



sample.com Audit

Free Website Audit from Sterner Stuff

For [REDACTED], 12/19/25

This free website audit is designed to give you important information about the current state of your website. The recommendations included in this document are based on industry best practices, objective measurement tools, and 10+ years of experience building incredible websites for clients of all kinds.



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Summary

All findings in this test were conducted by a real person. Some agencies churn out audits generated automatically by third-party tools, but this can result in false positives and initiatives that don't weight effort over impact.

By conducting this audit ourselves, you not only get objective, actionable results, but also a subjective review of your unique site and how we think it can be improved to better meet the needs of its visitors and meet the expectations of the modern web.

Please keep in mind that subjective recommendations have been made without a deep understanding of your business and your primary drivers of revenue. Once we begin working with clients, we make a point of developing a deeper understanding of their business to better inform our recommendations over time.



Tooling

First, a summary of what we were able to understand about how your website is built.

Tech	What You're Using	Notes
Domain Registrar	Network Solutions	–
Host	Dreamhost	–
CMS	None	–

Best Practices

Consideration	Why This Matters	Passing
Google Analytics configuration (or other analytics platforms)	Collects important information about site visitors	Pass
Google Search Console configuration	Provides insights into your organic search ranking	No evidence
Email host	Email should be hosted separately from your website	Somewhat unclear, but not hosted with website
HTTPS	Encrypts content, site is faster, Google preferred	Pass
Mobile-friendly	Serve more users	Website simply scales down on smaller devices, is not optimized for mobile display



Performance

Performance is something that can be measured objectively. Google's PageSpeed test is often referenced because their metrics directly correlate to how they rank websites and how they've found that searchers respond to different kinds of performance issues on a website.

Measurement	Score
Real-World Core Web Vitals, Desktop	Fail
Largest Contentful Paint	1.6s
Interaction to Next Paint	21ms
Cumulative Layout Shift	.47
First Contentful Paint	.8s
Time to First Byte	.5s
Real-World Core Web Vitals, Mobile	Fail
Largest Contentful Paint	1.7s
Interaction to Next Paint	273ms
Cumulative Layout Shift	.89
First Contentful Paint	.8s
Time to First Byte	.7s
Lab Performance Scores, Desktop	All out of 100
Performance	73
Accessibility	62
Best Practices	92
SEO	82
Lab Performance Scores, Mobile	All out of 100
Performance	50
Accessibility	54
Best Practices	88



SEO	82
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Takeaways

- Heavy reliance on images rather than native text contributes to layout shift scores
- Images could be optimized
- Best practice optimizations to third-party scripts could help the browser serve them more efficiently and improve scores



Technical SEO

Some organic SEO is experimenting to see what works, but there are minimum best practices that can ensure you have a leg up on the competition.

Check	Results	Notes
Sitemap	Not found	A sitemap should be generated and submitted to Google for indexing
Broken links	0 found	Broken links are dead ends for users and easily fixed
Customized page titles and descriptions	Pass	<p>While page titles and descriptions aren't as strong search factors as they used to be, they still directly correlate to your search result appearance and can improve click-through rate.</p> <ul style="list-style-type: none">Your page titles have been intentionally written, but could be much less generic to improve search engine ranking.
Google Business Listing claimed	Claimed	Claiming and updating your Google Business listing ensures up-to-date information for your customers
Site performance	See "Performance"	Passing Google's Core Web Vitals is a ranking factor
Semantic HTML	Needs Improved	<p>HTML tags are not just for styling. They have correct uses that help Google understand the structure of a page.</p> <ul style="list-style-type: none">DOCTYPE is missingYour pages with actual content lack correct heading tags.Your header and footer are contained in iframes.The website is much too reliant on photos and PDFs for content.

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Image alt tags	Not found	<p>Alt tags ensure search engines and users who depend on assistive technology better understand images</p> <ul style="list-style-type: none">• Despite being heavily reliant on images for content, your images do not have alt tags.
Proper schema	Not found	<p>Proper schema would include identifying information about the business and the type of content contained on each page</p>



Accessibility

Accessibility is important to broadening the reach of your business, ranking well in search engines, and in today's world, avoiding potential lawsuits.

In addition to your accessibility score provided as part of Google's PageSpeed test, the following issues were noted with your site. We've not included checks that passed.

- Alt tags are missing across the site
- Language is not declared
- Some links, such as the logo, are missing titles



Subjective Assessments

Content

- Your website has a limited amount of content, which will severely hurt its ability to rank well in search engines, and may mean users can't find the information they're looking for.
 - Ensure your website has as much information as possible that a buyer might be looking for. Frequent blogging can sometimes be a great way to answer questions, generate content, and show Google your website is active and informative.
- Your content is mostly contained in images and PDFs. This leaves users pinching and zooming on mobile devices, which is a poor experience compared to your competitors. It also means that Google cannot index this information and may hurt your search ranking when folks are looking for retailers with your specific brands and products.
- While product brands are listed, information about products and models actually available on the store's floor is extremely limited. For users who see electronics as a commodity and want to shop locally but don't want a high-sales experience, they may be annoyed by this lack of clarity.
- Website still references COVID-era precautions, suggesting to users it may not be updated.

Design

- Your website does not reflect modern design expectations.
 - This can be fine if your business is not reliant on the website for business, but it can indicate to potential customers that your business isn't proactive, can't be bothered, or is out-of-touch.
- The "Features & Prices" navigation submenu is rendered off-screen on some pages, making it unusable for users.



Working with Sterner Stuff

We're here to talk to you about resolving the above issues, either all at once, incrementally over time, or as part of a new website build.

Website Rescues

Often, a website is in fine shape and needs minor modifications and improvements to stay competitive. We believe in using existing equity, so in these cases, we love working with clients to improve their existing website rather than spending a lot of money on a new one. Talk to us today about a website rescue that addresses items brought up in this audit!

Hosting, Maintenance & Support

We believe in long-term relationships, and we want this audit to be the first in a series of successful and valuable projects together.

To that end, our base offering to our clients is our comprehensive, all-inclusive [WordPress Updates and Maintenance](#) plan. That plan includes:

- Hosting
 - Confidence and security with a free SSL certificate
 - Snappy performance on dedicated Google Cloud infrastructure, provided by our hosting partners at [Kinsta](#)
- Updates and Maintenance
 - Stay hack-free and get the latest performance optimizations with monthly software updates
 - Any conflicts introduced by updates are covered under this plan
 - Recover quickly with priority cleanup of (unlikely) compromises
 - Get help whenever you need it with 1 hour of monthly support time
 - Cut down on load times with automated image optimization
 - Ensure contact form submissions and other critical transactional emails find you and your customers' inboxes with a dedicated email relay for outgoing mail

This all comes at **\$75/mo** for basic, content-only websites as outlined above. We're here to discuss pricing for more complex sites or greater monthly support time needs.



Why Sterner Stuff

Sterner Stuff is a boutique web design and development agency in Eugene, Oregon. We're nestled right in the heart of Downtown Eugene and spend every day working with businesses that prioritize being a part of the fabric of their communities.

Our small team is intentionally built to reflect our core competencies and deliver quality work.

As a business, we value:

- **Goals:** All aspects of a project should work toward specific and tangible solutions
- **Exploration:** We aren't afraid of new challenges or solutions
- **Honesty:** Transparency with you creates trust and sets the groundwork for success
- **Relationships:** By working together beyond a single project, we create organizational continuity, institutional knowledge, and investment in the long-term vision



The Team



Ethan Clevenger

Owner, Principal Developer

Ethan has been building websites since 2012, and in that time, he's seen it all. With a penchant for doing things right, he's who you want in your corner. The bulk of his early career was spent turning Photoshop documents into custom, efficient, built-to-spec WordPress themes.

Ethan has published plugins on the WordPress plugin repository, contributed to WordPress core, spoken at multiple regional WordCamp conferences and was an organizer for WordCamp US in Portland in 2024. So you might say contributing to open source is important to him.



Madeline Harrison

Associate Developer

Maddy specializes in building and maintaining dynamic web applications. As part of the team at Sterner Stuff, she enjoys tackling complex challenges and crafting solutions that make technology more accessible. Maddy is passionate about demystifying coding for those outside the tech world, and loves breaking down complex concepts into approachable ideas.