



Website Assessment Report

Security · Compliance readiness · SEO · GEO · Infrastructure indicators

www.sample-shop.example

Prepared for: Sample Company Ltd
Website: www.sample-shop.example
Assessment date: 1 October 2026, 09:00 UTC
Report ID: SAMPLE-0001

Executive summary

Assessment areas at a glance

Each area's status is derived from the findings below - there are no numerical scores. "Good" means nothing above informational level was observed in the checks that ran, not that the area is free of problems.

Area	Status	Coverage	Findings
Security configuration	High priority	Full	1 high, 2 medium, 3 low
Compliance readiness	High priority	Partial	1 high, 1 low; 1 need manual review
page limit reached; public evidence only - legal review needed			
Technical SEO	Needs improvement	Partial	1 medium, 2 low
page limit reached			
GEO / AI search readiness	Needs improvement	Partial	1 medium, 1 low
page limit reached			
Hosting & infrastructure indicators	Good	Partial	-
public indicators only - hosting internals need authorised access			

We carried out an automated, non-intrusive assessment of [www.sample-shop.example](#). It found 18 observations: 0 critical, 2 high, 4 medium, 7 low and 5 informational.

Critical: 0 High: 2 Medium: 4 Low: 7 Info: 5

Top priorities

- [High] Analytics or advertising tags load without a detected consent tool (google_analytics, meta_pixel)
- [High] SSL/TLS certificate expires in 11 days
- [Medium] Cookie "cart_id" lacks security attributes
- [Medium] robots.txt blocks AI search crawlers: OAI-SearchBot, PerplexityBot
- [Medium] HTTPS is not enforced by the browser (HSTS missing)

Compliance readiness by jurisdiction

Markets declared for this website: IE, CZ.

No reviewed rules are available yet for these markets. The compliance-readiness observations are listed in the findings without a legal mapping.

Public website checks cannot establish compliance with GDPR or any other law. Rules are applied only after review and are versioned; this report used the versions listed.

Scope and methodology

One comprehensive, automated and non-intrusive assessment covering: security configuration (SSL/TLS, HTTPS enforcement, security headers, cookie attributes, e-mail domain records MX/SPF/DMARC), compliance-readiness evidence (privacy and legal pages, analytics and advertising tags, consent tools, tracking cookies), technical SEO, GEO / AI search readiness, and public infrastructure indicators (availability, response times). Pages assessed: 150. All requests were ordinary page requests from a clearly identified agent; no forms were submitted, no logins were attempted and no exploitation or load testing was performed.

Assessment engine version: 2026.10-wp3

The page limit of the selected package was reached: 150 of at least 212 discovered pages were assessed.

Findings

Security configuration

SSL/TLS certificate expires in 11 days

Severity: High · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: If not renewed in time, visitors will see a security warning.

How to fix: Renew the certificate now and make sure automatic renewal works.

Evidence: {"daysRemaining":11,"issuer":"Example CA"}

Source: TLS handshake · observed 2026-10-01 09:04 UTC

Cookie "cart_id" lacks security attributes

Severity: Medium · Confidence: Likely · Affected: <https://www.sample-shop.example/>

Why it matters: Cookies without Secure can travel unencrypted; without HttpOnly they are readable by scripts; without SameSite they are sent with cross-site requests.

How to fix: Set Secure, HttpOnly (unless scripts genuinely need the cookie) and SameSite=Lax or Strict.

Evidence: {"cookie":"cart_id","missing":["Secure","SameSite"]}

Source: HTTP response headers · observed 2026-10-01 09:04 UTC

HTTPS is not enforced by the browser (HSTS missing)

Severity: Medium · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: Visitors can be downgraded to an unencrypted connection on their first visit or on hostile networks such as public Wi-Fi.

How to fix: Add the header Strict-Transport-Security: max-age=31536000; includeSubDomains once every page and subdomain works over HTTPS.

Source: HTTP response headers · observed 2026-10-01 09:04 UTC

DMARC is in monitoring mode only (p=none)

Severity: Low · Confidence: Confirmed

Why it matters: Spoofed email is reported but not blocked.

How to fix: After reviewing reports, move to p=quarantine and then p=reject.

Evidence: {"domain":"_dmarc.sample-shop.example","policy":"none"}

Source: DNS records · observed 2026-10-01 09:04 UTC

No Content Security Policy

Severity: Low · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: If an attacker manages to inject script (for example through a vulnerable plugin), the browser has no rules to block it.

How to fix: Introduce a Content-Security-Policy, starting in report-only mode, and tighten it gradually.

Source: HTTP response headers · observed 2026-10-01 09:04 UTC

HTTP to HTTPS redirect is temporary

Severity: Low · Confidence: Confirmed · Affected: <http://www.sample-shop.example/>

Why it matters: Temporary (302/307) redirects are not cached and are less clear to search engines.

How to fix: Use a permanent 301 or 308 redirect.

Evidence: {"status":302}

Source: HTTP response headers · observed 2026-10-01 09:04 UTC

DKIM could not be checked automatically

Severity: Info · Confidence: Needs manual review

Why it matters: DKIM signing keys are published under names (selectors) chosen by your email provider and cannot be discovered reliably.

How to fix: Confirm in your email provider's admin console that DKIM signing is enabled.

Source: DNS records · observed 2026-10-01 09:04 UTC

Compliance readiness

Analytics or advertising tags load without a detected consent tool (google_analytics, meta_pixel)

Severity: High · Confidence: Likely · Affected: <https://www.sample-shop.example/>

Why it matters: In the EU and UK, non-essential tracking generally requires the visitor's prior consent. These tags are loaded as ordinary scripts and we found no consent-management tool on the assessed pages, so tracking may start before the visitor has chosen. A consent tool loaded indirectly would not be visible to us.

How to fix: Add a consent-management tool that blocks these tags until the visitor agrees, or remove tags you do not need. Then verify in a browser (with cookies cleared) that nothing is set before consent.

Evidence: {"trackers":"google_analytics, meta_pixel","count":150,"note":"Seen in the page HTML. A consent tool loaded later (e.g. through a tag manager) would not be visible here."}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

No operator details or contact page was found

Severity: Low · Confidence: Needs manual review · Affected: <https://www.sample-shop.example/>

Why it matters: Visitors, customers and authorities expect to be able to identify and contact the business behind a website, and several jurisdictions require specific company details online. We found no link to an imprint/legal notice or a contact page on the assessed pages.

How to fix: Add a contact page and the company details that apply to you (e.g. legal name, registered address, registration number) and link them from every page.

Evidence: {"pagesChecked":150}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

Legal and contact pages linked from the website

Severity: Info · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: A privacy notice, cookie information, operator details and contact options are the first things a customer, regulator or partner looks for. This is an inventory of what we found linked, not a review of what those pages say.

How to fix: Check that each linked page is current and complete. Missing items are listed as separate findings.

Evidence: {"privacy":["https://www.sample-shop.example/privacy"],"cookies":[],"imprint":[],"terms":["https://www.sample-shop.example/terms"],"contact":"not found","consentTools":"none detected"}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

Technical SEO

7 broken internal link targets

Severity: Medium · Confidence: Confirmed

Why it matters: Visitors and search engines hit error pages, which wastes crawl budget and frustrates users.

How to fix: Fix or remove the links listed under evidence (each example shows the pages linking to it), or redirect the old addresses.

Evidence: {"count":7,"examples":[{"url":"https://www.sample-shop.example/old-offer","status":404}]}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

42 images without alternative text

Severity: Low · Confidence: Confirmed

Why it matters: Alt text helps visually impaired visitors and image search.

How to fix: Add a short alt description to meaningful images; use alt="" for purely decorative ones.

Evidence: {"images":42,"pages":12}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

18 pages without a meta description

Severity: Low · Confidence: Confirmed

Why it matters: Search engines pick a random text snippet instead of your summary.

How to fix: Add a unique meta description of about 120–160 characters to important pages.

Evidence: {"count":18}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

GEO / AI search readiness

robots.txt blocks AI search crawlers: OAI-SearchBot, PerplexityBot

Severity: Medium · Confidence: Confirmed · Affected: <https://www.sample-shop.example/robots.txt>

Why it matters: Content blocked for these crawlers cannot appear in, or be cited by, the matching search and AI answer products. Blocking Googlebot or Bingbot also removes the site from normal search results.

How to fix: If this is not intentional, remove the Disallow rules for these user agents in robots.txt. If it is intentional, mark the issue as 'Risk accepted'.

Evidence: {"blocked":["OAI-SearchBot, PerplexityBot"],"count":2}

Source: robots.txt · observed 2026-10-01 09:04 UTC

The homepage does not describe your organisation in structured data

Severity: Low · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: Search engines and AI assistants rely on schema.org Organization or LocalBusiness data to identify who you are, where you operate and how to contact you. Without it, answers about your business are more likely to be incomplete or wrong.

How to fix: Add a JSON-LD Organization (or LocalBusiness) block to the homepage with your legal name, logo, address, contact details and links to your official profiles (sameAs).

Evidence: {"typesFound":"WebSite"}

Source: page HTML (crawl) · observed 2026-10-01 09:04 UTC

AI search and AI training crawlers: who robots.txt allows

Severity: Info · Confidence: Confirmed · Affected: <https://www.sample-shop.example/robots.txt>

Why it matters: AI search and answer tools (Google AI Overviews, Bing/Copilot, ChatGPT search, Perplexity, Claude) can only show or cite pages their crawlers may fetch. Training crawlers are a separate business decision.

How to fix: Review the table in the evidence. Allow the search/answer crawlers you want to be visible in. Decide deliberately whether to allow training crawlers. Note: this check reads robots.txt only; a firewall or CDN setting can still block crawlers.

Evidence: {"robotsTxt":"found","llmsTxt":"absent","note":"Based on robots.txt only. Firewall or CDN bot blocking was not tested."}

Source: robots.txt · observed 2026-10-01 09:04 UTC

Hosting & infrastructure indicators

Home page response time: 640 ms

Severity: Info · Confidence: Confirmed · Affected: <https://www.sample-shop.example/>

Why it matters: Slow responses frustrate visitors and can affect search rankings. Under about 800 ms is good for the first response.

How to fix: If slow, review hosting capacity, caching and heavy plugins.

Evidence: {"ms":640}

Source: HTTP response headers · observed 2026-10-01 09:04 UTC

Scope: 150 pages assessed (212 discovered)

Severity: Info · Confidence: Confirmed

Why it matters: This assessment covers the pages listed. If the page limit of your package was reached, remaining pages were not assessed.

How to fix: Choose a larger package if you need more pages covered.

Evidence: {"pagesAssessed":150,"pagesDiscovered":212,"limitReached":true}

Source: assessment run · observed 2026-10-01 09:04 UTC

Recommended next steps

1. Analytics or advertising tags load without a detected consent tool (google_analytics, meta_pixel)

Add a consent-management tool that blocks these tags until the visitor agrees, or remove tags you do not need. Then verify in a browser (with cookies cleared) that nothing is set before consent.

2. SSL/TLS certificate expires in 11 days

Renew the certificate now and make sure automatic renewal works.

3. Cookie "cart_id" lacks security attributes

Set Secure, HttpOnly (unless scripts genuinely need the cookie) and SameSite=Lax or Strict.

4. robots.txt blocks AI search crawlers: OAI-SearchBot, PerplexityBot

If this is not intentional, remove the Disallow rules for these user agents in robots.txt. If it is intentional, mark the issue as 'Risk accepted'.

5. HTTPS is not enforced by the browser (HSTS missing)

Add the header Strict-Transport-Security: max-age=31536000; includeSubDomains once every page and subdomain works over HTTPS.

6. 7 broken internal link targets

Fix or remove the links listed under evidence (each example shows the pages linking to it), or redirect the old addresses.

7. No operator details or contact page was found

Add a contact page and the company details that apply to you (e.g. legal name, registered address, registration number) and link them from every page.

8. DMARC is in monitoring mode only (p=none)

After reviewing reports, move to p=quarantine and then p=reject.

9. The homepage does not describe your organisation in structured data

Add a JSON-LD Organization (or LocalBusiness) block to the homepage with your legal name, logo, address, contact details and links to your official profiles (sameAs).

10. No Content Security Policy

Introduce a Content-Security-Policy, starting in report-only mode, and tighten it gradually.

11. HTTP to HTTPS redirect is temporary

Use a permanent 301 or 308 redirect.

12. 42 images without alternative text

Add a short alt description to meaningful images; use alt="" for purely decorative ones.

13. 18 pages without a meta description

Add a unique meta description of about 120-160 characters to important pages.

Implementing the fixes

Teams with their own IT staff, developer or SEO specialist can use this report directly. If you do not have the right people, TrustNeva can prepare a separate quotation for the issues you choose: select them under Issues in your dashboard and request a quote. Every quotation is reviewed by a person, nothing is done until you accept the quotation, and each fix is confirmed only by a later re-check.

Limitations

This report reflects what was publicly observable at the time of the assessment. It is not a penetration test, a formal security or legal audit, a compliance assessment or a certification, and it does not guarantee that the website is free of vulnerabilities or compliant with any law. Compliance-readiness findings are observations that support a review; they are not legal conclusions. Findings marked "needs manual review" could not be decided automatically. Areas marked "Not assessed" could not be observed in this run. Results can change as the website, its hosting or DNS change.

Prepared by TrustNeva (Company name to be confirmed). Draft wording pending legal review.