



2024-06-03

## 1. Introduction

The website <https://REDACTED URL> has been analysed and the following report was created based on findings from multiple tools and human observation.

This report is a snapshot of the current state of the website and is intended to provide a high-level overview of the site's security and SEO performance. The report is divided into sections, each of which provides information on a specific aspect of the site.

The report is intended to be used as a starting point for further analysis and optimization.

The results below are from investigating the current website code, DNS setup, whois information, speed testing tools, basic technical SEO approaches, and (when required), analyzing current advertising, placements, and costs.

The audit was completed by Lisa-Marie Karvonen.

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## 2. Risk Overview

Type	Critical	High	Medium	Low
Security Issues	0	0	1	3
Privacy	0	0	0	2
Software & Plugins	0	0	0	3
Speed	0	0	2	0
Mobile Optimization	0	0	0	0
Content Quality	0	0	0	1
Other Findings	0	0	0	0
Recommendations	0	0	1	2

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This audit report is confidential.



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### 3. Basic Information

Domain age	5.10.2018
Domain registrar	Registrar Name
Hosting	Redacted (utilizing UpCloud). Nginx, PHP/8.3.7.
Redirects	There are no redirects.
SSL Certificate	SSL Certificate expires on 2024-00-00 and is issued by Let's Encrypt. HTTP redirects to HTTPS.
Domain updated	21.9.2023 00:00:00
Domain expiry	5.10.2024 00:00:00
Sitemap	We were able to detect a sitemap at <a href="https://REDACTED URL/sitemap.xml">https://REDACTED URL/sitemap.xml</a> .
Robots.txt	We were able to detect a robots.txt:  User-agent: * Disallow: /wp-admin/ Allow: /wp-admin/admin-ajax.php  Sitemap: <a href="https://REDACTED URL/sitemap.xml">https://REDACTED URL/sitemap.xml</a> Sitemap: <a href="https://REDACTED URL/sitemap.rss">https://REDACTED URL/sitemap.rss</a>
Nameservers	ns1.REDACTED URL, ns2.REDACTED URL
Google Search Console	Google site verification tag is found in the code which indicates search console (or at least the site is verified) within the Google ecosystem.
Google Analytics	We were able to detect a Google Analytics cookie that appears after cookie consent.
OG Tags	Testing your site here: <a href="https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL%2F">https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL%2F</a> shows that your OG tags are missing some info. See more in recommendations.
Social Media	<a href="https://www.facebook.com/redacted">https://www.facebook.com/redacted</a> , <a href="https://www.linkedin.com/company/redacted">https://www.linkedin.com/company/redacted</a>

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## 4. Security Issues

MEDIUM	Login Not Protected	The site has a login at <a href="https://REDACTED URL/wp-admin">https://REDACTED URL/wp-admin</a> which gives too much information. For example if you try 'admin', it says that it's not registered on the site. See recommendations for more info.
LOW	x-powered-by	Your server is showing the server header and x-powered-by which reveals the software and php version running. You might want to remove this.
LOW	Version Leakage	WordPress and a number of plugins are leaking version information (and the fact that they exist), in your source code. This is marked as low because all the plugins and core are up to date, which makes you 10 times more proactive than most.
LOW	WAF	We couldn't detect any kind of WAF such as Wordfence or other site protection such as Cloudflare to protect against DDoS. You of course already have a good grip on security so this is probably a carefully considered decision which is why it's low priority.

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## 5. Privacy

LOW	Fonecta	REDACTED and REDACTED reveal your full name and other info. I am sure that privacy is important to you, so I am just letting you know so you can clean that up if you can although it comes right from REDACTED.
LOW	GDPR	There are many concerns with how Google and especially Google Analytics have dealt with privacy issues in the past. You might want to consider switching to completely cookieless analytics such as Matomo.
INFO	Whois Info Hidden	Your whois address and person information is hidden behind a 'Private person'. Great!
INFO	REDACTED	REDACTED of course has all of your company info including addresses and phone numbers. Nothing much to be done about that, although you might want to update your phone number.
INFO	Privacy Policy	Your site has a privacy policy also that of course has the data registrar info as it should.
INFO	Phone Numbers	The website has one phone number (REDACTED) but your company info has another (REDACTED). The website number isn't as commonly found, but the REDACTED one is of course everywhere. You might want to consolidate those numbers.
INFO	Cookie Consent	You are using Complianz to manage cookie consent and the cookie banner. Complianz is the best WP plugin for cookie consent at the moment.

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## 6. Software & Plugins

LOW	All In One SEO	The version of All in One SEO is leaking in the sitemap and page source as All in One SEO v4.6.3.c Recommended to remove any version leakage if possible.
LOW	WordPress Version	WordPress version leaking as 6.5.3 which is the latest. Recommended to remove any version leakage if possible.
LOW	Elementor	Elementor has a lot of issues but luckily your version is the most recent. The date and version is leaking in your source code though, recommended to clean that up if you can.
INFO	Astra Theme Addon	You are using a plugin for your ready-made theme Astra which looks to be the Pro version. This will add more bloat to your site and you might want to consider whether it's worth it.
INFO	Complianz GDPR Premium	It looks as though you are using the premium version of Complianz which is great.

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## 7. Organic SEO

Organic SEO is the ability of the website to draw in traffic from organic and free sources such as Google, Bing, etc. The more quality content on a website, the more text and images search engines have to index, which helps a website show in search results.

Google's algorithm changes constantly so it's important to focus on concrete and non-risky methods to improve your site for organic. Short-term tips and tricks are not advisable and may make Google rank you lower. We only recommend white-hat SEO optimization techniques.

Multiple factors affect how search engines rank you. These can be roughly broken into Technical SEO, Speed Optimization, Mobile Optimization and Content Quality.

The section 'Indexable Content' shows you a current list of URL's visible to Google. It's a good idea to review these periodically to make sure there are no pages, articles or data that shouldn't be publicly visible. By adding your sitemap URL to Google Search Console, you can improve ranking and get tips straight from Google about pages they can't index properly.

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## 7.1 Speed

MEDIUM	Ready-made Theme	You are using the ready-made theme Astra which is also loading Elementor. Your site is quite light so you may wish to consider moving to a custom theme without a page builder for both speed, privacy and security.
MEDIUM	Site Performance	Your site receives a C grade from Pingdom. The page size is tiny at 368.3kb and load time is just over a second (from Germany). So I wouldn't worry too much about this. However, if you like the minimalist look, you could reduce page load a lot by removing that ready-made theme, Elementor, and all the bloat that comes with it. But it works!
INFO	Speed Optimization	Speed optimization is not something this audit focused on, but these were just quick checks.

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## 7.2 Mobile Optimization

INFO	Mobile Optimization	This audit did not focus on usability or SEO.
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### 7.3 Content Quality

LOW	Text Amount	You might want to consider cutting down your text amount or making it more bite-size both for usability and SEO. I am also guilty of writing too much. You have very few pages, but they are long ones. It depends on your end goal of course.
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## 7.4 Indexable Content

Sitemap Found	The sitemap page-sitemap.xml contains 8 entries.
Indexable URLs	REDACTED LIST OF PAGES

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## 8. Other Findings

INFO	404-page	Your 404 page is nice :) I miss fun 404 pages.
INFO	Security Headers	Your site is getting a lovely A+ for security headers which is great. There are a few warnings about duplicate headers though: <a href="https://securityheaders.com/?q=https%3A%2F%2FREDACTED_URL%2F&amp;followRedirects=on">https://securityheaders.com/?q=https%3A%2F%2FREDACTED_URL%2F&amp;followRedirects=on</a>

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## 9. Recommendations

MEDIUM	Login Protection	It's recommended that since you don't have a lot of users logging in on your site, that you can protect the admin area for example by using a WAF that blocks any user trying to login with a name that doesn't exist. At the moment your login screen gives the 'admin is not registered on this site' error, which gives information to bots. Block them straight away or better yet, block access to login entirely unless you are from a certain IP address.
LOW	Content Structure	You might want to consider breaking your content down a little into manageable chunks. You have some good references there that are at the end of the page. A few screenshots and a content structure would help a lot in getting your message across. Design is subjective though and I like the clean look of your site too.
LOW	OG Image Tags	Both your og:image and og:secure_url (same image) are broken. You might want to fix that for social media sharing.  REDACTED URL

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## **10. Summary and More Information**

We hope you find this audit information useful in improving your website. If you have any questions about this audit or its findings, or you would like us to take care of these issues for you. Please contact us using the details below.

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