

FULL REPORT



maplestreetbakery-sample.com

<https://maplestreetbakery-sample.com/>

74

Grade C

Overall website score

Scores start at 100 and go down only for problems this scan actually found. Every deduction is listed later in this report with its evidence.

Scanned: October 05, 2026 at 02:00 PM UTC**Coverage:** 46 pages checked

78

SEO

58

Security

81

Accessibility

84

Technical

Executive Summary

Homepage scores reflect direct homepage evidence. A full-audit site score, when available, is calculated separately from issue ratios across crawled pages.

74 Overall	78 SEO	58 Security	81 Accessibility
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Final URL	https://maplestreetbakery-sample.com/
HTTP status	200
Page size	60 KB
Redirects	0
Report generated	October 05, 2026 at 02:00 PM UTC

Site-wide Audit

46 pages were inspected with a hard limit of 1000 pages and 720 seconds.

77 Site score	74 Metadata	86 Crawlability	81 Content	72 Accessibility
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Pages crawled	46
Internal destinations	48
Broken destinations	2
Redirected destinations	3
Orphan candidates	1
Images missing ALT	12
Missing titles	0
Missing descriptions	7

Your Full Report

Written for this website from the scan results above. Every recommendation is tied to evidence the scan actually found.

Summary

Maple Street Bakery's website does its main job well: it clearly says what you sell, where you are, and how to order, and 46 pages were crawled without a single failure. The biggest wins are fixing 2 broken menu links that visitors are clicking right now, adding two security settings that most bakery sites skip, and filling in missing descriptions so more of your pages show up well in Google. Your mobile speed (a performance score of 61, with the main content appearing at about 4.2 seconds) is the other area worth improving, since most bakery customers browse on their phones.

What's already working

Clear, local homepage message — The H1 'Fresh bread & pastries, baked every morning in Maplewood.' says what you sell and where.

Every page loaded successfully — 46 pages crawled, 0 failed, with a valid sitemap of 44 URLs.

Local business details for Google — Valid Bakery/LocalBusiness structured data with opening hours was found on the homepage.

A well-established domain — The domain is about 17 years old with a Moz Domain Authority of 21 from 86 linking domains, strong for a local bakery.

Encrypted and trusted connection — HTTPS with a valid Google Trust Services certificate (TLS 1.3).

Your fix plan

First 48 hours

- Fix or remove the 2 broken links on the Menu and Catering pages.
- Turn on HSTS in Cloudflare.

First 7 days

- Write meta descriptions for the 7 pages missing them.
- Give the 4 menu pages their own titles (Breads, Pastries, Cookies, Pies).
- Add alt text to the 12 images missing it, mostly in the cake gallery.
- Swap the homepage graphic for real photos of your baked goods.

First 30 days

- Add a Content Security Policy, report-only first, then enforced.
- Compress and resize large images to bring mobile load time under 2.5 seconds.
- Add your Google reviews to the homepage.
- Re-scan to confirm the fixes and track your score.

Step-by-step fixes

Start at the top: the highest-impact issues come first.

1. Fix the 2 broken links on your menu and catering pages · HIGH impact · easy · About 20 minutes

Why it matters: Visitors who click a link and land on a 'page not found' error often leave instead of ordering. Google also sees broken links as a sign of a neglected site.

Root cause: The links point to old seasonal pages (/menu/seasonal/ and /catering/holiday-menu-2025/) that were removed without updating the links to them.

1. In WordPress, open the Menu page and the homepage and find the link to /menu/seasonal/.
2. Change it to point to your current seasonal items, or remove it.
3. Open the Catering page and update or remove the link to /catering/holiday-menu-2025/.
4. Optionally add a redirect from each old address to the closest current page.

How to check it worked: Re-run the scan and confirm broken links shows 0.

2. Turn on HSTS and a basic security policy · MEDIUM impact · moderate · About 30 minutes with Cloudflare

Why it matters: These settings tell browsers to always use a secure connection and limit which scripts can run on your site. Your security grade is D mainly because they're missing.

Root cause: The site's responses don't include the Strict-Transport-Security or Content-Security-Policy headers.

1. In Cloudflare, go to SSL/TLS -> Edge Certificates and enable HSTS (start with a 6-month max-age).
2. Ask your web developer to add a Content Security Policy in report-only mode first.
3. After a week with no problems reported, switch the policy to enforced.

Strict-Transport-Security: max-age=15552000; includeSubDomains

How to check it worked: Re-scan and confirm the security grade improves and HSTS shows as passed.

3. Write descriptions for 7 pages · MEDIUM impact · easy · About 35 minutes

Why it matters: The description is the short text under your link in Google. Without one, Google picks random text from the page, which usually gets fewer clicks.

Root cause: Pages like Cookies, Pies, the Cake Gallery and Gift Cards were published without a meta description.

1. Install or open your SEO plugin (for example Yoast or Rank Math).
2. Open each of the 7 pages listed in the evidence and fill in the meta description field.
3. Keep each one around 140-155 characters and mention Maplewood.

Cookies page: Fresh-baked chocolate chip, oatmeal and seasonal cookies from Maple Street Bakery in Maplewood, NJ. Order by the dozen for ...

How to check it worked: Re-scan and confirm missing descriptions drops to 0.

Ready-to-paste copy

Suggested wording you can copy straight onto your site.

Where	Now	Suggested
Page title	Maple Street Bakery Fresh Bread & Pastries in Maplewood, NJ	Maple Street Bakery Fresh Bread & Cakes in Maplewood NJ Fits under 60 characters so Google won't cut it off, and adds 'cakes', one of your most searched products.
Meta description	Family bakery in Maplewood, NJ since 1998. Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.	Maplewood's family bakery since 1998. Fresh sourdough, croissants & custom cakes baked every morning. Order online by 2 PM for next-day pickup. Adds the pickup cutoff, a concrete reason to click now.
Main headline	Fresh bread & pastries, baked every morning in Maplewood.	Fresh bread & pastries, baked every morning in Maplewood since 1998. Adding how long you've been open builds instant trust with new visitors.
Primary button	Order for Pickup	Order for Pickup Tomorrow Tells people exactly when they'll get it, which removes a common question.
Custom Cakes card	Birthdays, weddings and showers. Order 3 days ahead.	Birthdays, weddings and showers. Order 3 days ahead, or call for rush orders. Keeps last-minute customers from leaving to find another bakery.

How visitors see your homepage

First impression: A visitor immediately sees a local, family-run bakery that bakes fresh every morning and makes ordering easy, with the pickup cutoff right at the top.

Building trust

- 'Baked fresh daily since 1998' shows a long-running local business.
- Specific details like local flour and real butter suggest quality.
- The free delivery threshold and pickup cutoff are stated upfront.

What may make people hesitate

- No real food photos on the homepage, so visitors can't see what they'd be buying.
- No reviews or ratings are visible on the homepage.
- On phones, the main content takes about 4 seconds to appear.

Changes to get more people to act

- Use real photos of your best-sellers in the hero and product cards.
- Add your Google review rating near the order buttons.
- Compress large images to help the page load faster on phones.

Notes on this report

- This is a sample report for a made-up business. All data is illustrative.
- Speed numbers come from lab testing only; no real-user (field) data was available.
- Authority figures are informational and not part of the health score.

Does AI recommend you?

We asked an AI assistant with live web search 5 questions a real customer might ask, without naming your business.

2/5

answers mention you

Customer question	Result
What's the best bakery in Maplewood, NJ for fresh sourdough bread?	You were recommended
Where can I order a custom birthday cake near Maplewood, NJ?	You were recommended
Which bakeries near Maplewood, NJ do catering trays for office meetings?	Not mentioned. Recommended instead: Frost Avenue Bakeshop, Village Loaf Co., Corner Crust Catering
Best place for croissants near South Orange and Maplewood NJ?	Not mentioned. Recommended instead: Hearth & Crumb, Le Petit Four
Is there a local bakery in Maplewood NJ that delivers?	Not mentioned. Recommended instead: Village Loaf Co., Frost Avenue Bakeshop

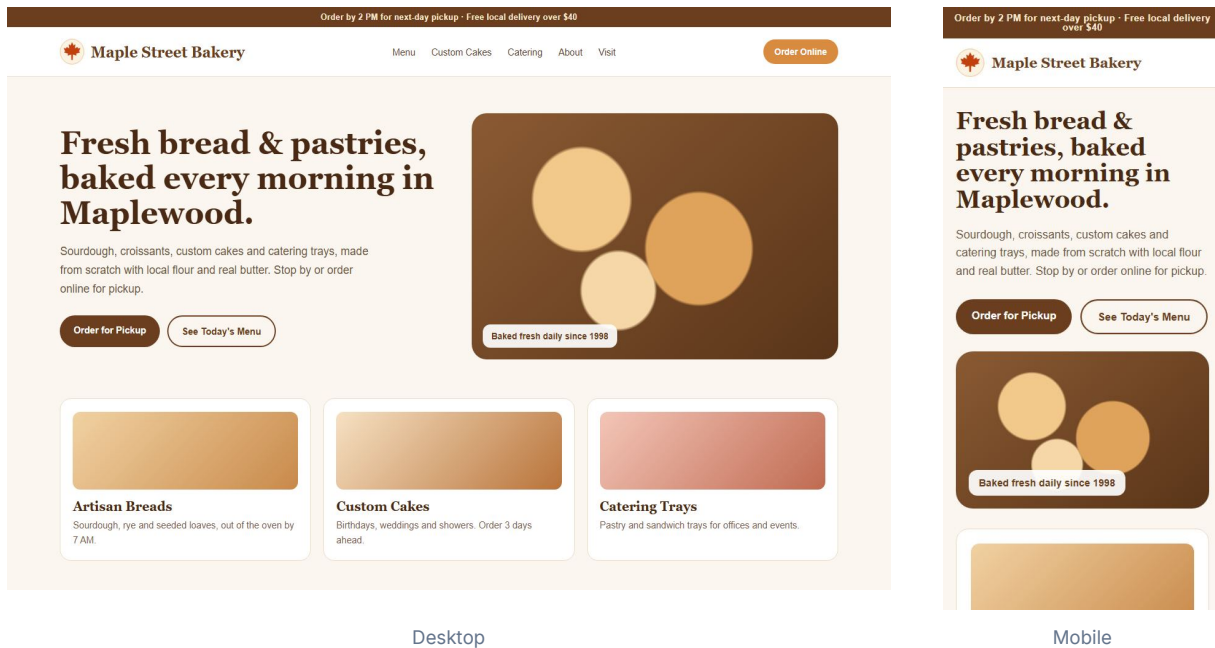
Who AI recommends most often

- Frost Avenue Bakeshop (frostavenue.example)
- Village Loaf Co. (villageloaf.example)
- Hearth & Crumb (hearthandcrumb.example)
- Sugar & Bloom Cakes (sugarandbloom.example)
- Le Petit Four (lepetitfour.example)
- Corner Crust Catering (cornercrust.example)

AI answers change over time and can differ between assistants. Strong, clear page titles, descriptions, and reviews on trusted sites make it more likely AI tools recommend you.

Design review

How your homepage looks to visitors on a desktop computer and a phone.



A warm, inviting small-business homepage. The serif headline and bakery browns feel handmade and local, and the visitor learns within seconds what you sell, where you are, and how to order. It looks like a trustworthy neighborhood bakery.

What works

- The headline says exactly what you do and where: fresh bread and pastries, baked every morning in Maplewood
- Two clear buttons, 'Order for Pickup' and 'See Today's Menu', match the two things most visitors want
- The top bar puts the pickup cutoff and free-delivery offer right where people look first
- The three product cards (breads, cakes, catering) make the range easy to scan

What to improve

Issue	How to fix it
Imagery The hero area uses abstract shapes instead of real photos of your bread and pastries, which are your best selling point	Replace the hero graphic with a real photo of a fresh tray of croissants or loaves, and use real photos on the three product cards too
Mobile On phones, the 'Order Online' button in the header disappears, so the only way to order is the hero button	Keep a small 'Order' button in the mobile header, or add a sticky 'Order for Pickup' bar at the bottom of the screen
Trust There are no reviews, star ratings or local press mentions above the fold	Add a short line like '4.8 stars from 600+ Google reviews' under the buttons, if that's accurate

On mobile: The mobile layout works well: the headline wraps cleanly and both main buttons are easy to tap. Losing the header order button and the photo-free hero are the two things holding it back.

Prioritized Action Plan

Findings are ordered by impact. Evidence is included so every recommendation can be traced back to an observed page, response, or record.

1. Repair links reaching broken pages

2 internal link destinations returned an error status.

HIGH

About 10 minutes
per link

Evidence: <https://maplestreetbakery-sample.com/menu/seasonal/> (404),
<https://maplestreetbakery-sample.com/catering/holiday-menu-2025/> (404)

2. Introduce a Content Security Policy

A carefully tested CSP can reduce the impact of injected scripts and unsafe resources.

MEDIUM

About 1-3 hours

Evidence: Content-Security-Policy header not found.

3. Consider enabling HSTS

HSTS tells compatible browsers to use HTTPS for future requests.

MEDIUM

About 20 minutes

Evidence: Strict-Transport-Security header not found.

4. Write descriptions for uncovered pages

7 crawled pages are missing a meta description.

MEDIUM

About 5 minutes per
page

Evidence: <https://maplestreetbakery-sample.com/menu/cookies/>, <https://maplestreetbakery-sample.com/menu/pies/>,
<https://maplestreetbakery-sample.com/>

5. Give duplicate page titles a distinct purpose

1 group of pages shares the same title.

MEDIUM

About 10 minutes

Evidence: "Menu | Maple Street Bakery" is used on 4 pages.

6. Review image alternative text across the site

12 images across the crawl do not define an alt attribute.

MEDIUM

Depends on image
count

Evidence: Mostly on the cake gallery and pastry menu pages.

7. Refine the page title

The title is 63 characters. A concise, descriptive title is easier to understand in search results.

MEDIUM

About 10 minutes

Evidence: Maple Street Bakery | Fresh Bread & Pastries in Maplewood, NJ

8. Update internal links that pass through redirects

3 internal links pass through a redirect before reaching their page.

LOW

About 15 minutes

Evidence: <https://maplestreetbakery-sample.com/order> -> <https://maplestreetbakery-sample.com/order-online/>

Technical Evidence

Page title	Maple Street Bakery Fresh Bread & Pastries in Maplewood, NJ
Meta description	Family bakery in Maplewood, NJ since 1998. Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.
Canonical URL	https://maplestreetbakery-sample.com/
H1 headings	1
Images / missing ALT	38 / 3
Internal / external links	41 / 6
Robots.txt	Found
XML sitemap	Found
Security grade	D (4 of 8 protections in place)
Domain age	17.5 years (registered 2009-03-14)
Technology	WordPress, WooCommerce, Google Analytics, Cloudflare

Extended Diagnostics

Detailed evidence for search discovery, performance, domain authority, hosting, SSL, DNS, and detected technology - matching the full on-screen report.

SEARCH DISCOVERY

Can search engines find their way around?

Ready

Robots.txt provides crawler instructions. An XML sitemap gives search engines a structured list of pages they may want to discover.

Robots.txt	3 rules found
XML sitemap	44 URLs in this file

GOOGLE PAGESPEED

How quickly does the page feel on mobile?

Measured

Google Lighthouse measures a controlled mobile visit. Real-user Core Web Vitals appear separately when Google has enough field data.

Lighthouse performance	61
Largest content (LCP)	4.2s
Layout shift (CLS)	0.08

DOMAIN AUTHORITY

How established is this domain on the web?

Moz measured

Moz Domain Authority predicts how likely a domain is to rank based largely on its link profile. It is a comparative Moz metric, not a Google score and not part of the health grade.

Moz Domain Authority	21
Page Authority	29
Linking root domains	86

HOSTING INFRASTRUCTURE

Where is the website being served from?

Identified

IPinfo identifies the public network serving the page. This can reveal the hosting company or CDN, network number, and general country - not a visitor's location.

Network organization	Cloudflare, Inc.
Network number (ASN)	AS13335
Server country	United States

SSL CERTIFICATE

Is the encrypted connection valid and current?

Valid

The SSL certificate proves the identity of the HTTPS site and protects information while it travels between the visitor and server.

Encryption protocol	TLSv1.3
Certificate issuer	Google Trust Services
Time remaining	44 days

DNS & EMAIL PROTECTION

How is the domain routed and protected from spoofing?

Inspected

DNS connects the domain to website and mail services. SPF identifies approved email senders; DMARC tells receiving systems how to handle messages that fail authentication.

Nameservers	2
Mail servers	1
SPF policy	Found
DMARC policy	Not found

TECHNOLOGY & STRUCTURED DATA

What appears to power and describe this page?

4 technologies

Technology detection uses visible page and response signatures; it may not identify private server software. Structured data is machine-readable JSON-LD that helps search engines understand organizations, articles, products, breadcrumbs, and more.

Detected technology	WordPress (CMS), WooCommerce (Ecommerce), Google Analytics (Analytics), Cloudflare (CDN)
JSON-LD schema types	Bakery, LocalBusiness, OpeningHoursSpecification
JSON-LD validation	1 valid, 0 invalid

This report reflects publicly observable evidence at the recorded scan time. Domain Authority is supplied by Moz; separate authority context is supplied by OpenPageRank, AI-estimated resale values by Humbleworth when enabled, infrastructure data by IPinfo, and performance data by Google when available. Scores are diagnostic guidance, not guarantees of rankings, security, revenue, or business value.

What to do next

1. Start with the first items in the action plan. They have the biggest impact.
2. Share this PDF with whoever manages your website. It is written so owners and developers can both follow it.
3. When you've made changes, run a new scan at valuethewebsite.com to see your score move.
4. Not sure what a term means? Every technical term is explained at valuethewebsite.com/glossary.

Questions about this report? Email mail@valuethewebsite.com.



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