

DEMO REPORT

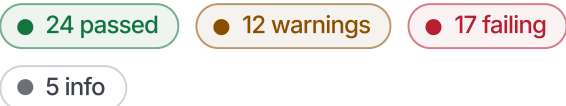
www.example-venue.com

Scanned 2026-10-20 22:55 (+07:00) · https://www.example-venue.com/

Demo report. This is a sample for a fictional venue (example-venue.com), built from test data so you can see what a full report looks like. It is not a real business and contains no customer data. [Get your own free score.](#)

Leaking leads

Several issues make it harder than it should be to contact or book you.



Bookings at risk **ESTIMATE**

\$110–\$8,300 / month

How we calculated this –

This is an **estimate, not a fact or a forecast**. We don't know your traffic or sales, so we use conservative assumptions for a typical wedding / event venue: 300–900 website visitors a month, 1.0–2.5% send an inquiry, 8–15% of inquiries book, average value \$4,000–\$8,000. That's \$960–\$27,000 a month of website booked events.

Each open issue is assumed to cost a small share of that while unfixed (high 2.0–5.0%, medium 0.5–1.5%, low up to 0.4%; warnings count half). Shares are combined so issues don't double count, and the total is capped at 35%. Your real numbers will differ: plug them in and the range moves with them.

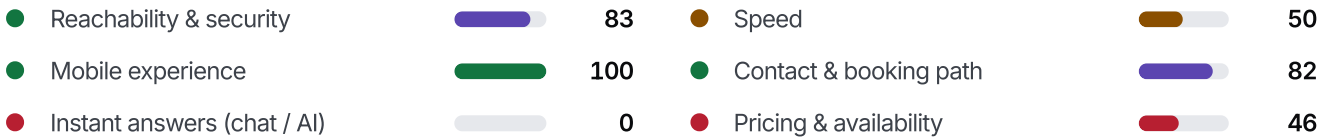


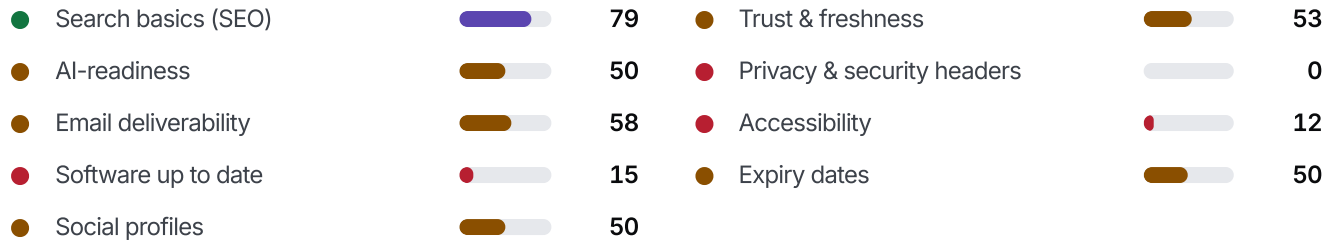
- High 3
- Medium 16
- Low 10

What this means for bookings: several gaps are probably costing you inquiries every week; the high-priority items are the quickest wins.

Scores by area

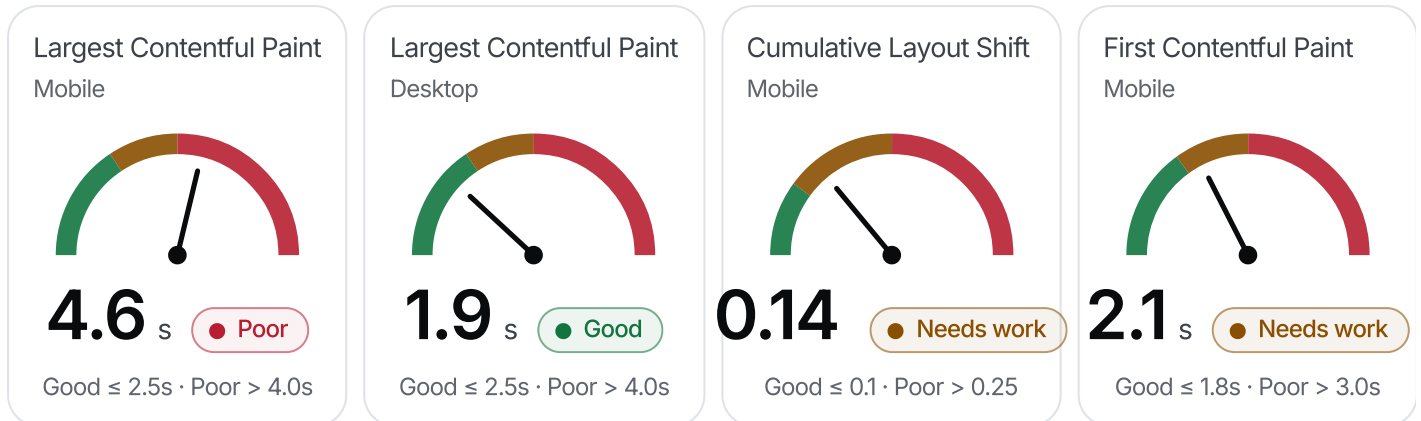
Each bar is one area we check. Click a bar to jump to its checks.





Speed at a glance

For bookings: Pages appear quickly, but something below slows the page down for phone visitors.



Measured with local lab test: headless Chrome, simulated slow 4G + 4x CPU slowdown; lab numbers vary between runs. Total Blocking Time is measured on new scans; this one shows First Contentful Paint instead.

Health check

Email deliverability

58/100

Booking confirmations and replies to inquiries may land in spam, so leads go cold.



SPF

Set up

Who may send



DKIM

Weak

Signed mail



DMARC

Missing

Spoof policy

Mail servers (MX)

Pass

SPF record (who may send your email)

Pass

DMARC policy

Fail

DKIM signing

Warning

Brand logo in inboxes (BIMI)

Info



Accessibility

12/100

Some visitors can't read or operate parts of your site, so they can't book.



Critical 9 Serious 11 Moderate 0

Minor 0

Text too faint to read (low colour contrast) 11

Images with no text alternative 6

Form fields with no label 3

Serious accessibility barriers Fail

Image text alternatives (alt text) Fail

Text contrast Fail

Form fields and buttons labelled Fail

Page language set Pass



Software up to date

15/100

Outdated software is the most common way small-business sites get hacked or break.

WordPress 6.8.2 → 7.1.3

jQuery 3.7.1 → 4.0.0

PHP 8.1.29 → 8.5

Plugins seen in the page source (check each for updates):

contact-form-7 6.1

woocommerce 10.7.0

Website platform up to date

Fail

JavaScript libraries up to date

Warning

Server software (PHP) supported

Fail

Plugins detected

Info



Expiry dates

50/100

Mostly in good shape, but the items marked below are worth fixing.

SSL certificate

Soon

19 days left

Expires 2026-11-08

Domain registration

Soon

41 days left

Expires 2026-11-30

Social profiles

● 50/100

Visitors who look for proof you're active can't reach your profiles from the site.

**Instagram**
● Linked

**Facebook**
● Broken

**YouTube**
● Not found

**TikTok**
● Not found

Social links on your site

● Pass

Social links work

● Fail

Profiles listed in structured data (sameAs)

● Pass

We only check that each link opens (a short request per URL); we never read your profiles. Platforms that ask for a login or limit requests show as "Unverified".

Accessibility results come from an automated test (axe-core) of the home page and the main contact or booking page. Automated tools find many, but not all, problems, and this is not a legal compliance assessment.

AI FIX PACK

32 copy-paste fixes, ready for your AI.

Every finding below has a ready prompt with your URL, your WordPress platform and the evidence filled in, plus ready-to-paste records and snippets where possible. Paste one into ChatGPT, Claude or your AI site builder, or copy them all as one prompt.

In this PDF each fix block is printed under its finding. Open the online report to copy them with one click: <https://checkupai.xyz/r/demo-example-venue>

Issues to fix, most important first

Dollar figures are per-issue estimates of bookings at risk per month (see "How we calculated this" above).



#1 Serious accessibility barriers

9 critical and 11 serious accessibility issues (3 rule types) on the home page.

High

est. \$20-\$1,350/mo

What this means for bookings: Some visitors can't use parts of the site.

Why it matters Critical and serious issues stop people using screen readers, keyboards or zoom from reading or contacting you.

How to fix Fix the listed rule types first (they repeat across templates, so one template fix often clears many). Our Fix sprint (\$499) can set this up and re-test it.

EVIDENCE

Critical: Images with no text alternative (6×) `image-alt`

Critical: Form fields with no label (3×) `label`

Serious: Text too faint to read (low colour contrast) (11×) `color-contrast`

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Serious accessibility barriers. Priority: high. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 9 critical and 11 serious accessibility issues (3 rule types) on the home page.

Evidence:

- Critical: Images with no text alternative (6×, rule `image-alt`)
- Critical: Form fields with no label (3×, rule `label`)
- Serious: Text too faint to read (low colour contrast) (11×, rule `color-contrast`)

What I want (the exact outcome): The serious accessibility barriers the automated test found are fixed: links and buttons have names, text has enough contrast, touch targets are large enough and iframes have titles.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Alt text on images (rule `image-alt`) ---

```

```

--- Label every form field (rule `label`) ---

```
<label for="f-email">Email</label>
```

```
<input id="f-email" name="email" type="email">
```

--- Darker text on light backgrounds (rule `color-contrast`) ---

```
/* aim for 4.5:1 (3:1 for large text); check with webaim.org/resources/contrastchecker */
```

```
/* use the exact failing selectors and suggested colours listed under 'Where the scan found it' when available */
```

#2 DMARC policy



No DMARC record for example-venue.com. Inboxes get no instructions for fake mail in your name, and deliverability can suffer.

High

est. up to \$540/mo

What this means for bookings: Spoofed emails in your name and weaker inbox placement.

Why it matters

DMARC tells inboxes what to do with mail that fails SPF/DKIM and stops others from sending as your domain. Gmail and Yahoo now expect it from bulk senders.

How to fix

Publish `_dmarc` TXT 'v=DMARC1; p=none; rua=mailto:[your-email@yourdomain]', review the reports, then move to `p=quarantine` or

p=reject. Our Fix sprint (\$499) can set this up and re-test it.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: DMARC policy. Priority: high. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No DMARC record for example-venue.com. Inboxes get no instructions for fake mail in your name, and deliverability can suffer.

What I want (the exact outcome): My domain has a DMARC record that starts with monitoring and moves to p=quarantine once reports show my real mail passes.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- DMARC TXT record for example-venue.com (start: monitoring) ---

Type: TXT

Host/Name: _dmarc

Value: v=DMARC1; p=none; rua=mailto:**[YOUR DMARC REPORT EMAIL]**; fo=1

TTL: 3600 (or Auto)

(Note: Replace **[YOUR DMARC REPORT EMAIL]** with an address you read (or a free DMARC report service's address) before publishing. After 2-4 weeks with no legitimate mail failing, change p=none to p=quarantine.)

#3 Website platform up to date



WordPress 6.8.2 is several major releases behind the current 7.1.3.

Only the newest WordPress branch is actively supported.

High

est. \$20-\$1,350/mo

What this means for bookings: Higher risk of a hacked or blacklisted site.

Why it matters

Old CMS versions miss security fixes; automated attacks target them, and hacked sites get flagged by browsers and Google.

How to fix

Update the platform (and test on a staging copy first if it's far behind), then turn on automatic minor updates. Our Fix sprint (\$499) can set this up and re-test it. Watchdog monitoring (\$299/mo) re-checks it every week and alerts you before it becomes a problem.

EVIDENCE

Seen in: meta generator

Reference: current WordPress 7.1.3 (table checked Oct 2026)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Website platform up to date. Priority: high. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: WordPress 6.8.2 is several major releases behind the current 7.1.3. Only the newest WordPress branch is actively supported.

Evidence:

- Seen in: meta generator
- Reference: current WordPress 7.1.3 (table checked Oct 2026)

What I want (the exact outcome): My website platform, theme and plugins are on current, supported versions, with a backup taken first.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**)

with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- WordPress update order (take a full backup first) ---

1. Backup (host snapshot or UpdraftPlus)
2. Dashboard > Updates: update plugins, then themes, then WordPress core
3. Check the home, booking and contact pages
4. Turn on auto-updates for plugins you trust

--- WP-CLI (if your host offers SSH) ---

```
wp db export backup.sql
wp plugin update --all
wp theme update --all
wp core update
wp core update-db
```



#4 Pricing transparency

Medium

est. up to \$400/mo

No pricing or 'starting from' prices found.

What this means for bookings: More drop-offs and more unqualified inquiries.

Why it matters

Starting prices or a pricing guide help couples self-qualify, so the inquiries you get are the ones that fit.

How to fix

Publish starting prices, packages or a rate widget; if pricing varies, give a range and what affects it.

82% of couples said viewing pricing was important to them before reaching out to a venue. [Source: WeddingPro](#)

In the same 2026 check of US venue sites, about 7 in 10 showed no price. [Source: New Creative Design \(2026\)](#)



AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>
Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)
Business: Example Venue (demo) (Wedding / event venue; name read from the page title)
Problem: Pricing transparency. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.
What the scan found: No pricing or 'starting from' prices found.
What I want (the exact outcome): Visitors can see real prices or clear 'from' prices for my main offers.
Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.
Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):
--- 'From' price line for the home and pricing pages ---
Weddings from `[YOUR FROM PRICE]` (up to `[YOUR MAX GUESTS]` guests) · Weekday events from `[YOUR WEEKDAY PRICE]`
(Note: Real 'from' prices beat 'contact us for pricing': visitors self-qualify and inquiries are warmer.)

#5 Mobile speed



Main content appears after about 4.6s on mobile (needs improvement by Google's Core Web Vitals thresholds).

Medium

est. \$10–\$810/mo

What this means for bookings: Fewer visitors reach your call-to-action; paid traffic is partly wasted.

Why it matters Most first visits happen on phones. A slow first screen means people leave before they see your offer.

How to fix Compress and resize hero images (WebP/AVIF), lazy-load below-the-fold media, cut unused scripts and plugins, use caching/CDN.

EVIDENCE

Source: local lab test: headless Chrome, simulated slow 4G + 4x CPU slowdown
Lighthouse performance score: 54/100
First Contentful Paint: 2.1s
Largest Contentful Paint: 4.6s
Cumulative Layout Shift: 0.14
Server response (TTFB): 0.90s

Google's Core Web Vitals: LCP of 2.5s or less is 'good', over 4s is 'poor'; CLS of 0.1 or less is 'good', over 0.25 is 'poor'. [Source: Google web.dev, Web Vitals](#)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Mobile speed. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: Main content appears after about 4.6s on mobile (needs improvement by Google's Core Web Vitals thresholds).

Evidence:

- Source: local lab test: headless Chrome, simulated slow 4G + 4x CPU slowdown
- Lighthouse performance score: 54/100
- First Contentful Paint: 2.1s
- Largest Contentful Paint: 4.6s
- Cumulative Layout Shift: 0.14
- Server response (TTFB): 0.90s

What I want (the exact outcome): The main content of my home page appears in under 2.5 seconds on a mid-range phone (Largest Contentful Paint 2.5s or less), without changing how the page looks.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- WordPress speed checklist ---

1. Caching: your host's cache or one plugin (LiteSpeed Cache, WP Rocket or W3 Total Cache), not several
2. Images: convert to WebP/AVIF and resize (ShortPixel, Imagify or EWWW)
3. Remove sliders/plugins you don't need on the home page (sliders are a common cause)
4. Lazy-load below-the-fold images and embeds; never lazy-load the hero image

--- Hero image hints (HTML) ---

```
<link rel="preload" as="image" href="[YOUR HERO IMAGE URL]" fetchpriority="high">


```

--- Browser caching (Apache .htaccess) ---

```
<IfModule mod_expires.c>
  ExpiresActive On
  ExpiresByType image/webp "access plus 1 year"
  ExpiresByType image/jpeg "access plus 1 year"
  ExpiresByType text/css "access plus 1 month"
  ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```



#6 Click-to-call on mobile

The phone number is shown as plain text, so it can't be tapped to call on a phone.

Medium

est. up to \$400/mo

What this means for bookings: Fewer calls from mobile visitors.

Why it matters

On a phone, a number that isn't tappable means copy-paste friction.

How to fix

Wrap the number in `<a href="tel:+1...">`, visible in the mobile header.

EVIDENCE

(555) 010-0199

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Click-to-call on mobile. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: The phone number is shown as plain text, so it can't be tapped to call on a phone.

Evidence:

- (555) 010-0199

What I want (the exact outcome): Every phone number on the site is a tappable tel: link, so phone visitors can call with one tap.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Tappable phone link (use wherever the number appears) ---

(555) 010-0199

(Note: The tel: number uses international format (+country code); we assumed a US/Canada number.)



#7 Reviews and social proof

No links to review profiles (e.g. The Knot, WeddingWire, Google reviews) or review widgets found.

Medium

est. up to \$400/mo

What this means for bookings: Less confidence at the decision point.

Why it matters Reviews are among the strongest reasons people choose one business over another.

How to fix Link to (or embed) your review profiles and show a few recent reviews near your CTAs.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Reviews and social proof. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No links to review profiles (e.g. The Knot, WeddingWire, Google reviews) or review widgets found.

What I want (the exact outcome): The site shows or links to my best review profiles so visitors see social proof before they book.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Review links ---

Read our Google reviews

Read our reviews on The Knot

WeddingWire reviews

(Note: Find your Place ID with Google's Place ID Finder. Only show real reviews.)



#8 Secure connection (HTTPS)

HTTPS works, but the plain `http://` address does not redirect to `https://`.

Medium

est. up to \$200/mo

What this means for bookings: Lost trust at the moment of contact or booking.

Why it matters

Browsers label plain-HTTP sites 'Not secure', which makes visitors hesitate to enter details.

How to fix

Install a free certificate (e.g. Let's Encrypt via your host) and 301-redirect every `http://` URL to `https://`.

EVIDENCE

`http://` ended at: it did not respond



AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: `https://www.example-venue.com/`

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Secure connection (HTTPS). Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: HTTPS works, but the plain `http://` address does not redirect to `https://`.

Evidence:

- `http://` ended at: it did not respond

What I want (the exact outcome): Every page is served over HTTPS, and every `http://` address permanently (301) redirects to the same `https://` page in one hop.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`)

with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

```
Drafts from my report (check them and tell me exactly where each one goes):
--- Force HTTPS in one hop (Apache .htaccess) ---
RewriteEngine On
RewriteCond %{HTTPS} off [OR]
RewriteCond %{HTTP_HOST} !^www\.example\.-venue\.com$ [NC]
RewriteRule ^ https://www.example-venue.com%{REQUEST_URI} [L,R=301]
(Note: Nginx: return 301 https://www.example-venue.com$request_uri; in the port 80 server block.
Cloudflare: SSL/TLS > Edge Certificates > Always Use HTTPS.)
```



#9 Live chat or AI assistant

Medium

est. up to \$400/mo

No live chat, messaging widget or AI assistant detected.

What this means for bookings: Unanswered quick questions turn into lost inquiries.

Why it matters

Visitors with a quick question often leave rather than send a form and wait.

How to fix

Add a chat widget or AI assistant that answers FAQs instantly and hands over to a human, and make sure someone (or something) answers it.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Live chat or AI assistant. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No live chat, messaging widget or AI assistant detected.

What I want (the exact outcome): Visitors can ask a quick question and get an answer straight away (live chat, a messaging button or a simple FAQ assistant), with after-hours replies captured as leads.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Starter answers for your chat or FAQ assistant ---

Q: Is my date available?

A: **[YOUR ANSWER + LINK TO BOOK]**

Q: What does a wedding cost?

A: **[YOUR ANSWER + LINK TO BOOK]**

Q: How many guests can you hold?

A: **[YOUR ANSWER + LINK TO BOOK]**

Q: Can we book a tour?

A: **[YOUR ANSWER + LINK TO BOOK]**

(Note: Options include a WhatsApp/Messenger button, a free live-chat widget (Tidio, tawk.to, Crisp) or your booking tool's chat. Make sure after-hours messages ask for an email or phone number.)



#10 Social links work

Medium

est. up to \$400/mo

1 social link leads to a missing page (404).

What this means for bookings: Lost trust at the moment a visitor checks you out.

Why it matters A social icon that leads to a missing page looks abandoned and sends visitors away from your site to a dead end.

How to fix Replace dead social links with your current profile URLs, or remove them.

EVIDENCE

Not found: <https://www.facebook.com/examplevenue.old/>

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Social links work. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20. What the scan found: 1 social link leads to a missing page (404).

Evidence:

- Not found: <https://www.facebook.com/examplevenue.old/>

What I want (the exact outcome): Every social link on my site opens a live profile; dead links are replaced or removed.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Dead social links to replace or remove ---

<https://www.facebook.com/examplevenue.old/>

(Note: Search your theme/footer settings and menus for these URLs; WordPress: Appearance > Menus / Customize > Footer, or your page builder's footer template.)



#11 SSL certificate expiry

Certificate expires in 19 days. Renew it soon, or switch on auto-renewal.

Medium

est. up to \$200/mo

What this means for bookings: If it lapses, the site is effectively offline for most visitors.

Why it matters An expired certificate shows a full-screen browser warning and most visitors leave.

How to fix Enable auto-renewal at your host or CDN and add an expiry alert. Watchdog monitoring (\$299/mo) re-checks it every week and alerts you before it becomes a problem.

EVIDENCE

Issuer: Let's Encrypt

Expires: 2026-11-08

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: SSL certificate expiry. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: Certificate expires in 19 days. Renew it soon, or switch on auto-renewal.

Evidence:

- Issuer: Let's Encrypt

- Expires: 2026-11-08

What I want (the exact outcome): The SSL certificate renews automatically before it expires, and I get an email warning if renewal fails.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Check and test renewal ---

Hosting panel: SSL/TLS > AutoSSL (or 'Let's Encrypt') > make sure auto-renew is on for www.example-venue.com

Own server: sudo certbot renew --dry-run



#12 Meta description

Medium

est. up to \$400/mo

No meta description on the home page.

What this means for bookings: Weaker search snippets.

Why it matters Google often uses it as the snippet under your link.

How to fix Write a 120-160 character description per key page with a reason to click.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Meta description. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No meta description on the home page.

What I want (the exact outcome): My home page has a meta description of 120-160 characters that says what I offer, where, and what to do next.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Meta description (120-160 characters; replace the brackets) ---

<meta name="description" content="Example Venue (demo): wedding and event venue in **[YOUR CITY]**, loved by couples for **[ONE THING YOU ARE KNOWN FOR]**. See pricing, check your date and book a tour.">

(Note: WordPress: set it in your SEO plugin (Yoast, Rank Math or All in One SEO) on the home page, not in the theme.)



#13 Broken links

Medium

est. up to \$200/mo

2 broken link(s) out of ~40 checked.

What this means for bookings: Lost trust and dead ends on the path to booking.

Why it matters

Broken links look neglected and can dead-end a visitor mid-journey.

How to fix

Fix or remove each broken link listed; re-check after site changes.

EVIDENCE

<https://www.example-venue.com/packages-2023/> → page not found (404) (linked from <https://www.example-venue.com/weddings/>)

<https://www.example-venue.com/wp-content/uploads/menu-2022.pdf> → page not found (404) (linked from <https://www.example-venue.com/>)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Broken links. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 2 broken link(s) out of ~40 checked.

Evidence:

- <https://www.example-venue.com/packages-2023/> → page not found (404) (linked from <https://www.example-venue.com/weddings/>)

- <https://www.example-venue.com/wp-content/uploads/menu-2022.pdf> → page not found (404) (linked from <https://www.example-venue.com/>)

What I want (the exact outcome): Every link and image on the site works; old URLs redirect to the right new page.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):
--- Links to fix (from the scan) ---
https://www.example-venue.com/packages-2023/ → page not found (404) (linked from
https://www.example-venue.com/weddings/)
https://www.example-venue.com/wp-content/uploads/menu-2022.pdf → page not found (404) (linked
from https://www.example-venue.com/)
--- Redirects for moved pages (Apache .htaccess) ---
Redirect 301 /packages-2023/ [NEW PAGE URL]
Redirect 301 /wp-content/uploads/menu-2022.pdf [NEW PAGE URL]
(Note: WordPress: the free 'Redirection' plugin does the same without editing files.)



#14 Image text alternatives (alt text)

Medium

est. up to \$400/mo

6 images without a text alternative.

What this means for bookings: Lost context for screen-reader users.

Why it matters Screen readers announce images without alt text as a file name or nothing at all; search engines also read alt text.

How to fix Add short descriptive alt text to meaningful images and alt="" to purely decorative ones.

EVIDENCE

Images with no text alternative (6×)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: https://www.example-venue.com/

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Image text alternatives (alt text). Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 6 images without a text alternative.

Evidence:

- Images with no text alternative (6×)

What I want (the exact outcome): Every meaningful image has short, descriptive alt text; decorative images have empty alt (alt="").

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every [BRACKETED] placeholder (like [YOUR EMAIL] or [YOUR PHONE]) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Alt-text patterns (describe what's in the photo, under ~125 characters) ---

Outdoor ceremony site at Example Venue (demo) set with white chairs

Reception barn at Example Venue (demo) with string lights and long tables

Couple portrait on the grounds of Example Venue (demo) at sunset

(Note: Decorative images (dividers, background textures) get alt="". WordPress: Media > Library > select the image > Alternative Text.)



#15 Text contrast

Medium

est. up to \$400/mo

11 pieces of text with too little contrast against the background.

What this means for bookings: Harder-to-read pages.

Why it matters

Low-contrast text is hard to read for many visitors, especially on phones outdoors.

How to fix

Darken light-grey text or lighten backgrounds to reach at least 4.5:1 (3:1 for large text).

EVIDENCE

Text too faint to read (low colour contrast) (11x)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Text contrast. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 11 pieces of text with too little contrast against the background.

Evidence:

- Text too faint to read (low colour contrast) (11x)

What I want (the exact outcome): All text meets WCAG AA contrast (4.5:1 for normal text, 3:1 for large text) against its background.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Darker text on light backgrounds (rule color-contrast) ---

/* aim for 4.5:1 (3:1 for large text); check with webaim.org/resources/contrastchecker */

/* use the exact failing selectors and suggested colours listed under 'Where the scan found it' when available */



#16 Form fields and buttons labelled

Medium

est. up to \$400/mo

3 elements without an accessible name (including form fields).

What this means for bookings: Some visitors can't complete your form.

Why it matters

Unlabelled fields and buttons can't be understood by assistive technology, which blocks the contact or booking step.

How to fix

Give every input a visible <label> (or aria-label) and every icon button an accessible name.

EVIDENCE

Form fields with no label (3×)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Form fields and buttons labelled. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 3 elements without an accessible name (including form fields).

Evidence:

- Form fields with no label (3×)

What I want (the exact outcome): Every form field has a visible label and every icon-only link or button has an accessible name.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Icon-only links need a name (rule link-name) ---

```
<a href="[YOUR INSTAGRAM URL]" aria-label="Instagram">
  <svg aria-hidden="true">...</svg>
</a>
```

--- Label every form field (rule label) ---

```
<label for="f-email">Email</label>
<input id="f-email" name="email" type="email">
```

#17 Server software (PHP) supported



PHP 8.1.29 is end-of-life and no longer receives security fixes. Your server also tells every visitor which version it runs.

Medium

est. up to \$400/mo

What this means for bookings: Avoidable security risk.

Why it matters

End-of-life PHP versions get no security fixes. Showing the version publicly also makes targeting easier.

How to fix

Ask your host to move to a supported PHP version (8.3+) and hide the X-Powered-By header. Our Fix sprint (\$499) can set this up and re-test it.

EVIDENCE

Seen in: X-Powered-By header

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Server software (PHP) supported. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: PHP 8.1.29 is end-of-life and no longer receives security fixes. Your server also tells every visitor which version it runs.

Evidence:

- Seen in: X-Powered-By header

What I want (the exact outcome): My server runs a supported PHP version and no longer advertises its version in response headers.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

```
--- Hide the PHP version ---
```

```
; php.ini
```

```
expose_php = Off
```

```
# .htaccess
```

```
Header unset X-Powered-By
```

(Note: Upgrade PHP itself in your hosting panel (cPanel > Select PHP Version / MultiPHP Manager) to 8.3 or newer after checking plugin compatibility.)



#18 Domain registration expiry

example-venue.com expires in 41 days. Make sure auto-renew is on.

Medium

est. up to \$200/mo

What this means for bookings: Site and email go offline if it lapses.

Why it matters

If the domain registration lapses, the website AND your email stop working, and someone else can register it.

How to fix

Turn on auto-renew at your registrar, check the card on file, and keep the registrar contact email current. Watchdog monitoring (\$299/mo) re-checks it every week and alerts you before it becomes a problem.

EVIDENCE

Expires: 2026-11-30

Registrar: Example Registrar

 AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Domain registration expiry. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: example-venue.com expires in 41 days. Make sure auto-renew is on.

Evidence:

- Expires: 2026-11-30

- Registrar: Example Registrar

What I want (the exact outcome): My domain is set to auto-renew with a valid payment method, and it is registered for at least another year.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**)

with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Registrar checklist ---

At Example Registrar: turn on auto-renew for example-venue.com, update the card on file, add a second contact email, and consider renewing for several years.



#19 Online booking / scheduling tool

No online scheduling or booking tool detected (e.g. tour or call scheduler).

Medium

est. up to \$200/mo

What this means for bookings: Visitors who want to book now have to wait for a reply.

Why it matters Letting people book or schedule themselves captures them at the moment of intent, including after hours.

How to fix Connect an online booking engine or scheduler and link it from every page.

 AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Online booking / scheduling tool. Priority: medium. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No online scheduling or booking tool detected (e.g. tour or call scheduler).

What I want (the exact outcome): Visitors can book, request a date or schedule a call online, without waiting for an email reply.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street

address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Options to compare (examples, not endorsements) ---

Typical choices: a tour scheduler (Calendly, Acuity) or a venue CRM with an inquiry/availability form (HoneyBook, Dubsado, Perfect Venue). Pick one that syncs with the calendar you already use, then link the header button and the sticky mobile bar to it.



#20 Up-to-date footer

Footer copyright says 2023, which suggests the site hasn't been updated in a while.

Low

est. up to \$110/mo

What this means for bookings: Small trust signal, noticed by careful buyers.

Why it matters

An old copyright year signals an unmaintained website.

How to fix

Update the footer year (or make it automatic).

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Up-to-date footer. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: Footer copyright says 2023, which suggests the site hasn't been updated in a while.

What I want (the exact outcome): The footer shows the current year automatically.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Self-updating footer year ---

WordPress (footer.php): `© <?php echo date('Y'); ?> Example Venue (demo)`

Other sites: `© <span id="y"></span> Example Venue (demo)`

`<script>document.getElementById('y').textContent=new Date().getFullYear()</script>`



#21 Security headers

0 of 6 recommended security headers present.

Low

est. up to \$50/mo

What this means for bookings: Low direct business impact; a hygiene signal.

Why it matters

Standard HTTP headers protect visitors against common attacks (clickjacking, content sniffing, downgrade).

How to fix

Enable HSTS, X-Content-Type-Options, a frame-ancestors/X-Frame-Options policy, Referrer-Policy and a Content-Security-Policy at your host/CDN.

EVIDENCE

Present: none

Missing: HSTS, CSP, X-Content-Type-Options, Clickjacking protection, Referrer-Policy, Permissions-Policy

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Security headers. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 0 of 6 recommended security headers present.

Evidence:

- Present: none

- Missing: HSTS, CSP, X-Content-Type-Options, Clickjacking protection, Referrer-Policy, Permissions-Policy

What I want (the exact outcome): My site sends the recommended security headers (HSTS, X-Content-Type-Options, clickjacking protection, Referrer-Policy, Permissions-Policy and a starter Content-Security-Policy) without breaking anything.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Apache / most WordPress hosts (.htaccess, at the top) ---

```
<IfModule mod_headers.c>
```

```
Header always set Strict-Transport-Security "max-age=31536000; includeSubDomains"
```

```
Header always set X-Content-Type-Options "nosniff"
```

```
Header always set X-Frame-Options "SAMEORIGIN"
```

```
Header always set Referrer-Policy "strict-origin-when-cross-origin"
```

```
Header always set Permissions-Policy "camera=(), microphone=(), geolocation=()"
```

```
Header always set Content-Security-Policy-Report-Only "default-src 'self' https: data: 'unsafe-inline' 'unsafe-eval'; frame-ancestors 'self'; upgrade-insecure-requests"
```

```
</IfModule>
```

(Note: The Content-Security-Policy-Report-Only line is Report-Only on purpose: it can't break the site. Switch to an enforced Content-Security-Policy only after testing.)

--- Nginx (server block) ---

```
add_header Strict-Transport-Security "max-age=31536000; includeSubDomains" always;
```

```
add_header X-Content-Type-Options "nosniff" always;
```

```
add_header X-Frame-Options "SAMEORIGIN" always;
```

```
add_header Referrer-Policy "strict-origin-when-cross-origin" always;
```

```
add_header Permissions-Policy "camera=(), microphone=(), geolocation=()" always;
```

```
add_header Content-Security-Policy-Report-Only "default-src 'self' https: data: 'unsafe-inline' 'unsafe-eval'; frame-ancestors 'self'; upgrade-insecure-requests" always;
```

--- Cloudflare Pages / Netlify (_headers file) ---

```
/*
```

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

```
X-Content-Type-Options: nosniff
```

```
X-Frame-Options: SAMEORIGIN
```

```
Referrer-Policy: strict-origin-when-cross-origin
Permissions-Policy: camera=(), microphone=(), geolocation=()
Content-Security-Policy-Report-Only: default-src 'self' https: data: 'unsafe-inline' 'unsafe-eval'; frame-ancestors 'self'; upgrade-insecure-requests
(Note: On a normal Cloudflare proxy use Rules > Transform Rules > Modify response header instead.)
```



#22 Desktop speed

Main content appears after about 1.9s on desktop (needs improvement by Google's Core Web Vitals thresholds).

Low

est. up to \$50/mo

What this means for bookings: Lower engagement from comparison shoppers.

Why it matters Desktop visitors (often planners and comparison shoppers) also leave slow sites.

How to fix Same fixes as mobile: image optimisation, fewer third-party scripts, caching.

EVIDENCE

Source: local lab test: headless Chrome, unthrottled desktop

Lighthouse performance score: 81/100

First Contentful Paint: 0.9s

Largest Contentful Paint: 1.9s

Cumulative Layout Shift: 0.05

Server response (TTFB): 0.90s

Google's Core Web Vitals: LCP of 2.5s or less is 'good', over 4s is 'poor'; CLS of 0.1 or less is 'good', over 0.25 is 'poor'. [Source: Google web.dev, Web Vitals](#)

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Desktop speed. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: Main content appears after about 1.9s on desktop (needs improvement by Google's Core Web Vitals thresholds).

Evidence:

- Source: local lab test: headless Chrome, unthrottled desktop
- Lighthouse performance score: 81/100
- First Contentful Paint: 0.9s
- Largest Contentful Paint: 1.9s
- Cumulative Layout Shift: 0.05
- Server response (TTFB): 0.90s

What I want (the exact outcome): The main content of my home page appears in under 2.5 seconds on desktop (Largest Contentful Paint 2.5s or less).

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every [BRACKETED] placeholder (like [YOUR EMAIL] or [YOUR PHONE]) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- WordPress speed checklist ---

1. Caching: your host's cache or one plugin (LiteSpeed Cache, WP Rocket or W3 Total Cache), not several
2. Images: convert to WebP/AVIF and resize (ShortPixel, Imagify or EWWW)
3. Remove sliders/plugins you don't need on the home page (sliders are a common cause)
4. Lazy-load below-the-fold images and embeds; never lazy-load the hero image

--- Hero image hints (HTML) ---

```
<link rel="preload" as="image" href="[YOUR HERO IMAGE URL]" fetchpriority="high">


```

--- Browser caching (Apache .htaccess) ---

```
<IfModule mod_expires.c>
  ExpiresActive On
  ExpiresByType image/webp "access plus 1 year"
  ExpiresByType image/jpeg "access plus 1 year"
  ExpiresByType text/css "access plus 1 month"
  ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```



#23 Social sharing preview (Open Graph)

Low

est. up to \$110/mo

No Open Graph tags: shared links will look bare.

What this means for bookings: Shared links look bare or pick a random image.

Why it matters

Controls the image and text shown when your link is shared on WhatsApp, Facebook, LinkedIn etc.

How to fix

Add og:title, og:description and og:image (1200×630) tags.



AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Social sharing preview (Open Graph). Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No Open Graph tags: shared links will look bare.

What I want (the exact outcome): Sharing my site on Facebook, WhatsApp or iMessage shows the right title, description and an attractive image.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every [BRACKETED] placeholder (like [YOUR EMAIL] or [YOUR PHONE]) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

```
--- Open Graph + social tags (in <head>) ---
<meta property="og:type" content="website">
<meta property="og:title" content="Example Venue (demo)">
<meta property="og:description" content="Wedding and event venue in [YOUR CITY]. See pricing,
check your date and book a tour.">
<meta property="og:url" content="https://www.example-venue.com/">
<meta property="og:image" content="[YOUR SHARE IMAGE URL, 1200X630]">
<meta name="twitter:card" content="summary_large_image">
(Note: Use a real 1200x630 photo. WordPress SEO plugins have a 'Social' tab for these.)
```



#24 Privacy policy

Low

est. up to \$80/mo

No privacy policy link found.

What this means for bookings: Trust and compliance gap.

Why it matters

Forms collect personal data; a privacy policy is expected (and often legally required).

How to fix

Link a privacy policy in the footer and near forms.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Privacy policy. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No privacy policy link found.

What I want (the exact outcome): A privacy policy page exists and is linked from the footer of every page and from every form.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Footer link ---

```
<a href="[YOUR PRIVACY POLICY URL]">Privacy policy</a>
```

(Note: WordPress: Settings > Privacy creates a starter page. Have it reviewed; this is not legal advice.)

--- Sections a privacy policy usually covers ---

Who we are · What we collect (forms, bookings, analytics, cookies) · Why · Who we share it with (booking tool, email, analytics) · How long we keep it · Your rights and how to contact us



#25 AI assistants allowed to read the site

robots.txt blocks some AI training crawlers (GPTBot). That's a valid choice; AI search bots are still allowed.

Low

est. up to \$50/mo

What this means for bookings: Less visibility in AI-assistant answers.

Why it matters If robots.txt blocks AI crawlers, assistants like ChatGPT or Perplexity may not be able to read or recommend you.

How to fix If you want to be recommended by AI assistants, allow their search crawlers (e.g. OAI-SearchBot, PerplexityBot, Claude-SearchBot) in robots.txt.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: AI assistants allowed to read the site. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: robots.txt blocks some AI training crawlers (GPTBot). That's a valid choice; AI search bots are still allowed.

What I want (the exact outcome): AI assistants (ChatGPT, Claude, Perplexity, Google AI) are allowed to read my public pages in robots.txt.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- robots.txt lines that allow AI assistants ---

User-agent: GPTBot

Allow: /

User-agent: OAI-SearchBot

Allow: /

User-agent: ClaudeBot

Allow: /

User-agent: PerplexityBot

Allow: /

User-agent: Google-Extended

Allow: /

(Note: Remove any 'Disallow: /' lines for these bots. Some security plugins or Cloudflare 'block AI bots' settings also block them.)

#26 DKIM signing



No DKIM key on the common selectors (google, default, selector1/2, k1, s1/s2, mail). Your provider may use a custom selector, so check it's switched on.

Low

est. up to \$50/mo

What this means for bookings: Emails may be treated as less trustworthy.

Why it matters

DKIM signs every email so inboxes can verify it really came from you and wasn't changed.

How to fix

Turn on DKIM in your email provider (Google Workspace, Microsoft 365, your host) and publish the key it gives you. Our Fix sprint (\$499) can set this up and re-test it.

AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: DKIM signing. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No DKIM key on the common selectors (google, default, selector1/2, k1, s1/s2, mail). Your provider may use a custom selector, so check it's switched on.

What I want (the exact outcome): DKIM signing is switched on for my email provider (and any service that sends as my domain), and the DKIM TXT record is published.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Switch on DKIM (Google Workspace) ---

Google Admin console > Apps > Google Workspace > Gmail > Authenticate email > Generate new record (2048-bit, selector 'google') > add the TXT record at your DNS host > back in Admin console click 'Start authentication'.

--- What the DNS record will look like ---

Type: TXT

Host/Name: google._domainkey

Value: v=DKIM1; k=rsa; p=PASTE-THE-PUBLIC-KEY-FROM-YOUR-PROVIDER

TTL: 3600 (or Auto)

(Note: Never invent the key: copy it from your provider. Booking or newsletter tools that send as your domain have their own DKIM setup page.)

#27 JavaScript libraries up to date



jQuery 3.7.1 is a major version behind the current 4.0.0. 3.x still receives critical fixes, so this is low priority, but plan the upgrade (test your theme and plugins first).

Low

est. up to \$50/mo

What this means for bookings: Avoidable security and compatibility risk.

Why it matters

Outdated libraries such as old jQuery or Bootstrap versions have publicly documented security fixes and no longer get updates.

How to fix

Update the theme or plugins that load them, or load a current version. Our Fix sprint (\$499) can set this up and re-test it.

EVIDENCE

jQuery: <https://www.example-venue.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1>



AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: JavaScript libraries up to date. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: jQuery 3.7.1 is a major version behind the current 4.0.0. 3.x still receives critical fixes, so this is low priority, but plan the upgrade (test your theme and plugins first).

Evidence:

- jQuery: <https://www.example-venue.com/wp-includes/js/jquery/jquery.min.js?ver=3.7.1>

What I want (the exact outcome): The JavaScript libraries my site loads are on supported versions (through platform/theme updates where possible).

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**)

with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- How jQuery is updated on WordPress ---

jQuery ships with WordPress core: keep core current and don't swap it manually. If the theme loads its own old copy, update or replace the theme.



#28 Canonical URL

No canonical URL on the home page.

Low

est. up to \$50/mo

What this means for bookings: Minor duplicate-content risk.

Why it matters

Canonical tags prevent duplicate versions of a page competing in search.

How to fix

Add `<link rel="canonical">` pointing to the preferred https URL.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Canonical URL. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No canonical URL on the home page.

What I want (the exact outcome): Every page has a canonical tag pointing to its own preferred https URL.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- Canonical tag (in `<head>`) ---

`<link rel="canonical" href="https://www.example-venue.com/">`



#29 Key facts machine-readable

Low

est. up to \$50/mo

Some business facts are machine-readable; others are missing.

What this means for bookings: Assistants may give wrong or no details.

Why it matters

AI assistants answer questions like 'phone number', 'opening hours', 'price range' from structured data.

How to fix

Include telephone, address, opening hours and priceRange in your JSON-LD.

EVIDENCE

sameAs

telephone

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Key facts machine-readable. Priority: low. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: Some business facts are machine-readable; others are missing.

Evidence:

- sameAs
- telephone

What I want (the exact outcome): My structured data includes address, geo coordinates, opening hours, price range, phone and social profiles.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every **[BRACKETED]** placeholder (like **[YOUR EMAIL]** or **[YOUR PHONE]**) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- JSON-LD for your home page (EventVenue) ---

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "EventVenue",
  "name": "Example Venue (demo)",
  "url": "https://www.example-venue.com/",
  "telephone": "+15550100199",
  "image": "[YOUR MAIN PHOTO URL]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[YOUR STREET ADDRESS]",
    "addressLocality": "[YOUR CITY]",
    "addressRegion": "[YOUR STATE/REGION]",
    "postalCode": "[YOUR POSTAL CODE]",
    "addressCountry": "[YOUR COUNTRY CODE]"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "[YOUR LATITUDE]",
    "longitude": "[YOUR LONGITUDE]"
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday",
        "Wednesday",
        "Thursday",
        "Friday"
      ],
      "opens": "09:00",
      "closes": "17:00"
    }
  ],
  "priceRange": "[YOUR PRICE RANGE, E.G. $$]",
  "sameAs": [
    "https://www.instagram.com/examplevenue/"
  ],
  "maximumAttendeeCapacity": "[YOUR MAX GUESTS]"
}
</script>
```

(Note: Replace every **[BRACKETED]** placeholder with your real details, delete lines you can't fill, then test it at search.google.com/test/rich-results. WordPress SEO plugins can output this for you (Local SEO / Schema settings); don't publish two competing blocks.)

Optional improvements



WhatsApp / messaging option

Optional

No WhatsApp or messaging link found (optional; useful if your audience uses it).

What this means for bookings: Optional channel; valuable where your audience uses it.

Why it matters Messaging is the preferred contact channel for many visitors, especially internationally.

How to fix Add a WhatsApp click-to-chat link (wa.me) or a messaging button if you can answer it promptly.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

```
I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.
If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: https://www.example-venue.com/
Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)
Business: Example Venue (demo) (Wedding / event venue; name read from the page title)
Problem: WhatsApp / messaging option. Priority: optional. Found by an automated CheckupAI scan on 2026-10-20.
What the scan found: No WhatsApp or messaging link found (optional; useful if your audience uses it).
What I want (the exact outcome): Visitors can message me on WhatsApp (or another messenger I use) with one tap from the site.
Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.
Placeholders: replace every [BRACKETED] placeholder (like [YOUR EMAIL] or [YOUR PHONE]) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):
--- WhatsApp click-to-chat link ---
<a href="https://wa.me/15550100199?text=Hi%2C%20I%20found%20you%20on%20your%20website">Message us on WhatsApp</a>
(Note: Only use a number that has WhatsApp (Business) set up.)
```



/lms.txt

Optional

No /lms.txt (optional, emerging convention).

What this means for bookings: Small, forward-looking.

Why it matters An emerging, optional convention that gives AI assistants a clean summary of your site.

How to fix Optionally publish /lms.txt with a short description, key pages and booking/contact links.

 **AI FIX PACK** Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: llms.txt. Priority: optional. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: No /llms.txt (optional, emerging convention).

What I want (the exact outcome): A short /llms.txt file summarises my business and key pages for AI assistants.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

--- llms.txt (save at the site root) ---

Example Venue (demo)

> Wedding and event venue in `[YOUR CITY]`. See pricing, check your date and book a tour.

Key pages

- [Home](<https://www.example-venue.com/>)
- [Prices]([\[YOUR PRICING PAGE URL\]](#))
- [Book or inquire]([\[YOUR BOOKING PAGE URL\]](#))
- [Contact]([\[YOUR CONTACT PAGE URL\]](#))

Facts

- Phone: (555) 010-0199
- Address: [\[YOUR ADDRESS\]](#)
- Opening hours: [\[YOUR OPENING HOURS\]](#)



Plugins detected

Optional

2 WordPress plugins visible in the page source. Keep them updated.

What this means for bookings: Maintenance load.

Why it matters

Plugins are the most common source of WordPress problems when they fall behind.

How to fix

Keep plugins updated and remove ones you don't use. Watchdog monitoring (\$299/mo) re-checks it every week and alerts you before it becomes a problem.

EVIDENCE

contact-form-7 6.1

woocommerce 10.7.0



AI FIX PACK Paste into ChatGPT, Claude or your AI site builder

I need help fixing one problem on my website. Give me exact, numbered steps for WordPress, and tell me how to check that it worked.

If you are an AI website builder with access to my site, make the change directly and then list exactly what you changed.

Website: <https://www.example-venue.com/>

Platform: WordPress (I can log in to wp-admin and install plugins; tell me which menu or plugin to use and warn me before anything that needs a backup)

Business: Example Venue (demo) (Wedding / event venue; name read from the page title)

Problem: Plugins detected. Priority: optional. Found by an automated CheckupAI scan on 2026-10-20.

What the scan found: 2 WordPress plugins visible in the page source. Keep them updated.

Evidence:

- contact-form-7 6.1
- woocommerce 10.7.0

What I want (the exact outcome): Every plugin is updated, unused plugins are removed, and automatic updates are on for security releases.

Rules: don't change my design, wording or prices unless the fix needs it; tell me before anything that could take the site down; if you need information I haven't given you (for example my street address), ask me instead of guessing.

Placeholders: replace every `[BRACKETED]` placeholder (like `[YOUR EMAIL]` or `[YOUR PHONE]`) with my real details; if you don't know a value, ask me instead of guessing. Keep every existing value taken from my site or DNS (marked 'keep as is') exactly unchanged.

Drafts from my report (check them and tell me exactly where each one goes):

```
--- Plugins seen in your page source ---  
- contact-form-7 6.1  
- woocommerce 10.7.0
```

(Note: Check each one in Plugins > Installed Plugins: update, or delete if unused. Premium plugins (e.g. Slider Revolution) need a valid licence to receive updates.)

```
--- WP-CLI: list plugins with updates ---  
wp plugin list --update=available  
wp plugin update --all
```

All checks

Green passed, amber is a warning, red is failing. Open a row for the detail.



Reachability & security

● 83/100

Mostly in good shape, but the items marked below are worth fixing.

- Website reachable
- Secure connection (HTTPS)
- Redirect chain
- Mixed content



Speed

● 50/100

Pages appear quickly, but something below slows the page down for phone visitors.

- Mobile speed
- Desktop speed



Mobile experience

● 100/100

Phone visitors can read and tap comfortably.

- Mobile viewport



Contact & booking path

● 82/100

Ready-to-book visitors can't find a quick way to contact or book you.

- Phone number shown
- Click-to-call on mobile
- Contact / inquiry form
- Email address or contact option
- WhatsApp / messaging option
- Main booking / inquiry call-to-action
- Clicks from home to booking/inquiry
- Online booking / scheduling tool



Instant answers (chat / AI)

● 0/100

Visitors with a quick question have no instant way to ask, so some leave.

- Live chat or AI assistant



Pricing & availability

● 46/100

Missing prices or availability make visitors ask elsewhere first.

- Pricing transparency
- Availability check



Search basics (SEO)

● 79/100

Search engines get weak signals, so fewer people find you on Google.

- Page title
- Meta description
- Main heading (H1)
- Canonical URL
- Indexable by search engines
- Social sharing preview (Open Graph)
- XML sitemap
- robots.txt
- Structured data (schema.org)



Trust & freshness

● 53/100

Stale or missing trust signals make visitors hesitate to book.

- Broken links
- Broken images
- Name, address & phone consistency
- Up-to-date footer
- Outdated events or offers
- Reviews and social proof



AI-readiness

● 50/100

Mostly in good shape, but the items marked below are worth fixing.

- llms.txt
- AI assistants allowed to read the site
- Key facts machine-readable



Privacy & security headers

● 0/100

Missing privacy and security basics weaken trust at the moment of booking.

- Security headers
- Cookie / consent banner
- Privacy policy



Email deliverability

● 58/100

Booking confirmations and replies to inquiries may land in spam, so leads go cold.

- Mail servers (MX)
- SPF record (who may send your email)
- DMARC policy
- DKIM signing
- Brand logo in inboxes (BIMI)



Accessibility

● 12/100

Some visitors can't read or operate parts of your site, so they can't book.

- Serious accessibility barriers
- Image text alternatives (alt text)
- Text contrast
- Form fields and buttons labelled
- Page language set



Software up to date

● 15/100

Outdated software is the most common way small-business sites get hacked or break.

- Website platform up to date
- JavaScript libraries up to date
- Server software (PHP) supported
- Plugins detected



Expiry dates

● 50/100

Mostly in good shape, but the items marked below are worth fixing.

- SSL certificate expiry
- Domain registration expiry



Social profiles

● 50/100

Visitors who look for proof you're active can't reach your profiles from the site.

- Social links on your site
- Social links work
- Profiles listed in structured data (sameAs)

Detected technology

BOOKING / SCHEDULING

none detected

CHAT / AI ASSISTANT

none detected

REVIEWS

none detected

SOCIAL

Facebook

Instagram

WEBSITE PLATFORM

WordPress

ANALYTICS / PIXELS

none detected

STRUCTURED DATA TYPES

EventVenue

Want this fixed, or tested for real?

HUMAN-TESTED, WITH
CONSENT

Expert check

\$199

A human-run, consent-based deep test. With your written permission and the access you choose to give, we test the things an outside scan can't, then hand you a prioritised action plan.

- ✓ Full booking/reservation flow walkthrough on desktop and a real phone, up to the payment page (no real charge, or a refundable test booking if you allow it)
- ✓ Contact and inquiry form submissions, with measured reply time and reply quality
- ✓ Email reply-time test
- ✓ Website chatbot / live-chat test
- ✓ Phone answer test (optional)
- ✓ Full-site crawl for broken links and pages, not just the home page
- ✓ Form spam-protection check
- + 7 more

We only run the tests you agree to in writing. It's a list of what we test, not guarantees about results.

DONE FOR YOU

Fix sprint

\$499

We fix everything fixable that the report and the Expert check found, not just the top 3, using the access you grant (CMS admin, DNS, hosting). Includes the Expert check and a before/after re-test.

- ✓ Includes the \$199 Expert check
- ✓ Email authentication records (SPF, DKIM, DMARC)
- ✓ Accessibility fixes
- ✓ Image and speed optimisation
- ✓ Meta, Open Graph and schema markup
- ✓ Security headers
- ✓ Updating outdated plugins and libraries
- + 3 more

Anything that depends on a third-party vendor (your booking engine, for example) or needs a redesign gets exact hand-off instructions instead.

- ✓ Pro-rata refund for any committed fix not delivered

ONGOING

Watchdog monitoring

\$299 /mo

or \$2,990/yr, about 2 months free

We re-test your site, booking path and inquiry channels every week, alert you when something breaks, and chase vendors to fix it.

- ✓ Weekly re-tests
- ✓ Alerts when something breaks
- ✓ We chase your vendors

✓ Refund if we can't run the agreed tests

Method and limits. This is an automated, outside-in check of public pages only. We did not submit forms, make bookings or inquiries, or log in. We read 2 page(s), checked 38 links/images, and loaded the home page in headless Chrome on desktop and an emulated phone (slow-4G, 4× CPU). Speed figures are lab measurements and vary between runs; real-user experience may differ. Vendor detection is based on what the page loads and may miss tools loaded only after interaction. Benchmarks are quoted only with their published source; dollar figures are estimates from stated assumptions, not facts. The AI Fix Pack is generated from templates; check every change before you publish it. Not legal, medical or financial advice. Scan took 0s · Report ID demo-example-venue.

Delivery guarantee. \$29 Full report: refund if the report finds zero real issues. \$199 Expert check: refund if we can't run the agreed tests, provided you gave the access you agreed to. \$499 Fix sprint: pro-rata refund for any committed fix not delivered, as shown by the before/after re-test. Not providing the access you agreed to doesn't qualify for a refund. Claims within 14 days, by email to hello@checkupai.xyz. A refund revokes access to the report. Full terms: <https://checkupai.xyz/terms>

CheckupAI by Compound Systems · Instant website diagnosis · © 2026 Compound Systems

Outside-in checks only: we never submit forms, make bookings or log in. [About our scanner](#)