Steady Drift
DIGITAL PRESENCE & BUSINESS SYSTEMS

SAMPLE WEBSITE AUDIT

WEBSITE AUDIT

A Holistic Education Centre

Holistic education centre · Link to website

Location withheld

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

Prepared by Steady Drift Studio
Website version: live WordPress site (WordPress 6.5.13, Elementor 3.21.2) as served at the time of assessment

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01 Executive Summary

What is actually going on with this website.

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

The website's photography is genuinely distinctive, and the writing behind it is substantial. There are real, specific ideas here: learners present projects to real audiences, there is no routine homework, assessment uses performance rubrics rather than grades, and the curriculum runs in two languages. A family who reads all seven pages will come away with a real sense of how the school teaches.

The difficulty is how much work that family has to do to get there. The first screen shows a name and four values over a photograph, with no description, no age range and no button. The country and town are not named anywhere in the text of the seven pages. Ages, admissions steps, fees and term dates aren't covered, there is no enquiry form, and the "Click to Download" brochure button, the one invitation to learn more about the school, is an empty link, so a family has no way to view the brochure. The social icons are the same.

Separately, the site's own sitemap and API list roughly 2,000 posts, almost all of them off-topic commercial content unrelated to the school. That is not a design problem and a redesign wouldn't solve it, which is why it comes first.

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.

~2,000	0 of 7	0
published posts reported by the site's own API, against 7 real pages — nearly all unrelated commercial content	pages have a meta description or a main (H1) heading	mentions of the country in the text of the seven pages; the only location given is a place name

What's working

- Secure (HTTPS), correct redirects, every page loads normally
- Distinctive, authentic photography of the campus and landscape
- Mobile menu works; no horizontal overflow on the homepage at 390px
- Automated accessibility scores of 96–100 and a "skip to content" link
- Real, specific content on how the school teaches

What's in the way

- Unrelated posts published across the domain
- First screen doesn't say what, who or where
- No ages, admissions steps, fees or current term dates
- No enquiry form; brochure button and social icons lead nowhere
- No page descriptions or main headings for search

A replacement site is being developed separately. This audit assesses the current live site on its own merits, and its findings apply equally to the new build. It is a sample audit produced from public information only. It makes no claims about traffic, enquiries or revenue, because no analytics were supplied. Where something is a judgement rather than a fact, it is labelled.

OBSERVED visible or reproducible on the site MEASURED from a tool run, settings stated

INTERPRETATION a reasoned judgement NOT VERIFIED not enough evidence or access

02 The Eight Areas at a Glance

Plain status labels, not scores — no score would be defensible without analytics.

01	**Homepage & first impression**	Improvement recommended	Lovely 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 scattered across 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 form, dead buttons, and the questions families need answered aren't addressed.
05	**Content & searchability**	Priority issue	Country, ages, admissions, fees and current dates are missing or hard to find.
06	**Technical SEO**	Priority issue	Unrelated posts; no meta descriptions or H1s; generic titles.
07	**Performance & accessibility**	Improvement recommended	Strong automated accessibility; slow on the Pedagogy page and on phones in lab tests.
08	**Backlinks & AI discoverability**	Not assessed · Foundations: improve	No data supplied, so the existing profile can't be assessed. Foundations can be improved.

Working well · Improvement recommended · Priority issue · Not assessed

03 The Five Fixes First

Ordered by importance to the main goal: helping the right families make an informed enquiry.

1 Investigate and remove the unrelated content

HIGH · URGENT

EFFORT: MEDIUM–LARGE

THE CHANGE

A WordPress security specialist removes the injected posts, finds how they arrived, closes the entry point and confirms the clean-up — before any replacement site is launched or content is migrated.

WHAT WE FOUND

MEASURED OBSERVED The site's API reports about 2,000 posts; the sitemap lists about 2,000 post URLs beside 7 real pages. Every unfamiliar title seen is unrelated commercial content. Five tested URLs all loaded. The real homepage showed no injected links.

WHY IT COMES FIRST

These pages are publicly reachable and offered to search engines in the site's own sitemap. Google's spam policies describe injected pages on a compromised site as "hacked content" (source). The cause is not determined here.

EXPECTED BENEFIT

Removes content unrelated to the school from the domain and sitemap, and reduces the chance of search or browser warnings. No numerical gain is claimed.

DEPENDS ON

Hosting and WordPress access, a backup, the school confirming its team did not publish these posts, and Search Console access.

HOW TO CHECK IT WORKED

The posts count and sitemap contain only real pages; former spam URLs return "not found"; Search Console shows no security issues or manual actions; the user list has been reviewed.

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

HIGH | EFFORT: SMALL

THE CHANGE

Add one plain-language sentence beneath the name stating what the school is, the age range and the country and town (wording and facts to be confirmed by the school), and one visible button such as "Enquire or arrange a visit". Give the homepage a real main heading, a descriptive page title and a meta description.

WHAT WE FOUND

OBSERVED Homepage, desktop and mobile: logo, menu, the organisation's name and four values over a photo. No description, location, age range or button. The country is named on none of the seven pages. Zero H1s; the title is just the organisation's name.

WHY IT RANKS HERE

Everything else depends on a visitor understanding the offer in the first few seconds. It is also the quickest fix on the list.

EXPECTED BENEFIT

A new visitor can tell what the organisation is, for whom and where without scrolling. No numerical gain is claimed.

DEPENDS ON

The school confirming wording, ages and how it describes itself.

HOW TO CHECK IT WORKED

Show the new first screen to a few people matching the audience for five seconds and ask what it is, who it's for and where. Re-run Lighthouse to confirm a meta description and one H1.

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

HIGH | EFFORT: MEDIUM

THE CHANGE

One page covering which group suits which age, languages of instruction, the school day and current term dates, how admissions works step by step, fees (or how to obtain them), what a visit involves and what happens after an enquiry. Replace the 2024–25 calendar image with current text.

WHAT WE FOUND

OBSERVED None of those items appear in the seven pages' text. Learner groups have creative names rather than grade levels, and no ages. The calendar image is headed with the 2024–25 school year and has empty alt text.

WHY IT RANKS HERE

This is the primary goal: informed enquiries. It is a content gap, not a design gap.

EXPECTED BENEFIT

Families can make an informed enquiry without first having to ask basic questions. Fewer repeated or unsuitable enquiries is plausible but unmeasured.

DEPENDS ON

The school deciding what to publish, especially on fees, and supplying accurate dates.

HOW TO CHECK IT WORKED

Every question above is answered on the page; recent enquirers are asked what they still had to ask.

4 Make the enquiry route work and easy to find

HIGH | EFFORT: SMALL–MEDIUM

THE CHANGE

Add a short enquiry form or clear contact panel that asks what the enquiry is about (visit, enrolment, volunteering, other) and says what happens next and when to expect a reply. Make the brochure button and social icons work or remove them. Make the "Contact" menu item open the Contact page directly.

WHAT WE FOUND

OBSERVED No form on any page. The "Click to Download" brochure button, offered to families who want to learn more about the school, is a link with no destination, so visitors have no way to view the brochure. The WhatsApp, Facebook and Instagram icons are the same. In the menu, "Contact" opens a submenu and doesn't go to the Contact page by itself.

WHY IT RANKS HERE

If the next step is hidden or broken, good content doesn't turn into enquiries.

EXPECTED BENEFIT

The next step becomes easier to find and complete. No numerical gain is claimed.

DEPENDS ON

A brochure file to link, a decision on form tool and who receives enquiries, and a WhatsApp number if wanted.

HOW TO CHECK IT WORKED

Test every button and the form by hand, including on a phone; confirm a test enquiry arrives and the confirmation explains the next steps.

5 Speed up the Pedagogy page and the server response

MEDIUM | EFFORT: SMALL–MEDIUM

THE CHANGE

Compress and resize the large photographs on the Pedagogy page, and review hosting and caching to shorten the time the server takes to respond.

WHAT WE FOUND

MEASURED · LAB Largest Contentful Paint 3.9 s (homepage) and 7.0 s (Pedagogy) on mobile, against Google's 2.5 s "good" threshold. Pedagogy page weight 4,089 KiB on desktop, mostly photographs. Main-document server response 0.8–2.4 s across runs.

WHY IT RANKS FIFTH

Real and measurable, but second-order to the four fixes above, and based on lab data only.

EXPECTED BENEFIT

Faster loading on phones and slower connections. No numerical gain is promised.

DEPENDS ON

Hosting plan and caching options; the original image files.

HOW TO CHECK IT WORKED

Re-run Lighthouse with the same settings; compare real-user data in Search Console and PageSpeed Insights once available.

04 Homepage & First Impression

What a new visitor sees before they scroll.



Desktop first screen (schematic, 1440×900 layout). A name, four values and a menu over a photograph. No description, location, ages or button. Screenshot withheld in this anonymised version.



Phone first screen (schematic, 390×844 layout). The hero fills the screen.

THE FIVE-SECOND TEST

INTERPRETATION This is a simulated first-impression review by an AI-assisted process, not user research. It asks what an unfamiliar visitor could reasonably take from the first screen.

QUESTION	RESULT	WHY
What does it do?	Partial	"Education" in the name suggests a school or programme; it isn't stated whether it's a school, camp or course.
Who is it for?	Unclear	No age range, audience or family-facing language on the first screen.

Where is it?	Unclear	No country or town. The tropical imagery suggests somewhere warm; the location appears only in the footer, below the fold.
Why trust it?	Partial	Authentic photography. No people, credentials or recognition shown.
What should I do next?	Unclear	No button on the first screen.

WHAT THIS MAY MEAN

INTERPRETATION A visitor who must scroll or guess to learn what the school is may leave before reaching the explanation, and on a phone the hero fills the whole screen. The homepage also has no main heading: every section title is a secondary heading, and the quotation below the hero is split across four of them.

05 Messaging & Positioning

The ideas are strong. The way they're delivered makes families work for them.

The school already has its differentiators. They just aren't gathered anywhere a busy parent would find them.

OBSERVED The core description leans on dense terms such as "socioecologically-intelligent" and "transdisciplinary". Some are explained in the About Us FAQ; the homepage doesn't. Outcomes are mostly stated as large ambitions — learners leaving as "game-changing entrepreneurs", engineering a peaceful and sustainable future — rather than things a parent can picture or check. The most concrete outcome, learners presenting a project to a real audience at a project presentation day, sits on the Pedagogy page.

The tone sets the school against conventional schooling (grades described as outdated, the industrial model as obsolete). That will resonate with some families and prompt practical questions from others, such as how a child moves to or from another school.

DIFFERENTIATORS THE SITE ALREADY CONTAINS

WHAT THE SITE ALREADY SAYS	WHERE A FAMILY HAS TO FIND IT
Learners present projects to real audiences (a project presentation day)	→ Pedagogy page, mid-page
No routine homework, with exceptions	→ About Us, under "Homework"
Performance rubrics instead of grades	→ About Us, under "Grading". The standards referenced aren't named.
Dual-language curriculum; extracurriculars twice a day in small groups	→ Pedagogy page
Named learner groups aligned to K-12	→ About Us, under "Groups". No ages given.
A secular, science-aligned approach and an unconventional calendar system	→ Calendar page

Suggested improvements

- Open the homepage with one concrete sentence on who the school teaches, where, and how — then give the philosophy.
- Bring the project presentation day up to the homepage as the clearest example of an outcome.
- Where "international academic standards" is mentioned, name them if the school can.
- Add a short "A typical day" section built from content the site already holds.

Small copy corrections

- Homepage: "lean more" (should be "learn more") and an awkward "Get a [Name] advice".
- Calendar page: missing spaces between some words are visible on screen.
- Five homepage buttons are labelled "Learn More"; two lead to the same page.

06 UX, Navigation & Mobile

Can a parent find what they came for without thinking too hard?

THREE TASKS A FAMILY WOULD TRY

TASK	OUTCOME	WHAT HAPPENS
Find programme and age information	● Not found	Home → Pedagogy gives subjects and extracurriculars but no ages. Group names appear on About Us, again without ages. No age information was found in any of the seven pages.
Understand the approach	● Possible, effortful	The material is there across About Us, Mission & Vision and Pedagogy, but it is dense, repeated in places, and the FAQ answers sit in collapsed panels.
Find a way to enquire	● Findable, thin	One "Contact Us" button halfway down the homepage plus the footer. The Contact page offers an email, phone number and place name only.

Navigation

- OBSERVED Labels are "We Are [Name]", "Pedagogy", "Calendar", "Contact". There's no "Admissions", "Enrol" or "Visit".
- OBSERVED "Contact" opens a submenu (Contact, Jobs/Volunteering) and doesn't go to the Contact page by itself; "We Are [Name]" works the same way.
- INTERPRETATION "We Are [Name]" and "Pedagogy" are not what most families would look for first.

On a phone (390px and 375px, emulated)

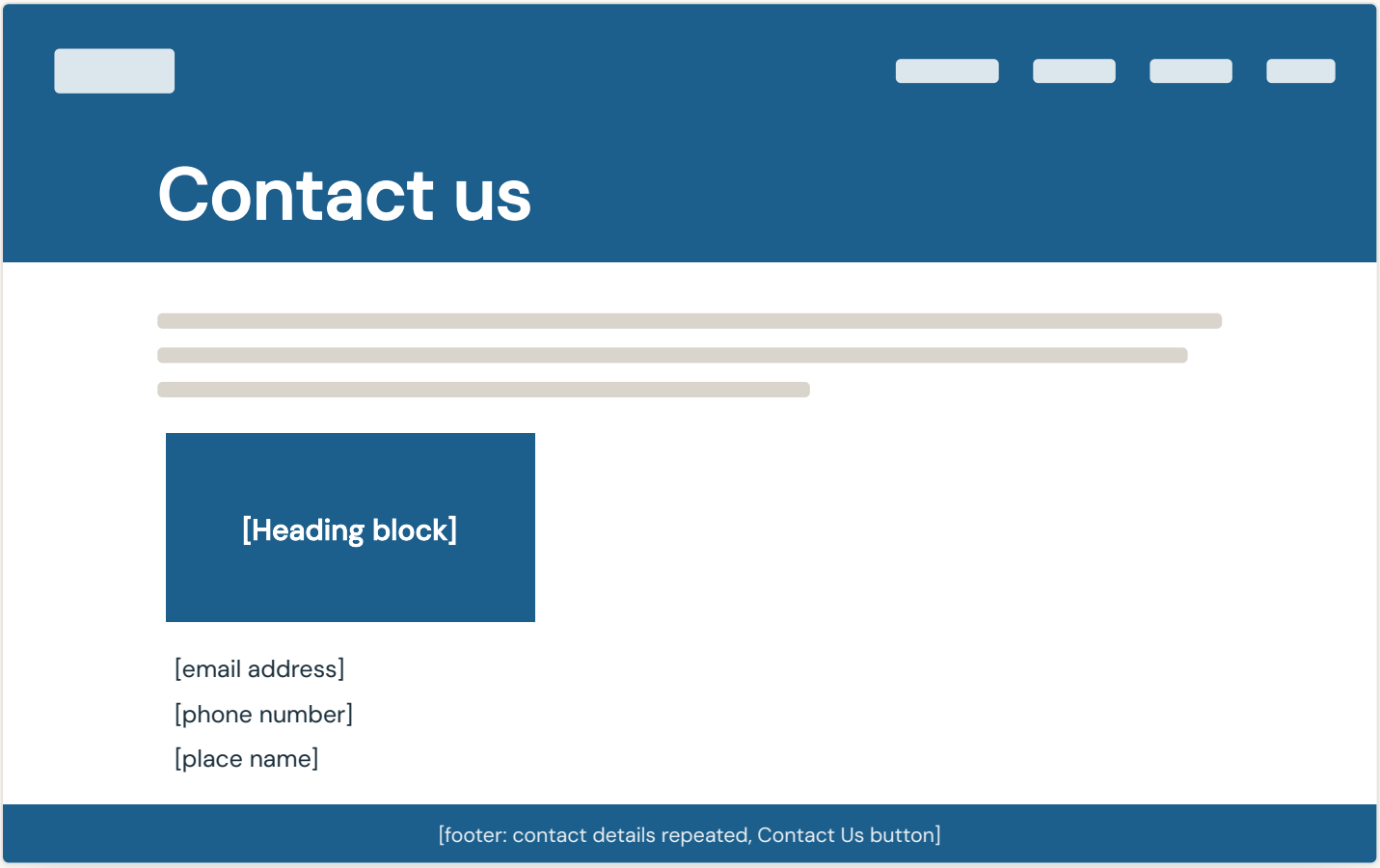
- MEASURED No horizontal overflow on the homepage at 390px.
- OBSERVED Menu opens and works; items are 44px tall. Readable body text. No pop-ups or cookie banners.
- MEASURED Footer phone, email and map links are about 21px tall, flagged by Lighthouse against the WCAG 2.2 target-size guidance (source).
- INTERPRETATION The calendar image shrinks to fit a phone, so its small text may be hard to read. Not tested on a physical device.

Browser emulation is not physical-device testing. The Pedagogy page carousel was not tested.

07 Conversion & Trust

From "interested" to "I'll get in touch".

The Contact page invites families to arrange a personalised visit, then gives them an email address and a phone number.



Contact page (schematic). An introduction, an email address, a phone number and a place name. No form, no steps for arranging a visit, no hours, no expected reply time, no map.

CONTROLS THAT DON'T LEAD ANYWHERE, OR LEAD SOMEWHERE UNEXPECTED

ELEMENT	EVIDENCE	WHAT THE PAGE CODE SHOWS
"Click to Download" (brochure)	OBSERVED	An empty link under the invitation to download the brochure and learn more about the school: visitors currently have no way to view it from the site. It was not clicked, so whether a script adds behaviour is NOT VERIFIED .
WhatsApp, Facebook, Instagram icons	OBSERVED MEASURED	Anchors with no destination; Lighthouse reports them as not crawlable.

"Contact" in the menu	OBSERVED	Opens a submenu rather than the Contact page.
Phone link	OBSERVED	Written without the international "+" prefix, which can cause problems for callers outside the country.

Trust evidence present

- ✓ Real email, phone and locality
- ✓ Authentic photography
- ✓ A Google Maps link that resolves

Not found on the seven pages

- × Named staff or founders; teacher qualifications
- × Registration, accreditation or Ministry recognition statements
- × Safeguarding or admissions policies
- × Family testimonials; a map; school hours

QUESTIONS THAT MAY STOP A FAMILY FROM ACTING

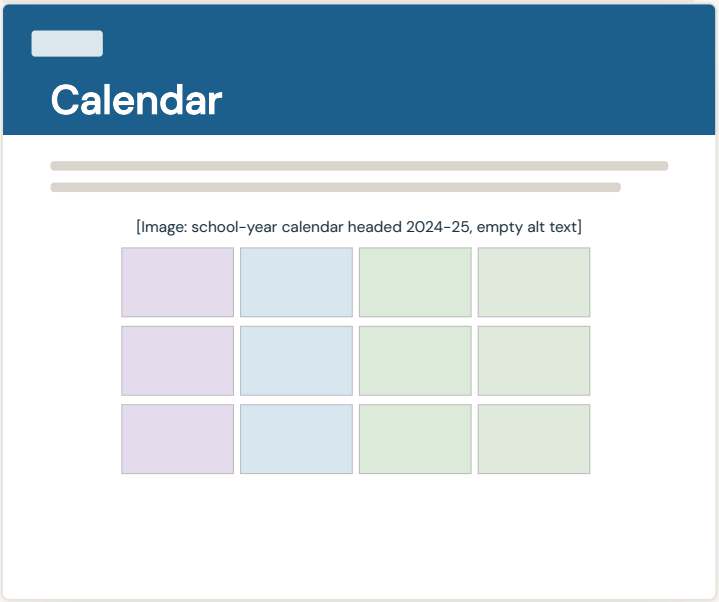
INTERPRETATION Is this a recognised school? Who teaches? What ages? What does it cost? What is a visit like? What happens after I write? These are only worth adding where the school can answer them truthfully; nothing here should be invented. The Jobs/Volunteering page is a single introductory paragraph with no roles, expectations or application route.

08 Content & Searchability

Missing content versus content that exists but is hard to find.

Exists, but hard to find

- What its key teaching terms mean (About Us FAQ, in collapsed panels)
- Learner groups and the assessment approach (About Us)
- Extracurriculars and languages (Pedagogy)
- The school-year calendar (an image)



Calendar page (schematic). The calendar is a single image headed with the 2024–25 school year and has empty alt text.

Missing from the seven pages

- The country name
- Ages for each group; admissions steps
- Fees, or how to obtain them; the school day
- Current-year dates as text; staff
- Pages for supporters and for educational services

FRESHNESS AND ACCURACY

- OBSERVED Calendar is for 2024–25.
- OBSERVED The homepage Mission paragraph repeats the Mission & Vision page almost word for word.
- OBSERVED Pages contain real text that search engines can read; FAQ answers are in collapsed panels.
- OBSERVED Pages link through the menu; there are few in-text links, and five identical "Learn More" labels give no context.

REALISTIC PAGE IDEAS

Visit & Enrol · Ages and groups · A typical day · Languages at the school · Volunteering roles · A family FAQ, including how fees work even if the answer is "contact us for current fees". Search demand was not measured, so none of these is justified by keyword data.

09 Technical SEO

The checks that matter commercially, with the method used.

PRIORITY ISSUE — UNRELATED CONTENT ON THE DOMAIN

The site's REST API reports **about 2,000 published posts**. The core sitemap lists about 2,000 post URLs alongside the 7 real pages and 1 category and 1 author page. Every post title reviewed, apart from the default "Hello world" post, is unrelated commercial content (a sample and keyword-filtered review; not every post was read). Nearly all of the sitemap entries carry an invalid "last modified" date (`-0001-11-30`). One tested page returned the same content to a browser and to a Googlebot user-agent string.

What this does not show: how the content arrived, whether the site was "hacked", or whether Google has indexed or acted on any of it. Treat it as a suspected compromise for a specialist to investigate. See Fix 1.

CHECK	RESULT	METHOD
HTTPS and redirects	● Working well http→https and www→apex redirect (301). All 7 pages return 200.	OBSERVED
Page titles	● Improve Present on all 7, but short and generic. The homepage title is just the organisation's name.	OBSERVED
Meta descriptions	● Missing None on any of the 7 pages. Google may use a page's meta description for its search snippet; it is not described as a ranking factor (source).	OBSERVED MEASURED
Headings	● Missing No H1 on any page. Section titles are secondary headings; the homepage quote is split across four.	OBSERVED
Canonical tags	● Working well Self-referencing on all 7 pages.	OBSERVED
Robots and sitemap	● Improve robots.txt allows crawling (blocks admin only) and points to the core sitemap, which also lists the unrelated posts.	OBSERVED
Structured data / social tags	● Improve None found. Once content is corrected, basic Organization markup (name, address, contact) matching the visible text would be reasonable. No special search feature for schools was verified.	OBSERVED

Error handling	● Working well A wrong URL returns a true 404. The favicon file returns 404.	OBSERVED MEASURED
Broken links	All menu pages load and the map link resolves. NOT VERIFIED beyond that; no full crawl was run.	OBSERVED
Indexing	NOT VERIFIED The seven pages appear technically indexable. Whether Google has indexed any page, genuine or not, can't be established without Search Console.	—

10 Performance & Accessibility

Interpreted, not just scored.

MEASURED Lighthouse 13.5.0, run locally in headless Chrome with simulated throttling, one run per test. These are **lab results**, not what real visitors experience. Real-user (field) data was NOT VERIFIED : Google's PageSpeed Insights service refused the request, and missing field data is not itself a failure.

PAGE · MODE	LCP	FCP	CLS	PAGE WEIGHT	SERVER RESPONSE	LIGHTHOUSE P / A / BP / SEO
Homepage Mobile	3.9 s	2.7 s	0.083	720 KiB	830 ms	74 / 96 / 92 / 77
Homepage Desktop	1.2 s	1.1 s	0.01	1,280 KiB	1,050 ms	88 / 100 / 96 / 77
Pedagogy Mobile	7.0 s	7.0 s	0.034	1,382 KiB	2,440 ms	57 / 96 / 92 / 77
Pedagogy Desktop	3.8 s	3.8 s	0.018	4,089 KiB	1,290 ms	60 / 100 / 96 / 85

LCP = Largest Contentful Paint (when the main content appears). CLS = Cumulative Layout Shift (how much the page jumps). Google's "good" thresholds are 2.5 s for LCP and 0.1 for CLS (source). Blocking time was 0 ms in every run. Amber means above the "good" threshold.

What the numbers suggest

- INTERPRETATION The delay is mainly the server taking 0.8–2.4 s to respond and, on the Pedagogy page, large photographs (the biggest is about 1.1 MiB).
- INTERPRETATION Scripts are not the problem; blocking time is zero.
- One run varies; repeat before acting on small differences.

Accessibility — basic review

- MEASURED Automated scores 96–100. Three footer links flagged for target size on mobile.
- OBSERVED Skip link present; visible focus outline on the menu in a brief keyboard test.
- OBSERVED The calendar image carries the dates with empty alt text. Brochure and social anchors have no destination.
- NOT ASSESSED Contrast over the hero photo, 200% zoom, reduced motion, screen-reader use. No forms exist to test labels.

This is a basic review, not an accessibility certification or a compliance verdict.

11 Backlinks & AI Discoverability

What can be said honestly with the evidence available.

Backlinks

○ Not assessed

No backlink data was supplied, so nothing is said about the existing profile.

- Check the Google Business Profile is accurate (the footer's map link suggests one exists).
- Local family and community directories in the area.
- Organisations the school genuinely works with in its fields of interest.
- Useful reference content, such as a plain-language guide to project-based assessment.

Only genuine relationships. No purchased links.

Foundations for search and AI systems

- State the name, country and town in text.
- Use one consistent name (the site mixes several capitalisations and a longer tagline form of the organisation's name).
- Answer family questions in plain, crawlable text.
- Keep contact details identical everywhere, and remove the unrelated content.

Google says its AI features need no special markup or files beyond normal Search eligibility (source). Other AI services work differently and weren't tested. An `llms.txt` file is an emerging convention rather than a universal requirement; the site has none and nothing here depends on it.

LIMITED SNAPSHOT — NOT AN AI VISIBILITY SCORE

NOT VERIFIED Service: Claude's web search tool. Query 1: a search for the school's name, town and country; results showed other local schools and an unrelated university programme with a similar name, and none from this site. Query 2: a "site:" search for the domain; no results from the domain. This is one snapshot from a non-Google tool and cannot establish how the school appears in Google, Bing or any AI service. **Actual AI visibility cannot be established from this audit.**

12 What to Keep

The parts of this site that are already doing real work.

The photography

Authentic, distinctive and specific to place. It does more than most stock-led school sites to convey what the campus feels like.

The substance of the writing

A project presentation day, no routine homework, performance rubrics and a dual-language curriculum are real, specific ideas that families can engage with.

The structure

Seven focused pages, a clear menu, working navigation and correct redirects. Nothing here needs to be torn up.

Mobile fundamentals

No horizontal overflow at 390px, readable text, a working menu and no intrusive pop-ups.

Accessibility basics

High automated scores, a skip link and visible focus on the menu give a sound base to build on.

The calendar concept

A distinctive, memorable expression of the school's values. It needs to be current and readable as text, not removed.

13 Verdict: Improve, Refresh or Rebuild

The recommendation follows the evidence.

Refresh, not rebuild.

Improve

Targeted fixes to a sound site.

Refresh

Secure and clean the site, then correct the content, conversion and search basics around the existing structure.

Rebuild

Replace the underlying structure.

What supports this

- The most serious problem is security and maintenance, not design. A new design wouldn't remove it, and moving content or accounts to a new site without investigating risks carrying it over.
- The weaknesses families would notice — missing information, no form, dead buttons, missing metadata — can be fixed within the current site.
- Accessibility results and the mobile layout are sound.

What can be kept

- The photography, logo and colours
- The page structure and menu
- The written explanations of the approach and the FAQ
- The extracurricular list and the calendar concept

WHAT THIS MEANS FOR THE NEW SITE

The findings carry over directly. The unrelated posts shouldn't be migrated, and the new build can include from day one a clear first-screen statement (what, who, where), a Visit & Enrol page, a working enquiry route, and page titles, descriptions and headings.

WHY A SMALLER INTERVENTION IS ENOUGH — AND WHY NOT NOTHING

With seven pages, a working menu and sound accessibility, the structure is not the obstacle. Fix 1 can't wait, and without Fixes 2 to 4 the site doesn't help families make an informed enquiry. This recommendation is based on the current live site alone, assessed on its own merits.

WHAT COULD CHANGE THIS CONCLUSION

How the unrelated content arrived and whether the hosting and CMS can be trusted afterwards; whether Google has already flagged the domain (Search Console); real traffic, enquiry and speed data, none of which was supplied; and the school's longer-term plans for the site, including wider ambitions mentioned on the site.

14 Action Plan

First, next and later.

FIRST

Urgent

- Engage a WordPress security specialist; back up; remove the injected posts; investigate and close the entry point (Fix 1).
- Verify the domain in Google Search Console and check Security issues and Manual actions.
- Make the brochure button and social icons work, or remove them (Fix 4, quick part).

NEXT

Practical improvements

- Homepage opening statement with location and age range; main heading; unique titles and meta descriptions (Fix 2).
- Enquiry form or clear contact panel with "what happens next"; Contact menu item links directly (Fix 4).
- "Visit & Enrol" page; current-year calendar as text (Fix 3).
- Correct the typos and replace the generic "Learn More" labels.

LATER

Optional and polish

- Compress Pedagogy images; review hosting speed (Fix 5).
- Volunteering roles page; a supporters page if the school seeks donations.
- Team, credentials and policies, if the school chooses to publish them.
- Accurate Organization markup; Google Business Profile review; genuine local links.
- Complete the accessibility checks not done here.

15 Scope, Method & Sources

What was tested, how, and what wasn't possible.

Website version. This audit covers what the website served at the time of assessment: a WordPress 6.5.13 site built with Elementor 3.21.2 and the Hello Elementor theme (read from the page source), with seven published pages. A replacement site is being developed separately and is not part of this assessment; nothing on the live domain indicated a different version. Earlier archived copies exist (Internet Archive, April 2024 and October 2025) and weren't compared.

Pages assessed (7 of 7)

- Homepage /
- About Us /about-us/
- Mission & Vision /our-vision/
- Pedagogy /curriculum/
- Calendar /calendar/
- Contact /contact/
- Jobs/Volunteering /jobs-volunteering/

All published pages were reviewed. System URLs (robots.txt, sitemaps, API, a wrong URL) and five of the unrelated posts were also tested for loading only.

Method and tools

- **Viewports (emulation):** 1440×900; 390×844; 375×812.
- **Lighthouse 13.5.0** local, headless Chrome, simulated throttling, homepage and Pedagogy, mobile and desktop.
- **HTTP requests** for status, redirects, headers, robots.txt, sitemaps and the WordPress API.
- **Browser inspection** of rendered pages, the mobile menu and a brief keyboard test.

LIMITATIONS

No forms were submitted and nothing was sent or downloaded; the site has no forms on the pages inspected. No analytics, Search Console, backlink data or admin access were supplied, so traffic, enquiries, indexing, search queries and backlinks are not verified. Real-user performance data wasn't obtained. Contrast over the hero image, 200% zoom, reduced motion, screen readers, physical devices and the Pedagogy carousel were not assessed.

SOURCES

- Google Search Central — Spam policies for Google web search (hacked content)
- Google Search Central — Control your snippets in search results
- Google Search Central — AI features and your website
- web.dev — Web Vitals
- W3C WAI — Understanding Success Criterion 2.5.8: Target Size (Minimum)

ABOUT THIS REPORT

A sample audit, offered on its own merits.

This report uses only public information. It makes no claims about traffic, enquiries or revenue, and is not evidence that any change improves results.

Anonymised. Identifying details of the organisation, its location and its website have been removed or generalised for use as a sample, and the screenshots are replaced by schematics.

Steady Drift Studio

Sample Website Audit · Live website version as above

Prepared by Steady Drift Studio with AI assistance. A sample audit, not a paid engagement.