RE-CHECK OF AN EXTERNAL AUDIT · NOVEMBER 2026

Website re-check: small dental practice

[client name hidden]

[domain hidden]

Re-check of the 13 findings from the November 2026 audit, on the same pages, with the same checks

Anonymised real audit. Business names and identifying details are changed.

0	Fixed
0	Partly fixed
13	Still there

> *Nothing has changed yet: all 13 findings are still there.*

ORIGINAL AUDIT

Website audit: small dental practice · November 2026 · v1.0

PROFILE

Local service business

VERSION

1.0

Anonymized copy. Brand, domain, people, addresses, phone numbers, tracking IDs, prices and identifying figures are replaced with [... hidden] markers or rounded; site copy is paraphrased.

01 · RESULT

13 findings re-checked: 0 fixed, 0 partly fixed, 13 still there.

0	0	13
Fixed · of 13 findings	Partly fixed · of 13 findings	Still there · of 13 findings

Each finding from the original audit, re-checked on the same pages with the same checks. This re-check ran soon after the audit, before any fixes went live, so every finding comes back as still there. It does not look for new problems.

ID	FINDING	STATUS	WHAT WE FOUND
F–01	The out-of-hours emergency number has a different area code from the practice's number and isn't a tap link	Still there	The emergency number still has a different area code, is still plain text and still appears on the emergency page only.
F–02	Clicking "Reject" doesn't stop tracking: Google Analytics still gets every page a visitor opens	Still there	After "Reject", the next page still sends a page_view with its address to Google Analytics.
F–03	"Book Appointment" leads to a page with no way to book or leave a request	Still there	"Book Appointment" still opens the contact page, which still has no form, no booking link and no reply time.
F–04	Three home page links return 404; one treatment link opens a different treatment's page	Still there	The same three links still return 404; the treatments overview link still opens another treatment's page.
F–05	Pinch-zoom is disabled and the main buttons fail contrast	Still there	Zoom is still off on every page; the main buttons are still about 2:1.
F–06	Some copy promises things the rest of the site doesn't back up	Still there	All three claims are unchanged.

ID	FINDING	STATUS	WHAT WE FOUND
F–07	The banner and the policies describe a different setup from the one that runs	Still there	The banner wording, the cookie policy and the privacy notice are unchanged.
F–08	On a mid-range phone the home page shows its main content after about 8 s, and the layout jumps	Still there	LCP is still 8–9.5 s and CLS about 0.41 in all three runs.
F–09	"About" and "Patient Info" are empty template pages in the sitemap	Still there	Both pages are still empty, unlinked and in the sitemap.
F–10	The domain has no DMARC record	Still there	There is still no DMARC record.
F–11	Search and share previews miss the practice's basic facts	Still there	There is still no Dentist markup and no share image.
F–12	About 20 internal links go through a redirect; some pages have more than one H1	Still there	20 link targets still redirect; both pages still have more than one H1.
F–13	Small mobile glitches: a stray space in the phone link, a price table wider than the screen	Still there	The phone link still has the stray space and no country code; the price page still scrolls sideways at 320 px.

02 · NEW EVIDENCE

What the re-check saw

Fresh measurements from this re-check, finding by finding.

F–01 **Still there**

The out-of-hours emergency number has a different area code from the practice's number and isn't a tap link

The emergency number still has a different area code, is still plain text and still appears on the emergency page only.

Emergency page, out-of-hours paragraph (paraphrased)

```
Registered patients with a dental emergency outside opening hours are told to call
[value hidden]
Plain text, no tap link; wording unchanged
```

Every phone number on the 31 sitemap pages

```
Practice number: header and footer of every page, tap link
Emergency number (different area code): emergency page only; 0 tap links to it
```

F–02 **Still there**

Clicking "Reject" doesn't stop tracking: Google Analytics still gets every page a visitor opens

After "Reject", the next page still sends a page_view with its address to Google Analytics.

Clean profile, home page, at 1440 px and at 390 px

```
Before any choice: page_view sent (cookies denied, 0 cookies)
Click "Reject", then open the price page: page_view sent again with the page address
Cookies after "Reject": the banner's preference cookie only
Same result at both widths
```

Control, new profile, "Accept All"

```
_ga and _ga_[ID hidden] set; the next page sends page_view with analytics granted
```

F-03 **Still there**

"Book Appointment" leads to a page with no way to book or leave a request

"Book Appointment" still opens the contact page, which still has no form, no booking link and no reply time.

Home page, main button

```
"Book Appointment" → /contact/ (no booking step in between)
```

Forms on the 31 sitemap pages (read from the page code; nothing filled in or sent)

```
Forms other than site search: 0
Contact page: no booking link, no reply-time wording; hours weekdays only
```

F-04 **Still there**

Three home page links return 404; one treatment link opens a different treatment's page

The same three links still return 404; the treatments overview link still opens another treatment's page.

Crawl of all internal links

```
3 link targets → 404, the same three as in the audit (one also linked from the
treatments overview)
Treatments overview: one treatment's link still points to another treatment's page
```

F-05 **Still there**

Pinch-zoom is disabled and the main buttons fail contrast

Zoom is still off on every page; the main buttons are still about 2:1.

Page head, 31 of 31 sitemap pages

```
Viewport tag still sets a maximum scale and turns user scaling off
```

Lighthouse accessibility, home page, mobile, 3 runs

```
Accessibility score 79 in every run (79 in the audit)
Contrast: "Book Appointment", "Contact Us" and the banner's "Accept All" at 2.15:1
(minimum 4.5:1)
Zoom blocked, tap targets, unnamed links, map iframe without a title: still failing
```

F-06 **Still there**

Some copy promises things the rest of the site doesn't back up

All three claims are unchanged.

Claims compared with facts (paraphrased)

```
Home: flexible appointment times → header, footer, contact: weekdays, office hours only;
no evening or weekend hours
Home: mentions a treatment → still no page for it (404)
Treatment page: still names a specialist role → team page: still no one in that role
```

F-07 **Still there**

The banner and the policies describe a different setup from the one that runs

The banner wording, the cookie policy and the privacy notice are unchanged.

Banner text, live, clean profile

```
"By using our site, you consent to cookies." with Preferences, Reject and Accept All
```

Cookie policy (paraphrased)

```
Essential: the banner's preference cookie, comment cookies and the Google Analytics
cookies (no purpose or duration of their own)
Marketing: Google Maps
Not listed: the reviews widget host, Google Fonts
```

Contact page, clean profile, before any choice

```
Requests to the reviews widget host (7) and Google's photo host (8), Google Fonts and
Google Analytics; 0 cookies
```

Privacy notice text, keyword check

```
"analytics": 0, "website": 0, "complain": 0, "supervisory": 0
```

F-08 **Still there**

On a mid-range phone the home page shows its main content after about 8 s, and the layout jumps

LCP is still 8–9.5 s and CLS about 0.41 in all three runs.

Lighthouse, mobile, home page, 3 runs

```
LCP 8.1 / 9.1 / 9.4 s (audit: 7.9–9.8 s)
CLS 0.41 in 3 of 3 runs (audit: 2 of 3)
Performance score 47–54 (audit: 55–63); the page itself is unchanged, so this is run-to-run variation
Page weight about 1.5 MB, unchanged
LCP element: first slide of the hero slider (CSS background image), unchanged
```

F-09 **Still there**

"About" and "Patient Info" are empty template pages in the sitemap

Both pages are still empty, unlinked and in the sitemap.

Crawl: content and inlinks

```
"About": header, footer and empty widgets only; 0 inlinks; in sitemap
"Patient Info": the same
Menu items with the same names: still # placeholders
```

F-10 **Still there**

The domain has no DMARC record

There is still no DMARC record.

DNS, two public resolvers

```
SPF: present, unchanged
DMARC (_dmarc.[domain hidden]): none on both resolvers
DNS zone serial: unchanged since before the audit
```

F–11 **Still there**

Search and share previews miss the practice's basic facts

There is still no Dentist markup and no share image.

Structured data and share tags, 31 sitemap pages

```
JSON-LD: only generic site markup (website, page, organisation, breadcrumbs)
Dentist / LocalBusiness: none
og:title on 31 of 31 pages; og:image on 0 of 31
```

F–12 **Still there**

About 20 internal links go through a redirect; some pages have more than one H1

20 link targets still redirect; both pages still have more than one H1.

Crawl

```
Internal link targets that redirect (301): 20, the same as in the audit
Home page: 2 H1, one of them empty
Children's page: 4 H1
```

F–13 **Still there**

Small mobile glitches: a stray space in the phone link, a price table wider than the screen

The phone link still has the stray space and no country code; the price page still scrolls sideways at 320 px.

Header phone links, every page

```
4 spellings of the practice number, all starting with an encoded space; none with a
country code
```

Layout check at 320, 375, 768, 1280, 1440 px (home, contact, emergency and price pages)

```
Price page at 320 px: page 338 px wide, price tables overflow (same as the audit)
All other page and width combinations: no overflow
Home page at 375 px: screenshot pixel-identical to the audit's
```

03 · METHOD AND LIMITS

How this was measured

External, read-only re-check, November 2026. The checks behind each finding were run again on the same pages and compared with the original audit. Nothing was submitted, purchased or logged into, and no form was filled in. New problems were not looked for.

- Text: fresh copy of all 31 sitemap pages and a crawl of every internal link, about 1 request per second, with a user agent that names the re-check; visible text, headings, tags and JSON-LD compared with the audit's copies.
- Browser: headless Chrome with a clean profile; network and cookie log before a choice, after "Reject" and on the next page, and after "Accept All" as a control, at 390 and 1440 px; layout overflow at 320–1440 px on the same 4 templates.
- Performance and accessibility: Lighthouse locally, mobile, 3 runs on the home page.
- DNS: SPF and DMARC through two public DNS-over-HTTPS resolvers.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
Who answers the emergency number	What the site shows	Medium	No calls were placed. F-01 is judged on the page, which is unchanged.
Fixes made away from the website	External checks only	Low	Changes to phone handling, the maps listing or the practice's analytics settings that leave the site unchanged are not visible from outside.
Field Core Web Vitals (CrUX)	Local Lighthouse, 3 runs	Medium	Lab figures simulate a mid-range phone on slow 4G and vary from run to run.
New problems	Not checked	None	A re-check only repeats the checks behind the original findings. A full audit is needed to find new problems.

What we double-checked

- All 31 pages were compared with the audit's saved copies. The only differences are per-request security tokens and one page class; the visible content is identical.
- The privacy-notice keyword check first found "analytics" and "website". Every hit came from the cookie banner's settings panel, not the notice. The notice text itself has 0 of each, as in the audit.

- Lighthouse flagged 5 contrast failures per run, not 7 as in two of the audit's runs. The other two are slider text measured against a shadow, which only some runs pick up; the audit's first run also had 5. Not a change.
- The local DNS resolver gave inconsistent answers, so DMARC was checked through two public resolvers, which agree.
- The layout check on the emergency page timed out once. Run again, it completed.