SAMPLE PROJECT · FICTIONAL BUSINESS

WEBSITE AUDIT REPORT

Maple & Main Tax Services

mapleandmaintax.example

Prepared by	**Hud Jamalul, Virtual Assistant**
Audit date	**October 28, 2026**
Pages checked	**Home, Services, About, Contact, Blog**
Issues found	**12 (3 high, 5 medium, 4 low priority)**
Est. time to fix	**About 2.5 hours**

This is a sample report created for my portfolio. "Maple & Main Tax Services" is a fictional business, and all names, numbers, and web addresses are made up. The issues shown are common problems I find on real small-business websites.

Summary

I reviewed the website the way a new client would use it: on a phone and a laptop, clicking every button, link, and form. I also checked how the site appears in Google search results.

12	3	5	4
Issues found	High priority (losing clients now)	Medium priority (harder to find on Google)	Low priority (polish and trust)

The 3 most important fixes (all fixable in under 30 minutes)

1. **The "Call us" button dials the wrong number.** Visitors on phones who tap it reach a placeholder number from the website template, not the office.
2. **The email link doesn't open an email.** Clicking the email address tries to open a web page instead of a new message.
3. **The contact form shows "Message sent!" before anyone sends anything.** This confuses visitors and makes the form look broken.

All findings

#	Issue	Where	Why it matters	Priority	Fix time
1	"Call us" button dials a placeholder number	Header, Contact page	Phone visitors can't reach the office	High	5 min
2	Email link opens a web page instead of an email	Contact page, footer	Visitors can't email with one click	High	5 min
3	"Message sent!" shows before the form is sent	Contact page	Form looks broken; visitors may not submit	High	20 min
4	Page title is only "Home"	Home page	Google results and browser tabs don't show the business name	Medium	15 min
5	No meta description	All pages	Google shows random text under the link	Medium	15 min
6	Service pages use default web addresses (/new-page, /new-page-1)	Services	Looks unfinished; weaker on Google	Medium	30 min
7	Two different office addresses	Footer vs. Contact page	Clients may go to the wrong office	Medium	10 min
8	Social media icons link to the website builder's own pages	Footer	Visitors land on the template company, not the business	Medium	10 min
9	Typos: "Tax Prepration," "All Right Reserved"	Footer	Small errors reduce trust for a detail-focused business	Low	10 min
10	Leftover template text ("Theme demo tips")	Footer	Looks unfinished	Low	5 min
11	Images labeled "Image" or "Placeholder"	All pages	Hurts accessibility and image search	Low	20 min
12	Copyright year missing	Footer	Site looks less maintained	Low	5 min

High-priority details and fixes

#1 "Call us" button dials a placeholder number High

What I found	The page shows the correct number, (718) 555-0142, but the link behind it was never updated from the template. Tapping it on a phone dials +1 321-234-5678.
How I checked	Tapped the button on a phone, then inspected the link in the browser.
Impact	Most visitors to a local tax office use phones. Every tap on "Call us" is a potential client who can't get through.

BEFORE

```
<a href="tel:+13212345678">(718) 555-0142</a>
```

AFTER

```
<a href="tel:+17185550142">(718) 555-0142</a>
```

#2 Email link opens a web page instead of an email High

What I found	The email address is linked like a website (http://), so clicking it opens a browser error instead of a new email.
How I checked	Clicked the link on a laptop and a phone.
Impact	Clients who prefer email, especially when sending documents, give up or have to copy the address by hand.

BEFORE

```
<a href="http://office@mapleandmaintax.example/">
```

AFTER

```
<a href="mailto:office@mapleandmaintax.example">
```

#3 "Message sent!" shows before the form is sent High

What I found	The success message is visible as soon as the Contact page loads, before a visitor types anything.
How I checked	Opened the Contact page in a private window, then sent a test message and confirmed it arrived in the inbox.
Impact	Visitors think the form already sent or is broken, and may leave without contacting the office.
Fix	Hide the message by default and show it only after a successful send. Send a test message afterward to confirm.

Medium-priority fixes (Google and clarity)

#	Issue	Recommended fix
4	Page title is "Home"	Change it to *"Maple & Main Tax Services | Tax Preparation in Queens, NY"* so the business name and service appear in Google and browser tabs.
5	No meta description	Add a one-sentence description, for example: *"Personal and small business tax preparation in Queens, NY. Book a free consultation today."*
6	Default page addresses	Rename /new-page to /tax-preparation and /new-page-1 to /bookkeeping, and set up redirects so old links still work.
7	Two different addresses	Confirm the correct office address with the owner, then update the footer, Contact page, and Google Business Profile to match.
8	Social icons go to the builder's pages	Link each icon to the business's own Facebook and Instagram, or remove icons for accounts the business doesn't use.

What's already working well

Check	Result	Notes
Secure connection (HTTPS)	Pass	The padlock shows on every page.
Indexed on Google	Pass	Confirmed with Google Search Console's URL Inspection tool.
Mobile layout	Pass	Text and buttons are readable and easy to tap on a phone.
Page loading	Pass	Pages load quickly on mobile; checked with Google PageSpeed Insights.
Contact form delivery	Pass	A test message arrived in the inbox (only the success message needs fixing).

Recommended next steps

This week

- ✔ Fix the call button, email link, and contact form (#1–3)
- ✔ Update the page title and description (#4–5)
- ✔ Correct the office address everywhere (#7)
- ✔ Fix the typos and template text (#9–10)

Every month (maintenance)

- ✔ Click-test every button, link, and form
- ✔ Update hours, prices, and holiday closures
- ✔ Check Google Search Console for errors
- ✔ Back up the site before any updates

About this report. This is a sample project for my portfolio, based on a fictional business. It shows how I review a website: I test it as a real client would, explain each problem in plain language, rank it by how much it affects the business, and give a clear fix with a time estimate.

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