

OBRIS LAUNCH

Obris Audit

Website **obris.co**

Audited **15 September 2026**

Pages read **24**

OVERALL SCORE



Solid

The foundations are right and a handful of fixes would lift it further.

14 issues found.

Some checks could not be run on this site. They are named at the end and are left out of the score rather than counted against it.

WHERE THE POINTS WENT

The seven categories

Search visibility

19/22

4 issues

AI assistant visibility

18/18

0 issues

Part of this category could not be measured. The rest is scaled to the full mark.

Speed

3/13

3 issues

Content

16/18

2 issues

Presentation

2/12

4 issues

Part of this category could not be measured. The rest is scaled to the full mark.

Technical health

7/9

1 issue

Trust signals

8/8

0 issues

THE FULL LIST

Ranked fix list

Ordered by how much each fix is worth, not by how easy it is.

1

Important

Speed

Ask your web developer

+6 pts

The main content takes too long to appear on a phone

Main content takes 13.9 seconds to appear in a simulated test on a mid-range phone. Under 4.0 seconds is the target.

What to do

Largest Contentful Paint should land under 2.5 seconds. The usual causes are an oversized hero image, a slow host, or fonts and scripts loading before the page can paint.

2

Critical

Presentation

You can do this

+3 pts

The site still has placeholder content on it

The site has content still marked as a placeholder, and an unfilled 'Your Company Name' slot.

What to do

Replace the leftover template text, and remove any badge advertising the software the site was built with. Nothing costs a visitor's confidence faster than finding the words the template shipped with still sitting on the page.

- <https://obris.co/obris-audit.html>
- <https://obris.co/search-engine-optimization.html>

3

Important

Presentation

Ask your web developer

+3 pts

Text sizes do not follow a consistent scale

The site uses 61 different text sizes. A designed page normally uses six to eight.

What to do

Settle on six to eight text sizes and use only those. Pick a base size for body copy and step up from it in even ratios for headings. A page with a dozen near-identical sizes reads as assembled rather than designed, and the reader feels it without being able to name it.

4

Important

Speed

Ask your web developer

+3 pts

Images are far larger than they need to be

Roughly 1.0 MB of image weight could be removed without any visible difference.

What to do

Resize images to the size they actually display at and save them as WebP. Most sites carry photographs several times larger than the space they appear in, and phone visitors pay for every byte.

5

Critical

Technical health

Ask your web developer

+2 pts

Pages are telling search engines to ignore them

5 pages tell search engines to ignore them.

What to do

One or more pages carry a noindex instruction, which removes them from search results entirely. This is almost always left over from when the site was built.

- <https://obris.co/digital-products.html>
- <https://obris.co/founder.html>
- <https://obris.co/login.html>
- <https://obris.co/product-claude-skills-library.html>
- <https://obris.co/product-n8n-workflow-library.html>

6

Important

Presentation

Ask your web developer

+1.9 pts

Buttons and colors change from place to place

The site uses 99 different colors, 18 different corner roundings, and 22 different button styles.

What to do

Define one primary button and one secondary button, and use only those two. Do the same for your colors: a handful of them, each with a job. Every extra variant is a small signal that no single person was in charge of how the site looks.

7

Important

Content

You can do this

+1.5 pts

Several pages have almost nothing on them

1 of 24 pages have under 200 words.

What to do

Pages under roughly 200 words rarely rank and rarely convert. Either write them out properly or fold them into a page that is already working.

- <https://obris.co/founder.html>

8

Important

Search visibility

You can do this

+1 pts

Page titles are missing, too short, or duplicated

Of 24 pages read: 2 too short or too long.

What to do

Give each page a title of roughly 40 to 60 characters that names what the page is about and where you work. No two pages should share a title, or they compete with each other instead of covering separate ground.

- <https://obris.co/blog/topic/reviews-and-reputation.html>
- <https://obris.co/founder.html>

9

Quick win

Speed

Ask your web developer

+1 pts

Scripts and stylesheets are delaying the first paint

7600 ms of delay from blocking files.

What to do

Defer scripts that are not needed for the first screen and inline the small amount of CSS that is.

10

Quick win

Content

You can do this

+0.8 pts

Pages do not ask the visitor to do anything

1 of 24 pages do not ask the visitor to do anything.

What to do

Put one clear action on every page, above the fold and again at the end. A phone number in the footer is not a call to action.

- <https://obris.co/founder.html>

11

Quick win

Search visibility

You can do this

+0.8 pts

Pages are missing meta descriptions

1 of 24 pages have no meta description.

What to do

Write a 120 to 155 character description for each page. It is the sentence a searcher reads before deciding whether to click, and a missing one lets the search engine invent its own.

- <https://obris.co/founder.html>

12

Quick win

Presentation

Ask your web developer

+0.6 pts

Spacing between elements is uneven

45 of 62 spacing values do not sit on an even step.

What to do

Pick a spacing step, usually 8 pixels, and make every gap a multiple of it. Uneven spacing is the most common reason a site looks slightly wrong to a visitor who cannot say why.

13

Quick win

Search visibility

Ask your web developer

+0.5 pts

Heading structure is broken or missing

3 of 24 pages have a missing, duplicated or out-of-order heading structure.

What to do

Give every page exactly one H1 that states the subject, then use H2 and H3 in order beneath it. Skipped levels and multiple H1s make the page harder to read for both people and machines.

- <https://obris.co/contact.html>
- <https://obris.co/founder.html>
- <https://obris.co/login.html>

14

Quick win

Search visibility

You can do this

+0.5 pts

Pages are barely linked to each other

1 pages are not linked from any other page we read.

What to do

Link from your homepage to every service page, and from each service page back to related services. Pages with no internal links pointing at them are treated as unimportant.

- <https://obris.co/founder.html>

Want this done for you?

6 of these 14 fixes are marked "You can do this" and need no developer. For the rest, send us this report and we will quote it, the whole list or only the fixes worth doing first. The \$49 you paid comes off any project you start with us in the next 60 days. You own everything we build, and there is no long contract.

The most to gain on this site is in **Presentation**. That is [website design](#) work, which is what we do.

[Get a quote](#)

[Ask for a 20-minute walkthrough](#)

ALREADY RIGHT

18 things this site already does well

- ✓ 10 services have a page of their own.
- ✓ The homepage names where you work.
- ✓ Your business details are published as structured data (ProfessionalService).
- ✓ 61 questions are answered directly, with FAQ markup.
- ✓ AI crawlers are free to read the site.
- ✓ The page stays still while it loads.
- ✓ A questions page answers 61 questions.
- ✓ The site explains both what happens next and how pricing works.
- ✓ 1 of 24 pages publish a date, so freshness is visible.
- ✓ No broken pages were found.
- ✓ The whole site is served securely.
- ✓ Every image has description text.
- ✓ The site is set up for phones.
- ✓ A phone number and an email address are both published.
- ✓ A service area is stated.
- ✓ Reviews are shown or linked.
- ✓ Licences or credentials are stated.
- ✓ A privacy policy is published.

NOT CHECKED

What this audit could not measure

These are left out of the score rather than counted against the site. Nothing below is a fault we found.

- ? Assistants do not name your business for your own services: the live assistant check could not be completed
- ? Body text is too small to read comfortably on a phone: the size of the body text could not be determined

ABOUT THIS AUDIT

How it was run

- 24 pages were read.
- 70 further pages were found but not read, because the audit reads the most important pages rather than every page.
- 1 URLs returned content identical to a page already read.
- The assistant check stopped after 0 of its customer questions because the assistant service did not answer. What it did ask still counts; re-running the scan later will ask the rest.

Scores are out of 100 across seven categories. Each issue carries the number of points its fix is worth, so the list is ordered by what actually moves the score rather than by what is easiest to describe. Re-running the audit after the work is done shows the movement.

Obris Audit is a digital marketing service offered by [Obris Launch LLC](#).

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