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## WEBSITE AUDIT REPORT

**Business:** Meadow & Oak Interiors

**Industry:** Home & Lifestyle

**Website:** [www.meadowandoak-example.co.uk](http://www.meadowandoak-example.co.uk)

**Website Grade:** D

**Audit Date:** May 2026

This report highlights areas currently reducing trust, clarity, and conversion potential across the website.

# Executive Summary

The website creates uncertainty during the first few seconds of the customer journey. While the business appears genuine and established, the website experience reduces confidence in several key areas.

Category	Grade	Audit Result
Homepage Clarity	D	Visitors may struggle to understand the offer quickly
Mobile Experience	D	Spacing and hierarchy feel inconsistent on smaller screens
Trust Signals	D	Limited proof, reviews or customer reassurance elements
Calls-To-Action	D	Enquiry actions are not visually strong enough
Performance	B	Loading speed appears acceptable overall
Brand Presentation	C	Friendly but visually dated in places

## Key Audit Finding

**The homepage explains the business too slowly. Visitors are likely deciding whether to stay or leave before fully understanding the offer or services available.**

# Detailed Findings

## Homepage Messaging

The homepage lacks immediate clarity. Key information is hidden too far down the page and the main value proposition is not explained quickly enough.

## Visual Confidence

The website currently feels slightly dated visually. Inconsistent spacing and typography reduce the overall perception of professionalism.

## Mobile Usability

The mobile experience is functional but cramped in areas. Several sections would benefit from improved spacing and clearer visual separation.

## Customer Trust

There are limited trust-building elements throughout the website. Reviews, testimonials and customer examples are currently underused.

## Conversion Path

Visitors are not guided clearly towards the next step. Enquiry buttons and contact prompts should appear more frequently and stand out visually.

# Priority Actions

These are the main improvements identified from the audit, ordered as practical next steps.

1 Improve homepage messaging and headline structure

2 Increase visibility of enquiry and booking buttons

3 Add customer reviews and trust sections

4 Modernise layout spacing and typography

5 Improve mobile hierarchy and readability

## Final Notes

The business already appears genuine and approachable. The main opportunity is ensuring the website reflects that same level of professionalism and confidence online.

Small improvements in clarity, trust, and visual presentation can significantly change how customers perceive a business within the first few seconds of visiting a website.

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