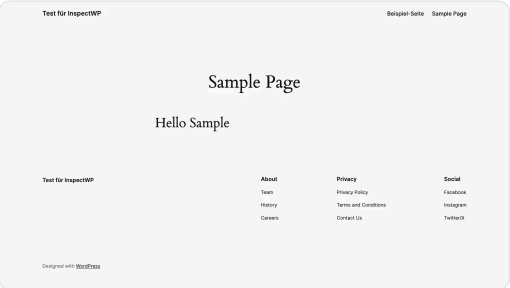
Acme
Web Studio

TECHNICAL ANALYSIS, PRIORITISED RECOMMENDATIONS AND NEXT STEPS

Website Audit Report



PREPARED FOR

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DATE

November 19, 2026 at 1:33:23 AM

Confidential, for the recipient only

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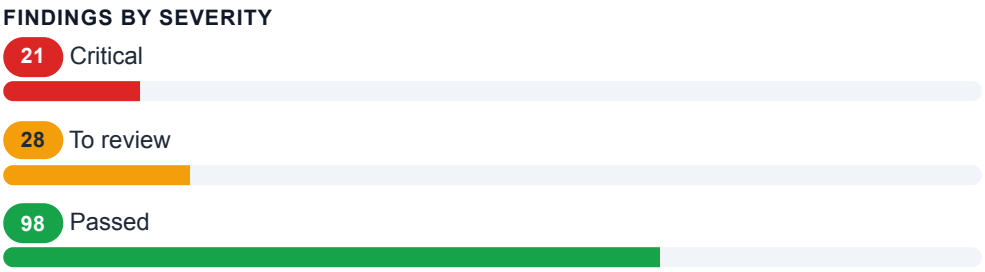
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Executive Summary



OVERALL HEALTH SCORE



Thank you for your trust. For this audit we reviewed the technical state of your WordPress website: security, privacy, SEO, performance and accessibility. The most important findings are listed by priority on the following pages.

The analysis surfaced several relevant weaknesses: 21 issue(s) require attention and 28 further point(s) should be reviewed. Addressing the critical items first will noticeably reduce risk and improve the site's standing.

Top priorities

ID	P1 – Critical	Recommendation	Area
WP-01	P1 – Critical	Plugins with known vulnerabilities	WordPress
GDPR-01	P1 – Critical	Google Fonts loaded from Google servers	GDPR
GDPR-02	P1 – Critical	Akismet Anti-Spam plugin in use	GDPR
SEO-01	P1 – Critical	Images missing alt attributes	SEO
SEO-02	P1 – Critical	Meta description missing or suboptimal	SEO

Scope & Methodology

The audit is based on a technical analysis of the publicly accessible website. We examined the following areas:

Areas analysed

WordPress configuration, security headers & SSL, data protection (GDPR), search engine optimisation (SEO), HTML structure, content, performance, accessibility, HTTP headers, hosting, DNS and email security.

How we rate findings

Each check is rated as passed, to review (warning) or critical (danger). Findings are then prioritised by severity and business impact into four levels, P1 (critical) to P4 (low), so the most important work is clearly identifiable.

P1 – Critical P2 – High P3 – Medium P4 – Low

Limitations

The analysis reflects the state of the website at the time of the analysis and is limited to publicly observable signals. It does not replace a manual penetration test, a legal data-protection assessment or a full content review.

Top priorities

P1 – Critical High-impact issues that should be addressed first. 9

WP-01 Critical Plugins with known vulnerabilities WORDPRESS

WHY IT MATTERS

A vulnerability is publicly documented for the installed version of at least one plugin. Such vulnerabilities are scanned for and exploited automatically and are the most common way WordPress websites get compromised.

RECOMMENDATION

Update the affected plugins immediately to the version that fixes the vulnerability. If no fixed version exists yet, deactivate or replace the plugin. The affected plugins are marked in the plugin inventory in the appendix.

GDPR-01 Critical Google Fonts loaded from Google servers GDPR

WHY IT MATTERS

Loading fonts directly from Google transmits visitors' IP addresses to Google, which courts have repeatedly judged a GDPR violation without consent.

RECOMMENDATION

Host the fonts locally on your own server so no personal data is sent to third parties.

GDPR-02 Critical Akismet Anti-Spam plugin in use GDPR

WHY IT MATTERS

Akismet is not GDPR compliant: it transmits personal data from comment and form submissions (including IP address and email) to Automattic's servers in the USA, without the visitor's prior consent and without an adequate legal basis.

RECOMMENDATION

If the website needs to be GDPR compliant, the Akismet plugin should be removed or replaced with a privacy-friendly anti-spam solution (e.g. Antispam Bee or a consent-based alternative).

SEO-01 Critical Images missing alt attributes SEO

WHAT WE FOUND

0

WHY IT MATTERS

Alt attributes matter for both SEO and accessibility: search engines use them to understand image content (and to rank images in image search), while screen readers read them aloud so visually impaired users can understand what an image shows.

RECOMMENDATION

Add a descriptive alt attribute to every meaningful image. Describe the image content concisely and naturally, including a relevant keyword where it fits without keyword stuffing; leave the alt attribute empty (alt="") only for purely decorative images.

SEO–02 Critical **Meta description missing or suboptimal** SEO

ASSESSMENT

No Meta Description found. The Meta Description is missing.

WHY IT MATTERS

The meta description is the snippet shown in search results. A compelling description increases click-through rate even though it is not a direct ranking factor.

RECOMMENDATION

Write a unique, persuasive description of about 150–160 characters for each important page. Ideally, place the page's main keyword naturally within it, as search engines highlight matching terms in the snippet.

SEO–03 Critical **Meta description has the wrong length** SEO

WHAT WE FOUND

0

WHY IT MATTERS

The meta description text is either too short or too long. If it is too short it wastes valuable snippet space; if it is too long, search engines truncate it and the message is cut off in the results.

RECOMMENDATION

Adjust the meta description to roughly 150–160 characters so it displays in full in search results without being cut off.

SEO–04 Critical **Page title missing or suboptimal** SEO

WHAT WE FOUND

Test für InspectWP

ASSESSMENT

The title is too short

WHY IT MATTERS

The title tag is one of the strongest on-page ranking signals and the clickable headline in search results. A missing or poor title costs rankings and clicks.

RECOMMENDATION

Add a unique, descriptive title of roughly 50–60 characters that includes the main keyword.

SEO-05 Critical **Page title has the wrong length** SEO

WHAT WE FOUND
18

ASSESSMENT
The title is too short

WHY IT MATTERS
The title text is either too short or too long. If it is too short it fails to use the available space and can appear less relevant; if it is too long, search engines truncate it and the title is cut off in the results.

RECOMMENDATION
Adjust the title to roughly 50–60 characters so it displays in full in search results without being cut off.

SEO-06 Critical **XML sitemap missing or unreachable** SEO

WHY IT MATTERS
An XML sitemap helps search engines discover and crawl all important pages efficiently.

RECOMMENDATION
Provide a valid XML sitemap and reference it in robots.txt and Search Console. If you use WordPress, the easiest approach is an SEO plugin (e.g. Yoast SEO or Rank Math), which generates and keeps the XML sitemap up to date automatically.

P2 – High Important issues to schedule soon. 20

A11Y-01 Critical **Accessibility violations detected** ACCESSIBILITY

WHAT WE FOUND
1

WHY IT MATTERS
Accessibility barriers exclude users with disabilities and create legal risk under accessibility legislation.

RECOMMENDATION
Resolve the reported WCAG violations, starting with the most frequent and impactful ones.

A11Y-02 Critical **Critical issue detected** ACCESSIBILITY

Violations

WHY IT MATTERS
This check failed and represents a relevant risk to security, compliance, visibility or user experience.

RECOMMENDATION
Review this item and resolve the underlying cause. If you are unsure how, we are happy to take care of it for you.

A11Y-03 Critical **WCAG Level A not met** ACCESSIBILITY

WHAT WE FOUND
1

WHY IT MATTERS
Level A is the minimum accessibility baseline. Failing it means essential content is inaccessible to some users.

RECOMMENDATION
Address the Level A failures first. They represent the most fundamental barriers.

WP-02 Critical **Critical issue detected** WORDPRESS

Twentytwentyfive

WHY IT MATTERS
This check failed and represents a relevant risk to security, compliance, visibility or user experience.

RECOMMENDATION
Review this item and resolve the underlying cause. If you are unsure how, we are happy to take care of it for you.

WP-03 Critical **Critical issue detected** WORDPRESS

Twentytwentyfour

WHY IT MATTERS
This check failed and represents a relevant risk to security, compliance, visibility or user experience.

RECOMMENDATION
Review this item and resolve the underlying cause. If you are unsure how, we are happy to take care of it for you.

WP-04 Critical **WordPress emoji script loaded** WORDPRESS

WHY IT MATTERS
WordPress loads an extra emoji JavaScript on every page. In most cases this script is no longer needed, as modern browsers render emoji natively, and it adds unnecessary requests and page weight.

RECOMMENDATION
Disable the emoji script for better performance (via your theme, a performance plugin, or by dequeuing wp-emoji-release.min.js), unless your site specifically relies on it.

WP-05 Critical **No SEO plugin detected** WORDPRESS

WHY IT MATTERS
No SEO plugin was detected. On WordPress an SEO plugin greatly simplifies essential tasks such as titles, meta descriptions, XML sitemaps and structured data.

RECOMMENDATION
Install an SEO plugin (e.g. Yoast SEO or Rank Math) to manage titles, meta tags, sitemaps and structured data centrally.

WP-06 Critical **WordPress version exposed or outdated** WORDPRESS

WHAT WE FOUND
7.0.9

WHY IT MATTERS
An exposed or outdated core version makes it easy for attackers to target known vulnerabilities.

RECOMMENDATION
Keep WordPress on the latest version and avoid exposing the exact version number publicly.

WP-07 Critical **WordPress version visible** WORDPRESS

WHY IT MATTERS
The WordPress version is publicly readable. This is a security risk: it lets attackers quickly identify and target known vulnerabilities of that exact version.

RECOMMENDATION
Remove the visibility of the WordPress version (e.g. the generator meta tag and version query strings on scripts/styles) so it can no longer be read out, and keep the core up to date.

WP-08 Critical **XML-RPC enabled** WORDPRESS

WHY IT MATTERS
XML-RPC is frequently abused for brute-force amplification and DDoS attacks via its multicall feature, and most modern sites no longer need it.

RECOMMENDATION
Disable XML-RPC unless a specific integration requires it; if it is needed, restrict and monitor access.

WP-09 To review **Newer WordPress release branch available** WORDPRESS

ASSESSMENT
A newer WordPress release branch is already available. An update is recommended.

WHY IT MATTERS
The installation is one release branch behind the current version. Security fixes are released for the current branch first.

RECOMMENDATION
Schedule the update to the current WordPress release branch.

GDPR-03 To review **Consent banner missing or incomplete** GDPR

WHY IT MATTERS

A compliant consent banner is required before loading non-essential cookies and tracking. Its absence is a frequent cause of warnings and fines.

RECOMMENDATION

Implement a consent management solution that blocks non-essential services until the visitor agrees.

HTML-01 Critical **Apple touch icon missing** HTML

WHY IT MATTERS

Without an apple-touch-icon, the site shows a generic or blurry icon when saved to the home screen on iOS devices, which looks unpolished and weakens brand recognition.

RECOMMENDATION

Add a 180×180 px apple-touch-icon and reference it in the document head.

HTML-02 Critical **Favicon missing** HTML

WHY IT MATTERS

A favicon strengthens brand recognition in browser tabs, bookmarks and search results and signals a well-maintained site.

RECOMMENDATION

Provide a favicon in the common formats and sizes.

SEC-01 To review **Content-Security-Policy header missing or weak** SECURITY

WHY IT MATTERS

A Content-Security-Policy (CSP) is one of the most effective defences against cross-site scripting (XSS) and data-injection attacks. Without it, malicious scripts can run more easily in visitors' browsers.

RECOMMENDATION

Define a Content-Security-Policy that restricts which sources may load scripts, styles and other resources. Start in report-only mode, then enforce it once tuned.

SEC-02 To review **Permissions-Policy header missing** SECURITY

WHY IT MATTERS

The Permissions-Policy header controls which browser features (camera, microphone, geolocation, …) the site may use, reducing the attack surface.

RECOMMENDATION

Add a Permissions-Policy that disables features the website does not need.

SEC–03 To review **Referrer-Policy header missing or weak** SECURITY

WHY IT MATTERS

Without a Referrer-Policy, full URLs may leak to third parties via the Referer header, which can expose sensitive information and affect privacy.

RECOMMENDATION

Set a Referrer-Policy such as strict-origin-when-cross-origin.

SEC–04 To review **HSTS (Strict-Transport-Security) missing or ineffective** SECURITY

WHY IT MATTERS

HSTS forces browsers to use HTTPS, protecting visitors from downgrade and man-in-the-middle attacks on insecure networks.

RECOMMENDATION

Add a Strict-Transport-Security header with an appropriate max-age once HTTPS is reliably available on all pages.

SEC–05 To review **X-Content-Type-Options header missing or invalid** SECURITY

WHY IT MATTERS

This header prevents browsers from MIME-sniffing responses, which can otherwise be abused to execute files as a different content type.

RECOMMENDATION

Add the header X-Content-Type-Options: nosniff.

SEC–06 To review **X-Frame-Options / clickjacking protection missing or ineffective** SECURITY

WHY IT MATTERS

Without framing protection, the site can be embedded in a hidden frame on a malicious page to trick users into clicks (clickjacking).

RECOMMENDATION

Set X-Frame-Options: SAMEORIGIN or use the frame-ancestors directive in your CSP.

P3 – Medium Improvements worth planning. 16

MAIL–01 To review **DKIM not configured** EMAIL / COMMUNICATION

WHY IT MATTERS

DKIM cryptographically signs your emails so receivers can verify they are genuine and untampered, improving deliverability.

RECOMMENDATION

Enable DKIM signing with your email provider and publish the public key in DNS.

SEO-07 To review **Structured data (JSON-LD) missing or limited** SEO

WHY IT MATTERS
Structured data helps search engines understand your content and enables rich results (ratings, FAQs, breadcrumbs) that improve visibility and click-through rate.

RECOMMENDATION
Add relevant Schema.org structured data in JSON-LD for your key page types (e.g. Organization, Article, Product, FAQ).

SEO-08 To review **Open Graph description missing** SEO

WHY IT MATTERS
Without an og:description, social networks generate the link preview text themselves, which is often unappealing and reduces clicks from shared links.

RECOMMENDATION
Add a concise, compelling og:description so shared links show an attractive preview.

SEO-09 To review **Open Graph image missing** SEO

WHY IT MATTERS
Without an og:image, links shared on social media show no preview image (or an arbitrary one), which dramatically lowers engagement and click-through.

RECOMMENDATION
Add an og:image of at least 1200×630 px so shared links display an attractive preview.

SEO-10 To review **Open Graph title missing** SEO

WHY IT MATTERS
Without an og:title, social networks fall back to a less controlled title for the link preview, weakening your branding on shared links.

RECOMMENDATION
Add a clear og:title so shared links display the intended headline.

SEO-11 To review **Robots meta directive problematic** SEO

WHAT WE FOUND
noindex, nofollow

WHY IT MATTERS
An incorrect robots directive can unintentionally block pages from being indexed, removing them from search results entirely.

RECOMMENDATION
Verify the robots meta tag allows indexing for pages that should rank.

SEO-12 To review **Twitter Card metadata missing** SEO

WHY IT MATTERS

Without Twitter Card metadata, links shared on X (Twitter) show a plain, less engaging preview, reducing visibility and clicks.

RECOMMENDATION

Add Twitter Card meta tags (e.g. summary_large_image) so shared links display a rich preview.

WP-10 To review **No cookie-consent solution detected** WORDPRESS

WHY IT MATTERS

No cookie-consent mechanism was detected. If the site loads non-essential cookies or tracking, this is a frequent cause of GDPR warnings and fines.

RECOMMENDATION

Install and configure a consent management solution that blocks non-essential services until the visitor agrees.

WP-11 To review **Point to review** WORDPRESS

Has Plugins With Available Update

WHY IT MATTERS

This check returned a warning. It is not critical, but addressing it improves the overall quality and robustness of the website.

RECOMMENDATION

Review this item when planning the next round of improvements.

WP-12 To review **No security plugin detected** WORDPRESS

WHY IT MATTERS

No dedicated security plugin was detected. A security plugin adds important defences such as firewall rules, login protection and malware scanning that hardened sites rely on.

RECOMMENDATION

Install a reputable security plugin (e.g. with a firewall, login hardening and malware scanning) and configure it for your site.

WP-13 To review **WordPress install.php accessible** WORDPRESS

WHY IT MATTERS

A reachable install.php can, under some conditions, allow re-running the installer or revealing setup information, which is a serious risk to the integrity of the site.

RECOMMENDATION

Block public access to wp-admin/install.php after installation is complete.

WP-14 To review **No brute-force protection on login** WORDPRESS

WHY IT MATTERS

No protection against repeated login attempts was detected. This lets attackers try unlimited username/password combinations against the login form.

RECOMMENDATION

Add brute-force protection such as login rate limiting, a lockout after failed attempts and two-factor authentication.

WP-15 To review **readme.html publicly accessible** WORDPRESS

WHY IT MATTERS

The WordPress readme.html reveals the exact core version, making it trivial for attackers to match the site against known vulnerabilities.

RECOMMENDATION

Block public access to readme.html (and license.txt) so version information is not disclosed.

WP-16 To review **User enumeration possible** WORDPRESS

ASSESSMENT

translation missing: en, report.wordpress.userEnumerationPossible.interpretation.restApi

WHY IT MATTERS

If usernames can be enumerated, attackers gain half of the credentials needed for brute-force attacks.

RECOMMENDATION

Disable user enumeration via the REST API and author archives, and use strong, unique usernames.

WP-17 To review **Default login URL in use** WORDPRESS

ASSESSMENT

translation missing: en, report.wordpress.usesDefaultLoginUrl.interpretation.directAccess

WHY IT MATTERS

The default /wp-login.php and /wp-admin paths are the first targets of automated brute-force attacks.

RECOMMENDATION

Protect the login (rate limiting, 2FA) and consider relocating or hardening the login URL.

WP-18 To review **WordPress REST API openly accessible** WORDPRESS

WHY IT MATTERS

An unrestricted REST API can leak information such as usernames and content structure, aiding reconnaissance and user enumeration for attacks.

RECOMMENDATION

Restrict or authenticate sensitive REST API endpoints and disable user enumeration via the API.

P4 – Low Minor refinements and nice-to-haves. 3

DNS-01 To review **Point to review** DNS ENTRIES

Dnssec

WHAT WE FOUND
inactive

WHY IT MATTERS
This check returned a warning. It is not critical, but addressing it improves the overall quality and robustness of the website.

RECOMMENDATION
Review this item when planning the next round of improvements.

HTML-03 To review **Point to review** HTML

Duplicate Resources

WHY IT MATTERS
This check returned a warning. It is not critical, but addressing it improves the overall quality and robustness of the website.

RECOMMENDATION
Review this item when planning the next round of improvements.

HTML-04 To review **Invalid link elements found** HTML

WHY IT MATTERS
Links without a valid destination (e.g. empty or malformed href) do not work as expected and can confuse both users and assistive technologies.

RECOMMENDATION
Give every link a valid href, or use a button element where the control is not a navigation link.

WordPress Plugin Inventory

Plugin	Installed version	Latest version	Rating	Last update	Status
Elementor Website Builder – More than Just a Page Builder	4.3.4 (verified)	4.4.1	4.5 / 5 (7327)	Nov 15, 2026	Vulnerable
Akismet Anti-Spam: Spam Protection	Not available	5.7.2	4.7 / 5 (1186)	Aug 17, 2026	OK
Elementor-Mcp-Composer	Not available	Not available	0 / 5	Not available	OK
Inspectwp	Not available	Not available	0 / 5	Not available	OK

Appendix: Results by area

The table below lists every analysed area with its pass and issue counts.

Area	Critical	To review	Passed
WordPress	8	10	11
Security	0	6	15
GDPR	2	1	22
SEO	6	6	8
HTML	2	2	16
Content	0	0	3
Performance	0	0	9
Accessibility	3	0	1
Headers	0	0	0
Hosting & Server	0	0	0
DNS Entries	0	1	7
Email / Communication	0	2	6
Other	0	0	0

Findings by area

All findings are listed here per area. Click a finding to jump to its detailed description above.

WordPress

ID	Status	Finding
WP-01	Critical	Plugins with known vulnerabilities
WP-02	Critical	Critical issue detected
WP-03	Critical	Critical issue detected
WP-04	Critical	WordPress emoji script loaded
WP-05	Critical	No SEO plugin detected
WP-06	Critical	WordPress version exposed or outdated
WP-07	Critical	WordPress version visible
WP-08	Critical	XML-RPC enabled
WP-09	To review	Newer WordPress release branch available
WP-10	To review	No cookie-consent solution detected
WP-11	To review	Point to review
WP-12	To review	No security plugin detected
WP-13	To review	WordPress install.php accessible
WP-14	To review	No brute-force protection on login
WP-15	To review	readme.html publicly accessible
WP-16	To review	User enumeration possible
WP-17	To review	Default login URL in use
WP-18	To review	WordPress REST API openly accessible

Security

ID	Status	Finding
SEC-01	To review	Content-Security-Policy header missing or weak
SEC-02	To review	Permissions-Policy header missing
SEC-03	To review	Referrer-Policy header missing or weak

SEC-04	To review	HSTS (Strict-Transport-Security) missing or ineffective
SEC-05	To review	X-Content-Type-Options header missing or invalid
SEC-06	To review	X-Frame-Options / clickjacking protection missing or ineffective

GDPR

ID	Status	Finding
GDPR-01	Critical	Google Fonts loaded from Google servers
GDPR-02	Critical	Akismet Anti-Spam plugin in use
GDPR-03	To review	Consent banner missing or incomplete

SEO

ID	Status	Finding
SEO-01	Critical	Images missing alt attributes
SEO-02	Critical	Meta description missing or suboptimal
SEO-03	Critical	Meta description has the wrong length
SEO-04	Critical	Page title missing or suboptimal
SEO-05	Critical	Page title has the wrong length
SEO-06	Critical	XML sitemap missing or unreachable
SEO-07	To review	Structured data (JSON-LD) missing or limited
SEO-08	To review	Open Graph description missing
SEO-09	To review	Open Graph image missing
SEO-10	To review	Open Graph title missing
SEO-11	To review	Robots meta directive problematic
SEO-12	To review	Twitter Card metadata missing

HTML

ID	Status	Finding
HTML-01	Critical	Apple touch icon missing
HTML-02	Critical	Favicon missing
HTML-03	To review	Point to review

HTML-04	To review	Invalid link elements found

Accessibility

ID	Status	Finding
A11Y-01	Critical	Accessibility violations detected
A11Y-02	Critical	Critical issue detected
A11Y-03	Critical	WCAG Level A not met

DNS Entries

ID	Status	Finding
DNS-01	To review	Point to review

Email / Communication

ID	Status	Finding
MAIL-01	To review	DKIM not configured

How we can help

We are happy to implement the recommended measures for you. In a short call we clarify priorities, effort and timeline. Once the work is done, you receive a new audit report for comparison.

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Nov 19, 2026, 1:33:23 AM