

Developer implementation report

Company	Coastal Rentals
Domain	https://example.test/
Audit date	-
Audit ID	sample
Current score	68
Recoverable points	+22.3
Tasks	6

Implementation tasks

RG-001 Pickup locations listed is not present on the audited page

HIGH · Rental essentials · 0.0 points

Location: https://example.test/

Why it matters: A renter must know exactly where and when they collect the car

Implement: List every location with address, opening hours and whether it is in-terminal or shuttle

Acceptance: The audited page shows pickup locations listed.

Re-test: Re-run the RentalsGraph audit for https://example.test/ and confirm this item is resolved.

RG-002 No JSON-LD structured data

HIGH · SEO & visibility · 0.0 points

Location: https://example.test/

Why it matters: Structured data is how search engines and AI assistants read your business. Without it your offer has to be guessed from prose, and usually is not.

Implement: Add JSON-LD structured data describing the business, its locations and its offer.

Acceptance: At least one application/ld+json block is present and validates in Google's Rich Results test.

Re-test: Re-run the RentalsGraph audit for https://example.test/ and confirm this item is resolved.

RG-003 Rental structured data is not present on the audited page

HIGH · Rental essentials · 0.0 points

Location: https://example.test/

Why it matters: Structured data is how search surfaces and AI assistants read your offer

Implement: Add AutoRental JSON-LD with locations, hours and vehicle offers

Acceptance: The audited page shows rental structured data.

Re-test: Re-run the RentalsGraph audit for https://example.test/ and confirm this item is resolved.

RG-004 No clear address on the page

MEDIUM · SEO & visibility · 0.0 points

Location: https://example.test/

Why it matters: Local signals decide whether you appear for the market you actually sell in.

Implement: Publish the full postal address of each location in text, not only inside an image or a map embed.

Acceptance: Each location page shows a street address in selectable text.

Re-test: Re-run the RentalsGraph audit for https://example.test/ and confirm this item is resolved.

RG-005 Missing meta description

MEDIUM · Content & clarity · 0.0 points

Location: <https://example.test/>

Why it matters: Title, description and heading structure are how a search engine decides what this page is about; when they are weak the page competes for nothing in particular.

Implement: Add a meta description of 50-165 characters describing the offer, not the company history.

Acceptance: A meta name="description" tag is present with 50-165 characters of content.

Re-test: Re-run the RentalsGraph audit for <https://example.test/> and confirm this item is resolved.

RG-006 No HSTS header

MEDIUM · Trust & signals · 0.0 points

Location: <https://example.test/>

Why it matters: Missing transport security and response headers weaken trust and expose visitors.

Implement: Add Strict-Transport-Security: max-age=31536000; includeSubDomains once HTTPS is confirmed everywhere.

Acceptance: The response carries a Strict-Transport-Security header with a max-age of at least one year.

Re-test: Re-run the RentalsGraph audit for <https://example.test/> and confirm this item is resolved.

Measured, but no task raised

Do not invent fixes for these.

Booking Funnel: No availability search form detected (The scanner recorded this observation but does not hold enough evidence to prescribe a specific change.)

Website Quality: Overall build quality across SEO, mobile, security and content (This is a composite of the measurements below it; the work belongs to those items.)

Performance: Estimated from page weight (run full lab test for exact score) (This score is estimated from the page itself; a lab measurement is needed before a specific change can be recommended.)