

FULL REPORT



maplestreetbakery-sample.com

<https://maplestreetbakery-sample.com/>

65

Grade D

Website health score

Scores start at 100 and go down only for problems this scan actually found. Every deduction is listed later in this report with its evidence. Speed is Google's own phone speed score.

Scanned: October 05, 2026 at 10:00 AM EDT

Coverage: 46 pages checked (every page the scan found)

Found: 10 problems to fix · **1 high impact** · **7 quick wins** (15 minutes or less)

This score measures site health only. Domain Authority (21) and domain age (17.5 years) are shown separately and doesn't change it.

Homepage and site-wide checks

58/100

SEO

78/100

Security

71/100

Accessibility

60/100

Technical

61/100

Speed

Executive Summary

Scores out of 100. They cover your homepage plus problems found on the other pages we checked.

65

Overall

58

SEO

78

Security

71

Accessibility

60

Technical

61

Speed

Final URL	https://maplestreetbakery-sample.com/
HTTP status	200
Page size	60 KB
Redirects	0
Report generated	October 05, 2026 at 10:00 AM EDT

Every page we checked

46 pages checked (every page the scan found). The scan can check up to 1,000 pages.

Pages found	46
Pages checked	46
Pages missing a title	0
Pages missing a description	7
Titles used on more than one page	1
Descriptions used on more than one page	0
Pages missing a main heading	0
Images without a description	12
Broken links	2
Links that redirect	3
Pages nothing links to	0
Links between your pages	48

Your Full Report

Written for this website from the scan results above. Every recommendation is tied to evidence the scan actually found.

What to fix, and exactly how

Maple Street Bakery's homepage does its main job well: it says what you sell, where you are and how to order, and every one of the 46 pages checked opened without a problem. The biggest wins are fixing **2 links that lead to pages that no longer exist**, **speeding up your homepage on phones, where the main content takes 4.2 seconds to appear** and **adding search descriptions to 7 pages**, so more of your menu shows up well in Google. Two quick security settings and a few small tidy-ups round out the list.

What's already working

- ✓ **Clear, local homepage message** — The main heading 'Fresh bread & pastries, baked every morning in Maplewood.' says what you sell and where.
- ✓ **Every page opened** — All 46 pages checked opened without an error, and your page list for Google (sitemap) lists 44 of them.
- ✓ **Google can read your business details** — Your homepage tells Google you're a local bakery and lists your opening hours, so it can show them in search results.
- ✓ **Easy to get in touch** — Your homepage links to an About page, a Contact page and a Privacy Policy, and shows your phone number and address.

Step-by-step fixes

Every problem we found, once, with how to fix it. Start at the top: the biggest impact comes first.

1. Repair links reaching broken pages **HIGH IMPACT** · About 3 minutes per link

2 links on your site lead to a page that doesn't work.

Why it matters: Visitors who click a link and land on a 'page not found' error often leave instead of ordering, and it makes the site look neglected.

What is causing it: Two links point to old seasonal pages (/menu/seasonal/ and /catering/holiday-menu-2025/) that were removed without updating the links to them.

How to fix it:

1. In WordPress, open the homepage and the Menu page and find the link to /menu/seasonal/.
2. Change it to point to your current seasonal items, or remove it.
3. Open the Catering page and update or remove the link to /catering/holiday-menu-2025/.

How to check it worked: Click each link on those pages and confirm it opens a real page, then re-run the scan.

What the scan found:**Page not found (404)**

Broken page: </menu/seasonal/>

Linked from these 2 pages:

- [Homepage](#)
- </menu/>

Page not found (404)

Broken page: </catering/holiday-menu-2025/>

Linked from this page:

- </catering/>

2. Make browsers always open the secure version MEDIUM IMPACT · About 20 minutes

Page: [Homepage \(maplestreetbakery-sample.com/\)](#)

A setting (HSTS) that tells browsers to always open the secure https:// version of your site isn't turned on.

Why it matters: This setting makes browsers always use the secure version of your site, even if someone types the address without https. It's the biggest gap in your security score.

What is causing it: Your site doesn't send the setting that tells browsers to always use the secure version.

How to fix it:

1. In Cloudflare, go to SSL/TLS, then Edge Certificates.
2. Turn on HSTS with a 6-month max-age. Leave "Include subdomains" and "Preload" off for now.
3. Save, then reload your site to check everything still works.

Copy and paste:

Strict-Transport-Security: max-age=15552000

How to check it worked: Re-run the scan and confirm "Always opens the secure version" shows a tick in the security checklist.

What the scan found:

Your homepage doesn't send the "always use the secure version" setting (Strict-Transport-Security).

3. Add search descriptions to pages missing them MEDIUM IMPACT · About 5 minutes per page

7 pages are missing a search description (meta description).

Why it matters: The search description is the short text under your link in Google. Without one, Google picks random text from the page, which usually gets fewer clicks.

What is causing it: Pages like Cookies, Pies, the Cake Gallery and Gift Cards were published without a search description.

How to fix it:

1. Open your SEO plugin (for example Yoast or Rank Math) on each of the 7 pages listed.
2. Fill in the description field, about 140-155 characters, and mention Maplewood.
3. Save each page.

Copy and paste:

Cookies page: Fresh-baked chocolate chip, oatmeal and seasonal cookies from Maple Street Bakery in Maplewood, NJ. Order by the dozen for pickup.

How to check it worked: Re-run the scan and confirm pages missing a description shows 0.

What the scan found:

- </menu/cookies/>
- </menu/pies/>
- </custom-cakes/gallery/>
- </catering/events/>
- </gift-cards/>
- </careers/>
- </faq/>

4. Give each page its own title **MEDIUM IMPACT** · About 2 minutes per page

Some pages share the same title, so Google can't tell them apart (1 shared title).

Why it matters: When four pages share one title, Google can't tell which one fits a search, and searchers see four identical results.

What is causing it: Your Breads, Pastries, Cookies and Pies pages all use the title "Menu | Maple Street Bakery".

How to fix it:

1. Open each of the 4 menu pages in your SEO plugin.
2. Give each its own title, for example "Fresh Bread | Maple Street Bakery, Maplewood NJ".
3. Keep each title under 60 characters and save.

How to check it worked: Re-run the scan and confirm no pages share a title.

What the scan found:

Shared title: "Menu | Maple Street Bakery"

Used on these 4 pages:

- </menu/breads/>
- </menu/pastries/>
- </menu/cookies/>
- </menu/pies/>

5. Add descriptions to images across the site **MEDIUM IMPACT** · About 1 minute per image

12 of the 214 images on the pages checked have no description (alt text).

Why it matters: Image descriptions let people using screen readers know what's in your photos, and help Google show your cakes in image search.

What is causing it: The 8 cake gallery photos and 4 pastry case photos were uploaded without descriptions.

How to fix it:

1. In WordPress, open Media and find each image listed.
2. Fill in the Alternative Text box with a short description, for example "Three-tier lemon wedding cake with fresh berries".
3. Save each image.

How to check it worked: Re-run the scan and confirm images without a description shows 0.

What the scan found:

Image without a description: </wp-content/uploads/cake-gallery-01.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-02.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-03.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-04.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-05.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-06.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-07.jpg> (on 1 page)
Image without a description: </wp-content/uploads/cake-gallery-08.jpg> (on 1 page)
Image without a description: </wp-content/uploads/pastry-case-croissants.jpg> (on 1 page)
Image without a description: </wp-content/uploads/pastry-case-danishes.jpg> (on 1 page)
Image without a description: </wp-content/uploads/pastry-case-scones.jpg> (on 1 page)
Image without a description: </wp-content/uploads/pastry-case-muffins.jpg> (on 1 page)

6. Shorten or improve the page title **MEDIUM IMPACT** · About 2 minutes

Page: Homepage (maplestreetbakery-sample.com/)

Your page title is 61 characters. A short, clear title (under 60 characters) shows in full in Google results.

Why it matters: At 61 characters, Google may cut your homepage title off in search results, hiding the end of it.

What is causing it: The title lists both what you sell and your full town and state.

How to fix it:

1. Open the homepage in your SEO plugin.
2. Paste in the shorter title below.
3. Save the page.

Copy and paste:

Maple Street Bakery | Fresh Bread & Cakes in Maplewood NJ

How to check it worked: Re-run the scan and confirm the title finding is gone.

What the scan found:

Maple Street Bakery | Fresh Bread & Pastries in Maplewood, NJ

7. Speed up your page's main content on mobile **MEDIUM IMPACT** · About 1-3 hours

Page: [Homepage \(maplestreetbakery-sample.com/\)](http://maplestreetbakery-sample.com/)

On a mobile visit, the biggest piece of content took 4.2 seconds to appear. Google counts 2.5 seconds or less as good and anything over 4 seconds as poor. Visitors leave slow pages, and speed is part of how Google ranks pages.

Why it matters: On a phone, the main content takes 4.2 seconds to appear; Google's target is 2.5 seconds. Most bakery customers browse on their phones, and slow pages lose them.

What is causing it: The large photo at the top of the homepage is the slowest thing to load, and the page loads several plugins before it.

How to fix it:

1. Resize the top homepage photo to no more than 1600 pixels wide and save it as WebP.
2. Turn on Cloudflare's image optimization, or an image plugin such as ShortPixel.
3. Remove plugins you no longer use.

How to check it worked: Re-run the scan and check the main content appears in under 4 seconds.

What the scan found:

Google's speed test on a phone: the main content took 4.2s to appear (target: 2.5s); speed score 61/100.

8. Optional: block harmful scripts **LOW IMPACT** · About 1-3 hours

Page: [Homepage \(maplestreetbakery-sample.com/\)](http://maplestreetbakery-sample.com/)

An advanced, optional step: a setting (Content Security Policy) that limits the damage if harmful code is ever slipped into your site. Test it carefully first so nothing breaks.

Why it matters: This optional setting limits the damage if harmful code is ever slipped into your site. It's an advanced step, so leave it until the others are done.

What is causing it: Your site doesn't send the setting that limits which scripts can run.

How to fix it:

1. Ask your web developer to set it up in test mode first, so nothing on the site breaks.
2. Once nothing is blocked by mistake, switch it on.

How to check it worked: Re-run the scan and confirm "Blocks harmful scripts" shows a tick.

What the scan found:

Your homepage doesn't send the "block harmful scripts" setting (Content-Security-Policy).

9. Point links straight to the final page **LOW IMPACT** · About 2 minutes per link

3 links on your site go through a redirect before reaching the page, which slows visitors down.

Why it matters: Each redirect adds a small delay before the page opens.

What is causing it: Links to /order, /cakes/ and an old http:// contact address send visitors through a redirect first.

How to fix it:

1. Change the /order links on the homepage and Menu page to /order-online/.
2. Change the /cakes/ link in the holiday pie guide to /custom-cakes/.
3. On the About page, change the contact link to <https://maplestreetbakery-sample.com/contact/>.

How to check it worked: Re-run the scan and confirm links that redirect shows 0.

What the scan found:

Link points to: [/order](#)

Ends up at: [/order-online/](#) (1 redirect)

Linked from these 2 pages:

- [Homepage](#)
- [/menu/](#)

Link points to: <http://maplestreetbakery-sample.com/contact/>

Ends up at: <https://maplestreetbakery-sample.com/contact/> (1 redirect)

Linked from this page:

- [/about/](#)

Link points to: [/cakes/](#)

Ends up at: [/custom-cakes/](#) (1 redirect)

Linked from this page:

- [/blog/holiday-pie-guide/](#)

10. Add the missing browser protection settings LOW IMPACT · About 15 minutes

Page: [Homepage \(maplestreetbakery-sample.com/\)](#)

2 standard browser protection settings are not turned on. Most hosts or a security plugin can add them in one place.

Why it matters: These settings keep your page addresses private when visitors click away, and switch off the camera and microphone your site never uses.

What is causing it: Your site doesn't send these two settings.

How to fix it:

1. In Cloudflare, open Rules, then Transform Rules, then Modify Response Header.
2. Add Referrer-Policy with the value strict-origin-when-cross-origin.
3. Add Permissions-Policy with the value camera=(), microphone=(), geolocation=().
4. Save, then reload your site to check everything still works.

How to check it worked: Re-run the scan and confirm both settings show a tick in the security checklist.

What the scan found:

Keeps your page addresses private (Referrer-Policy)

Turns off camera, mic and location (Permissions-Policy)

Ready-to-paste copy

Suggested wording you can copy straight onto your site.

Where	Now	Suggested
Page title Homepage	Maple Street Bakery Fresh Bread & Pastries in Maplewood, NJ	Maple Street Bakery Fresh Bread & Cakes in Maplewood NJ Fits under 60 characters so Google won't cut it off, and adds cakes, one of your most searched products.
Search description Homepage	Family bakery in Maplewood, NJ since 1998. Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.	Maplewood's family bakery since 1998. Fresh sourdough, croissants & custom cakes baked every morning. Order online by 2 PM for next-day pickup. Adds the pickup cutoff, a clear reason to click.
Main headline Homepage	Fresh bread & pastries, baked every morning in Maplewood.	Fresh bread & pastries, baked every morning in Maplewood since 1998. Saying how long you've been open builds trust with new visitors.
Button text Homepage	Order for Pickup	Order for Pickup Tomorrow Tells people exactly when they'll get it, which answers a common question.

How visitors see your homepage

First impression: A visitor immediately sees a local, family-run bakery that bakes fresh every morning and makes ordering easy, with the pickup cutoff right at the top.

Building trust

- 'Baked fresh daily since 1998' shows a long-running local business.
- Details like local flour and real butter suggest quality.
- The free delivery minimum and pickup cutoff are stated up front.

What may make people hesitate

- There are no real food photos on the homepage, so visitors can't see what they'd be buying.
- No reviews or star ratings are visible on the homepage.
- On phones, the main content takes about 4 seconds to appear.

Changes to get more people to act

- Use real photos of your best-sellers at the top of the page and on the product cards.
- Show your Google review rating near the order buttons, if it's good.
- Make the top photo smaller so the page loads faster on phones.

Notes on this report

- This is a sample report for a made-up business. All data is illustrative.
- Speed numbers come from Google's test on a simulated phone; real-visitor speed data wasn't available.
- Domain Authority and domain age are shown for information and aren't part of the health score.

Does AI recommend you?

We asked an AI assistant with live web search 5 questions a real customer might ask, without naming your business.

2/5

answers mention you

Customer question	Result
What's the best bakery in Maplewood, NJ for fresh sourdough bread?	You were recommended , along with Hearth & Crumb, Village Loaf Co.
Where can I order a custom birthday cake near Maplewood, NJ?	You were recommended , along with Sugar & Bloom Cakes, Frost Avenue Bakeshop
Which bakeries near Maplewood, NJ do catering trays for office meetings?	Not mentioned . Recommended instead: Frost Avenue Bakeshop, Village Loaf Co., Corner Crust Catering
Best place for croissants near South Orange and Maplewood NJ?	Not mentioned . Recommended instead: Hearth & Crumb, Le Petit Four
Is there a local bakery in Maplewood NJ that delivers?	Not mentioned . Recommended instead: Village Loaf Co., Frost Avenue Bakeshop

Named in more than one answer

- Frost Avenue Bakeshop (frostavenue.example), named in 3 answers
- Village Loaf Co. (villageloaf.example), named in 3 answers
- Hearth & Crumb (hearthandcrumb.example), named in 2 answers

How we checked: each question was asked once to Anthropic's Claude with live web search on October 05, 2026 (EDT). AI answers change over time and can differ between assistants, so treat this as a snapshot. Strong, clear page titles, descriptions, and reviews on trusted sites make it more likely AI tools recommend you.

Searches you already show up for

Your top Google searches in the US, by how many people search them each month. "Easy win" marks searches where you're on page 2 or 3 and competition is low.

Source: Moz keyword data for Google US results (top 50 positions), checked October 05, 2026 (EDT). Search volumes are Moz estimates.

Search	Position	Searches / month	Difficulty
sourdough bread near me /menu/breads/	#38 (page 4)	6,600	52/100
bakery maplewood nj Homepage	#4 (page 1)	880	18/100
birthday cakes maplewood nj · Easy win /custom-cakes/birthday-cakes/	#14 (page 2)	390	22/100
custom cakes maplewood · Easy win /custom-cakes/	#11 (page 2)	210	9/100
office catering maplewood · Easy win /catering/office-trays/	#23 (page 3)	90	15/100
maple street bakery Homepage	#1 (page 1)	70	3/100

Top sites linking to you

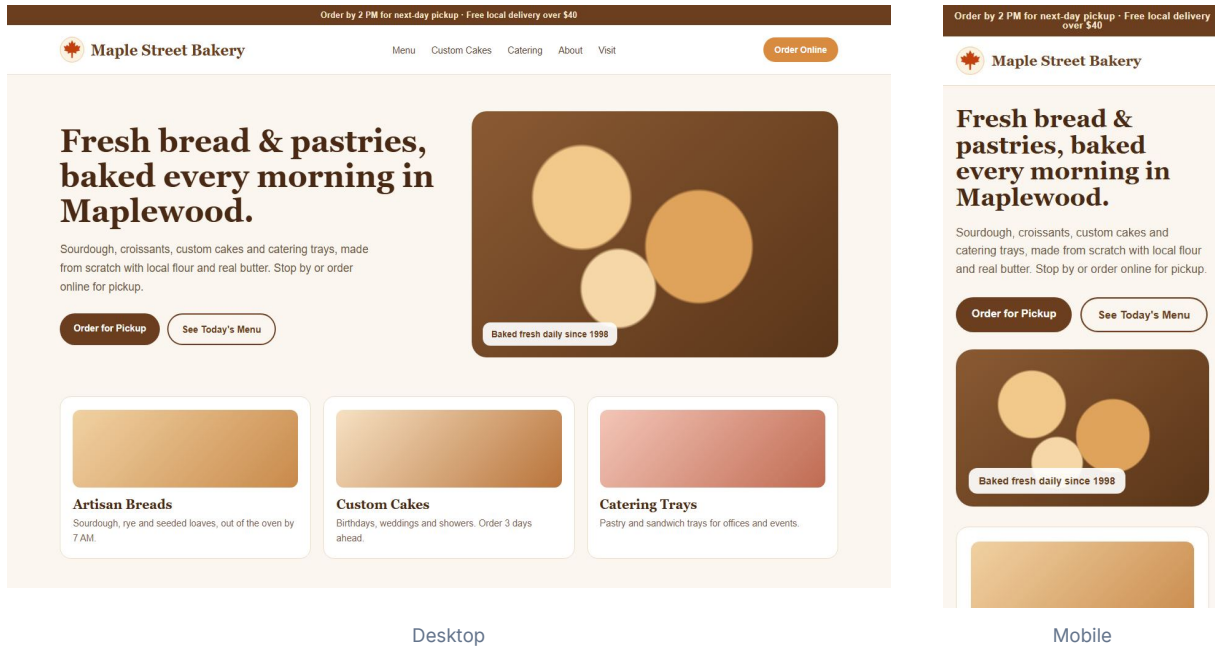
The strongest websites Moz has found linking to you, by Domain Authority (0 to 100). Links from strong, relevant sites help Google trust you. Sites Moz rates as likely spam are left out.

Source: Moz link data, checked October 05, 2026 (EDT). Moz doesn't find every link, especially to small sites.

Website	Domain Authority	Pages linking to you
yelp.com	93/100	2
tripadvisor.com	93/100	1
localnewsdaily.example	58/100	3
chamberofcommerce.example	47/100	1
cityfoodblog.example	31/100	2

Design review

How your homepage looks to visitors on a desktop computer and a phone.



Desktop

Mobile

A warm, inviting small-business homepage. The serif headline and bakery browns feel handmade and local, and the visitor learns within seconds what you sell, where you are, and how to order. It looks like a trustworthy neighborhood bakery.

What works

- ✓ The headline says exactly what you do and where: fresh bread and pastries, baked every morning in Maplewood
- ✓ Two clear buttons, 'Order for Pickup' and 'See Today's Menu', match the two things most visitors want
- ✓ The top bar puts the pickup cutoff and free-delivery offer right where people look first
- ✓ The three product cards (breads, cakes, catering) make the range easy to scan

What to improve

Issue	How to fix it
Imagery The top of the page uses abstract shapes instead of real photos of your bread and pastries, which are your best selling point	Replace the top graphic with a real photo of a fresh tray of croissants or loaves, and use real photos on the three product cards too
Mobile On phones, the 'Order Online' button in the header disappears, so the only way to order is the big button further down	Keep a small 'Order' button in the mobile header, or add a sticky 'Order for Pickup' bar at the bottom of the screen
Trust There are no reviews, star ratings or local press mentions on the first screen	Add a short line like '4.8 stars from 600+ Google reviews' under the buttons, if that's accurate

On mobile: The mobile layout works well: the headline wraps cleanly and both main buttons are easy to tap. Losing the header order button and the lack of food photos are the two things holding it back.

Technical Evidence

Page title	Maple Street Bakery Fresh Bread & Pastries in Maplewood, NJ
Search description	Family bakery in Maplewood, NJ since 1998. Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.
Main address (canonical)	https://maplestreetbakery-sample.com/
Main headings	1
Images / without a description	38 / 3
Links to your pages / other sites	41 / 6
Search engine instructions (robots.txt)	Found
Page list for Google (sitemap)	Found
Security grade	C (78/100; 5 of 9 protections in place; missing: Always opens the secure version, Blocks harmful scripts, Keeps your page addresses private, Turns off camera, mic and location)
About page	Found: About page (/about/) (counts toward your score)
Contact page	Found: Contact page (/contact/) (counts toward your score)
Privacy Policy	Found: Privacy Policy (/privacy/) (counts toward your score)
Email address	Found: Email link (optional, doesn't affect your score)
Phone number	Found: Phone link (optional, doesn't affect your score)
Live chat or chat assistant	Not found (optional, doesn't affect your score)
Business address	Found: Street address in structured data (optional, doesn't affect your score)
Terms of Service	Not found (optional, doesn't affect your score)
Social profiles	Found: Facebook, Instagram (optional, doesn't affect your score)
Domain age	17.5 years (registered 2009-03-14)
Technology	WordPress, WooCommerce, Google Analytics, Cloudflare

Extended Diagnostics

The details behind your report: how Google finds your pages, speed, how established your domain is, hosting, your site's padlock, email protection and technology.

GOOGLE & SHARING

How your homepage looks in Google and when shared

Needs work

Built from your page title, search description and share settings. Google and apps sometimes change the wording, so treat this as a close guide.

In Google results

maplestreetbakery-sample.com
https://maplestreetbakery-sample.com

Maple Street Bakery | Fresh Bread & Pastries in Maplewood,...

Family bakery in Maplewood, NJ since 1998. Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.

When someone shares a link

Share picture: set

MAPLESTREETBAKERY-SAMPLE.COM

Maple Street Bakery: fresh bread & pastries in Maplewood, NJ

Sourdough, croissants, custom cakes and catering trays, baked fresh every morning. Order online for pickup.

Your title is 61 characters, so Google cuts it off. Aim for under 60.

SEARCH DISCOVERY

Can search engines find their way around?

Ready

Your robots.txt file tells search engines which pages they may read, and your sitemap gives Google a list of your pages.

Search engine instructions (robots.txt)	Found (3 rules)
Page list for Google (sitemap)	Found (44 pages listed)
AI assistants	Allowed to read the site
Guide for AI assistants (llms.txt)	Not found (optional)

GOOGLE SPEED TEST

How fast does your homepage load on a phone?

Slow

Your homepage is slow on phones, and many visitors leave before a slow page finishes loading. The main content takes 4.2s to appear; Google's target is 2.5 seconds.

Google speed score	61/100 (good: 90 or higher)
Main content appears in	4.2s (good: 2.5s or less)
First content appears in	2.2s (good: 1.8s or less)
Delay before taps work	0.3s (good: 0.2s or less)
Page stays steady	Yes (nothing jumps around while it loads)

Google doesn't have enough real-visitor data for this site yet, so these numbers come from Google's test on a simulated phone. Speed always varies a little, so expect small changes between scans.

DOMAIN AUTHORITY

How well known is your site to other websites?

Moz measured

A 1-100 score from Moz, a well-known SEO company, based mostly on how many websites link to yours. Higher means Google is more likely to trust you. It isn't a Google score and doesn't change your health score.

Domain Authority (your whole site)	21
Page Authority (your homepage)	29
Websites linking to you	86

HOSTING

Who hosts your website?

Identified

The company whose servers deliver your website to visitors, and the country they're in. For information only.

Hosting company	Cloudflare, Inc.
Network ID (ASN)	AS13335
Server country	United States

PADLOCK (SSL CERTIFICATE)

Is your site's padlock working?

Working

The padlock in the address bar tells visitors their connection is private. It needs a valid certificate from a company browsers trust.

Security version	Latest (TLSv1.3)
Issued by	Google Trust Services - trusted by all browsers
Expires	In 44 days (usually renews automatically)

EMAIL PROTECTION

Can scammers send email pretending to be you?

Protected

Two settings stop scammers sending email that looks like it came from your domain: a list of who may send your email, and instructions for what to do with fakes.

Domain hosts (nameservers)	2
Email inboxes (MX)	1
List of approved senders (SPF)	Found
What to do with fakes (DMARC)	Found

TECHNOLOGY & BUSINESS DETAILS

What runs your site, and what can Google read about you?

4 technologies

The tools we could spot from your homepage (some hidden server software can't be seen). Business details are hidden labels in your page that tell Google what you are, such as a business, product or article, so it can show richer search results.

Technology	WordPress (CMS), WooCommerce (Ecommerce), Google Analytics (Analytics), Cloudflare (CDN)
Business details Google can read	Bakery, Local business details, Opening hours
Readable / with errors	1 readable, 0 with errors Google can't read

This report shows what anyone could see on your site when we scanned it. Domain Authority comes from Moz, hosting details from IPinfo and speed from Google. Scores show what to fix; they don't guarantee rankings, security or sales.

What to do next

1. Start with the first fixes in this report. They have the biggest impact.
2. Share this PDF with whoever manages your website. It is written so owners and developers can both follow it.
3. When you've made changes, run a new scan at valuethewebsite.com to see your score move.
4. Not sure what a term means? Every technical term is explained at valuethewebsite.com/glossary.

Questions about this report? Contact us at valuethewebsite.com/contact.



Thank you for choosing ValueTheWebsite.

We hope this report helps your website grow. — The ValueTheWebsite team