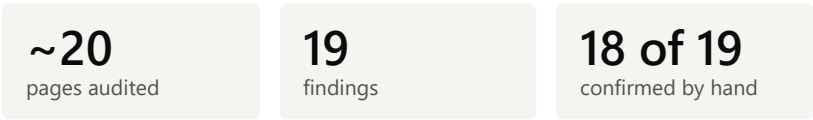


B2B software company, energy sector

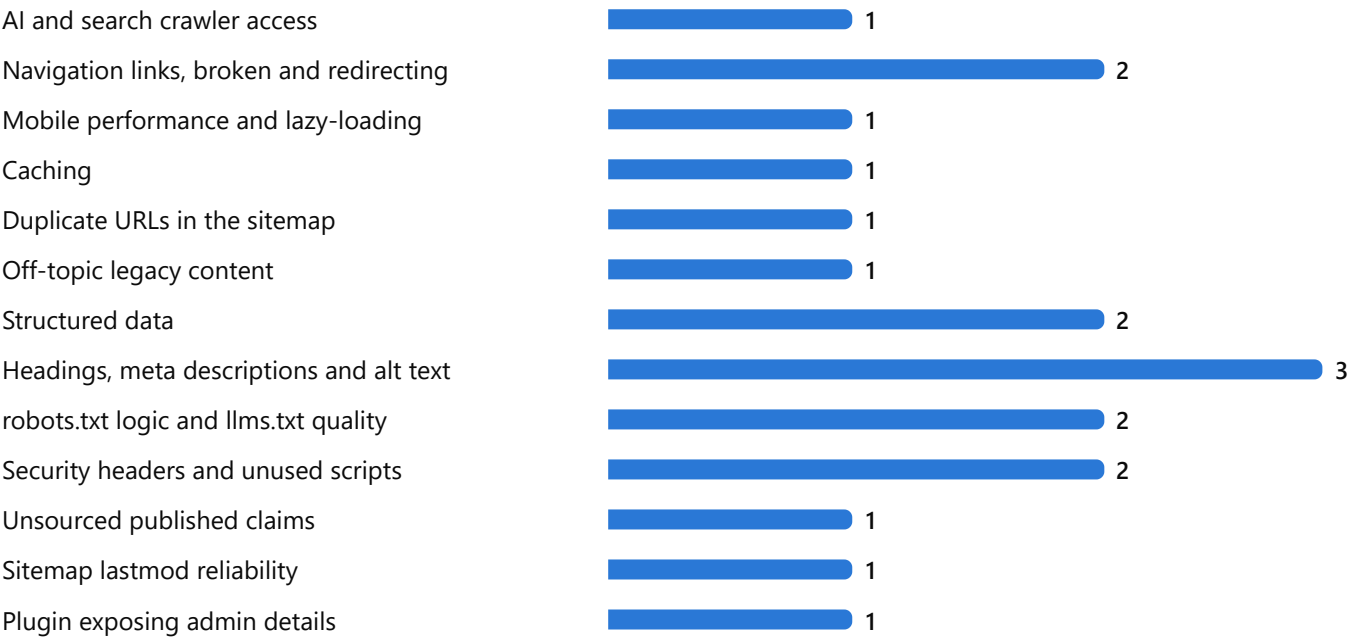
B2B SaaS, renewable energy · WordPress + Elementor · Aug 2026

Full technical, schema, performance and AI-search audit with a phased action plan. When the top finding was challenged, I re-tested it against independent third-party crawl data — it held.

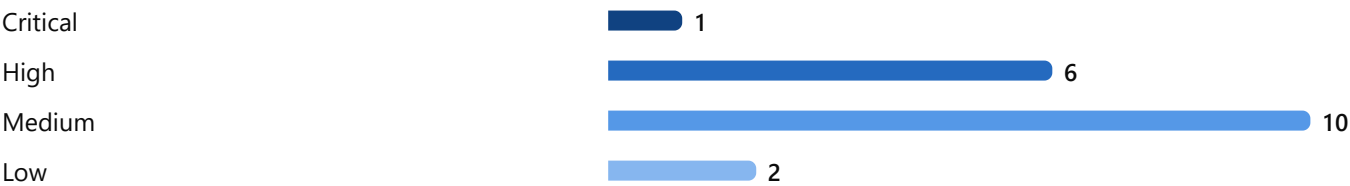
Audit delivered; fixes not yet implemented.



FINDINGS BY CATEGORY



BY SEVERITY



WHAT THE AUDIT FOUND

- robots.txt invited AI crawlers in, but the host's firewall turned them away before they could read it.
- Mobile LCP was far over threshold: every image was JavaScript lazy-loaded, and admin-only templates shipped on public pages.
- A site migration left duplicate URL pairs in the sitemap, each claiming to be canonical.
- The main navigation pointed at a malformed hostname and at retired pages.
- A share of the blog still covered the company's pre-pivot business, diluting its topical focus.

CHECKED BEFORE IT SHIPPED

Two candidate findings were dropped in verification — one was a redirect the checker had followed and mistaken for a live duplicate page.

DELIVERED

- Audit report with severity and confidence labels
- Phased action plan: this week, the next two weeks, this quarter
- Pre-change baseline for measuring what changes

Anonymised: the client is described by sector only. No client name, website address, page URL or quoted copy is included, and no traffic, ranking or conversion figure is claimed.