

WEBSITE AUDIT · DEMO.WEBVERDIO.COM

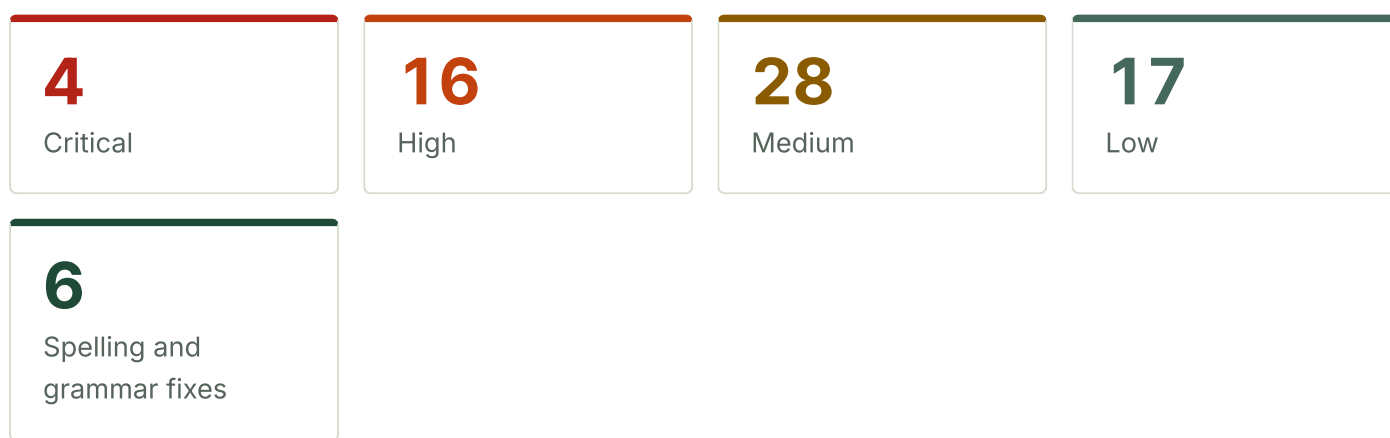
Halvane Coffee Roasters Website Audit

UK webshop (ECOMMERCE) for freshly roasted coffee beans and brewing kits; primary conversion: online purchase for home delivery, secondary: newsletter signup.

Audit date 2026-10-23 **Scope** 19 URLs checked, 12 pages reviewed

Viewports desktop 1280 px and mobile 390 px

Platform Unknown (custom or static site behind Cloudflare; no generator tag found)



Executive summary

Halvane Coffee Roasters has a clear product range, a simple navigation and an appealing brand. The product pages and listings follow one consistent layout, so fixes to shared templates and components will apply across the whole shop. This audit found 65 issues: 4 critical, 16 high, 28 medium and 17 low.

The shop is not yet ready to take orders. The checkout link returns a 404 error, and every 'Add to cart' button is a plain link to /cart/ with no product attached. Out-of-stock items can still be 'added', and the cart cannot be edited. The legal layer a UK webshop needs is also missing: the 'Terms & conditions' link returns 404, and there is no returns or cancellation policy and no company identity or geographic address. The privacy policy is four sentences long, and an analytics cookie is set before the visitor makes any consent choice. Key facts contradict each other. House Blend costs £8.95 on listings but £9.95 on its page and in the cart. One product is described as both 250 g and 1 kg. The free-delivery threshold appears as £40, £45 and £50, and the returns period as 14 days, 30 days and 'no returns'.

Most issues share two causes. First, facts such as prices, delivery terms, returns, opening hours and phone numbers are typed separately on each page instead of coming from one source, so they have drifted apart. Second, pages and features were linked before they were built: checkout, terms, gift cards and the brewing guide. Visibility and usability suffer as well. The homepage weighs 5.95 MB because of one unoptimised hero image, which gives a lab mobile LCP (the time until the main image or text appears) of 29.9 s. On the accessibility side,

icon controls have no accessible name, keyboard focus is invisible, and SEO metadata is mostly left at defaults.

The ten issues to fix first

1. Fix the House Blend price: it shows £8.95 on listings but £9.95 on its product page and in the cart. Use one price everywhere. K5
2. Correct the self-contradicting pack size: the heading says 250 g but the description says 1 kg bag. P1
3. Publish terms and conditions and fix the 404 'Terms & conditions' link in every footer. L1
4. Publish one returns and cancellation policy, including the 14-day cancellation right and its exceptions, and replace the conflicting 14-day, 30-day and 'no returns' statements. L2 K6
5. Add the legal entity name, company number and a geographic address to the footer and the contact page. L3
6. Stop the analytics cookie from loading before consent, add a first-layer 'Reject' button and a cookie policy, and rewrite the privacy policy to cover UK GDPR Art. 13. V2 V1 V3
7. Wire up the purchase flow: make 'Add to cart' add the chosen product, disable it for out-of-stock items, and make the checkout link work. C1 C2 C3
8. Use one free-delivery threshold instead of £40, £45 and £50, and one set of opening hours and one phone number. K1 K2 K3
9. Give the search, cart and image-link controls an accessible name, and add visible keyboard focus styles and a skip link. A1 A2
10. Compress and resize the homepage hero image (page weight 5.95 MB, lab mobile LCP 29.9 s), and fix or hide the 404 'Gift cards' menu link. T1 N1

Patterns across the site

These root causes explain most of the individual findings. Fixing the cause is faster than fixing each symptom.

The same fact is told differently on different pages

Prices, the free-delivery threshold, returns, opening hours, phone numbers, pack sizes, roasting and dispatch times are typed separately on each page instead of coming from one source, so they have drifted apart. The clearest cases are House Blend at £8.95 versus £9.95, and a free-delivery threshold of £40, £45 or £50.

K5 K1 K6 K2 K3 K7 K8 K9 K4 P1

The legal and privacy layer is missing

The shop has no terms, no returns or cancellation policy, no company identity, a four-sentence privacy policy, and implied cookie consent with an analytics cookie set before any choice. A UK webshop needs all of these before it takes orders.

L1 L2 L3 L7 V1 V2 V3 V4

The purchase flow is not wired up

The 'Add to cart' buttons are plain links to /cart/, out-of-stock items can still be 'added', the cart cannot be edited, and the checkout link returns 404. The grind choice that is promised 'at checkout' therefore has nowhere to happen.

C1 C2 C3 C4 P2

Links to pages that were never published

Menu and footer links point to pages that don't exist (gift cards, brewing guide, terms, checkout), and the sitemap lists a removed product.

N1 N2 N3 L1 C1 T10

A thin product template used for every product

One minimal template serves coffees and the brewing kit alike. It has no weight, unit price, grind, roast or delivery details, it carries coffee-only labels such as 'Tasting notes' onto the kit, and it uses generic titles with no metadata or structured data.

P2 P3 P4 P5 T2 T3 T4

Platform SEO defaults left unconfigured

Meta descriptions, canonical tags, Open Graph tags and structured data are missing on almost every page, the logo links to /index.html, and the heading structure is inconsistent.

T3 T4 T6 T7 T8 T9 T2

Shared components built without accessibility basics

Layouts not adapted for phones

The header, product cards and footer share the same gaps: icon controls with no name, images with no alt, invisible focus, low-contrast brand colours, tiny quantity buttons and form fields with no visible labels. Because they are shared, each fix applies sitewide.

A1 A2 A3 A4 A5 A8 A9 A10

The cookie banner, the large product images and fixed-width tables push key content and buttons off the first phone screen or past the edge of the screen, and the phone number and value proposition disappear on mobile.

U1 U2 U3 U4 A7 C5 T1

Legal & trust

L1	The "Terms & conditions" link in the footer of every page returns 404, and no terms page exists		Larger	CRITICAL
PAGE	All crawled pages, including https://demo.webverdio.com/, /shop/, /about/, /faq/ and /contact/, /terms/			
ISSUE	The sitewide link "Terms & conditions" points to /terms/, which returns 404. This audit tried 11 common terms URLs (/terms-and-conditions, /terms-of-service, /policies/terms-of-service and others). All returned 404, so the shop appears to publish no terms of sale. "Terms & conditions" HTTP status of /terms/: 404 · Alternative terms URLs tried: 11, all 404			
WHY IT MATTERS	For a UK shop selling to consumers, the Consumer Contracts Regulations 2013 require key pre-contract information to be given before purchase. Missing terms undermine trust and create legal risk. This is not legal advice; check with a qualified adviser. Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013			
FIX	Publish a terms and conditions page at /terms/ and make sure the footer link and the checkout both link to it. Cover at least the seller's identity and address, prices including VAT, payment, delivery, the 14-day cancellation right and its exceptions, complaints handling and governing law. Have the text reviewed by a legal adviser.			
SEE ALSO	L2, L3, N1			

Halvane Coffee Roasters

Small-batch coffee, roasted in London.

Opening hours

Mon–Fri 8:00–17:00

Help

Shipping

FAQ

Privacy policy

Terms & conditions

L1

Learn

Brewing guide

Our story

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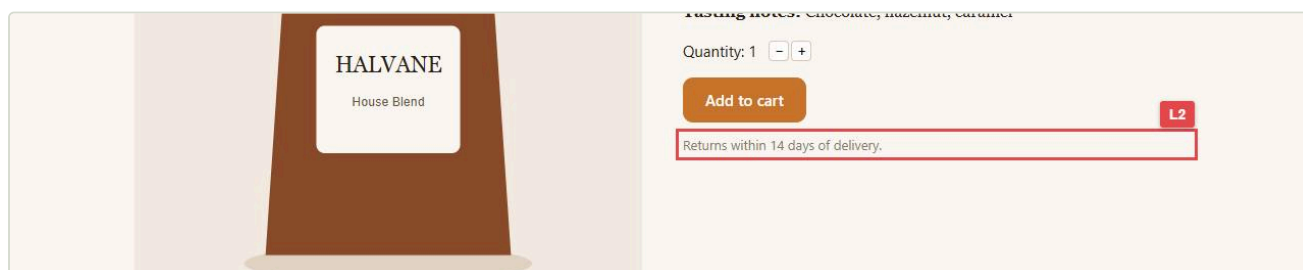
The "Terms & conditions" link, which leads to a 404 page · live site, 2026-10-23

L2 No returns or cancellation policy, and the returns information that exists is incomplete

Larger

HIGH

PAGE	Sitewide (no returns page), /products/house-blend/ and other product pages, /faq/, /shipping/
ISSUE	No returns, refund or cancellation page exists: 9 common URLs returned 404 and no returns link was found on the site. The only returns information is scattered and incomplete. Product pages say "Returns within 14 days of delivery." The FAQ says "You can return any order within 30 days for a full refund, no questions asked." The shipping page says "Please note: we cannot accept returns on opened coffee." None of them explains the 14-day cancellation right, how to cancel, who pays return postage, or how exceptions for opened or freshly ground coffee apply. "Returns within 14 days of delivery." · "Please note: we cannot accept returns on opened coffee." · "You can return any order within 30 days for a full refund, no questions asked." Returns URLs tried: 9, all 404 · Returns links found on site: 0
WHY IT MATTERS	UK consumers have a 14-day right to cancel distance purchases. If they are not told about it before buying, the cancellation period can be extended by up to 12 months. Missing returns information also deters buyers. This is not legal advice. Consumer Contracts Regulations 2013, regs. 13, 29-31 · Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, Regs 29-36 · Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, reg. 13, 28, 29 · Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013
FIX	Publish a returns and cancellation page and link it from the footer, the product pages and the checkout. Explain the 14-day cancellation right, how to cancel (including a model cancellation form), who pays return costs, refund timing, and any exceptions such as opened sealed food goods. If the Shipping page already covers this, give it a clear heading and its own footer link.
SEE ALSO	K6, L1



Short returns line under the Add to cart button · live site, 2026-10-23

United Kingdom	Royal Mail tracked 48	1-3 working days	£3.95	£45
United Kingdom	DPD Next Day	Next working day	£6.95	—
Europe	DPD Classic	3-6 working days	£9.95	—

L2

Please note: we cannot accept returns on opened coffee.

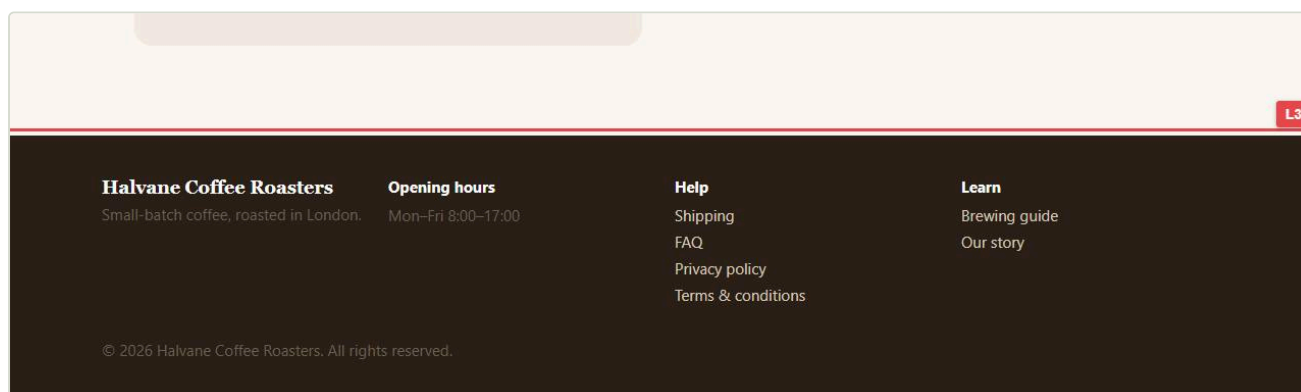
The only returns statement on the page · live site, 2026-10-23

L3 No legal entity, company number or geographic address anywhere on the site

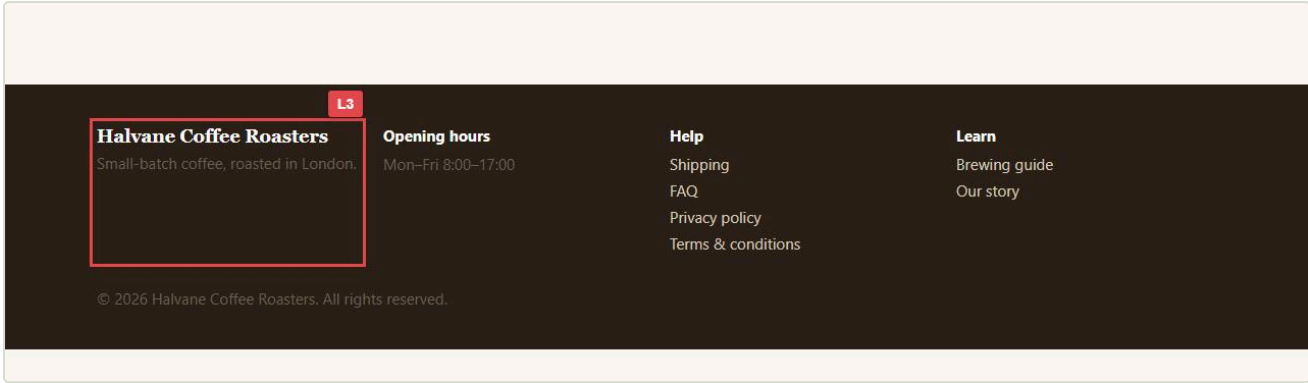
Quick win

HIGH

PAGE	All pages (shared footer), /contact/, /about/, /privacy/
ISSUE	No reviewed page shows a legal entity name, company number, registered office, geographic address or VAT number. The footer has only "Halvane Coffee Roasters", "Small-batch coffee, roasted in London.", opening hours and "© 2026 Halvane Coffee Roasters. All rights reserved.". The contact page describes a "roastery shop" with opening hours but gives no street address. The About page invites visits ("Want to visit? Drop us a line on the contact page.") without an address, and the privacy policy does not name the business either. "Small-batch coffee, roasted in London." · "© 2026 Halvane Coffee Roasters. All rights reserved." · "Want to visit? Drop us a line on the contact page." · "Our roastery shop is open Monday to Saturday"
WHY IT MATTERS	UK online sellers must make their identity and a geographic address easily accessible. Limited companies must also show their registered details on the website. Missing details reduce trust at the point of purchase. Electronic Commerce (EC Directive) Regulations 2002, Reg 6 · Company, Limited Liability Partnership and Business (Names and Trading Disclosures) Regulations 2015 · Consumer Contracts Regulations 2013, Schedule 2 · Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, Sch. 2
FIX	Add the legal entity name, company number, registered office address and VAT number (if registered) to the footer. For example: 'Halvane Coffee Roasters Ltd, registered in England & Wales no. XXXXXXXX, [address], VAT GB XXXXXXXXXX.' Check the contact and terms pages too; this page alone does not show them. Confirm the requirements with a qualified adviser.
SEE ALSO	V3, K9, L1



Footer without company number or address · live site, 2026-10-23



Footer with no address, company name or registration number · live site, 2026-10-23

L4 **"4.9 from 2,000+ happy customers" rating has no source or verification statement**

Quick win

MEDIUM

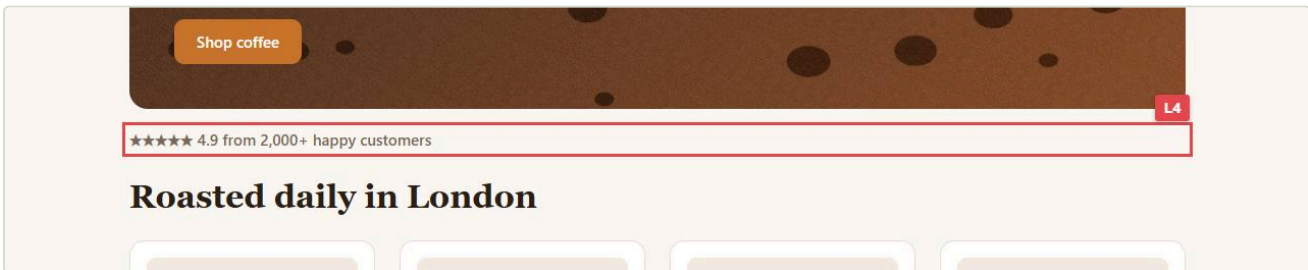
PAGE /

ISSUE Below the hero, the line "★★★★★ 4.9 from 2,000+ happy customers" is not linked to any review platform or source. Only one short testimonial is shown at a time, signed with an initial and a city. The page text records "— A., Bristol" while the screenshot shows "— M., Glasgow", so it appears to rotate. The page doesn't say how reviews are collected or verified.

"★★★★★ 4.9 from 2,000+ happy customers" · "— M., Glasgow"

WHY IT MATTERS An unsourced aggregate rating is weak social proof. Under the UK DMCC Act 2024 and CMA guidance, businesses must not publish misleading review information and should take reasonable steps to ensure reviews are genuine. Digital Markets, Competition and Consumers Act 2024 (fake reviews) · CMA guidance on online reviews

FIX Link the rating to its source (for example a Trustpilot or Google profile) and add a short note on how reviews are collected and checked. For example: "4.9/5 from 2,143 verified reviews on [platform]", linking to the profile. Make sure the number shown is kept up to date.



Star rating with no source, link or verification statement · live site, 2026-10-23

L5 **Absolute claims 'none of the caffeine' and 'without chemicals' may mislead**

Quick win

MEDIUM

PAGE /products/decaf/

ISSUE The description says "All the flavour, none of the caffeine. Decaffeinated without chemicals." Decaffeinated coffee still contains a small amount of caffeine; the Swiss Water process typically claims 99.9% caffeine-free. "Without chemicals" is an absolute claim that the advertising regulator generally treats as misleading. "All the flavour, none of the caffeine." · "Decaffeinated without chemicals."

WHY IT MATTERS Customers who avoid caffeine for medical reasons may rely on the claim. Absolute claims have been ruled misleading under the CAP Code and consumer protection law. This is a legal risk to check with an adviser. CAP Code rules 3.1 and 3.7 · Consumer Protection from Unfair Trading Regulations 2008 (DMCC Act 2024 Part 4)

FIX **Replace the absolute claims with accurate wording.** For example: "Full flavour, 99.9% caffeine-free. Decaffeinated with the Swiss Water® Process, using only water, temperature and time – no added solvents."



The description makes the absolute claims 'none of the caffeine' and 'without chemicals'. · live site, 2026-10-23

L6

About page is too thin to back up its sourcing claims

Larger

MEDIUM

PAGE /about/

ISSUE The whole page is about 70 words with no images. It claims "We buy directly from farms in Ethiopia, Colombia and Brazil and pay well above the market price" but names no farms, prices or partners and gives no proof. It also has no photos of the roastery or team and no link to the shop.

"We buy directly from farms in Ethiopia, Colombia and Brazil and pay well above the market price."

Body word count: **~70** · Images: **0**

WHY IT MATTERS The story page is where buyers check whether a small roaster is credible. Ethical-sourcing claims without evidence may be treated as misleading under CMA guidance. The page also ends without a route to buy. *CMA Green Claims Code · Consumer Protection from Unfair Trading Regulations 2008*

FIX **Expand the page with named farms or importers, how you pay above market (for example a price per kg compared with the C-price), and photos of the arch and team.** End the page with a CTA such as 'Shop this week's roast' linking to /shop/. Only keep 'well above the market price' if you can substantiate it.

Our story

Halvane started in 2019 with a tiny roaster in a railway arch and a simple idea: coffee should be fresh.

L6

We roast every Monday in small batches, so we can accomodate special requests and keep every bag at its best. We buy directly from farms in Ethiopia, Colombia and Brazil and pay well above the market price.

Want to visit? Drop us a line on the [contact page](#).

Unsupported sourcing claim on a short page with no images · live site, 2026-10-23

Pricing & products

P1	Product weight contradicts itself: heading says 250 g, description says 1 kg bag	Quick win	CRITICAL
PAGE	/products/ethiopia-yirgacheffe/		
ISSUE	The H1 reads "Ethiopia Yirgacheffe, 250 g", but the description directly below the £11.50 price says "Each 1 kg bag is roasted to order". A buyer cannot tell whether £11.50 buys 250 g or 1 kg. "Ethiopia Yirgacheffe, 250 g" · "Each 1 kg bag is roasted to order and shipped within two days."		
WHY IT MATTERS	The quantity is the basis of the price. Contradictory quantity information is misleading and can lead to complaints, returns or chargebacks. It is also a risk under the UK Consumer Protection from Unfair Trading Regulations and the Price Marking Order, because the unit price cannot be worked out. UK Consumer Protection from Unfair Trading Regulations 2008 · UK Price Marking Order 2004		
FIX	Correct the description so it matches the actual pack size, and use the same weight everywhere. If the bag is 250 g, change the text to "Each 250 g bag is roasted to order and shipped within two days." Check the shop listing, cart and checkout for the same weight. If several sizes exist, add a size selector with a price per size. Consider showing a price per kg (for example "£46.00/kg" for 250 g).		
SEE ALSO	P3		



250 g

£11.50

P1

Floral and bright, from smallholder farms around Yirgacheffe. Each 1 kg bag is roasted to order and shipped within two days.

Tasting notes: Jasmine, lemon, bergamot

Quantity: 1

+ -

Add to cart

The description mentions a 1 kg bag directly under a heading that says 250 g. · live site, 2026-10-23

P2

Product pages lack key buying information: grind, roast, freshness, delivery cost and returns

Larger

HIGH

PAGE

All product pages (product template), checked on /products/house-blend/, /products/ethiopia-yirgacheffe/, /products/decaf/ and /products/cold-brew-kit/

ISSUE

Product pages give only a price, one or two sentences and tasting notes. On House Blend, Ethiopia Yirgacheffe, Swiss Water Decaf and the Cold Brew Kit, none shows a roast level, a roast date or freshness promise, a whole bean or ground choice, the delivery cost or time below the free-delivery threshold, or a link to the returns terms. The shop says "Choose whole bean or ground at checkout.", but /checkout/ returns 404. The Decaf page states no pack size at all and has about 25 words of body text. The Cold Brew Kit page does not say which coffee is included, the brew ratio or the yield.

"Our everyday blend of Brazilian and Colombian beans." · "Returns within 14 days of delivery." · "£9.95" · "Tasting notes: Cocoa, red apple"

Product body text: **about 25 words**

WHY IT MATTERS

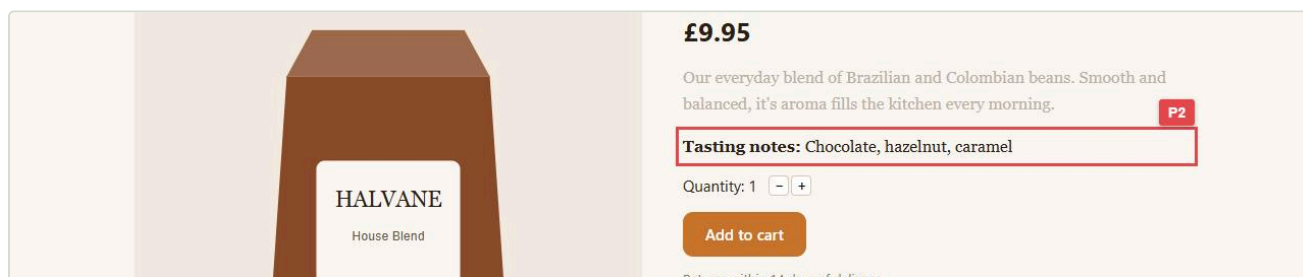
Coffee buyers decide on freshness, grind and roast. A buyer who doesn't know whether the beans are ground for their machine may abandon the purchase or return it. Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, Schedule 2 · Price Marking Order 2004 · UK Consumer Contracts Regulations 2013 (pre-contract information)

FIX

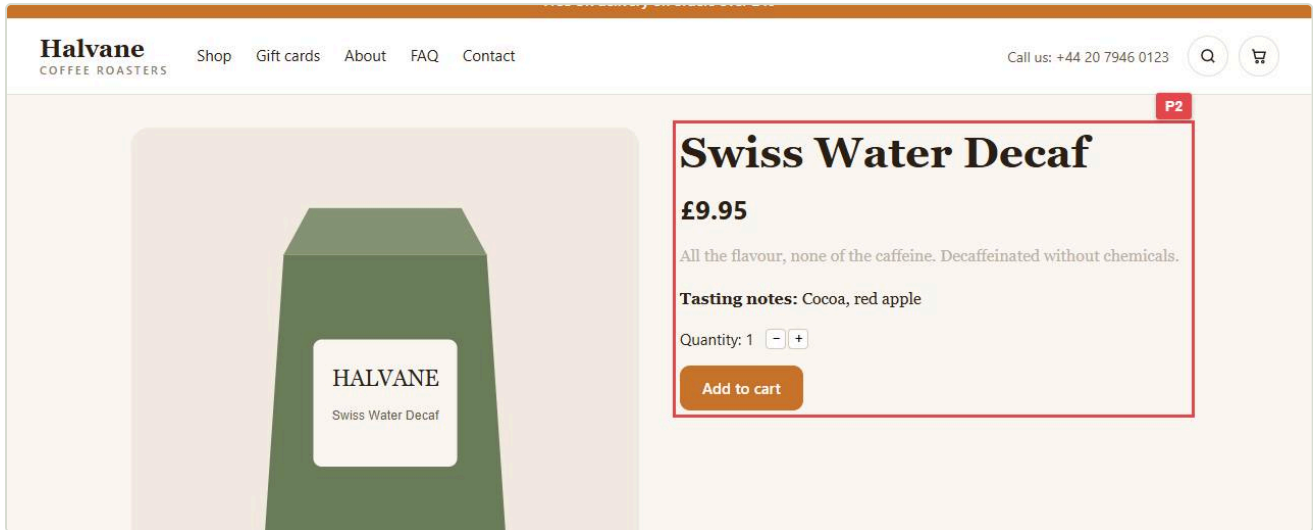
Add a structured info block to the product template covering roast level, roast date or dispatch promise, a whole-bean/ground selector, and delivery cost and time. For example: 'Roasted to order, dispatched within 2 working days. UK delivery £X, free over £40.' Add a link to the brewing guide for suitable methods.

SEE ALSO

P3, C1, K8



Product details limited to tasting notes; no grind, roast date or delivery information · live site, 2026-10-23



The product details block shows a price and tasting notes but no weight, grind, origin or delivery terms. · live site, 2026-10-23

P3 **Prices on listings and product pages have no bag weight or unit price**

Quick win

MEDIUM

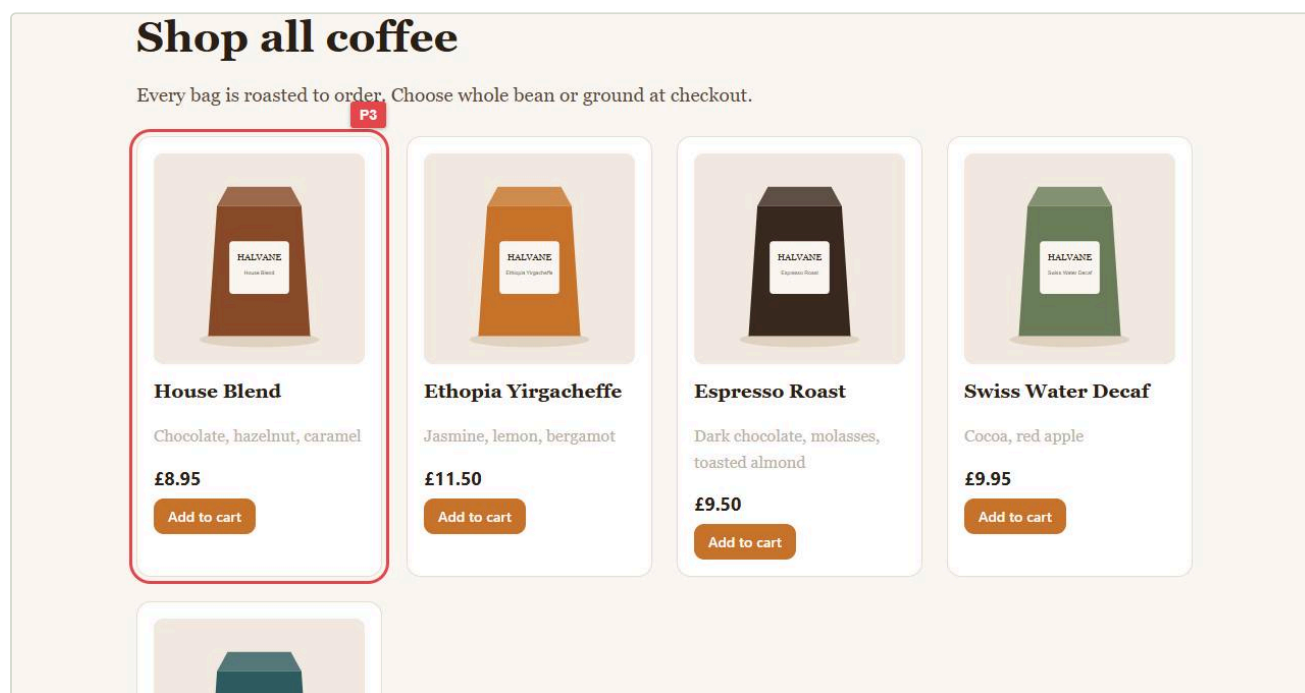
PAGE /, /shop/, All product pages (product template)

ISSUE On the homepage and /shop/, the product cards show "£8.95", "£11.50", "£9.50" and "£9.95" with no bag weight and no price per kg. The Cold Brew Kit card says "two bags of coarse ground coffee" but gives no weight. Product pages that do state a weight, such as "House Blend, 250 g" at £9.95, still show no unit price (£39.80/kg).
"£8.95" · "£11.50" · "Glass jar, filter and two bags of coarse ground coffee" · "£9.50"
Calculated unit price: **£39.80 per kg**

WHY IT MATTERS Shoppers cannot compare value between coffees, or with other roasters, without a weight. Unit pricing rules for goods sold by quantity may also apply. Check this with an adviser. Price Marking Order 2004 (UK) · Price Marking Order 2004

FIX **Add the bag weight and a unit price under each price, for example '£8.95 · 250 g (£35.80/kg)'**. Add the same information on the product pages, and state the weight of the bags in the Cold Brew Kit.

SEE ALSO P1, P2, K5



House Blend price shown without bag size or price per kg · live site, 2026-10-23

★★★★★ 4.9 from 2,000+ happy customers

Roasted daily in London

P3



House Blend

Chocolate, hazelnut, caramel

£8.95

Add to cart



Ethiopia Yirgacheffe

Jasmine, lemon, bergamot

£11.50

Add to cart



Espresso Roast

Dark chocolate, molasses, toasted almond

£9.50

Add to cart



Swiss Water Decaf

Cocoa, red apple

£9.95

Add to cart

What our customers say

Ethiopia card shows a price with no weight or price per kg · live site, 2026-10-23

P4 Kit contents are labelled 'Tasting notes'

Quick win

MEDIUM

PAGE /products/cold-brew-kit/

ISSUE The field label reads "Tasting notes:", but its value lists the kit contents: "Glass jar, filter and two bags of coarse ground coffee". The kit gives no actual tasting notes for the coffee.

"Tasting notes:" · "Glass jar, filter and two bags of coarse ground coffee"

WHY IT MATTERS This is a coffee-bean template label reused for an equipment product. It looks careless and leaves buyers without the flavour information they expect.

FIX **Rename the label to 'What's in the box:' for kits, and add real tasting notes for the included coffee.** Make the label a per-product field in the template, so equipment and kits don't inherit coffee-only labels.

SEE ALSO P5, P2



HALVANE
Cold Brew Kit

Out of stock

Everything you need for smooth cold brew at home. Steep overnight, strain, enjoy.

Tasting notes: Glass jar, filter and two bags of coarse ground coffee

Quantity: 1

Add to cart

The 'Tasting notes' label is followed by a list of the kit's contents. · live site, 2026-10-23

P5 **Product image shows a coffee bag, not the jar and filter kit**

Larger

MEDIUM

PAGE /products/cold-brew-kit/

ISSUE The only image (cold-brew-kit.svg) is an illustration of a single coffee bag labelled "Cold Brew Kit". The product title promises a "1 L jar + 2 × 250 g" of coffee. There is no photo of the jar, the filter or the two bags, and no gallery.

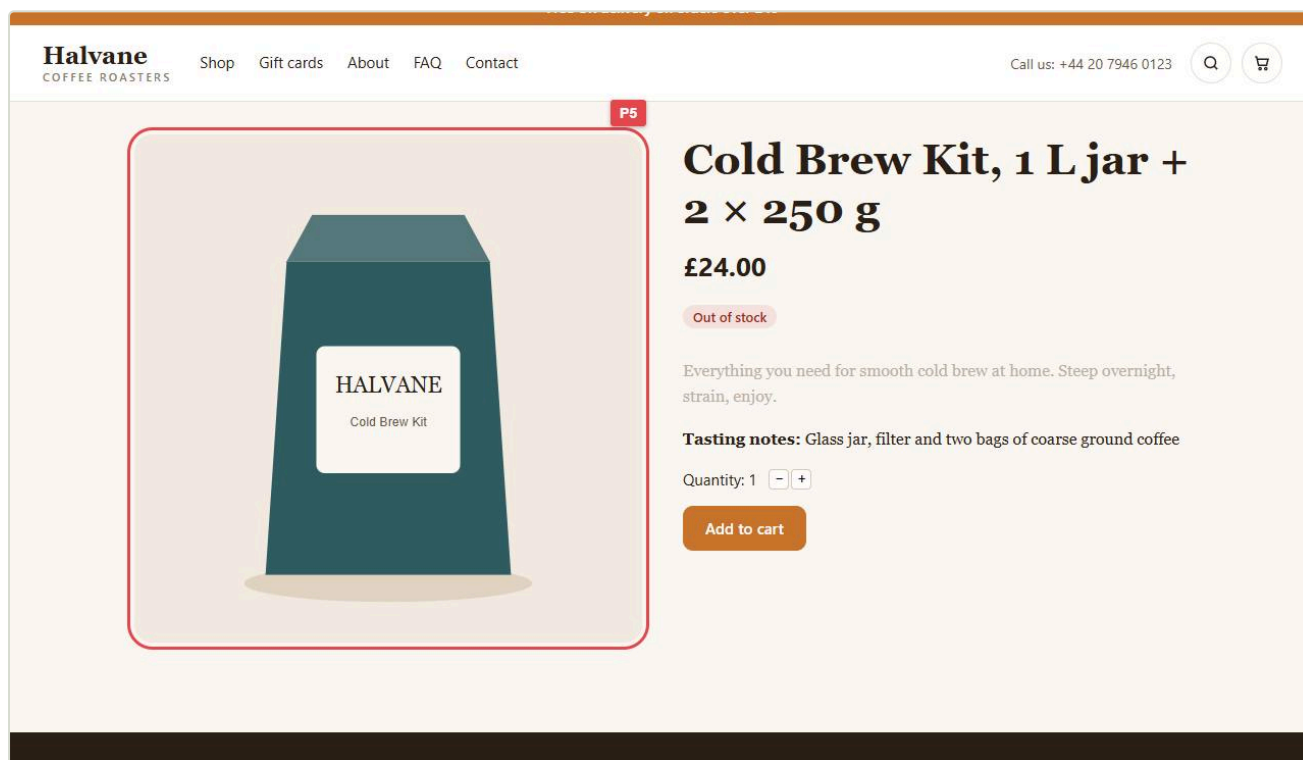
"Cold Brew Kit, 1 L jar + 2 × 250 g"

Images on page: **1 (SVG illustration)**

WHY IT MATTERS Buyers of brewing equipment want to see the jar's size, the filter and the build quality. A generic bag illustration suggests a different product and lowers trust.

FIX **Replace the illustration with real photos of the full kit contents.** Add 3–4 images: the full kit, the jar with the filter in place, the two bags, and the jar in use. Serve them as WebP with srcset.

SEE ALSO P4



The product image shows a single coffee bag instead of the jar, filter and two bags. · live site, 2026-10-23

P6

European shipping does not say which countries are covered or mention customs and import charges

Quick win

MEDIUM

PAGE /shipping/

ISSUE The table lists one row, "Europe", with DPD Classic, "3–6 working days" and "£9.95". It does not say which countries are included, or whether duties and import VAT are prepaid or charged to the customer on delivery.
"Europe" · "3–6 working days"

WHY IT MATTERS Since Brexit, EU customers can face import VAT and handling fees on UK parcels. Undisclosed charges lead to refused parcels and complaints. Not telling buyers about extra costs before purchase is also a consumer-law risk in the EU. EU Consumer Rights Directive 2011/83/EU Art. 6(1)(e)

FIX **List the destination countries and state clearly who pays import VAT and duties.**
Example: "Prices exclude import VAT and duties, which the carrier may collect on delivery." Alternatively, use IOSS to collect EU VAT at checkout.

Destination	Service	Delivery time	Cost	Free from
United Kingdom	Royal Mail Tracked 48	1–3 working days	£3.95	£45
United Kingdom	DPD Next Day	Next working day	£6.95	—
Europe	DPD Classic	3–6 working days	£9.95	—

Please note: we cannot accept returns on opened coffee.

Single 'Europe' row without country list or customs information · live site, 2026-10-23

Conversion flow

C1

Checkout link in the cart leads to a 404 page, so no order can be completed

Larger

CRITICAL

PAGE

/cart/, /checkout/

ISSUE

The cart page links to /checkout/, which returns HTTP 404 with no redirect. This is the only checkout URL the crawl found, so the purchase flow ends on an error page.

HTTP status of /checkout/: **404** · Linked from:
https://demo.webverdio.com/cart/

WHY IT MATTERS

Checkout is the core conversion step of a webshop. If it returns 404, no visitor can buy, and every euro spent on attracting visitors is wasted.

FIX

Restore the checkout page or point the cart's checkout link to the working checkout URL. Check the platform's checkout route or slug and update the cart template link. Then place one test order from product page to payment confirmation to verify the whole flow, because this audit did not script the checkout.

SEE ALSO

C2, L1

Delivery	£3.95
Total	£13.90

C1

Proceed to checkout

The checkout link in the cart, which leads to a 404 page · live site, 2026-10-23

demo.webverdio.com · 2026-10-23 · Audit by Webverdio · webverdio.com

19 / 71

C2 Every 'Add to cart' button is a plain link to /cart/ with no product attached

Larger

HIGH

PAGE /, /shop/, All product pages (product template)

ISSUE Every "Add to cart" control is a plain link to <https://demo.webverdio.com/cart/> with no product ID, variant or quantity: 4 of 4 on the homepage, 5 of 5 on /shop/, and the main button on each product page. None of these pages has a form, so the quantity chosen with – and + on product pages is not sent anywhere. This audit did not script cart actions, so whether the product is actually added still needs a manual test.

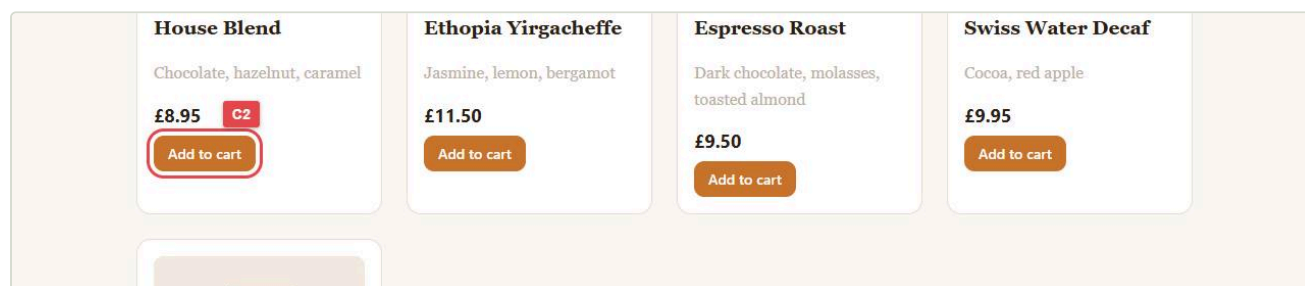
"Add to cart" · "Quantity: 1"

Add to cart links pointing to identical URL /cart/: **5 of 5** · Forms on page: **0** · Add to cart links pointing to /cart/ without a product parameter: **4 of 4**

WHY IT MATTERS If clicking 'Add to cart' leads to an empty cart, the main purchase path fails at the first step for every product.

FIX **Make 'Add to cart' a real add-to-cart action, a form or script that posts the product ID, or link it to the product page and label it 'Choose options'.** Grind (whole bean or ground) is chosen later, so linking to the product page with a 'Choose options' label may be the clearest route. Confirm the fix by adding each product and checking the cart contents.

SEE ALSO C1, C3, C4



House Blend 'Add to cart', which links straight to /cart/ like all the other cards · live site, 2026-10-23

★★★★★ 4.9 from 2,000+ happy customers

Roasted daily in London

C2



House Blend

Chocolate, hazelnut, caramel

£8.95

Add to cart



Ethiopia Yirgacheffe

Jasmine, lemon, bergamot

£11.50

Add to cart



Espresso Roast

Dark chocolate, molasses,
toasted almond

£9.50

Add to cart



Swiss Water Decaf

Cocoa, red apple

£9.95

Add to cart

What our customers say

"Add to cart" on the House Blend card links to the generic /cart/ page · live site, 2026-10-23

C3

Out-of-stock Cold Brew Kit still shows an active 'Add to cart' button

Quick win

HIGH

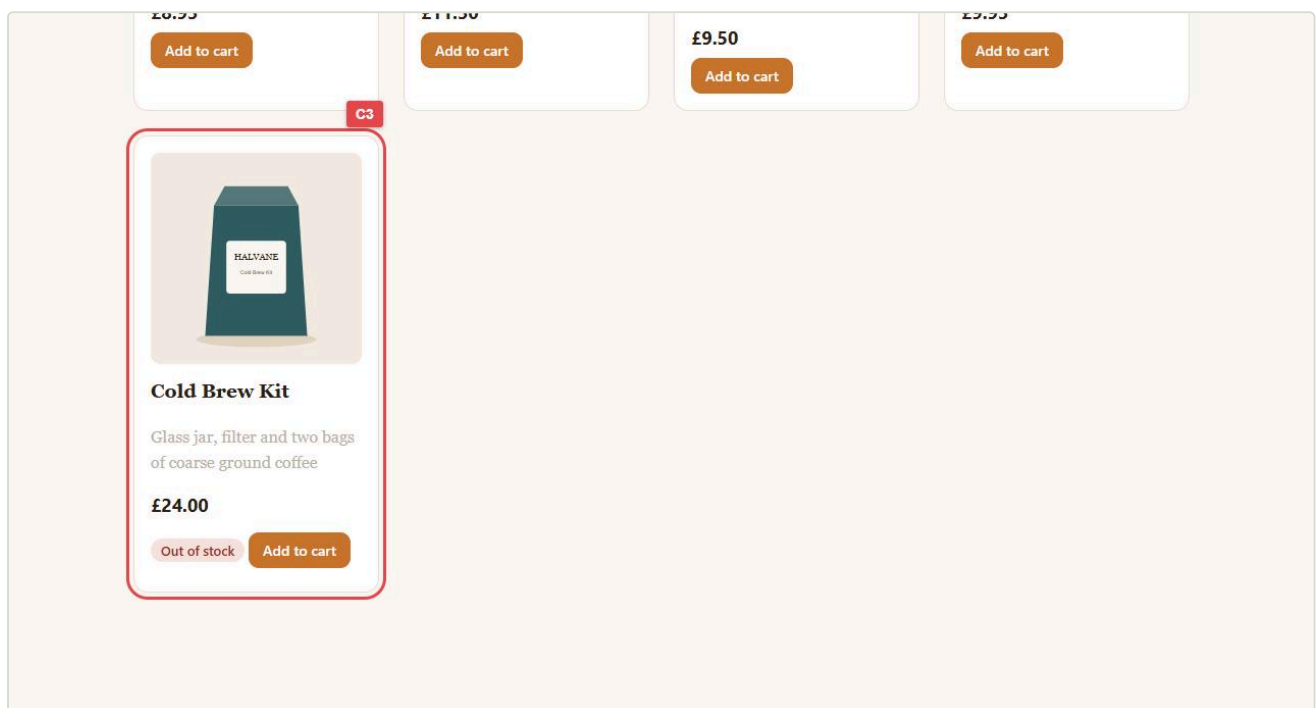
PAGE /shop/, /products/cold-brew-kit/

ISSUE On /shop/ and on /products/cold-brew-kit/, the Cold Brew Kit shows the badge "Out of stock" next to a fully styled orange "Add to cart" button that links to /cart/. The product page also keeps an active quantity selector and offers no restock date, no 'notify me' option and no alternative product.
"Out of stock" · "Add to cart"

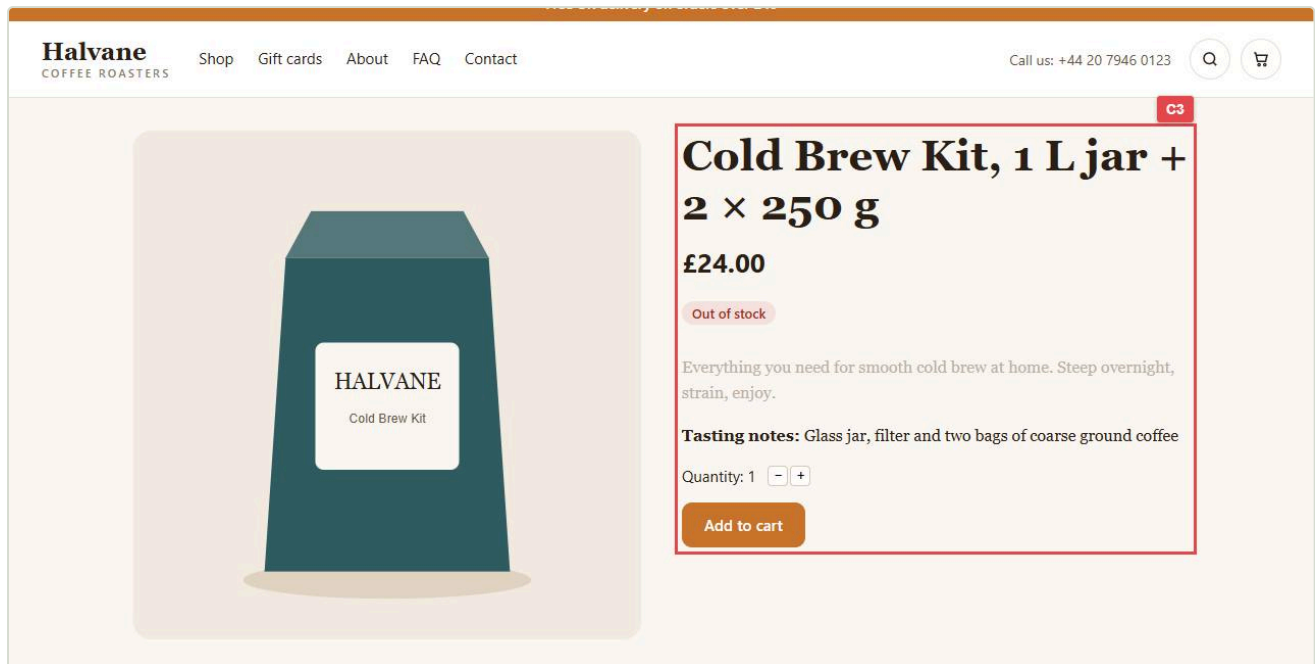
WHY IT MATTERS Visitors either try to buy something that cannot be shipped, or they cannot tell whether the item is really unavailable. Both lead to failed orders, support questions and lost trust.

FIX **Replace the button with a disabled 'Out of stock' state or a 'Notify me when available' option for unavailable products.** Apply this in the product card template, so every out-of-stock item behaves the same way. Optionally sort out-of-stock items to the end of the listing.

SEE ALSO C2



Cold Brew Kit card: the 'Out of stock' badge sits next to an active 'Add to cart' button · live site, 2026-10-23



The 'Out of stock' badge appears above a fully active 'Add to cart' button and quantity selector. · live site, 2026-10-23

C4 Cart offers no way to change the quantity, remove an item or return to the product

Larger

MEDIUM

PAGE /cart/

ISSUE The cart line shows only the plain text "House Blend, 250 g 1 £9.95". There is no quantity selector, no remove button, no product image, no link to the product and no 'Continue shopping' link. The page data lists no forms and only one unlabelled button, which is in the header.

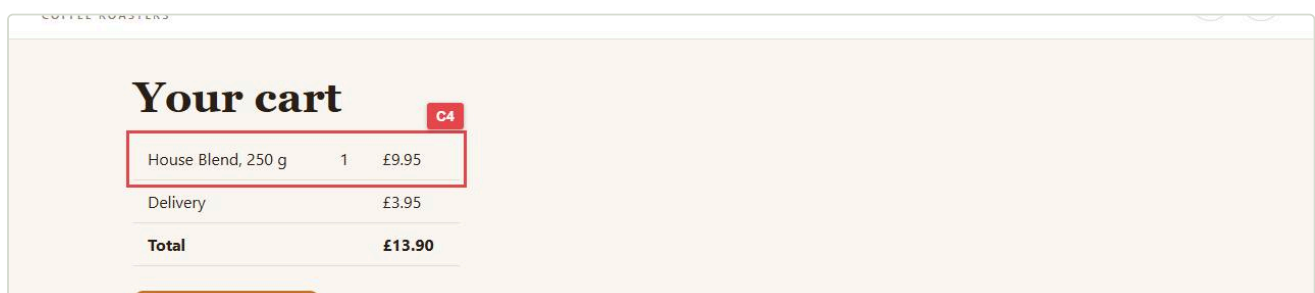
"House Blend, 250 g" · "1"

Forms on cart page: 0

WHY IT MATTERS Shoppers who want two bags or have added the wrong item cannot fix it in the cart, so they either abandon the order or go back through the shop.

FIX Add a quantity stepper, a 'Remove' link and a product thumbnail that links to the product on each cart line. Recalculate the totals when the quantity changes, and add a 'Continue shopping' link to /shop/ next to 'Proceed to checkout'.

SEE ALSO C2



Cart line showing a fixed quantity of 1 with no edit or remove controls · live site, 2026-10-23

C5

Phone numbers and email address are not clickable, and the phone number is hidden on mobile

Quick win

MEDIUM

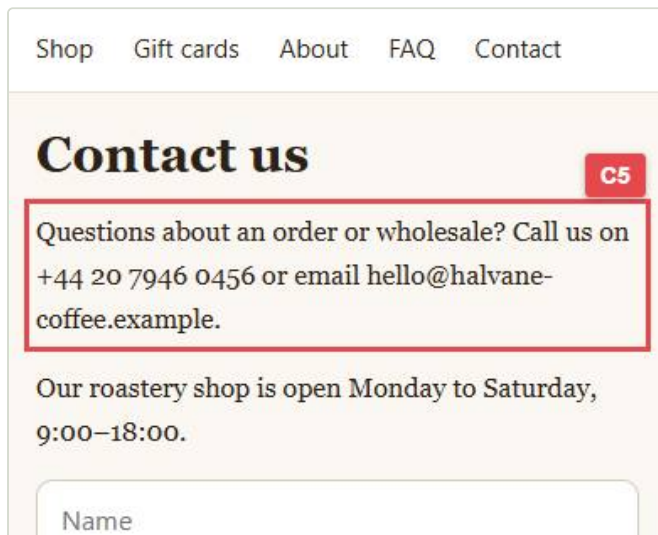
PAGE All pages (shared header), /contact/

ISSUE No reviewed page has a tel: or mailto: link. The header shows "Call us: +44 20 7946 0123" as plain text on desktop, and the 390 px mobile header doesn't show it at all. On /contact/, "+44 20 7946 0456" and "hello@halvane-coffee.example" are plain text as well.
"Call us on +44 20 7946 0456 or email hello@halvane-coffee.example." · "Call us: +44 20 7946 0123"

WHY IT MATTERS Mobile visitors cannot tap to call or email, so they have to copy the details by hand. This adds friction on the main contact page.

FIX **Wrap the numbers in tel: links and the email address in a mailto: link.** Example: `<a href="tel:+442079460456">+44 20 7946 0456</a>`. Apply the same to the header "Call us" number.

SEE ALSO K3, U4



Phone number and email shown as plain text · live site, 2026-10-23



The phone number in the header is plain text, not a link. · live site, 2026-10-23

Consistency & wording

K5	House Blend costs £8.95 on listings but £9.95 on its product page and in the cart	Quick win	CRITICAL
PAGE	/, /shop/, /products/house-blend/, /cart/		
ISSUE	Version A: the homepage and /shop/ cards show "House Blend Chocolate, hazelnut, caramel £8.95". Version B: /products/house-blend/ shows "House Blend, 250 g £9.95", and the cart line shows "House Blend, 250 g 1 £9.95". The other coffees show the same price on the listing and the product page, for example Ethiopia Yirgacheffe at £11.50 and Swiss Water Decaf at £9.95. "House Blend Chocolate, hazelnut, caramel £8.95"		
WHY IT MATTERS	A shopper who clicks a £8.95 product and is then asked to pay £9.95 sees a higher price than advertised. That is a misleading-price risk under the Consumer Protection from Unfair Trading Regulations 2008 and the DMCC Act 2024, and it damages trust at the moment of purchase. Check this with a qualified adviser.		
FIX	Confirm the correct House Blend price, then correct the listing cards or the product data so the homepage, shop, product page, cart and checkout all show the same amount. Pull listing prices from the product record instead of typing them into the cards.		

★★★★★ 4.9 from 2,000+ happy customers

Roasted daily in London



House Blend

Chocolate, hazelnut, caramel

£8.95

Add to cart



Ethiopia Yirgacheffe

Jasmine, lemon, bergamot

£11.50

Add to cart



Espresso Roast

Dark chocolate, molasses, toasted almond

£9.50

Add to cart



Swiss Water Decaf

Cocoa, red apple

£9.95

Add to cart

What our customers say

House Blend costs £8.95 on listings but £9.95 on its product page and in the cart · live site, 2026-10-23

K1 **Free-delivery threshold is given as £40, £45 and £50 on different pages**

Quick win

HIGH

PAGE All pages (promo bar), /faq/, /shipping/

ISSUE The free-delivery threshold appears with three values. The orange bar on every page says "Free UK delivery on orders over £40". The FAQ answer says "Yes, UK delivery is free on orders over £50." The shipping page intro says "Free UK delivery on orders over £45.", and its table lists Royal Mail Tracked 48 as free from £45.

"Free UK delivery on orders over £40" · "Free UK delivery on orders over £45" · "Yes, UK delivery is free on orders over £50."

Banner threshold: **£40** · Shipping page threshold: **£45**

WHY IT MATTERS A customer with a £42 basket expects free delivery and then gets charged £3.95. This causes complaints and abandoned carts, and is a misleading-pricing risk under the UK Consumer Protection from Unfair Trading Regulations / DMCC Act 2024. UK DMCC Act 2024 (unfair commercial practices) · UK Consumer Protection from Unfair Trading Regulations 2008 (misleading actions)

FIX **Decide on one threshold and use it in the promo bar, the shipping page, the cart and the checkout logic.** Check which value the cart actually applies. Then update the banner text, or the shipping intro and table, so all of them match. Ideally manage it from one setting.

SEE ALSO C7



Promo bar promises free UK delivery over £40 · live site, 2026-10-23



Page text below sets the threshold at £45 · live site, 2026-10-23

K2 Opening hours on the page contradict the footer

Quick win

HIGH

PAGE /contact/, All pages (shared footer)

ISSUE The body says "Our roastery shop is open Monday to Saturday, 9:00–18:00", while the footer says "Mon–Fri 8:00–17:00". The two versions disagree on Saturdays and on both the opening and closing times.
"Our roastery shop is open Monday to Saturday, 9:00–18:00." · "Mon–Fri 8:00–17:00"

WHY IT MATTERS Visitors may travel to a closed shop on a Saturday, or call outside the actual hours. This is misleading key information.

FIX **Confirm the real hours and use one version everywhere, including the footer template and Google Business Profile.** If the shop hours and the phone or support hours differ, label them separately, for example "Shop: Mon–Sat 9:00–18:00 · Phone support: Mon–Fri 8:00–17:00".

SEE ALSO K9, L3

Contact us

Questions about an order or wholesale? Call us on +44 20 7946 0456 or email hello@halvane-coffee.example.

K2

Our roastery shop is open Monday to Saturday, 9:00–18:00.

Name

Email

Body text: open Monday to Saturday, 9:00–18:00 · live site, 2026-10-23

Halvane Coffee Roasters

Small-batch coffee, roasted in London.

Opening hours

Mon–Fri 8:00–17:00

K2

Help

Shipping
FAQ
Privacy policy
Terms & conditions

Learn

Brewing guide
Our story

Footer: Mon–Fri 8:00–17:00 · live site, 2026-10-23

K3

Two different phone numbers on the contact page

Quick win

HIGH

PAGE /contact/

ISSUE The header says "Call us: +44 20 7946 0123", but the body text says "Call us on +44 20 7946 0456". A visitor cannot tell which number is correct.
"Call us: +44 20 7946 0123" · "Call us on +44 20 7946 0456"

WHY IT MATTERS Customers with order problems may call a dead or wrong line, which leads to lost calls and less trust. Inconsistent contact details also weaken local trust signals.

FIX **Choose one customer phone number and use it in the header, the contact page and the structured data.** If both numbers are real, for example shop and wholesale, label each one clearly: "Orders: ... / Wholesale: ...".

SEE ALSO C5



Header phone number ending in 0123 · live site, 2026-10-23



Contact text gives a different number ending in 0456 · live site, 2026-10-23

K6

Returns period is 14 days on product pages, 30 days 'no questions asked' in the FAQ, and no returns on opened coffee on the shipping page

Quick win

HIGH

PAGE /products/house-blend/, /faq/, /shipping/

ISSUE Version A: /products/house-blend/ says "Returns within 14 days of delivery."
Version B: /faq/ says "You can return any order within 30 days for a full refund, no questions asked." Version C: /shipping/ says "we cannot accept returns on opened coffee." The three statements disagree on the period and on whether opened coffee can be returned.

"You can return any order within 30 days for a full refund, no questions asked."

WHY IT MATTERS Customers cannot tell what their rights are. The most generous public promise may be the one the shop is held to, and the conflict invites disputes and complaints.

FIX Decide on one returns policy, publish it on a dedicated returns page (see L2), and use the same short wording, with a link to that page, on product pages, in the FAQ and on the shipping page.

► Do you offer free shipping?

► Can I return my coffee?

K6

► Whole bean or ground?

Returns period is 14 days on product pages, 30 days 'no questions asked' in the FAQ, and no returns on opened coffee on the shipping page · live site, 2026-10-23

K4

Product name spelled 'Ethopia' on listings but 'Ethiopia' on the product page

Quick win

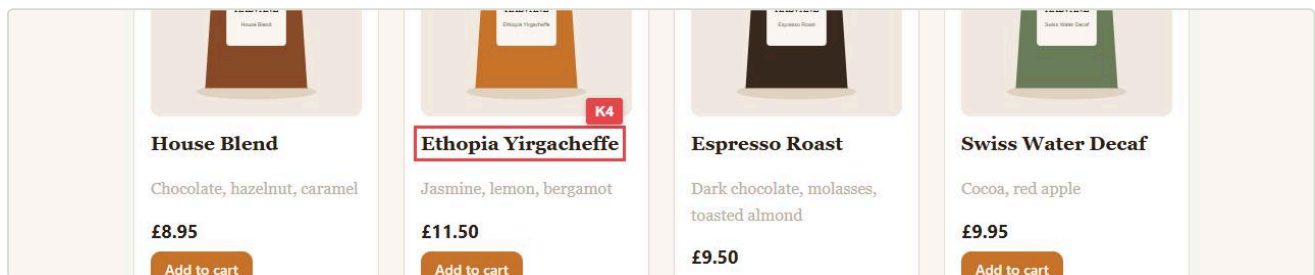
MEDIUM

PAGE /, /shop/

ISSUE The homepage and /shop/ name the product "Ethopia Yirgacheffe" in the card heading and the link text. The product page H1 ("Ethiopia Yirgacheffe, 250 g") and the URL /products/ethiopia-yirgacheffe/ use the correct spelling. "Ethopia Yirgacheffe"

WHY IT MATTERS Searches for 'Ethiopia Yirgacheffe' may match this listing less well, and screen-reader users hear a wrong product name. A mismatch between visible text and source text also points to a fragile template.

FIX **Correct the product name to 'Ethiopia Yirgacheffe' in the product data, so the source text and the visible text match.** Check the product title field in the CMS, and check for any CSS or script that rewrites the visible text.



Yirgacheffe product heading; the page source reads 'Ethopia' · live site, 2026-10-23

K7

Roasting schedule is 'roasted daily', 'roasted to order' and 'every Monday' on different pages

Quick win

MEDIUM

PAGE /, /shop/, /products/ethiopia-yirgacheffe/, /about/

ISSUE Version A: the homepage says "Small-batch beans, roasted daily in London and delivered to your door." Version B: /shop/ says "Every bag is roasted to order.", and the Ethiopia Yirgacheffe page says "Each 1 kg bag is roasted to order".
Version C: /about/ says "We roast every Monday in small batches".
"We roast every Monday in small batches"

WHY IT MATTERS Freshness is the shop's main selling point. Three different roasting claims undermine trust, and a claim that doesn't match practice can be misleading.

FIX State the real roasting schedule once, for example "We roast every Monday and dispatch within X working days", and use that wording on the homepage, shop, product pages and About page.

Our story

Halvane started in 2019 with a tiny roaster in a railway arch and a simple idea: coffee should be fresh.

K7

We roast every Monday in small batches, so we can accomodate special requests and keep every bag at its best. We buy directly from farms in Ethiopia, Colombia and Brazil and pay well above the market price.

Want to visit? Drop us a line on the [contact page](#).

Roasting schedule is 'roasted daily', 'roasted to order' and 'every Monday' on different pages · live site, 2026-10-23

K8

Dispatch time is 'same day before 2 pm' in the FAQ but 'within two days' on a product page

Quick win

MEDIUM

PAGE /faq/, /products/ethiopia-yirgacheffe/, /shipping/

ISSUE Version A: /faq/ says "Orders placed before 2 pm ship the same day." Version B: /products/ethiopia-yirgacheffe/ says the coffee is "roasted to order and shipped within two days". The shipping page gives no cut-off time at all, and the About page's weekly Monday roast does not fit either promise.
"Orders placed before 2 pm ship the same day."

WHY IT MATTERS Customers who pay for next-day delivery, or order a gift, plan around the dispatch time. Conflicting promises lead to missed expectations, complaints and refund requests.

FIX Set one dispatch rule, for example "Order by 14:00 Mon–Fri; dispatched within 1 working day", and show it in the FAQ, on the shipping page and in the product template.

Frequently asked questions

▼ When will I receive my order?

K8

Orders placed before 2 pm ship the same day. UK delivery takes 1–3 working days.

► Do you offer free shipping?

Dispatch time is 'same day before 2 pm' in the FAQ but 'within two days' on a product page · live site, 2026-10-23

Navigation, links & CTAs

N1	"Gift cards" in the main navigation leads to a 404 page on every page	Quick win	HIGH
PAGE	All crawled pages, including https://demo.webverdio.com/, /shop/, /about/, /faq/ and /contact/, /gift-cards/		
ISSUE	The main navigation item "Gift cards" links to /gift-cards/, which returns HTTP 404. The link was found on all 5 pages that were checked for links. "Gift cards" HTTP status of /gift-cards/: 404		
WHY IT MATTERS	A broken item in the main menu is seen by almost every visitor. It looks unfinished and loses gift buyers at the moment they show purchase intent.		
FIX	Publish the gift cards page, or remove the "Gift cards" item from the navigation until it exists. If gift cards are sold as a product, link the menu item to that product page instead.		
SEE ALSO	N2, L1		

Demo website: Halvane Coffee Roasters is fictional and nothing here is for sale. It shows what a [Webverdio](#) audit finds.

Free UK delivery on orders over £40

Halvane
COFFEE ROASTERS

Shop **Gift cards** About FAQ Contact

Call us: +44 20 7946 0123

Q

W

The "Gift cards" menu item, which leads to a 404 page · live site, 2026-10-23

Performance

T1 Homepage weighs 5.95 MB because of an unoptimised hero image; mobile LCP is 29.9 s

Quick win

HIGH

PAGE /

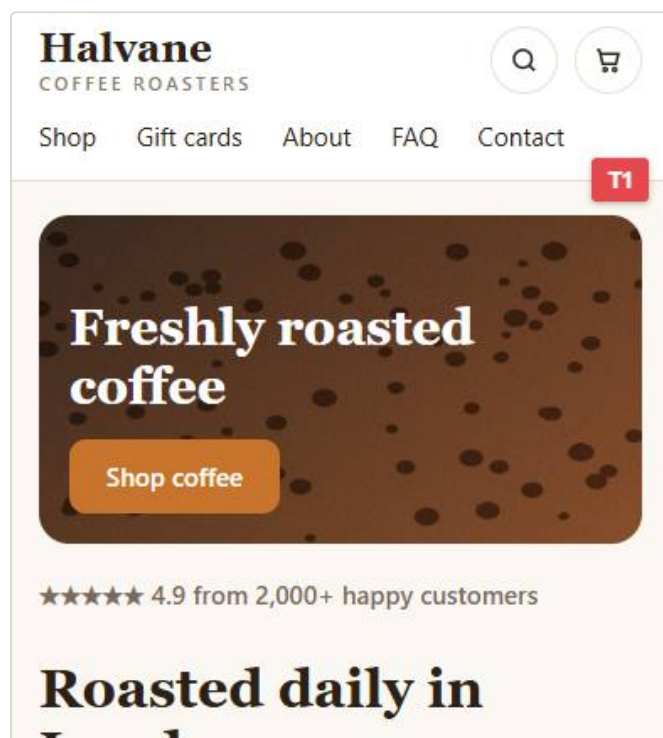
ISSUE Lighthouse measures the homepage at 5,950,866 bytes in 9 requests, and estimates 5,783 KiB of savings from image delivery. LCP (the time until the main image or text appears) is 29.9 s on mobile and 4.9 s on desktop, against a target of 2.5 s. The hero image is /img/hero.png. Other templates weigh under 10 KB with an LCP of about 0.9 s. Real-user data from the Chrome UX Report is not available because the site has too little traffic, so these are lab figures.

Mobile LCP (home): **29.9 s** · Desktop LCP (home): **4.9 s** · Page weight (home): **5,950,866 bytes** · Estimated image savings (mobile): **5,783 KiB** · Performance score mobile / desktop: **68 / 66** · Shop mobile LCP / weight: **0.9 s / 9,397 bytes**

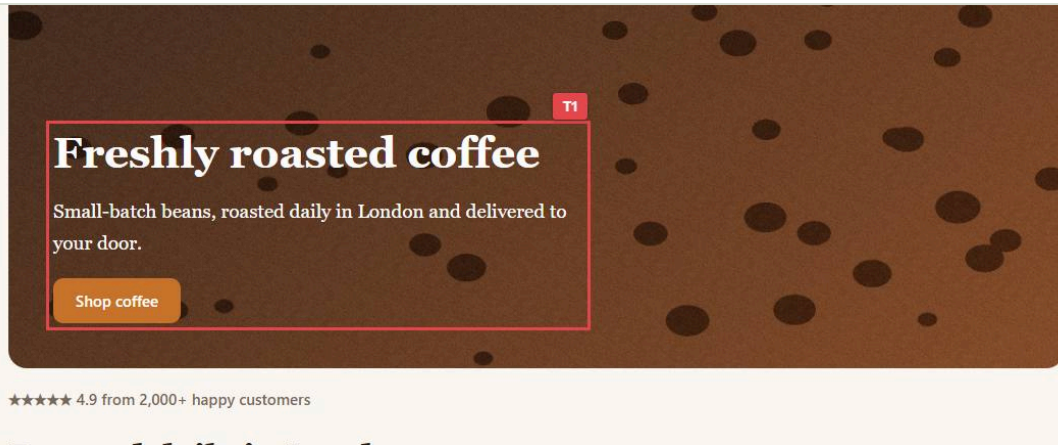
WHY IT MATTERS The homepage is the main entry point. On a phone connection its main content takes about 30 seconds to appear, so many visitors will leave first. Core Web Vitals are also a search ranking signal. <https://web.dev/articles/lcp>

FIX Replace hero.png with a resized, compressed WebP or AVIF image of about 150–250 KB. Export it at the largest display width (about 1600 px), serve smaller versions to phones through srcset/sizes, give it explicit width and height, and add fetchpriority="high" without lazy loading. Then re-run Lighthouse to confirm the mobile LCP is below 2.5 s.

SEE ALSO T5



The 5.9 MB hero image that delays the homepage on mobile · live site, 2026-10-23



Hero image area, served as a 2200 px wide PNG · live site, 2026-10-23

T5 Layout shifts on the homepage and product pages exceed the 0.1 CLS limit

Quick win

MEDIUM

PAGE /, /products/house-blend/

ISSUE CLS (how much the layout jumps while loading) is 0.17 on mobile and 0.232 on desktop for the homepage, and 0.291 on mobile for the House Blend product page. The target is 0.1 or less. Lighthouse lists "Layout shift culprits" on both templates. Shop, cart and contact score 0 to 0.021.
CLS home mobile / desktop: **0.17 / 0.232** · CLS product page mobile: **0.291** · Performance score product page mobile: **85**

WHY IT MATTERS Content that jumps while loading causes misclicks, for example on Add to cart, and counts against Core Web Vitals. <https://web.dev/articles/cls>

FIX **Reserve space for images and late-loading elements on the home and product templates.** Add width and height attributes or a CSS aspect-ratio to the product and hero images, and give the promo and cookie bars a fixed height or overlay them so they don't push content down. Check the elements listed under Lighthouse's "Layout shift culprits".

SEE ALSO T1

Accessibility

A1 Icon-only buttons and links (search, cart, product images) have no accessible name

Quick win

HIGH

PAGE 12 of 12 scanned pages, /, /shop/, /products/house-blend/, Sitewide header, All pages (header) +8

ISSUE axe reports "button-name" (critical) on 12 pages and 12 elements: the search icon button has only an SVG and no text or aria-label. It also reports "link-name" (serious) on 12 pages and 21 elements: the cart icon link (href /cart/) and the product image links (for example `<a href="/products/house-blend/"></a>`) have no accessible text. The keyboard test confirms unnamed tab stops ("button", "a") in the header and the product grid.

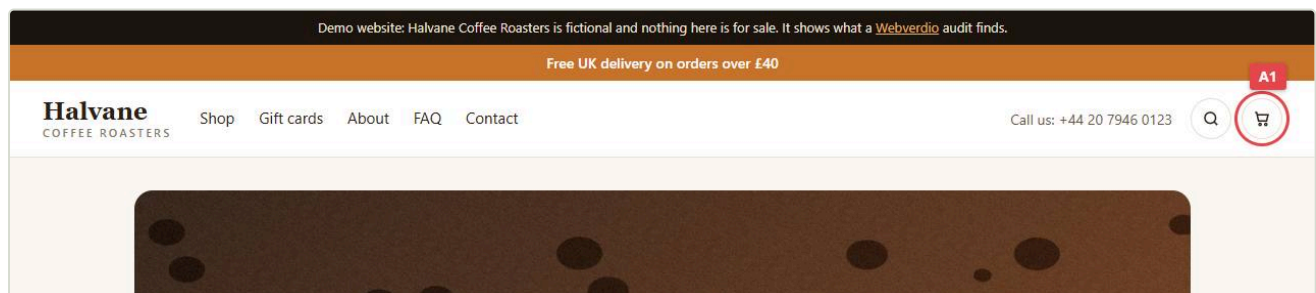
"_" . "+"

button-name: **12 pages, 12 elements** · link-name: **12 pages, 21 elements** · Lighthouse accessibility score (mobile): **57-75** · Images without alt attribute: **5 of 5** · Unlabelled controls: **2 (search button, cart link)** · Unlabelled buttons: **1**

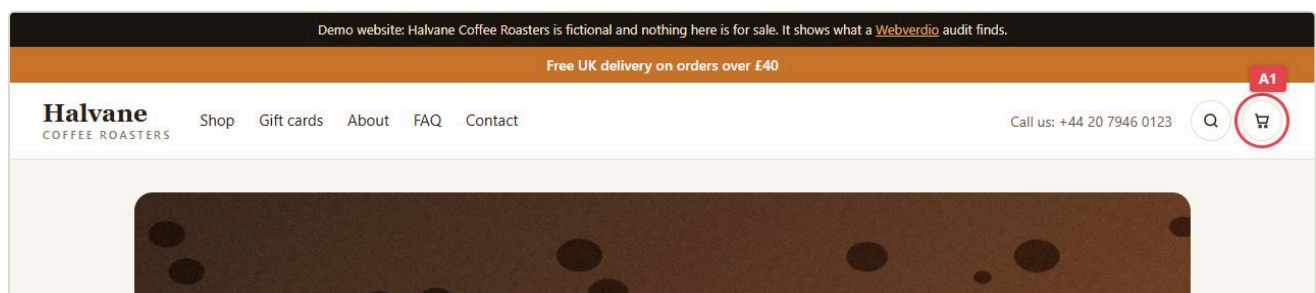
WHY IT MATTERS Screen reader users hear only "button" or "link" and cannot find the search or the cart, which are essential for shopping. This fails WCAG 4.1.2 and 2.4.4. WCAG 2.2 SC 4.1.2 · WCAG 2.2 SC 2.4.4 · WCAG 2.2 SC 1.1.1 · WCAG 2.2 SC 4.1.2 Name, Role, Value

FIX Add `aria-label="Search"` to the search button and `aria-label="Cart"` to the cart link in the header template. Add `aria-hidden="true"` to the decorative SVGs. For product image links, give the image a meaningful alt (the product name), or set `alt=""` and `tabindex="-1"` on the image link so the duplicate link is skipped and the title link carries the name.

SEE ALSO A3, A5



Cart icon link without an accessible name · live site, 2026-10-23



Cart icon link in the header has no text or label · live site, 2026-10-23

A2

Keyboard focus is invisible on every element, and there is no skip link

Quick win

HIGH

PAGE /, Likely sitewide (shared header and styles)

ISSUE In the keyboard test on the homepage, none of the 25 tab stops showed a visible focus indicator. This includes the navigation, the "Add to cart" links, the email field and the "Subscribe" button. There is no skip link, so keyboard users must tab through the whole header on every page.

"Add to cart" · "Subscribe"

Tab stops with visible focus: **0 of 25** · Skip link present: **No**

WHY IT MATTERS Keyboard users cannot see where they are on the page, so they cannot shop or subscribe reliably. This fails WCAG 2.4.7 (focus visible) and 2.4.1 (bypass blocks).

WCAG 2.2 SC 2.4.7 · WCAG 2.2 SC 2.4.1 · WCAG 2.2 SC 2.4.11

FIX **Restore a clear focus style for all interactive elements, and add a "Skip to content" link as the first element.** For example: `a:focus-visible, button:focus-visible, input:focus-visible { outline: 3px solid #1a1a1a; outline-offset: 2px; }`. Remove any `outline:none` rules. Add `<a class="skip-link" href="#main">Skip to content</a>`, visible on focus, and give the main element `id="main"`.

A3 **14 images, including the hero and product images, have no alt attribute**

Quick win

MEDIUM

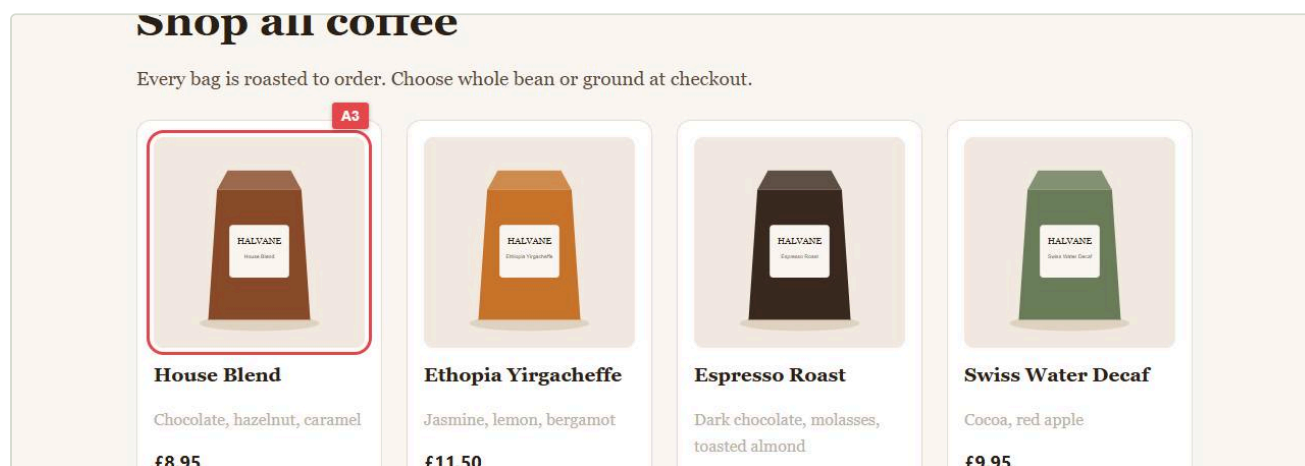
PAGE 6 pages: <https://demo.webverdio.com/>, /shop/ and product pages, /shop/, /products/house-blend/, Likely all product pages, All product pages (product template), /products/decaf/ +1

ISSUE axe "image-alt" (critical) reports 14 images on 6 pages with no alt attribute, for example /img/hero.png and /img/house-blend.svg on the homepage, and /img/ethiopia-yirgacheffe.svg on /shop/. The crawl shows 5 of 5 images without alt on the homepage and the shop, and 1 of 1 on each product page.
image-alt: **6 pages, 14 elements** · Images without alt attribute: **5 of 5** · Image links without text: **5** · Images without alt: **1 of 1**

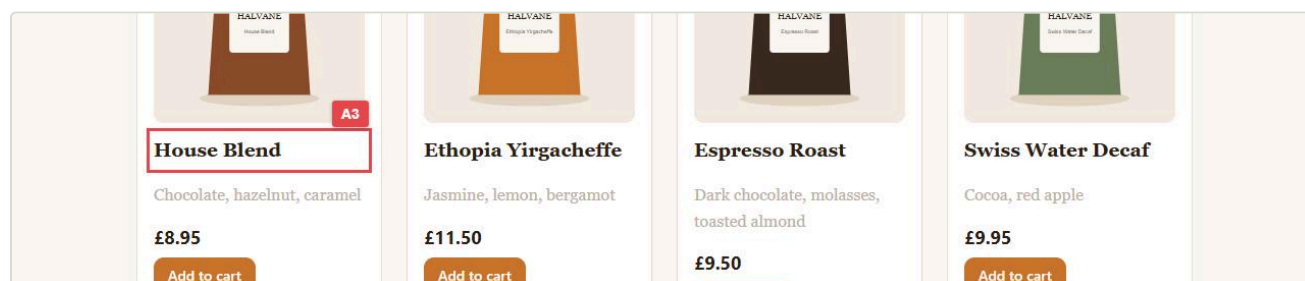
WHY IT MATTERS Screen readers announce the file name or nothing, so blind shoppers miss the product images. Search engines also lose image context. This fails WCAG 1.1.1. WCAG 2.2 SC 1.1.1 · WCAG 2.2 SC 2.4.4

FIX **Add alt text to every product and hero image in the product and home templates.** Use the product name plus a key detail, for example alt="House Blend coffee, 250 g bag". Use alt="" for purely decorative images.

SEE ALSO A1



Product image without alt text · live site, 2026-10-23



House Blend card; the product image above the title has no alt attribute · live site, 2026-10-23

A4 Text contrast is too low in the promo bar and the logo tagline, plus 90 other elements

Quick win

MEDIUM

PAGE All pages (12 of 12 scanned pages)

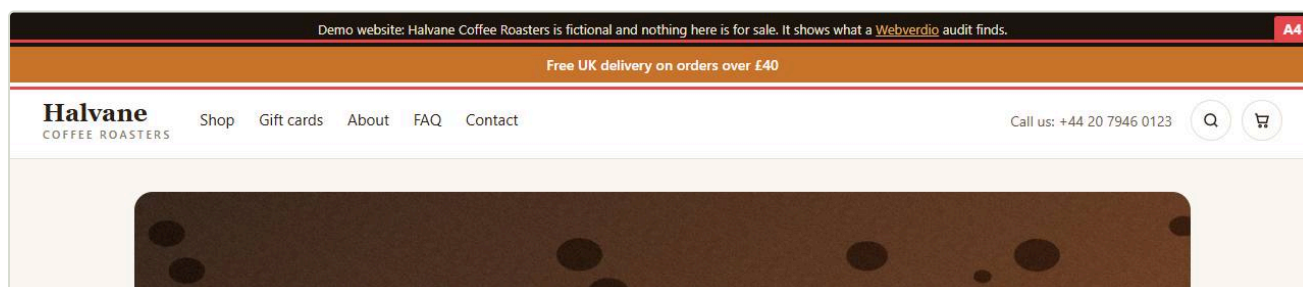
ISSUE The axe rule "color-contrast" flags 94 elements on 12 of 12 scanned pages. Measured examples: the promo bar "Free UK delivery on orders over £40" is #ffffff on #c8742c (3.5:1), and the logo tagline "Coffee Roasters" is #8a7b6c on #ffffff (4.09:1). The page reviews also show pale tasting notes such as "Chocolate, hazelnut, caramel", pale product descriptions on cream, and grey footer text ("Small-batch coffee, roasted in London.", "Mon-Fri 8:00-17:00", the copyright line) on dark brown. Those pairs were not measured individually.

"Free UK delivery on orders over £40" · "Chocolate, hazelnut, caramel" · "Read more about our coffee here." · "Small-batch coffee, roasted in London."

Promo bar #ffffff on #c8742c: **3.5:1** · Logo tagline #8a7b6c on #ffffff: **4.09:1** · Elements failing: **94 on 12 pages** · Description contrast (estimated from screenshot): **about 2:1** · Footer grey text contrast (estimated from screenshot): **about 2.5-3:1**

WHY IT MATTERS Low-contrast text is hard to read for people with low vision and on phones in daylight, and the free-delivery message is a key selling point. This fails WCAG 1.4.3. WCAG 2.2 SC 1.4.3 · WCAG 2.2 SC 2.4.4 · WCAG 2.2 SC 1.4.3 Contrast (Minimum)

FIX Darken the brand orange behind white text to about #9e5a1f or darker, and darken the tagline to #6f6254 or darker. Check every pair with a contrast checker until it reaches at least 4.5:1, then re-run the scan to clear the other flagged elements, which probably use the same colour variables.



Promo bar with white text on orange at a 3.5:1 contrast ratio · live site, 2026-10-23



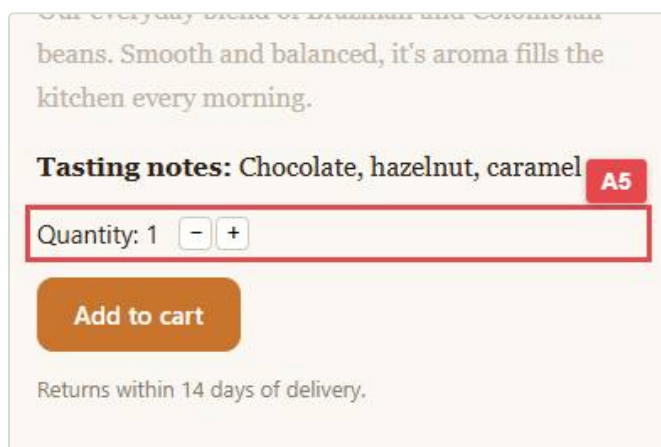
Pale tasting-note text on the white product card · live site, 2026-10-23

A5 Quantity – and + buttons on product pages are only 20×20 px

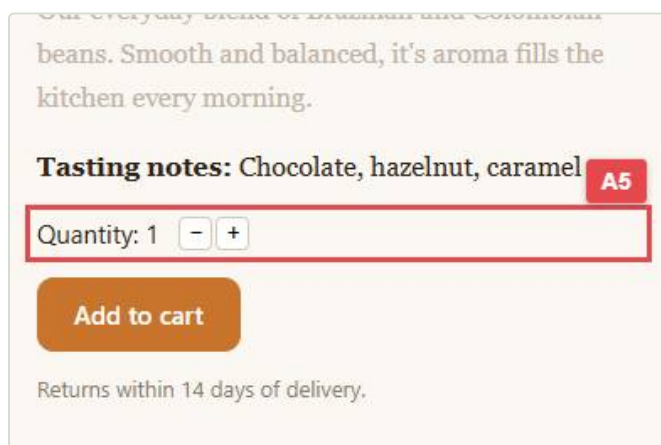
Quick win

MEDIUM

PAGE	4 product pages, including https://demo.webverdio.com/products/house-blend/ and /products/ethiopia-yirgacheffe/ , /products/house-blend/ , Likely all product pages, All product pages (product template), /products/decaf/ , /products/cold-brew-kit/
ISSUE	axe "target-size" reports 8 elements on 4 product pages: the quantity buttons "-" and "+" are 20×20 px, below the 24×24 px minimum. "-" · "+" · "Quantity: 1" Button size: 20 × 20 px (minimum 24 × 24 px) · Elements: 8 on 4 pages · Approx. button size (screenshot): ≈20×20 px · WCAG 2.5.8 minimum: 24×24 px · Approx. button size (screenshot): ≈18×18 px · Quantity button size (estimated from screenshot): about 18–20 px
WHY IT MATTERS	Small targets next to each other cause mis-taps on phones and are hard to use for people with limited motor control. This fails WCAG 2.5.8. WCAG 2.2 SC 2.5.8 · WCAG 2.2 SC 4.1.2
FIX	Increase the quantity buttons to at least 44×44 px on mobile, and at least 24×24 px everywhere. Add padding or a min-width and min-height to .qty button in the product template.
SEE ALSO	A1



Quantity selector with 20 × 20 px – and + buttons · live site, 2026-10-23



Tiny quantity minus and plus buttons · live site, 2026-10-23

A6

Homepage carousels and customer quotes rotate automatically with no pause button

Larger

MEDIUM

PAGE /

ISSUE The homepage has 3 carousels that advance by themselves. The customer quote ("Lovely packaging and you can taste how fresh it is." — M., Glasgow) changed within 5 seconds without any interaction. There is no pause, stop or hide control. ""Lovely packaging and you can taste how fresh it is.""
Auto-advancing carousels: **3** · Pause control: **none**

WHY IT MATTERS Moving content distracts people with attention or reading difficulties. Screen reader and slow readers can lose the text before they finish it. WCAG 2.2.2

FIX **Stop the carousels from advancing automatically, or add a visible pause/play button to each one.** Also pause rotation when the carousel has keyboard focus or mouse hover, and do not auto-rotate when the visitor's system asks for reduced motion (prefers-reduced-motion).

What our customers say

A6

"Lovely packaging and you can taste how fresh it is."

— M., Glasgow

Customer quote on the homepage that changes by itself, with no pause control · live site, 2026-10-23

A7 Cart prices and total stick out past the screen edge at 320 px

Larger

MEDIUM

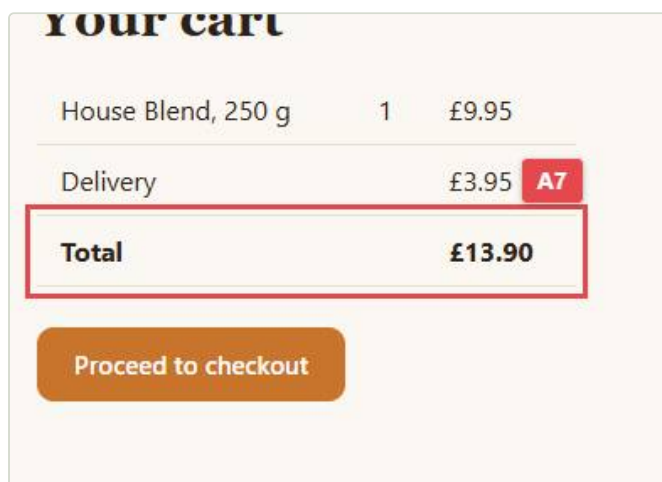
PAGE /cart/

ISSUE At 320 px wide (400% zoom), the cart table cells '£9.95', '£3.95' and the total '£13.90' end at 336 px, 16 px beyond the right edge of the screen. In the 320 px homepage screenshot, the last menu item is also cut off and shows only 'Con'.
"£13.90" · "Con"
Right edge of total cell at 320 px: **336 px** · Overflow: **16 px**

WHY IT MATTERS People who zoom in or use small phones may not see the prices and order total, which they need to decide whether to buy. WCAG 1.4.10

FIX **Make the cart table fit narrow screens, for example by stacking each row's cells or letting the price column shrink.** Remove fixed widths and padding on the table at small widths. For the header menu, wrap the items or move them into a menu button so 'Contact' is fully visible.

SEE ALSO U3



Cart total row extending past the right edge on a narrow screen · live site, 2026-10-23

A8

Form fields use placeholder-only labels and no autocomplete

Quick win

MEDIUM

PAGE /contact/

ISSUE In the screenshots, "Name", "Email" and "Your message" appear only as placeholder text inside the fields, and vanish when the user types. The autocomplete attribute is empty on name and email, and no field is marked required.

"Name" · "Email" · "Your message"

Fields with autocomplete: **0 of 3**

WHY IT MATTERS Users with memory or cognitive impairments lose the field's purpose once they start typing. Missing autocomplete fails WCAG 1.3.5 (Identify Input Purpose) and slows mobile entry. Light grey placeholder text may also have low contrast. WCAG 2.2 SC 1.3.5 · WCAG 2.2 SC 3.3.2

FIX **Show a visible label above each field and add autocomplete="name" and autocomplete="email".** Mark Email and Message as required, with inline error messages in English, if they are needed for a reply.

SEE ALSO V4

Email field labelled only by placeholder text · live site, 2026-10-23

Privacy & consent

V1 Cookie banner relies on implied consent and has no first-layer reject option

Larger

HIGH

PAGE All pages (sitewide cookie banner)

ISSUE Every page shows the same first-visit cookie banner: "We use cookies to improve your experience and for marketing. By continuing to browse, you agree to our use of cookies." On the homepage, the first layer offers only "Accept all" and a "Cookie settings" text link, with no equally prominent reject button. This audit could not reject cookies through the banner and had to hide it for later screenshots. The same banner was seen on the home, shop, product, cart, about, FAQ, contact, shipping and privacy pages.

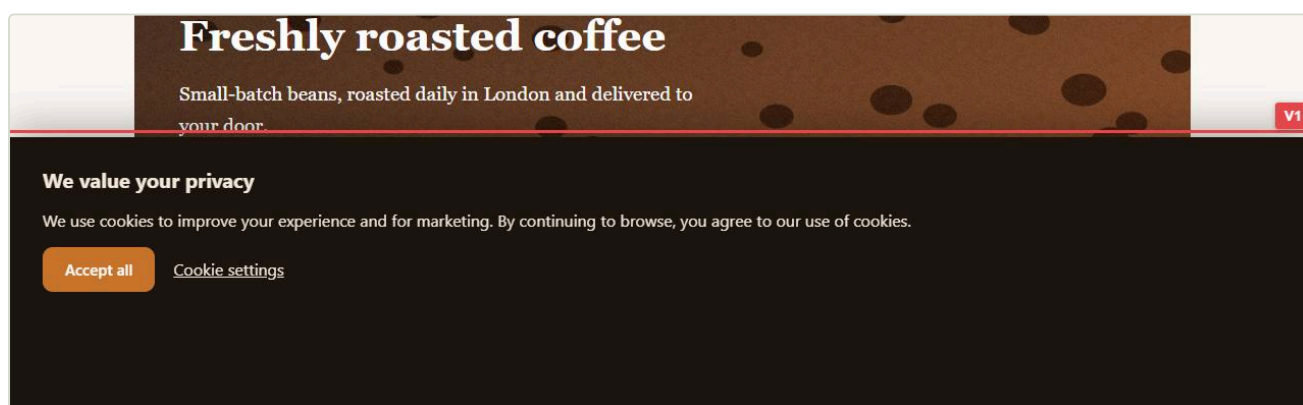
"We use cookies to improve your experience and for marketing. By continuing to browse, you agree to our use of cookies." · "Accept all" · "Cookie settings" · "By continuing to browse, you agree to our use of cookies."

Banner coverage desktop: **30%** · Banner coverage phone: **24%**

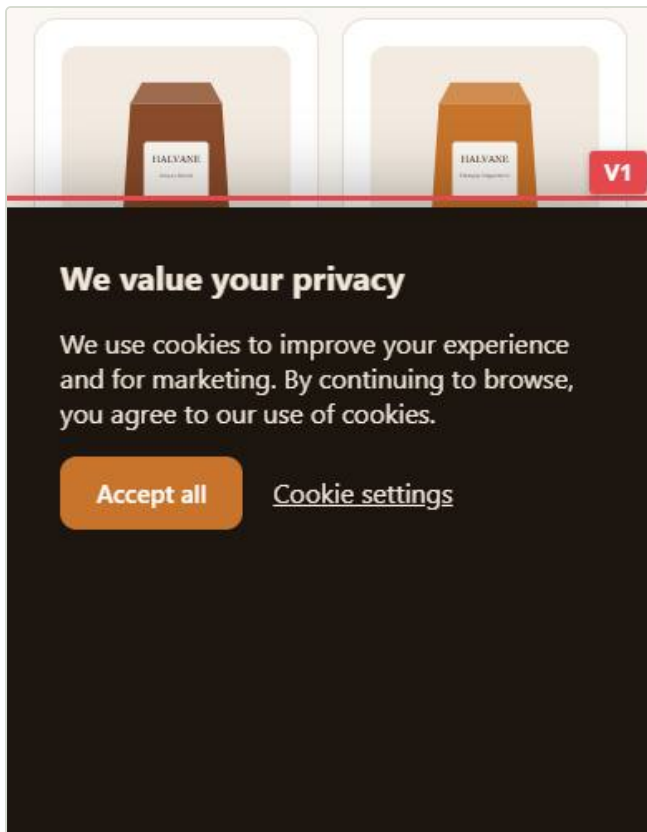
WHY IT MATTERS Under UK GDPR and PECR, consent for non-essential cookies must be a clear affirmative action, and refusing should be as easy as accepting. Treating continued browsing as consent is not valid consent and is a regulatory risk (ICO guidance). This is a compliance risk, not legal advice; check with a qualified adviser. UK GDPR Art. 4(11) and Art. 7 · PECR Regulation 6 · ICO guidance on cookies and similar technologies · UK GDPR Art. 4(11), Art. 7

FIX Replace the implied-consent wording and add a "Reject all" button with the same size and style as "Accept all" on the first layer. Suggested text: "We use essential cookies to run the shop. With your permission we also use analytics and marketing cookies." Buttons: "Accept all" / "Reject all" / "Settings". Make sure no marketing or analytics tags fire until the visitor accepts. The pre-consent request log in the technical stage should confirm this.

SEE ALSO V2, U1



Cookie banner treats continued browsing as consent and has only "Accept all" and a "Cookie settings" link · live site, 2026-10-23



Cookie banner with implied-consent wording and no visible reject option · live site, 2026-10-23

V2

An analytics cookie is set before the visitor makes a consent choice, and there is no cookie policy

Quick win

HIGH

PAGE /, Sitewide

ISSUE A cookie banner is shown, but the first-party cookie "_hv_analytics" is already set before any choice is made. The cookie has Secure=false, HttpOnly=false and SameSite=Lax. No cookie policy page was found: 6 common URLs were tried (/cookie-policy, /cookies and others), all 404, and none is linked from the site. No third-party requests were observed before consent.

Cookies set before consent: **1 (_hv_analytics, demo.webverdio.com)** · Third-party hosts before consent: **0** · Cookie policy URLs tried: **6, all 404**

WHY IT MATTERS Under UK PECR, non-essential cookies such as analytics generally need consent before they are set. Recent UK changes allow limited exemptions for analytics, but only under specific conditions. Setting the cookie first makes the banner ineffective and creates a regulatory risk. This is not legal advice. Privacy and Electronic Communications Regulations 2003, reg. 6 · UK GDPR Art. 13

FIX **Delay the analytics script and its cookie until the visitor accepts analytics cookies.** Connect the analytics tag to the consent banner so it only runs after opt-in, or confirm with an adviser that it qualifies for a UK analytics exemption. Publish a cookie policy listing each cookie, its purpose and how long it lasts, and link it from the banner and the footer. Set the Secure flag on the cookie, because the site is HTTPS-only.

SEE ALSO V1, V3

V3 Privacy policy is missing almost all information UK GDPR Art. 13 requires

Larger

HIGH

PAGE /privacy/

ISSUE The whole policy is four sentences. It does not name the data controller (legal entity, address, contact email). It gives no lawful basis per purpose, no retention periods, and no list of data subject rights. It does not mention the right to complain to the ICO. Recipients are only described as "trusted partners", and international transfers (for example payment, email or analytics providers) are not covered. There is no 'last updated' date.

"We respect your privacy." · "We may share it with trusted partners who help us run our business." · "If you have any questions about this policy, please contact us."

Word count of policy body: **about 65 words**

WHY IT MATTERS A webshop that processes order, payment, delivery and newsletter data must give this information. A placeholder-style policy creates regulatory risk with the ICO and undermines trust at checkout. This is not legal advice; check with a qualified adviser. UK GDPR Art. 13 · Data Protection Act 2018 · ICO guidance: Right to be informed · UK GDPR Art. 12 and Art. 13(1)(a)

FIX **Replace the text with a full privacy notice that covers every UK GDPR Art. 13 item.** Include: the controller's legal name, registered address and privacy contact email. For each purpose (order fulfilment, payment, delivery, newsletter, analytics, marketing cookies), give the data used, the lawful basis and the retention period. Name categories or names of processors (payment provider, courier, email platform, hosting), cover international transfers and safeguards, and list the rights (access, rectification, erasure, objection, portability, withdrawing consent). Add the right to complain to the ICO (ico.org.uk), link to a cookie policy, and add a 'Last updated' date.

SEE ALSO V2, L3

The screenshot shows the Halvane Coffee Roasters website. At the top, there is a brown banner with the text "Free UK delivery on orders over £40". Below this is the website header with the Halvane logo and navigation links: Shop, Gift cards, About, FAQ, Contact. On the right side of the header, there is a phone number "Call us: +44 20 7946 0123" and a shopping cart icon. The main content area features a large, light-colored box with a red border containing the placeholder privacy policy text. The footer is dark brown with links to Halvane Coffee Roasters, Opening hours, Help, and Learn.

Free UK delivery on orders over £40

Halvane
COFFEE ROASTERS

Shop Gift cards About FAQ Contact

Call us: +44 20 7946 0123

Privacy policy

We respect your privacy. We collect the information you give us when you place an order or sign up for our newsletter, and we use cookies to improve the website and for marketing.

We never sell your data. We may share it with trusted partners who help us run our business.

If you have any questions about this policy, please contact us.

Halvane Coffee Roasters Opening hours Help Learn

The entire privacy policy is three short paragraphs, with no controller identity, legal bases, retention or rights. · live site, 2026-10-23

We respect your privacy. We collect the information you give us when you place an order or sign up for our newsletter, and we use cookies to improve the website and for marketing.

We never sell your data. We may share it with trusted partners who help us run our business.

V3

If you have any questions about this policy, please contact us.

'Please contact us' is plain text with no link, email or address. · live site, 2026-10-23

V4

Newsletter and contact forms collect personal data without a privacy notice

Quick win

MEDIUM

PAGE /, /contact/

ISSUE Two forms collect personal data without a privacy notice. The homepage newsletter form "Get 10% off your first order" asks for an email address but gives no privacy link, no statement of how the email is used and no discount conditions, and the field has no autocomplete="email". The /contact/ form (Name, Email, Your message) has no text or privacy link near the "Send" button; the only privacy link is in the footer.

"Get 10% off your first order" · "Join our newsletter for new coffees and brewing tips." · "Send"

WHY IT MATTERS UK GDPR Art. 13 requires information at the point of collection. Missing discount conditions can lead to disputes. The missing autocomplete attribute fails WCAG 1.3.5. UK GDPR Art. 13 · PECR Regulation 22 · WCAG 2.2 SC 1.3.5

FIX **Add a line under the form with a link to the privacy policy, and set autocomplete="email" and required on the field.** For example: "We'll email you new coffees and brewing tips. Unsubscribe anytime. See our Privacy policy. Discount valid once per customer."

SEE ALSO V3, A8

My morning house blend is non-negotiable now.
— A., Bristol

Get 10% off your first order

Join our newsletter for new coffees and brewing tips.

Your email address

Read more about our coffee [here](#).

Newsletter form without a privacy notice or discount conditions · live site, 2026-10-23

Contact us

Questions about an order or wholesale? Call us on +44 20 7946 0456 or email hello@halvane-coffee.example.

Our roastery shop is open Monday to Saturday, 9:00–18:00.

V4

Name

Email

Your message

Send

Form with no privacy notice before the Send button · live site, 2026-10-23

Spelling & grammar

#	PAGE	CURRENT	CORRECT	SEVERITY
S1	/	Ethopia Yirgacheffe	Ethiopia Yirgacheffe	MEDIUM
S2	/products/house-blend/	it's aroma fills the kitchen every morning	its aroma fills the kitchen every morning	MEDIUM
S3	/products/cold-brew-kit/	two bags of coarse ground coffee	two bags of coarse-ground coffee	LOW
S4	/about/	so we can accomodate special requests	so we can accommodate special requests	LOW
S5	/faq/	When will I recieve my order?	When will I receive my order?	MEDIUM
S6	/shipping/	may be shipped seperately	may be shipped separately	LOW

Appendix: smaller improvements

25 more findings with less impact, listed briefly. Each is real and has a concrete fix; deal with them after the issues above.

ID	SEVERITY	ISSUE	PAGE	FIX
T3	MEDIUM	12 of 13 pages have no meta description	All pages except the homepage	Write a unique meta description of 120–155 characters for the shop, each product and the key service pages.
T4	MEDIUM	No structured data on any page, including product pages	All 13 crawled pages	Add Product + Offer JSON-LD to the product template and Organization + WebSite JSON-LD to the homepage.
T2	MEDIUM	Product page titles are generic or incomplete ('Halvane Coffee', 'Decaf')	/products/house-blend/, /products/ethiopia-yirgacheffe/ +1	Set the titles to "House Blend Halvane Coffee Roasters" and "Ethiopia Yirgacheffe Halvane Coffee Roasters".
N2	MEDIUM	Sitewide link to the brewing guide returns 404	All crawled pages, including https://demo.webverdio.com/ , /shop/, /about/, /faq/ and /contact/, /blog/brewing-guide/	Publish the brewing guide at /blog/brewing-guide/, or remove or redirect the link.
U1	MEDIUM	Cookie banner covers 45% of the phone screen on arrival, hiding products and buttons	All pages (sitewide cookie banner)	Shrink the banner on mobile to a compact bar of no more than about 25% of the screen.
U2	MEDIUM	Add to cart button sits below the first phone screen on every product page	All product pages (product template), measured on 4 product pages	Bring price and Add to cart into the first phone screen.
U3	MEDIUM	Delivery time, cost and free-from columns are cut off on mobile	/shipping/	Make the table responsive by stacking each row as a card on narrow screens.
X1	MEDIUM	Key security headers are missing: HSTS, CSP, frame protection and Permissions-Policy	/ (response headers)	Add the missing headers through Cloudflare (Transform Rules or SSL/TLS > Edge Certificates > HSTS) or at the origin server.

ID	SEVERITY	ISSUE	PAGE	FIX
L7	LOW	Cart total does not say whether VAT is included	/cart/	Add 'incl. VAT' next to the total, or a 'VAT included' line under it.
C7	LOW	Cart charges £3.95 delivery without showing how close the order is to free delivery	/cart/	Add a line under the totals such as 'Add £30.05 more for free UK delivery'.
C6	LOW	No order cut-off time or dispatch time for 'Next working day' delivery	/shipping/	Add a cut-off time and dispatch rule, for example "Order by 13:00 Mon–Fri for next-working-day delivery".
C8	LOW	Form has no reply-time promise and no order or topic field	/contact/	Add an optional topic dropdown (Order / Wholesale / Other) and an order number field, and state a reply time.
P7	LOW	Unclear whether separate Cold Brew Kit shipments cost extra or change delivery times	/shipping/	Explain in one sentence what happens to orders that include a Cold Brew Kit.
A9	LOW	Promo and notice bars sit outside page landmarks, and a link is labelled only "here"	12 of 12 scanned pages, /	Place the promo and notice bars inside the header landmark, and rewrite the "here" link to describe its destination.
A10	LOW	Cart table has no column headers and marks the total row as headers	/cart/	Add a header row with 'Product', 'Quantity' and 'Price' as column headers, and make the total row ordinary cells.
K9	LOW	Contact page describes a roastery shop open six days, while the About page says visits must be arranged	/about/, /contact/	State clearly whether the roastery has a walk-in shop or takes visits by appointment only, give the address, and use the same wording on the About and Contact pages.
T11	LOW	Lighthouse logs browser console errors on all 5 tested pages	/, /shop/ +3	Open the browser console on these pages, especially in a fresh session, and fix the reported errors.

ID	SEVERITY	ISSUE	PAGE	FIX
T7	LOW	Logo links to /index.html instead of the root URL	All pages (shared header)	Point the logo link to "/" and 301-redirect /index.html to the root.
T8	LOW	No canonical tags on any page	All 13 crawled pages	Add a self-referencing absolute canonical tag to every page template.
T9	LOW	No Open Graph tags, so shared links have no image or proper title	All 13 crawled pages	Add og:title, og:description, og:image and og:url to all templates, with the product photo as og:image on product pages.
T6	LOW	Heading structure is broken: two H1s on the homepage, none on About, skipped levels	/, /about/ +1	Keep one H1 per page: change the second homepage H1 to an H2, and mark up the About page title as an H1.
T10	LOW	XML sitemap likely lists a product URL that returns 404	/sitemap.xml, /products/seasonal-blend/	Remove /products/seasonal-blend/ from the sitemap, or 301-redirect it to the closest current product.
N3	LOW	External link in the demo notice bar fails to resolve	All crawled pages, including https://demo.webverdio.com/, /shop/, /about/, /faq/ and /contact/	Correct the link target in the notice bar, or remove the link.
U4	LOW	Mobile hero drops the value proposition and the phone number	/	Show a short version of the subline on mobile, and make the phone number a tel: link that also appears on mobile.
U5	LOW	FAQ is too thin to answer common coffee-shop questions	/faq/	Add 6–10 questions based on real customer queries and link the answers to the relevant pages.

WCAG 2.2 AA review

All 55 success criteria at levels A and AA, evaluated on 4 key pages with automated tests, scripted browser tests (zoom, reflow, text spacing, keyboard, motion) and an AI review of screenshots and the accessibility tree, which is what screen readers receive. Criteria marked "manual check" need a person with assistive technology, or a completed process such as a form, login or checkout, which this audit never submits. This review is not a formal conformance statement.

19 · PASS

15 · FAIL

15 · MANUAL CHECK

6 · NOT APPLICABLE

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
1.1.1 Non-text Content	A	FAIL	The hero image and product images have no alt attribute (14 images on 6 pages), and the search button, cart link and product image links have no text alternative.	A1, A3
1.2.1 Audio-only and Video-only (Prerecorded)	A	NOT APPLICABLE	No audio or video was found on the tested pages.	
1.2.2 Captions (Prerecorded)	A	NOT APPLICABLE	No video or embedded players were found on the tested pages.	
1.2.3 Audio Description or Media Alternative (Prerecorded)	A	NOT APPLICABLE	No video was found on the tested pages.	
1.2.4 Captions (Live)	AA	NOT APPLICABLE	The site has no live audio or video streams.	
1.2.5 Audio Description (Prerecorded)	AA	NOT APPLICABLE	No video was found on the tested pages.	
1.3.1 Info and Relationships	A	FAIL	Heading levels jump from H1 to H3 on the homepage and shop, the homepage has two H1 headings, the demo and promo bars sit outside page landmarks, and the cart table has no column headers while its total row is marked up as headers.	T6, A9, A10
1.3.2 Meaningful Sequence	A	PASS	On the 4 tested pages, the reading order passed to screen readers matches the visual order in the screenshots: notice bars, header, main content, footer.	
1.3.3 Sensory Characteristics	A	PASS	The text on the 4 tested pages contains no instructions that depend only on shape, colour, size or position.	

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
1.3.4 Orientation	AA	PASS	The homepage displays normally on a phone held sideways, with no message asking to rotate the device.	
1.3.5 Identify Input Purpose	AA	FAIL	The newsletter email field and the contact form's Name and Email fields have no autocomplete attribute, so browsers cannot reliably fill them in.	A8, V4
1.4.1 Use of Color	A	PASS	The automated check found no in-text links told apart by colour alone, and the screenshots show no information conveyed only by colour.	
1.4.2 Audio Control	A	PASS	No audio or video plays automatically on the tested pages.	
1.4.3 Contrast (Minimum)	AA	FAIL	94 text elements on 12 pages have too little contrast, for example the white promo bar text on orange (3.5:1) and the grey 'Coffee Roasters' logo tagline (4.09:1), against the required 4.5:1.	A4
1.4.4 Resize Text	AA	PASS	At 640 px wide (200% zoom), none of the 4 tested pages needed sideways scrolling or had clipped or overflowing content.	
1.4.5 Images of Text	AA	PASS	Headings, the hero text and buttons are real text. The only text in images is the brand label on the product packaging, which is allowed.	
1.4.10 Reflow	AA	FAIL	At 320 px wide, the prices and total in the cart table stick out past the right edge of the screen (to 336 px). In the homepage screenshot the 'Contact' menu item is also cut off at the edge.	U3, A7
1.4.11 Non-text Contrast	AA	MANUAL CHECK	The header icons are dark on white and clear, but the form field borders are not visible in the screenshots. Check that the newsletter and contact form field borders have at least 3:1 contrast with the background.	
1.4.12 Text Spacing	AA	PASS	With increased letter, word, line and paragraph spacing applied, no text was clipped on the 4 tested pages.	

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
1.4.13 Content on Hover or Focus	AA	MANUAL CHECK	No hover menus or tooltips were seen, but this was not tested by hand. Check that any content that appears on hover or focus can be dismissed with Escape, can be hovered, and stays visible.	
2.1.1 Keyboard	A	PASS	On the 4 tested pages, every visible link, button and form field was reachable with the Tab key. All controls are standard HTML elements, with no custom widgets.	
2.1.2 No Keyboard Trap	A	PASS	Focus moved through every page and returned to the start without getting stuck.	
2.1.4 Character Key Shortcuts	A	MANUAL CHECK	No single-key keyboard shortcuts were seen. Check whether the site uses any. If it does, they must be possible to turn off or remap.	
2.2.1 Timing Adjustable	A	PASS	No automatic page refresh or redirect was found on the tested pages. Time limits in the checkout were not tested.	
2.2.2 Pause, Stop, Hide	A	FAIL	The homepage has 3 automatically advancing carousels, and the customer quote changes by itself, with no pause or stop control.	A6
2.3.1 Three Flashes or Below Threshold	A	MANUAL CHECK	There is no video and no endless animation. Check that the rotating homepage carousels do not flash more than three times per second.	
2.4.1 Bypass Blocks	A	FAIL	There is no skip link, so keyboard users must tab through 9 header stops on every page before reaching the content. A main landmark exists and helps screen reader users only.	A2
2.4.2 Page Titled	A	FAIL	Product pages use the generic title 'Halvane Coffee', so House Blend and Ethiopia Yirgacheffe have the same title and it does not name the product.	T2
2.4.3 Focus Order	A	PASS	On the 4 tested pages, the tab order follows the visual layout: header from left to right, then the main content, then the footer columns.	
2.4.4 Link Purpose (In Context)	A	FAIL	The cart link and product image links have no text at all, so their purpose cannot be determined.	A1, A3, A4, A9

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
2.4.5 Multiple Ways	AA	MANUAL CHECK	Pages can be reached through the main menu and footer, but no working search or sitemap page was detected. Check that the header search button opens a working site search, or add an HTML sitemap.	
2.4.6 Headings and Labels	AA	FAIL	Headings ('Your cart', 'Contact us', product names) and form labels ('Name', 'Email', 'Your message') describe their topic or purpose.	T6
2.4.7 Focus Visible	AA	FAIL	On all 4 tested pages, not a single tab stop showed a visible change when it received keyboard focus.	A2
2.4.11 Focus Not Obscured (Minimum)	AA	FAIL	With the cookie banner handled, no focused element was hidden behind sticky or fixed content on the 4 tested pages. Check by hand that the cookie banner does not cover focused elements before a choice is made.	A2
2.5.1 Pointer Gestures	A	MANUAL CHECK	The homepage has 3 carousels. Check that they can be moved with single taps or buttons, not only by swiping.	
2.5.2 Pointer Cancellation	A	MANUAL CHECK	Check that buttons and links act only when the finger or mouse is released, and that the action can be cancelled by moving away.	
2.5.3 Label in Name	A	PASS	Wherever controls have visible text (for example 'Shop coffee', 'Add to cart', 'Subscribe'), the name given to screen readers matches it.	
2.5.4 Motion Actuation	A	MANUAL CHECK	No shake or tilt features were seen. Confirm that no function is triggered by moving the device.	
2.5.7 Dragging Movements	AA	MANUAL CHECK	No sliders were seen. Check that the homepage carousels do not need dragging and offer single-tap controls.	
2.5.8 Target Size (Minimum)	AA	FAIL	The quantity – and + buttons on product pages measure 20 × 20 px, below the 24 × 24 px minimum.	A5
3.1.1 Language of Page	A	PASS	All 14 crawled pages declare English (lang="en").	

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
3.1.2 Language of Parts	AA	PASS	No passages in another language were found on the tested pages.	
3.2.1 On Focus	A	PASS	No page change or new window happened when elements received keyboard focus.	
3.2.2 On Input	A	MANUAL CHECK	Check that changing the quantity or entering form values does not unexpectedly submit a form or move to another page.	
3.2.3 Consistent Navigation	AA	PASS	The main menu has the same links in the same order on all 4 tested pages.	
3.2.4 Consistent Identification	AA	PASS	Repeated functions (search, cart, 'Add to cart') look and are labelled the same way on every tested page. They still need proper names, which is a separate issue.	
3.2.6 Consistent Help	A	PASS	FAQ and Contact links in the header, the phone number, and the FAQ link in the footer appear in the same place on all 4 tested pages.	
3.3.1 Error Identification	A	MANUAL CHECK	Submit the newsletter and contact forms with empty or invalid values, and check that each error is described in text.	
3.3.2 Labels or Instructions	A	FAIL	The newsletter and contact form fields appear to be labelled only by placeholder text, which disappears once someone starts typing.	A8
3.3.3 Error Suggestion	AA	MANUAL CHECK	Submit forms with a wrong email format, and check that the error message suggests how to fix it.	
3.3.4 Error Prevention (Legal, Financial, Data)	AA	MANUAL CHECK	Go through the checkout up to the final step, and check that the order can be reviewed and corrected before payment.	
3.3.7 Redundant Entry	A	MANUAL CHECK	Go through the checkout, and check that details already entered (such as the delivery address) are not requested again.	
3.3.8 Accessible Authentication (Minimum)	AA	NOT APPLICABLE	No login form was found on the tested pages.	

CRITERION	LEVEL	RESULT	NOTES	FINDINGS
4.1.2 Name, Role, Value	A	FAIL	The header search button and cart link have no accessible name on 12 pages, and the quantity buttons are announced only as '-' and '+'. 	A1, A5
4.1.3 Status Messages	AA	MANUAL CHECK	With a screen reader, add a product to the cart and submit the forms, then check that confirmation and error messages are announced without moving focus.	

Technical test results

Raw results of the automated tests. The findings they produced are listed in the sections above.

Speed: Lighthouse lab measurements

Lighthouse simulates a mid-range phone on a 4G connection for mobile, and a fast connection for desktop. One run per page; expect about ±10 points of variation between runs. LCP (Largest Contentful Paint) is the time until the main image or text appears; under 2.5 s is good. Desktop is measured on fewer pages (by default the homepage), because mobile results matter most.

PAGE	MOBILE SCORE	MOBILE LCP	MOBILE FCP	PAGE WEIGHT	DESKTOP SCORE	DESKTOP LCP
/	68	29.9 s	0.9 s	5.7 MB	66	4.9 s
/shop/	100	0.9 s	0.9 s	0.0 MB	–	–
/products/house-blend/	85	0.9 s	0.9 s	0.0 MB	–	–
/cart/	100	0.9 s	0.9 s	0.0 MB	–	–
/contact/	100	0.9 s	0.9 s	0.0 MB	–	–

Speed: real visitors (Chrome UX Report)

What real Chrome visitors experienced over the last 28 days, at the 75th percentile: three out of four visits were at least this fast. INP measures how quickly the page responds to taps and clicks, which lab tests cannot measure. Good: LCP up to 2.5 s, INP up to 200 ms, CLS up to 0.1.

The Chrome UX Report has no real-user data for this site: it has too little Chrome traffic to be included.

HTTP status and redirects

REQUESTED URL	RESULT	FINAL STATUS
http://demo.webverdio.com/	301 http://demo.webverdio.com/ → 200 https://demo.webverdio.com/	200
https://demo.webverdio.com/	200 https://demo.webverdio.com/	200
https://demo.webverdio.com/shop	308 https://demo.webverdio.com/shop → 200 https://demo.webverdio.com/shop/	200
https://demo.webverdio.com/SHOP/	404 https://demo.webverdio.com/SHOP/	404
https://demo.webverdio.com/index.php	404 https://demo.webverdio.com/index.php	404

REQUESTED URL	RESULT	FINAL STATUS
https://demo.webverdio.com/page-not-found-test-mvksunxn/	404 https://demo.webverdio.com/page-not-found-test-mvksunxn/	404

Broken or unreachable links

LINK	STATUS	FOUND ON
https://demo.webverdio.com/gift-cards/	404	/, /shop/
https://demo.webverdio.com/terms/	404	/, /shop/
https://demo.webverdio.com/blog/brewing-guide/	404	/, /shop/
https://demo.webverdio.com/checkout/	404	/cart/
https://www.webverdio.com/	getaddrinfo ENOTFOUND www.webverdio.com	/, /shop/

Indexing signals

- HTML pages (200): **14**; sitemap files: 1, sitemap URLs: 13; robots.txt: 200
- Meta description missing: **12**; duplicate titles: **4**
- Canonical missing: **14**; noindex: **0**
- No H1: **1**; more than one H1: **2**; no share image (og:image): **14**
- Structured data types found: **none**

Accessibility: automated scan (axe-core, WCAG 2.2 AA)

RULE	IMPACT	PAGES	ELEMENTS	WCAG
Buttons must have discernible text	critical	12	12	4.1.2
Elements must meet minimum color contrast ratio thresholds	serious	12	94	1.4.3
Links must have discernible text	serious	12	21	2.4.4, 4.1.2
All page content should be contained by landmarks	moderate	12	24	best practice
Images must have alternative text	critical	6	14	1.1.1
All touch targets must be 24px large, or leave sufficient space	serious	4	8	2.5.8
Heading levels should only increase by one	moderate	2	2	best practice
Page should contain a level-one heading	moderate	1	1	best practice

Accessibility: keyboard test

TEST	RESULT
Skip link	not present
Visible focus (first 25 tab stops)	25 without visible focus

Security headers

HEADER	VALUE
strict-transport-security	missing
content-security-policy	missing
x-frame-options	missing
x-content-type-options	nosniff
referrer-policy	strict-origin-when-cross-origin
permissions-policy	missing
server	cloudflare
x-powered-by	missing

JavaScript and network

- Uncaught JavaScript exceptions: **0** distinct
- Console errors: **0** distinct
- Failed requests / 4xx–5xx: **0** distinct
- Third-party hosts before consent: none; cookie banner detected: yes

Prioritized action plan

Ordered by risk first (legal and money), then conversion, then growth. The IDs refer to the findings above.

This week: legal, money and blocking issues

Quick wins

1. Set the House Blend price to one value on listings, the product page and the cart. K5
2. Correct the product weight so the heading and description state the same bag size. P1
3. Choose one free-delivery threshold and update every page that mentions it. K1
4. Remove the contradictory returns statements from the FAQ, product pages and shipping page until one policy is published. K6
5. Add the legal entity, company number and geographic address to the footer and the contact page. L3
6. Make the opening hours on the contact page match the footer, and keep one phone number. K2 K3
7. Block the analytics cookie until the visitor gives consent, and publish a short cookie policy. V2
8. Show out-of-stock products as unavailable and disable their 'Add to cart' button. C3
9. Hide the 'Gift cards' menu link until the page exists. N1
10. State 'incl. VAT' next to the cart total. L7

Larger improvements

1. Write and publish terms and conditions, and point the footer link to them. L1
2. Write a full returns and cancellation policy covering the 14-day cancellation right, its exceptions for opened coffee, who pays return postage, and how to return an item. L2
3. Build a working checkout, and make 'Add to cart' submit the chosen product, grind and quantity. C1 C2
4. Replace the implied-consent cookie banner with one that offers 'Accept' and 'Reject' on the first layer, and make it smaller on phones. V1 U1
5. Rewrite the privacy policy to cover the identity of the controller, purposes, legal bases, retention, recipients and data subject rights (UK GDPR Art. 13). V3

Next two weeks: flows and content accuracy

Quick wins

Larger improvements

1. Extend the product template with grind options, roast level, roast date or freshness, delivery cost and returns information. P2
2. Let shoppers change the quantity, remove items and go back to the product from the cart, and show how much more is needed for free delivery. C4 C7
3. Photograph the brewing kit itself (the jar and filter) instead of a coffee bag. P5
4. Expand the About page with evidence for the sourcing claims, such as farms, importers and certifications. L6
5. Move 'Add to cart' into the first phone screen on product pages, and make the delivery table readable on mobile. U2 U3

1. Compress and resize the hero image, serve it as WebP or AVIF with srcset, and reserve image space to cut layout shifts. T1 T5
2. Give icon-only controls an aria-label, add visible focus styles, and add a skip link. A1 A2
3. Align the roasting schedule, dispatch time and shop-visit wording across all pages, and spell 'Ethiopia' correctly on the listings. K7 K8 K9 K4
4. Show bag weight and price per kg on product cards and product pages. P3
5. Relabel 'Tasting notes' as 'What's in the kit' on the brewing kit page. P4
6. List the European countries covered and mention customs and import charges, and explain the delivery cost and timing of separate Cold Brew Kit shipments. P6 P7
7. Make the phone numbers and email address click-to-call and mailto links, and show the phone number on mobile. C5
8. Add an order cut-off time for next-working-day delivery, a reply-time promise and a topic or order field on the contact form. C6 C8
9. Add the source of the '4.9 from 2,000+' rating and a statement on how reviews are checked, and soften the absolute decaf claims. L4 L5
10. Add a short privacy notice with a link to the policy beside the newsletter and contact forms. V4
11. Fix or remove the broken brewing guide link and the external link in the notice bar. N2 N3

Within a month: visibility, speed and polish

Quick wins

1. Write unique product page titles and meta descriptions. T2 T3
2. Add canonical tags and Open Graph tags, and point the logo to the root URL. T8 T9 T7
3. Fix the heading structure, remove the 404 URL from the sitemap, and fix the console errors. T6 T10 T11
4. Add alt text to all images, raise the contrast of the promo bar and tagline, and enlarge the quantity buttons to at least 24×24 px. A3 A4 A5
5. Add visible labels and autocomplete attributes to form fields, put the promo and notice bars inside landmarks, rename the 'here' link, and fix the cart table headers. A8 A9 A10
6. Add the HSTS, Content-Security-Policy, frame-ancestors and Permissions-Policy headers. X1
7. Restore the value proposition and the phone number in the mobile hero. U4

Larger improvements

1. Add Product, Offer, Organization and BreadcrumbList structured data. T4
2. Add pause controls to the carousels and the rotating quotes, and respect prefers-reduced-motion. A6
3. Make the cart layout reflow at 320 px without content running past the screen edge. A7
4. Expand the FAQ with questions on grind, freshness, storage, subscriptions and delivery. U5

Method, scope and limitations

Audit date: 2026-10-23. This audit crawled 19 internal URLs for automated checks and reviewed 12 pages individually at desktop and phone widths. It used Playwright (Chromium), Lighthouse 13 (5 pages) and axe-core 4 (12 pages). Findings about a shared template or component apply to every page that uses it.

Before any consent choice, the engine recorded which cookies and requests loaded. It then rejected non-essential cookies and closed popups for the remaining screenshots. Banner findings are based on the first-visit screenshot.

Conversion flows were not scripted: no products were added to a cart through a live session, no checkout was opened beyond its link, no orders were placed and no forms were submitted. The findings on 'Add to cart' and checkout come from the link targets and the pages they lead to. To confirm the full flow once it is fixed, the owner should place one test order.

No test account was provided, so nothing behind a login was audited.

Speed figures are Lighthouse lab measurements only. The Chrome UX Report has no real-user data for this site, because it has too little Chrome traffic to be included.

The WCAG 2.2 AA review covered 4 key pages. 19 criteria pass, 15 fail, 15 need a manual check by a person using assistive technology or completing a process (forms, login, checkout), and 6 do not apply. This is not a formal conformance statement.

Whether Google indexes the pages was not checked, because that requires Search Console access. The sitemap finding (T10) is marked as likely.

Security checks were passive only: response headers and public files. No vulnerability testing was done.

3 evidence screenshots could not be re-located on the live site; the related text may have changed since it was collected.

Legal points describe risks under UK rules (UK GDPR, PECR, the Consumer Contracts Regulations 2013, company disclosure rules, the DMCC Act 2024). They are not legal advice; check them with a qualified adviser.

Want to know what changed?

Websites change every week. A re-audit in 30 days shows what has been fixed, what is still open and what is new, with fresh screenshots of the live site.

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