CONFIDENTIAL PROSPECT AUDIT · HS-FS-2026-11

Craftsmanship since 1983. A website that no longer matches it.

A strict, evidence-led review of **Field Shelters / Foster Fencing Ltd** across SEO, AEO/GEO, mobile performance, UX, accessibility, conversion and passive security.

AUDITED	SAMPLE	MARKET
12 NOV 2026	9 URLS · 27 LINKS	UNITED KINGDOM

HUZSTUDIOS OPPORTUNITY SCORE v1.0



High-priority rebuild candidate.

Expert weighted heuristic—not a Google score. Valuable business content is present; the delivery system is holding it back.

2 CRITICAL · 18 HIGH · 8 MEDIUM

Do not wait for a redesign to address risk.

Correct the non-resolving canonical, investigate the spam-index signal, patch unsupported dependencies, and add baseline security headers now.

Immediate actions →

01 / EXECUTIVE VERDICT

The business has proof. The website hides it.

Transparent prices, real project photography, detailed construction specifications and decades of trading history are excellent raw material. The current implementation makes that material slow, repetitive, difficult to navigate and less clear to machines.

THE COMMERCIAL READ

This should not be pitched as a cosmetic reskin.

The strongest case is a **measurement-led sales and discoverability rebuild**: preserve the products, prices and authentic proof; repair index signals; then create a mobile-first quotation journey around how customers actually specify a shelter or stable.

> "Your buildings are engineered to last. Your website should make that quality obvious in seconds—not bury it under 26 mobile screens."

This is a positioning recommendation, not a claim of a specific revenue loss. Analytics and sales data are required to quantify commercial impact.

Worth preserving

Product prices, real images, VAT clarity, specifications, delivery notes, reviews, click-to-call and established trading history.

Worth replacing

Legacy carousel, duplicated delivery blocks, location-list padding, unclear quote journey, incorrect canonical signals and unsupported front-end stack.

Technical SEO 31 /100

Wrong canonical, duplicate homepage routes, missing subpage canonicals and weak information architecture.

AEO / GEO 28 /100

Useful facts exist, but entity relationships, direct-answer architecture and structured data are absent.

Performance 42 /100

Low mobile blocking time is outweighed by a 14.7 s LCP and image-heavy initial load.

UX / CRO

38 /100

Phone access and prices help; extreme page length and no guided quotation path create friction.

Accessibility

56 /100

Alt text is consistently present, but contrast, semantics, headings and keyboard structure need repair.

Security / trust

44 /100

Modern TLS is positive; vulnerable dependencies, missing headers and index hygiene require action.

WEIGHTING · SEO 20% · AEO/GEO 15% · PERFORMANCE 20% · UX/CRO 20% · ACCESSIBILITY 10% · SECURITY/TRUST 15%

02 / MEASURED EVIDENCE

One slow hero. Five large images.

The mobile lab run loaded all five carousel backgrounds. The primary banner became the largest contentful paint at 14.7 seconds. These are reproducible lab observations, not field data.

MOBILE LCP	TRANSFERRED	HERO BACKGROUNDS	MOBILE PAGE HEIGHT
14.7 s	**3.24** MiB	**2.26** MiB	**21,808** px
POOR LAB RESULT	68 OBSERVED REQUESTS	≈71% OF PAGE TRANSFER	AT 390 × 844

Lab measure	Mobile	Desktop	Interpretation
Performance category	**65**	**52**	Single-run category score
First Contentful Paint	2.9 s	1.7 s	First visible content
Largest Contentful Paint	14.7 s	3.4 s	Main content readiness
Total Blocking Time	60 ms	10 ms	Positive lab responsiveness
Cumulative Layout Shift	0	0.37	Desktop instability in this run
Accessibility category	84	84	Automated checks only

Lab measure	Mobile	Desktop	Interpretation
Lighthouse SEO category	100	100	**Not a sitewide SEO score**

Why our SEO verdict is 31 when Lighthouse says 100. Lighthouse's homepage SEO category checks a limited set of crawlability and on-page basics. It did not fail the wrong off-domain canonical, missing sitemap, duplicated price titles, absent schema, entity ambiguity or content architecture. We assess those separately.

CHECKS THAT PASSED

Strict does not mean selectively negative.

27 / 27 unique tested links ultimately returned HTTP 200	**110 / 110** sampled image tags include an alt attribute	**HTTPS** HTTP and www variants redirect to the canonical host
TLS 1.2 / 1.3 modern protocol handshakes succeeded; certificate verified	**60 ms** mobile lab Total Blocking Time was low	**0 px** horizontal overflow at the 390 px test viewport

03 / SEO · AEO · GEO

Make the facts easy to find—and easy to trust.

AEO/GEO here means useful answer architecture, consistent first-party entity information, crawlable evidence and machine-readable relationships. It does not mean keyword tricks, fabricated FAQs or guaranteed AI citations.

CURRENT ENTITY SIGNAL

Field Shelters ? Foster Fencing Ltd

The website uses both identities but never clearly explains the relationship in structured data. Machines and first-time buyers must infer it from the logo, testimonials and footer.

- × No Organisation or LocalBusiness JSON-LD
- × No Product/Offer or BreadcrumbList JSON-LD
- × No linked social or authoritative profiles in sampled HTML
- × Hours and content details are not fully consistent

RECOMMENDED ENTITY MODEL

Legal business → Product website

State the approved relationship in plain English and repeat it consistently in the footer, contact page, organisation markup and verified external profiles.

- ✓ One verified NAP and opening-hours record
- ✓ Visible prices matched by Product/Offer markup
- ✓ Focused buyer answers supported by visible content
- ✓ Consistent internal links and breadcrumbs

HIGH-INTENT ANSWERS TO BUILD

Turn existing knowledge into a buyer's reference.

Every answer must be approved by the business. Planning and animal-welfare questions require careful, non-prescriptive wording and links to appropriate official guidance.

01 What is the difference between a mobile and static field shelter?

02 Which shelter or stable sizes and configurations are available?

03 What is the difference between 16 mm shiplap and 19 mm loglap?

04 Are prices inclusive of VAT, delivery and assembly?

05 How do galvanised steel skids and towing work?

06 What roofing, kick-board, tack-room and hay-store options exist?

07 What access and help are required for delivery and offloading?

08 What maintenance, weather precautions and planning checks apply?

04 / COMPLETE FINDING REGISTER

28 findings. Evidence before opinion.

Each item separates observed evidence, likely impact and the next action. “Critical” denotes urgency, not a confirmed breach or guaranteed ranking loss.

FS-01 CRITICAL

TECHNICAL SEO

Homepage canonical points to a non-resolving domain

OBSERVED EVIDENCE

Both / and /index.php declare <link rel=”canonical” href=”https://field-shelter.co.uk”>. The singular field-shelter.co.uk host did not resolve during testing.

WHY IT MATTERS

This gives search engines a strong consolidation signal toward a different, unavailable host. It can undermine the canonical URL signals for the real homepage.

Change the canonical to https://field-shelters.co.uk/ and 301 /index.php to /. Inspect the homepage in Google Search Console after deployment.

PHASE · 0–72 hours EFFORT · Small

FS-02

HIGH

TECHNICAL SEO

Duplicate homepage and arbitrary query URLs return 200

OBSERVED EVIDENCE

/ and /index.php return the same content with HTTP 200. A spam-shaped query-string URL also returned the normal homepage with HTTP 200.

WHY IT MATTERS

Multiple crawlable URLs can dilute internal signals and waste crawl attention. This is a canonicalisation issue, not an automatic “duplicate content penalty”.

Use one clean homepage URL, redirect index.php, and define a deliberate policy for irrelevant query parameters. Do not blanket-block URLs before Search Console inspection.

PHASE · 0–72 hours EFFORT · Small

FS-03

MEDIUM

TECHNICAL SEO

robots.txt and sitemap.xml are absent

OBSERVED EVIDENCE

https://field-shelters.co.uk/robots.txt and /sitemap.xml both returned HTTP 404.

WHY IT MATTERS

A missing robots file does not itself block crawling, and a sitemap is not a ranking guarantee. However, the site loses a reliable discovery and crawl-management mechanism.

Publish a valid XML sitemap containing only canonical 200-status URLs and a minimal robots.txt referencing it. Submit the sitemap in Search Console and Bing Webmaster Tools.

PHASE · 0–7 days EFFORT · Small

FS-04

HIGH

TECHNICAL SEO

Subpages lack canonicals; price-page titles are duplicated

OBSERVED EVIDENCE

Seven of nine sampled URLs have no canonical. The 16 mm and 19 mm field-shelter price pages share one title; the two stable price pages share another.

WHY IT MATTERS

Search engines and users cannot easily distinguish cladding variants, and each page must self-define its preferred URL without a canonical signal.

Add self-referencing canonicals and unique titles such as “16 mm Shiplap Field Shelter Prices” and “19 mm Loglap Field Shelter Prices”. Preserve existing URLs during any rebuild.

PHASE · 0–7 days EFFORT · Small

FS-05

HIGH

TECHNICAL SEO

Heading hierarchy is used for styling rather than meaning

OBSERVED EVIDENCE

The homepage has six H1 elements, including a long paragraph. Town names are H4s, product cards use H6, and specifications.php has no H1.

WHY IT MATTERS

The page becomes harder for assistive technology and machine readers to interpret. Important product and service relationships are obscured.

Use one descriptive H1 per page, logical H2/H3 sections, and ordinary lists for locations. Match visual size with CSS rather than heading level.

PHASE · 0–14 days EFFORT · Medium

FS-06

MEDIUM

TECHNICAL SEO

Metadata is repetitive and social metadata is absent

OBSERVED EVIDENCE

No Open Graph or Twitter Card tags were found on the nine sampled URLs. Price-page descriptions repeat, and the homepage description contains “Staic”.

WHY IT MATTERS

Shared links lack controlled titles, descriptions, and imagery. Repetitive search snippets reduce differentiation between commercially important pages.

Write unique search and social metadata for every indexable page. Add a deliberate 1200 × 630 sharing image using a real project photograph.

PHASE · 0–14 days EFFORT · Small

FS-07

HIGH

TECHNICAL SEO

Large location lists and off-topic copy weaken page focus

OBSERVED EVIDENCE

The footer contains a very large A–Z town list. The homepage repeats delivery notices three times; specifications.php includes extensive garden-shed sales copy.

WHY IT MATTERS

This reads as legacy keyword targeting rather than helpful location information, adds substantial page length, and dilutes the field-shelter/stable topic.

Replace lists with concise delivery coverage and a postcode checker. Create location content only where there is unique, useful proof. Remove copied shed copy from equestrian specifications.

PHASE · Rebuild EFFORT · Medium

FS-08 HIGH

CONTENT & LOCAL SEO

Business details and content quality need verification

OBSERVED EVIDENCE

Opening hours appear as 4:45 pm on some pages and 5:00 pm elsewhere. The visible postcode is rendered “SO51 OPW”. Copy includes “Subcribe”, “Contacts us”, “Hamphire”, and other errors.

WHY IT MATTERS

Inconsistent facts reduce buyer confidence and make entity information less reliable for search and answer systems.

Confirm one authoritative name, address, phone, hours, postcode, email, company number, and VAT record. Proofread all migrated copy with the business owner.

PHASE · 0–14 days EFFORT · Medium

FS-09 HIGH

AEO / GEO

No structured data was found on any sampled page

OBSERVED EVIDENCE

The nine-URL crawl found no JSON-LD for Organisation/LocalBusiness, Product/Offer, BreadcrumbList, or FAQs.

WHY IT MATTERS

Machines receive less explicit confirmation of the business, products, prices, and page relationships. Schema is not a ranking or rich-result guarantee.

Add valid, visible-content-matched Organisation/LocalBusiness, Product/Offer, and BreadcrumbList markup. Add FAQ markup only to genuine visible FAQs and follow current search-engine eligibility rules.

PHASE · Rebuild EFFORT · Medium

FS-10

HIGH

AEO / GEO

Useful buying information is not organised as direct answers

OBSERVED EVIDENCE

Sizes, VAT-inclusive prices, skids, roofing, delivery, assembly, and wind notes exist, but there is no focused FAQ or buyer-guide architecture.

WHY IT MATTERS

Valuable answers are buried in long sales copy, making comparison and extraction harder for prospects and answer engines.

Create concise answer blocks for mobile vs static, sizes, cladding, skids, roofing, tack rooms, VAT, delivery/offloading, assembly, maintenance, and planning considerations.

PHASE · Rebuild EFFORT · Medium

FS-11

HIGH

AEO / GEO

Field Shelters and Foster Fencing lack a clear entity relationship

OBSERVED EVIDENCE

The domain and product language use Field Shelters while the logo, testimonials, email, and footer identify Foster Fencing Ltd. No organisation schema explains the relationship.

WHY IT MATTERS

A prospect or machine may be unsure whether these are separate businesses, a trading name, or a product division.

State the relationship plainly: the approved legal entity, trading/site name, workshop address, and parent website. Use consistent naming and organisation identifiers.

PHASE · 0–14 days EFFORT · Small

FS-12

MEDIUM

AEO / GEO

No linked social or authoritative entity profiles in sampled HTML

OBSERVED EVIDENCE

No social-profile links or sameAs markup were found in the nine sampled pages. This does not prove the business has no social accounts.

WHY IT MATTERS

The website misses an opportunity to connect first-party entity information with external proof and current project media.

After verifying ownership, link the correct Google Business Profile and active social profiles. Reference them with appropriate organisation markup; do not invent profiles.

PHASE · Rebuild EFFORT · Small

FS-13

HIGH

PERFORMANCE

Mobile largest contentful paint measured 14.7 seconds

OBSERVED EVIDENCE

Lighthouse 12.8.2 mobile lab run: performance 65, FCP 2.9 s, LCP 14.7 s, Speed Index 6.0 s, TTI 16.9 s. Desktop LCP was 3.4 s and CLS 0.37.

WHY IT MATTERS

The main product visual takes too long to become useful under the simulated mobile connection. This is lab evidence, not a claim about every real visitor.

Replace the auto-loading hero carousel with one responsive, preloaded hero image; minimise render-blocking work and validate improvements across multiple runs and real-user data.

PHASE · 0–14 days EFFORT · Medium

FS-14

HIGH

PERFORMANCE

Five hero backgrounds consume about 71% of the mobile page transfer

OBSERVED EVIDENCE

The five banner JPEGs total 2,367,078 bytes. The full mobile run transferred 3,314,293 bytes across 68 observed requests; images accounted for 2,575,898 bytes.

WHY IT MATTERS

Visitors download carousel imagery they may never see while the primary content competes for the same connection.

Load only the active hero. Produce correctly sized AVIF/WebP sources with a JPEG fallback, and defer all non-critical galleries.

PHASE · 0–14 days EFFORT · Medium

FS-15

HIGH

PERFORMANCE

Images lack dimensions, lazy loading, and modern delivery

OBSERVED EVIDENCE

Across the nine sampled HTML documents, all 110 image tags lacked explicit width/height and native lazy loading. Lighthouse estimated 967 KiB savings from modern formats.

WHY IT MATTERS

Oversized images increase transfer and unsized media can contribute to layout instability. Below-fold imagery is fetched earlier than necessary.

Set intrinsic dimensions, use responsive srcset/sizes, lazy-load below-fold media, and retain meaningful alt text. Keep the LCP image eager and high priority.

PHASE · 0–14 days EFFORT · Medium

FS-16

MEDIUM

PERFORMANCE

Render-blocking assets and weak cache policy add delay

OBSERVED EVIDENCE

Homepage HTML references 14 stylesheets and 18 external scripts. Lighthouse estimated 1.52 s render-blocking savings on mobile and flagged 47 resources for cache policy.

WHY IT MATTERS

Legacy bundles and short/absent caching increase repeated work and delay rendering, especially on return visits and slower devices.

Remove unused libraries, bundle only necessary CSS/JS, defer non-critical scripts, use font-display: swap, preconnect deliberately, and set versioned long-lived static caching.

PHASE · 0–14 days EFFORT · Medium

FS-17

HIGH

FRONT-END QUALITY

Homepage throws a jQuery runtime error

OBSERVED EVIDENCE

Browser testing recorded “ReferenceError: jQuery is not defined” at the homepage inline script around line 301. Lighthouse also flagged the console error.

WHY IT MATTERS

A failed initialisation path can break interface behaviour and makes future regressions harder to detect.

Remove the duplicate/early initialisation or execute it only after dependencies load. Add automated smoke tests for navigation, carousel, gallery, forms, and console errors.

PHASE · 0–7 days EFFORT · Small

FS-18

HIGH

MOBILE UX / CRO

The mobile homepage is approximately 26 viewport heights long

OBSERVED EVIDENCE

At a 390 × 844 viewport the document measured 21,808 px high. There was no horizontal overflow, which is a positive.

WHY IT MATTERS

Pricing, proof, delivery details, and contact options are separated by long repeated sections. The page asks substantial scrolling before helping a visitor act.

Create a concise mobile-first journey: value proposition, product choices, starting prices, proof, delivery, FAQs, and persistent call/quote actions. Move detail to focused pages.

PHASE · Rebuild EFFORT · Large

FS-19

HIGH

MOBILE UX / CRO

No structured quotation journey for a high-consideration purchase

OBSERVED EVIDENCE

The homepage offers a phone CTA and newsletter; product pages provide an email link. There is no onsite project-quote form or product configuration path.

WHY IT MATTERS

Prospects must translate their size, cladding, roof, skid, access, and delivery needs into an unassisted call or email.

Add a short quote flow capturing product, size, cladding, mobile/static, roof, add-ons, postcode, access notes, and preferred contact. Keep click-to-call visible.

PHASE · Rebuild EFFORT · Large

FS-20

MEDIUM

MOBILE UX / CRO

Some controls are misleading or point to the wrong content

OBSERVED EVIDENCE

The Field Shelter with Skids thumbnail links to gallery3-lrg.jpg, the same large image as Stable Block. Several “View Prices” links on product pages point only to #.

WHY IT MATTERS

Visitors cannot reliably inspect the promised product and may interpret non-functional controls as a lack of care.

Link the correct shelter image, remove placeholder # controls, and use descriptive anchor text rather than “Click Here”. Test every product action before launch.

PHASE · 0–7 days EFFORT · Small

FS-21

MEDIUM

MOBILE UX / CRO

Strong proof is weakened by presentation and freshness signals

OBSERVED EVIDENCE

The site has genuine project imagery, testimonials, prices, and a 1983 founding claim, but reviews are undated and the footer says Copyright 2020.

WHY IT MATTERS

The business has valuable trust assets, yet visitors cannot easily judge recency or connect each review to a relevant project.

With permission, organise reviews by product/location/date and add project case studies. Update the footer automatically and verify all founding, guarantee, and pricing claims.

PHASE · Rebuild EFFORT · Medium

FS-22 HIGH

ACCESSIBILITY

Text contrast fails across 58 audited nodes

OBSERVED EVIDENCE

Lighthouse/axe listed 58 contrast failures in the mobile run. Green links #72c02c on white measured 2.26:1 where normal text requires 4.5:1.

WHY IT MATTERS

Low-vision users may struggle to read links and delivery information. This is a usability issue as well as a WCAG risk.

Define accessible colour tokens, retest every component state, and do not rely on colour alone to identify links. Target WCAG 2.2 AA contrast.

PHASE · 0–14 days EFFORT · Medium

FS-23 HIGH

ACCESSIBILITY

Carousel, map, and menu accessible names are incomplete

OBSERVED EVIDENCE

Axe flagged two listboxes without accessible names, one unnamed option, a Google Maps iframe without a title, and a visible “MENU” label absent from the button accessible name.

WHY IT MATTERS

Screen-reader users receive unclear or incomplete control descriptions.

Prefer a static hero. If carousels remain, implement correct semantics and controls; title the map iframe and make the menu accessible name include its visible label.

PHASE · 0–14 days EFFORT · Medium

FS-24

MEDIUM

ACCESSIBILITY

Structural navigation needs accessibility repair

OBSERVED EVIDENCE

The sampled homepage has no skip link, invalid heading order, and footer links distinguished only by colour. Automated testing is not a complete WCAG audit.

WHY IT MATTERS

Keyboard and screen-reader navigation requires more effort, and important landmarks are harder to understand.

Add skip navigation, landmarks, logical headings, visible focus, underlined inline links, keyboard testing, zoom/reflow testing, and manual screen-reader checks.

PHASE · Rebuild EFFORT · Medium

FS-25

HIGH

SECURITY & MAINTENANCE

End-of-life jQuery 2.2.0 has known vulnerability advisories

OBSERVED EVIDENCE

The served file identifies jQuery 2.2.0. Retire.js 6.1.1 flagged end-of-life status plus CVE-2015-9251, CVE-2019-11358, CVE-2020-11022, and CVE-2020-11023. Bootstrap is 4.0.0-alpha.6.

WHY IT MATTERS

The front end relies on unsupported dependencies. Version detection confirms exposure to advisories, not that this site has been exploited.

Remove unnecessary legacy code or upgrade after compatibility testing. Review Bootstrap and all plugins, then add dependency monitoring and a patch owner.

PHASE · 0–72 hours EFFORT · Medium

FS-26

HIGH

SECURITY & MAINTENANCE

Baseline browser security headers and server hardening are missing

OBSERVED EVIDENCE

Responses lacked HSTS, Content-Security-Policy, X-Content-Type-Options, Referrer-Policy, Permissions-Policy, and clickjacking protection. X-Powered-By exposes PHP 8.3.36 and PleskLin.

WHY IT MATTERS

The site lacks several defence-in-depth controls. Missing headers do not prove a compromise, and PHP 8.3 itself should not be described as obsolete.

Add and test an appropriate header baseline, including CSP report-only before enforcement. Suppress version disclosure and verify secure cookie attributes where applicable.

PHASE · 0–7 days EFFORT · Medium

FS-27

CRITICAL

INDEX & SECURITY INTEGRITY

Unrelated spam-titled URL appears in search results — investigation required

OBSERVED EVIDENCE

A site-restricted search surfaced a “Cooltamil…” title on a long field-shelters.co.uk query URL. Direct retrieval on 12 November 2026 returned the ordinary homepage, not spam content.

WHY IT MATTERS

This may be stale/parasite indexing or a historical issue; the audit does not confirm an active hack. It nevertheless warrants urgent index and host investigation.

Inspect the exact URL in Search Console, review indexed URL anomalies, check server/file/logs and scheduled tasks with the host, rotate credentials if evidence warrants, and request reindexing after cleanup.

PHASE · 0–72 hours EFFORT · Unknown

FS-28

MEDIUM

PRIVACY & TRUST

Newsletter processing and privacy information need alignment

OBSERVED EVIDENCE

The newsletter posts names/emails to email.mailweavers.co.uk. The privacy link leads to the Foster Fencing domain, whose policy says data is not shared with third parties except limited legal circumstances.

WHY IT MATTERS

The external processor relationship and the wording of the notice may not align. This is a review item, not a legal conclusion.

Have the data controller/legal adviser verify processor disclosures, lawful basis, retention, consent records, and cookie behaviour. Place a concise privacy link beside the form.

PHASE · 0–14 days EFFORT · Medium

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05 / CONVERSION STRATEGY

From “call if you can work it out” to a guided buying decision.

The proposed journey reduces cognitive load without hiding detail. It supports both phone-ready buyers and visitors who need help specifying a building before making contact.

CURRENT PATH

01 **Arrive at image carousel**

Wait for multiple large backgrounds.

02 **Read long mixed-intent page**

Products, prices, towns, reviews and repeated notices compete.

03 **Find the right price table**

Interpret sizes, cladding and upgrades without comparison support.

04 **Call or compose an email**

Visitor must know which project details to provide.

PROPOSED PATH

01 **Choose shelter or stable**

Clear product photography and starting prices.

02 **Compare the right options**

Size, cladding, mobile/static, roofing and add-ons.

03 **Verify fit and delivery**

Specifications, access, postcode, lead-time and useful FAQs.

04 **Call or request a tailored quote**

Structured details reach the business; visitor chooses the channel.

QUOTE FORM · RECOMMENDED FIELDS

`Product type` `Required size` `16 / 19 mm cladding` `Mobile / static` `Roof covering` `Tack room / hay store` `Delivery postcode` `Site access notes` `Name & preferred contact`

Keep the first step short. Conditional fields can reveal detail progressively. Provide a privacy notice, spam protection, accessible errors and a measurable thank-you state.

06 / PRIORITY ROADMAP

Contain risk first. Then rebuild the growth

asset.

Two tracks can run independently. Urgent technical containment should not be delayed by a pitch or design decision.

TRACK A — 0-72 HOURS

Protect index and security hygiene

- Correct homepage canonical; redirect index.php.
- Investigate the exact spam-indexed URL in Search Console and with the host.
- Back up, scan and review files/logs if evidence supports compromise.
- Remove or upgrade jQuery 2.2.0 after compatibility testing.
- Fix the incorrect gallery link and non-functional price controls.

TRACK A — 0-14 DAYS

Stabilise the existing experience

- Publish robots.txt and canonical-only XML sitemap.
- Add and test baseline security headers; suppress version disclosure.
- Load one optimised hero; add dimensions, lazy loading and caching.
- Repair contrast, iframe title, menu name and JavaScript error.
- Verify business hours, NAP, prices, policies and owner-approved copy.

TRACK B — REBUILD PHASE

Build the focused sales platform

- Mobile-first, hand-coded semantic front end with progressive enhancement.
- Focused product, prices, specifications, delivery, projects, FAQs and quote pages.
- Real logo and approved business photography; responsive AVIF/WebP delivery.
- Accessible quote flow, click-to-call and measurable conversion events.
- Schema, metadata, redirects, security headers and launch QA as acceptance criteria.

TRACK B — AFTER LAUNCH

Measure; do not assume

- Verify canonicals, redirects, index coverage and structured data.
- Monitor Core Web Vitals with real-user data where available.
- Measure calls, qualified quote starts/completions and product interest.
- Review lead quality with the business—not just form volume.
- Publish genuinely useful project and buying content from real expertise.

IF WE PROCEED · REPLACEMENT SITEMAP

Lean architecture. No filler pages.

Home | Field Shelters | Stables | Prices & Options | Specifications | Delivery & Installation | Projects & Reviews | Buyer Guides & FAQs | Contact / Quote | Privacy & Terms

Existing ranking URLs must be mapped one-to-one and preserved or redirected. Location pages should only be created when the business can supply unique, useful local proof—not as rewritten doorway pages.

07 / PITCH-READY POSITIONING

Lead with respect. Prove the opportunity.

The strongest pitch acknowledges the business's longevity and craftsmanship, then demonstrates specific technical friction. Avoid generic "your website looks old" language and avoid unverified revenue promises.

60-SECOND TALK TRACK

> "Field Shelters already has what most competitors would love to show: transparent prices, real buildings, detailed specifications and a history going back to 1983. The problem is how that value is delivered online. Our mobile lab test measured a 14.7-second main-content load, the homepage points search engines to a different non-resolving domain, and the mobile page runs to roughly 26 screens. We recommend fixing the urgent index and security items immediately, then turning the existing product knowledge into a fast, mobile-first quote journey. The aim is not to change what makes the business credible—it is to make that credibility easier to see, verify and act on."

ANGLE 01

Heritage deserves a better showroom

Position the rebuild around craftsmanship, not design fashion.

ANGLE 02

Show, don't speculate

Use the canonical, LCP, screenshots and wrong gallery link as concrete proof.

ANGLE 03

Sell clarity, not "AI SEO"

Explain that structured answers and consistent entities help both people and machines.

ANGLE 04

Reduce quoting friction

A guided brief saves the visitor and business from incomplete enquiries.

Keep the pitch clean.

Do not claim the site is definitely hacked, Google has penalised it, every mobile user waits 14.7 seconds, accessibility score equals legal compliance, or a redesign will guarantee rankings or sales. The evidence does not support those claims.

What was tested. What was not.

Scope and tools

- Audit date: 12 November 2026, Asia/Karachi; server timestamps were 11 November UTC.
- Nine URLs: root, index.php, field-shelters.php, stables.php, specifications.php and four linked price pages.
- Raw HTML/metadata extraction, 27 unique link checks, response-header and TLS inspection.
- Lighthouse 12.8.2 / Chrome 158: one simulated mobile and one desktop homepage run.
- Playwright screenshots at 390 × 844 and 1440 × 1000.
- Retire.js 6.1.1 dependency signature scan; passive review only.

Important limitations

- No Search Console, analytics, sales, hosting, CMS, DNS or server-log access.
- No authenticated testing, malware scan, exploitation, penetration test or full legal compliance review.
- Lab metrics vary by run and are not CrUX/real-user Core Web Vitals.
- The nine-URL sample is not an exhaustive inventory of every linked Foster Fencing page.
- Prices, stock, guarantees, reviews and company facts were observed, not independently validated.
- The suspicious search result was not reproduced as spam content in a direct page request.

Primary evidence register

Homepage & wrong canonical	↗
robots.txt · 404	↗
sitemap.xml · 404	↗
Field shelters & prices	↗
Stables & specifications	↗
Specifications page	↗

HUZSTUDIOS RECOMMENDATION

Proceed on two tracks.

Track A: urgent technical containment now. **Track B:** use this evidence for the pitch or approve the hand-coded replacement build. The business has enough genuine product substance to justify a premium rebuild; no fabricated content or visual gimmicks are needed.

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UK ENQUIRIES

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