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WEBSITE AUDIT

# Corrowby's website, checked against the venues winning its bookings

A full audit of speed, search, links, AI visibility, enquiries, privacy and trust, with every issue ranked by what it costs the business.

Example report. The business, website and figures are fictional.

**Get your free website audit**

**Prepared for** The marketing team, Corrowby Conference & Exhibition Centre
**Prepared by** Go Top Shelf
**Website audited** corrowby.co.uk, compared with 3 competitors
**Audit date** 19 November 2026

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# Sound foundations, held back by problems that only show on a phone or against competitors

Corrowby's foundations are sound. The hosting is quick, every page is open to Google, the desktop site performs well and the venue owns its own name in search.

What holds it back only shows up on a phone, after a visitor refuses tracking, or side by side with competitors. Event bookers who don't already know the name mostly find Stelbourne Park, and 81% of Corrowby's search visits come from people who already do.

We found 19 issues. One needs action now, and most of the rest are small or medium jobs.

### 19 issues by severity




1 critical 5 high 9 medium 4 low

### 19 issues by size of job




11 small 6 medium 2 large

**11 of the 19** are small jobs, under a day each.

## The five things that matter most

1. **Advertising tracking ignores a visitor's refusal**
   The Meta Pixel keeps tracking after a visitor refuses. The urgent privacy risk in this report.

2. **Pages are slow to appear on phones**
   5.8 seconds to show the main content on a phone, more than twice Google's target.

3. **Competitors take the searches event bookers use**
   On page one for 18 search terms. Stelbourne Park is there for 142, with six times the visits.

4. **Enquiries are not being counted**
   Form sends, phone and email clicks aren't recorded, so nobody can see what brings in bookings.

5. **AI assistants struggle to understand the venue**
   Named in 1 of 10 AI answers to 5 general venue questions. Stelbourne Park came up in 4 of the 5.

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# 19 issues across 9 of 10 areas, and one that needs action now

| AREA | RATING | ISSUES | WHERE TO LOOK |
|---|---|---|---|
| Speed on phones and computers | POOR | 2 | Issues 2 and 3 |
| Search visibility against competitors | POOR | 3 | Issues 4, 13 and 14 |
| Links from other websites | POOR | 1 | Issue 6 |
| Local listings and reviews | FAIR | 2 | Issues 10 and 11 |
| Technical and on-page SEO | FAIR | 3 | Issues 7, 12 and 19 |
| AI visibility | FAIR | 1 | Issue 9 |
| Enquiries, forms and tracking | POOR | 2 | Issues 5 and 8 |
| Trust and visitor experience | FAIR | 3 | Issues 15, 16 and 17 |
| Privacy and security | POOR | 2 | Issues 1 and 18 (1 critical) |
| Hosting and indexing | GOOD | 0 | No issues |
| **Total** | | **19** | **1 critical, 5 high, 9 medium, 4 low** |

**214**
pages checked

**3,186**
links tested

**19**
issues found

**3**
competitors compared

## How serious is each issue?

**CRITICAL** Legal, security or revenue risk that needs action now

**HIGH** Costing visitors or enquiries today

**MEDIUM** Holding results back

**LOW** Worth tidying when convenient

## Size of job

**Small** under a day

**Medium** a few days

**Large** an ongoing piece of work

Example report, fictional business. Poor means at least one critical or high issue, Fair means medium at worst, Good means none above low.

# The site gets a lot right, so the job is finishing it rather than rebuilding it

### All 214 pages are open to Google

None are hidden from search by mistake, the sitemap is accurate and every page names its preferred address.

### The server is quick

Pages start arriving in 0.2 seconds, so the slowness on phones comes from what the pages load, not the hosting.

### The desktop experience is strong

The home page scores 81 out of 100 on a computer and shows its main content in 2.1 seconds.

### Corrowby owns its own name in search

It is first on Google for its name, backed by a 4.6 out of 5 rating from 212 Google reviews.

### The photography sells the spaces

Bright, recent photos show every room set up for different event types, which most competitors lack.

### AI assistants are allowed in

The site doesn't block the crawlers used by ChatGPT and Google's AI features.

# Organisers book on clear facts and quick answers, and they search by type of event

What organisers say in their reviews, short of time and comparing several venues at once.

| WHAT ORGANISERS ACTUALLY WROTE | WHERE |
|---|---|
| "The main hall was perfect for our exhibition, but it took three emails to get a price" | Google review |
| "Parking for all our visitors made the day so easy" | Google review |
| "We needed room capacities quickly and had to phone to get them" | Google review |
| "Lovely team. Shame the website still showed last year's menus" | Google review |
| "Great value compared with the London venues we looked at" | Event organiser, by email |

What bookers type into Google each month, by type of event rather than venue name.

| SEARCH (UK) | MONTHLY |
|---|---|
| christmas party venues | 14,800 |
| meeting room hire | 9,900 |
| conference venue hire | 2,900 |
| corporate event venues | 2,400 |
| exhibition venue hire | 1,600 |
| awards dinner venues | 880 |
| trade show venues | 720 |
| wedding fair venue hire | 320 |

Example report, fictional business. Google reviews and UK search volumes from an independent search data provider, November 2026.

# The home page sells a feeling, but organisers arrive looking for capacities, dates and prices

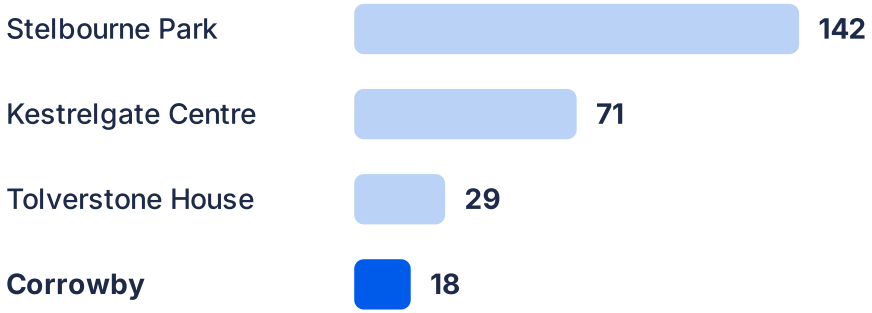
| WHERE | WHAT THE SITE SAYS NOW | WHAT A BOOKER IS LOOKING FOR |
|---|---|---|
| Home page main heading | "Where the region meets for business" | What spaces there are, for how many people, and where |
| First screen on a phone | A background video and a menu button, no enquiry button | A quick way to check a date or ask for a price |
| Room and hall pages | Photos, with capacities only in PDF floor plans | Capacity, size, ceiling height and loading access, in plain text |
| Christmas parties | One paragraph on the What's on page | Dates, packages and what's included |
| Reviews | None on the site, despite 212 on Google | Proof that organisers like them were happy |

None of this shows from an office computer. It shows when you read the site as a first-time booker on a phone.

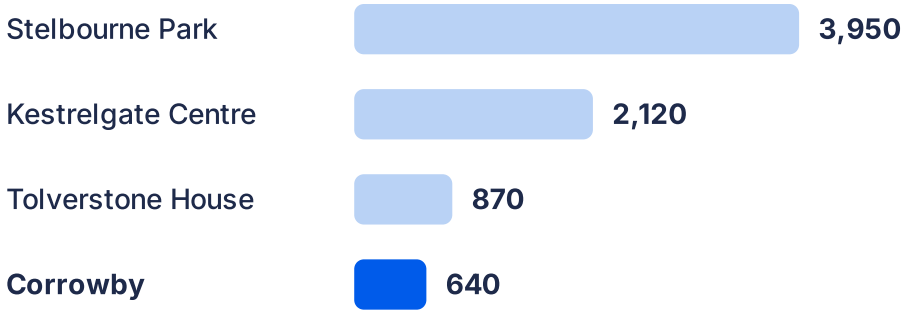
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# Stelbourne Park is on page one of Google for 142 searches, Corrowby for 18

## Searches where each venue is on page one (UK)




## Estimated visits a month from Google




| WEBSITE | RANKED | PAGE ONE | VISITS |
|---|---|---|---|
| **Corrowby**<br>This website | 412 | 18 | 640 |
| Stelbourne Park<br>Competitor A | 1,380 | 142 | 3,950 |
| Kestrelgate Centre<br>Competitor B | 960 | 71 | 2,120 |
| Tolverstone House<br>Competitor C | 545 | 29 | 870 |

### Most of Corrowby's visits already know the name

Of its estimated 640 visits a month from Google, 81% come from people searching for Corrowby itself. New bookers searching by type of event mostly find the competitors.

# Corrowby ranks worst for the searches with the most bookers behind them

| PAGE | SEARCH IT SHOULD OWN | UK MONTHLY | WHAT THE PAGE TARGETS NOW | POSITION |
|---|---|---|---|---|
| **Christmas parties** | christmas party venues | 14,800 | No page of its own, one paragraph on What's on | 73 |
| **Venue hire** | meeting room hire | 9,900 | Title shared with 17 other pages | 64 |
| **Home page** | conference venue hire | 2,900 | Title "Home \| Corrowby", main heading is a slogan | 41 |
| **Main hall** | exhibition venue hire | 1,600 | Title shared with 17 other pages | 27 |
| **Awards dinners** | awards dinner venues | 880 | No page of its own | 19 |
| **Trade shows** | trade show venues | 720 | An events listing, not a page about hosting one | 33 |

Google tends to rank the page that is clearly about a search. The two biggest searches here, christmas party venues and meeting room hire, have 24,700 UK searches a month between them, and Corrowby is outside the top 60 for both.

# The map results go to venues with far more recent reviews, and Corrowby appears in 2 of 8

| VENUE | RATING | REVIEWS | LAST 12 MONTHS | IN MAP RESULTS |
|---|---|---|---|---|
| Stelbourne Park | 4.7 | 486 | 141 | 7 of 8 |
| Kestrelgate Centre | 4.5 | 331 | 88 | 5 of 8 |
| Tolverstone House | 4.8 | 264 | 73 | 4 of 8 |
| **Corrowby** | 4.6 | 212 | 19 | 2 of 8 |

### The gap is recent reviews, not the rating

Corrowby's 4.6 rating sits with its rivals. Stelbourne Park gained 141 reviews in the last 12 months, Corrowby gained 19.

The map results sit above the normal results for local searches, so a venue missing from them is easy to overlook even when its website ranks well in the results below them.

### 9 business listings checked against the website

**4 of 9**
match the website

**3**
show an old phone number

**1**
uses the old name Corrowby Centre

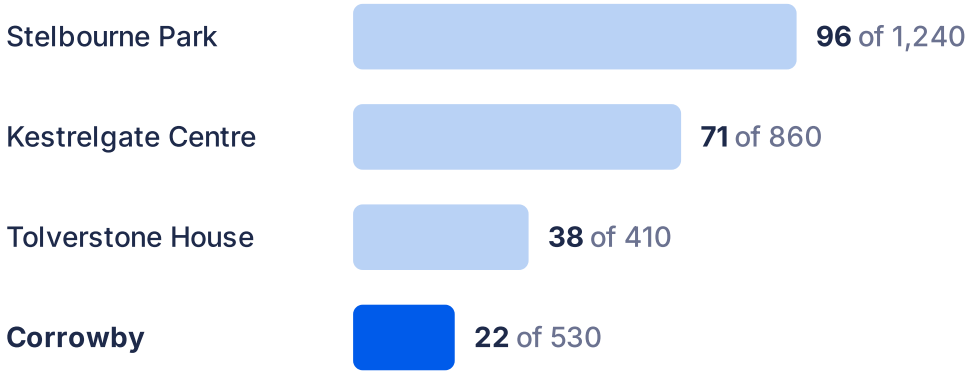
**1**
Google profile with different weekend hours

Example report, fictional business. Google map results for 8 local venue searches and 9 business listings, 19 November 2026. Issues 10 and 11.

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# Corrowby has plenty of links, but under a quarter as many strong ones as Stelbourne Park

## Strong websites linking to each venue, of all linking websites




| | |
|---|---|
| Held now | 22 strong linking websites, 530 in total |
| Needed | About 50 to 70 strong linking websites, to sit with the venues on page one |
| Gap | Roughly 28 to 48 strong linking websites over 12 months |
| Rough cost | About £1.5k to £6k over 12 months, our estimate. Most of the gap can be closed with links that cost nothing |

### What counts as strong

A well-ranked website with a low spam score. Most of Corrowby's 530 linking websites are directories and old event listings, which carry little weight.

# Google can reach every page, but struggles to tell many of them apart

| CHECK | RESULT | WHAT WE FOUND | SEE ISSUE |
|---|---|---|---|
| Pages open to Google | PASS | All 214 pages can be indexed and the rules for search engines are correct | |
| XML sitemap accurate | PASS | Lists all 214 addresses and nothing else | |
| Preferred addresses set | PASS | Every page tells Google its preferred address | |
| HTTPS everywhere | PASS | Enforced on every address, certificate valid and renewing | |
| Unique page titles | FAIL | 18 venue hire and room pages share "Venue Hire \| Corrowby" | 12 |
| Search descriptions | PARTLY | 31 pages have none, so Google writes its own | 12 |
| Structured data | FAIL | None on any page, so the venue, rooms and events aren't described to search engines | 9 |
| Links all working | FAIL | 38 broken links across 21 pages | 7 |
| No redirect chains | PARTLY | 12 internal links pass through two or more redirects | 19 |
| Old pages tidied away | PARTLY | 46 past event pages still in Google, 5 rank above this year's event | 19 |
| Image descriptions | PARTLY | 140 of 612 images have no text description | 16 |

# Quick on a computer, slow on a phone, and most of the weight is one video

**34**
home page speed score on a phone, out of 100

**5.8 s**
until the main content shows on a phone

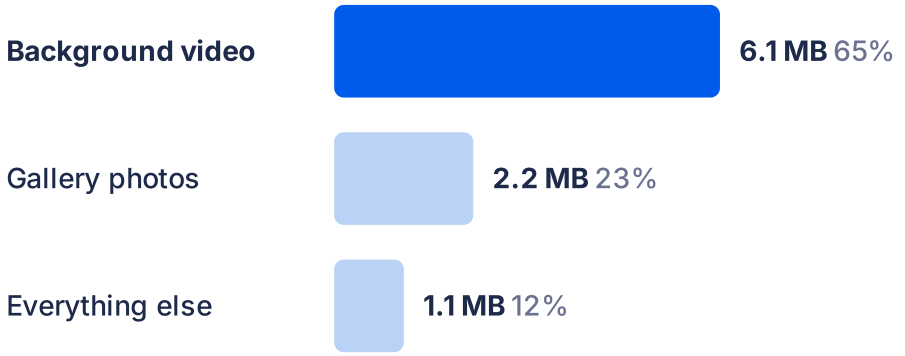
**9.4 MB**
downloaded by the home page on a phone

**81**
the same page on a computer

| PAGE | DEVICE | SCORE | MAIN CONTENT | TAPS | SHIFT |
|---|---|---|---|---|---|
| Home page | Phone | 34 | 5.8 s | 290 ms | 0.21 |
| Venue hire page | Phone | 48 | 4.6 s | 240 ms | 0.12 |
| Home page | Computer | 81 | 2.1 s | 90 ms | 0.04 |
| Venue hire page | Computer | 88 | 1.6 s | 70 ms | 0.03 |

Google's targets are 2.5 s or less for main content, 200 ms or less for response to taps and 0.1 or less for layout shift.

## Where the 9.4 MB home page goes on a phone




The video plays behind the headline on phones too, and the gallery photos load before anyone scrolls to them.

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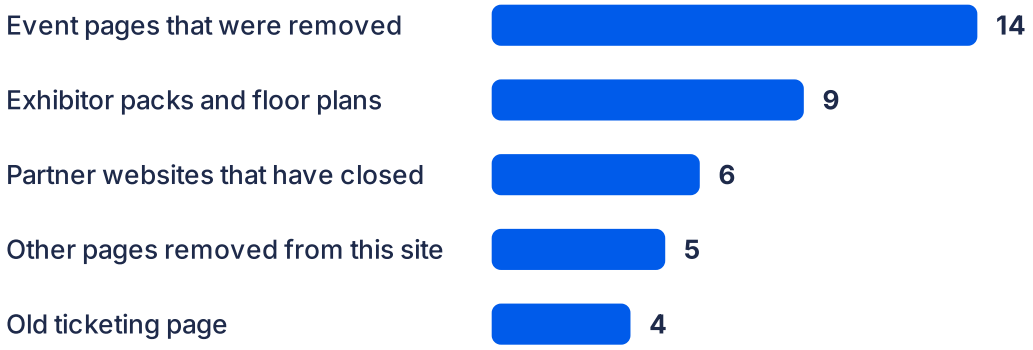
# 38 broken links, most of them old event pages and exhibitor downloads

**3,186** links tested

**38** broken

**21** pages affected

## What the broken links point to




A further 27 links still work but pass through a redirect.

| PAGE | LINK | PROBLEM |
|---|---|---|
| /whats-on/ | Spring Trade Fair 2025 | PAGE NOT FOUND |
| /exhibitors/ | Exhibitor pack (PDF) | FILE NOT FOUND |
| /venue-hire/main-hall/ | Download floor plan | FILE NOT FOUND |
| /venue-hire/ | Catering menus | PAGE NOT FOUND |
| /getting-here/ | Partner hotels | WEBSITE CLOSED |
| /whats-on/christmas-parties/ | Book tickets | PAGE NOT FOUND |

### Showing 6 of 38

Your report lists every broken link, the page it sits on and where it should lead, so nothing is missed.

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# ChatGPT and Google's AI answers named Corrowby in 1 of 10 answers to general venue questions

| GENERAL QUESTION | CHATGPT | GOOGLE AI | NAMED INSTEAD |
|---|---|---|---|
| Best conference venues in the East of England | NOT NAMED | NOT NAMED | Stelbourne Park, Kestrelgate Centre |
| Exhibition hall to hire for a trade show with 2,000 visitors | NOT NAMED | NAMED | Kestrelgate Centre (ChatGPT) |
| Awards dinner venue for 400 guests | NOT NAMED | NOT NAMED | Stelbourne Park, Tolverstone House |
| Conference venue with free parking near a railway station | NOT NAMED | NOT NAMED | Stelbourne Park |
| Christmas party venues for large companies | NOT NAMED | NOT NAMED | Stelbourne Park, Tolverstone House |

| ABOUT THE VENUE ITSELF | CHATGPT | GOOGLE AI | WHAT WAS WRONG |
|---|---|---|---|
| How big is the main hall at Corrowby? | WRONG | CORRECT | ChatGPT said 1,200 people. The hall holds 1,800 |
| Does Corrowby have on-site parking? | NOT SURE | CORRECT | ChatGPT couldn't find the 650 parking spaces |
| How do I contact Corrowby about venue hire? | WRONG | WRONG | Old phone number from ChatGPT, old name from Google |

**1 of 10**

general answers named Corrowby

**4 of 5**

questions where Stelbourne Park came up instead

**2 of 6**

answers about the venue were right

### Can AI assistants read the site?

- PASS — AI crawlers allowed in
- FAIL — Structured data describing the venue
- FAIL — Room capacities in plain text
- PARTLY — Venue details the same everywhere

Example report, fictional business. 8 questions asked of ChatGPT and Google's AI answers in fresh sessions, 19 November 2026. Issues 9 and 10.

# A few small details undercut the trust the rest of the site earns

| WHAT A PROSPECT SEES | WHAT IT COSTS YOU |
|---|---|
| "Book tickets" on the Christmas parties page leads to an error | A ready buyer hits a dead end at the moment of booking |
| Catering menus and prices from 2024 | Makes the rest of the site look out of date too |
| No reviews or ratings anywhere, despite a 4.6 rating from 212 Google reviews | Organisers can't see that people like them were happy |
| "Trusted by" shows six empty grey boxes on phones | Looks unfinished, on the section meant to build trust |
| "Virtual tour coming soon" button on the main hall page | Reads as a promise that hasn't been kept |
| Copyright 2023 in the footer | Suggests nobody is looking after the site |

# Enquiries are hard to start on a phone, and the ones that arrive aren't counted

- **The enquiry form asks for 14 details**, 9 of them required, including budget, exact date and number of breakout rooms.
- **On a phone it is four and a half screens long**, and if anything is missing the error appears only at the top.
- **The Make an enquiry button isn't in the mobile header**, only inside the menu.
- **The phone number is plain text**, so it can't be tapped, and it is hidden altogether in the mobile header.

| WHAT | FOUND ON THE SITE | COUNTED? |
|---|---|---|
| Google Analytics | Page views on every page | PAGE VIEWS ONLY |
| Enquiry form sent | Thank-you message on the same page | NOT COUNTED |
| Phone calls from the site | Number is plain text, not a link | NOT COUNTED |
| Email link clicked | Email link in the footer | NOT COUNTED |
| Meta Pixel | Page views | PAGE VIEWS ONLY |
| LinkedIn Insight Tag | Page views | PAGE VIEWS ONLY |
| Visits from AI assistants | Mixed in with other referrals | NOT SEPARATED |

Example report, fictional business. Enquiry form and email link tested in a real browser with one agreed test enquiry, 19 November 2026. Issues 5, 8 and 17.

# One urgent privacy risk, and a handful of smaller gaps visitors and clients notice

| CHECK | WHAT WE FOUND | SEE ISSUE |
|---|---|---|
| Cookie refusal honoured | After Reject all, analytics stops but the Meta Pixel keeps sending page views, including after a reload | 1 |
| Browser security protections | 3 of the 6 we check for are missing, and the server software version is shown in every response | 18 |
| Text contrast | Light grey text falls below the recommended contrast in 23 places, including event dates | 16 |
| Labels for screen readers | Gallery arrows, the search button and three social icons have no text label | 16 |
| Tappable phone numbers | Plain text in the header, contact page and footer, hidden in the mobile header | 17 |
| Lighthouse accessibility | 84 out of 100 on the home page | 16 |

Example report, fictional business. Fresh browser with no cookies, security headers, Lighthouse accessibility and a phone review, 19 November 2026. Issues 1, 16, 17 and 18.

# Issues 1 to 4 of 19

CRITICAL

## 1 Advertising tracking ignores a visitor's refusal

**Area** Privacy and security **Where** Every page **Size of job** Small

**What we found.** We chose Reject all in the cookie settings, then visited three pages and reloaded. Analytics stopped, but the Meta Pixel kept sending page views on every visit.

**Why it matters.** People who refuse tracking expect it to stop everywhere. Advertising tracking after a refusal is a privacy compliance risk and undermines trust.

HIGH

## 2 Pages are slow to appear on phones

**Area** Speed on phones and computers **Where** Home page and venue hire pages **Size of job** Medium

**What we found.** As a mid-range phone on 4G the home page scores 34 out of 100 and shows its main content after 5.8 seconds, more than twice Google's 2.5 second target. The layout jumps as the cookie notice loads.

**Why it matters.** From an office computer the site feels fine, so this is easy to miss. Most venue research starts on a phone, and slow pages send visitors back to Google.

HIGH

## 3 The home page downloads 9.4 MB on a phone

**Area** Speed on phones and computers **Where** Home page **Size of job** Small

**What we found.** 6.1 MB is the background video behind the headline, which plays on phones too. A further 2.2 MB is gallery photos that load before anyone scrolls to them.

**Why it matters.** This is the biggest single cause of the slow home page, and it uses every phone visitor's data before they have seen a room.

HIGH

## 4 Competitors take the searches event bookers use

**Area** Search visibility against competitors **Where** Whole site **Size of job** Large

**What we found.** Corrowby is on page one of Google for 18 search terms. Stelbourne Park is on page one for 142 and gets around six times as many visits from Google. 81% of Corrowby's search visits come from people already searching its name.

**Why it matters.** Bookers who don't know Corrowby yet search for the type of event, not the venue. Those are the searches where they choose who to contact.

# Issues 5 to 8 of 19

HIGH

## 5 Enquiries are not being counted

**Area** Enquiries, forms and tracking **Where** Enquiry form, phone and email links **Size of job** Small

**What we found.** Google Analytics records page views, but a sent enquiry form records nothing, and neither do phone or email clicks. The Meta and LinkedIn tags count visits, not enquiries.

**Why it matters.** The team can't see which campaigns, pages or events bring in enquiries, so budget decisions rest on page views.

HIGH

## 6 Far fewer strong links than competitors

**Area** Links from other websites **Where** Whole site **Size of job** Large

**What we found.** 22 strong websites link to Corrowby. Stelbourne Park has 96 and Kestrelgate Centre 71. Most of Corrowby's 530 linking sites are directories and old event listings.

**Why it matters.** Links from respected websites are one of the main reasons Google trusts one venue over another for competitive searches.

MEDIUM

## 7 Old event pages and downloads lead nowhere

**Area** Technical and on-page SEO **Where** 21 pages **Size of job** Small

**What we found.** 38 of the 3,186 links on the site are broken, across 21 pages. Most point to removed event pages or exhibitor packs and floor plans that no longer exist.

**Why it matters.** Exhibitors looking for a pack or floor plan are close to booking. An error page makes them phone or give up.

MEDIUM

## 8 The enquiry form asks for 14 details

**Area** Enquiries, forms and tracking **Where** Venue hire enquiry form **Size of job** Medium

**What we found.** 14 fields, 9 of them required, including budget and exact date. It is four and a half screens long on a phone, errors show only at the top, and the enquiry button isn't in the mobile header.

**Why it matters.** Many planners don't know their budget or date yet. Every extra required field is a reason to stop, and each abandoned form is a lost booking conversation.

# Issues 9 to 12 of 19

MEDIUM

## 9 AI assistants struggle to understand the venue

**Area** AI visibility **Where** Whole site **Size of job** Medium

**What we found.** No page carries structured information about the venue, its rooms or events, and capacities appear only in images and PDFs. We asked 5 general venue questions of two AI assistants, 10 answers in all. Corrowby was named in 1. Stelbourne Park came up in 4 of the 5 questions.

**Why it matters.** More planners ask an AI assistant for a shortlist before visiting any website. If it can't read the main hall's capacity, it leaves the venue off.

MEDIUM

## 10 Venue details differ across the web

**Area** Local listings and reviews **Where** 5 of 9 business listings **Size of job** Small

**What we found.** Of 9 listings, 4 match the website and 5 differ. 3 show an old phone number, 1 uses the old name Corrowby Centre and the Google profile has different weekend hours.

**Why it matters.** Google and AI assistants check details across sources before trusting them, and an old number sends a ready-to-book caller to a dead line.

MEDIUM

## 11 Fewer recent reviews than the venues in the map pack

**Area** Local listings and reviews **Where** Google Business Profile **Size of job** Medium

**What we found.** Corrowby gained 19 Google reviews in the last 12 months. Stelbourne Park gained 141. Corrowby appears in the map results for 2 of 8 local venue searches, Stelbourne Park for 7.

**Why it matters.** The map results sit above the normal results for local searches, and recent reviews are one of the strongest signals for who appears there.

MEDIUM

## 12 Venue hire pages share the same title

**Area** Technical and on-page SEO **Where** 18 venue hire and room pages **Size of job** Small

**What we found.** 18 pages share the title "Venue Hire | Corrowby". 31 pages have no search description, so Google writes its own, often from the address in the header.

**Why it matters.** Google struggles to tell which page to show for a search such as exhibition hall hire, and searchers see near-identical results.

# Issues 13 to 16 of 19

MEDIUM

## 13 Room pages say very little

**Area** Search visibility against competitors **Where** 9 of 12 room and hall pages
**Size of job** Medium

**What we found.** 9 of the 12 room pages have fewer than 150 words of their own. Capacities, dimensions and loading access are only in PDFs or photos. Competitors' room pages average around 600 words.

**Why it matters.** Organisers compare rooms on exact figures. Pages without them rank less well for searches like exhibition hall with loading bay, and give AI nothing to quote.

MEDIUM

## 14 Two big searches have no page of their own

**Area** Search visibility against competitors
**Where** Christmas parties and awards dinners **Size of job** Medium

**What we found.** Christmas party venues (14,800 UK searches a month) and awards dinner venues (880) have no dedicated page. Corrowby sits at position 73 and 19 for them.

**Why it matters.** Google ranks pages, not venues. Without a page that is clearly about Christmas parties, the site's biggest search opportunity goes to competitors.

MEDIUM

## 15 A few details make the site look out of date

**Area** Trust and visitor experience
**Where** Catering, Christmas, main hall pages and footer **Size of job** Small

**What we found.** 2024 menus and prices, a Book tickets button that leads to an error, a virtual tour marked coming soon, six empty logo boxes on phones and copyright 2023.

**Why it matters.** Organisers judge how well an event will run by how well the website is kept. Small signs of neglect make them doubt the rest.

LOW

## 16 Some text is hard to read and some buttons have no label

**Area** Trust and visitor experience **Where** Every page **Size of job** Small

**What we found.** Lighthouse scores accessibility 84 out of 100. Light grey text falls below the recommended contrast in 23 places, and gallery arrows, search and social icons have no label.

**Why it matters.** Visitors with low vision or using screen readers will struggle. Public-sector clients often ask venues about accessibility.

# Issues 17 to 19 of 19

LOW

## 17 Phone numbers can't be tapped on a phone

**Area** Trust and visitor experience **Where** Header, contact page and footer **Size of job** Small

**What we found.** The number is plain text everywhere, so it can't be tapped to call, and it is hidden in the mobile header to make room for the logo.

**Why it matters.** Planners with a date in mind often want to check availability by phone. Copying a number by hand adds friction at the moment they're ready.

LOW

## 18 Browser security protections are incomplete

**Area** Privacy and security **Where** Whole site **Size of job** Small

**What we found.** HTTPS is enforced and the certificate is valid. 3 of the 6 browser protections we check for are missing, and every response shows the server software version.

**Why it matters.** These protections limit the damage if a third-party script is compromised, and they come up in corporate security questionnaires.

LOW

## 19 Past events still appear in Google

**Area** Technical and on-page SEO **Where** 46 past event pages **Size of job** Small

**What we found.** 46 event pages from 2023 to 2025 are still in Google, and 5 rank above this year's event. 12 internal links pass through two or more redirects.

**Why it matters.** A visitor who lands on last year's trade fair may think the information is out of date or look for a stand at the wrong event.

# One job now, five quick wins this month, then the work that wins more bookings

## ACT NOW

**1** Advertising tracking ignores a visitor's refusal

A privacy compliance risk on every page, and a small job. Everything else can be planned around it.

## NEXT 30 DAYS

**2** Pages are slow to appear on phones

**3** The home page downloads 9.4 MB on a phone

**5** Enquiries are not being counted

**7** Old event pages and downloads lead nowhere

**15** A few details make the site look out of date

## NEXT 90 DAYS

**4** Competitors take the searches event bookers use

**6** Far fewer strong links than competitors

**8** The enquiry form asks for 14 details

**9** AI assistants struggle to understand the venue

**10** Venue details differ across the web

**11** Fewer recent reviews than the venues in the map pack

**12** Venue hire pages share the same title

**13** Room pages say very little

**14** Two big searches have no page of their own

## WHEN CONVENIENT

**16** Some text is hard to read and some buttons have no label

**17** Phone numbers can't be tapped on a phone

**18** Browser security protections are incomplete

**19** Past events still appear in Google

NEXT STEPS

# Want us to put it right?

The next step is a quick call to go through the findings and how we'd work together. Every issue has a size of job, so you'll get a fixed quote for the work you choose before anything starts.

1

### A quick call

We go through the findings with you and talk about how we'd work together.

2

### A fixed quote

For the issues you choose, priced from the size of each job, then put right around your events calendar.

3

### We keep it right

A monthly plan covering hosting, backups, security updates and small fixes, so the list doesn't grow back.

You're also welcome to take this report to your own team. If you'd rather not spend your time on it, or risk breaking something before a big event, that's what we're here for.

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# Method, sources and what an audit can't see

| CHECK | HOW |
|---|---|
| **Pages and links** | Every address in the sitemap (214 pages) and every link on them (3,186), checked for errors and redirects, with broken links confirmed in a real browser. |
| **Speed** | Google Lighthouse, three runs per page type as a mid-range phone on 4G and on a computer, middle result reported. Response to taps is 28-day Chrome field data. |
| **Search set-up** | Titles, descriptions, headings, preferred addresses, indexing rules and structured data on every page. |
| **Competitors, keywords and links** | UK rankings, search volumes and linking sites for the venue and 3 competitors from an independent search data provider. |
| **Local listings and reviews** | Google map results for 8 local venue searches, review counts and 9 business listings compared with the website. |
| **AI visibility** | 8 typical questions asked of ChatGPT and Google's AI answers in fresh sessions. |
| **Enquiries and tracking** | Enquiry form, phone and email links tested in a real browser, recording which tracking tags fire, with a test submission agreed with the site owner. |
| **Privacy, security and accessibility** | A fresh browser with no cookies, checking what loads before and after a choice, security headers, Lighthouse accessibility and a manual review on a phone and a computer. |

### Your report includes

- Every issue ranked, with where it is and a size of job
- The full lists behind each finding, such as every broken link and duplicate title
- Your competitors, keywords and links compared side by side

### Worth knowing

- Search figures are estimates from an independent data provider, not the site's own analytics.
- Speed varies from run to run, so we report the middle of three.
- We send one agreed test enquiry and nothing else, so your team isn't flooded with test leads.
- In this example the business, website, competitors, reviews and every figure are fictional.