
- **Mobile, after consent:** a "TAP TO CALL" button, then the text logo, a hamburger and a dark-red strip carrying the H1. Below the first paragraph is a large blank area, which is the lazy-loaded image slider before it loads.
- **Mobile page heights:** 2,650 px (Contact) to 8,202 px (Privacy). There is no horizontal overflow at 390 px on any page.

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4. Performance

4.1 Lighthouse lab results (all 5 indexable pages × mobile and desktop × 3 runs)

Run 1 Oct 2026, 13:18 to 13:27 BST, with Lighthouse 13.5.0 (npm, local) and headless Chrome 151. Defaults:

- **Mobile:** simulated throttling, RTT 150 ms, 1.6 Mbps, 4× CPU slowdown, 412×823 at DPR 1.75.
- **Desktop:** `--preset=desktop`, RTT 40 ms, 10 Mbps, 1× CPU, 1350×940.

No consent cookie was set, so the cookie banner shows, as it would for a first-time visitor. Scores come from the median-performance run of the 3. Metrics are medians across the 3 runs. Reports are in `performance/lighthouse/<page>_<formfactor>_run<N>.report.{html,json}`, with a summary in `performance/lighthouse_summary.json`. The box's Lighthouse benchmarkIndex was 2826.5.

Page	Form factor	Perf	A11y	BP	SEO	FCP	LCP	TBT	CLS	Speed Index	TTI	Weight	Requests	Perf (3 runs)
home	mobile	70	94	96	100	4.0 s	5.4 s	58 ms	0.000	4.9 s	5.4 s	10,480 KiB	42	72, 68, 70
home	desktop	86	94	96	100	0.9 s	0.9 s	0 ms	0.218	1.4 s	0.9 s	1,645 KiB	42	85, 87, 86
services	mobile	60	94	100	100	4.0 s	9.5 s	68 ms	0.127	4.4 s	9.6 s	2,929 KiB	36	57, 60, 60
services	desktop	83	94	100	100	0.9 s	2.5 s	0 ms	0.086	1.4 s	2.5 s	3,129 KiB	37	83, 88, 83
testimonials	mobile	64	94	100	100	2.5 s	8.5 s	147 ms	0.125	4.0 s	8.5 s	1,307 KiB	41	65, 64, 64
testimonials	desktop	81	94	96	100	0.9 s	1.8 s	0 ms	0.194	1.4 s	1.8 s	1,139 KiB	41	79, 83, 81
gallery	mobile	67	94	92	100	4.0 s	6.4 s	56 ms	0.000	4.6 s	6.4 s	908 KiB	40	67, 68, 67
gallery	desktop	89	94	100	100	0.8 s	1.3 s	0 ms	0.159	1.3 s	1.3 s	643 KiB	37	89, 90, 88
contact	mobile	54	91	58	100	5.8 s	12.5 s	83 ms	0.130	6.8 s	12.5 s	1,746 KiB	54	54, 65, 53
contact	desktop	64	91	58	100	0.9 s	2.1 s	0 ms	0.839	1.4 s	2.1 s	1,725 KiB	59	65, 64, 63

Lighthouse 13 also reports an experimental "agentic browsing" category. Its value for each run is in the JSON; it is not used as a baseline metric.

INP: this is a field-only metric and could not be measured because CrUX/PSI were unavailable (section 10). TBT is the lab proxy.

4.2 What drives the weight and the slow LCP

- **Homepage, mobile:** of 10,726,369 bytes transferred, images account for 10,014,187 (93%). On mobile the slider/grid requests the **original uploads** rather than resized versions:

Image	Bytes	Pixels
`048.JPG`	2,072,061	2592×1936
`030.JPG`	2,069,162	2592×1936
`041-1.JPG`	1,938,421	2592×1936
`070.JPG`	1,915,859	2592×1936
`110-1.JPG`	1,173,776	2592×1936
`030_127__msi___jpg.jpg`	829,916	2592×1936

Lighthouse's desktop run recorded only one of these originals (829,938 bytes), giving 1,645 KiB. However, the Playwright desktop render (1440 px, after scrolling) also downloaded all six 2592×1936 originals, which display at only **183×137 CSS px**. So desktop visitors who scroll download them too.

- **Services:** the banner image `Fotolia_45665334_X9.jpg` is 1,209,617 bytes (2560×1325), and `shutterstock_420546622.jpg` is 822,051 bytes (1000×667). Lighthouse estimates image-delivery savings of 1,320 KiB (mobile) and 1,357 KiB (desktop).
- **Contact:** this page loads hCaptcha (`hsw.js` 478,566 bytes; `hcaptcha.html` 192,071 bytes), plus Mapbox GL (`mapbox-gl.js` 131,724 bytes on desktop) and the Cookiebot script. That adds up to 22 to 25 script requests and 0.8 to 1.0 MB of script. Mobile main-thread work is 2.1 s.
- **Image formats** (unique images across all Lighthouse runs, `performance/images/image_inventory.csv`): 28 JPEG, 4 PNG, 2 SVG. There are **no WebP or AVIF content images**.
- **Render-blocking CSS** on every page: `external-libs.css` (43,264 bytes) and `cookiebotVideoPlaceholder.css`. Lighthouse's estimated mobile savings from removing render-blocking requests: Home 1,460 ms, Services 1,510 ms, Gallery 1,500 ms, Contact 1,780 ms, Testimonials 150 ms.
- **Fonts:** Font Awesome `fa-solid-900.woff2` (150,611 bytes) and `fa-brands-400.woff2` (110,363 bytes) load on mobile. Work Sans and Spinnaker load as **TTF** (not WOFF2) from `font-files.prod.extra-cdn.com`. Lighthouse flags font-display savings of 140 to 260 ms.
- **Unused CSS:** about 75 to 77 KiB on every page. Unused JS: 26 to 180 KiB.
- **Caching:** the original images in `/uploads/` are sent with **no Cache-Control** header (served from S3 through the Mono edge). Lighthouse "cache-insight" estimates savings of 9,798 KiB (home, mobile), 2,253 to 2,725 KiB (services) and 559 KiB (testimonials).
- **LCP elements:**
  - Mobile homepage: the Cookiebot dialog text (`#CybotCookiebotDialogBodyContentText`).
  - Desktop homepage: the "Founded in 1992..." paragraph.
  - Inner pages: the banner image block.
- **CLS culprits:**
  - Desktop contact: the main content column (`#r5002 .col`), shift score 0.831.
  - Desktop homepage: the "About Us" row (0.133) and the intro row (0.084).
- **Server response:** Lighthouse server response time was 111 to 162 ms (median per page). curl TTFB from the box was 0.37 to 0.92 s (single samples; `tech/redirects_and_headers.txt`).

4.3 Rendered request counts (Playwright, real network, not throttled)

Home 58 / 58 (desktop / mobile), Services 38 / 41, Testimonials 48 / 45, Gallery 57 / 55, Contact 56 / 57, Privacy 33 / 34. These were measured after full scroll, so they include all lazy-loaded images.

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5. Technology stack, hosting & security

Captured 1 Oct 2026, 13:14 to 14:13 BST, using curl 8.14.1, OpenSSL 3.5.7, Google DNS-over-HTTPS and Nominet RDAP. Files: `tech/`, `domain/`.

Item	Finding
CMS / builder	**Mono Solutions** white-label website builder. Evidence: `monoSiteId: 815211`, "Mono global site tag" comment, assets on `site-assets.cdnmns.com`, `www` CNAME to `site.geo.monosolutions.com` → `na.site.monosolutions.com`. Footer: "Website designed and built by Reach Solutions" (links to local.reachsolutions.co.uk).
Theme / plugins	Proprietary Mono templates, so there is no theme or plugin list to report. Libraries: jQuery ("jquery-modern.js") with jQuery Migrate (console warning `JQMIGRATE: jQuery.holdReady is deprecated`), Font Awesome, a lightbox gallery, lazyload/quicklink, Mapbox GL (contact map), hCaptcha (form). Stale IE8/IE9 conditional comments (html5shiv, respond.js) are still in the HTML.
Hosting / IPs	`www` resolves to 185.58.214.106 (Mono). The apex resolves to 185.58.213.116 and only redirects. The response header `x-edge-location: vu::02-siliconvalley` shows a Mono edge labelled Silicon Valley serving a UK audience. Static assets come through **AWS CloudFront** (`x-cache: Hit from cloudfront`, POP HIO52). Uploads come from **Amazon S3** (`x-amz-*` headers). No `server` header on HTML.
DNS / registrar	Registrar is **Register.com Inc** (Nominet RDAP). Nameservers: register.com. MX: `inbound.registeredsite.com`. The TXT record holds only a `google-site-verification` token. No SPF in TXT; `_dmarc` returns NXDOMAIN. No AAAA (IPv6) or CAA records.
Domain	Registered **4 May 2017** (11:18 UTC). Expires 4 May 2027. Last changed 1 May 2026. Status: client transfer prohibited.
HTTPS certificate	Let's Encrypt (issuer CN=YR1), CN=admiralroofingservices.co.uk, SAN covers apex + www. Valid **17 Sep 2026 18:35 BST to 16 Dec 2026 17:35 GMT** (90-day auto-renewing cert). TLS 1.3 negotiated (TLS_AES_256_GCM_SHA384). TLS 1.2 and 1.3 are accepted; TLS 1.0 and 1.1 are refused.
HTTP versions	HTTP/2 (ALPN h2). **No HTTP/3** (no `alt-svc` header).
Compression	HTML is **gzip** even when `br` (Brotli) is offered. CSS/JS are gzip.
Caching	HTML: **no Cache-Control / Expires**. `/assets/user-style.css`: `max-age=31536000` (sent in two conflicting Cache-Control headers). CDN assets: `max-age=31536000, public`. Original images in `/uploads/`: **no caching headers**.
Security headers (HTML)	**None present:** no Strict-Transport-Security, Content-Security-Policy, X-Frame-Options, X-Content-Type-Options, Referrer-Policy or Permissions-Policy.
Redirects	`http://admiralroofingservices.co.uk/`, `https://admiralroofingservices.co.uk/` and `http://www.…` each go **301 in a single hop** to `https://www.admiralroofingservices.co.uk` (good).
Mixed content	None. 0 `http://` subresource requests across all pages and both viewports.
Console	**0 JavaScript errors** on any page or viewport. Warnings: the jQuery Migrate deprecation (most pages) and, on Contact, an hCaptcha-related request abort plus a WebGL performance message.
Analytics / tags	Google Tag Manager **GTM-NF3KJD7G**, GA4 **G-3N2CVY2KJ9** (Mono platform "global" tag, sends `monoSiteId`) and GA4 **G-G2W7JYRBMT** ("custom" tag). All three are blocked until "statistics" consent is given (`type="text/plain" data-cookieconsent="statistics"`). Google Consent Mode v2 defaults are all set to "denied".
Cookie banner	**Cookiebot** (by Usercentrics), auto-blocking mode, with options Necessary / Preferences / Statistics / Marketing and buttons Deny / Allow selection / Allow all. It appears on first visit. On mobile it covers the full first viewport.
Call tracking	An inline "DNR" (dynamic number replacement) script loads `script.advertiserreports.com/redirector/dnr` **only when a `utm_content` URL parameter is present**. It sets a 30-day `utm_content` cookie, and that script is **not consent-gated**.
Other third parties	`consent.cookiebot.com`, `consentcdn.cookiebot.com`, `fonts.prod.extra-cdn.com` and `font-files.prod.extra-cdn.com` (web fonts), `*.hcaptcha.com` (contact; sets the third-party cookie `__cf_bm`, flagged by Lighthouse), Mapbox (contact map, after marketing consent).

6. SEO

- **Structured data:** one JSON-LD `RoofingContractor` block, identical on every page. It contains name, PostalAddress (46 St Marys Close, Hessle, East Yorkshire, HU13 0HJ, GB), email, telephone **01482 627895**, url, image and logo. Missing: `geo`, `openingHours` (the site says 24/7), `areaServed`, `sameAs`, `aggregateRating`/`review`, `priceRange`, and any `Service`/`BreadcrumbList`/`WebSite` markup. The logo URL is `logo3_temp.png`, which looks like a temporary asset.
- **Open Graph:** `og:type`, `og:title`, `og:url`, `og:description` and `og:image` are present on every page. Every page uses the same `og:image`: a 2592 px original JPEG (`/uploads/467ddSFY/036-1.JPG`). **No Twitter Card tags.**
- **Favicon:** `/uploads/H7h0U1Xe/favicon.ico` (4,286 bytes, 32×32 ICO, linked as `shortcut icon`). No `apple-touch-icon` or web manifest; `/apple-touch-icon.png` returns 404.
- **Titles / descriptions:** all unique, with no duplicates. Titles are 41 to 55 characters and descriptions 147 to 158 (privacy policy: 14 / 14). Every title targets "Hessle, East Yorkshire". **None mentions Hull**, the main population centre in the service area. Every meta description gives **07778 137788**, while the schema says 01482 627895. A legacy `meta keywords` tag is present.
- **Canonicals:** self-referencing on 4 pages. The homepage canonical omits the trailing slash while `og:url` includes it. There is no canonical on the privacy policy, which is noindexed anyway.
- **Robots / sitemap quality:** robots.txt allows everything and declares the sitemap. The sitemap lists the noindexed privacy page and gives every page a flat priority of 1.0. Its `lastmod` dates go back to 2019.
- **Thin pages:** Gallery has 93 visible words. Contact has 180 visible words; its raw HTML has 2,540 because the whole privacy policy is embedded in a hidden modal, which duplicates the `/privacy-policy` text.
- **Keyword focus (visible text):**
  - **Home:** "roofing" 12×, "Hessle" 5×, "Hull" 3×, "Beverley" 2×, "repair" 2×.
  - **Services:** "roofing" 12×, "Hessle" 7×, "Hull" 2×.
  - **Absent from the site:** "roofer", "flat roof", "emergency", "free quote". "Roof repairs Hull"-type phrases are not targeted anywhere.
  - **Services listed but given no page of their own:** new roofs/slates/tiles; UPVC fascias/soffits/gutters; felt roofs; dormers/extensions/bays; Velux windows; lead flashing; ridge tiles/chimney repointing; fibreglass roofing; maintenance.
- **NAP consistency:**

Element	Value	Where
Name	"Admiral Roofing Specialists"	Site and schema. The domain is "admiralroofingservices" and the privacy policy says "Admiral Roofing"
Address	46 St Marys Close, Hessle, East Yorkshire, HU13 0HJ	Consistent in footer, contact page and schema
Phone	07778 137788	Desktop header (not clickable), all meta descriptions, footer, contact "Mobile"
Phone	07957 560260	Footer only, not clickable

Element	Value	Where
Phone	01482 627895	Schema, "TAP TO CALL", mobile footer, services body text, contact "Landline". **All `tel:` links point here**
Email	admiralroofingspecialists@yahoo.co.uk	Everywhere

- **Google Business Profile:** no GBP link, Google Maps link or review widget is visible. The contact map is Mapbox and hidden until marketing cookies are accepted.
- **Internal linking:** the main nav has 5 items. The footer links to Gallery, Testimonials and Privacy. The only in-content contextual link is "services" on the homepage. There are no links between service topics (there is only one services page) and no breadcrumbs.
- **Search Console:** a `google-site-verification` TXT record exists, so a Search Console property has probably been verified at some point. Search Console data was not available for this audit.

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7. Content & UX

- **Services listed** (home and services page; nearly identical bullet lists): New Roofs/Slates/Tiles; UPVC Fascias/Soffits/Gutters; Felt Roofs; Dormers/Extensions/Bays; Velux Windows Supplied and Fitted; Lead Flashing Repaired/Replaced; Ridge Tiles/Chimney Stacks Repointed; Fibreglass Roofing; All Maintenance Work (services page only). Each is a one-line bullet with no detail, pricing guidance or photos.
- **Areas covered:** "East Yorkshire, including Hull, Hessle, Beverley, and surrounding villages" and "Hull and Humberside Region". Testimonials mention Woodmansey, Anlaby Common, Boothferry Estate and Willerby. There are no location pages.
- **Calls to action:**
  - Mobile: a "TAP TO CALL" button at the top.
  - "Get In Touch" buttons (home, services, testimonials) and "View Our Gallery" / "Take a Look at Our Testimonials" buttons.
  - There is no CTA in the desktop homepage's first screen apart from the unlinked phone number in the header.
  - A "10% OFF – Offer Valid When You Quote 'WEB10'" banner image appears on Services and Testimonials. It has no terms and no end date, and the offer text exists only as an image.
- **Contact methods:**
  - Phone (see the NAP issues above).
  - Email via `mailto:` (yahoo.co.uk).
  - A contact form (Contact page).
  - No WhatsApp, live chat or social links.
- **Contact form (inspected only, not submitted):**
  - Fields: Name*, Phone Number*, Email Address*, Your Message*, plus a privacy opt-in checkbox*, hCaptcha "Spam protection" and a hidden honeypot textarea. All fields have `<label for>`.
  - Phone and email are `type="text"`, so mobile users get the wrong keyboard and there is no native email validation. None of the fields carries the HTML `required` attribute; required status is shown only by an asterisk, and any validation is done in JS (not tested).
  - The form posts via JS (no `action` attribute).

- **Testimonials:** 4, all undated and unverifiable. The texts of "Would Gladly Use Your Services Again" (Mrs. R, Boothferry Estate) and "Grateful for Your Very Speedy Action" (Mrs S.A. B, Willerby) are **identical word for word**. There are no star ratings and no third-party review sources.
- **Trust signals:**
  - **Claims in the text:** NFRC membership ("certified members of NFRC™"), association with TrustMark™, insurance-backed guarantees (IBGs), full public and employee's liability insurance, "assessed every 2 years", founded 1992 / "more than 30 years of experience", all major credit cards accepted.
  - **In the footer:** NFRC, TrustMark and card logos, all with empty `alt`.
  - **Missing:** none of the logos links to a membership verification page, and no membership numbers are given.
- **Gallery:** 10 thumbnails in a lightbox on the Gallery page, 3 on Testimonials and 6 on Home. There are no captions, locations, before/after pairs or project descriptions. Alt text is generic ("Brick red house", used twice; "Red bricks").
- **Copyright / freshness:** "© 2025" (the audit date is 1 Oct 2026). Sitemap `lastmod` for Services is 2019-02-27. Photo file names suggest older material (e.g. `kerrysphonethursday21stMay2015684.JPG`, Fotolia and Bigstock stock images).
- **Spelling / grammar / copy issues observed:**
  - Image alt "Flat **rood** repair" (homepage).
  - "high-grade roofing services**..**" (double full stop, Services).
  - "New Roofs/Slates **/**Tiles" and "Felt Roofs Dormers **/**Extensions/Bays" (inconsistent spacing).
  - "residential and domestic properties" (tautology).
  - "Proudly Serving … all Surrounding Villages" (random capitals).
  - "Revamp the old roofing of your building when you want to prioritise health and safety" (awkward).
  - "Mrs. R Boothferry Estate" (punctuation).
  - The duplicated testimonial text noted above.
- **Broken links / images:** 56 unique URLs were checked (all `<a href>` internal and external links plus every `<img>` src/srcset/data-src) with Python `requests` at 13:20 BST. **0 non-200.** No broken images appeared in the rendered DOM.
- **Navigation:**
  - Desktop: a horizontal red bar with Home, Services, Testimonials, Gallery and Contact. Privacy is reachable from the footer.
  - Mobile: a hamburger menu.
  - There are no dropdowns, no service sub-pages and no breadcrumbs.
- **Mobile usability (observed at 390 px):**
  - **Layout:** no horizontal overflow. The text logo wraps to two lines.
  - **Tap targets:** 7 to 12 per page are under 24 px tall. These are the footer links (14 px), phone and email links (14 to 16 px) and the hCaptcha links (11 px).
  - **Text size:** body copy in the footer is 11 to 12 px.
  - **Cookie dialog:** it covers the full first screen on a first visit.
  - **Homepage blank area:** a large blank space appears before the slider images load.

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8. Accessibility

Run 1 Oct 2026, 13:27 BST. Tools:

- **axe-core 4.13.0** via @axe-core/playwright, headless Chrome 151, tags `wcag2a, wcag2aa, wcag21a, wcag21aa, wcag22aa, best-practice`, across 6 pages × 2 viewports. Files: `accessibility/axe_<page>_<viewport>.json`, `accessibility/axe_summary.json`.
- **pa11y 10.0.0** with the HTML_CodeSniffer runner, WCAG2AA, desktop, at 14:13 BST. Files: `accessibility/pa11y_<page>_desktop.json`.

The cookie dialog was hidden for these runs, except for axe on the desktop homepage.

axe results (violations: rules / affected nodes by impact)

Page	Desktop 1440	Mobile 390
Home	4 rules: serious 2, moderate 2	4 rules: serious 2, moderate 1, minor 1
Services	3 rules: serious 2, moderate 1	4 rules: serious 2, moderate 1, minor 1
Testimonials	3 rules: serious 2, moderate 1	4 rules: serious 2, moderate 1, minor 1
Gallery	3 rules: serious 2, moderate 1	4 rules: serious 2, moderate 1, minor 1
Contact	4 rules: serious 3, moderate 1	5 rules: serious 3, moderate 1, minor 1
Privacy	2 rules: serious 1, moderate 1	4 rules: serious 2, moderate 1, minor 1

No "critical" violations were found. Rules that fired:

- `color-contrast` (serious, desktop): the active nav link is black on red #c81d1d at **3.64:1** (4.5:1 required).
- `link-in-text-block` (serious, all pages): the "Reach Solutions" footer link, #443adf on #606060 text, **1.14:1**.
- `list` (serious, mobile): the mobile menu `<ul>` contains a non-`<li>` `[role=button]` close control.
- `aria-prohibited-attr` (serious, contact): `aria-label` on the map `<div>` with no role.
- `page-has-heading-one` (moderate, desktop homepage): no visible H1.
- `region` (moderate, all): the brand footer ("© 2025 … Reach Solutions") sits outside the landmarks.
- `aria-allowed-role` (minor, mobile): `role="button"` on an `<li>`.

Lighthouse accessibility: 94 on all pages, 91 on Contact.

pa11y (HTML_CodeSniffer WCAG2AA): 4 errors on each of the 5 pages, all G18 (contrast). One is the active-nav contrast failure (the same as axe). The other three are flagged on `<noscript>` image fallbacks for the footer logos, which is probably a false positive.

Manual / scripted checks:

- `lang="en-GB"` is set.
- Landmarks: `<header>`, `<nav>`, `role="main"` and `<footer>` are present (1 of each).
- No skip link.
- Keyboard focus is visible: tabbing through the first 12 focusable elements on every page showed a 2 to 3 px solid outline on each.
- On the homepage, 9 of 15 rendered images have `alt=""`. These are the 6 project photos and the 3 accreditation/payment logos, which carry meaning and should have alt text. No images are missing the alt attribute entirely.
- The 10% OFF offer exists only as an image (alt "10 percent off banner"), so the code "WEB10" is not available to screen readers.

- Mobile text is as small as 11 px.

9. Domain & history

- **Domain registered:** 2017-05-04 11:18 UTC (Nominet RDAP, `domain/rdap_nominet.json`). The business says it was founded in 1992.
- **Wayback Machine:**
  - **First capture:** 24 Nov 2017, 10:06 UTC (HTTP 200).
  - **Captures exist** in every year 2017 to 2026 (`domain/wayback_by_year.json`).
  - **Latest capture listed:** 13 Jun 2026.
  - **Earlier versions:** the CDX data does not show what platform they ran on.

10. Could not measure / limitations

- **PageSpeed Insights API and CrUX field data (incl. real-user LCP/INP/CLS):** every PSI request (13:14 BST, 8 calls; retried 14:12 BST) returned **HTTP 429 "Quota exceeded … Queries per day"** for the shared anonymous quota. Responses are saved in `performance/psi/`. The CrUX API needs an API key, which wasn't available. **Action for the AFTER audit:** run PSI with an API key (or via the pagespeed.web.dev UI) for both BEFORE and AFTER on the same day if possible, so field data, if the origin has any, can be compared.
- **INP:** this is field-only, so it was not measurable without CrUX. TBT is reported as the lab proxy.
- **Form behaviour on submit:** not tested, deliberately, because forms were not to be submitted. Client-side validation messages were therefore not triggered.
- **Theme/plugin inventory:** not applicable, because the site is on a proprietary SaaS builder (Mono).
- **Google Business Profile, Search Console, GA data, rankings and traffic:** no access. Only publicly visible links were checked.
- **Lighthouse variance:** mobile performance varied by up to 12 points between runs on Contact (54, 65, 53). The median run is reported. Lighthouse ran on a shared Linux box (benchmarkIndex 2826.5), not a reference device. A short link-check job overlapped the Services mobile runs 2 and 3.
- **Spelling/grammar:** checked by reading, not with an automated spellchecker.
- **Desktop footer TrustMark logo on Gallery:** it did not appear in the desktop Gallery screenshot although it is in the HTML. This may be a lazy-load timing issue in the capture, so it is not counted as a defect.

11. Baseline metrics (to re-measure after the rebuild)

Re-run with **the same URLs** (or their 301 targets on the new site), **the same tools and versions** and **the same settings** (see `METHOD.md`). The figures below come from 1 Oct 2026.

#	Metric	Page(s)	Tool & setting	BEFORE value
1	Lighthouse Performance (mobile)	Home / Services / Testimonials / Gallery / Contact	Lighthouse 13.5.0 CLI, default mobile (simulated), median-perf of 3 runs, no consent cookie	70 / 60 / 64 / 67 / 54

#	Metric	Page(s)	Tool & setting	BEFORE value
2	Lighthouse Performance (desktop)	same	`--preset=desktop`, median of 3	86 / 83 / 81 / 89 / 64
3	Lighthouse Accessibility (mobile)	same	as 1	94 / 94 / 94 / 94 / 91
4	Lighthouse Best Practices (mobile)	same	as 1	96 / 100 / 100 / 92 / 58
5	Lighthouse SEO (mobile)	same	as 1	100 / 100 / 100 / 100 / 100
6	LCP, mobile (median of 3)	same	as 1	5.4 s / 9.5 s / 8.5 s / 6.4 s / 12.5 s
7	LCP, desktop (median of 3)	same	as 2	0.9 s / 2.5 s / 1.8 s / 1.3 s / 2.1 s
8	FCP, mobile	same	as 1	4.0 s / 4.0 s / 2.5 s / 4.0 s / 5.8 s
9	CLS, desktop	same	as 2	0.218 / 0.086 / 0.194 / 0.159 / 0.839
10	CLS, mobile	same	as 1	0.000 / 0.127 / 0.125 / 0.000 / 0.130
11	TBT, mobile	same	as 1	58 / 68 / 147 / 56 / 83 ms
12	Speed Index, mobile	same	as 1	4.9 / 4.4 / 4.0 / 4.6 / 6.8 s
13	Total page weight, mobile (median-perf run)	same	as 1 (`total-byte-weight`)	10,480 / 2,929 / 1,307 / 908 / 1,746 KiB
14	Total page weight, desktop	same	as 2	1,645 / 3,129 / 1,139 / 643 / 1,725 KiB
15	Network requests (Lighthouse, mobile)	same	as 1	42 / 36 / 41 / 40 / 54
16	Requests after full scroll (Playwright, desktop 1440)	Home / Services / Testimonials / Gallery / Contact / Privacy	`scripts/crawl.py`	58 / 38 / 48 / 57 / 56 / 33
17	Image bytes, home mobile	Home	Lighthouse resource-summary	10,014,187 bytes
18	Content images in WebP/AVIF	all	`performance/images/image_inventory.csv`	0 of 34 unique images
19	CrUX field LCP / INP / CLS (p75)	origin + home	PSI API v5 with key	**Not measured** (429). Collect if possible
20	axe violations (rules / nodes)	6 pages × 2 viewports	axe-core 4.13.0, tags wcag2a, wcag2aa, wcag21a, wcag21aa, wcag22aa, best-practice	Desktop: 4/3/3/3/4/2 rules. Mobile: 4/4/4/4/5/4 rules. 0 critical. Serious nodes: desktop 2/2/2/2/3/1, mobile 2/2/2/2/3/2
21	pa11y errors (WCAG2AA, htmlcs, desktop)	5 pages	pa11y 10.0.0	4 / 4 / 4 / 4 / 4
22	Indexable pages / total URLs in sitemap	site	sitemap + crawl	5 / 6
23	Visible word count (desktop innerText)	Home / Services / Testimonials / Gallery / Contact	`scripts/axe_audit.js`	402 / 340 / 357 / 93 / 180
24	Pages with exactly one visible H1 (desktop)	5 indexable	`scripts/axe_audit.js`	4 of 5 (Home has none)
25	Images with empty/missing alt (rendered, unique)	Home	`scripts/build_pages_table.py`	9 empty / 0 missing, of 15

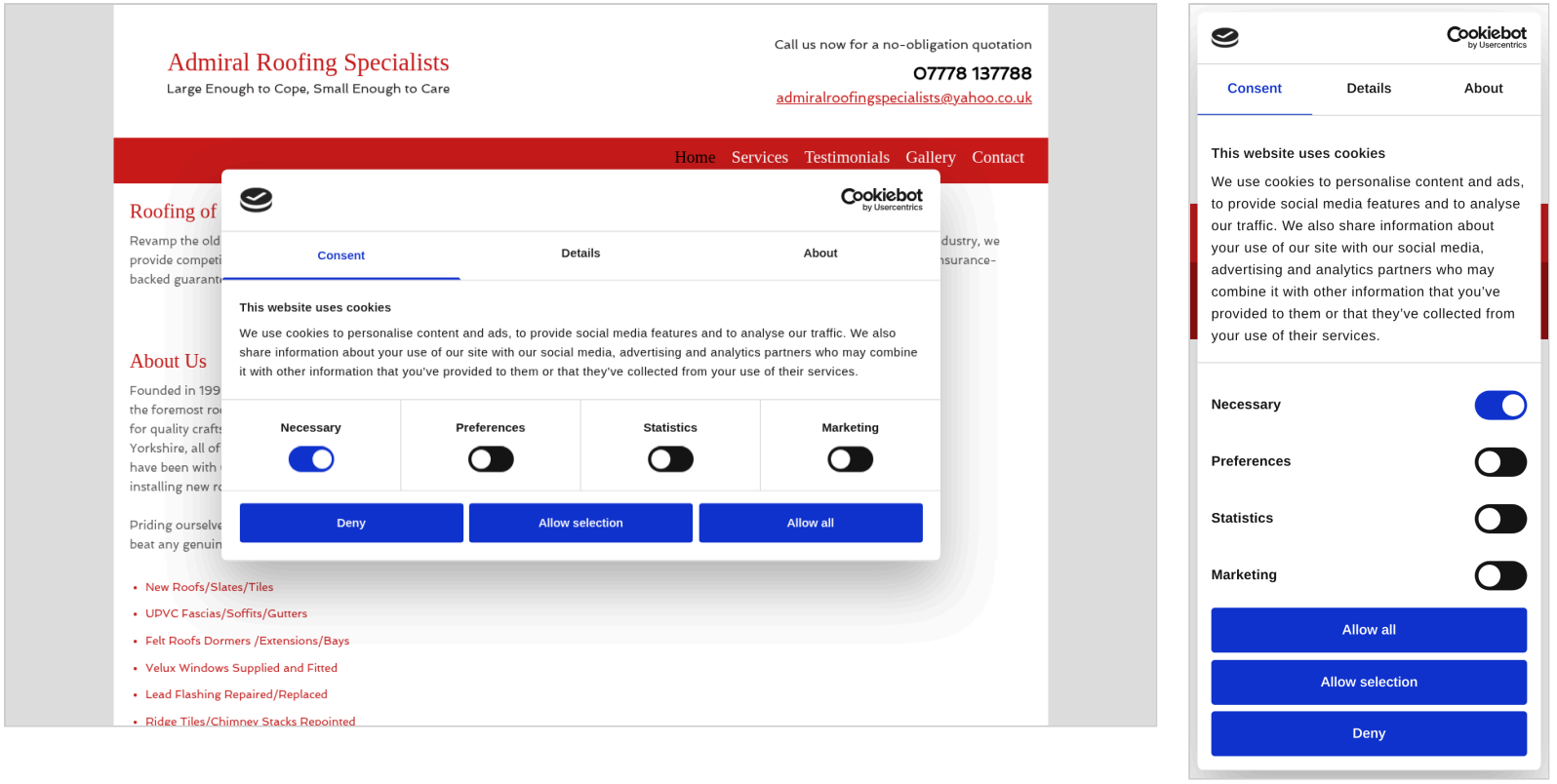
#	Metric	Page(s)	Tool & setting	BEFORE value
26	Security headers present (of 6)	Home	`curl -sI`	0
27	HTML Cache-Control	Home	`curl -sI`	absent
28	Compression on HTML	Home	`curl -H "Accept-Encoding: br, gzip"`	gzip (no Brotli)
29	HTTP/3	Home	`alt-svc` header	No
30	Redirect hops: http/apex → canonical	3 variants	curl `-L`	1 hop each (301)
31	Broken links/images	all	`scripts/linkcheck.py`	0 of 56
32	Console errors	6 pages × 2 viewports	Playwright	0 errors
33	Distinct phone numbers shown / `tel:` targets	site	crawl	3 shown / 1 target (01482627895)
34	Structured data types	Home	JSON-LD parse	RoofingContractor only
35	Twitter card tags	all	crawl	none
36	Testimonials (count / with duplicate text / third-party reviews)	Testimonials	manual	4 / 2 / 0
37	Copyright year shown	footer	screenshot	2025
38	Server response time (Lighthouse)	5 pages	Lighthouse `server-response-time` median	111 to 162 ms

12. File index

All paths are relative to `/workspace/case-studies/admiral-roofing/before/`.

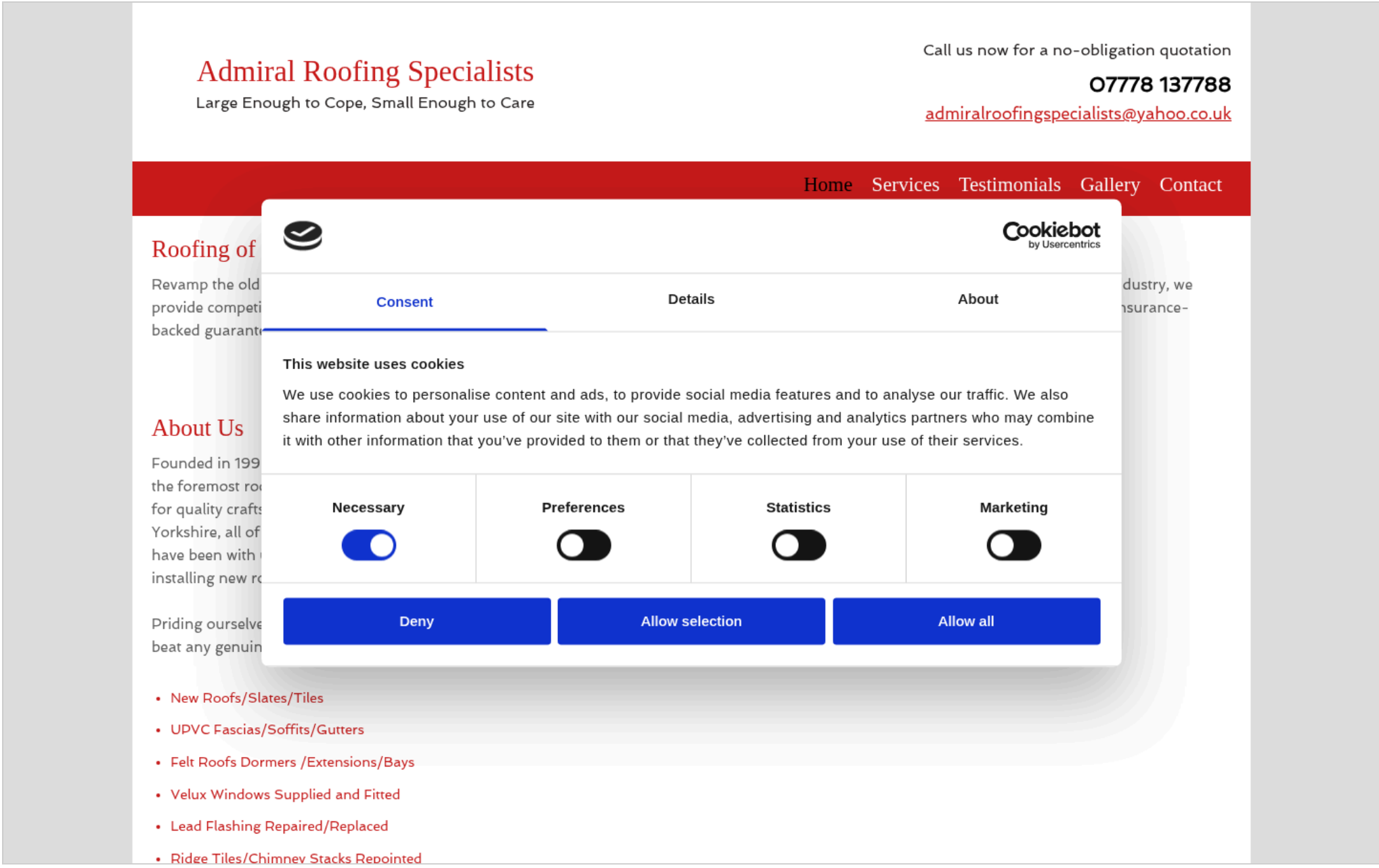
- `REPORT.md` (this report), `Admiral-Roofing-BEFORE-baseline.pdf` (PDF export), `METHOD.md` (how to reproduce)
- `crawl/pages.csv`, `crawl/pages_summary.json`, `crawl/crawl_raw.json`, `crawl/render.json`, `crawl/linkcheck.json`
- `raw/robots.txt`, `raw/sitemap.xml`, `raw/home_curl.html`, `raw/html/*.html` (6), `raw/rendered/*.html` (6)
- `screenshots/desktop-1440/*.png`, `screenshots/mobile-390/*.png`
- `performance/lighthouse/*.report.html|json` (30 runs), `performance/lighthouse/lighthouse_log.txt`, `performance/lighthouse_summary.json`, `performance/images/image_inventory.csv`, `performance/psi/*` (429 responses, log)
- `accessibility/axe_*.json`, `accessibility/axe_summary.json`, `accessibility/pa11y_*.json`, `accessibility/pa11y.config.json`
- `tech/redirects_and_headers.txt`, `tech/ssl.txt`, `tech/asset_headers.txt`
- `domain/dns.txt`, `domain/rdap_nominet.json`, `domain/wayback_first.json`, `domain/wayback_last.json`, `domain/wayback_by_year.json`
- `scripts/` (crawl.py, run_lighthouse.sh, summarise_lighthouse.py, axe_audit.js, linkcheck.py, build_pages_table.py, make_pdf.js)

Snapshot images

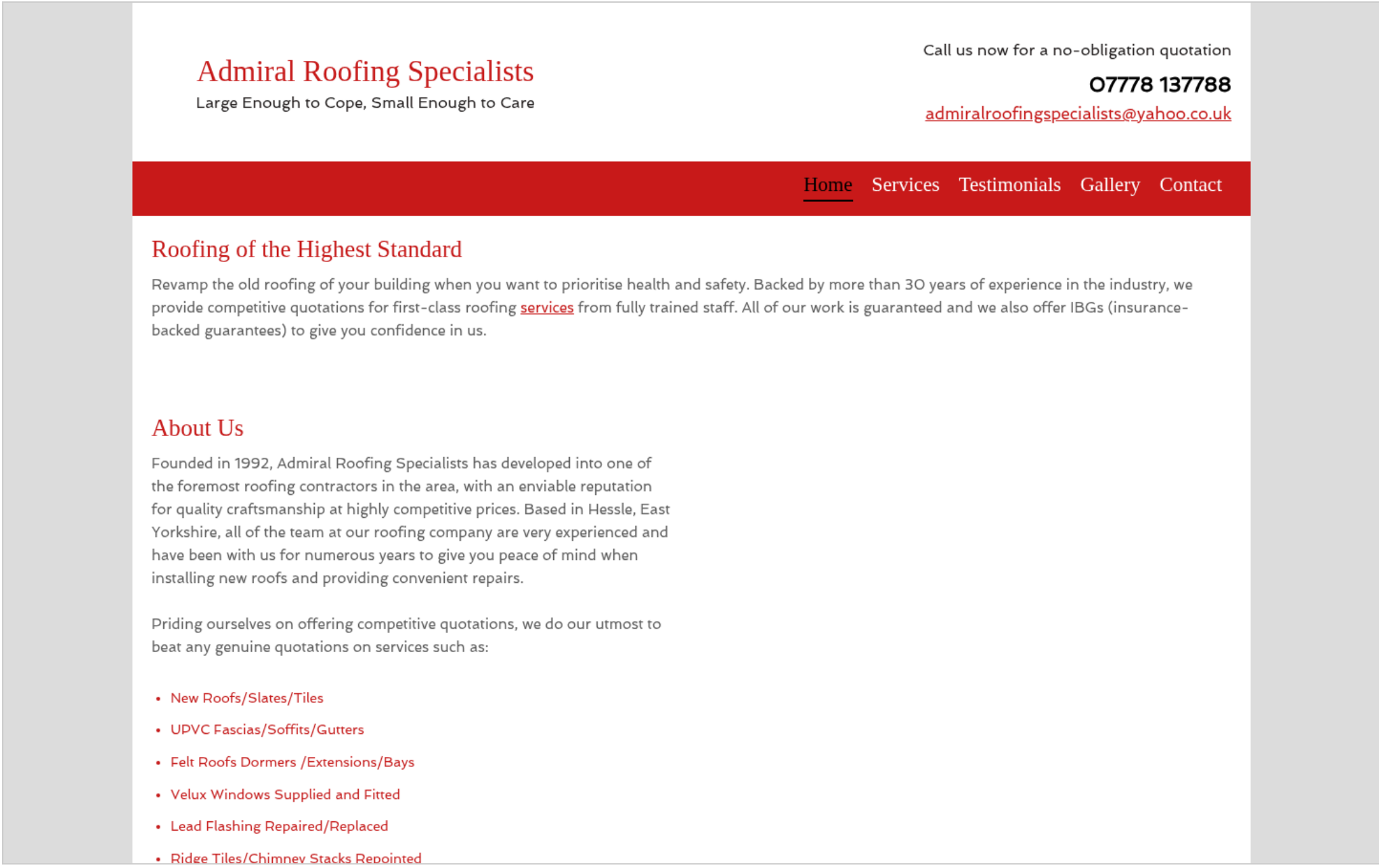


What a first-time visitor sees: homepage above the fold, desktop 1440 px and mobile 390 px

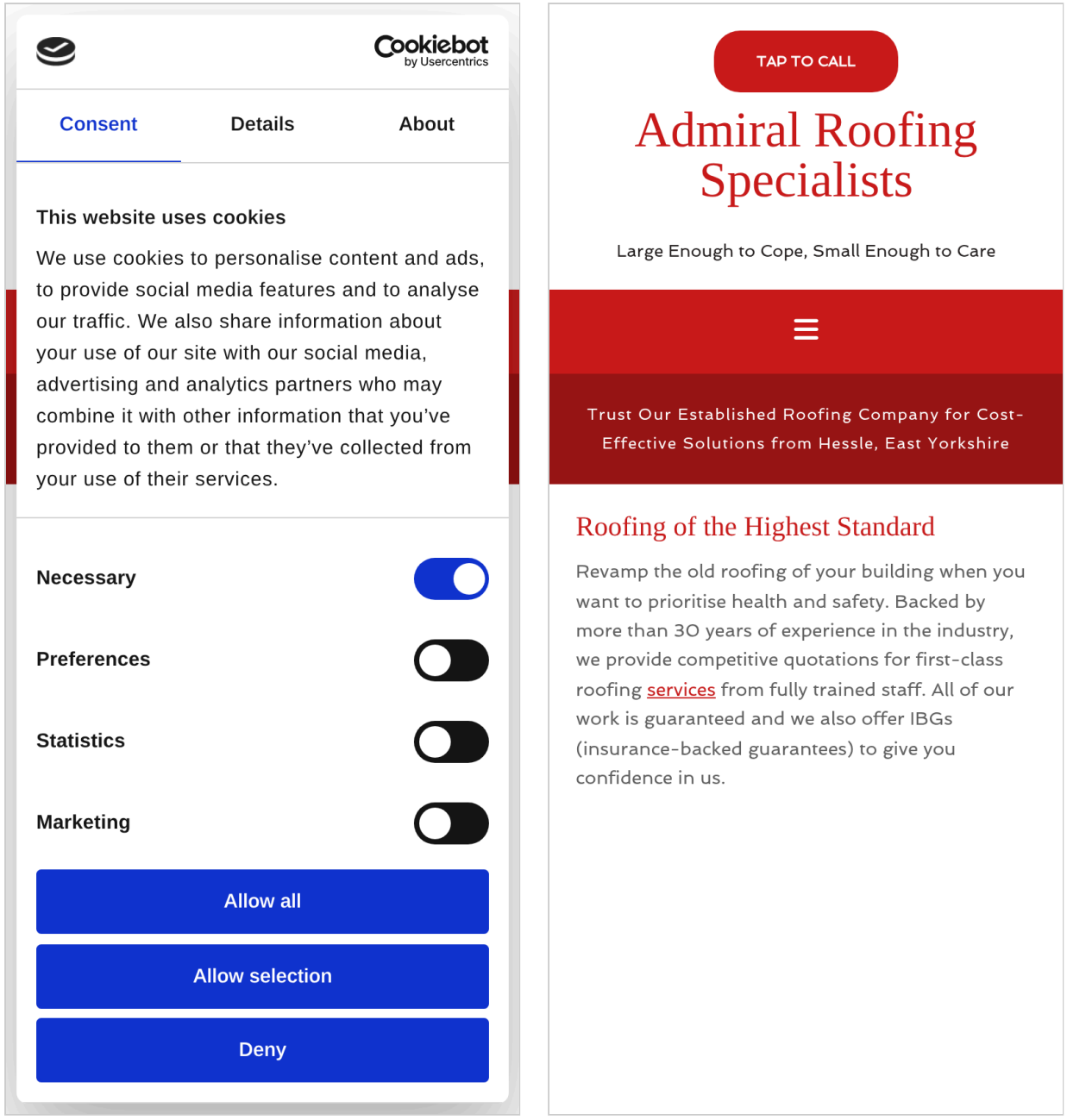
Appendix: key screenshots (captured 1 Oct 2026, 13:16 to 13:18 BST, Playwright 1.62 / Chrome 151)



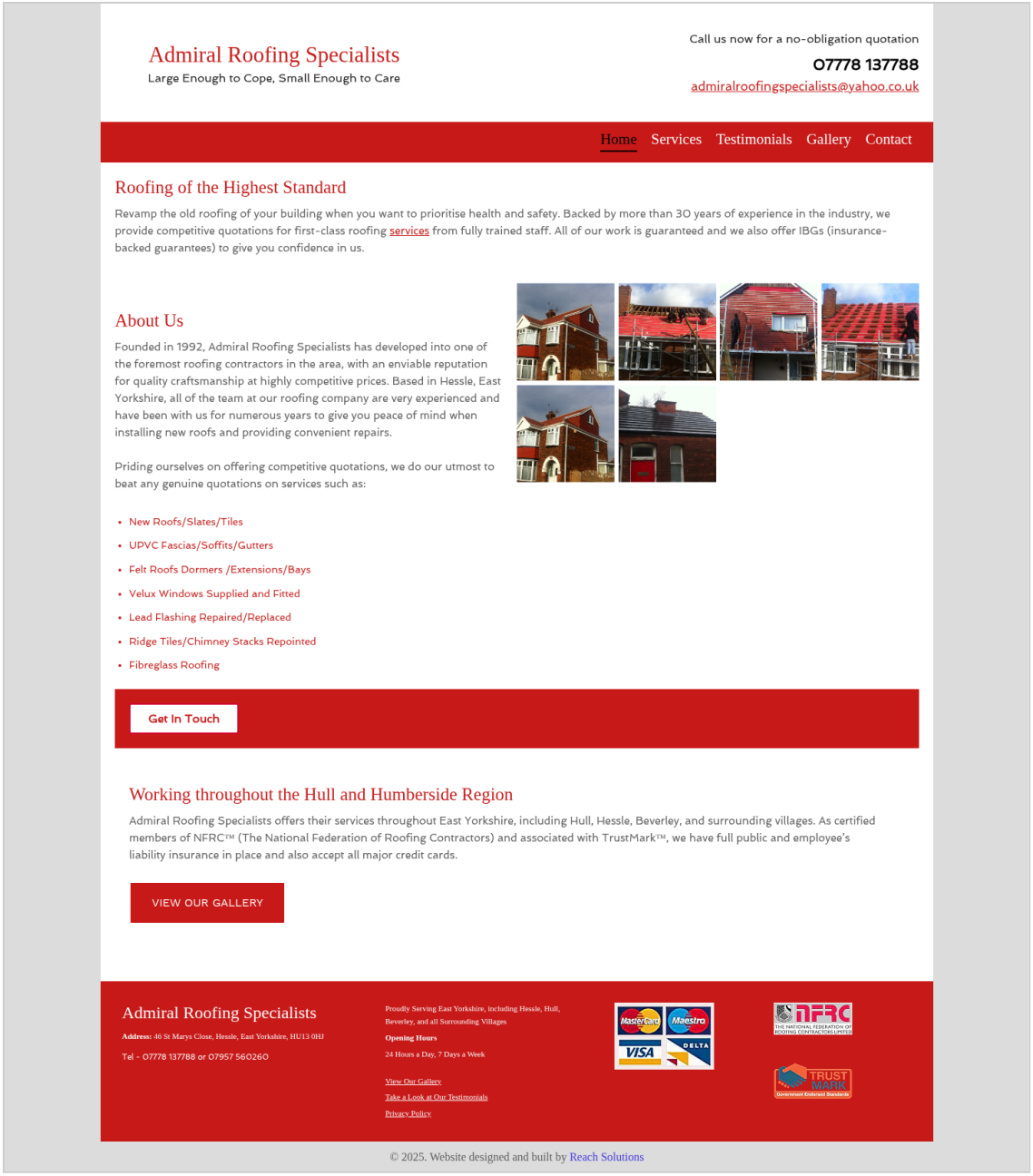
Homepage, desktop 1440 px, above the fold (first visit, cookie banner shown)



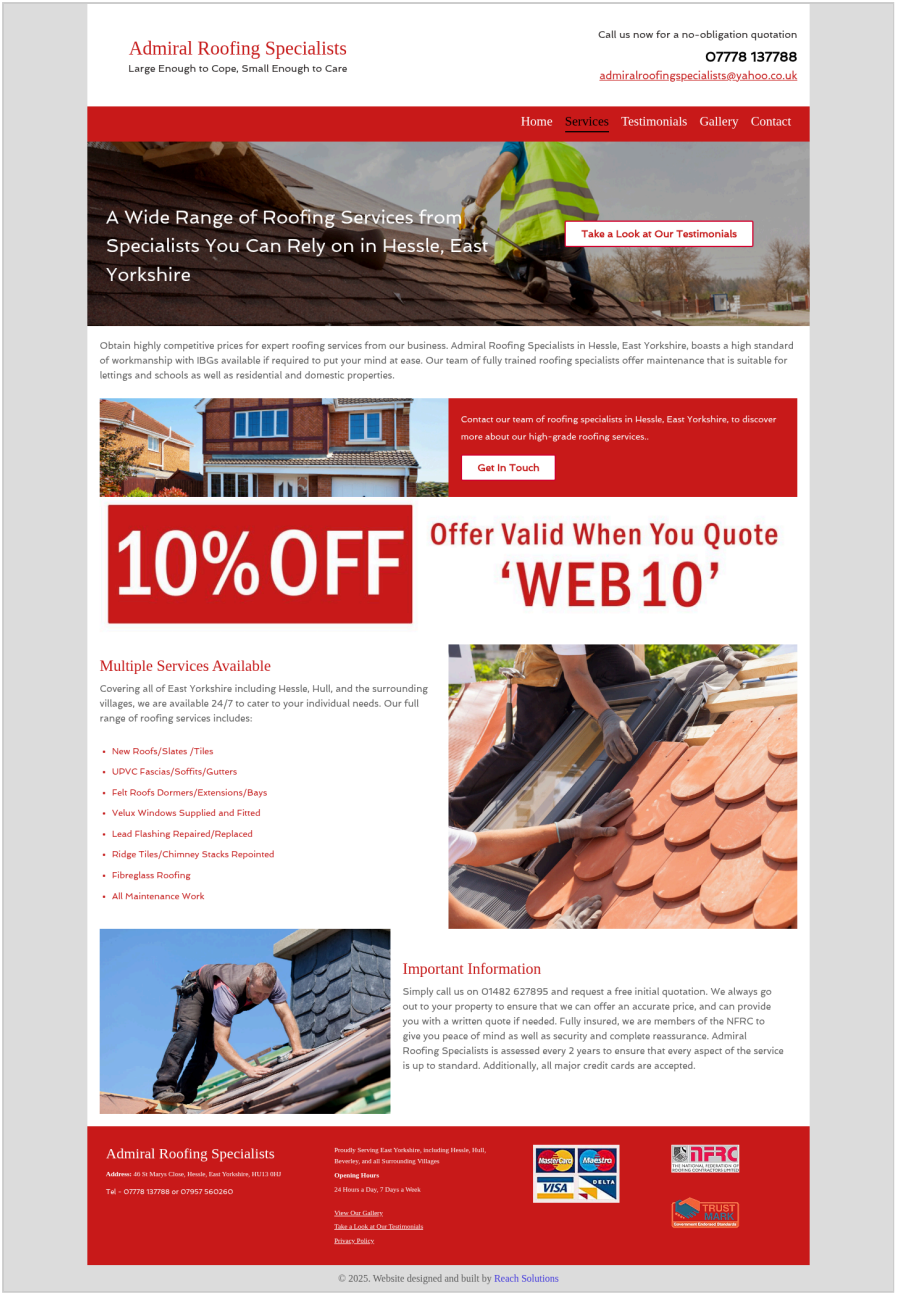
Homepage, desktop 1440 px, above the fold (banner hidden)



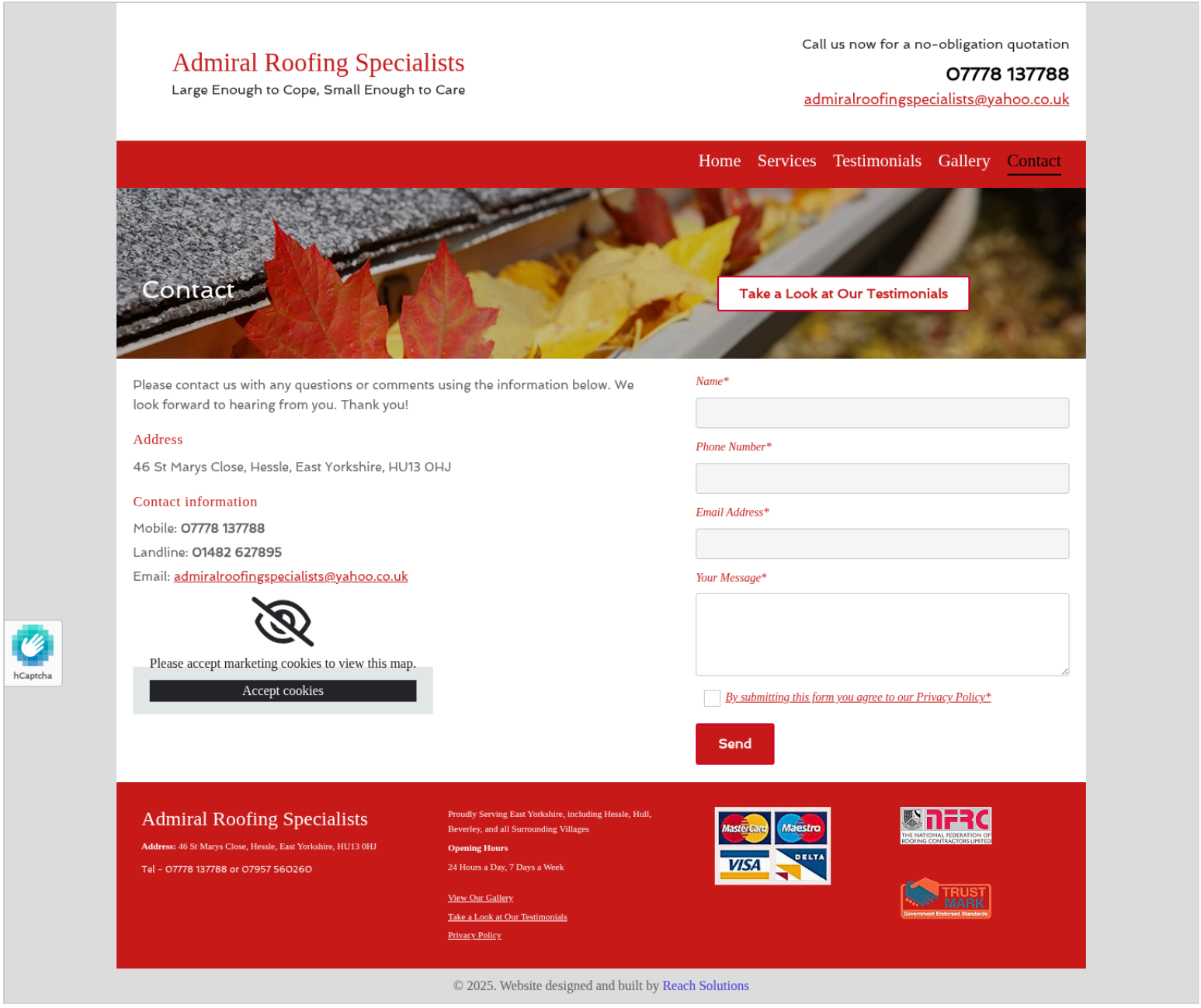
Homepage, mobile 390 px, above the fold: first visit (left) and banner hidden (right)



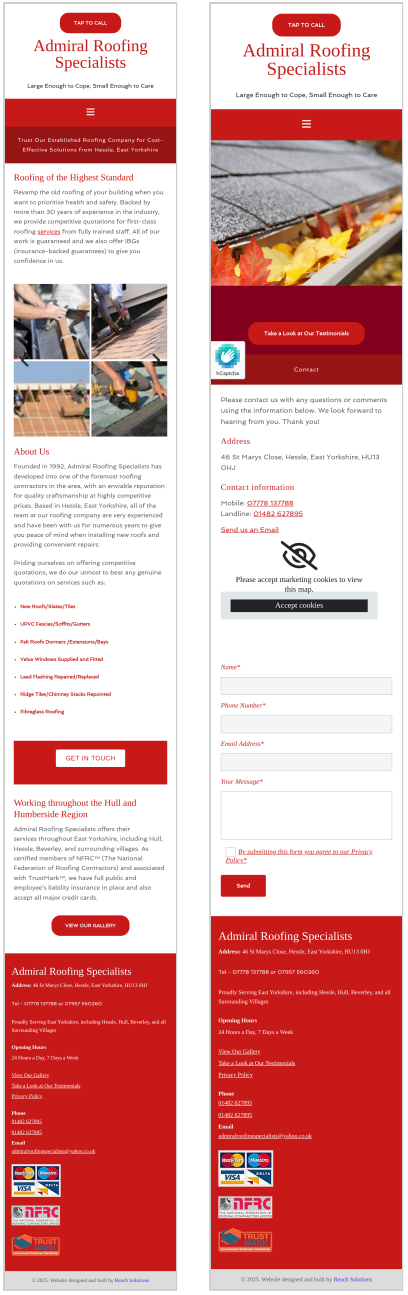
Homepage, desktop 1440 px, full page



Services, desktop 1440 px, full page



Contact, desktop 1440 px, full page



Homepage, mobile 390 px, full page (left); Contact, mobile 390 px, full page (right)