

# Website Visibility & Performance Audit

[designworks.app](https://designworks.app)

Audit date: August 6, 2026 (ET)

## OVERALL HEALTH

**A-**

87 / 100

## AI READINESS

**C**

63 / 100

AI Readiness is a technical score for how clearly crawlers can extract content from raw HTML - not a count of mentions in ChatGPT, Gemini, Perplexity, or AI search.

**AI is mostly reading chrome, not your message.**

Prepared by JS Design Works

Prepared exclusively for designworks.app. Confidential.

## 01

## What this means

Here is the practical read on designworks.app - written for a business owner, not a developer.

- The homepage may be clearer than interior pages. Thin service or about pages give AI and search little substance to recommend.
- Many images are missing descriptions, which weakens accessibility and how search understands visuals.
- search and AI tools get navigation, link labels, and boilerplate more than clear, quotable content. Put the real message in the initial page code - that is the highest-leverage fix.
- Start here: Improve thin content selectively

### Recommended first move

Improve thin content selectively

Estimated implementation: Approximately 1-3 weeks of work (about 6-12 hours for the top priorities), depending on page access and approval speed.

When to reassess: Re-scan immediately after publishing to confirm technical changes. Search and AI tools visibility may take several weeks or longer as systems recrawl - this tool does not promise rankings or AI-answer mentions.

# Scores by category

Each area includes a score, a plain-English explanation, why it matters, and what to fix first.

## AI Readiness

63

/ 100

NEEDS ATTENTION

5 priority thin or menu-heavy page(s) for AI among 6 scanned (homepage, /services/, /our-team/ (+2 more)).

**Why it matters:** AI tools and answer engines need clear page content to understand and recommend the business.

**What to fix first:** Add 300+ words of descriptive prose in the WordPress editor or theme on the 5 highest-priority thin or menu-heavy page(s) (services, about, and buyer-intent URLs first; portfolio, legal, and utility pages may not need expansion).

## Search basics

99

/ 100

STRONG

Title tag is present and well sized.

**Why it matters:** Titles and descriptions are often the first thing people see in search results.

**What to fix first:** Add exactly one clear H1 on 1 of 6 pages.

## Content clarity

87

/ 100

STRONG

2 commercially important page(s) are thin on real content (of 2 thin pages detected; portfolio, legal, and utility pages are deprioritized).

**Why it matters:** Clear service and location copy helps both people and AI understand what you offer.

**What to fix first:** Expand 2 commercially important thin pages to 300+ words in the WordPress editor with answer-first copy (skip portfolio, legal, and utility pages unless they sell).

## Trust signals

**STRONG****95**

/ 100

Structured data present, including WebPage, ImageObject, BreadcrumbList, WebSite.

**Why it matters:** Structured business details help search engines show accurate name, location, and contact info.

**What to fix first:** Extend with FAQ, Service, or Review schema where accurate.

## Site speed and technical health

**NEEDS ATTENTION****73**

/ 100

Lazy loading is used on some images across scanned pages (~43%).

**Why it matters:** Technical basics and load speed shape first impressions and whether visitors stay long enough to act.

**What to fix first:** Enable lazy loading on below-fold images. Verify remaining large images use appropriately compressed modern formats.

## Conversion readiness

**STRONG****100**

/ 100

Clear call-to-action language found in main content.

**Why it matters:** Clear next steps turn interest into calls, forms, and booked conversations.

**What to fix first:** Keep monitoring after the higher-priority fixes ship.

## 03

## Top fixes

Prioritized recommendations. Start at the top unless a “do not index” or crawl-block issue appears first.

### 1. 5 priority thin or menu-heavy page(s) for AI among 6 scanned (homepage, /services/, /our-team/ (+2 more)).

**Why it matters:** Search and AI tools need extractable, unique copy - not mostly navigation and repeated interface text.

**Recommended fix:** Add 300+ words of descriptive prose in the WordPress editor or theme on the 5 highest-priority thin or menu-heavy page(s) (services, about, and buyer-intent URLs first; portfolio, legal, and utility pages may not need expansion).

Difficulty: **Medium**    Priority: **Medium**

### 2. Missing modern security headers: Content-Security-Policy, Strict-Transport-Security (HSTS), X-Content-Type-Options.

**Why it matters:** Modern security headers are a baseline trust and hardening signal for browsers and visitors.

**Recommended fix:** Add CSP, HSTS, X-Content-Type-Options, and Referrer-Policy headers via hosting or Cloudflare.

Difficulty: **Medium**    Priority: **Medium**

### 3. 2 commercially important page(s) are thin on real content (of 2 thin pages detected; portfolio, legal, and utility pages are deprioritized).

**Why it matters:** Addressing this closes a gap that weakens how clearly the business presents itself online.

**Recommended fix:** Expand 2 commercially important thin pages to 300+ words in the WordPress editor with answer-first copy (skip portfolio, legal, and utility pages unless they sell).

Difficulty: **Medium**    Priority: **Medium**

**4. 56 of 75 images across 6 scanned pages lack alt text.**

**Why it matters:** Accurate alt text helps accessibility and helps search understand important images.

**Recommended fix:** Add descriptive alt text to the 56 of 75 images missing it (across 6 of 6 scanned pages).

Difficulty: **Medium**    Priority: **Medium**

**5. No explicit rules for AI bots (GPTBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended, CCBot).**

**Why it matters:** Explicit crawler rules decide whether search and AI tools are allowed to read the site.

**Recommended fix:** Decide AI-bot policy (GPTBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended, CCBot) and state it in robots.txt for AEO/GEO readiness.

Difficulty: **Medium**    Priority: **Medium**

**6. Lazy loading is used on some images across scanned pages (~43%).**

**Why it matters:** Load performance affects whether visitors stay long enough to inquire - confirm with measurement, not guesses.

**Recommended fix:** Enable lazy loading on below-fold images. Verify remaining large images use appropriately compressed modern formats.

Difficulty: **Medium**    Priority: **Medium**

**7. Approximately 75 script references were detected per page. Measure their actual impact before removing or deferring them.**

**Why it matters:** Extra scripts can slow pages and add maintenance risk - measure impact before removing or deferring them.

**Recommended fix:** Audit the ~75 script references per page; measure impact before removing or deferring non-critical JS.

Difficulty: **Medium**    Priority: **Medium**

**8. Homepage:** The page has about 615 words of readable text, but navigation and repeated interface copy still make up a large share of the initial page code AI tools see.

**Why it matters:** Search and AI tools need extractable, unique copy - not mostly navigation and repeated interface text.

**Recommended fix:** Add 300+ words of descriptive prose in the WordPress editor or theme on the 5 highest-priority thin or menu-heavy page(s) (services, about, and buyer-intent URLs first; portfolio, legal, and utility pages may not need expansion).

Difficulty: **Medium**    Priority: **Low**

Sample

04

## Page-level findings

Representative pages from the scan. Full lists stay short on purpose - focus on patterns, not every URL.

### Thin or menu-heavy for AI

Seen in: AI Readability

homepage  
/services/  
/our-team/  
/blog/  
/contact-us/

### Thin content (under 250 words)

Seen in: Content & Trust

/services/  
/blog/

### Images missing alt text

Seen in: Content & Trust

homepage  
/about/  
/services/  
/our-team/  
/blog/  
/contact-us/

## Pages scored in this audit

https://designworks.app/  
https://designworks.app/about/  
https://designworks.app/services/  
https://designworks.app/our-team/  
https://designworks.app/blog/  
https://designworks.app/contact-us/

05

## Appendix

Website: designworks.app

Audit date: August 6, 2026 (ET)

Pages scanned: 6

Pages discovered: 22

Methodology: raw HTML fetch plus robots/sitemap/markup heuristics across 6 sampled pages of 22 discovered. Not analyzed: JavaScript-rendered DOM, live PageSpeed API results, or actual mentions in AI-generated answers. Overall health averages nine categories (with a critical-blocker cap). AI Readiness is scored separately. Design and Conversion scores are heuristic signals, not measured conversion rates.

**NEXT STEP**

## Want a clear plan for fixing this?

We will turn these findings for designworks.app into a prioritized roadmap - what to fix first, what can wait, and what is most likely to improve visibility or conversions. Book a free 15-minute review.

[Review my results ->](#)

<https://designworks.app>

JS Design Works, LLC



Scan to book

Sample