FUTURE BUILT DIGITAL

Website audit report

www.futurebuiltdigital.com

Professional audit · November 12, 2026



HEALTH SCORE

Based on 58 of 58 scored checks.

150 pages checked

13 problems · 6 need review · 3 not checked

Health score calculated from the Free audit of November 12, 2026 (same evidence, same score).

Summary

Health score by category. Categories that don't apply to this site are excluded.

Category	Score	Checks run
SEO	100	17 of 17 checks run
Performance	67	9 of 9 checks run
Accessibility	97	12 of 12 checks run
Contact and conversion	96	8 of 8 checks run
Content	100	4 of 4 checks run
Security	88	8 of 8 checks run
Local SEO	Not applicable	—

◆ **13** problems △ **6** need review ◌ **3** not checked

14 issues from Professional checks across 150 pages. These aren't included in the health score.

Roadmap

Issues grouped by cause and ordered by severity, number of pages affected and confidence.

Fix now

1 **Reduce render-blocking and unused code**
Scripts, styles and fonts that load before the content delay the page.
4 pages · Effort: high

Main content appears slowly (lab) · Page is busy and slow to respond (lab) · Much of the JavaScript isn't used · Long pauses while the page loads · Third-party scripts slow the page · Nothing appears for a while (lab)

Next

1 **Improve contrast, zoom and tap targets**
Text and controls need to be readable and easy to tap for everyone.
15 pages · Effort: medium

Text is hard to read against its background · Keyboard focus can't be seen

2 **Write unique titles, descriptions and headings**
Titles, descriptions and headings are what people see in search results and on the page.
4 pages · Effort: low

Several pages share the same title · Main heading and title seem to describe different things

3 **Resize and compress images**
Oversized images are the most common cause of slow, heavy pages.
2 pages · Effort: medium

Images are much larger than shown

4 **Add security headers and cookie settings**
Standard headers and cookie flags reduce the impact of common attacks.
3 pages · Effort: low

Files can be misinterpreted by browsers · Pages with forms can be embedded by other sites · Full page addresses may be shared with other sites · No Content Security Policy · No permissions policy

5 **Make it easy to get in touch**
Clear contact options and working forms turn visits into enquiries.
38 pages · Effort: low

Phone number can't be tapped · Service page has no next step · Button text doesn't say what happens · Little visible reassurance

Later

1 **Improve thin, duplicate or placeholder content**

Pages need real, specific content to be useful to visitors and search engines.

50 pages · Effort: high

Frequent spelling or grammar flags · Text may be hard to read

SEO

100/100 · 17 of 17 checks run

◆ Several pages share the same title

MEDIUM

Problem · SEO · on 2 pages · included in score

Identical titles make pages hard to tell apart in search results and in open tabs.

Title	`Design System | Future Built Digital`
Pages	`https://www.futurebuiltdigital.com/solutions/design-system` · `https://www.futurebuiltdigital.com/design-system`

How to fix. Give distinct pages titles that reflect their actual different purposes.

Needs review

△ Main heading and title seem to describe different things

LOW

Needs review · SEO · 3 instances on 3 pages

When they disagree, visitors arriving from search may feel they landed on the wrong page.

How to fix. Align the page title and prominent heading around the actual page topic.

Confirm before acting.

Performance

67/100 · 9 of 9 checks run

Main content appears slowly (lab)

HIGH

Problem · Performance · on 1 page · included in score

People leave pages that take a long time to show their main content, particularly on mobile.

Page	https://www.futurebuiltdigital.com/
Device	mobile
Largest content shown (ms, lab)	3,097
Threshold	2,500

How to fix. Inspect the LCP element and prioritize server response, render blocking, image loading, and delivery delays shown in the trace.

Page is busy and slow to respond (lab)

MEDIUM

Problem · Performance · on 4 pages · included in score

While scripts block the page, taps and scrolling feel stuck.

Page	https://www.futurebuiltdigital.com/
Device	mobile
Blocked time (ms, lab)	7,951
Threshold	200
Page	https://www.futurebuiltdigital.com/
Device	desktop
Blocked time (ms, lab)	2,037
Threshold	200

and 6 more

How to fix. Reduce, defer, or split expensive JavaScript tasks identified in the Lighthouse main-thread trace.

Images are much larger than shown

MEDIUM

Problem · Performance · 6 instances on 2 pages · included in score

Downloading a large image to show it small wastes time on every visit.

Page	https://www.futurebuiltdigital.com/
Image	https://www.futurebuiltdigital.com/_next/image?url=%2Fwork%2Fcropped%2Fvarilead%2Fvarilead-lead-workstation.webp&w=750&q=75
Shown at	489x416
File size (pixels)	750x637
Possible saving (bytes)	18,299
Page	https://www.futurebuiltdigital.com/
Image	https://www.futurebuiltdigital.com/_next/image?url=%2Fwork%2Fcropped%2Fvarilead%2Fvarilead-lead-workstation.webp&w=1200&q=75
Shown at	641x544
File size (pixels)	1200x1019
Possible saving (bytes)	43,116

and 4 more

How to fix. Deliver an appropriately sized responsive image and verify the actual saving.

Much of the JavaScript isn't used

MEDIUM

Problem · Performance · on 4 pages

Unused code still has to be downloaded and processed before the page responds.

Page	https://www.futurebuiltdigital.com/
Largest files	url: https://www.googletagmanager.com/gtag/js?id=G-Y0S1K30ZCS&cx=c&gtm=4e6ba1; wasted bytes: 77,572 · url: https://www.googletagmanager.com/gtm.js?id=GTM-KPNBBXH9; wasted bytes: 69,190 · url: https://www.futurebuiltdigital.com/_next/static/immutable/chunks/33m3ble1c7plh.js; wasted bytes: 26,744 · url: https://www.futurebuiltdigital.com/_next/static/immutable/chunks/30buiqpug672n.js; wasted bytes:
Possible saving (bytes)	198,938
Page	https://www.futurebuiltdigital.com/
Largest files	url: https://www.googletagmanager.com/gtag/js?id=G-Y0S1K30ZCS&cx=c&gtm=4e6ba1; wasted bytes: 77,065 · url: https://www.googletagmanager.com/gtm.js?id=GTM-KPNBBXH9; wasted bytes: 69,190 · url: https://www.futurebuiltdigital.com/_next/static/immutable/chunks/33m3ble1c7plh.js; wasted bytes: 26,508 · url: https://www.futurebuiltdigital.com/_next/static/immutable/chunks/30buiqpug672n.js; wasted bytes:
Possible saving (bytes)	198,195

and 6 more

How to fix. Remove or split unused JavaScript so it is not downloaded for this page unnecessarily.

Long pauses while the page loads

MEDIUM

Problem · Performance · on 4 pages

During long tasks the page can't respond to taps or scrolling.

Page	https://www.futurebuiltdigital.com/
Total (ms)	9,103
Long tasks (ms)	2,054 · 902 · 794 · 697 · 610 · 424 · 371 · 366 and 12 more
Page	https://www.futurebuiltdigital.com/
Total (ms)	3,104
Long tasks (ms)	770 · 484 · 273 · 205 · 179 · 171 · 137 · 108 and 9 more

and 6 more

How to fix. Split or defer long main-thread tasks and reduce expensive synchronous operations.

Third-party scripts slow the page

MEDIUM

Problem · Performance · on 4 pages

Chat widgets, trackers and embeds can cost more time than your own site.

Page	https://www.futurebuiltdigital.com/
Bytes	353,502
Processing time (ms)	955
Third parties	urls: https://www.googletagmanager.com/gtag/js?id=G-Y0S1K30ZCS&cx=c&gtm=4e6ba1, https://www.googletagmanager.com/gtm.js?id=GTM-KPNBBXH9; entity: Google Tag Manager · urls: https://scripts.clarity.ms/0.8.80-beta/clarity.js, https://www.clarity.ms/tag/w9nrbdn9lm, https://b.clarity.ms/collect, https://c.clarity.ms/c.gif?ctsa=mr&CtsSyncId=E5B8B9FC42764FEA8D88F6EA21B233B2&MUID=3807EFEEC6386BF40021F7E1C
Page	https://www.futurebuiltdigital.com/
Bytes	353,641
Processing time (ms)	1,584
Third parties	urls: https://www.googletagmanager.com/gtag/js?id=G-Y0S1K30ZCS&cx=c&gtm=4e6ba1, https://www.googletagmanager.com/gtm.js?id=GTM-KPNBBXH9; entity: Google Tag Manager · urls: https://scripts.clarity.ms/0.8.80-beta/clarity.js, https://www.clarity.ms/tag/w9nrbdn9lm, https://r.clarity.ms/collect, https://c.clarity.ms/c.

	gif?ctsa=mr&CtsSyncId=97E52EC93A2D4ECD8FC19E0BE6681331&MUID=17C7CDA5A63068EB1523D5AAA

and 6 more

How to fix. Evaluate low-value third-party scripts and load them only where necessary.

Nothing appears for a while (lab)

MEDIUM

Problem · Performance · on 2 pages

A blank screen is when visitors are most likely to give up.

Page	https://www.futurebuiltdigital.com/
Device	mobile
First content shown (ms, lab)	2,164
Threshold	1,800
Page	https://www.futurebuiltdigital.com/solutions
Device	mobile
First content shown (ms, lab)	2,137
Threshold	1,800

How to fix. Remove render-blocking work and reduce critical-path resource loading.

Accessibility

97/100 · 12 of 12 checks run

◆ Text is hard to read against its background

MEDIUM

Problem · Accessibility · 141 instances on 14 pages · included in score

Low contrast makes text hard to read for many people, especially on phones outdoors.

Page	`https://www.futurebuiltdigital.com/solutions/ai-receptionist`
Elements	`li:nth-child(2) > .opacity-40.grid-cols-\[4\.5rem_minmax\(0\, 1fr\)\].text-left > .text-mono-sm.font-mono`
Accessibility rule	`color-contrast`
Contrast ratio	`2.19`
Page	`https://www.futurebuiltdigital.com/solutions/ai-receptionist`
Elements	`li:nth-child(2) > .opacity-40.grid-cols-\[4\.5rem_minmax\(0\, 1fr\)\].text-left > .min-w-0 > .block`
Accessibility rule	`color-contrast`
Contrast ratio	`2.19`

and 272 more

How to fix. Adjust text and background colors to meet the applicable contrast requirement.

Needs review

△ Keyboard focus can't be seen

MEDIUM

Needs review · Accessibility · 2 instances on 1 page

Keyboard users lose track of where they are on the page.

How to fix. Make keyboard focus clearly visible on the reported control.

Confirm before acting.

Contact and conversion

96/100 · 8 of 8 checks run

◆ Phone number can't be tapped

LOW

Problem · Contact and conversion · on 1 page · included in score

On a phone, visitors expect to tap a number to call; copying it by hand loses some of them.

Page	`https://www.futurebuiltdigital.com/solutions/ai-receptionist`
Text	`(312) 555-0148`
Element	`ol > li:nth-of-type(1) > div:nth-of-type(1) > ul > li:nth-of-type(2)`

How to fix. Make the published mobile phone number a working tel: link.

Needs review

△ Service page has no next step

MEDIUM

Needs review · Contact and conversion · on 28 pages

Visitors who just read about a service have nowhere obvious to go next.

How to fix. Add a relevant next step such as requesting a quote or discussing this service.

Confirm before acting.

△ Button text doesn't say what happens

LOW

Needs review · Contact and conversion · on 1 page

Labels like 'Submit' make people unsure what they're agreeing to.

How to fix. Use specific action language that sets expectations about the next step.

Confirm before acting.

○ Little visible reassurance

INFO

Info · Contact and conversion · on 16 pages

Reviews, licenses, guarantees and past work can help visitors decide to get in touch.

How to fix. Consider adding factual examples, reviews, credentials, or projects that are appropriate to the business.

Confirm before acting.

Content

100/100 · 4 of 4 checks run

Needs review

△ Frequent spelling or grammar flags

LOW

Needs review · Content · on 24 pages

Visible mistakes can undermine confidence in the business behind the page.

How to fix. Proofread the highlighted copy and exclude proper nouns or brand-specific terminology.

Confirm before acting.

○ Text may be hard to read

INFO

Info · Content · on 138 pages

Long sentences and long words can lose readers who are skimming on a phone.

How to fix. Review complex passages for clarity while preserving necessary technical detail.

Confirm before acting.

Security

88/100 · 8 of 8 checks run

Files can be misinterpreted by browsers

LOW

Problem · Security · 13 instances on 1 page · included in score

The nosniff header stops browsers from treating a file as a different type, a known source of attacks.

Page	https://www.futurebuiltdigital.com/
File type	text/html; charset=utf-8
Headers	
Page	https://www.futurebuiltdigital.com/_next/static/immutable/chunks/3-1qtxc_63mzu.css
File type	text/css; charset=utf-8
Headers	

and 11 more

How to fix. Set X-Content-Type-Options: nosniff on relevant responses.

Pages with forms can be embedded by other sites

LOW

Problem · Security · 3 instances on 3 pages

Other sites could frame your form and trick visitors into using it.

Page	https://www.futurebuiltdigital.com/
Page type	home
Headers	
Page	https://www.futurebuiltdigital.com/contact
Page type	contact
Headers	

and 1 more

How to fix. Set frame-ancestors or compatible frame controls where embedding should be restricted.

Full page addresses may be shared with other sites

LOW

Problem · Security · on 1 page

Without a referrer policy, links can pass full addresses, including any details in them, to other websites.

Page	https://www.futurebuiltdigital.com/
Policy	(none)

How to fix. Choose an appropriate Referrer-Policy that minimizes unintended data disclosure.

Needs review

No Content Security Policy

LOW

Needs review · Security · on 1 page

A policy limits which scripts can run, which reduces the damage if something malicious gets onto the page. A hardening step, not a found vulnerability.

How to fix. Introduce a carefully tested Content Security Policy appropriate to site resources.

Confirm before acting.

No permissions policy

INFO

Info · Security · on 1 page

A permissions policy limits which browser features, like the camera or location, embedded content can ask for.

How to fix. Review whether unnecessary browser capabilities should be disabled through Permissions-Policy.

Confirm before acting.

Site structure

Pages checked	150
Pages in the score sample	25
Redirects, errors and files found	0
Redirecting addresses	0
Addresses returning errors	0

Pages by type

home	1
contact	1
service	75
about	1
other	72

Page speed (lab)

Page	Device	Score	LCP	CLS	TBT
https://www.futurebuiltdigital.com/	Mobile	60	3,097 ms	0.000	7,951 ms
https://www.futurebuiltdigital.com/	Desktop	60	1,207 ms	0.000	2,037 ms
https://www.futurebuiltdigital.com/contact	Mobile	70	1,265 ms	0.000	5,987 ms
https://www.futurebuiltdigital.com/contact	Desktop	73	500 ms	0.000	813 ms
https://www.futurebuiltdigital.com/solutions	Mobile	64	2,137 ms	0.000	5,087 ms
https://www.futurebuiltdigital.com/solutions	Desktop	68	477 ms	0.000	1,341 ms
https://www.futurebuiltdigital.com/about	Mobile	68	2,212 ms	0.000	5,695 ms
https://www.futurebuiltdigital.com/about	Desktop	74	970 ms	0.000	640 ms

Lab measurements (median of three runs for the scored homepage test), not real-user data.

Issues by page

https://www.futurebuiltdigital.com/ 16 issues

Main content appears slowly (lab) · Page is busy and slow to respond (lab) · Images are much larger than shown · Much of the JavaScript isn't used · Long pauses while the page loads · Third-party scripts slow the page

https://www.futurebuiltdigital.com/solutions 10 issues

Page is busy and slow to respond (lab) · Much of the JavaScript isn't used · Long pauses while the page loads · Third-party scripts slow the page · Nothing appears for a while (lab) · Service page has no next step

https://www.futurebuiltdigital.com/about 8 issues

Page is busy and slow to respond (lab) · Images are much larger than shown · Much of the JavaScript isn't used · Long pauses while the page loads · Third-party scripts slow the page · Main heading and title seem to describe different things

https://www.futurebuiltdigital.com/contact 7 issues

Page is busy and slow to respond (lab) · Much of the JavaScript isn't used · Long pauses while the page loads · Third-party scripts slow the page · Keyboard focus can't be seen · Pages with forms can be embedded by other sites

https://www.futurebuiltdigital.com/solutions/ai-receptionist 4 issues

Text is hard to read against its background · Phone number can't be tapped · Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/lead-management 4 issues

Text is hard to read against its background · Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/process-automation 4 issues

Text is hard to read against its background · Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/automated-reporting 4 issues

Text is hard to read against its background · Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/customer-service-agent 4 issues

Text is hard to read against its background · Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/operations-assistant 4 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/document-intelligence-system 4 issues

Text is hard to read against its background · Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/controlled-content-system` 4 issues

Text is hard to read against its background · Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/lead-enrichment` 4 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/onboarding` 4 issues

Text is hard to read against its background · Service page has no next step · Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/notification-system` 4 issues

Text is hard to read against its background · Service page has no next step · Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/integrated-pipeline` 4 issues

Text is hard to read against its background · Service page has no next step · Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/ai-workforce` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/revenue-systems` 3 issues

Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/business-operations` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/data-intelligence` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/growth-infrastructure` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/custom-software` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/web-platforms` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/internal-knowledge-assistant` 3 issues

Service page has no next step · Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/lead-qualification 3 issues

Text is hard to read against its background · Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/sales-follow-up 3 issues

Frequent spelling or grammar flags · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/outbound-prospecting 3 issues

Text is hard to read against its background · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/workflow-platform 3 issues

Service page has no next step · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/solutions/document-processing 3 issues

Text is hard to read against its background · Service page has no next step · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/project-operations 3 issues

Service page has no next step · Text may be hard to read · Little visible reassurance

https://www.futurebuiltdigital.com/design-system 3 issues

Several pages share the same title · Main heading and title seem to describe different things

https://www.futurebuiltdigital.com/solutions/customer-operations 2 issues

Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/research-agent 2 issues

Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/sales-assistant 2 issues

Frequent spelling or grammar flags · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/proposal-quote-automation 2 issues

Text is hard to read against its background · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/crm-modernization 2 issues

Service page has no next step · Text may be hard to read

https://www.futurebuiltdigital.com/solutions/intake 2 issues

Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/scheduling` 2 issues

Text may be hard to read · Little visible reassurance

`https://www.futurebuiltdigital.com/solutions/support-operations` 2 issues

Service page has no next step · Text may be hard to read

`https://www.futurebuiltdigital.com/solutions/review-referral` 2 issues

Service page has no next step · Text may be hard to read

Checks not run

These checks couldn’t run and aren’t included in the score.

- **Page is only listed in the sitemap**
  SEO · Not enough of the site was crawled to be sure which sitemap pages are unlinked.

- **Mobile menu doesn't open**
  Contact and conversion · The mobile menu check did not run on this page.

- **Declared language doesn't match the text**
  Content · Not enough text to detect the language reliably.

All checks

Every check in this audit and its result. 139 checks: 96 passed, 13 problems, 10 need review, 19 not applicable, 1 not checked.

SEO

30 of 34 passed

✓	Links to your own pages work Site-wide	Passed
✓	Pages load without server errors Site-wide	Passed
✓	No redirect loops Site-wide	Passed
✓	Redirects reach the page in one or two steps Site-wide	Passed
✓	Links to other websites work Site-wide	Passed
✓	Internal links point to final addresses Site-wide	Passed
✓	Important pages are a few clicks from the homepage Site-wide	Passed
◌	Sitemap pages are linked from your site Not enough of the site was crawled to be sure which sitemap pages are unlinked.	Not checked
✓	robots.txt allows search engines to read the homepage Site-wide	Passed
✓	robots.txt loads Site-wide	Passed
✓	robots.txt doesn't hide noindex tags Site-wide	Passed
✓	Key pages can appear in search results Passed on all 76 pages	Passed
✓	Each page names one preferred address Passed on all 150 pages	Passed
✓	Canonical tags are valid Passed on all 150 pages	Passed
✓	Canonical addresses load Passed on all 150 pages	Passed
–	Canonical addresses can be indexed This page does not point its canonical at another address.	Not applicable
✓	Similar pages name a preferred version Site-wide	Passed
✓	Sitemap and canonical tags agree Passed on all 147 pages	Passed
✓	XML sitemap can be read Site-wide	Passed
✓	Sitemap listed in robots.txt loads Site-wide	Passed

- ✓ Sitemap lists only indexable pages — Passed
  Site-wide
- ✓ Sitemap lists preferred addresses — Passed
  Site-wide
- ✓ Every page has a title — Passed
  Passed on all 147 pages
- ◆ Page titles are unique — Problem
  Site-wide
- ✓ Page titles are specific — Passed
  Passed on all 147 pages
- ✓ Every page has a meta description — Passed
  Passed on all 147 pages
- ✓ Meta descriptions are unique — Passed
  Site-wide
- ✓ Every page has a main heading (H1) — Passed
  Passed on all 150 pages
- △ Main heading matches the page title — Needs review
  3 of 134 pages
- ✓ Structured data has no syntax errors — Passed
  Passed on all 150 pages
- ✓ Structured data uses known types and properties — Passed
  Passed on all 150 pages
- ✓ Your business is described consistently — Passed
  Site-wide
- ✓ Link text says where links go — Passed
  Passed on all 150 pages
- ✓ Social sharing preview is set — Passed
  Passed on all 147 pages

Performance

12 of 20 passed

- ◆ Largest Contentful Paint (lab) — Problem
  1 of 8 pages
- ✓ Cumulative Layout Shift (lab) — Passed
  Passed on all 8 pages
- ◆ Total Blocking Time (lab) — Problem
  8 of 8 pages
- ○ Lighthouse performance score (lab) — Info
  8 of 8 pages
- ◆ First Contentful Paint (lab) — Problem
  2 of 8 pages
- ✓ Server response time (lab) — Passed
  Passed on all 8 pages
- ✓ Page download size — Passed
  Passed on all 75 pages
- ◆ Images are sized for how they're shown — Problem
  3 of 8 pages

- ✓ Main image loads early — Passed
  Passed on all 4 pages
- ✓ Images use efficient formats — Passed
  Passed on all 8 pages
- ✓ Images below the fold load later — Passed
  Passed on all 75 pages
- ✓ No files hold up the first view — Passed
  Passed on all 8 pages
- ✓ Text files are compressed — Passed
  Site-wide
- ✓ Browsers can cache site files — Passed
  Site-wide
- ◆ Little unused JavaScript — Problem
  8 of 8 pages
- ✓ Little unused CSS — Passed
  Passed on all 8 pages
- ◆ Third-party scripts are light — Problem
  8 of 8 pages
- ◆ No long pauses while loading — Problem
  8 of 8 pages
- ✓ Fonts don't delay text — Passed
  Passed on all 8 pages
- ✓ Number of requests per page — Passed
  Passed on all 75 pages

Accessibility

16 of 21 passed

- ✓ Images have text descriptions — Passed
  Passed on all 75 pages
- ✓ Form fields have labels — Passed
  Passed on all 6 pages
- ✓ Buttons have names — Passed
  Passed on all 75 pages
- ✓ Links have names — Passed
  Passed on all 75 pages
- ◆ Text contrast — Problem
  22 of 75 pages
- ✓ Accessibility attributes are valid — Passed
  Passed on all 75 pages
- ✓ Hidden elements can't receive focus — Passed
  Passed on all 75 pages
- ✓ Page language is declared — Passed
  Passed on all 75 pages
- ✓ Main content region is marked — Passed
  Passed on all 75 pages
- – Embedded frames have titles — Not applicable
  There is nothing of this kind on the page.

- ✓ Zoom is allowed on phones — Passed
  Passed on all 75 pages
- ✓ Tap targets are large enough — Passed
  Passed on all 75 pages
- ✓ Icon-only controls have names — Passed
  Passed on all 75 pages
- ✓ Heading levels are in order — Passed
  Passed on all 75 pages
- ✓ Data tables have header cells — Passed
  Passed on 1 page
- ✓ Videos have captions — Passed
  Passed on 1 page
- △ Keyboard focus is visible — Needs review
  1 of 25 pages
- ✓ Controls work with a keyboard — Passed
  Passed on all 25 pages
- – Pop-ups keep keyboard focus — Not applicable
  Checked on the desktop view only.
- ✓ Skip link past the menu — Passed
  Passed on all 25 pages
- – Error messages are linked to their fields — Not applicable
  No form errors are shown when the page loads.

Contact and conversion

15 of 19 passed

- ✓ Clear way to contact you — Passed
  Site-wide
- ✓ Contact page loads — Passed
  Site-wide
- ◆ Phone numbers can be tapped — Problem
  1 of 3 pages
- ✓ Email addresses can be clicked — Passed
  Passed on all 5 pages
- ✓ Homepage has a clear next step — Passed
  Passed on 1 page
- ✓ Main call to action works — Passed
  Site-wide
- △ Service pages have a next step — Needs review
  28 of 48 pages
- △ Button text says what happens — Needs review
  1 of 22 pages
- ✓ Main button is visible on phones — Passed
  Passed on all 22 pages
- ✓ Booking links work — Passed
  Site-wide
- ✓ Forms send somewhere — Passed
  Passed on all 2 pages

- ✓ Forms fit on phones — Passed
  Passed on all 2 pages
- ✓ Enquiry form length — Passed
  Passed on all 2 pages
- ✓ Menu links work — Passed
  Site-wide
- ✓ Mobile menu opens — Passed
  Passed on all 25 pages · 25 not checked
- ✓ Pages fit the phone screen — Passed
  Passed on all 50 pages
- ✓ No pop-up covers the main action — Passed
  Passed on all 50 pages
- ○ Reviews, credentials or guarantees are visible — Info
  16 of 49 pages
- ✓ Forms link to a privacy notice — Passed
  Passed on all 2 pages

Content

11 of 14 passed

- ✓ Pages have real content — Passed
  Passed on all 146 pages
- ✓ No placeholder text — Passed
  Passed on all 150 pages
- ✓ Images load — Passed
  Passed on 1 page
- ✓ Service pages describe the service — Passed
  Passed on all 75 pages
- ✓ No identical pages — Passed
  Site-wide
- ✓ No near-identical pages — Passed
  Site-wide
- ✓ Service pages have distinct headings — Passed
  Site-wide
- ✓ Declared language matches the text — Passed
  Passed on all 148 pages · 2 not checked
- ✓ Embedded videos load — Passed
  Passed on 1 page
- ✓ No outdated offers or dates — Passed
  Passed on all 150 pages
- ○ Text readability — Info
  138 of 148 pages
- △ Spelling and grammar — Needs review
  24 of 24 pages
- ✓ Key information is visible without clicking — Passed
  Passed on all 49 pages
- – Downloadable documents load — Not applicable
  No linked documents were found.

Security

10 of 18 passed

✓	HTTPS is available Site-wide	Passed
✓	HTTP redirects to HTTPS Site-wide	Passed
✓	No insecure files on secure pages Passed on all 50 pages	Passed
✓	Security certificate is valid Site-wide	Passed
✓	Security certificate matches the address Site-wide	Passed
✓	Security certificate isn't about to expire Site-wide	Passed
✓	Strict-Transport-Security header Site-wide	Passed
△	Content-Security-Policy header Site-wide	Needs review
◆	X-Content-Type-Options header Site-wide	Problem
–	Session cookies are marked Secure The site sets no cookies in its responses.	Not applicable
✓	Forms submit over HTTPS Passed on all 2 pages	Passed
◆	Referrer-Policy header Site-wide	Problem
◆	Pages with forms can't be framed by other sites Site-wide	Problem
○	Permissions-Policy header Site-wide	Info
–	Session cookies are HttpOnly The site sets no cookies in its responses.	Not applicable
–	Cookies set SameSite The site sets no cookies in its responses.	Not applicable
✓	No JavaScript libraries with known vulnerabilities Passed on all 50 pages	Passed
✓	Server version is hidden Site-wide	Passed

Local SEO

2 of 13 passed

–	Phone number is shown This does not look like a local business website.	Not applicable
–	Address is consistent across pages No published address was found in a reliable form.	Not applicable
–	Phone number is consistent across pages No phone link appears in the site header or footer.	Not applicable
✓	Business name is clearly shown Site-wide	Passed

—	**LocalBusiness structured data** This does not look like a local business website.	Not applicable
—	**Structured data matches the page** No LocalBusiness structured data was found.	Not applicable
—	**Opening hours are machine-readable** No opening hours were published in structured data.	Not applicable
—	**Service area is clear** This does not look like a local business website.	Not applicable
—	**Locations are clearly separated** Only one location was found.	Not applicable
—	**Map links work** No map links or embedded maps were found.	Not applicable
—	**Location pages are linked** The sitemap lists no location pages.	Not applicable
✓	**Contact details are visible without clicking** Passed on all 2 pages	Passed
—	**Opening hours match structured data** No structured opening hours were found.	Not applicable

Methodology

Rule set version 1.0.0. The health score includes only checks that ran on the first 25 pages audited, weighted by category (scoring weights-1.0.0+page-importance-1.0.0#ecd63e4d39c3). Speed results are lab measurements on a simulated phone (median of three runs), not real-user data. "Needs review" items should be confirmed by a person. This report is not legal advice or a search ranking assessment.

Rule set	1.0.0
Scoring	weights-1.0.0+page-importance-1.0.0#ecd63e4d39c3
Report version	1
Audit ID	5sivacjfoxzcu2vf7kktddzpmr

Appendix: pages checked

URL	Status	Type	In sample	Issues
https://www.futurebuiltdigital.com/	200	home	yes	16
https://www.futurebuiltdigital.com/contact	200	contact	yes	7
https://www.futurebuiltdigital.com/solutions	200	service	yes	10
https://www.futurebuiltdigital.com/solutions/ai-workforce	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/revenue-systems	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/customer-operations	200	service	yes	2
https://www.futurebuiltdigital.com/solutions/business-operations	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/data-intelligence	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/growth-infrastructure	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/custom-software	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/web-platforms	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/ai-receptionist	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/lead-management	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/process-automation	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/automated-reporting	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/customer-service-agent	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/internal-knowledge-assistant	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/research-agent	200	service	yes	2
https://www.futurebuiltdigital.com/solutions/sales-assistant	200	service	yes	2
https://www.futurebuiltdigital.com/solutions/operations-assistant	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/document-intelligence-system	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/controlled-content-system	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/lead-enrichment	200	service	yes	4
https://www.futurebuiltdigital.com/solutions/lead-qualification	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/sales-follow-up	200	service	yes	3
https://www.futurebuiltdigital.com/solutions/outbound-prospecting	200	service	no	3
https://www.futurebuiltdigital.com/solutions/pipeline-automation	200	service	no	1
https://www.futurebuiltdigital.com/solutions/proposal-quote-automation	200	service	no	2
https://www.futurebuiltdigital.com/solutions/sales-intelligence	200	service	no	1
https://www.futurebuiltdigital.com/solutions/crm-modernization	200	service	no	2
https://www.futurebuiltdigital.com/solutions/intake	200	service	no	2
https://www.futurebuiltdigital.com/solutions/scheduling	200	service	no	2
https://www.futurebuiltdigital.com/solutions/onboarding	200	service	no	4
https://www.futurebuiltdigital.com/solutions/support-operations	200	service	no	2
https://www.futurebuiltdigital.com/solutions/communication-orchestration	200	service	no	1
https://www.futurebuiltdigital.com/solutions/review-referral	200	service	no	2
https://www.futurebuiltdigital.com/solutions/reactivation	200	service	no	1
https://www.futurebuiltdigital.com/solutions/self-service-portal	200	service	no	2
https://www.futurebuiltdigital.com/solutions/workflow-platform	200	service	no	3
https://www.futurebuiltdigital.com/solutions/approval-review	200	service	no	2
https://www.futurebuiltdigital.com/solutions/document-processing	200	service	no	3
https://www.futurebuiltdigital.com/solutions/project-operations	200	service	no	3
https://www.futurebuiltdigital.com/solutions/cross-system-sync	200	service	no	1
https://www.futurebuiltdigital.com/solutions/admin-command-center	200	service	no	1
https://www.futurebuiltdigital.com/solutions/notification-system	200	service	no	4
https://www.futurebuiltdigital.com/solutions/integrated-pipeline	200	service	no	4
https://www.futurebuiltdigital.com/solutions/data-unification	200	service	no	2
https://www.futurebuiltdigital.com/solutions/analytics-platform	200	service	no	2
https://www.futurebuiltdigital.com/solutions/executive-dashboard	200	service	no	2
https://www.futurebuiltdigital.com/solutions/customer-intelligence	200	service	no	2
https://www.futurebuiltdigital.com/solutions/revenue-intelligence	200	service	no	1
https://www.futurebuiltdigital.com/solutions/ai-analytics	200	service	no	1
https://www.futurebuiltdigital.com/solutions/marketing-automation	200	service	no	1
https://www.futurebuiltdigital.com/solutions/lifecycle-marketing	200	service	no	1

https://www.futurebuiltdigital.com/solutions/content-operations	200	service	no	1
https://www.futurebuiltdigital.com/solutions/seo-intelligence	200	service	no	1
https://www.futurebuiltdigital.com/solutions/programmatic-seo	200	service	no	1
https://www.futurebuiltdigital.com/solutions/content-distribution	200	service	no	1
https://www.futurebuiltdigital.com/solutions/attribution	200	service	no	1
https://www.futurebuiltdigital.com/solutions/conversion-infrastructure	200	service	no	1
https://www.futurebuiltdigital.com/solutions/reputation-automation	200	service	no	1
https://www.futurebuiltdigital.com/solutions/custom-crm	200	service	no	1
https://www.futurebuiltdigital.com/solutions/operations-platform	200	service	no	1
https://www.futurebuiltdigital.com/solutions/internal-tool	200	service	no	1
https://www.futurebuiltdigital.com/solutions/workflow-application	200	service	no	1
https://www.futurebuiltdigital.com/solutions/ai-application	200	service	no	1
https://www.futurebuiltdigital.com/solutions/saas-product	200	service	no	1
https://www.futurebuiltdigital.com/solutions/product-mvp	200	service	no	1
https://www.futurebuiltdigital.com/solutions/integration-platform	200	service	no	1
https://www.futurebuiltdigital.com/solutions/business-website	200	service	no	1
https://www.futurebuiltdigital.com/solutions/lead-generation-site	200	service	no	1
https://www.futurebuiltdigital.com/solutions/content-platform	200	service	no	1
https://www.futurebuiltdigital.com/solutions/web-application	200	service	no	1
https://www.futurebuiltdigital.com/solutions/design-system	200	service	no	2
https://www.futurebuiltdigital.com/solutions/digital-modernization	200	service	no	1
https://www.futurebuiltdigital.com/solutions/programmatic-content-platform	200	service	no	1
https://www.futurebuiltdigital.com/solutions/customer-platform	200	service	no	1
https://www.futurebuiltdigital.com/about	200	about	no	8
https://www.futurebuiltdigital.com/capabilities	200	other	no	1
https://www.futurebuiltdigital.com/industries	200	other	no	1
https://www.futurebuiltdigital.com/work	200	other	no	1
https://www.futurebuiltdigital.com/approach	200	other	no	1
https://www.futurebuiltdigital.com/technology	200	other	no	2
https://www.futurebuiltdigital.com/design-system	200	other	no	3
https://www.futurebuiltdigital.com/start-a-project	200	other	no	1
https://www.futurebuiltdigital.com/work/varilead	200	other	no	0
https://www.futurebuiltdigital.com/work/velum	200	other	no	1
https://www.futurebuiltdigital.com/work/norwyn	200	other	no	1
https://www.futurebuiltdigital.com/work/lakebridge	200	other	no	0
https://www.futurebuiltdigital.com/work/pinemark	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/strategy-systems-design	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/ai-systems	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/custom-software	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/data-analytics	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/sales-crm	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/marketing-growth	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/web-experience	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/infrastructure-integrations	200	other	no	1
https://www.futurebuiltdigital.com/industries/b2b	200	other	no	1
https://www.futurebuiltdigital.com/industries/professional-services	200	other	no	1
https://www.futurebuiltdigital.com/industries/consultancies	200	other	no	1
https://www.futurebuiltdigital.com/industries/agencies	200	other	no	1
https://www.futurebuiltdigital.com/industries/home-services	200	other	no	0
https://www.futurebuiltdigital.com/industries/hvac	200	other	no	1
https://www.futurebuiltdigital.com/industries/plumbing	200	other	no	1
https://www.futurebuiltdigital.com/industries/roofing	200	other	no	1
https://www.futurebuiltdigital.com/industries/recruiting-staffing	200	other	no	1
https://www.futurebuiltdigital.com/industries/saas	200	other	no	1
https://www.futurebuiltdigital.com/ip-ownership	200	other	no	1

https://www.futurebuiltdigital.com/ai-data-use	200	other	no	1
https://www.futurebuiltdigital.com/security	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/business-process-discovery	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/current-state-mapping	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/future-state-design	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/automation-opportunity-analysis	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/ai-opportunity-analysis	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/solution-architecture	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/integration-architecture	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/data-architecture	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/technology-selection	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/technical-roadmapping	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/llm-application-development	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/tool-using-agents	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/multi-agent-systems	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/human-in-the-loop-ai	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/retrieval-augmented-generation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/knowledge-base-engineering	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/document-intelligence	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/ai-classification	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/structured-information-extraction	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/semantic-search	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/controlled-generation-pipelines	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/voice-ai	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/multimodal-ai	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/ai-evaluation-and-guardrails	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/workflow-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/business-process-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/event-driven-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/scheduled-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/webhook-orchestration	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/data-synchronization	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/approval-workflows	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/human-in-the-loop-workflows	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/notification-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/document-automation	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/workflow-monitoring-and-recovery	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/internal-tools	200	other	no	0
https://www.futurebuiltdigital.com/capabilities/customer-portals	200	other	no	1
https://www.futurebuiltdigital.com/capabilities/custom-crm-applications	200	other	no	1