

SAMPLE REPORT — 5-STAGE PERFORMANCE TRIAGE AUDIT

This is an anonymized example of the report you receive after a Diagnostic Triage. Figures shown are from a real audit; the client name and URL have been replaced for privacy.

Target Site: <https://sampleclinic.co.uk/> (illustrative URL)

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Prepared for: Sample Client — Local Physiotherapy Clinic

Executive Summary

This clinic operates in a highly competitive local search market. Their website, built on WordPress with Elementor and hosted on a managed WordPress host, is currently experiencing critical performance failures that are directly costing them patient enquiries and appointment bookings.

The audit reveals five interconnected performance problems: a completely disabled server-level cache, unoptimized above-the-fold images causing a 25.1s mobile LCP, render-blocking third-party scripts including duplicate reCAPTCHA loads, intermittent 503 errors on key brand assets, and a caching plugin conflict between two competing caching systems. Together, these issues create a site that fails 59% of visitors on mobile before they even read a single word about the clinic's services.

Metric	Desktop	Mobile	Status
Performance Score	56/100	41/100	CRITICAL
Largest Contentful Paint (LCP)	5.0s	25.1s	CRITICAL
Total Blocking Time (TBT)	280ms	720ms	CRITICAL
Speed Index	4.4s	12.6s	CRITICAL
First Contentful Paint (FCP)	0.8s	3.3s	HIGH
Cumulative Layout Shift (CLS)	0	0.041	MEDIUM
Total Page Weight	5,460 KB	5,094 KB	CRITICAL
Cache Status	MISS	MISS	CRITICAL

Stage 1 — Core Health Audit

Server-level and Core Web Vitals inspection under both warmed and cold cache conditions, including HTTP header analysis and hosting environment review.

Finding 1: Server Cache Completely Disabled — CRITICAL

Diagnosis: HTTP response headers confirm caching is not functioning at the server proxy layer — every visitor loads the site from the origin server cold, every time. No cached page is ever served regardless of how many times the page has been visited.

Recommended Fix: Disable the conflicting cache plugin entirely. Enable and configure the host's native page cache — built specifically for the hosting stack, it eliminates the dual-cache conflict and enables proper server-level caching immediately.

Finding 2: Dual Cache Plugin Conflict — CRITICAL

Diagnosis: The host runs its own native cache layer. Running a third-party caching plugin alongside it creates a conflict where both systems compete for cache control, resulting in neither functioning reliably. This directly explains the LCP inconsistency: 3.09s on warmed cache vs 7.85s on cold — the same page, same URL, wildly different response on each visit.

Recommended Fix: Remove the third-party cache plugin. Use the host's native optimizer exclusively as the single caching solution. Configure page cache, browser cache, and compression through one dashboard only.

Finding 3: Critical LCP Failure — Desktop 5.0s, Mobile 25.1s — CRITICAL

Diagnosis: The Largest Contentful Paint element is a full-width stretched hero section with an unoptimized background image served at full 1920x1080 resolution. Google's passing threshold is 2.5s. At 25.1s on mobile, the site fails at 10x the acceptable limit. The LCP image carries no priority hint, appears to be incorrectly lazy-loaded, and the image size setting is set to Full rather than a scaled size.

Recommended Fix: Resize hero image to max 1440x810px, compress and convert to WebP format. Change the image size setting from Full to a scaled size. Add a `fetchpriority="high"` preload hint. Exclude the hero image from lazy loading — applying lazy load to the LCP element directly delays the most critical render.

Finding 4: Slow Server Response — HIGH

Diagnosis: Network timing analysis shows 500ms for initial TCP connection and 246ms for SSL/TLS handshake before a single byte of content is delivered. TTFB sits at 280ms. The server is running an older PHP processing model, and the CDN — while present in DNS — is not actively proxying traffic, meaning SSL termination happens at the origin server rather than at a UK edge node closer to visitors.

Recommended Fix: Activate the CDN as a full proxy so SSL terminates at a London edge node — this alone eliminates the majority of the handshake delay for UK visitors. Enable HTTP/2. Switch to a faster PHP request-handling model. Enable the host's server-level page cache so visitors receive a pre-built cached page instantly.

Finding 5: CDN Not Actively Proxying — HIGH

Diagnosis: No CDN edge header is present in HTTP response headers. The site's IP resolves to the hosting origin, not a CDN edge IP. The CDN is configured in DNS-only mode, meaning zero edge caching, no edge delivery, and no DDoS mitigation is active.

Recommended Fix: Switch the CDN DNS record from DNS-only to fully proxied. Enable page rules for caching static assets. Activate auto-minify for HTML/CSS/JS and deferred JS delivery.

Finding 6: Missing Critical Security Headers — HIGH

Diagnosis: Security header audit reveals three missing headers: Strict-Transport-Security (HSTS), Content-Security-Policy (CSP), and X-Frame-Options. A Permissions-Policy header is present but has no viable policy

configured.

Recommended Fix: Add an HSTS header. Implement a CSP policy whitelisting trusted sources. Set X-Frame-Options to SAMEORIGIN. These can be added via the server config or CDN custom response headers.

Finding 7: Outbound Email Authentication Broken — HIGH

Diagnosis: DNS inspection reveals the DKIM record points to an invalid hostname. Without a valid DKIM record, outbound emails cannot be cryptographically signed, increasing the likelihood of landing in spam folders and failing DMARC validation.

Recommended Fix: Contact the email/DNS provider to regenerate a valid DKIM key and update the record. Verify SPF and DMARC records are also correctly configured. Confirm with a DKIM lookup tool after the fix.

Stage 2 — Asset Load Analysis

Public-facing network inspection via browser devtools and waterfall analysis across 177 total network requests.

Finding 8: Intermittent 503 Errors on Brand Assets — CRITICAL

Diagnosis: On cold/unwarmed page loads, the clinic's logo and location image intermittently return HTTP 503 Service Unavailable errors. These assets resolve to 200 from disk cache on warm loads, indicating the origin server is dropping static asset requests under load — a direct consequence of the disabled cache forcing all requests to origin.

Recommended Fix: Verify image file paths and confirm no dynamic generation dependency. Enable static asset browser caching. Long-term: activate CDN proxy so all static assets are edge-cached and served independently of origin server load.

Finding 9: reCAPTCHA Loading Twice — 746KB Total Duplicate Load — CRITICAL

Diagnosis: A CAPTCHA script is being enqueued twice — 746KB total for a single library. Two separate plugins are independently calling the CAPTCHA API without deduplication. The script loads globally on every page, including pages with no forms.

Recommended Fix: Identify the duplicate enqueue and dequeue one instance. Scope CAPTCHA loading conditionally to form pages only. Long-term: replace with a lighter verification method or a honeypot field.

Finding 10: Tag Manager Firing 506KB Across 3 Separate Containers — CRITICAL

Diagnosis: Three distinct tag manager container scripts load synchronously, totalling 506KB of tracking JavaScript. The ads container alone chains 5 sequential network calls adding significant post-load overhead.

Recommended Fix: Consolidate all tags inside a single container. Load the snippet asynchronously. Configure conversion pixel triggers to fire on form submission or click events only, not on page load.

Finding 11: Hanging Background Script — >951ms Incomplete Request — CRITICAL

Diagnosis: A background script request returns as "incomplete" in the waterfall with a load time exceeding 951ms and no successful response. This appears to originate from an ads tracking container and never resolves, keeping a browser network connection slot occupied for the entire page load duration.

Recommended Fix: Identify the initiating script. If non-critical, defer or remove. If required, refactor to run off the main thread so it does not block rendering.

Finding 12: Form Plugin Scripts Loading Globally on Every Page — HIGH

Diagnosis: Form plugin JS and CSS bundles are enqueued globally across the entire site. Multiple files appear as "canceled" in the waterfall — requested then abandoned — indicating wasted HTTP connection overhead on every non-form pageview.

Recommended Fix: Conditionally enqueue form plugin assets so they only load on the page where the form actually exists.

Finding 13: Hero Section Background Image Oversized — CRITICAL

Diagnosis: The LCP element is a full-width section with a background image served at full uploaded resolution. Hero background images do not require 1920px width for any standard viewport.

Recommended Fix: Re-export the hero image at max 1440x810px. Convert to WebP format for 30-50% additional size reduction. Change the image size setting from Full to a scaled size across all section backgrounds. Add a preload hint for the hero image.

Finding 14: LCP Image Likely Lazy-Loaded by the Cache Plugin — HIGH

Diagnosis: The caching plugin includes a lazy loading module that applies `loading="lazy"` to images globally, including above-the-fold content. If the hero background image is receiving a lazy load attribute, the browser intentionally defers loading it — directly explaining the gap between warmed and cold LCP.

Recommended Fix: Add exclusion rules for the hero section image in the lazy-load settings. Set `loading="eager"` explicitly on the LCP image element to override any globally applied lazy load behavior.

Finding 15: External Web Fonts + Duplicate Font Format Loading — HIGH

Diagnosis: Web fonts are loaded from an external font host — requiring an additional DNS lookup, TCP connection, and TLS handshake before any text renders. The theme loads two formats of the same font simultaneously. Modern browsers support WOFF2 exclusively; the second format is redundant.

Recommended Fix: Self-host the web fonts as WOFF2 files and update font-face declarations to reference the local path. Add a preload hint for the primary font variant. Remove the redundant format.

Stage 3 — Revenue Leak Mapping

Connecting technical performance failures to direct business impact for a local healthcare provider dependent on online appointment enquiries.

The clinic's primary revenue driver is appointment bookings through organic search, paid search, and referrals. Every performance failure below directly interrupts that patient acquisition funnel.

Performance Failure	Revenue Leak	Estimated Impact
Mobile LCP 25.1s	Patient abandons before page loads	53% of users leave after 3s delay — majority of local searches are on mobile
Cache disabled (every visit cold)	Repeat visitors experience same slow load every time	No returning-visitor speed benefit — zero cache loyalty advantage
503 errors on clinic logo	Brand credibility failure on first impression	Healthcare trust depends on reliability — a broken logo signals an unreliable provider
Hanging background script 951ms+	Page never fully loads for some users	Patients on mobile data may see incomplete pages, abandoning before booking
CAPTCHA 746KB blocking forms	Contact and booking form slow to become interactive	Friction at conversion point — patient ready to book, form is unresponsive
506KB tracking scripts on load	Page interactive state delayed by tracking overhead	Every 1s delay in interactivity costs approx. 7% in form submission rate
Email authentication broken	Appointment confirmation emails land in spam	Patient misses confirmation, assumes booking failed, books elsewhere
Mobile score 41/100	Lower local search ranking	Core Web Vitals are a confirmed Google ranking signal — failing scores reduce search visibility

Bottom Line

A physiotherapy clinic's website has one job: convert a searching patient into a booked appointment. With a 25.1s mobile LCP, zero effective caching serving every visitor cold, a contact form blocked by 746KB of duplicate CAPTCHA scripts, and broken email authentication causing confirmation emails to land in spam, the site is actively failing that conversion at multiple points in the patient journey. Conservative estimate: 40-60% of potential enquiries are being lost to abandonment before any interaction occurs.

Stage 4 — Fix-It Roadmap

Prioritized action plan ordered by revenue impact. Highest-impact, lowest-effort fixes first.

Priority 1 — Quick Wins (Day 1)

Action	Time
Disable conflicting cache plugin, enable host's native optimizer exclusively	30 mins
Resize + compress hero image, convert to WebP	30 mins
Add fetchpriority="high" preload hint to hero image	30 mins
Exclude hero image from lazy loading, set loading="eager"	30 mins
Fix 503 errors on clinic logo and address image	1 hour
Priority 1 Total	3 hours

Priority 2 — Script Optimization (Day 1–2)

Action	Time
Dequeue duplicate CAPTCHA script, or replace with a lighter alternative	1.5 hours
Load form plugin assets conditionally on form pages only	1 hour
Async/defer non-critical JS	2 hours
Consolidate tag manager to single container; async load all tracking scripts	2 hours
Identify and offload or remove hanging background script	1.5 hours
Priority 2 Total	8 hours

Priority 3 — Infrastructure & Long-Term (Day 2–3)

Action	Time
CDN full proxy activation + cache rules setup	2 hours
Switch to a faster PHP processing model + enable HTTP/2	1 hour
Self-host web fonts; remove duplicate font format	2 hours
Change all oversized images to scaled sizes site-wide	2 hours
Image optimization + WebP conversion for full media library	3 hours
Fix email authentication record — regenerate valid key with DNS provider	1 hour
Add missing security headers: HSTS, CSP, X-Frame-Options	1 hour
Before/after validation + PageSpeed screenshots	2 hours
Priority 3 Total	14 hours

Overall Delivery Summary

Day	Content	Hours
Day 1	Priority 1 (3hrs) + Priority 2 partial (5hrs)	8 hours
Day 2	Priority 2 remainder (3hrs) + Priority 3 start (5hrs)	8 hours
Day 3	Priority 3 remainder + before/after validation	5 hours
Total	All 15 findings addressed	25 hours

All 15 identified issues will be fully resolved within 72 hours — starting with the highest-impact fixes first so the clinic sees measurable speed and trust improvements within the first 3 hours, with complete infrastructure, security, and email delivery fixes finalized by Day 3. Every fix is validated with before/after data so results are proven, not assumed.

Stage 5 — Execution & Validation

How results will be measured and documented after fixes are applied.

Baseline Captured

Metric	Current Baseline
Desktop Performance Score	56/100
Mobile Performance Score	41/100
Desktop LCP	5.0s
Mobile LCP	25.1s
Total Blocking Time (Desktop)	280ms
Total Blocking Time (Mobile)	720ms
Page Weight	5,460 KB
Cache Status	MISS on every request
Total Network Requests	177
Page Finish Time	11.84s
Email Auth Status	Invalid — broken authentication

Target Benchmarks Post-Fix

Metric	Current	Target After Fix
Desktop Performance Score	56/100	85-95/100
Mobile Performance Score	41/100	70-85/100
Desktop LCP	5.0s	Under 2.0s
Mobile LCP	25.1s	Under 4.0s
Total Blocking Time Desktop	280ms	Under 150ms
Total Blocking Time Mobile	720ms	Under 300ms
Cache Status	MISS on every request	HIT on all cached pages
Page Weight	5,460 KB	Under 2,000 KB
Network Requests	177	Under 60
Email Auth Status	Invalid	Valid — emails delivering to inbox
Security Grade	C	A or above

Validation Steps

- Before/after PageSpeed Insights screenshots — desktop and mobile — for each major fix
- Waterfall comparison showing reduced request count and eliminated blocking resources

- HTTP header re-audit confirming caching and CDN are active
- Email authentication validation confirming valid signature after DNS fix
- Live load time test from a UK-based connection to verify real-world improvement
- Client-facing one-page summary translating score improvements into plain business outcomes

Audit Summary

This clinic's website is technically functional but performance-critical in ways directly suppressing appointment enquiries. The root cause chain is clear: a disabled cache serving every visitor cold, an oversized hero image with no browser priority hint, over 1MB of third-party tracking scripts blocking interactivity, and broken email authentication causing confirmation emails to miss patient inboxes. None of these require a structural rebuild — they are configuration and optimization fixes executable within 72 hours, each validated with hard before/after data.

The 5-stage triage identified 15 distinct findings across server health, asset load, DNS, and infrastructure. Priority 1 fixes alone — cache activation, hero image compression, and priority hint configuration — are projected to drop mobile LCP from 25.1s to under 4.0s within the first 3 hours of execution, moving the site from a failing Core Web Vitals grade to a passing one and directly improving local search visibility.

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WordPress Performance Fixes for Clinics

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