EXTERNAL AUDIT (ALL PUBLIC PAGES) · NOVEMBER 2026

Website audit: family-run guesthouse



[client name hidden]

[domain hidden]

External audit of the website and its booking step: consent and privacy, booking path, performance, search, content

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

> *Google Analytics and the Facebook Pixel keep running after a visitor rejects cookies, and the site has no privacy notice.*

PROFILE	VERSION
Local business: accommodation	1.0

Anonymized copy. Brand, domains, the booking platform, people, address, phone numbers, tracking IDs, place names, site copy and platform-specific wording are removed or paraphrased.

01 · EXECUTIVE SUMMARY

Google Analytics and the Facebook Pixel keep running after a visitor rejects cookies, and the site has no privacy notice.

59	10	48%	under 20
overall score	findings	of 63 checks passed	pages crawled · 5 screen sizes

Critical **0** High **1** Medium **4** Low **5**

The guesthouse is a family-run B&B with a few room types and a website on a hosted property-management platform. Bookings are taken on the platform's booking engine, which lives on a separate domain. Guest reviews are recent and good.

The biggest problem is consent. A tracking snippet pasted into the page head sends a page view to Google Analytics and to Facebook as soon as the page opens. After a visitor rejects cookies, the next page view still goes to both services, and the reject click itself is reported to Facebook as an event. The privacy policy page exists but is empty and unlinked, while the contact form collects names and e-mail addresses.

Two more gaps cost the owner direct bookings. Bookings and website visits are counted under different analytics IDs, so the owner can't see which visits led to a booking (F-03). And the search snippet makes a price promise that no page on the site repeats, while the guest-friendly terms are listed but never presented as reasons to book direct (F-05).

On a mid-range phone the first content appears after about 7 seconds. The booking engine needs more than 10.

DO FIRST

F-01 Google Analytics and the Facebook Pixel run before consent and keep running after a visitor rejects cookies

F-02 The privacy policy page is empty and unlinked, while the contact form collects names and e-mail addresses

F-03 Bookings and website visits are counted under different analytics IDs

1 Make the reject button actually reject

Remove the hard-coded tags from the page head and load Google Analytics and the Pixel only after consent. Then publish a real privacy notice and a cookie list that names them.

2 Count bookings against the visits that led to them

One analytics property on both the website and the booking engine, with cross-domain measurement switched on. Until then, there is no way to tell which ads or listings bring bookings.

3 Say why booking direct is better

Flexible cancellation and paying at check-out are already true. Put them next to the booking button, and either explain the price promise or drop it from the snippet.

02 · SCORECARD

Where the site stands

Each area is scored 0–100 from the checks that apply to its pages; the overall score is the weighted mean.

Usability
weight 28%



66

The booking button is visible on every page and the booking engine needs no account. Prices don't show on the rooms list, the engine disables zoom on phones, and the children counter ignores the house policy.

Search & AI
weight 18%



62

Search and AI crawlers get the full pages and the sitemap lists every page. There is no structured data, no H1 (main page heading) on any page, and a raw template placeholder appears in two meta descriptions.

Trust & privacy
weight 24%



45

The banner offers a reject option on its first layer, but the tags ignore it. The privacy policy page is empty and unlinked; SPF is present, DMARC (the DNS record that stops others faking the guesthouse's e-mail address) is not.

Content & facts
weight 16%



70

Rooms, breakfast, check-in hours and directions are clear and consistent. Empty platform default sections, old testimonials and a typo make the site look less cared for than the reviews suggest.

Speed & security
weight 14%



55

The server answers quickly and nothing shifts while loading. On a simulated phone the main element appears after about 10 s on the website and later still on the booking engine.

90+ strong · 75–89 good · 60–74 needs work · under 60 poor

Impact versus effort

Every finding placed by expected impact and effort to fix. Start top left. Numbers link to the findings.



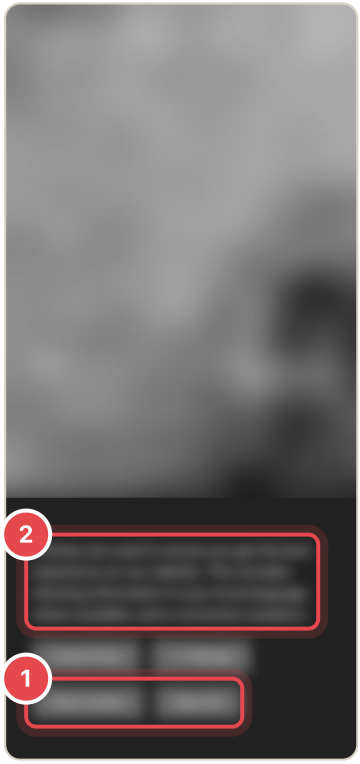
What to fix, and why

Ordered by severity, then impact. Each finding states who notices it, the evidence, and the fix.

HIGH F-01 Trust & privacy

Google Analytics and the Facebook Pixel run before consent and keep running after a visitor rejects cookies

A Google tag and the Facebook Pixel are pasted directly into the page head, outside the platform's consent handling. On a clean phone-sized browser they load with the page: Google Analytics records a page view and sets `_ga`, and Facebook records a page view and sets `_fbp`. After a click on the reject button the cookies stay, the reject click itself is reported to Facebook as an event, and the next page view is sent to both services with the same visitor IDs. The booking engine shows no banner at all and sets Google Analytics and Google Ads cookies on arrival.



Home page at phone width on first visit, with the cookie banner at the bottom. By the time the banner appears, the Google and Facebook requests have already been sent. The page and the banner text are blurred.

1. A reject option is on the first layer, but the hard-coded tags ignore it
2. The banner text mentions analytics, not advertising

WHY IT MATTERS

RECOMMENDED FIX

In the EU, analytics and advertising cookies need consent before they are set, and a refusal has to be respected. The banner text mentions analytics but not advertising, so even a guest who accepts is never told about Facebook advertising.

Delete the hand-pasted snippet from the head. Put the Google Analytics ID into the platform's own analytics setting, which already waits for consent, and the Pixel into its pixel setting (currently empty), or use a consent tool that supports Google Consent Mode v2. Add a marketing category to the banner for the Pixel. Ask the platform how consent is handled on the booking engine. Then test once more: open the site in a private window, reject cookies, open a second page and check that no requests go to Google Analytics or Facebook.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●●	●●○○○	High	Every page of the website; the booking engine	Visitors, Compliance	1

Network log before any click (phone width, clean profile)

```
Google tag loaded, Google Analytics page view sent
Facebook Pixel loaded, Facebook page view sent
Cookies afterwards: _ga, _ga_*, _fbp
```

After rejecting cookies, then opening a second page

```
Reject click reported to Facebook as an event
--- next page ---
Google Analytics page view sent (same client ID)
Facebook page view sent (same _fbp)
Cookies still set: _ga, _ga_*, _fbp
```

Page head, every page

```
Hand-pasted Google tag and Facebook Pixel snippet, outside the platform's consent
setting
```

Booking engine on arrival (no banner shown)

```
Cookies: _ga and _ga_* (two properties), _gcl_au (Google Ads)
Requests: Google Analytics page views, Google Ads page view
```

MEDIUM F-02 Trust & privacy

The privacy policy page is empty and unlinked, while the contact form collects names and e-mail addresses

The footer links to the sitemap, the cookie policy and the terms. A privacy policy page answers with 200, but it holds only its heading, and nothing links to it. The contact form asks for name, e-mail and a message. The cookie policy reads like a generic template for an online shop: it talks about buying products and does not name Google Analytics or Facebook.

WHY IT MATTERS

Anyone who sends an enquiry or books has a right to know who holds their data, why, for how long and who it is shared with (here, at least the booking platform, Google and Facebook).

RECOMMENDED FIX

Write a short privacy notice of one page: who runs the guesthouse and how to reach them, what the contact form and the booking collect, the booking platform and payment provider as processors, Google and Facebook (only after consent), how long data is kept, and guests' rights. Link it from the footer, next to the contact form and from the booking engine. Replace the shop template in the cookie policy with a table of the cookies the site actually sets.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	High	Privacy policy, contact and cookie policy pages; footer	Visitors, Compliance	1

Privacy policy page (visible text)

```
Heading only, no body text
Links to this page from other pages: none
```

Contact form

```
Required fields: name, e-mail, message
Spam check: Google reCAPTCHA
```

MEDIUM F-03 Usability

Bookings and website visits are counted under different analytics IDs

The booking button leads to the platform's booking engine on another domain. The website's hand-pasted tag reports to one Google Analytics 4 property; the engine reports to different analytics IDs, including an old retired one, plus Google Ads. The site's tag has no cross-domain setting in its code. A guest who comes from Facebook or a search, looks at the rooms and books therefore probably shows up as a new visitor on the engine, and the booking is not linked to the visit.

WHY IT MATTERS

The owner pays for listings, ads or a Facebook audience and needs to know which of them bring direct bookings. With split IDs, the website report shows visits and no bookings, and the booking report shows bookings that seem to come from the website itself.

RECOMMENDED FIX

Decide which GA4 property is the owner's. Ask the platform to use that ID on the booking engine (or put the platform's ID on the site through its consent-aware setting; see F-01). In GA4, add both domains under cross-domain measurement and list the booking-engine domain as an unwanted referral. Remove the retired ID. Then make one test visit and check in GA4 Realtime that the session continues across the two domains.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	Medium	Website and booking engine	Visitors	1

Analytics set-up seen in the page code

```
Website:        one GA4 property, no cross-domain setting
Booking engine: different analytics IDs, including a retired one, plus Google Ads
```

Booking link

```
Booking button (header, every page) -> the platform's booking-engine domain
```

MEDIUM F-04 Speed & security

Mobile pages show their first content after about 7 seconds; the booking engine takes more than 10

Lighthouse on a simulated mid-range phone (median of 3 runs): on the home page the first content appears after about 7 s and the main element after about 10 s. Room pages are similar. The booking engine needs more than 10 s and runs several analytics and payment scripts. Nothing shifts while loading and the server answers quickly, so the delay is in what the page loads.

WHY IT MATTERS

Most guests look at a B&B on their phone, often on a weak mobile signal. Seven seconds of blank screen before anything appears is long enough for some of them to go back to the booking site they came from.

RECOMMENDED FIX

On the website: load reCAPTCHA only on the contact page instead of on every page; remove the duplicate Google tag (F-01); ask the platform for WebP images sized for phones instead of full-width desktop photos; stop the web fonts from blocking the first paint. On the booking engine: ask the platform to drop the retired analytics tag and load the payment script only on the payment step.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●●○○	High	All pages; booking engine	Visitors, Search engines	2

Lighthouse, mobile, median of 3 (rounded)

```
Home:           first content ~7 s · main element ~10 s · layout shift none
Room page:      first content ~7 s · main element ~10 s · layout shift none
Booking engine: first content ~7 s · main element over 10 s · noticeable blocking time
```

Heaviest files on the home page

```
reCAPTCHA script (loaded on every page)
full-width desktop photos
platform script bundle
Google tag
```

MEDIUM F-05 Content & facts

The search snippet makes a price promise, and the site never explains why booking direct is better

The home page meta description, which Google often shows as the snippet, makes a price promise (paraphrased). No page on the site repeats the promise, gives its terms, or says that the direct price is lower than on booking sites. The home page lists the guest-friendly terms but does not present them as reasons to book here. On the rooms list the starting price is filled in by a script: crawlers and AI assistants see no price, and in our browser runs the prices stayed blank or showed a placeholder.

WHY IT MATTERS

A guest comparing the B&B on a booking site and on its own site wants a reason to switch. A price promise that shows up only in Google reads like boilerplate. A blank or "N/A" price makes the site look broken.

RECOMMENDED FIX

Either drop the price promise from the meta description or state it on the home page and the booking engine with its terms (what is compared, how to claim). Add a short "Book direct" line next to the main booking button with the flexible cancellation, paying at check-out and no booking fee, if that is the case. Ask the platform to hide the starting-price line when no rate is available, and to render a price in the HTML.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
▬▬▬▬▭	▬▭▭▭▭	High	Home page snippet; home; rooms list	Visitors Search engines AI assistants	1

Home page meta description (paraphrased)

```
Online booking with a price promise
```

Search across all pages and the booking engine

```
The promise's wording: 0 pages in visible text
"book direct", "lowest price", "best price": 0 pages
```

Rooms list after 20 s in headless Chrome

```
Starting prices: blank or a placeholder for every room
```

LOW F-06 Usability

The booking engine disables zoom, and the booking widget offers a children counter even though the house policy limits children

The booking engine's viewport tag sets `user-scalable=no`, so guests cannot pinch to zoom the calendar or the prices. Its page also has no `lang` attribute. The booking widget on the website has a children counter, even though the house policy limits children. Access details for the rooms appear only in the terms, not on the room pages.

WHY IT MATTERS

Guests who pinch to read the calendar or prices on a phone can't, because zoom is switched off. A family that adds young children in the widget finds out about the policy late, or not at all. A guest with limited mobility only learns about access from the terms.

RECOMMENDED FIX

Ask the platform to remove `maximum-scale` and `user-scalable=no` and to add `lang`. Label the counter with the allowed ages or hide it. Add one line on access to each room page.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Booking engine; booking widget; room pages	Visitors	2

Booking engine

```
Viewport tag disables zoom; no lang attribute
Lighthouse: meta-viewport failed, html-has-lang failed
```

Widget vs policy

```
Widget: adults and children counters
Home page and terms: children limited by house policy (paraphrased)
Room access details: terms only
```

LOW F-07 Trust & privacy

No DMARC record for the guesthouse's e-mail domain

SPF is present, DMARC is not. DMARC is a short DNS record that tells mail providers what to do with e-mail that fakes the guesthouse's address. Without it, receiving servers get no instruction for such mail, and the owner receives no reports.

WHY IT MATTERS

Fake e-mails in the name of accommodation providers, asking guests to pay again or confirm card details, are a known scam. DMARC is a free DNS record that helps mail providers block them.

RECOMMENDED FIX

Add `_dmarc` TXT `v=DMARC1; p=none; rua=mailto:[address]`, read the reports for a few weeks, then move to `p=quarantine`. If the booking platform sends confirmations in the guesthouse's name, check that it is covered by SPF or DKIM first.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	DNS of the main domain	Visitors	1

DNS lookups

```
SPF:   present
DMARC: no record
MX:    hosted mail provider
```

LOW F-08 Search & AI

No structured data, no H1 on any page, and a template placeholder in two descriptions

No page has JSON-LD, although the facts are on the page: address, phone, check-in hours, room types and their amenities. No page has an H1, the main heading that tells search engines and screen readers what the page is about; the page name sits in a smaller heading or in a banner image. A raw template placeholder appears in two meta descriptions. A few legal and utility pages give the home page as their canonical URL.

WHY IT MATTERS

Search engines and AI assistants match a B&B to questions like "quiet B&B near [town] with parking" from facts they can read with certainty. Structured data and a clear page heading give them those facts. A raw placeholder in a search result looks broken.

RECOMMENDED FIX

Add one `BedAndBreakfast` node site-wide with name, address, geo, telephone, checkinTime, checkoutTime, amenityFeature and the booking URL. Do not mark up the site's own review score; Google ignores self-served ratings for local businesses. Ask the platform to render the page title as H1, to fill the placeholder, and to let each page carry its own canonical URL.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	All pages	Search engines, AI assistants	2

Crawl of all pages

```
JSON-LD blocks: 0
Pages with an H1: 0
Meta descriptions with a raw template placeholder: 2
Pages with the home page as canonical: a few legal and utility pages
```

LOW F-09 Content & facts

Empty platform default sections sit in the main menu and on every page

Two platform default sections for events and news are in the main menu. Both pages say there is nothing to show, and the same two empty blocks appear above the footer of every page. The sections have not been updated for years.

WHY IT MATTERS

Two empty sections on every page make the site look unattended.

RECOMMENDED FIX

Hide both from the menu and the footer until there is something to post. If seasonal tips are wanted, one paragraph on what is on nearby, on the area page, is easier to keep current.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●○○○	●○○○○	High	Main menu; footer of all pages	Visitors	1

Every page

```
Menu: two default sections with no content
Above the footer: two empty blocks saying there is nothing to show (paraphrased)
```

LOW F-10 Content & facts

Small signs of neglect: old testimonials, a typo, an untitled album and missing rooms

On the home page a hand-picked testimonial block over a year old sits next to a recent review feed. The home page shows a few room types, not all of them. There is a typo in a page heading, and the only photo album has no title.

WHY IT MATTERS

None of these stops a booking. Guests who notice them may wonder whether prices and opening dates are current too.

RECOMMENDED FIX

A 20-minute copy pass: drop the old testimonial block (the live feed is better), show all rooms on the home page, fix the heading, give the album a title.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●○○○	●○○○○	High	Home, contact and photo pages	Visitors	1

Visible content

```
Home: testimonials over a year old next to a recent review feed
Home: some room types missing
One page heading: a missing letter
Photo page: album without a title
```

Assets to protect

Keep these intact when making the fixes.

Recent reviews on the home page, mostly 5/5

Recent, specific guest reviews

Guests mention the breakfast, the hosts by name, the quiet location and the room size.

Flexible cancellation, pay at check-out

Clear, guest-friendly terms

The terms are short and the same on the home page, the room pages and the terms page. Check-in hours match on all three pages.

Map and directions

Easy to find

The location page gives a map and clear directions.

Crawlers get the same pages; no broken links

Open to crawlers

Five search and AI crawlers get the same pages as a browser, the sitemap lists every page, and no internal or external link is broken.

No layout shift, fast server response

A stable layout and a quick server

Nothing jumps while the page loads, and the delay in F-04 comes from what the page loads, not from the server.

Availability calendar on arrival

A booking engine without an account

The engine opens with a week's availability for every room and no sign-up step.

06 · PLAN

Three waves

1 Consent, privacy and quick copy fixes

1–2 weeks

Rejecting cookies works, a privacy notice is published, bookings are tied to visits, and direct booking is explained

F-01 Google Analytics and the Facebook Pixel run before consent and keep running after a visitor rejects cookies

F-02 The privacy policy page is empty and unlinked, while the contact form collects names and e-mail addresses

F-03 Bookings and website visits are counted under different analytics IDs

F-05 The search snippet makes a price promise, and the site never explains why booking direct is better

F-07 No DMARC record for the guesthouse's e-mail domain

F-09 Empty platform default sections sit in the main menu and on every page

F-10 Small signs of neglect: old testimonials, a typo, an untitled album and missing rooms

2 Platform requests

1–2 months

Faster mobile pages, a zoomable booking engine, structured data and correct page headings

F-04 Mobile pages show their first content after about 7 seconds; the booking engine takes more than 10

F-06 The booking engine disables zoom, and the booking widget offers a children counter even though the house policy limits children

F-08 No structured data, no H1 on any page, and a template placeholder in two descriptions

3 Check and measure

one quarter

Re-test consent and speed after the platform changes, then compare direct bookings by source in GA4 over one season

07 · METHOD AND LIMITS

How this was measured

External, read-only audit, November 2026, one day. Nothing was submitted, purchased or logged into.

- Text: visible text and raw HTML of all public pages from the sitemap and footer (under 20), plus the booking engine's landing page; crawl at 1 request per second with an honest user agent; head tags, headings, canonicals, JSON-LD, internal and external links.
- Crawler access: 5 search and AI user agents; robots.txt and sitemap.
- Performance: Lighthouse locally, mobile, 3 runs each on the home page, a room page and the booking engine; median reported.
- Browser: headless Chrome with a clean profile at phone and desktop width; request and cookie log before any click, after rejecting cookies and on the next page; screenshots; layout overflow check at five widths.
- DNS: MX, SPF and DMARC records.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
Prices and steps after a date search on the booking engine	The booking engine's landing page as opened from the booking button	Medium	This audit does not enter dates, search availability or start a booking, so the later booking steps and the payment page were not seen.
GA4 admin settings (cross-domain, property ownership)	Tag IDs and settings visible in the page code	Medium	Cross-domain measurement can also be set in the GA4 admin. If it is, F-03 is smaller than described; the split IDs remain.
Real-user speed data	Lighthouse lab runs on a simulated mid-range phone	Medium	The site has too little traffic for public field data. Lab numbers are a consistent baseline, not what every guest sees.
Why room prices stay blank on the rooms list	Three headless Chrome runs, up to 20 s each	Medium	The price may appear later or only for some dates in a normal browser. The missing price in the HTML is certain; the blank in the browser is likely.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
E-mail delivery and the contact form	DNS records and the form's markup	High	No form was submitted and no e-mail was sent.
Accessibility beyond automated checks	Lighthouse accessibility audits on three pages	Low	No screen-reader or keyboard walkthrough.
Quality of the translated language versions	Not assessed	Low	The language switcher uses automatic translation; translated text was not reviewed.

What we double-checked

- Language-variant URLs point their canonical to the base page. That is the intended set-up for an automatic translation switcher, not a duplicate-content finding.
- The privacy policy page first looked missing (no footer link). It returns 200 but has no text, so F-02 says "empty and unlinked" rather than "missing".
- The home page testimonials first suggested that reviews had stopped long ago. The live feed on the same page is recent, so only the hand-picked block is old (F-10).
- Lighthouse names the logo as the largest element on the home page. The delay comes from the page staying blank until scripts and fonts load, which is why F-04 reports first content as well.
- One booking-engine run was much faster than the other two; the median is reported.
- The site's robots.txt is empty. That allows all crawling and is not a finding.