EXTERNAL AUDIT (WHOLE SHOP, SAMPLED TEMPLATES) · OCTOBER 2026

Website audit: online shop



[client name hidden]

[domain hidden]

External audit of a mid-sized shop on a hosted shop platform: buying path, trust and consent, product content, search, performance

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

> *Category pages show no products, and several promises on product pages contradict the shop's own terms.*

PROFILE	VERSION
Online shop	1.0

Anonymized copy. Brand, domain, manufacturer names, people, addresses, prices, registry numbers and tracking IDs are replaced with [... hidden] markers; URL slugs are shown as roles such as /[category]/ and /[product]/; some counts are rounded; site quotes are translated and paraphrased; screenshots are blurred except for the evidence.

01 · EXECUTIVE SUMMARY

Category pages show no products, and several promises on product pages contradict the shop's own terms.

47	20	40%	200
overall score	findings	of 202 checks passed	pages crawled · 5 screen sizes

Critical **0** · High **7** · Medium **13** · Low **0**

This is a mid-sized online shop on a hosted shop platform, with a few dozen categories and a small blog. The technical base is sound. Pages answer in 0.2–0.3 s, redirects take one hop, and search engines and AI crawlers get the full text.

Shoppers get stuck at the category pages. None of the sampled ones lists products: a visitor sees subcategory tiles, a filter panel and a long buying guide, and the filters change the address but not what is shown. Site search does list products, so the shop already has the list module; the category template just doesn't use it.

Several promises on product pages contradict the shop's own terms. Product pages promise free returns, but the terms make the buyer pay for them. A menu promotion shows a struck-through price, while the product page gives a 30-day lowest price equal to the promo price. A session-recording tool runs before consent and after "reject".

Reviews are posted in identical batches on the same day, and nothing says how they are verified. Product facts also disagree with each other: on many pages of the main line, one spec differs between the title, the option list and the product graphic.

DO FIRST

- **F-01** Category pages show no product grid
- **F-02** "Free returns" on product pages, but the terms charge the buyer
- **F-03** The menu strikes through a price higher than the product page's 30-day lowest price

1 Put the product grid back on category pages

Adding the product list to the category template restores the route from menu to product and makes the filters work.

2 Make product-page promises match the terms

Free returns, delivery conditions, dispatch time, warranty and the 30-day lowest price should say the same thing on the home page, the product pages and in the terms. Most of these are text and settings changes in the shop panel.

3 One source of product facts

Key spec values, material, colour and model code come from the spec table and feed the title, the purchase options and the description. About half the descriptions are near-copies and need rewriting from that table.

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 29%

46

Category pages show no products, and the shop gives four different free-delivery rules. Product pages and search work.

Search & AI
weight 20%

71

Redirects take one hop, canonicals are clean, filter pages are noindexed, AI bots are allowed and the markup matches the page. Points are lost on duplicated or wrong titles and removed pages that send visitors to the home page, with smaller gaps in the sitemap setup and Product markup. 15 of 31 requirements pass, 15 partly, 1 fails.

Trust & privacy
weight 24%

44

The seller matches public business records, the terms are complete, marketing tags wait for consent and product pages show the 30-day lowest price. But product pages contradict the terms on returns, delivery and warranty, and session recording starts before consent. Open high findings on gate checks cap this area at "needs work" or below.

Content & facts
weight 17%

30

Category guides are original and useful, and products have spec tables and photo galleries. Of 25 content requirements, 2 are met, 11 partly and 12 not: facts contradict each other on the same page, descriptions are copied between products and fitting information is missing.

Speed & security
weight 10%

42

TLS, redirects and server response time are fine. Mobile pages are heavy because of full-size category tiles, a home-page slider and layout shift; tracking tags and short-lived security headers cost smaller points. Lab data only: local Lighthouse, median of 3 runs.

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.



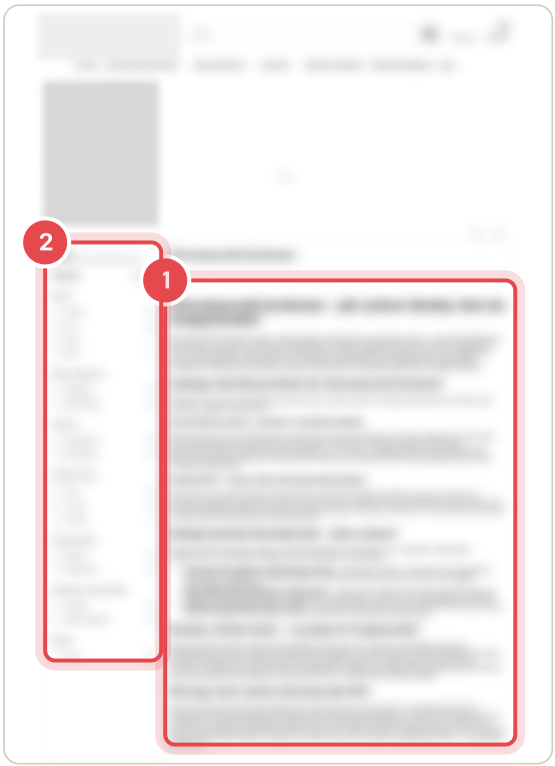
What to fix, and why

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

HIGH F-01 Usability

Category pages show no product grid

Every sampled category page, filtered or not, has subcategory tiles, a filter panel and a text buying guide under the heading. There is no product grid, no sorting, no product count and no paging, either in the server HTML or after the page renders. The only product cards are about 7 tiles from the "deals" and "recommended" sliders, and they are the same on page 1 and page 2.



A category page (blurred). The space under the heading holds a buying guide; there is no product list.

1. Buying guide where the product grid should be; no sorting or paging
2. Filters with counts that don't change the result

WHY IT MATTERS

Most shoppers go menu → category → product. Here that path ends at a text block, so they have to guess a search term or leave. Search engines also get no internal links from categories to most products.

RECOMMENDED FIX

Enable the product list module in the category template (the one search already uses) and place it above the guide. Move the guide below the grid or behind a "Read more" link. Check that the filters and paging change the list.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●●	●○○○○	High	All categories	Visitors, Search engines	1

Server HTML, 5 categories plus page 2

```
Each page: about 7 product tiles, all from the sliders, identical on page 1 and page 2.
No "Sorting" control, no product count, no list paging.
```

Browser, a category filtered by one colour (filter count 27)

```
URL and page title change.
Page height and the set of product links stay the same; the 27 products do not appear.
```

Control: site search on the same platform

```
Product count, product list, sorting and paging over several pages
```

HIGH **F-02** Trust & privacy

"Free returns" on product pages, but the terms charge the buyer

The "Delivery and returns" box on all 7 sampled product pages says returns within 14 days are free. The withdrawal section of the terms says the consumer bears the direct cost of returning the goods. The returns page does not say who pays.

WHY IT MATTERS

Consumer authorities hold a shop to what its product page promises, so the buyer who paid for a return has a valid complaint. Fixing it means editing one line in the terms or in the box.

RECOMMENDED FIX

Decide who pays and say it the same way everywhere. If returns are free, change the terms. If not, change the product-page box to "14 days to return; return shipping at the buyer's cost" and add the same line to the returns page.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●○○○○	High	All product pages; terms (withdrawal section); returns page	Visitors, Compliance	1

Product page, "Delivery and returns" box (7 of 7 sampled)

```
A fixed same-day dispatch label, a free-delivery threshold under certain payment
conditions, and "free returns within 14 days" (paraphrased)
```

Terms, effects of withdrawal

```
"The consumer bears the direct cost of returning the goods." (paraphrased)
```

Returns page

```
Return address and steps; nothing on who pays for return shipping.
```

HIGH F-03 Trust & privacy

The menu strikes through a price higher than the product page's 30-day lowest price

A menu promotion with a struck-through price appears in the drop-down menu on every page. The product pages for the promoted products give a "lowest price in the 30 days before the reduction" equal to the promo price, and the sale category shows no discount for the same products. The product page also strikes through the lowest-price line itself and does not show the regular price at all. An archive snapshot from early 2026 shows an earlier promotion on one of the same products.

WHY IT MATTERS

Under the EU price-indication rule, a price reduction must be stated against the lowest price of the previous 30 days. The product pages give that lowest price as equal to the promo price, so the struck-through menu price is not that reference. The sale category shows no reduction for the same products.

RECOMMENDED FIX

Compute the struck-through price in the menu tiles from the 30-day lowest price, or remove it. On the product page show the regular price and the 30-day lowest price as plain text, not struck through. Avoid back-to-back promotions on the same product, or reset the reference price between them.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	Medium	Menu tiles on every page; promoted product pages; sale category	Compliance, Visitors	1

Menu tiles (every page, audit day)

```
Promo price [value hidden] next to a struck-through price [value hidden]
```

The same products, product pages

```
Price = "lowest price in the 30 days before the reduction" (paraphrased)
The lowest-price line is styled line-through; no regular price in the buy box.
```

Sale category tile

```
Promo price [value hidden] · lowest price [value hidden] · no discount shown
```

Control: archive snapshot from early 2026, one of the same products

```
Earlier promotion with its own regular price and 30-day lowest price.
```

HIGH F-04 Speed & security

On a phone, a category page downloads over ten megabytes of full-size photos

On mobile data the first category page takes several seconds to fill and weighs over ten megabytes, almost all of it images, against a budget of under 2 MB. The subcategory tiles use the original JPG uploads, up to a few megabytes each. Mobile LCP is several seconds and the Lighthouse score is in the 60s–70s. The tiles carry a non-standard deferred-loading attribute that browsers ignore. A second category has a single tile of several megabytes.

WHY IT MATTERS

Visitors on mobile data wait seconds for the page to fill and pay for megabytes of images shown at 200 px. Together with F-01, the category page costs a lot and still shows no products.

RECOMMENDED FIX

Serve the tiles from the platform's image resizer in WebP at the displayed size with srcset, as the product gallery already does. Use the browser's standard deferred-loading attribute for tiles below the fold. Lighthouse estimates a saving of about ten megabytes on this page.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
▬▬▬▬▬	▬▭▭▭▭	High	All category pages with tiles	Visitors, Search engines	1

Lighthouse, mobile, median of 3 (first category)

```
Page weight over ten megabytes, almost all images
LCP several seconds · score in the 60s–70s
Estimated saving from responsive images: about ten megabytes
```

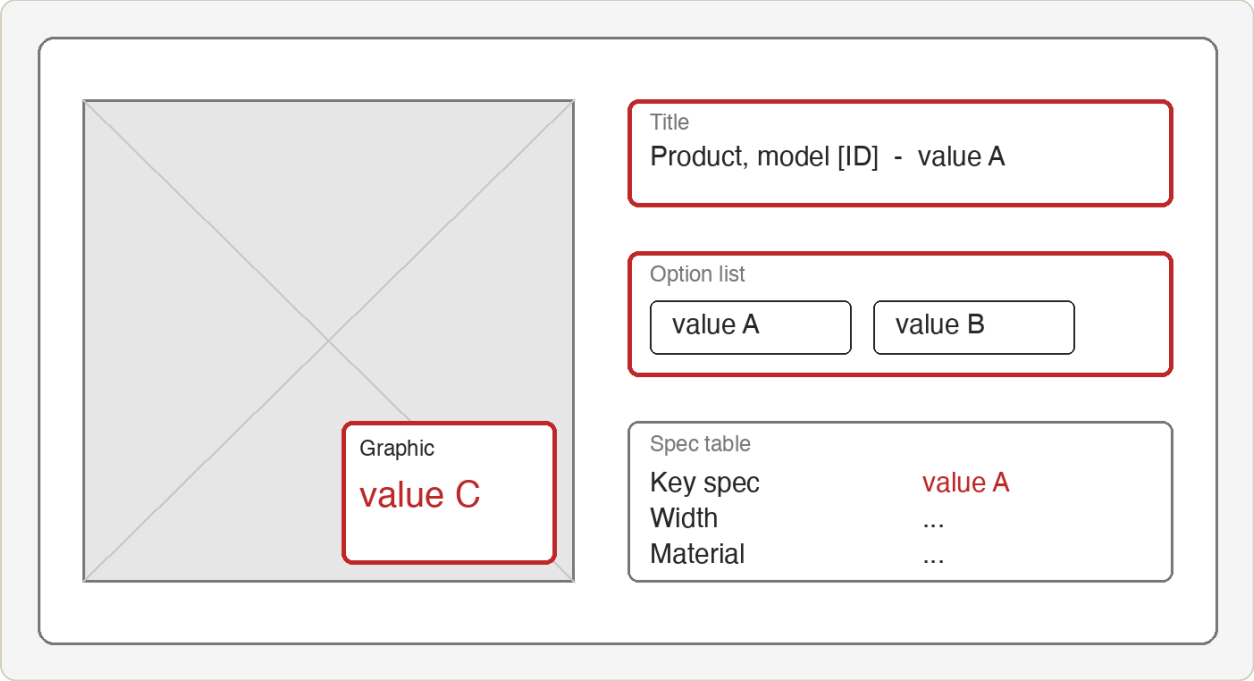
Second category (repeat check)

```
Largest tile several megabytes; same markup.
```

HIGH F-05 Content & facts

A key spec value differs between title, option list and product graphic

One spec differs between title, option list and product graphic on many pages of the main line. The option list offers a value that the heading and spec table do not give, and a graphic on the product image shows yet another value. Some descriptions also describe values the product does not have.



Schematic, not a screenshot: the same spec shown with three values on one product page.

WHY IT MATTERS

This spec is one of the main reasons to pick one model over another. A customer who sees one value on the page and receives a product with another has grounds for a complaint or a return, and the shop has to deal with each one.

RECOMMENDED FIX

Take the value from the spec table and use it in the title, the option list and the graphic. Remove the graphic from pages where it does not match, or make one per value. Rewrite the descriptions that make claims about other values.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●●	●●○○○	High	Most pages of the main product line	Visitors, Compliance	1

Same page, three values (typical case)

```
Heading and spec table: value A
Option list: value A / value B
Product graphic: value C
```

Across the product line

```
Option list disagrees with heading or table: many pages
Graphic disagrees with the spec table: many pages
```

Description text (summarised)

```
Some descriptions give values the product does not have
```

HIGH F-06 Trust & privacy

Session recording runs before consent and after "reject"

In a fresh browser profile, before any click, the pages load a session-recording tool twice, once through the tag manager and once directly, and send session-recording requests. The same happens on more pages after refusing in both consent banners. Analytics and ad tags send only cookieless pings with consent denied, the ad pixel does not load before consent, and no analytics, ad or recording cookies are set after rejecting.

WHY IT MATTERS

Session recording captures clicks, scrolls and form input and needs consent before it starts. Loading it before the banner and after a refusal makes the banner meaningless for that tool, and it is easy to see in any browser's network panel.

RECOMMENDED FIX

Put both recording tags behind the analytics consent category in the tag manager and remove the hard-coded one. Re-test in a fresh profile with "reject".

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	High	All pages	Compliance, Visitors	1

Before any click, fresh profile

```
Recording script loaded twice (tag manager and hard-coded)
Session-recording requests on every page
Analytics and ads: cookieless pings, consent denied
```

After refusing in both banners, next pages

```
Session-recording requests continue on product and info pages
Consent state: all categories denied
```

Control: cookies

```
After reject: only the banner's own consent cookie.
After "accept all": analytics, ad and recording cookies.
```

HIGH F-07 Trust & privacy

Reviews: no verification statement and same-day batches of five-star reviews

Nothing on the product pages, in the terms or in the privacy policy says whether reviews come from buyers or how that is checked. On every sampled product page with reviews, five-star reviews signed with a first name only are posted in identical batches on the same day. One review appears twice on the same page. The rating count in markup doesn't match the visible reviews.

WHY IT MATTERS

EU consumer law requires a shop that shows reviews to say whether and how it checks that they come from buyers. This shop says nothing about it. This report records the posting pattern and the duplicate; it does not say whether the reviews are genuine.

RECOMMENDED FIX

Add a short statement next to the reviews on how they are collected and checked, for example "only buyers can review, through a link in the order e-mail". Remove the duplicate. Make the rating count in the markup match the reviews on the page.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	Medium	Product pages with reviews	Visitors, Compliance	1

Sampled product pages with reviews

```
Five-star, first-name reviews in identical batches on one day, page after page
```

One product page

```
Rating count in markup does not match the visible reviews
One review shown twice with identical text
```

Search for a verification statement

```
grep -il "verif" on product pages, terms, privacy policy, returns page
-> no hits about reviews
```

MEDIUM F–08 Usability

Free-delivery promises disagree across the shop

The shop states its free-delivery rule in four different ways. The home page offers free delivery over [value hidden] under certain payment conditions, and a second block on the same page makes an unconditional free-shipping-and-returns claim. The "Delivery and returns" box on product pages repeats the threshold with the payment condition. A category text promises free delivery and free returns with no condition. The product-page box gives no delivery price for smaller orders or for other payment methods.

WHY IT MATTERS

A visitor who reads the unconditional claim on the home page and the conditional one on the product page cannot tell which rule applies to their order, or what delivery costs when it is not free.

RECOMMENDED FIX

Pick one free-delivery rule with its conditions and use the same sentence on the home page, product pages, category texts and the delivery info page. Next to the price on product pages, say what delivery costs when the order does not qualify.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●○○○○	High	Home page; all product pages; category texts	Visitors, Compliance	1

Free-delivery promises (summarised)

```
Home, block 1: free over [value hidden], under certain payment conditions
Home, block 2: unconditional free shipping and free returns
Product box: free over [value hidden], under certain payment conditions
Category text: free delivery and free returns, no condition
```

Product page, "Delivery and returns" box (7 of 7 sampled)

```
No delivery price for orders under the threshold or for other payment methods.
```

MEDIUM F–09 Content & facts

Copied product descriptions with wrong colours, materials and specs

About half the product pages fall into a couple of dozen groups of near-identical text, and some paragraphs repeat on many pages. The copying carries errors: a colour named in the description differs from the product's actual colour, a colour/finish name differs between title and spec table, and a material claim for a whole range contradicts several spec tables. One category text lists models, one of them discontinued, while the shop sells a different set.

WHY IT MATTERS

Shoppers compare by colour, material and specs, and they find the error on the same page. Search engines and AI assistants pick one of the near-identical pages and treat the rest as duplicates.

RECOMMENDED FIX

Generate the fixed parts (dimensions, material, colour) from the spec table. Rewrite descriptions for each group, starting with the best sellers, so each says what is different about that model. Update the category text to the current range.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●●○○	High	About half the product pages; two categories	Visitors Search engines AI assistants	3

Similarity (8-word shingles, Jaccard >= 0.8)

```
About half the product pages in a couple of dozen groups
Shared paragraphs on many pages
Description length: median a few hundred words, shortest a couple of lines
```

Contradictions on the same page

```
Colour in the description differs from the product
Colour/finish name differs between title and spec table
Material claim for a range vs several spec tables
```

MEDIUM F-10 Search & AI

Titles duplicated or naming a different model

Close to half the product titles are wrong in one of two ways. Many pages share their title with other pages (the largest group about ten pages), and about a fifth of titles carry a model code different from the heading. In one case a white product's title says "black" and names another model. Meta descriptions are correct, and the remaining titles match their pages.

WHY IT MATTERS

The title is what appears in search results and browser tabs. Ten pages with one title compete with each other, and a title naming the wrong model sends people to the wrong product.

RECOMMENDED FIX

Build the title from the product name and model code, e.g. "[Product name] [model code] | [brand hidden]". Fix the mismatched codes first.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	Close to half the product pages	Search engines, Visitors	1

Title vs heading (two methods: crawler and HTML parse)

```
Duplicated titles: well over a third of pages, largest group about ten
Model code differs from heading: about a fifth
Matching: just over half
```

Example (paraphrased)

```
Heading: white, model [ID hidden]
Title: black, model [ID hidden]
```

MEDIUM F–11 Trust & privacy

Three different addresses for returns and complaints

The terms and the returns page give three addresses. Two sections of the terms send returns and complaints to one address, two other sections to a second address, and the returns page sends returns to the first and postal complaints to a third. One of the three matches public business records.

WHY IT MATTERS

Goods sent to the wrong address cost the customer time and can push a return past the 14-day deadline. Conflicting instructions in the terms also tend to be read in the consumer's favour.

RECOMMENDED FIX

Pick one return and complaint address and use it in every section of the terms and on the returns page.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	Terms (4 sections); returns page	Visitors, Compliance	1

Terms, seller details section

```
Returns: [address hidden] (A)
Complaints: [address hidden] (A)
```

Terms, withdrawal and complaints sections

```
Returns: [address hidden] (B)
Complaints: [address hidden] (B)
```

Returns page

```
Returns: [address hidden] (A)
Postal complaints: [address hidden] (C)
```

MEDIUM F–12 Usability

Buy buttons: white text on a light brand colour, contrast under 2:1

The brand-colour buttons with white text have a contrast ratio under 2:1; WCAG asks for 4.5:1. This covers the buy button, "Choose options" on product tiles and the newsletter button.

WHY IT MATTERS

These are the buttons on the buying path. In sunlight on a phone, or with weak eyesight, the label is hard to read.

RECOMMENDED FIX

Use dark text on the brand colour (near-black gives about 8:1), or pick a darker tone that reaches 4.5:1 with white.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	All templates with brand-colour buttons	Visitors, Compliance	1

Automated accessibility check, home and product page

```
color-contrast: white on the brand colour, under 2:1 (required 4.5:1)
```

MEDIUM F–13 Trust & privacy

Privacy policy does not describe the tools the site uses

The policy names recipients only by type and says data is not transferred outside the EU, while the site uses tools from several US providers. It gives legitimate interest as the basis for analytics while the banner asks for consent. There is no cookie list. It says cookies last at most a year, but the analytics cookie is set for well over a year. The policy has no version date, and objection is offered only through browser settings. After "accept all" the pages contact more than ten third-party hosts.

WHY IT MATTERS

The policy is what a user or regulator compares against the network log. Here the two disagree on recipients, legal basis, transfers and retention.

RECOMMENDED FIX

List each tool with its purpose, legal basis, provider and retention. Add the cookie table, the transfer safeguards for US providers and a version date. Add a link that reopens the consent settings.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Privacy policy; cookie banners	Compliance	2

Policy (paraphrased)

```
Recipients: "an entity that enables analytics", "payment provider"
Transfer outside the EU: "does not take place"
Analytics: legitimate interest
Cookies: "no longer than 1 year from the last visit"
```

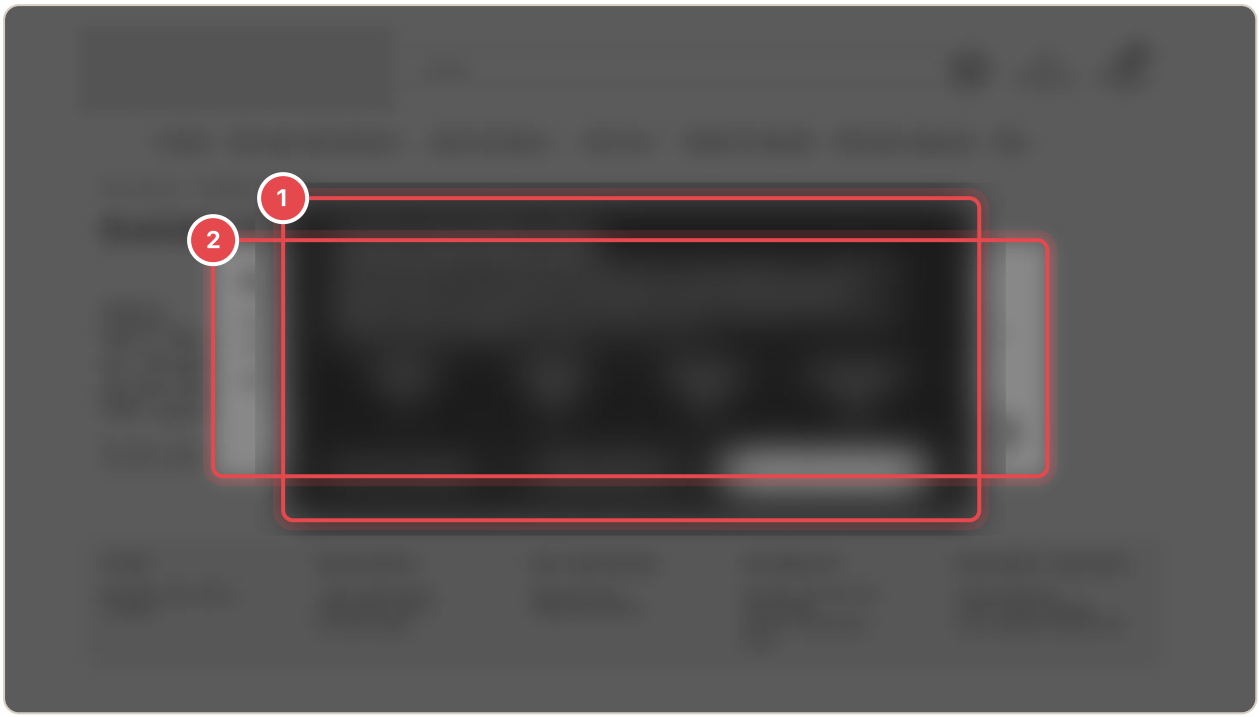
Observed after "accept all"

```
More than ten third-party hosts: analytics, advertising, session recording, the consent
tool and a location lookup
Analytics cookie expiry: well over a year
```

MEDIUM F–14 Trust & privacy

Two consent banners at once

Two consent banners open at once, one over the other. A choice made in one is not carried over to the other. No footer link reopens the second banner.



First visit (blurred): two consent dialogs, one over the other.

1. Consent banner 1
2. Consent banner 2, underneath

WHY IT MATTERS

Visitors must decline twice, and many will miss the second banner. Without a reopen link, consent cannot be withdrawn as easily as it was given.

RECOMMENDED FIX

Keep one banner and connect it to every tag that needs consent. Add a "Cookie settings" link to the footer.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	All pages	Visitors, Compliance	1

Fresh profile, first page view

```
Banner 1 and banner 2 open together, one over the other
```

After "reject all" in banner 1

```
Banner 2 is still open and needs a second refusal. The footer has no link back to banner 2.
```

MEDIUM F–15 Speed & security

Home-page slider: slow LCP and layout shift on mobile

On mobile the home page has an LCP of about 6 s, a high layout shift and a Lighthouse score in the 30s–40s. The first slide is sent to phones at desktop size with no srcset, and the next slides load eagerly. The page weighs a few megabytes.

WHY IT MATTERS

The home page is where ads and brand searches land. A 6-second wait and a jump as the slider loads are visible to every mobile visitor.

RECOMMENDED FIX

Serve a phone-sized first slide with srcset and fetchpriority="high", defer loading of slides 2 and 3, and reserve the slider's height in CSS.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Home page	Visitors, Search engines	1

Lighthouse, mobile, 3 runs

```
LCP about 6 s · layout shift high · score in the 30s–40s · weight a few megabytes
```

First slide

```
Desktop-size image, no srcset
```

MEDIUM F–16 Content & facts

Products that need fitting have no fitting information

Products that need fitting have no fitting dimensions or instructions, and the same option has different names on different pages. No product page links a PDF, and a size field in the spec table holds the overall dimensions instead.

WHY IT MATTERS

A product that has to be fitted is bought for a specific space. Without fitting dimensions the buyer or fitter cannot check that it fits before ordering.

RECOMMENDED FIX

Add fitting dimensions to the spec table, with a fitting guide or template PDF per model. Fix the size field. Use one name for each option across the shop.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Products that need fitting; one guide article	Visitors, AI assistants	3

Spec tables, products that need fitting

```
Fitting dimensions: none
PDF links on product pages: none
```

Option names

```
The same option has different names in the category text, a description and an article
```

MEDIUM F–17 Trust & privacy

A fixed same-day dispatch label on every product, even on a Sunday

All sampled product pages show a fixed same-day dispatch label, and they showed it on a Sunday morning. The order-processing page says that under certain payment conditions orders ship only after the payment clears, usually within a couple of working days. No latest order time is given, and the terms and delivery page list different delivery methods.

WHY IT MATTERS

Sunday orders do not ship that day, and a fixed same-day label is a claim the shop cannot always keep.

RECOMMENDED FIX

Show same-day dispatch only when the order is placed before a stated time on a working day, based on stock and the clock. Add the latest order time and carrier list to the delivery page and make the terms match.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	All product pages; delivery and order-processing pages; terms	Visitors, Compliance	2

Product page, read on a Sunday morning (all sampled)

```
A fixed same-day dispatch label in the availability box
```

Order-processing page (summarised)

```
Under certain payment conditions, dispatch after the payment clears, usually within a couple of working days
```

Terms vs delivery page

```
The terms and the delivery page list different delivery methods
```

MEDIUM F–18 Trust & privacy

Warranty periods shown without terms or a guarantor

A block on every product page lists warranty periods by product group. Warranty periods range from one to many years across product groups, and some products show none. The terms say only that warranty information "is available in the shop". No page gives the guarantor, scope, exclusions or how to claim. The spec tables disagree with the block for several groups, including accessories. One description's "quality guarantee" paragraph is about manufacturing, not a warranty (paraphrased).

WHY IT MATTERS

EU consumer law requires a commercial guarantee to state the guarantor, what it covers and how to claim. A multi-year promise without terms is hard to rely on, and the periods in the block don't match the spec tables.

RECOMMENDED FIX

Publish one warranty page per product group naming the guarantor, scope, exclusions and claim steps, and link it from the block. Take the period from the spec table so the two cannot differ.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	All product pages; About page; terms	Visitors, Compliance	2

Spec table "warranty" field, all products

```
Periods from one to many years; some products empty; several differ from the block
```

Block on every product page

```
One period per product group, from one to many years
No link, no guarantor.
```

Terms (paraphrased)

```
"Information about any warranty and its conditions is available in the shop."
```

MEDIUM F–19 Usability

On mobile the buy button is below the first screen

On a 375 × 667 px screen the buy button sits at about 1,050 px, below the gallery and variant options. There is no sticky buy bar, and the quantity field is below the button.

WHY IT MATTERS

Mobile visitors must scroll past a screen and a half to buy, and those who scroll back up to check the photos lose the button again.

RECOMMENDED FIX

Add a sticky bar with price and the buy button once the main button scrolls out of view. Put the quantity field before the button.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	Medium	Product template, mobile	Visitors	2

Layout check, 375 × 667 px, 2 product pages

```
Buy button top: about 1,050 px
Sticky buy bar: none
Quantity field: below the button
```

MEDIUM F–20 Search & AI

Removed products and categories redirect to the home page

Removed products and categories send visitors to the home page. Most old product links found in the web archive open a generic "product unavailable" page with no link to a successor. One category text still describes a discontinued model, and the privacy-policy link in the product-page question form also lands on the home page. Random paths and renamed products are handled correctly.

WHY IT MATTERS

Visitors from old links and search results land on the home page or a dead end instead of the replacement product, and search engines drop the old page's links.

RECOMMENDED FIX

Send discontinued products permanently to their successor or category, and mark products with no replacement as gone. Fix the form's privacy link and the outdated category text.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Old product URLs; one deleted category; form privacy link	Search engines Visitors	2

Removed products and a deleted category

```
Visitor is sent to the home page
```

Old product links from the web archive

```
Most: a "product unavailable" page, no successor link
```

Controls

```
Random paths and renamed products: handled correctly
```

Assets to protect

Keep these intact when making the fixes.

Nearly every category, a few hundred words each, little overlap

Original buying guides in the categories

Each main category has its own guide that explains materials, sizes and options. Once the product grid is back above them (F-01), they help both buyers and search.

Spec table on nearly every product

Product pages with real data

Spec tables are in the HTML, not in images, and galleries are WebP with srcset.

TTFB 0.2–0.3 s, one redirect hop

Fast, clean server setup

TLS 1.2 and 1.3 only, no exposed /.git or /.env, and every sitemap URL returns 200.

All user agents tested, markup matches on every product

Open to search engines and AI assistants

Crawlers, including AI bots, get the full content. Canonicals are clean and filter pages are noindexed.

Public business records match

Seller identity and terms in order

The terms cover the 14-day withdrawal right, the 2-year legal guarantee and a withdrawal form. Product pages show the 30-day lowest price.

Marketing tags wait for consent

Consent defaults set correctly

The ad pixel waits for consent and no marketing cookies are set after "reject". Session recording (F-06) is the exception.

Three waves

1 Buying path and promises

1–2 weeks

Categories list products; home page, product pages and terms say the same thing about prices, returns and delivery; no recording before consent

F-01 Category pages show no product grid

F-02 "Free returns" on product pages, but the terms charge the buyer

F-03 The menu strikes through a price higher than the product page's 30-day lowest price

F-04 On a phone, a category page downloads over ten megabytes of full-size photos

F-05 A key spec value differs between title, option list and product graphic

F-06 Session recording runs before consent and after "reject"

F-07 Reviews: no verification statement and same-day batches of five-star reviews

F-08 Free-delivery promises disagree across the shop

2 Legal pages and loose ends

1–2 months

Warranty, delivery and privacy pages that match the site; clean redirects

F-13 Privacy policy does not describe the tools the site uses

F-17 A fixed same-day dispatch label on every product, even on a Sunday

F-18 Warranty periods shown without terms or a guarantor

F-19 On mobile the buy button is below the first screen

F-20 Removed products and categories redirect to the home page

3 Product content

one quarter

Descriptions rewritten from the spec table; fitting dimensions and guides for products that need fitting

F-09 Copied product descriptions with wrong colours, materials and specs

F-16 Products that need fitting have no fitting information

F-10 Titles duplicated or naming a different model

F-11 Three different addresses for returns and complaints

F-12 Buy buttons: white text on a light brand colour, contrast under 2:1

F-14 Two consent banners at once

F-15 Home-page slider: slow LCP and layout shift on mobile

How this was measured

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

- Text: visible text of all products, categories and articles, word counts, similarity between pages, spec tables against headings and descriptions.
- Performance and security: Lighthouse 12.8.2 locally (mobile, 3 runs × 4 URLs); HTTP headers and timings with curl; TLS with openssl; DNS records with dig.
- Indexing: crawl of the site, all sitemap URLs and dozens of variants (old IDs, renamed URLs, random paths); JSON-LD on every product; 5 templates with a range of user agents; web-archive snapshots.
- Legal and trust: about 20 information and legal pages; public business records; network and cookie log in headless Chrome with a fresh profile in 3 consent states (no click, reject, accept).
- Browser: home page, a category with a filter, product pages and search results were viewed; no add-to-cart, no checkout, nothing submitted or typed into forms. automated accessibility checks on 3 templates; layout at 375 px.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
An out-of-stock product page	In-stock pages only	None	Every sampled product was in stock, so out-of-stock handling was not checked.
Whether descriptions are copied from other sites	Comparison within the shop only	Low	F-09 covers copying between the shop's own pages.
Field Core Web Vitals (CrUX)	Local Lighthouse 12.8.2, median of 3	Medium	The PageSpeed Insights API was rate-limited; lab figures simulate a mid-range phone on slow 4G.
Server response from several regions	One location	Medium	TTFB was measured from one place.
Uptime and error pages	One-off requests	Low	No uptime history; how the shop behaves on a 5xx error could not be checked from outside.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
Cookie flags on all cookies	Cookies set on the sampled pages	Medium	Cookies set only inside checkout or the account area were not seen.
Search Console data	Crawl of 200 pages plus the sitemap	Medium	No owner access.
Behaviour towards IP-verified bots	User-agent swap	Medium	A user-agent swap cannot show how the host treats real crawler IPs.
Promotion history	Prices on the audit day and one archived snapshot	Medium	F-03 is based on one reading plus one snapshot, so its confidence is medium.
Reviews on external platforms	Two review platforms and a price-comparison site	Low	One platform blocked the request; another has no profile for the shop. Map listings were not checked.
Cart, checkout and payment gateway	Public info pages only	None	Not checked: no add-to-cart, no checkout, nothing submitted. What the shop actually charges for delivery and payment was not seen (F-08).
Real-device and screen-reader test	Automated accessibility checks and 375 px layout checks in headless Chrome	Medium	Automated tests cover about 40% of WCAG criteria.
Five-second test with real users	Automated layout checks at 375 px	Low	No user panel.

What we double-checked

- The spec values in F-05 were checked three ways: spec table, option list and image text.
- A first script counted the slider tiles on category pages as a product grid. After a recount, F-01 holds in the server HTML, the rendered page and after filtering.
- Tile weights in F-04 were repeated across runs and on a second category.

- A soft-404 claim for discontinued products was withdrawn: the parser read the robots meta tag in the wrong attribute order. The noindex in F-20 was rechecked.
- The home-page redirects in F-20 were confirmed twice, including with a search-crawler user agent.
- Title mismatches (F-10) were confirmed by two methods.
- Session recording (F-06) was seen in two separate sessions on three templates.
- F-03 was narrowed to the menu tiles and the run of promotions; product pages do show a 30-day lowest price.
- F-07 does not claim the reviews are fake, and F-11 describes the addresses as conflicting, not wrong.
- Two findings (F-11, F-13) were lowered from high to medium during calibration. Duplicates found by different areas were merged.