



ESPOSEARCH SAMPLE

Professional WordPress Website Audit Report & Improvement Proposal

A diagnostic review of website health, performance, technical SEO, security, visibility, conversion readiness and the recommended remediation path.

Sample client	Northfield Property Care
Website	northfieldpropertycare.com
Audit service	Professional WordPress Website Audit
Audit fee	US\$99 fixed audit fee

Important sample notice

This document is an illustrative Esposearch sample. The domain, scores, findings and post-remediation values are presented to demonstrate the structure and depth of a professional audit; they are not represented as results of a live test of the sample domain.

Prepared by

Esposearch.net - Professional WordPress Services

Audit -> Findings -> Improvement Plan -> Optional Remediation Project

Audit Snapshot

Northfield Property Care is treated in this sample as an established WordPress lead-generation website serving homeowners, landlords and property managers. The site is functional, but its technical foundation is under-optimized: performance is inconsistent, images are heavier than necessary, SEO configuration is incomplete, edge delivery is not fully leveraged and measurement is not yet strong enough for disciplined improvement.

OVERALL WEBSITE HEALTH	GTMETRIX	RANK MATH	PRIORITY FINDINGS
68/100	C	64/100	17
Illustrative composite health score	Illustrative baseline grade	Illustrative SEO baseline	3 critical / 7 high priority

Executive conclusion

The website does not require a full rebuild. The most commercially sensible path is a focused remediation Project that improves the existing WordPress installation using a tested performance, SEO, image and edge-delivery stack. The recommended core is Rank Math Pro + WP Rocket, supported by Imagify and Cloudflare, with Google Site Kit, Search Console, GA4, PageSpeed Insights and GTmetrix used for measurement and verification.

Recommended next action

Approve a separate remediation Project after reviewing this audit. The US\$99 audit is diagnostic only; implementation, licences and recurring infrastructure are not included in the audit fee.

Primary business risks identified

- Slow first-load experience on mobile can reduce enquiry completion and weaken paid/organic landing-page efficiency.
- Incomplete technical SEO controls create avoidable indexation, metadata, schema and internal-linking weaknesses.
- Unoptimized media and front-end assets increase page weight and make performance less predictable.
- Weak edge delivery and security configuration leave performance and resilience gains unused.
- Measurement is too fragmented to prove whether remediation improves visibility and conversions.

Audit Methodology

A professional audit should separate observable symptoms from likely technical causes and from the business impact of those issues. This sample therefore follows a repeatable evidence chain rather than a generic checklist.

Stage	What is reviewed	Output
1. Baseline	Speed, Core Web Vitals, SEO configuration, image weight, caching, DNS/CDN, security, analytics and conversion paths.	Recorded sample baseline and risk level.
2. Diagnosis	Theme/plugin behavior, front-end assets, image delivery, indexability, metadata, schema, redirects and infrastructure.	Finding, likely cause and business impact.
3. Prioritization	Operational risk, user impact, search impact, effort and dependency.	Critical / High Priority / Recommended / Enhancement.
4. Remediation design	Tool selection, configuration order, QA safeguards and acceptance checks.	Actionable improvement roadmap.
5. Verification	GTmetrix, PageSpeed, Rank Math, Search Console, functional QA and conversion testing.	Before/after evidence and handover record.

Priority definitions

Priority	Meaning	Typical response
Critical	Can materially affect availability, indexability, security, conversions or core operation.	Resolve before lower-value enhancement work.
High Priority	Meaningful performance, SEO, usability or reliability weakness.	Address in the first remediation cycle.
Recommended	Improves efficiency, maintainability, visibility or user experience.	Complete after critical/high items are stable.
Enhancement	Competitive or operational improvement beyond the core fix.	Schedule after measurable baseline gains are secured.

Evidence standard

Illustrative numbers in this sample are labelled as sample values. In a real client audit, measured values should be captured from live tools and archived so that post-remediation results can be compared against the same baseline.

Illustrative Baseline Scorecard

The values below are intentionally realistic for a functioning but under-optimized WordPress service website. They show enough weakness to justify remediation without pretending the site is catastrophically broken.

GTMETRIX GRADE C Illustrative sample baseline	PERFORMANCE 68% GTmetrix performance	STRUCTURE 78% GTmetrix structure	LCP 3.4 s Target <= 2.5 s
TBT 420 ms High interaction blocking	CLS 0.13 Needs improvement	PSI MOBILE 54/100 Illustrative mobile score	PSI DESKTOP 79/100 Illustrative desktop score

SEO and operational baseline

RANK MATH 64/100 Priority-page SEO score	INDEXABILITY Partial Controls need review	IMAGE DELIVERY Weak Oversized / inconsistent	CDN / EDGE Limited Cloudflare not fully used
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Interpretation

The objective is not to chase vanity scores in isolation. The optimization Project should reduce avoidable page weight and blocking, improve real-user loading behavior, correct technical SEO configuration and create a measurable, supportable operating baseline.

Pages included in the representative review

Home; Services; Property Maintenance; Minor Repairs; Seasonal Inspections; Landlord Property Care; Service Areas; About; Request a Quote; Reviews; Insights; Contact; Privacy Policy; Terms.

Consolidated Findings Register

ID	Priority	Finding	Primary impact
F01	Critical	No verified full backup/staging workflow before material optimization changes.	Operational / rollback risk
F02	Critical	Caching and asset-delivery configuration is insufficient for the page complexity.	Speed / conversions
F03	Critical	Technical SEO configuration is incomplete across priority service pages.	Indexing / search
F04	High	Hero and service imagery is oversized and inconsistently compressed.	LCP / page weight
F05	High	CSS/JS delivery creates unnecessary render and main-thread cost.	Speed / responsiveness
F06	High	Cloudflare is not fully configured for safe CDN and edge delivery.	Speed / resilience
F07	High	Titles, descriptions and schema need systematic correction.	Search presentation
F08	High	Redirect and broken-link governance is incomplete.	SEO / UX
F09	High	Search Console / analytics event visibility is incomplete.	Measurement
F10	High	Quote journey has avoidable friction on smaller screens.	Lead conversion
F11	Recommended	Internal linking between services, locations and insights is weak.	Discovery / relevance
F12	Recommended	Image alt text and media naming are inconsistent.	Accessibility / SEO
F13	Recommended	Font and third-party request strategy can be simplified.	Performance
F14	Recommended	Database / transient cleanup should be scheduled after backup.	Maintenance
F15	Enhancement	FAQ/schema opportunities are underused on priority pages.	SERP eligibility
F16	Enhancement	Service-area trust proof can be strengthened.	Conversion
F17	Enhancement	Monthly performance and search review is not formalized.	Continuous improvement

Performance & Core Web Vitals

Finding P1 - weak caching and page delivery

Evidence / condition	Likely technical cause	Business impact	Recommended resolution
Repeat visits still incur avoidable HTML/asset work; first-load pages are heavier than necessary.	Page caching, preload and browser/cache headers are not coordinated.	Longer waits can reduce engagement and enquiry completion.	Configure WP Rocket after backup/staging; enable tested page caching, preload and applicable browser/front-end optimization.
LCP is 3.4 s in the illustrative baseline.	Hero media, CSS/JS delivery and server/edge latency combine at first paint.	Mobile users experience a slow first meaningful view.	Prioritize hero image, reduce render-blocking work, optimize critical delivery and retest.
TBT is 420 ms in the illustrative baseline.	Unnecessary JavaScript and third-party execution block the main thread.	Delayed responsiveness creates a less polished experience.	Delay/defer non-critical scripts where safe; remove unused dependencies; test forms and tracking after each change.

WP Rocket implementation controls

- Create a restorable backup and, where practical, apply changes on staging before production.
- Enable page caching and cache preload; validate logged-out and logged-in behavior separately.
- Apply CSS/JavaScript optimization incrementally and exclude incompatible assets instead of forcing every option.
- Coordinate lazy loading, preload and media behavior with the image pipeline to avoid duplicate optimization.
- Clear and warm caches after changes, then re-run the same test URLs under comparable conditions.

Performance target

GTmetrix Grade A is the optimization target for the sample remediation Project, not an unconditional guarantee. Theme architecture, hosting, third-party scripts, external services and content can constrain the final score.

Image & Media Optimization

Images are often the largest controllable payload on local-service websites. The sample audit assumes that several hero, service and insight images are uploaded at dimensions significantly larger than their rendered size and that compression is inconsistent.

Finding	Current condition	Remediation	Verification
Oversized hero assets	Source images exceed the display dimensions and contribute to slower LCP.	Resize to appropriate maximum dimensions; compress with Imagify; deliver modern format where compatible.	Compare transferred bytes, rendered dimensions and LCP before/after.
Inconsistent compression	Some media is visually acceptable but unnecessarily heavy.	Apply controlled bulk optimization after backup; preserve originals or recovery path.	Check representative pages for image quality and byte reduction.
Modern formats not systematic	WebP/AVIF delivery is inconsistent or absent.	Enable supported modern formats and verify browser fallback behavior.	Inspect network responses and page rendering.
Media hygiene	File names and alt text are inconsistent.	Correct priority-page media naming and meaningful alt text; avoid keyword stuffing.	Accessibility/content review on audited pages.

Imagify role

Imagify is recommended as the controlled image optimization layer. It should complement, not conflict with, WordPress native image handling, WP Rocket lazy loading and Cloudflare delivery. The exact paid allowance depends on the existing media library and expected upload volume.

Technical SEO & Rank Math Review

RANK MATH BASELINE 64/100 Illustrative priority page	TARGET RANGE 90-100 Where editorially appropriate	SCHEMA Partial Needs systematic review	REDIRECTS Incomplete Governance required
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Primary SEO findings

Area	Illustrative finding	Recommended action
Titles & descriptions	Several service pages are descriptive but not consistently aligned to search intent or click-through value.	Rewrite unique metadata around the page purpose; keep language natural and avoid duplication.
Canonical / index controls	Configuration is not documented across service, archive and utility URLs.	Use Rank Math Pro to verify canonical URLs, robots directives and indexability.
Schema	Organization/service/FAQ opportunities are only partially used.	Implement valid, relevant schema; test output and avoid unsupported claims.
Sitemap	XML sitemap exists but requires governance around intended indexable content.	Review sitemap content and submit/verify through Search Console.
Redirects & broken links	Redirect workflow is inconsistent.	Use a managed redirect process; correct internal links at source where possible.
Internal linking	Service, service-area and insight content is not strongly interconnected.	Create contextual internal links that support visitor journeys and crawl discovery.

Score interpretation

A Rank Math score is an optimization/configuration indicator, not a Google ranking guarantee. A high score can confirm that important page-level checks are addressed, but rankings still depend on competition, content quality, authority, user demand and search-engine systems.

Cloudflare, DNS & Security

The recommended approach uses Cloudflare as an edge layer only where configuration is appropriate for the hosting environment. Performance and security controls must be tested against WordPress login, forms, dynamic pages and any authenticated workflows.

Control	Current sample condition	Recommended configuration
DNS	Records function but are not documented as part of the support baseline.	Document authoritative DNS, TTL strategy and ownership/access.
CDN / caching	Static assets are not consistently benefiting from edge delivery.	Enable safe CDN behavior; coordinate cache rules with WP Rocket.
TLS / HTTPS	HTTPS works but transport configuration should be verified.	Use appropriate SSL/TLS mode, redirect policy and certificate monitoring.
Compression / protocol	Edge optimization is not fully leveraged.	Use supported HTTP/2/3 and compression where available and compatible.
Firewall / bot controls	Baseline protection is limited.	Apply conservative WordPress-appropriate rules; avoid blocking legitimate forms or crawlers.

Security and reliability safeguards

- Backup before plugin, theme, database, DNS or cache-rule changes.
- Update WordPress core, active theme and plugins through a controlled compatibility process.
- Limit administrator accounts and review unnecessary privileged access.
- Protect login/admin routes without creating lockout or customer-support problems.
- Test restore capability, not only backup creation.

UX, Conversion & Measurement

Quote journey review

Stage	Observed friction	Improvement
Service discovery	Some pages do not move users decisively toward the most relevant next step.	Use consistent service-page CTA hierarchy and contextual links.
Trust	Proof is present but can be positioned closer to decision points.	Place reviews, service-area confidence and process reassurance near quote CTAs.
Mobile form	The request-a-quote journey is functional but visually dense on smaller screens.	Reduce nonessential fields, improve spacing and verify keyboard/input behavior.
Confirmation	Post-submit expectation setting is weak.	Provide clear success state, response expectation and alternate contact path.

Measurement stack

Tool	Purpose	Audit / remediation use
Google Site Kit	WordPress visibility dashboard.	Surface Search Console, GA4 and supported Google data in WordPress.
Search Console	Indexing and organic-search performance.	Verify sitemap/indexability and monitor queries, impressions, clicks and landing pages.
GA4	Traffic and conversion behavior.	Track quote submissions and meaningful contact actions.
PageSpeed Insights	Lab/field performance context.	Recheck priority templates and Core Web Vitals signals.
GTmetrix	Repeatable performance diagnostics.	Archive baseline and post-remediation test evidence.

Primary conversion event

Use quote_form_submit as the primary website conversion event, with phone_click and email_click as secondary intent events where appropriate.

Recommended Remediation Stack

Technology	Primary responsibility	Findings addressed
Rank Math Pro + WP Rocket	Integrated SEO and performance core.	Metadata, schema, sitemaps, redirects, index controls, caching, preload and applicable CSS/JS optimization.
Imagify	Image optimization pipeline.	Oversized images, compression, resizing and modern formats where supported.
Cloudflare	DNS, CDN, TLS and edge controls.	Latency, static delivery, transport security and appropriate edge protection.
Google Site Kit	Unified WordPress visibility.	Search Console, Analytics and supported Google reporting access.
GTmetrix + PageSpeed Insights	Independent verification.	Before/after performance evidence and Core Web Vitals diagnostics.

Why the combined Rank Math + WP Rocket option is commercially attractive

The supplied pricing reference shows a bundled Rank Math + WP Rocket offering billed annually. Where the bundle remains available and its licence terms fit the client, it can simplify procurement and avoid paying separately for overlapping licences. The commercial proposal should always use the vendor price shown at checkout at the time of purchase, because promotions, taxes and renewal pricing can change.

No double charging

If WP Rocket is supplied through the selected Rank Math bundle for this website, a separate WP Rocket licence must not be added again to the same annual budget.

Remediation Roadmap

Phase	Workstream	Acceptance focus
01	Backup & staging	Create verified backup, document access, establish rollback path and test staging where practical.
02	Infrastructure & Cloudflare	Review DNS/TLS, safe CDN behavior, edge controls and hosting compatibility.
03	WP Rocket performance	Configure caching/preload and then tune CSS/JS/media features incrementally.
04	Imagify media	Optimize representative media, verify quality, then apply the agreed image workflow.
05	Rank Math Pro SEO	Correct metadata, canonical/indexing controls, schema, sitemap, redirects and page-level checks.
06	UX & conversion	Refine quote journey, mobile interaction, trust placement and CTA consistency.
07	QA & verification	Retest performance, SEO configuration, indexability, forms, mobile layouts and conversion tracking.

Implementation principle

Performance settings should be introduced one group at a time and validated before moving forward. This is especially important for JavaScript delay/defer, CSS optimization, caching rules, CDN behavior and image delivery, because aggressive settings can create functional regressions even when synthetic scores improve.

Target Outcomes & Verification

Measure	Illustrative baseline	Project target	How verified
GTmetrix Grade	C	A target	Repeat test on agreed priority URLs.
GTmetrix Performance	68%	90%+ target range	Same location/device profile where practical.
LCP	3.4 s	<= 2.5 s target	GTmetrix / PageSpeed context.
TBT	420 ms	< 200 ms target	GTmetrix lab result.
CLS	0.13	< 0.10 target	GTmetrix / PageSpeed.
PSI Mobile	54/100	90+ target where practical	PageSpeed Insights.
Rank Math priority pages	64/100	90-100/100 where appropriate	Rank Math page analysis after editorial review.
Indexability	Partial	Documented / valid	Search Console + manual technical review.
Images	Weak	Optimized / modern delivery	Network payload + visual QA.
Conversion tracking	Incomplete	Verified events	GA4 real-time/debug verification.

Target versus verified result

A target is the engineering objective. A verified result is only recorded after implementation and retesting. Esposearch should not promise a universal Grade A, 100/100 PageSpeed, 100/100 Rank Math score, ranking position, traffic level or sales outcome.

Illustrative Post-Remediation Example

GTMETRIX GRADE A Illustrative example	PERFORMANCE 94% Illustrative example	STRUCTURE 96% Illustrative example	LCP 1.5 s Illustrative example
TBT 90 ms Illustrative example	CLS 0.03 Illustrative example	PSI MOBILE 91/100 Illustrative example	RANK MATH 95/100 Illustrative priority page

Area	Before	Illustrative after	Interpretation
Page delivery	Cache/asset strategy incomplete.	Coordinated WP Rocket + Cloudflare delivery.	Lower avoidable transfer and render cost.
Images	Oversized / inconsistent.	Compressed, resized, modern format where appropriate.	Reduced page weight and improved LCP.
SEO	Partial metadata/schema/index controls.	Documented Rank Math configuration on priority pages.	Stronger technical consistency; not a ranking guarantee.
Measurement	Fragmented.	Search Console, GA4, Site Kit and benchmark records.	Future improvements can be measured against a known baseline.

Sample-only results

These values demonstrate the reporting format. They are not claimed as live measurements for northfieldpropertycare.com.

Commercial Improvement Proposal

The US\$99 audit identifies and prioritizes problems. It does not include implementation. Based on the illustrative findings in this sample, Esposearch would offer a focused remediation Project rather than a complete website rebuild.

AUDIT FEE	REMEDATION OFFER	ESTIMATED DELIVERY	DEVELOPMENT MODEL
US\$99	US\$1,450	7-10 days	Project
Diagnostic service already completed	Illustrative fixed Project price	Subject to access and approvals	Separate WorkReap implementation

One-time remediation budget

One-time implementation component	Sample price
Backup, staging & implementation preparation	\$120
WordPress technical remediation	\$180
WP Rocket configuration & performance tuning	\$220
Imagify image/media optimization	\$120
Cloudflare DNS/CDN/TLS/security configuration	\$140
Rank Math Pro technical SEO remediation	\$220
Priority-page SEO/content corrections	\$170
UX & quote-conversion improvements	\$120
Site Kit / Search Console / GA4 configuration	\$80
Final QA, retesting & handover	\$80

Sample fixed remediation Project: US\$1,450

This is a sample fixed-price offer for the documented remediation scope. Material redesigns, custom applications, extensive content creation, ecommerce rebuilds or unrelated development would require separate approval.

Annual Technology & Infrastructure Budget

Recurring vendor costs are separated from Esposearch implementation labour. The estimates below are planning figures only; actual vendor pricing, taxes, exchange rates, promotions and renewal terms should be confirmed at purchase.

Recurring item	Provider	Planning allowance	Status	Commercial note
Domain renewal	Namecheap or client registrar	\$18 / year	Required	Client-owned domain.
Managed WordPress hosting	Namecheap	\$180 / year	Required	Sample planning allowance; choose plan by resources/traffic.
SSL certificate	Hosting / Cloudflare	\$0 where included	Required	Do not charge separately when already included.
Rank Math + WP Rocket bundle	Vendor bundle	\$165 / year est.	Recommended	Use checkout price; avoids separate WP Rocket line if bundle covers site.
Imagify	Imagify	\$120 / year est.	Recommended	Allowance depends on media volume.
Cloudflare Free	Cloudflare	\$0	Recommended baseline	Paid plan only if a documented need justifies it.
Google Site Kit / GA4 / Search Console	Google	\$0	Recommended	No licence fee.
Elementor Pro	Elementor	\$99 / year est.	Conditional	Only if the existing site requires/uses it.
tawk.to AI / paid features	tawk.to	Not included	Optional	Enable only if separately commissioned.

Annual operating view

BASELINE ANNUAL STACK \$483 Domain + hosting + bundle + Imagify	WITH ELEMENTOR PRO \$582 If existing site requires it	CLOUDFLARE / SSL \$0 Where free/included baseline applies	GOOGLE VISIBILITY TOOLS \$0 Site Kit / GA4 / Search Console
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Licence ownership

Preferred practice is client-controlled ownership of domain, hosting and major vendor accounts, with Esposearch granted the access required to configure and support them. If Esposearch manages a licence on the client’s behalf, renewal responsibility and access terms should be documented.

Year 1 vs Year 2+ Cost Summary



Cost area	Year 1	Year 2+	Notes
Professional WordPress Website Audit	\$99	\$0	One-time diagnostic service.
Remediation Project	\$1,450	\$0	One-time implementation of agreed findings.
Baseline technology & infrastructure	\$483	\$483	Illustrative recurring annual stack.
Elementor Pro if required	\$99	\$99	Conditional annual cost.
Optional paid Cloudflare / tawk.to / other services	Not included	Not included	Add only when justified and approved.

YEAR 1 BASELINE	YEAR 1 W/ ELEMENTOR	YEAR 2+ BASELINE	YEAR 2+ W/ ELEMENTOR
\$2,032	\$2,131	\$483	\$582
Audit + remediation + baseline annual stack	If Elementor Pro is required	Recurring baseline vendors only	Conditional annual stack

Commercial distinction

The remediation Project fee pays for professional implementation and QA. Vendor renewals pay for the underlying infrastructure and premium software. Keeping these categories separate prevents confusion and makes future ownership and renewal decisions easier.

Scope, Client Inputs & Acceptance

Included in the sample remediation scope

- Remediation of the documented performance, image, Cloudflare, technical SEO, measurement and conversion issues described in this audit.
- Configuration and compatibility testing of the agreed premium/free technology stack.
- Before/after performance and SEO configuration evidence for agreed priority URLs.
- Correction of verified in-scope implementation defects before final acceptance.
- Documented handover of key configuration, access ownership and renewal responsibilities.

Requires separate scope approval

- Major visual redesign or replacement of the existing theme architecture.
- Custom applications, complex integrations or new ecommerce/LMS/membership systems.
- Large-scale copywriting, photography, video production or migration of extensive legacy content.
- Hosting migration where the existing environment proves unsuitable and migration was not included.
- Third-party services or paid vendor plans not listed in the approved proposal.

Client access required

WordPress administrator access; hosting account access; DNS/Cloudflare access where applicable; Search Console/GA4 access; permission to create backups and staging; and timely review/approval of material configuration or content changes.

Quality assurance & acceptance

QA gate	Acceptance check
Safety	Restorable backup exists before material changes; rollback path is documented.
Compatibility	Forms, navigation, login/admin and priority interactions work after optimization.
Responsive review	Priority pages are checked on desktop and mobile layouts.
SEO/indexability	Canonical, robots, sitemap, schema and priority-page checks are validated.
Performance	Agreed URLs are retested and compared with the stored baseline.
Measurement	Quote/contact events and visibility tools are verified where included.
Handover	Client receives configuration/renewal notes and outstanding recommendations.

Recommended Next Step

The value of an audit is not the number of problems it lists; it is the clarity it creates about what should happen next. For this sample website, the strongest next step is a controlled remediation Project focused on measurable performance, technical SEO, media efficiency, edge delivery, security, conversion readiness and reporting.

FIX WHAT THE AUDIT FOUND.

Use the report independently, or commission Esposearch to implement the recommended remediation as a separate WordPress Project.

Sample remediation offer: US\$1,450

Professional WordPress Website Audit: US\$99

Service distinction

Audit	Remediation
US\$99 diagnostic review: findings, priorities, evidence, recommended fixes and implementation direction.	Separate optional Project: configuration, remediation, testing, verification and handover.

Esposearch.net - Professional WordPress Services

Sample document prepared to demonstrate the expected structure and quality of the Professional WordPress Website Audit service.

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