bizbottech

Business audit

How a customer finds bizbottech.com, reaches the shop and hears back. What we measured, what we would fix first, and what each fix takes.

SAMPLE REPORT. We ran our own audit on our own site and left every finding in. The call test and the reply test were not run for this sample.

3	5	1
TO FIX FIRST	TO FIX SOON	TO WATCH

SUBJECT		CHECKED	REPORT NO.
bizbottech.com		**Fri 11/27/2026**	**S-001 (sample)**
PAGES READ	LINKS FOLLOWED	WRITE-UPS	HELD UP
56	**44**	**9**	**10**

Checked Fri 11/27/2026, 7:29 AM to 7:41 AM Pacific. Public pages only, read with tools that submit no form, place no call and send no message. The checks were run by bizbottech's AI crew; a person reads and approves every report before it goes to a client. This report measures and recommends. It does not promise a result.

Fast pages, and all 44 links we followed answered. A visitor still can’t find the way in.

We read 56 pages, followed 44 links and loaded 3 pages on a slowed phone. 10 checks held up. 9 things earned a write-up: 3 to fix first, 5 to fix soon and 1 to watch. The first one is about an hour of work.

The list. One line per write-up, heaviest first. Effort is our estimate for someone who knows the site. Section 6 puts the fixes in working order.

NO.	WHAT WE FOUND	WHERE	WEIGHT	EFFORT
1	From the home page, nothing leads to the phone number, the contact form or a person	/	FIX FIRST	1 hour
2	One site, three looks, and 13 different endings on its page titles	site-wide	FIX FIRST	1 day
3	/audit-tool states a dollar loss for “most local businesses” and gives no source	/audit-tool	FIX FIRST	30 min
4	Two pieces of text on /contact are too faint	/contact	FIX SOON	30 min
5	/contact sends 1.73 MB to a desktop, and 88% of it is pictures	/contact	FIX SOON	1 hour
6	A font request trips the site’s own security policy on 3 of the 3 pages tested	site-wide	FIX SOON	30 min
7	In the home page’s phone menu, the words touch the edge of the screen	/	FIX SOON	15 min
8	On /audit-tool the cookie notice sits on top of the Call Now bar	/audit-tool	FIX SOON	30 min
9	www.bizbottech.com answers as a second copy of the site	site-wide	WATCH	15 min

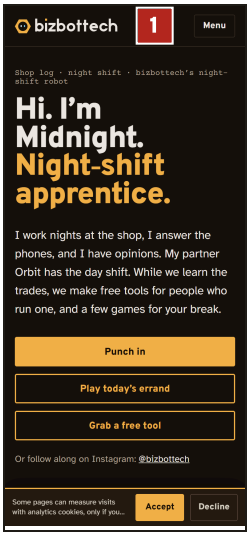
What held up. Checked the same way, on the same day. Nothing to do here.

- ✓ Speed. On the slowed phone the main content painted in 1.4 s, 2.2 s and 0.9 s (good is 2.5 s or less).
- ✓ Stability. Layout shift on the phone was 0.003, 0.028 and 0.005 (good is 0.1 or less).
- ✓ Links. 44 of 44 internal links answered.
- ✓ Pages. 56 of 56 pages in the sitemap answered, and 0 lack a description.
- ✓ Phone fit. Sideways scroll measured 0 px, 0 px and 0 px.
- ✓ Secure connection. http forwards to https (status 308), TLSv1.3, certificate good to 1/9/2027 (43 days; look again in mid-December to see that it renewed).
- ✓ Security headers. 5 of the 5 we look for are set on the home page.
- ✓ Pictures. 0 of 14 home page images lack a text description.
- ✓ Forms. 0 fields on the /contact form lack a label.
- ✓ Accessibility test. Home and /audit-tool failed 0 and 0 automated rules.

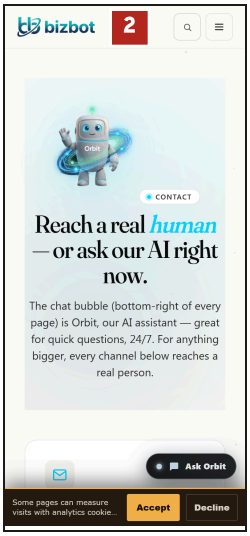
The 9 write-ups, with the reading behind each

A red number on a screen below marks where that write-up shows. The margin beside each write-up names the data it rests on.

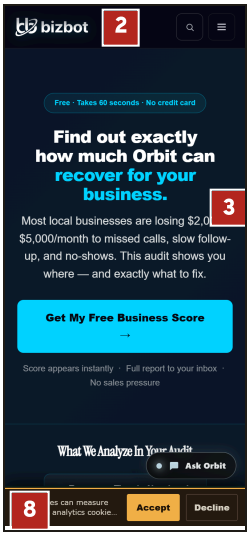
Phone screens as rendered 11/27/2026 at 390 × 844. Write-ups 4, 5, 6 and 9 do not show on a first screen.



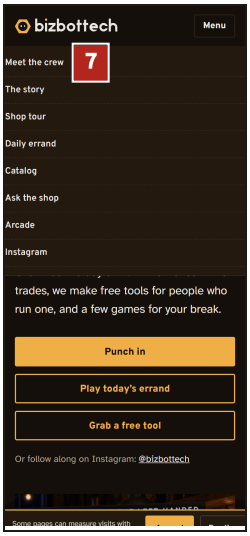
Home
First screen: 0 phone links, 0 links to /contact.



/contact
Same site. Another logo, name and menu.



/audit-tool
The dollar claim, and the notice over the Call Now bar.



Home, menu open
Link text starts 0 px from the edge.

1

FIX FIRST 1 HOUR

Source.
browser_check.json, home, phone: tel, contact_links, mailto, menu. http_check.json: sitemap_sweep.

From the home page, nothing leads to the phone number, the contact form or a person

SAW The home page has 0 phone links and 0 links to /contact. Its phone menu lists 8 links, one to a row, and 0 of them go to /contact. The one email link sits 13,521 px down a 13,692 px page, about 16 phone screens of scrolling. The first screen offers three buttons and Instagram. A tap-to-call link for (833) 573-5855 is on 7 of the 56 pages in the sitemap.

MATTERS A visitor who arrives with a question has to guess that "Ask the shop" is the way in. The /contact page has the number, a form and a stated reply time, and nothing on the home page points to it.

FIX **Add Contact to the header menu, and put one line under the three buttons with the number or an "Ask a question" link.**

2

FIX FIRST 1 DAY

Source. http_check.json: sitemap_sweep.site_name_variants, rows. Screens 2 and 3. Staged page on file at bizbottech, not public.

One site, three looks, and 13 different endings on its page titles

SAW Page titles end in “bizbottech” on 34 of 56 pages (61%). The other 22 end 12 other ways: bizbot, BizBot, BizBot Technology and more, and a few with no site name at all. /contact and /audit-tool carry a different logo that reads “bizbot”, different type and a different menu from the home page.

MATTERS A visitor who goes from the home page to /contact lands on what looks like another company’s site, at the moment they are deciding whether to hand over their details.

FIX **Move the 22 pages to the home page’s header and one title ending. A rebuilt /contact is already staged and waiting for approval as of 11/27/2026.**

3

FIX FIRST 30 MIN

Source. data/pages/audit_tool.html as served 11/27/2026; the sentence is quoted whole. Screen 3.

/audit-tool states a dollar loss for “most local businesses” and gives no source

SAW The page’s opening paragraph reads: “`Most local businesses are losing $2,000–$5,000/month to missed calls, slow follow-up, and no-shows.`” No source, study or date for the figure appears anywhere on the page.

MATTERS A figure with no source asks the reader to take it on faith, and the readers who check will not find it. It also sets an expectation the free tool cannot back up.

FIX **Replace it with a figure the page can show its work for, or with the method alone: your missed calls times your own job value (section 5).**

4

FIX SOON 30 MIN

Source. browser_check.json, contact, axe color-contrast detail. Minimums: WCAG 2.2 criterion 1.4.3.

Two pieces of text on /contact are too faint

SAW The automated accessibility test failed one rule on /contact, on 2 pieces of text, both in bright blue #00d4ff. Two words of a subheading measure 1.69:1 against their background where 3:1 is the minimum for large text. The email address link measures 1.56:1 where 4.5:1 is the minimum.

MATTERS Faint text is the first thing lost on a phone in daylight, and the email address is the thing many visitors came to this page for.

FIX **Use a darker blue for text on light backgrounds, then run the test again until both pass.**

5

FIX SOON 1 HOUR

Source. browser_check.json, contact, desktop: transfer_by_type, heaviest.

/contact sends 1.73 MB to a desktop, and 88% of it is pictures

SAW On a desktop the page transfers 1.73 MB, of which 1.52 MB is images. Four robot pictures (orbit-vertical/...-full.png) account for 1.23 MB, at 250 KB to 353 KB each. The same page on a phone sends 411 KB; the home page on a desktop sends 435 KB.

MATTERS On the test PC’s own connection, not slowed, it still finished loading in 0.7 s. On a slow one, that weight competes with the form the visitor came for.

FIX **Resize the four pictures to the size they are shown and save them as WebP, or load them only when they are needed.**

6

FIX SOON 30 MIN

Source. browser_check.json: console and stopped_requests, all 18 loads; transfer_by_type.Font, last phone load of each page.

A font request trips the site's own security policy on 3 of the 3 pages tested

SAW On 6 of the 18 loads, the browser console shows the site's content security policy refusing a connection to a font stylesheet the pages use (fonts.googleapis.com). On /contact the console line names the rule, connect-src; on the other pages the recorded line is cut off before the rule's name. Those 6 are the last load of each page on each profile, the load where our tool also scrolls through the page, takes its screenshots and stays on it longer. Each of them then tried to send 2 violation reports back to the site. The other 12 loads, which end 3 seconds after the page finishes loading, showed no violation. The font files themselves still load on every page tested.

MATTERS Nothing breaks for the visitor. But a policy that fires on the site's own pages buries a real violation in noise, and every report is one more request to the server. We did not test what sets it off.

FIX **Find what makes this request and remove it, or allow fonts.googleapis.com under connect-src.**

7

FIX SOON 15 MIN

Source. browser_check.json, home and contact, phone: menu.links text_left. Screen 4.

In the home page's phone menu, the words touch the edge of the screen

SAW With the menu open on a 390 px screen, the text of all 8 menu rows starts 0 px from the left edge. The older menu on /contact starts its links 28 px in.

MATTERS It reads as unfinished, on the one control every phone visitor uses.

FIX **Give the menu rows the same side padding as the rest of the page.**

8

FIX SOON 30 MIN

Source. browser_check.json, audit_tool, phone: first_screen_cover boxes. Screen 3.

On /audit-tool the cookie notice sits on top of the Call Now bar

SAW On a phone, a bar with "Get Free Audit" and "Call Now" is fixed to the bottom of the screen (65 px tall, starting 779 px down). The cookie notice is fixed to the same place (62 px tall, starting 782 px down) and covers it until the visitor answers the notice. With the header and the chat bubble, 25.2% of the first screen is covered.

MATTERS The page's main call to action is hidden from every first-time visitor at the moment they arrive.

FIX **Lift the bar above the notice while the notice shows, or hold the bar back until the notice is answered.**

9

WATCH 15 MIN

Source. http_check.json: redirects; canonical on each page read.

www.bizbottech.com answers as a second copy of the site

SAW https://www.bizbottech.com returns the home page itself (status 200) and does not forward to bizbottech.com. The pages we read do name bizbottech.com as their official address, so search engines are told which one counts.

MATTERS Low risk today. Two live addresses can split links and visit counts between them.

FIX **Set www to forward to the bare address in the host's domain settings.**

3 / SPEED AND THE PHONE SCREEN

Speed is not this site's problem

All 3 pages painted their main content inside Google's 2.5-second line on a slowed phone. The one weight problem is /contact on a desktop (write-up 5).

	HOME		/CONTACT		/AUDIT-TOOL	
MEDIAN OF 3 LOADS	PHONE	DESK	PHONE	DESK	PHONE	DESK
First thing painted	1.0 s	0.3 s	1.5 s	0.4 s	0.9 s	0.4 s
Largest thing painted (good: 2.5 s or less)	1.4 s	0.4 s	2.2 s	0.4 s	0.9 s	0.4 s
Layout shift (good: 0.1 or less)	0.003	0.003	0.028	0.058	0.005	0.047
Page finished loading	1.9 s	0.5 s	2.4 s	0.7 s	2.9 s	0.6 s
Sent over the wire	302 KB	435 KB	411 KB	1.73 MB	434 KB	440 KB
Requests	30	32	23	31	25	24

Apart from the browser: a brand-new connection to the server took 774 ms to the first byte (median of 3; range 520 to 1,319 ms; http_check.json).

Source. browser_check.json, 11/27/2026: median of 3 loads per page and profile. Phone is the lab profile in section 7. Good lines: web.dev/articles/vitals, read 11/27/2026.

On a 390-pixel phone screen

READING	HOME	/CONTACT	/AUDIT-TOOL
Sideways scroll (should be 0 px)	0 px	0 px	0 px
First screen covered by bars and bubbles	15.2%	17.4%	25.2%
Links and buttons under 24 px on a side, of all	4 of 55	6 of 31	4 of 38
Pieces of text under 12 px, of all	4 of 205	9 of 76	8 of 76
Accessibility rules failed (WCAG 2.2 AA, automated)	0	1	0
Form fields with no label	0	0	0

The small links are footer and legal links; the small text is labels at 10.5 to 11.8 px. Neither stops a visitor. Each one is listed in the data for whoever edits the pages.

Source. browser_check.json, phone profile, the page as rendered. 24 px is WCAG 2.2 criterion 2.5.8, which exempts links inside a sentence, so each one counted needs a look. 12 px is bizbottech's own floor, not a standard.

The best way to reach the shop is the one the home page leaves out

/contact has a call button, an email button, a form and a stated reply time. It is a good page. The home page and its menu do not link to it.

Source. http_check.json (11 pages read in full) and browser_check.json (rendered links and menus). Promises are quoted from the pages as served 11/27/2026. Opening hours: found on 0 of the 11 pages read in full.

PATH	WHERE A VISITOR FINDS IT	WHAT THE SITE PROMISES
Phone	(833) 573-5855, as a tap-to-call link on 7 of 56 pages. Not on the home page. A “Call now” button on /contact.	“Phone · AI answers 24/7” and “A real human follows up the same or next business day.”
Email	hello@bizbottech.com. Last screen of the home page; /contact; /about.	“Replies inside one business day.”
Contact form	/contact only: 6 fields, 3 required.	“We’ll route it to the right person and reply inside one business day.”
Ask the shop form	/ask, in the home page menu.	None stated on the page.
Chat bubble	“Ask Orbit” on /contact and /audit-tool. Not on the home page.	“24/7 · instant”
Instagram	@bizbottech, on the home page’s first screen.	None stated.

Tested: not run, all 6 paths. See the call test and the reply test below.

In a client report this table is filled from the test log: the day and time of each test, and the owner’s written okay, kept on file.

The call test and the reply test

NOT RUN IN THIS SAMPLE. Tests of a phone line or an inbox run only with the owner’s written okay.

The readings above say what the site promises. These tests say whether the promise is kept. We place a small number of calls and send one message per path, each plainly marked as a test, and time what comes back.

TEST	WHAT THE LOG RECORDS
Call during posted hours	Rings before an answer; who or what answers; whether the greeting names the business
Call after hours	Voicemail or answering; the greeting; whether a callback comes, and when
Call on a weekend	The same
Message through the site form	Time to the first reply from a person; whether it answers the question
Email to the published address	The same
Text to the published number, if any	The same

5 / MISSED CALLS IN DOLLARS

What a missed call costs, worked from your own numbers

No industry average goes into this figure. It is five numbers from your own phone bill and your own books, multiplied in front of you. This sample has no client, so the inputs below are examples.

Source. In a client report: the owner's call log or phone bill for the last 30 days and the owner's answers on the intake sheet, each dated. In this sample: example inputs chosen by bizbottech to show the arithmetic.

EXAMPLE INPUTS. NOT MEASUREMENTS OF ANY BUSINESS.

STEP	WHERE THE NUMBER COMES FROM	FIGURE	RUNNING COUNT
Calls nobody answered, per month	Example. Yours: call log or phone bill, last 30 days	22	22 calls
Share that were new customers	Example. Yours: your count from the same log	50%	11 calls
Share you never reached afterward	Example. Yours: no voicemail left and no callback reached them	60%	6.6 callers
Share who would have booked	Example. Yours: your own booking rate on answered calls	40%	2.64 jobs
Average first job	Example. Yours: your books, first job for a new customer	$350	
Example: work that went elsewhere, per month (2.64 jobs × $350)			**$924.00**

Read this as the size of the question, not as money waiting to be collected. Some of those callers would have gone elsewhere anyway, and an answered call is not a booked job. If the call test in section 4 finds that calls are being answered, this section says so and the figure is zero.

MISSED CALLS A MONTH	PER MONTH (EXAMPLE)
10	$420.00
22	$924.00
40	$1,680.00

The same arithmetic at three call counts, the other four inputs unchanged. The figure moves in a straight line with every input, which is why the report shows each one and where it came from.

6 / FIVE FIXES, IN ORDER

Do these five, in this order

Ordered by what a visitor gains for the hours spent. Together they come to 1 day and 2½ hours of work, by our estimate, for someone who knows the site.

Source. The write-ups in section 2. Effort figures are bizbottech's estimates, not quotes.

NO.	THE FIX	CLOSES	EFFORT
1	**Show the way in on the home page** Contact in the header menu; one line with the number or an "Ask a question" link under the three buttons.	1	1 hour
2	**Source the dollar claim on /audit-tool, or take it down** One sentence on one page.	3	30 min
3	**One name and one header on every page** 22 pages to move. /contact is already rebuilt and staged.	2	1 day
4	**Uncover the Call Now bar on /audit-tool** Lift the bar above the cookie notice.	8	30 min
5	**Darken the faint blue text on /contact** One color, two places; run the test again.	4	30 min

After those: write-ups 5, 6, 7 and 9, which come to 2 hours together (1 hour, 30 min, 15 min and 15 min).

Source. bizbottech price list, 11/27/2026. These are bizbottech's own prices; no comparison with any other seller is made or implied.

What bizbottech can do, and what it costs

You can hand this list to whoever looks after your site: every write-up says where and what. If you would rather we did the work, these are the prices as listed 11/27/2026. Scope is agreed in writing before anything starts.

WORK	PRICE
Website restyle Our estimate, not a quote: for this site it would close write-ups 1, 2, 4, 5 and 7.	$750 one time
After-hours phone answering, set up and managed Worth a look when the call test finds calls going unanswered. Not tested in this sample.	$149 a month
This audit, run again after the fixes The same checks on the same pages, so before and after can be compared line by line.	$149 one time

How each number was taken

Every measured number in this report can be taken again by someone else and compared. The tools, the settings and the limits are below.

On file. The HTML of every page as served, both data files, 15 screenshots, and a trace that lists each number in this report beside the reading it came from.

READING	HOW IT WAS TAKEN
Pages and links	56 pages from the site's own sitemap (86 addresses, 30 of them files) and 44 internal links, read with plain page requests. 11 pages were read in full.
Speed	3 pages opened in Microsoft Edge 158.0.4370.45, 3 loads per page and profile, medians reported. Phone profile: 390 × 844 screen, processor slowed 4×, connection held to 1.6 Mbps down and 750 kbps up with a 150 ms delay. Desktop profile: 1280 × 800 on the test PC's own connection, not slowed.
The "good" lines	2.5 s for the largest paint and 0.1 for layout shift are Google's published lines (web.dev/articles/vitals, read 11/27/2026). Google applies them to the 75th percentile of real visits. Ours are lab loads, so treat them as a floor test, not a field score.
Accessibility	axe-core 4.10.2, WCAG 2.2 level A and AA rules, automated. Contrast minimums of 4.5:1 for normal text and 3:1 for large text are criterion 1.4.3; 24 by 24 px targets are criterion 2.5.8 (w3.org/TR/WCAG22, read 11/27/2026).
Read-only	The tools only read. The page reader sends plain page requests and nothing else. The browser is set to stop every request that is not a plain read, and any call to a tracking service. It stopped 12 in all, 2 on each of the 6 loads in write-up 6, and 12 of the 12 were the site reporting on itself. The only thing the browser tool clicks is a page's phone menu button. Neither tool fills in a form, places a call or sends a message.
Sizes	KB is 1,000 bytes and MB is 1,000,000, as sent over the wire after compression.

Read this part.

What this report is not

- Not a promise of results. It reports what we measured and what we would fix first. What a fix earns depends on your customers.
- Not a security test. We read public pages and did not probe logins, forms or servers.
- Not legal, tax or accessibility-compliance advice. Automated rules catch some accessibility problems, not all of them.
- One day, one location, lab loads. Visitors on other networks and devices will see other times.
- The dollar figure in section 5 comes from the five inputs shown there. Change an input and the figure changes.

CHECKED BY
bizbottech's AI crew, with the tools named above

READ AND APPROVED BY A PERSON AT BIZBOTTECH BEFORE SENDING
Sample: not sent to a client