Prepared for ...

https://

SAMPLE

29/01/2024

Website Audit

produced by ...

Dear ....,

Thank you for reaching out regarding the ... website and bringing to my attention the urgent need for improvements to this online property.

In this report, I present the findings of my comprehensive analysis of the WordPress environment. The objective was to identify both front- and back-end issues and propose resolutions. The analysis has delved deeper into the website audit than initially expected, placing us ahead of schedule.

The entire process of enhancing and repairing the website, as discussed in our email correspondence, encompasses the following areas:

1. Website Audit
2. Plugin and Theme Updates
3. Hosting Space Management
4. Database Optimization
5. Image Troubleshooting
6. Error Resolution
7. Security Measures
8. Backup Implementation
9. Communication
10. Recommendations

For your convenience, this report will outline the scope of issues, observations, and proposed solutions, following a straightforward structure to cover all areas and issue categories.

While addressing frontend issues is a top priority, there are urgent and crucial steps to be taken on the backend and server levels, as outlined in the action plan.

...

Working time for the implementation of this plan is estimated to be in excess one working day.

Best regards,

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OVERVIEW

Website: https://
IP Address:
WordPress Version: 6.4.2

1. **Reported Issues:**
2. **WordPress System Status Issues:**
3. **Plugins:**
4. **Security:**
5. **Action Plan and Proposal:**
6. **Further Recommendations:**

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Reported Issues:

ID	Page	Issue description	Verified	Root cause	Notes
1	**Homepage** **/**	logo does not appear	Yes	logo.png file missing	
1.1			Yes/No	PDF file missing	Image shows fine BUT link to PDF is broken
1.2			No		
1.3			Yes	PDF file missing	
2	https:// - -	The cover pages of the reports and the links do not work any more	Yes	PDF file missing	
3	https:// - -	links broken in TablePress	Yes	PDF files missing	**TablePress** plugin is redundant. Links can be added simply as hyperlinked text on pages. Tables can be created in DIVI.
4	https:// - -	broken links, instead of PDF previw image a broken image placeholder shows	Yes	PDF files missing	
5	https:// - -	some links broken	Yes	PDF files missing	
6	https:// - -	link to PDF broken	Yes	PDF files missing	

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WordPress System Status Issues:

Writable wp-content Directory	True
Writable et-cache Directory	True
PHP: Version	7.4 – update to 8.4. the latest stable version. Done at server level.
WordPress Version	6.4.2
PHP: memory_limit	256M
PHP: post_max_size	64M
PHP: max_execution_time	30 - We recommend 120 for the best experience.
PHP: upload_max_filesize	64M
PHP: max_input_time	60
PHP: max_input_vars	5500
PHP: display_errors	1 - We recommend 0 for the best experience.
Dynamic CSS	on
Dynamic Framework	on
Dynamic JavaScript	on
Critical CSS	on
Static CSS	on
WordPress Debug Mode Enabled	True
WordPress Debug Log Exists	True
WordPress bar and DIVI live builder bar missing (!)	True

- PHP Version is changed at server level from the hosting provider's control panel. Access is needed.
- max_execution_time is changed either in PHP.ini file, wp-config.php, or .htaccess
- display_errors is changed in wp-config.php
- Deactivating WordPress Debug Mode and Log depends on the setup and requires further investigation

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Plugins:

Summary: 41 plugins **in total**, 19 redundant, 8 inactive, 7 require investigation

Note: required are max 10 – 15 plugins max for a standard website using DIVI

1. **Classic Editor** redundant - DELETE
2. **Contact Form 7** redundant, not being used – DELETE
3. **Debug Bar** redundant – DELETE
4. **Divi Title Module** redundant. DIVI has advanced title editing features – DELETE
5. **Easy Google Fonts** redundant - DELETE
6. **MonsterInsights Analytics** Error 403: needs re-authentication or removal
7. **Inline Google Spreadsheet Viewer** redundant investigate, either keep or delete
8. **Insert HTML Snippet** inactive – DELETE
9. **Instant Images** redundant – DELETE
10. **Link Whisper** inactive – DELETE
11. **Page Builder by SiteOrigin** inactive – DELETE
12. **PDF & Print by BestWebSoft** causes PHP error - DELETE
13. **PHP Compatibility Checker** redundant – DELETE
14. **Post Views Counter** redundant - DELETE
15. **Query Monitor** redundant – DELETE
16. **Rank Math SEO** inactive – DELETE
17. **Rank Math SEO PRO** inactive – DELETE
18. **Responsive Menu** causes display issue of WP and DIVI bar - DELETE
19. **SiteOrigin Widgets Bundle** inactive – DELETE
20. **Site Kit by Google Analytics** Running two Analytics plugins at the same time is detrimental. Keep either Site Kit or MonsterInsights. Needs configuring
21. **TablePress redundant,** DIVI does tables. Edit instances on pages then delete
22. **Theme Check** inactive – DELETE
23. **W3 Total Cache** redundant, duplicate plugin, JetPack manages performance, DELETE
24. **WEN's Responsive Column Layout Shortcodes** redundant - DELETE
25. **WordPress Importer** redundant – DELETE
26. **WP Construction Mode** redundant – DELETE
27. **WP Debugging** redundant – DELETE
28. **WP-Optimize** - Clean, Compress, Cache short term use for database optimization,
29. **Yet Another Related Posts Plugin** (YARPP) inactive – DELETE

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Security:

Backup Management

...

Recommendation: ...

Setup and Configure Security plugin/firewall

...

User Management

...

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Action Plan and Proposal:

Phase 1

1. Update PHP version
2. Software Updates
3. Security system configuration
4. Execute resolutions of all WordPress System Status Issues (backend)
5. Execute resolutions of all Reported Issues (frontend)
6. Plugin maintenance/reduction and updates
7. Database Optimization
8. Backup Management
9. User (account) management
10. Training needs assessment
11. Recommendations
12. Training

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Further Recommendations:

Phase 2

Fonts

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Newsletter

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SEO

...

Google Analytics

...

Performance

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Ongoing Website Maintenance

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GDPR Cookie Consent Management

...

Price upon request.

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In conclusion,

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