Example Studio: website audit

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Audit of the home page of Example Studio, desktop Chrome, November 2026. Five findings in three areas: search, content and design. Each finding has a screenshot or the page data it is based on.

Search

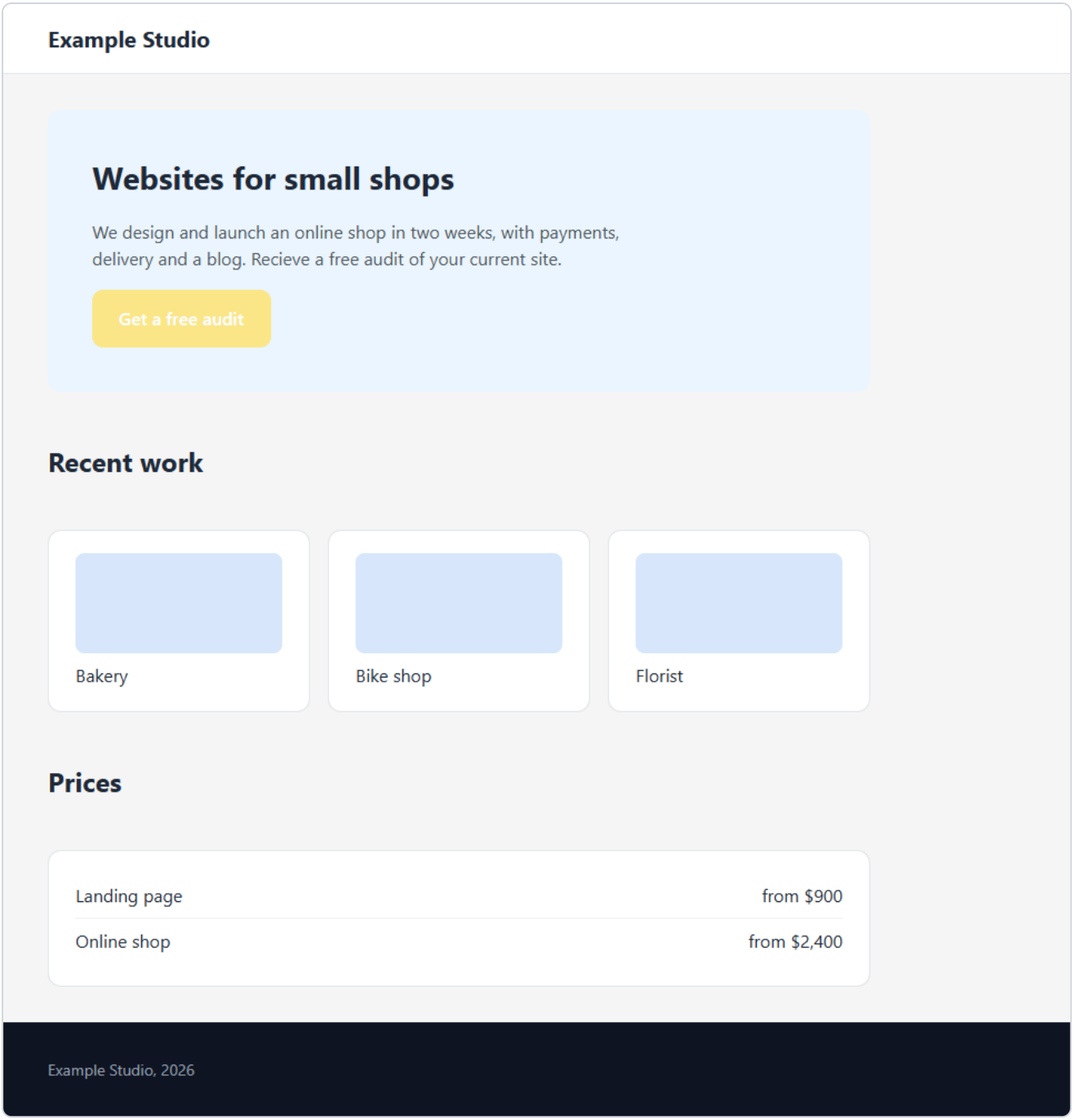
#1 · Page data

Comment

No meta description and no canonical: search engines will build the snippet from the page text.

Language	en
H1	Websites for small shops
Headings	H2: 2, H3: 0
URL	https://example-studio.example/
Page title	Example Studio: websites for small shops
Captured	2026-11-08 23:28 UTC+3
Viewport	960×800 @1x
Browser	Chrome 158

#2 · Whole page


Example Studio
Websites for small shops
We design and launch an online shop in two weeks, with payments, delivery and a blog. Recieve a free audit of your current site.
Get a free audit
Recent work
Bakery
Bike shop
Florist
Prices
Landing page
from $900
Online shop
from $2,400
Example Studio, 2026

Comment

The whole home page: one H1, the prices block has no call to action.

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Content

#3 · Text

Comment

Typo in the hero text: "Recieve" should be "Receive".

> Recieve a free audit of your current site.

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Design

#4 · Block

Comment

The main button is white text on light yellow: contrast 1.5:1, the text is barely visible.

CSS selector	`#cta`
XPath	`/html/body/main/section[1]/a`

HTML

```
<a class="cta" id="cta" href="#contact">Get a free audit</a>
```

CSS rules

```
/* <style> */
.cta {
  display: inline-block;
  background: rgb(253, 230, 138);
  color: rgb(255, 255, 255);
  border-radius: 10px;
  padding: 14px 24px;
  font-weight: 600;
  text-decoration: none;
}

/* <style> */
* {
  box-sizing: border-box;
}
```

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#5 · Block

Comment

Portfolio cards show grey placeholders instead of project screenshots.

CSS selector	`div:nth-of-type(2) > .ph`
XPath	`/html/body/main/div/div[2]/div`

HTML

```
<div class="ph"></div>
```

CSS rules

```
/* <style> */
.ph {
  height: 90px;
  border-radius: 8px;
  background: rgb(219, 234, 254);
  margin-bottom: 8px;
}

/* <style> */
* {
  box-sizing: border-box;
}
```

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First: add the meta description and fix the button contrast. **Next:** real portfolio screenshots and what each price includes.