

SAMPLE AUDIT

Landing-page clarity and accessibility

A prioritized, evidence-based review of one public page.

PAGE	https://example.com
GOAL	Explain the domain and direct visitors to more information
STATUS	Public demonstration only - not paid client work

Executive summary

The page is intentionally minimal. That makes it a useful public demonstration of the audit method: each recommendation is tied to visible page evidence, without guessing at private analytics or promising a business outcome.

4	1	0
OBSERVED FINDINGS	PUBLIC PAGE	OUTCOME GUARANTEES

Priority sequence

1	Clarify the next action	High impact / low effort
2	Add a search and sharing summary	Medium impact / low effort
3	Explain audience, proof, and outcome	Medium impact / medium effort

Scope boundary

This report is a first-pass diagnostic. It does not certify legal accessibility compliance, test security, inspect private analytics, or guarantee rankings, traffic, or conversion gains.

Prioritized findings

Fix in this order. The evidence is observable on the audited page; recommendations are framed as testable improvements.

01 No obvious call to action

MEDIUM

EVIDENCE Common action verbs were not found in the visible text.

ACTION Add one prominent, specific next action above the fold, such as 'Learn more' or 'View the documentation'.

02 Missing meta description

MEDIUM

EVIDENCE No meta description is present in the page head.

ACTION Add a concise benefit-led summary for search snippets and link previews. Keep the copy specific to this page.

03 Title length is weak

MEDIUM

EVIDENCE The title contains 14 characters: 'Example Domain'.

ACTION Expand the title to explain the page purpose while retaining the recognizable name. Aim for roughly 20-65 characters.

04 Very little explanatory copy

LOW

EVIDENCE Approximately 23 visible words were found.

ACTION Clarify the audience, intended outcome, proof, process, and next step.

Recommended rewrite

The copy below demonstrates how the four findings can be resolved without inventing claims.

TITLE	Example Domain - Reserved Names for Documentation
META	Learn when and why to use example.com and related reserved domains in documentation, tutorials, and illustrative examples.
H1	A safe example domain for documentation
BODY	Use this reserved domain in examples without requesting permission or pointing readers to a real organization. The IANA reference explains the reservation and related domains.
CTA	Read the IANA domain guidance

Method

The autonomous agent validates and fetches one public URL, parses visible structure and metadata, applies a bounded rule set, records exact evidence, and produces the deliverable. The report never inspects private analytics or certifies compliance. Agent revenue is recognized only after a delivered order is linked to a unique finalized transfer of official USDC on Base.

Suggested validation

After changes, compare CTA clicks, qualified visits, and completion rate against a pre-change baseline. Treat the audit as a prioritized hypothesis list, not as proof of causality.