

FREE WEBSITE AUDIT REPORT

A Professional Review of **excelastudio.com**

An independent analysis of design, trust, messaging,
conversion performance, and automation readiness — prepared by ExcelaStudio.

Weakest area: **AI Search Readiness** at 76/100

Also needs attention: **Trust & Credibility**

Overall measured score 93/100

Website Analyzed <https://www.excelastudio.com>

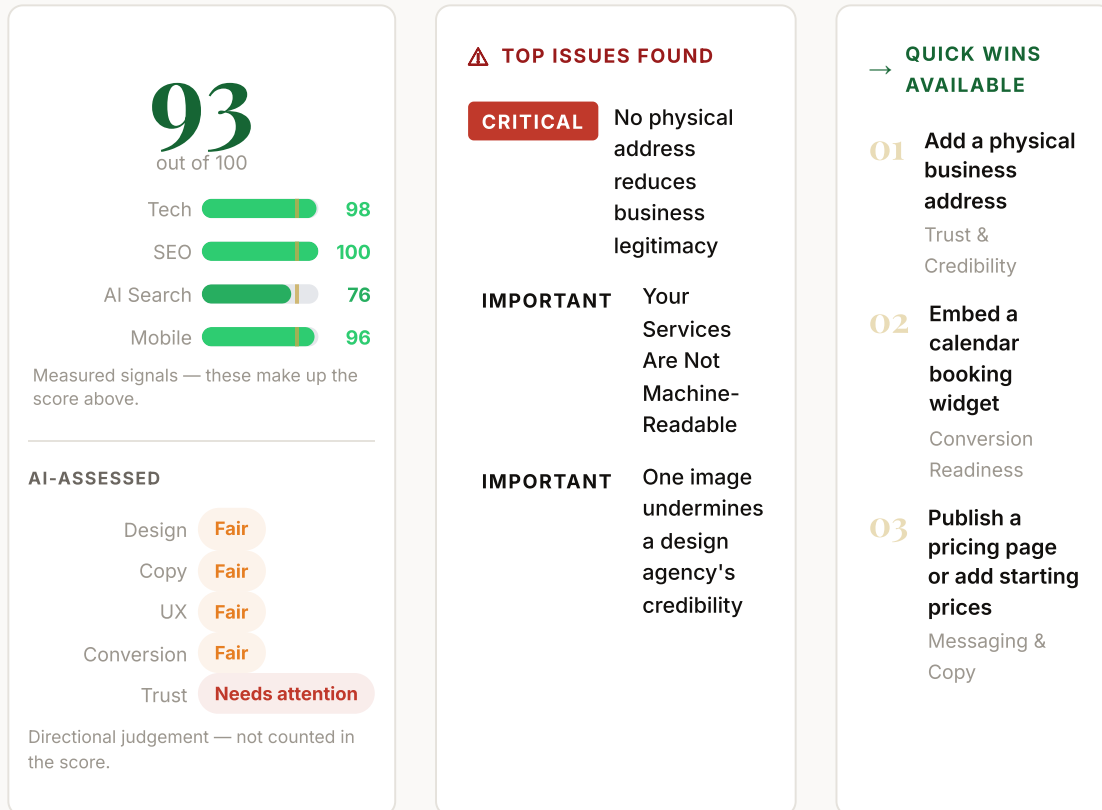
Report Date August 28, 2026

Prepared by ExcelaStudio

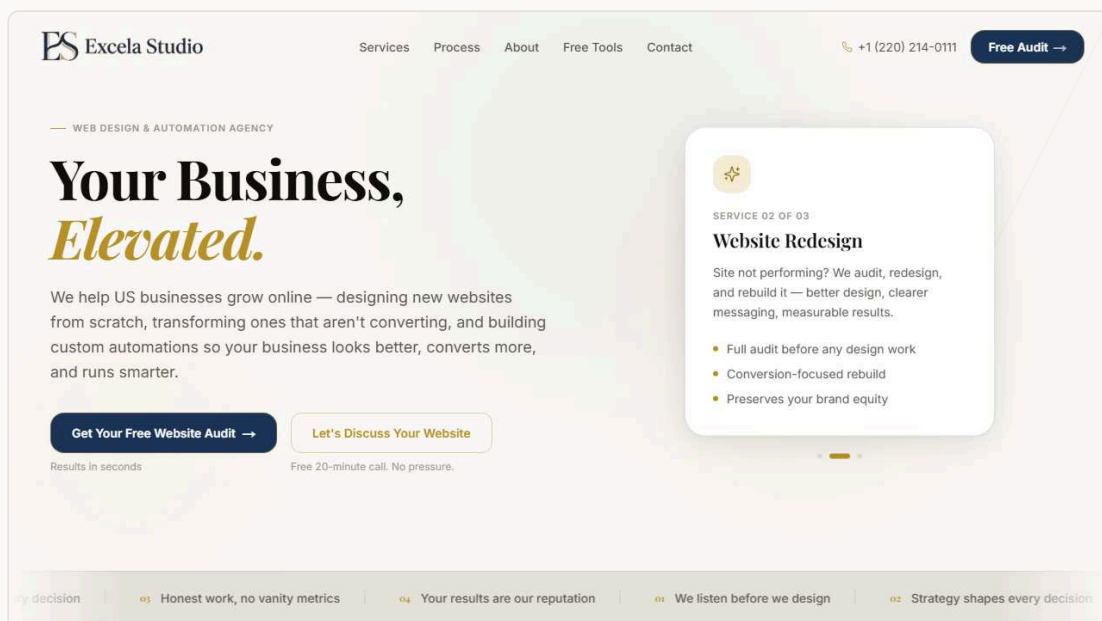
Contact sumit@excelastudio.com

AT A GLANCE

Where Your Website Is Losing Work



HOMEPAGE — ABOVE THE FOLD



How This Report Was Produced

MEASURED — DRIVES YOUR SCORE

Taken directly from Google PageSpeed Insights, your page's own markup, your robots file and your structured data. Speed measurements vary slightly between tests, so speed enters your score by Google's own classification — Good, Needs Improvement or Poor — rather than as a raw number. Your measured scores are stable to within one band: re-run this audit on an unchanged site and these numbers do not move.

- **Technical Health** (30% of your score) — 40% Google PageSpeed performance, by Google's Good / Needs Improvement / Poor classification, and 60% your page's own markup — secure connection, mixed content, canonical URL, browser tab icon, mobile viewport, image alt text, broken images, render-blocking files and page weight.
- **SEO Basics** (25% of your score) — 60% Google Lighthouse SEO score when available, and 40% page title, meta description, headline structure, canonical URL and structured data.
- **AI Search Readiness** (25% of your score) — 40% how much of your content is readable without scripts, 20% AI assistant access in your robots file, 25% structured business, service and FAQ data, and 15% question-and-answer content an assistant can quote.
- **Mobile Experience** (20% of your score) — 40% Google PageSpeed mobile performance, by Google's Good / Needs Improvement / Poor classification, and 60% mobile viewport configuration, render-blocking files and page weight.

AI-ASSESSED — DIRECTIONAL ONLY

Reviewed by an AI model reading your page content and structure. These are judgement calls, so they are reported as bands rather than numbers and are deliberately excluded from your score. Treat them as direction, not measurement.

- **First Impression & Design** — AI review of page structure, visual hierarchy and above-the-fold content.
- **Messaging & Copy** — AI review of headline clarity, benefit language and local relevance.
- **UX & Navigation** — AI review of navigation labelling, layout and information hierarchy.
- **Conversion Readiness** — AI review of calls to action, contact visibility and lead capture friction.
- **Trust & Credibility** — AI review of social proof, team presence and credibility signals.

Your score, step by step

MEASURED DIMENSION	SCORE	WEIGHT	CONTRIBUTION
Technical Health	98	30.0%	29.40
SEO Basics	100	25.0%	25.00
AI Search Readiness	76	25.0%	19.00
Mobile Experience	96	20.0%	19.20
Total			92.60 → 93

Add the contribution column and round to the nearest whole number. AI-assessed dimensions contribute nothing to this total.

Report date: August 28, 2026 **Tool version:** scorer 2.0.0 / prompt 2.0.0

Findings are limited to what is publicly visible without logging in. Every finding in this report is backed by something we directly observed on your site; anything we could not verify has been left out rather than guessed at.

CONTENTS

Table of Contents

This report scores your website on 4 measured dimensions and reviews 5 more with AI assessment. Each section explains what's working, what needs attention, and exactly how to fix it — in order of business impact.

01	Executive Summary	Overall score: 93/100
02	What You're Getting Right	9 dimensions with strengths
03	Audit Breakdown	98 100 76 96
04	Competitor Comparison	Not available this run
05	Growth Opportunities	5 issues prioritised
06	Automation Opportunities	Top 3 of 10 gaps found
07	Next Steps	Your action plan

HOW TO READ THIS REPORT

Measured dimensions score out of 100.
93 These come from your page and from Google, and are the only thing your overall score is built from.

Fair

AI-assessed dimensions show a band — Strong, Fair or Needs attention. They are directional judgement, carry no points, and never move your score.

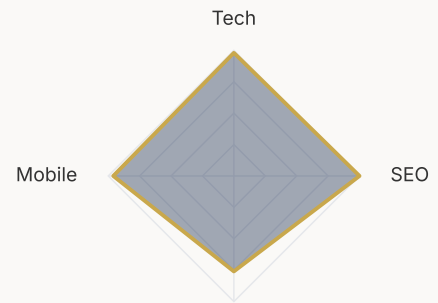
01 EXECUTIVE SUMMARY

Your Website at a Glance

Excelsa Studio is a US-based web design and automation agency that builds new websites, redesigns underperforming ones, and creates custom workflow automations for local service businesses. They position themselves as a strategy-first studio focused on conversion and lead generation.



STRONG



Measured scores across 4 dimensions

WHAT YOUR SITE DOES WELL

- ✓ Clear three-service structure presented above the fold
- ✓ Free audit CTA reduces friction for first contact
- ✓ Sticky header keeps phone number and contact accessible
- ✓ Process section (Discovery → Strategy → Build → Launch) builds confidence

CRITICAL

No physical address reduces business legitimacy

Prospects paying premium prices for agency work expect to know where the business is based; absence raises legitimacy concerns.

Full breakdown across all 9 dimensions and a prioritised action plan are detailed in the sections that follow.

What You're Getting Right

Before diving into opportunities to improve, here are the elements of your site that are already working in your favour.

TECHNICAL HEALTH

- ✓ Served securely over https
- ✓ Images carry descriptive alt text
- ✓ Few render-blocking resources

SEO BASICS

- ✓ Clear, descriptive page title
- ✓ Search result description present and well sized
- ✓ Single clear main headline

AI SEARCH READINESS

- ✓ Content readable by AI crawlers without scripts
- ✓ AI assistants are free to read your site
- ✓ Machine-readable business profile in place

MOBILE EXPERIENCE

- ✓ Configured correctly for mobile screens
- ✓ Fast mobile loading performance

FIRST IMPRESSION & DESIGN

- ✓ Sticky header keeps phone and CTA always visible
- ✓ Above-fold CTA present with two distinct action paths

MESSAGING & COPY

- ✓ Testimonials include specific metrics (8 hrs/week saved, double conversion rate)
- ✓ Service descriptions use plain outcome language, not jargon

UX & NAVIGATION

- ✓ Five-item nav is concise and avoids decision paralysis
- ✓ Free Tools nav entry differentiates from typical agency menus

CONVERSION READINESS

- ✓ Two distinct CTA paths above the fold (audit vs. call)
- ✓ Free audit tool lowers barrier to first engagement

TRUST & CREDIBILITY

- ✓ Three social media profiles linked and named
- ✓ Testimonials include specific, quantified business outcomes

Category-by-Category Findings

The screenshot shows the Excelsa Studio website. The navigation bar includes 'Services', 'Process', 'About', 'Free Tools', and 'Contact'. A phone number '(70) 214-0111' and a 'Free Audit' button are in the top right. The main heading is 'Your Business, Elevated.' with a subtext: 'We help US businesses grow online — designing new websites from scratch, transforming ones that aren't converting, and building custom automations so your business looks better, converts more, and runs smarter.' There are two buttons: 'Get Your Free Website Audit' and 'Let's Discuss Your Website'. A sidebar titled 'Website Redesign' lists services: 'Full audit before any design work', 'Conversion-focused rebuild', and 'Preserves your brand equity'.

1 Your Services Are Not Machine-Readable
AI Search Readiness

2 One image undermines a design agency's credibility
First Impression & Design

3 Headline names no location or target customer
Messaging & Copy

4 No pricing link in nav increases friction
UX & Navigation

MEASURED — REPRODUCIBLE SIGNALS THAT MAKE UP YOUR SCORE

Technical Health

98/100

Scored 98 out of 100 with no issues identified.



PAGESPEED CORE WEB VITALS

DESKTOP SCORE

100/100

Good

MOBILE SCORE

99/100

Good

LCP

2.0s

Good

CLS

0.000

Good

TTFB

4ms

Good

Source: Google PageSpeed Insights — verify at pagespeed.web.dev

No issues detected in this category. See the strengths section below for what's working well.

- ✓ Served securely over https
- ✓ Images carry descriptive alt text
- ✓ Few render-blocking resources

SEO Basics

100_{/100}

Scored 100 out of 100 with no issues identified.



No issues detected in this category. See the strengths section below for what's working well.

- ✓ Clear, descriptive page title
- ✓ Search result description present and well sized
- ✓ Single clear main headline

AI Search Readiness

76_{/100}

Scored 76 out of 100. The findings below account for the points not awarded.



IMPORTANT Your Services Are Not Machine-Readable

WHAT IT IS

Your business profile is structured for AI systems, but the individual services you offer are not.

BUSINESS IMPACT

An assistant asked "who does X near me" can confirm you exist but cannot confirm you do X.

RECOMMENDED FIX

Add structured Service data for each main service, linked to your business profile.

- **No Machine-Readable Question And Answer Data** — Mark up your common customer questions and answers as structured FAQ data.
- **Limited Question-And-Answer Content** — Expand to at least 5 question headings, each with a 40–80 word answer.

- ✓ Content readable by AI crawlers without scripts
- ✓ AI assistants are free to read your site
- ✓ Machine-readable business profile in place

Mobile Experience

96/100

Scored 96 out of 100 with no issues identified.

96

No issues detected in this category. See the strengths section below for what's working well.

- ✓ Configured correctly for mobile screens
- ✓ Fast mobile loading performance

AI-ASSESSED — DIRECTIONAL JUDGEMENT, NOT COUNTED IN YOUR SCORE

First Impression & Design

Fair

The above-fold layout is clean and purposeful, but a single image across the entire page limits visual credibility for a design agency.

AI review of page structure, visual hierarchy and above-the-fold content.

IMPORTANT One image undermines a design agency's credibility

WHAT IT IS

The entire page contains only one image, leaving a design-focused agency without visual proof of its craft.

BUSINESS IMPACT

Prospects evaluating a design agency expect to see design work; absence of it erodes trust before they read a word.

RECOMMENDED FIX

Add a portfolio or case-study section with at least three real project screenshots above the FAQ section.

- ✓ Sticky header keeps phone and CTA always visible
- ✓ Above-fold CTA present with two distinct action paths

Messaging & Copy

Fair

Service descriptions are clear, but the main headline and copy carry no location signal, weakening local search relevance and prospect identification.

AI review of headline clarity, benefit language and local relevance.

IMPORTANT Headline names no location or target customer

WHAT IT IS

The h1 reads 'Web Design & Automation Agency — Your Business, Elevated' with no city, region, or customer type named.

BUSINESS IMPACT

Visitors who land from local searches cannot immediately confirm this agency serves their area, increasing bounce rate.

RECOMMENDED FIX

Add a location qualifier or target-customer phrase to the h1, such as 'for US Local Service Businesses' or a specific region.

IMPORTANT No pricing transparency creates hesitation

WHAT IT IS

The pricing page does not exist and no price range or starting figure appears in the homepage copy.

BUSINESS IMPACT

Prospects without a budget anchor self-disqualify or delay contact, reducing inbound lead volume.

RECOMMENDED FIX

Add a 'Starting from' price point per service on the homepage services section, or publish a pricing page.

- ✓ Testimonials include specific metrics (8 hrs/week saved, double conversion rate)
- ✓ Service descriptions use plain outcome language, not jargon

UX & Navigation

Fair

Navigation is lean and labelled clearly, though the absence of a pricing entry forces prospects to hunt for cost information.

AI review of navigation labelling, layout and information hierarchy.

IMPORTANT No pricing link in nav increases friction

WHAT IT IS

The nav contains Services, Process, About, Free Tools, Contact — no pricing entry exists anywhere in the menu.

BUSINESS IMPACT

Cost is the first question most prospects have; no nav path to pricing forces extra clicks and raises doubt.

RECOMMENDED FIX

Add a Pricing nav item linking to a new pricing page, or add an anchor link to a homepage pricing section.

- ✓ Five-item nav is concise and avoids decision paralysis
- ✓ Free Tools nav entry differentiates from typical agency menus

Conversion Readiness

Fair

Multiple CTAs and a free audit offer are strong conversion assets, but a single form with no live chat or calendar embed limits capture options.

AI review of calls to action, contact visibility and lead capture friction.

IMPORTANT Single form is the only async lead capture path

WHAT IT IS

The page has one form with five inputs and no calendar booking widget or chat option for immediate scheduling.

BUSINESS IMPACT

Prospects ready to act now but unwilling to wait for a form response leave without converting.

RECOMMENDED FIX

Embed a Calendly or equivalent booking widget alongside the contact form so prospects can self-schedule the free call instantly.

- ✓ Two distinct CTA paths above the fold (audit vs. call)
- ✓ Free audit tool lowers barrier to first engagement

Trust & Credibility

Needs attention

Testimonials exist but lack verifiable detail, and the absence of a physical address, client logos, or case study pages leaves significant trust gaps for a premium-priced agency.

AI review of social proof, team presence and credibility signals.

CRITICAL No physical address reduces business legitimacy

WHAT IT IS

The site has no address listed anywhere, which is a standard trust signal for any professional services firm.

BUSINESS IMPACT

Prospects paying premium prices for agency work expect to know where the business is based; absence raises legitimacy concerns.

RECOMMENDED FIX

Add a city and state address to the footer and contact page, even if the team is distributed.

IMPORTANT Testimonials use partial names with no verifiable source

WHAT IT IS

All three testimonials show first name and last initial only, with no company link, photo, or third-party review platform cited.

BUSINESS IMPACT

Anonymous-style testimonials are easy to fabricate; prospects treat them as less credible than named, linked reviews.

RECOMMENDED FIX

Add full names, company names with links, and headshots to each testimonial, or embed Google or Clutch reviews.

- ✓ Three social media profiles linked and named
- ✓ Testimonials include specific, quantified business outcomes

How You Stack Up

Comparison not available for this run

Competitor comparison unavailable: business type and city not provided, and could not be determined from the site.

Send us your business type and city and we will run the comparison manually — three local competitors across the same criteria, at no charge.

Top 5 Issues — Ranked by Business Impact

These are the highest-impact changes for your site. Each issue is explained once in full — with what it is, why it matters, and exactly how to fix it.

HIGH IMPACT

QUICK WIN

TRUST & CREDIBILITY

01

Add a physical business address

No address appears anywhere on the site. For a premium agency charging for trust-building services, this is the single fastest credibility fix available. Add city, state, and ZIP to the footer immediately.

HIGH IMPACT

MEDIUM LIFT

MESSAGING & COPY

02

Publish a pricing page or add starting prices

The pricing page does not exist and no cost signal appears on the homepage. Add a Pricing nav item with at least starting-from figures per service to reduce prospect hesitation.

HIGH IMPACT

MEDIUM LIFT

FIRST IMPRESSION & DESIGN

03

Add portfolio or case study visuals

A design agency with one image on its homepage cannot demonstrate its craft. Add a portfolio section with three or more real project screenshots to prove the work.

MEDIUM IMPACT

QUICK WIN

CONVERSION READINESS

04

Embed a calendar booking widget

Replace or supplement the contact form with a Calendly or equivalent embed so prospects can book the free 20-minute call instantly without waiting for a reply.

MEDIUM IMPACT

MEDIUM LIFT

TRUST & CREDIBILITY

05

Upgrade testimonials with full names and links

Replace partial-name testimonials with full names, company links, and headshots, or embed a Clutch or Google review widget to provide third-party verification.

WEEK 1 Quick Wins

- Add a physical business address
- Embed a calendar booking widget

MONTH 1 Meaningful Changes

- Publish a pricing page or add starting prices
- Add portfolio or case study visuals
- Upgrade testimonials with full names and links

Top 3 of 10 Automation Gaps — Ranked by Impact

Based on publicly visible signals, these are the highest-impact automation gaps — each one is a lead capture or efficiency opportunity you're currently leaving on the table.

Based on publicly visible signals only — your actual setup may differ.

1 No After-Hours Answering For Inbound Calls

MISSED CALLS

HIGH IMPACT**QUICK WIN**

THE GAP

"What happens when someone calls at 7pm on a Friday?"

BUSINESS IMPACT

For local service businesses most after-hours contact is a phone call, not a website message. An unanswered call is a job that goes to whoever picks up next — and a chat widget cannot answer a phone.

RECOMMENDED TOOLS

ExcelaStudio AI Receptionist — answers every call, books the job, texts you the details

Quick Win — we set this up for you; no work on your side

2 No Email Opt-In or Lead Magnet

LEAD CAPTURE

HIGH IMPACT**EASY**

THE GAP

"Most visitors are not ready to buy today — but they could be next month."

BUSINESS IMPACT

Without an email list, there is no way to nurture visitors who are in research mode. A simple opt-in with a useful offer (checklist, guide, discount) builds a list that converts over time.

RECOMMENDED TOOLS

Mailchimp (free tier) · ConvertKit · Klaviyo · Privy

Easy — free tool, embeddable form, 1–2 hours to set up

3 No CRM Lead Tracking Script

MARKETING & RETARGETING

HIGH IMPACT

INVOLVED

THE GAP

"Do you know which page a lead visited before they called you?"

BUSINESS IMPACT

Without CRM tracking, lead attribution is blind. You cannot tell which traffic source or page drove conversions, and you have no automated follow-up when a form is submitted.

RECOMMENDED TOOLS

HubSpot CRM (free tier) · ActiveCampaign · Keap · Zoho CRM

Involved — requires CRM setup, email sequences, and form integration

Your 3-Step Action Plan

CURRENT SCORE

93/100

THIS WEEK

Quick Wins

- Add a physical business address
- Embed a calendar booking widget

THIS MONTH

Meaningful Changes

- Publish a pricing page or add starting prices
- Add portfolio or case study visuals

ASK US

Let Us Handle It

Want us to handle this for you? ExcelaStudio rebuilds underperforming local business websites. We can implement every recommendation in this report.

Book a Free 20-Minute Strategy Call

sumit@excelastudio.com | excelastudio.com

Prepared by ExcelaStudio for excelastudio.com on August 28, 2026. How this report was produced, and which parts are measured versus AI-assessed, is set out in full on page 2.