



# sample report

https://examplesite.it

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Project type: Website Tone: Professional

## Digital Experience Audit

Strategic assessment of UX, content, and conversion performance.

Data-driven insights on key digital touchpoints, priority areas, quick wins, and strategic opportunities.

Vibe Score **CALCULATED**  
**78**  
Conversion Experience

Total Findings  
**3**  
All issues detected (across all severity levels)

Priority Areas  
**0**  
Warrants priority focus

Illustrative Conversion Potential  
**+5-14%**

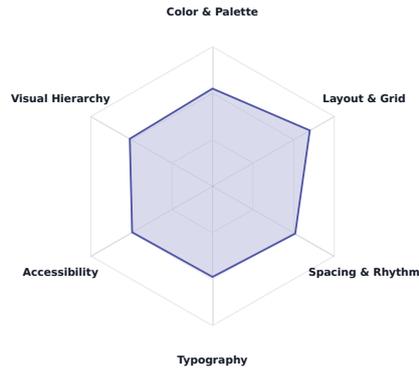
### Key Findings

- Conversion friction First Impact Analysis (Above the Fold)
- Trust signals below benchmark
- High-impact fixes with short timelines

*(Directional)*

## Experience Radar

High-level view of your relative strengths and gaps across the main experience dimensions.



Color & Palette	70	Layout & Grid	80	Spacing & Rhythm	68
Typography	65	Accessibility	66	Visual Hierarchy	68

Color & Palette (70/100)



Layout & Grid (80/100)



Spacing & Rhythm (68/100)



Typography (65/100)



Accessibility (66/100)



Visual Hierarchy (68/100)



### Position vs Best-Practice References

Your Score	78
Best-Practice Reference	67
High-Performance Threshold	90

### Strategic Snapshot

**High-priority areas warrant attention to support user trust and conversion objectives.**

- 1 high-priority area identified warranting attention.
- 3 improvement areas identified across UX, content, and technical layers.
- Moderate opportunity index: focus on clarity, trust signals, and performance to unlock growth.

## Executive Snapshot

OVERALL SCORE

**78/100**

Experience Quality

EST. REVENUE IMPACT

**+5-14%**

PRIORITY ACTIONS

- **Multiple H1 Tags Detected (2 found)**  
High Impact

### Top Risks

- Multiple H1 Tags Detected (2 found)
- Mobile Thumb-Zone Friction Detected
- Trust Signals Absent from First-View

### Top Opportunities

- Speed Optimization — Reduce Abandonment Risk
- Cognitive Load in Primary Conversion Path
- First-Point Delay Risks Abandonment
- User Orientation Gaps in Navigation

## Strategic Prioritization Matrix

Prioritize fixes by business impact vs. implementation effort.

### QUICK WINS High Impact / Low Effort

No low-effort quick wins identified; highest-impact opportunities require moderate implementation effort.

### STRATEGIC BETS High Impact / High Effort

- Multiple H1 Tags Detected (2 found)

### LOW PRIORITY Low Impact / Low Effort

None identified

### DEFER Low Impact / High Effort

- Limited Responsive CSS Detected
- Legacy Layout Methods Detected

### Scoring Logic

- **Impact** — severity, conversion proximity, user reach
- **Effort** — technical complexity, change scope

### Recommended Fix Order

1. **Multiple H1 Tags Detected (2 found)**  
*Strategic bet — high impact, requires more effort*
2. **Limited Responsive CSS Detected**  
*Defer for now — evaluate after core fixes complete*
3. **Legacy Layout Methods Detected**  
*Defer for now — evaluate after core fixes complete*

**Execution:** Address Quick Wins in Phase 1; scope Strategic Bets in the roadmap below.

## Understanding Your Vibe Score 📊 Automated Quality Score (Composite)

The Vibe Score (0–100) reflects a structured heuristic evaluation of conversion experience quality across UX, design, content clarity, trust signals, and technical performance. Scores are relative indicators, not absolute measurements.

*Composite score based on measured technical signals and automated UX pattern analysis*

### What Your Score Reflects

- UX & Navigation
- Content Clarity
- Visual Design
- Trust Signals
- Technical Performance
- Mobile Experience

### Score Ranges

- **0–50:** Significant friction
- **51–70:** Needs optimization
- **71–85:** Solid foundation
- **86–100:** Top-tier

Best-Practice Reference: 67

High-Performance Threshold: 88+

### Best-Practice Context

- Best-Practice Reference: 67/100
- High-Performance Threshold: 88–92/100

Based on automated evaluation and industry benchmarks. Indicates experience quality, not guaranteed conversion outcomes.

## Executive Summary

Read time: ~30 seconds

- **Vibe Score:** 78 / 100 (vs. 67 best-practice reference)
- **Priority Focus:** 1 critical, 0 high-priority area(s) identified
- **Revenue Opportunity:** +3% estimated conversion uplift from top fixes
- **Primary Focus Areas:** Performance

### Key Findings

- **Total Findings:** 3 issues across UX, content, and technical layers
- 3 distinct improvement areas identified across UX design, content strategy, technical implementation, and SEO foundation
- 1 critical issue presents acute risk to visitor trust, conversion probability, or platform reliability

### Immediate Priorities

- Resolving the top 1 issues projects 2-7% experience improvement based on detected patterns
- Addressing "Speed Optimization — Reduce Abandonment Risk" improves user experience —sites with similar fixes report better engagement metrics
- Mobile experience improvements can unlock meaningful engagement gains—majority of traffic is now mobile

### Business Impact

Implementation of top-priority recommendations may improve conversion across key experience dimensions (illustrative scenario, results depend on implementation)

### Strategic Direction

Focus systematic optimization efforts on the highest-leverage friction points to unlock measurable conversion gains within 90 days.

### MEASURED

#### Measured Data

Direct measurements from authoritative sources

*Sources: Google PageSpeed Insights API, HTML DOM parsing*

- Core Web Vitals: LCP, CLS, INP
- Technical findings: render-blocking scripts
- SEO structure: H1/H2/H3 counts, meta tags
- Accessibility: images with alt attributes

### DETECTED

#### Pattern Detection

Automated analysis of UX patterns

*Sources: DOM analysis, CSS inspection, content parsing*

- Primary CTAs and call-to-action patterns
- Trust signals and credibility indicators
- Visual features and CSS animations

### REFERENCE

#### Research Benchmarks

Quality thresholds from published research

*Sources: Nielsen Norman, WCAG, Baymard Institute*

- Quality Baseline: 70 (adequate experience)
- Excellence Threshold: 88 (high-performing sites)
- Top-Tier Standard: 95+ (exceptional experiences)
- Derived from UX research, not competitor data

*Note: Quality Baseline (70) = minimum acceptable overall Vibe Score. Best-Practice Reference (67) = peer/industry benchmark for specific metrics.*

*Benchmarks are quality standards, not measurements of specific competitor websites.*

## Performance Positioning [Quality Standards]

Your automated quality score compared to research-based thresholds.

### OVERALL VIBE SCORE

Your Score: **78**

Quality Baseline

**REFERENCE**

70

Excellence

**REFERENCE**

88

Top-Tier

**REFERENCE**

95

### Dimension Breakdown

Performance	78	[At Baseline] <span>△</span>
Mobile UX	65	[Below Baseline] <span>⊗</span>
Trust Signals <span>DETECTED</span>	63	[Below Baseline] <span>⊗</span>
CTA Clarity <span>DETECTED</span>	62	[Below Baseline] <span>⊗</span>

#### Methodology Note

These thresholds represent quality standards derived from published UX research (Nielsen, WCAG, Baymard), not data from specific competitor websites.

### If This Were a Consulting Engagement

Priority classification based on impact potential and implementation effort.

#### FIX FIRST

Multiple H1 Tags Detected (2 found)

#### HIGH-LEVERAGE

Improve trust signals

#### DEFER

Limited Responsive CSS Detected

### Visual UX Scoreboard CALCULATED

Visual perception metrics measuring clarity, credibility, appeal, and usability at a glance.

**Clarity** CALCULATED **73%**

**Credibility** CALCULATED **63%**

**Visual Appeal** CALCULATED **69%**

**Mobile** CALCULATED **68%**

"This is a 7-page preview. Purchase the full VibeAudit to unlock the 90-day Roadmap and technical SEO deep-dive."