

THE PULSE EXECUTIVE AUDIT

ABC Today

https://askcobber.au

Diagnostic run: 18 May 2026



THE PULSE CONFIDENCE SCORE™

AT RISK

Pulse identified 13 issues across Performance, Security, WordPress, SEO, Conversion.

62/100

Slower than Google recommends

93/100

Fast — meets Google standard

Secure

Encrypted connection active

Enforced

Forces secure connections

Exposed

Brute-force attack risk

Hidden

Not visible in page source

Found

Google can find all pages

Present

Social sharing looks good

Pulse's First Impressions

44/100

AT RISK

I have completed the diagnostic scan on ABC Today's site. The numbers are concerning. There are 13 issues across Performance, Security, WordPress, SEO, Conversion that are compounding on each other right now — suppressing your Google rankings, leaving security gaps open, and costing you conversions every single day.

You have two paths forward: You may search Google for a developer to address these findings, or if you prefer a no-nonsense approach, the team at WP Clinic is ready to execute these fixes with no mess and no fuss.

ISSUES DETECTED BY CATEGORY

PERFORMANCE

2

issues · 15 pts

SECURITY

2

issues · 7 pts

WORDPRESS

2

issues · 10 pts

SEO

4

issues · 15 pts

CONVERSION

3

issues · 9 pts

Full Audit Checklist

PERFORMANCE

x **Mobile PageSpeed** **FAIL**
Google uses mobile speed for search rankings -- the majority of web traffic is now mobile.
Score: 62/100

ESTIMATED MONTHLY REVENUE LEAK

Mobile Speed Score: 62/100 -- Significant traffic leak identified. Slow sites lose up to 24% of visitors before they ever convert.

TRAFFIC ABANDONMENT

+24%

LOST LEAD OPPORTUNITY

1 in 4

IMPACT ON AD SPEND

Wasted

* Google benchmark: 53% of mobile users leave a site that takes longer than 3 seconds to load.


LOCAL INDUSTRY BENCHMARK

How your site compares to other mid-sized Adelaide Business businesses.

ABC Today **44/100**



Adelaide Business Average **52/100**



Pulse's Insight: You are currently trailing behind local Adelaide Business competitors. This gap directly impacts your search visibility across the Adelaide metro area.

+ **Desktop PageSpeed** **PASS**
How fast the page loads on desktop and laptop computers.
Score: 93/100

Congratulations -- this item is in good shape.

x **Largest Contentful Paint (LCP)** **FAIL**
Time for the biggest visible element to load. A core Google ranking signal.
6.7s (good: under 2.5s)

+ **Cumulative Layout Shift (CLS)** **PASS**
Measures unexpected layout jumps as the page loads -- jarring and confusing for visitors.
0.002 (good: under 0.1)

Congratulations -- this item is in good shape.

+ **Time to First Byte (TTFB)** **PASS**
How quickly the server starts sending data after a browser makes a request.
1ms (good: under 800ms)

Congratulations -- this item is in good shape.

SECURITY HEADERS

+ **SSL / HTTPS Active** **PASS**
Encrypts all data between your site and visitors. Required for Google rankings and payments.
HTTPS active -- connection is encrypted

Full Audit Checklist (continued)

Congratulations -- this item is in good shape.

- + **HSTS Header Present** PASS
 Forces browsers to always use HTTPS -- prevents protocol downgrade attacks.
 HSTS enforced in response headers

Congratulations -- this item is in good shape.

- x **X-Frame-Options Header** FAIL
 Stops your site from being embedded in iframes on other sites (clickjacking protection).
 No X-Frame-Options header
- x **X-Content-Type-Options (nosniff)** FAIL
 Stops browsers misinterpreting files as executable code.
 nosniff header missing

- + **PHP Version Hidden** PASS
 Hides your server PHP version -- attackers cross-reference it against known exploits.
 PHP version not exposed in headers

Congratulations -- this item is in good shape.

WORDPRESS SECURITY

- + **WordPress Version Hidden** PASS
 Hides your WordPress version -- prevents bots targeting known version vulnerabilities.
 Version not visible in page source

Congratulations -- this item is in good shape.

- x **XML-RPC Blocked** FAIL
 An outdated WordPress protocol actively exploited for brute-force password attacks.
 xmlrpc.php is publicly accessible
- x **readme.html Hidden** FAIL
 This file reveals your WordPress version to anyone who requests it.
 readme.html is publicly accessible
- + **User Accounts Not Enumerable via REST API** PASS
 Prevents admin usernames from being publicly exposed via the WordPress API.
 User list not exposed via REST API

Congratulations -- this item is in good shape.

SEO FUNDAMENTALS

- + **Page Not Blocked from Indexing** PASS
 Confirms Google is allowed to index and rank this page in search results.
 Page is indexable by Google

Congratulations -- this item is in good shape.

- + **Page Title Present** PASS
 The title shown in Google search results -- your first impression to new visitors.
 "Ask Cobber | Ask Anything About Australia"

Congratulations -- this item is in good shape.

Full Audit Checklist (continued)

<p>x H1 Heading Present</p> <p>Your main page heading -- tells Google and visitors what this page is about. No H1 heading found</p>		<p>FAIL</p>
<p>+ Single H1 (not multiple)</p> <p>Multiple H1 tags confuse Google about which topic is most important on this page. 1 H1 tag found</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>x H2 Headings Present</p> <p>Subheadings that structure your content and help Google understand your sections. 0 H2 tags found</p>		<p>FAIL</p>
<p>+ Meta Description Present</p> <p>The summary snippet shown under your title in Google search results. Meta description present</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>x Meta Description Length (120-160 chars)</p> <p>Optimal length ensures your full description is visible in Google without being cut off. 226 characters</p>		<p>FAIL</p>
<p>+ Viewport Meta Tag (mobile-ready)</p> <p>Tells mobile browsers how to display your site at the correct scale. Viewport meta tag present</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>+ Canonical URL Tag</p> <p>Prevents duplicate content issues by specifying the preferred URL for this page. Canonical tag present</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>+ Open Graph Tags (social sharing)</p> <p>Controls how your page appears when shared on Facebook, LinkedIn, and X. Open Graph tags present</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>+ Schema / Structured Data</p> <p>Structured data used by Google for star ratings, FAQs, and rich search results. Structured data detected</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>+ XML Sitemap Available</p> <p>A sitemap helps Google discover and index all pages on your site. Sitemap found and accessible</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		
<p>+ Robots.txt File Present</p> <p>Instructions for search crawlers on which pages to visit or skip. robots.txt found</p>		<p>PASS</p>
<p>Congratulations -- this item is in good shape.</p>		

Full Audit Checklist (continued)

+ Favicon Present PASS
The small icon shown in browser tabs, bookmarks, and mobile home screens.
Favicon detected

Congratulations -- this item is in good shape.

x Target Keywords in Content (1/3 found) FAIL
Missing: "artificial intelligence", "ai chat"

CONVERSION & TRUST

x Click-to-Call Phone Link FAIL
Mobile visitors can tap once to call you -- removes a major friction point.
No tap-to-call phone link found

IMPACT ANALYSIS

MOBILE TRAFFIC 64%	CALLS LOST Daily	INDUSTRY ADOPTION <div style="width: 68%; background-color: #0070c0; height: 10px;"></div> 68% have this. You don't.
-------------------------------------	-----------------------------------	--

Pulse's Insight: 64% of web traffic is mobile. Without a tap-to-call link, every mobile visitor must manually copy your number -- most will call a competitor who makes it easier.

x Call-to-Action (CTA) Present FAIL
A clear button telling visitors what to do next: call, book, buy, or enquire.
No clear CTA detected

x Testimonials / Social Proof FAIL
Client reviews that build trust with visitors who do not yet know your business.
No testimonials or reviews found

IMPACT ANALYSIS

READ REVIEWS FIRST 92%	CONVERSION LIFT +34%	INDUSTRY ADOPTION <div style="width: 78%; background-color: #0070c0; height: 10px;"></div> 78% have this. You don't.
---	---------------------------------------	--

Pulse's Insight: 92% of consumers read reviews before buying. Without social proof on your homepage, trust-based buyers -- the majority -- have no reason to choose you over a competitor who has testimonials.

+ Analytics Tracking Installed PASS
Without analytics you have no data on visitors, traffic sources, or behaviour.
Analytics tracking code detected

Congratulations -- this item is in good shape.

x Social Media Links Present FAIL
Links to your social profiles add credibility and keep visitors in your ecosystem.
No social media links detected

TECHNICAL HEALTH

+ Script Load Count (under 20) PASS
Every JS file is a network request -- too many slow your page and hurt your score.
1 external JS files detected

Full Audit Checklist (continued)

Congratulations -- this item is in good shape.

Detailed Findings & Recommendations

You can take this report to any web developer and have them act on the recommendations below. If you'd like our help, WP Clinic is happy to assist — but this report is yours to use however works best for you.

PERFORMANCE**-10 pts****Mobile PageSpeed score needs improvement (62/100).****THE PULSE CONCLUSION**

Google's threshold is 80. You are below it. That means competitors with faster sites are being ranked above you right now. Slow mobile performance kills conversions — studies show a one-second delay reduces conversions by up to 20%. If you do not act on this, you will keep losing mobile traffic and revenue to faster competitors.

SIMPLE FIX

Enable browser caching, minify CSS/JS, and compress images via a plugin like Smush.

PERFORMANCE**-5 pts****Largest Contentful Paint (LCP) is critically slow at 6.7s (Google threshold: under 2.5s).****THE PULSE CONCLUSION**

LCP measures how long it takes for your page's main content to appear on screen. At 6.7 seconds, visitors are staring at a blank or partially loaded page for far too long. Google uses LCP as a direct Core Web Vitals ranking factor. A score this poor is actively suppressing your position in search results and driving visitors away before they even see your content.

SIMPLE FIX

Optimise your hero image — compress it, preload it, and convert it to WebP. Remove render-blocking scripts above the fold.

SECURITY**-4 pts****X-Frame-Options security header is missing.****THE PULSE CONCLUSION**

Without this header, any website on the internet can embed your site inside a hidden frame. A hacker overlays invisible buttons on top of your content, tricking your visitors into authorising actions they never intended — this is called clickjacking, and it has been used to steal credentials and trigger fraudulent transactions. Your visitors are currently exposed to this attack.

SIMPLE FIX

Add `X-Frame-Options: SAMEORIGIN` to your server headers via .htaccess.

SECURITY**-3 pts****X-Content-Type-Options header is missing.****THE PULSE CONCLUSION**

Without this header, browsers can misinterpret files and execute them as code. If your site accepts any file uploads or user-generated content, this can be exploited to run malicious scripts in your visitors' browsers. It is a one-line fix with zero downside. There is no legitimate reason not to have it.

SIMPLE FIX

Add `X-Content-Type-Options: nosniff` to your server headers.

Detailed Findings (continued)

WORDPRESS

-7 pts

WordPress XML-RPC endpoint (xmlrpc.php) is publicly accessible.

THE PULSE CONCLUSION

XML-RPC is an outdated protocol almost no modern WordPress site needs. Bots actively exploit it to run brute-force password attacks — testing thousands of username and password combinations in a single HTTP request. It can also be weaponised to amplify DDoS attacks using your server as a relay. This endpoint has no legitimate use for most businesses and should be blocked immediately. Every day it remains open is a day your site is being probed.

SIMPLE FIX

Block xmlrpc.php access via .htaccess or install a security plugin like Wordfence.

WORDPRESS

-3 pts

WordPress readme.html is publicly accessible — exposing version information.

THE PULSE CONCLUSION

Your readme.html file is publicly readable and broadcasts your exact WordPress version to any attacker who checks — and they do check. Combined with your version number already visible in your page source, there are now two independent ways for hackers to fingerprint your site. Deleting this file takes 30 seconds and eliminates one unnecessary attack surface.

SIMPLE FIX

Delete or rename the readme.html file via FTP or your hosting file manager.

SEO

-7 pts

No H1 heading tag detected on the homepage.

THE PULSE CONCLUSION

The H1 is the primary signal Google uses to determine what your page is about. Without one, Google has to guess from the rest of your content — and its guesses are routinely wrong. You are making it harder for the algorithm to rank you for the right keywords. Every competitor with a proper H1 has an automatic advantage over you in search results for those terms.

SIMPLE FIX

Add a clear, keyword-rich H1 heading to the top of your homepage content.

SEO

-2 pts

No H2 heading tags detected on the homepage.

THE PULSE CONCLUSION

H2 tags structure your content into logical sections for both readers and search engines. Without them, your page is a single block of undifferentiated content — harder to scan for visitors and harder for Google to understand. Well-structured heading hierarchy is a basic on-page SEO requirement that your competitors are almost certainly meeting.

SIMPLE FIX

Add H2 headings to break your homepage content into clear sections — for example "Our Services", "Why Choose Us", "What Our Clients Say".

Detailed Findings (continued)

SEO

-1 pts

Meta description is too long at 226 characters (ideal: 120–160 characters).

THE PULSE CONCLUSION

A meta description outside the ideal range either gets cut off in search results (if too long) or fails to fill the available space with compelling content (if too short). Google truncates descriptions at roughly 160 characters — anything beyond that disappears. Optimise the length to maximise the impact of your description in search results.

SIMPLE FIX

Edit your meta description in Yoast SEO or Rank Math to be between 120–160 characters. Include your primary keyword and a clear call to action.

SEO

-5 pts

2 of your 3 target keywords not found in the page content: "artificial intelligence", "ai chat"

THE PULSE CONCLUSION

You told me what your customers search for — and those words are not on your page. Google ranks pages based on relevance. If your target keywords do not appear in your content, Google has no reason to rank you for them. You could have the best product or service in your market and still sit on page 10 simply because your page does not say what your customers are typing. This is a fixable problem that is actively costing you business right now.

SIMPLE FIX

Naturally include your target keywords in your homepage headings, intro paragraph and service descriptions.

CONVERSION

-3 pts

No click-to-call phone link (tel: link) detected on the homepage.

THE PULSE CONCLUSION

On mobile, a phone number that is not a tap-to-call link is a dead end. A visitor on their phone who wants to call you has to manually write down your number, switch apps, and dial it themselves — most will not bother. Every mobile visitor who wants to call is a warm lead. You are making them work for it unnecessarily. A tap-to-call link converts that friction into a direct call.

SIMPLE FIX

Wrap your phone number in an anchor tag: `0XXX XXX XXX`. Plugins like WP Call Button can handle this automatically.

CONVERSION

-4 pts

No clear call-to-action (CTA) button or link detected on the homepage.

THE PULSE CONCLUSION

Your homepage exists to convert visitors into leads or customers. Without a clear, visible call-to-action — a button that tells people what to do next — visitors read your content and then leave, unsure what step to take. Every person who leaves without a next step is a lost opportunity. A strong CTA is the single highest-return change most business websites can make.

SIMPLE FIX

Add a prominent button above the fold with clear action text: "Get a Free Quote", "Book a Consultation", or "Call Us Now". Make it impossible to miss.

Detailed Findings (continued)

CONVERSION

-2 pts

No testimonials, reviews, or social proof detected on the homepage.

THE PULSE CONCLUSION

People trust other people more than they trust businesses. If a visitor cannot see evidence that you have helped others like them, they are left to take your word for it — and most will not. Testimonials, reviews, and case studies are conversion multipliers. Their absence is a gap your competitors are exploiting. If you have happy clients, you need their words on your homepage.

SIMPLE FIX

Add 2–3 brief testimonials from real clients to your homepage. Include the client's name, business (if relevant), and a photo if possible.

NEXT STEPS

Turn Pulse's Findings Into Results

01 Forward this report to whoever manages your site

Each finding includes a plain-language Simple Fix your developer can act on immediately. The fixes are ranked by impact — start at the top.

02 Prioritise Security issues first

Open attack surfaces like XML-RPC and exposed version numbers carry real risk. These are typically the fastest fixes and the highest priority.

03 Re-test in 30 days

Once fixes are in place, run another audit to confirm the improvements. Tracking your score over time is the clearest way to show progress.

Steve - WP Clinic

steve@wpclinic.com.au
0466 369 466

Adelaide, SA - ABN 29 554 988 406
fixmyword.press

Pulse's Final Word



"Your digital foundation is functional but inefficient. You are leaving money on the table."

[REQUEST A FIX -->](#)

Or contact Steve directly: steve@wpclinic.com.au | 0466 369 466

13 issues identified · 56 confidence points lost · Pulse Executive Audit · 18 May 2026