



SITE SHIELD
SCAN · ANALYZE · SECURE

PREMIUM WEBSITE AUDIT REPORT

Site Shield Audit Report

Security AODAWCAG Performance SEO Analytics AEO GEO ESG



Security
86/100

Accessibility
56/100

Performance
67/100

SEO
35/100

Analytics
49/100

AEO
35/100

GEO
35/100

ESG
61/100

PREPARED FOR

Playrz

<https://playrz.ca>

PLATFORM

WordPress

Date: May 11, 2026

OVERALL

56/100

Composite score

SECURITY

86/100

Public signals

AODAWCAG

56/100

Readiness

PERFORMANCE

67/100

Speed health

Executive Snapshot

Elevated risk detected. The site should be reviewed for security, accessibility, performance, and technical SEO improvements.

Important Context

This report is generated from automated public signals and Google Lighthouse/PageSpeed data when connected. It is designed to prioritize review areas and should be validated before production remediation.

EXECUTIVE SUMMARY

Scoreboard Overview

A client-ready summary of all Site Shield categories and executive intelligence scores.

OVERALL

56/100

Composite score across security, accessibility, performance, search, analytics, AI visibility, and digital responsibility.

SECURITY

86/100

HTTPS, headers, cookies, exposure, and risk signals.

ACCESSIBILITY

56/100

Structure, labels, alt text, keyboard, and inclusive UX.

PERFORMANCE

67/100

Page weight, loading signals, scripts, and images.

SEO

35/100

Metadata, headings, schema, crawlability, and clarity.

ANALYTICS

49/100

Tracking stack, consent cues, and conversion visibility.

AEO

35/100

FAQs, concise answers, structure, and extractability.

GEO

35/100

Entity clarity, topical depth, authority, and trust.

ESG

61/100

Sustainability, accessibility impact, privacy, and governance.

How to Read This Report

The category tabs provide the detailed audit sections. The executive intelligence layer summarizes what those findings mean for growth, risk, trust, compliance, conversion, and AI visibility.

01 SECURITY

Security Audit

Everything shown under the Security tab, translated into a client-ready PDF section.

SECURITY REVIEW



Public security signals and hardening checks

We are looking for weak points attackers love - headers, cookies, exposed files, CORS, mixed content, and visible errors.



HTTPS +
redirects



Security headers



Cookies + CORS



Sensitive files



Mixed content



Visible errors



Platform
exposure



Browser
protections

SECURITY SCORE

86/100

Public signal score



POSTURE

Security Posture

Estimated risk level

SCAN TYPE

Public Preview

Non-invasive checks

Security Summary

Security posture is estimated from public signals.

SECURITY

Category Breakdown

Weighted category scores used to calculate the security score.

Transport Security

Checks HTTPS, HTTP-to-HTTPS redirect behaviour, HSTS, and obvious mixed-content risks.



Headers & Browser Protections

Checks common browser protection headers like CSP, frame protection, referrer policy, permissions policy, and content type protection. Missing advanced headers are weighted as hardening opportunities, not automatic critical failures.



Cookie & Session Exposure

Reviews homepage Set-Cookie headers for Secure, HttpOnly, and SameSite attributes where cookies are present.



Platform Exposure

Looks for platform-specific public exposure signals. WordPress-specific endpoint checks only run when a WordPress/WooCommerce platform is detected.



Information Leakage

Looks for visible errors, server technology hints, directory listing indicators, and response issues that may reveal unnecessary details.



Sensitive File Exposure

Performs safe, limited checks for common accidentally exposed config, backup, log, and database files.



Attack Surface

Reviews public forms, script volume, and third-party script usage as high-level exposure indicators.

 100/100

SECURITY

Security Findings

Prioritized security observations from the preview scan.

INFO

Effort: Medium Time: 30-60 min

WordPress REST API was detected. This is normal, but exposed data should be reviewed.

LOW

Effort: Medium Time: 30-60 min

Referrer-Policy header was not detected.

LOW

Effort: Medium Time: 30-60 min

WordPress license.txt appears publicly reachable.

LOW

Effort: Medium Time: 30-60 min

X-Content-Type-Options header was not detected.

LOW

Effort: Medium Time: 30-60 min

X-Powered-By header may expose technology details.

MEDIUM

Effort: Medium Time: 30-60 min

Clickjacking protection may be missing.

MEDIUM

Effort: Medium Time: 30-60 min

HSTS security header was not detected.

MEDIUM

Effort: Medium Time: 30-60 min

WordPress install.php appears reachable and should be reviewed.

MEDIUM

Effort: Medium Time: 30-60 min

WordPress upgrade.php appears reachable and should be reviewed.

MEDIUM

Effort: Medium Time: 30-60 min

WordPress user data may be publicly exposed through the REST API.

MEDIUM

Effort: Medium Time: 30-60 min

xmlrpc.php appears reachable and should be reviewed.

HIGH

Effort: Medium Time: 30-60 min

Content Security Policy header was not detected.

PLATFORM

Platform Deep Review

Platform-specific public signals and manual review areas detected for this site.

PLATFORM SCORE

44/100

WordPress

RISK COUNT

3

Platform-specific risks

SIGNALS

4

Detected public signals

Manual Review Checklist

Plugin/theme update status, abandoned plugins, and vulnerability history.; Admin users, roles, MFA, password policy, and login hardening.; Backup schedule, restore testing, WAF/CDN configuration, and uptime monitoring.; wp-config.php hardening, file editor disabled, salts, debug mode, and database permissions.; PHP/MySQL versions, hosting isolation, cron health, and server-level caching.

02 ACCESSIBILITY

AODA / WCAG Accessibility Review

Everything shown under the Accessibility tab, including automated checks and manual review guidance.

AODA / WCAG REVIEW



Accessibility compliance snapshot

Checking usability for real users - keyboard, contrast, structure, image text alternatives, forms, media, and assistive technology readiness.



Keyboard navigation



Color contrast



Semantic structure



Screen reader signals



Form labels



Image alt text



Landmarks



Media captions

ACCESSIBILITY

56/100

Readiness score



READINESS

Automated Estimate

Estimated WCAG/AODA level

CONFIDENCE

Moderate confidence

Automated scan confidence

LIGHTHOUSE ACCESS.

N/A

PageSpeed result

Accessibility Scope

This review checks visible page signals such as language attribute, heading structure, landmarks, image alt text, labels, empty links/buttons, table semantics, media indicators, keyboard risk indicators, and Lighthouse Accessibility audits when available.

ACCESSIBILITY

Manual Accessibility Review

Human validation items required for stronger WCAG/AODA confidence.

Keyboard-only navigation test

Verify all interactive elements can be reached and used without a mouse.

Screen reader spot check

Test reading order, labels, headings, landmarks, and form announcements.

Color contrast validation

Validate text and UI contrast against WCAG AA targets.

Form error message behavior

Confirm labels, errors, and validation messaging are announced clearly.

Modal/menu focus trapping

Confirm overlays trap focus and return focus correctly.

Mobile zoom/reflow testing

Check layout at 200% zoom and small screens.

Captions/transcripts review

Confirm video/audio content has accessible alternatives.

ACCESSIBILITY

Accessibility Findings

Issues that may affect WCAG/AODA readiness.

INFO

Effort: Medium Time: 30-60 min

Detected platform: WordPress (High confidence).

LOW

Effort: Medium Time: 30-60 min

1 skipped heading level pattern(s) were detected.

LOW

Effort: Medium Time: 30-60 min

A clear page title was not detected.

LOW

Effort: Medium Time: 30-60 min

A visible skip-to-content link was not detected.

MEDIUM

Effort: Medium Time: 30-60 min

2 link(s) may need clearer accessible link text.

MEDIUM

Effort: Medium Time: 30-60 min

No H1 heading was detected on the homepage.

MEDIUM

Effort: Medium Time: 30-60 min

No H1 heading was detected on the homepage.

MEDIUM

Effort: Medium Time: 30-60 min

One or more buttons may not have accessible text.

03 PERFORMANCE

Performance Diagnostics

Everything shown under the Performance tab, including Lighthouse and PageSpeed sections when available.



PERFORMANCE ANALYSIS

Speed, load behavior, and bottlenecks

Measuring how fast users actually experience the site - PageSpeed, Core Web Vitals, asset weight, JavaScript cost, and mobile performance.



PageSpeed score



Core Web Vitals



Asset weight



JS execution



Mobile performance



Network payloads



Unused CSS/JS



Lighthouse audits

PERFORMANCE

67/100

Performance score

GRADE

D

Preview grade

RESPONSE

2.83s

Homepage response

HTML SIZE

277 KB

Initial document

Performance Scope

Performance diagnostics combine response time, HTML size, asset volume, Core Web Vitals readiness, performance budgets, platform guidance, and Lighthouse/PageSpeed data when connected.

LIGHTHOUSE

Google Lighthouse / PageSpeed

Mobile and desktop results from PageSpeed Insights when connected.

MOBILE PERF

73/100

ACCESSIBILITY

0/100

BEST

0/100

SEO

0/100

PERFORMANCE

Performance Findings

Issues and opportunities from the preview scan.

INFO

Effort: Medium Time: 30-60 min

Google PageSpeed mobile score: 73/100.

LOW

Effort: Medium Time: 30-60 min

A high number of images were detected on the homepage.

LOW

Effort: Medium Time: 30-60 min

A large DOM size was detected, which can affect rendering speed.

LOW

Effort: Medium Time: 30-60 min

Homepage response time could likely be improved.

MEDIUM

Effort: Medium Time: 30-60 min

A high number of script files or inline scripts were detected.

MEDIUM

Effort: Medium Time: 30-60 min

Meta description was not detected.

04 SEO

SEO Intelligence

Everything shown under the SEO tab, including technical SEO, indexability, social metadata, and keyword signals.

SEO SIGNALS



Search visibility and structure

Checking what search engines can see - metadata, headings, indexability, schema, Open Graph, sitemaps, robots, and content signals.

Metadata

Heading structure

Sitemap + robots

Canonical tags

Schema / JSON-LD

Open Graph

Indexability

Keyword signals

SEO SCORE

35/100

Technical SEO score

RANKING POTENTIAL

Low

Estimated from signals

KEYWORD SIGNALS

12

Visible content themes

TECHNICAL SEO

0/9

Checks passed

SEO Scope

SEO review checks page title, meta description, H1 structure, canonical tags, schema/JSON-LD, Open Graph tags, robots.txt, sitemap.xml, noindex directives, and visible keyword signals. It does not claim live Google rankings without Search Console or ranking API data.

SEO

Detected Keyword Signals

Visible content themes extracted from page text.

Primary Topic + Keyword Signals

profile, clubs, coaches, players, club, soccer, schools, create, browse, community, businesses, playrz

SEO

SEO Findings

Technical SEO findings from the preview scan.

INFO

Effort: Medium Time: 30-60 min

Detected keyword signals: profile, clubs, coaches, players, club.

LOW

Effort: Medium Time: 30-60 min

Open Graph tags were not detected. This can affect how links appear when shared socially.

LOW

Effort: Medium Time: 30-60 min

sitemap.xml was not detected at the default location.

LOW

Effort: Medium Time: 30-60 min

Structured data was not detected. Schema markup can help search engines understand the page.

MEDIUM

Effort: Medium Time: 30-60 min

Page title was not detected.

HIGH

Effort: Medium Time: 30-60 min

A noindex directive may be present. This could prevent search engines from indexing the page.

05 ANALYTICS

Analytics & Measurement Readiness

Public-signal review of tracking tags, attribution readiness, conversion measurement, privacy, consent, and reporting governance.

ANALYTICS / MEASUREMENT



Tracking and conversion readiness

Checking public analytics, tag management, pixels, consent cues, CTA paths, form tracking, and reporting readiness.



GA4 / analytics



Tag manager



Marketing pixels



CTA signals



Form tracking



Consent cues



Privacy signals



Attribution readiness

MEASUREMENT SCORE

49/100

Public measurement maturity

TRACKING COVERAGE

49/100

Analytics + tag signals

CONVERSION READY

54/100

CTA/form readiness

PRIVACY/CONSENT

45/100

Governance cues

Analytics Summary

The site appears to need a clearer analytics foundation before traffic, attribution, and conversion performance can be trusted.

ANALYTICS

Tracking Stack Signals

Common analytics and marketing tags detected in the public page source.

Google Analytics

Detected in the public page source.



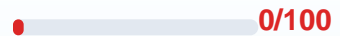
Google Tag Manager

Not clearly detected in the public page source.



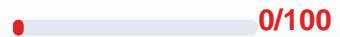
Meta Pixel

Not clearly detected in the public page source.



LinkedIn Insight

Not clearly detected in the public page source.



Microsoft Clarity

Not clearly detected in the public page source.



Hotjar

Not clearly detected in the public page source.



TikTok Pixel

Not clearly detected in the public page source.

 **0/100**

Measurement Recommendations

Use Google Tag Manager or a similar tag manager to centralize measurement governance.; Track primary CTA clicks such as calls, quote requests, booking links, and downloads.; Review consent mode/cookie banner behavior before using advertising or remarketing tags.; Create a simple measurement plan: goals, key events, traffic sources, top landing pages, and monthly reporting cadence.

ANALYTICS

Analytics Findings

Measurement and conversion-tracking findings from the preview scan.

INFO

Effort: Medium Time: 30-60 min

Public tracking signals detected: Google Analytics.

LOW

Effort: Medium Time: 30-60 min

Privacy policy language was not clearly detected. Analytics and advertising tags should be disclosed.

LOW

Effort: Medium Time: 30-60 min

Tracking scripts were detected, but cookie/consent signals were limited in the public page source.

06 AEO

Answer Engine Optimization

Everything shown under the AEO tab, including answer readiness, FAQ coverage, snippet extraction, and content roadmap signals.



AEO INTELLIGENCE

Answer Engine Optimization

Checking whether answer engines can extract clear answers, FAQ content, schema context, and snippet-friendly summaries.

FAQ structure

Question headings

Answer summaries

Snippet readiness

Schema support

Scannable lists

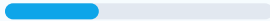
Readable depth

Content gaps

AEO SCORE

35/100

Answer readiness



PASSED SIGNALS

4/8

Detected checks

WORD COUNT

868

Readable depth

READINESS

Needs answer structure

Status label

AEO Summary

AEO estimates whether AI answers, featured snippets, and assistant-style results can extract clear answers from the page.

AEO

Answer Readiness Signals

Detected answer-engine signals and gaps.

FAQ or question-led structure

Concise extractable answers

Schema support

Heading hierarchy

Readable depth

Lists or steps

AEO Recommendations

Add relevant schema such as Organization, LocalBusiness, FAQPage, Service, Article, or HowTo where appropriate.; Add concise "quick answer" or "key takeaway" summaries near important sections.

AI-Enhanced AEO Insights

The website lacks essential SEO elements and has low accessibility scores, impacting its visibility and user experience.

AI Recommended Questions

Is the website optimized for mobile devices?; Are there any missing alt attributes for images?; Is the content structured with appropriate headings?; Are there any broken links on the site?; Is there a clear call to action for users?

AI AEO Recommendations

Conduct a comprehensive SEO audit to identify issues.; Use tools to improve accessibility compliance.; Reduce the number of scripts to enhance performance.; Create a blog to drive organic traffic and engagement.; Regularly update content to keep it fresh and relevant.

AEO

AEO Findings

Answer-engine optimization findings from the preview scan.

LOW

Effort: Medium Time: 30-60 min

Structured data was not clearly detected for answer-engine context.

07 GEO

Generative Engine Optimization

Everything shown under the GEO tab, including AI discovery, entity clarity, authority, citations, and trust signals.

GEO INTELLIGENCE



Generative Engine Optimization

Checking whether AI systems can understand, trust, recommend, and cite the brand, services, expertise, and authority signals.



Entity clarity



Brand signals



Topical depth



Authority proof



Structured data



External validation



Service clarity

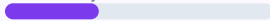


AI confidence

GEO SCORE

35/100

AI discovery



PASSED SIGNALS

6/8

Detected checks

EXTERNAL LINKS

20

Authority/citation cues

CONFIDENCE

Needs stronger entity signals

Status label

GEO Summary

GEO estimates whether generative search systems can understand the brand, expertise, services, trust signals, and topical authority behind the site.

GEO

AI Discovery Signals

Detected entity, authority, and trust signals.

Brand/entity clarity

Topical authority depth

Trust proof

Structured entity data

External validation

Service clarity

GEO Recommendations

Add Organization, LocalBusiness, Service, Product, Person, Article, or Breadcrumb schema as relevant.

AI-Enhanced GEO Insights

The website has potential for local engagement but lacks localized content and visibility in regional searches.

AI Visibility Opportunities

Create localized landing pages for different regions.; Engage with local sports organizations for partnerships.; Utilize Google My Business for better local visibility.; Encourage user-generated content from local athletes.; Host local events to increase community engagement.

AI GEO Recommendations

Develop a local SEO strategy to enhance visibility.; Incorporate local keywords into website content.; Leverage social media to connect with local audiences.

GEO

GEO Findings

Generative-engine optimization findings from the preview scan.

INFO

Effort: Medium Time: 30-60 min

No major findings were available for this section.

08 ESG

ESG / Digital Sustainability Review

Digital sustainability, social impact, inclusion, privacy, trust, and governance signals from the public scan.

ESG SCORE

61/100

Digital ESG readiness

ENVIRONMENTAL

65/100

Efficiency and page weight

SOCIAL

39/100

Inclusion and community impact

SOCIAL IMPACT

20/100

Volunteer, charity, and community signals

GOVERNANCE

76/100

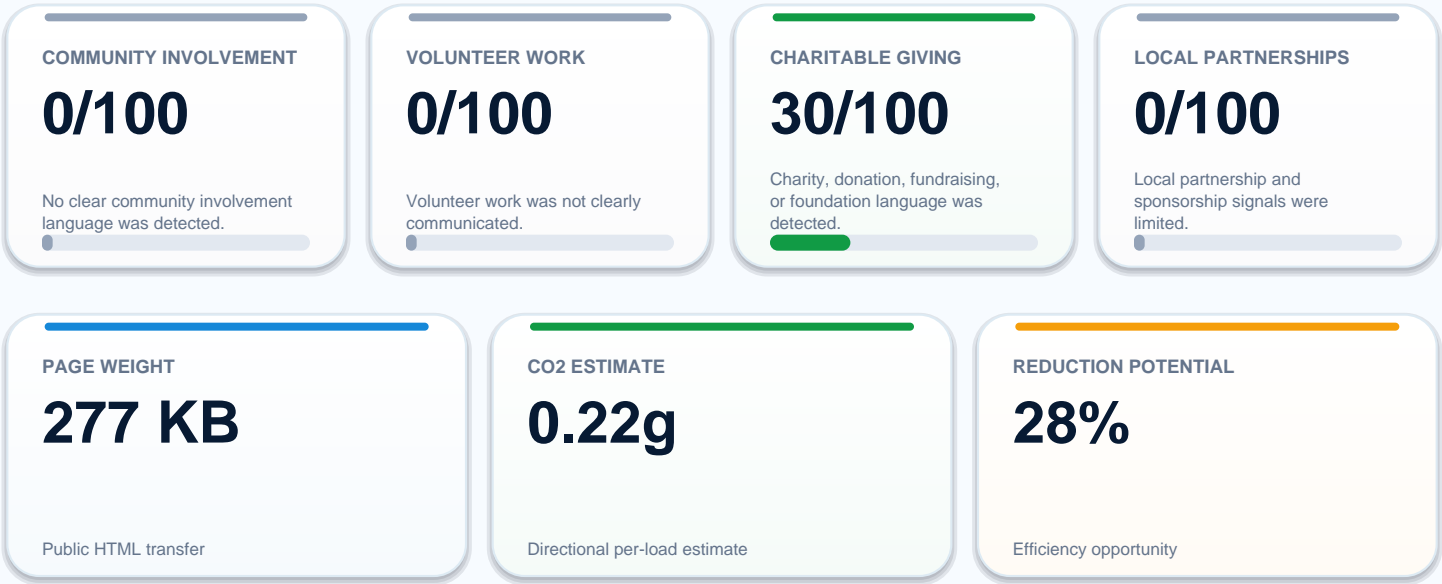
Privacy, trust, and security

ESG Summary

This digital ESG review estimates sustainability, social impact, inclusion, and governance readiness using public website signals such as page efficiency, accessibility, community involvement, volunteer and charitable impact language, privacy, HTTPS, content transparency, and technical trust indicators.

Social Impact & Community Involvement

The website has limited public evidence of community involvement, volunteer work, charitable support, local partnerships, or measurable social impact.



ESG Recommendations

Compress and properly size images, especially hero and gallery media.; Reduce unused JavaScript, duplicate trackers, heavy embeds, and non-essential third-party scripts.; Improve Core Web Vitals and mobile performance to reduce energy and device processing cost.; Strengthen WCAG/AODA accessibility to improve the inclusion portion of the ESG social score.; Add or improve privacy policy, cookie/consent messaging, and data handling transparency.; Document hosting/CDN sustainability posture if ESG reporting matters for RFPs or procurement.; Add a Community Impact or Social Responsibility section that explains how the company supports local communities.; Mention employee volunteer work, service days, volunteer hours, or team participation if these programs exist.

Roadmap: 0-30 days

Compress priority images and lazy-load below-the-fold media.; Remove redundant third-party scripts and tracking tags.; Fix obvious accessibility issues such as missing labels, alt text, and heading structure.; Add or improve public community impact language if volunteer work, charitable support, or local partnerships exist.

Roadmap: 30-60 days

Implement caching/CDN improvements and review hosting efficiency.; Add privacy/cookie transparency and data collection notes.; Improve templates for reusable accessible components.; Create a dedicated Community Impact, Giving Back, or Social Responsibility section.

Roadmap: 60-90 days

Create a digital sustainability statement.; Validate hosting/provider ESG claims.; Track page weight, Core Web Vitals, and accessibility score as recurring governance KPIs.; Add proof points such as named community partners, dates, volunteer hours, donation amounts, photos, or impact reports.

LOW

Effort: Medium Time: 30-60 min

High JavaScript dependency can reduce digital efficiency and increase device processing cost.

LOW

Effort: Medium Time: 30-60 min

Privacy policy or privacy wording was not clearly detected in the public page content.

LOW

Effort: Medium Time: 30-60 min

Public evidence of community involvement, volunteer work, charitable support, or partnerships was limited.

MEDIUM

Effort: Medium Time: 30-60 min

Accessibility improvements strengthen the inclusion portion of the ESG social score.

09 FIX PLAN

Benchmarks and Fix Plan

Conversion-focused view of effort, impact, benchmarks, and next steps.

CURRENT SCORE

56/100

Current score

AFTER FIXES

100/100

+44 estimated gain

ESTIMATED EFFORT

8-16 hours

Planning estimate

RECOMMENDED

Professional Audit + Fix Plan

Best next step

BENCHMARK

Industry / Platform Benchmark

Context for this score compared with typical and optimized sites.

YOUR SITE

56/100

BASELINE

62/100

Comparable Sites

OPTIMIZED

88/100

Strong target

FIX PLAN

Priority Fix Groups

Suggested order of work based on likely impact and effort.

Fix First - Highest Impact

These are the highest-priority items to validate and address first.

HIGH

Effort: Medium Time: 30-60 min

A noindex directive may be present. This could prevent search engines from indexing the page.

HIGH

Effort: Medium Time: 30-60 min

Content Security Policy header was not detected.

Quick Wins - Moderate Effort

These items are often practical early improvements with visible score impact.

MEDIUM

Effort: Medium Time: 30-60 min

2 link(s) may need clearer accessible link text.

MEDIUM

Effort: Medium Time: 30-60 min

A high number of script files or inline scripts were detected.

MEDIUM

Effort: Medium Time: 30-60 min

Accessibility improvements strengthen the inclusion portion of the ESG social score.

MEDIUM

Effort: Medium Time: 30-60 min

Clickjacking protection may be missing.

MEDIUM

Effort: Medium Time: 30-60 min

HSTS security header was not detected.

Deeper Improvements

These items may require broader review, design, development, or platform validation.

INFO

Effort: Medium Time: 30-60 min

Detected keyword signals: profile, clubs, coaches, players, club.

INFO

Effort: Medium Time: 30-60 min

Detected platform: WordPress (High confidence).

INFO

Effort: Medium Time: 30-60 min

Google PageSpeed mobile score: 73/100.

INFO

Effort: Medium Time: 30-60 min

Public tracking signals detected: Google Analytics.

INFO

Effort: Medium Time: 30-60 min

WordPress REST API was detected. This is normal, but exposed data should be reviewed.

Ready to improve this score?

Recommended package: Professional Audit + Fix Plan

Estimated implementation effort: 8-16 hours

Validate preview findings, then complete remediation in priority order.