

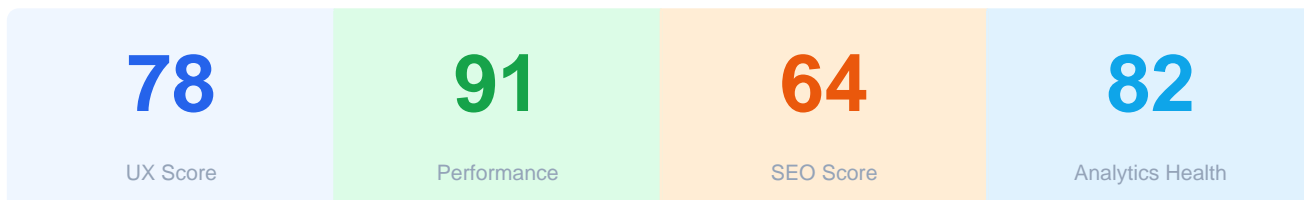
# Website Experience & SEO Report

Personal Plan — Sample Report (Dummy Data)

Client:	Acme Digital Co.	Prepared by:	Jane Doe, UX Analyst
Website:	www.acmedigital-demo.com	Date:	May 15, 2026
Plan:	Personal	Report ID:	RPT-2026-0042

## Executive Summary

This report provides a comprehensive analysis of Acme Digital Co.'s website across four key dimensions: UX Design, Performance, SEO, and Google Analytics. All data below is illustrative and uses dummy statistics for demonstration purposes.



Scores are out of 100. Targets: UX ≥ 80 | Performance ≥ 90 | SEO ≥ 70 | Analytics ≥ 80

## 1. UX Design Analysis

Element	Finding	Status
Navigation	Clear top-nav with logical hierarchy. Mobile hamburger menu tested on iOS/Android.	Pass
Visual Hierarchy	Hero section strong; mid-page CTAs lack contrast. Button colors need review.	Warn
Accessibility	Missing alt text on 12 images. Form labels incomplete. WCAG 2.1 AA gaps detected.	Fail
Mobile Responsive	Breakpoints at 768px and 375px work correctly. No horizontal scroll detected.	Pass
Page Load Feel	Perceived load fast due to skeleton screens. LCP under 2.1s on 4G simulation.	Pass
Form Usability	Contact form has 9 fields — recommended max 5. Error messages not inline.	Warn

**Key Recommendation:** Prioritize accessibility fixes — alt text and form labels — to improve inclusivity and avoid compliance risk. Reduce contact form fields to 5 or fewer.

## 2. Performance Analysis

Metric	Value	Target	Status
Largest Contentful Paint	2.1s	≤ 2.5s	Pass ✓
First Input Delay	18ms	≤ 100ms	Pass ✓
Cumulative Layout Shift	0.08	≤ 0.1	Pass ✓
Time to First Byte	310ms	≤ 600ms	Pass ✓
Total Page Weight	3.4 MB	≤ 3 MB	Warn ■
Image Optimization	61%	≥ 85%	Fail ✗
JS Bundle Size	412 KB	≤ 300 KB	Fail ✗

**Key Recommendation:** Compress and convert images to WebP format (estimated 40% size reduction). Audit and tree-shake the JavaScript bundle to reduce load from 412 KB to under 300 KB.

### 3. SEO Analysis

The SEO audit covers on-page elements, technical SEO health, backlink profile, and keyword performance. The overall SEO score for Acme Digital Co. is **64/100**, indicating moderate optimization with significant room for improvement.

#### 3a. On-Page SEO Audit

Element	Current State	Recommendation	Priority
Title Tags	Present on 18/24 pages (75%)	Add missing titles; keep 50–60 chars	High
Meta Descriptions	Present on 11/24 pages (46%)	Write unique 150–160 char descriptions	High
H1 Tags	Multiple H1s on 6 pages	Use exactly one H1 per page	High
Image Alt Text	Alt missing on 31 images	Add descriptive alt to all images	High
Internal Linking	Avg 2.1 internal links/page	Target 4–6 relevant internal links	Medium
Canonical Tags	Missing on paginated pages	Add canonical tags to prevent dup.	Medium
Schema Markup	No structured data found	Add Organization + BreadcrumbList	Medium
URL Structure	Clean, lowercase, hyphenated	No changes needed	Low

#### 3b. Keyword Analysis

The following keywords were identified from page content, meta tags, and competitor gap analysis. Rankings are estimated via dummy data for demonstration.

Keyword / Phrase	Search Vol./mo	Current Rank	Difficulty	Opportunity
digital marketing agency	22,000	#14	Hard (72)	High
acme digital solutions	480	#3	Low (18)	Maintain
website design for small business	8,100	#28	Medium (54)	High
UX design services	4,400	#41	Medium (61)	High
brand identity design	6,600	Not ranking	Medium (55)	Medium
seo audit tool online	2,900	Not ranking	Hard (68)	Medium
affordable web design	3,600	#19	Medium (49)	Medium
content marketing strategy	12,000	#52	Hard (74)	Low
local seo tempe arizona	590	#7	Low (22)	Maintain
ecommerce website development	5,400	Not ranking	Hard (70)	Low

**Top Priority Keywords:** Focus content and link-building efforts on 'website design for small business' and 'UX design services' — both have meaningful search volume, medium difficulty, and the site has existing (low) rankings to build from. Quick wins include optimizing the 'local seo tempe arizona' cluster where the site already ranks #7.

### 3c. Technical SEO Health

Check	Detail	Status
Sitemap	sitemap.xml present and submitted to GSC	Pass
Robots.txt	robots.txt blocks /admin correctly; no over-blocking	Pass
HTTPS	SSL valid; no mixed-content warnings	Pass
Core Web Vitals	LCP and FID pass; CLS marginally passes	Pass
Mobile Index	Mobile-first indexing confirmed in GSC	Pass
Crawl Errors	47 soft 404 errors detected in GSC	Fail
Broken Links	11 internal 404 links found	Fail
Page Speed (SEO)	PageSpeed Insights Mobile score: 58	Warn

## 4. Google Analytics Overview

Data period: April 1 – April 30, 2026 (dummy data). Analytics platform: Google Analytics 4 (GA4). Property ID: GA4-DEMO-00042.

### 4a. Traffic Summary

Metric	This Month	Last Month	Change
Total Users	8,412	7,890	+6.6% ↑
New Users	6,105	5,740	+6.4% ↑
Sessions	11,230	10,480	+7.2% ↑
Avg. Session Duration	2m 14s	2m 08s	+4.6% ↑
Bounce Rate	58.3%	61.1%	-2.8% ↓
Pages / Session	3.2	3.0	+6.7% ↑
Conversions (Goal)	214	187	+14.4% ↑
Conversion Rate	1.9%	1.8%	+0.1% ↑

### 4b. Traffic by Channel

Channel	Sessions	% of Total	Avg Duration	Conv. Rate
Organic Search	4,380	39.0%	2m 48s	2.4%
Direct	2,490	22.2%	2m 02s	1.7%
Referral	1,680	15.0%	1m 55s	1.3%
Social (Organic)	1,340	11.9%	1m 33s	0.9%
Email	870	7.7%	3m 12s	3.8%
Paid Search (CPC)	470	4.2%	1m 48s	2.1%

**Insight:** Email has the highest conversion rate (3.8%) despite low volume. Organic search drives 39% of traffic — continued SEO improvement (see Section 3) will have a compounding positive effect on overall conversions.

### 4c. Top Pages by Sessions

Page	Sessions	Avg Time on Page	Exit Rate
/home	3,210	1m 12s	38%
/services/ux-design	1,540	2m 44s	31%
/blog/seo-tips-2026	1,180	4m 02s	24%
/contact	890	1m 58s	62%

/services/web-design	760	2m 18s	35%
/about	620	1m 44s	44%
/pricing	510	3m 10s	55%

**Insight:** The /contact page has a high exit rate of 62% — review form usability (see Section 1). The /pricing page also warrants a CRO review given high time-on-page but only 510 sessions reaching it.

#### 4d. GA4 Configuration Health Check

Configuration Item	Status	Notes
GA4 Tag firing on all pages	Pass ✓	Verified via Tag Assistant
Google Search Console linked	Pass ✓	GSC data visible in Acquisition
Goals / Conversions configured	Pass ✓	4 conversion events active
Enhanced Measurement on	Pass ✓	Scrolls, outbound, file downloads tracked
Audience segments created	Warn ■	No remarketing audiences defined
Custom dimensions set up	Warn ■	User role & plan not tracked
Filters (internal traffic)	Fail ✗	Office IP not excluded — inflating data
Cross-domain tracking	Fail ✗	checkout.acmedigital-demo.com not linked
Data retention set to 14 mo.	Pass ✓	Default extended retention applied

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## 5. Prioritised Action Plan

The following tasks are ranked by impact/effort ratio. Items marked **Quick Win** can typically be completed in under one day.

#	Action	Category	Effort	Impact	Type
1	Exclude office IP from GA4	Analytics	Low	High	Quick Win
2	Fix 11 broken internal links	SEO/Tech	Low	High	Quick Win
3	Add missing meta descriptions (13 pages)	SEO	Low	High	Quick Win
4	Add alt text to 31 images	SEO/UX/a11y	Low	High	Quick Win
5	Fix duplicate H1 tags on 6 pages	SEO	Low	High	Quick Win
6	Reduce contact form to 5 fields	UX	Medium	High	Planned
7	Convert images to WebP format	Performance	Medium	High	Planned
8	Resolve 47 soft 404 errors in GSC	SEO/Tech	Medium	High	Planned
9	Set up cross-domain tracking for checkout	Analytics	Medium	High	Planned
10	Add schema markup (Org + Breadcrumb)	SEO	Medium	Medium	Planned
11	Create remarketing audiences in GA4	Analytics	Low	Medium	Quick Win
12	Build content targeting top keywords	SEO/Content	High	High	Campaign
13	Audit and reduce JS bundle size	Performance	High	Medium	Planned
14	Improve mobile PageSpeed score to 70+	SEO/Perf	High	High	Campaign

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*Disclaimer: This is a sample report generated by UX Analyzer (Personal Plan). All client names, URLs, metrics, and data shown are entirely fictional and for demonstration purposes only. No real client data was used.*

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