

Coastal Rentals

https://example.test/

68

out of 100

Fair

Priority improvements

6 fixes remain. Applying them recovers 22.3 audit points.

1. Pickup locations listed is not present on the audited page

[Rental essentials](#) · 7.6 potential points

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

2. No JSON-LD structured data

[SEO & visibility](#) · 4.5 potential points

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

3. Rental structured data is not present on the audited page

[Rental essentials](#) · 4.2 potential points

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

4. No clear address on the page

[SEO & visibility](#) · 2.5 potential points

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

5. Missing meta description

[Content & clarity](#) · 2.1 potential points

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

6. No HSTS header

[Trust & signals](#) · 1.4 potential points

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

Score by area

Performance	58 / 100	deduction detail not attributed
Mobile	94 / 100	deduction detail not attributed
Trust & signals	70 / 100	has identified deductions
Content & clarity	64 / 100	has identified deductions
Conversion	55 / 100	deduction detail not attributed
SEO & visibility	35 / 100	has identified deductions
Rental essentials	76 / 100	has identified deductions

Improvement path

Current score	68
Recoverable from the fixes above	+22.3
Score with these fixes	90.3
Not attributed to a concrete fix	9.7

Each area score averages the measurements inside it, while the overall score averages every measurement. A fix recovers only the points its own measurement contributes; the rest comes from measurements that scored below 100 but produced no specific task, usually because they are estimated from the page rather than measured in a lab.

What is already working

- +
- +
- +
- +
- +
- +

Next steps

1. Review the priority improvements above. 2. Implement them, or send the developer report to whoever maintains the site. 3. Re-run the audit and compare against this document.

Scores are computed from measurements taken on the audited page on the date shown. Recoverable points are modelled from the findings in this report and are not a measured change in bookings.