

SiteAudit Sample Report

An invented example of what you receive. Not a real client and not a real website.

Site**Audit** Sample report · invented · not a real client

Illustrative Example. This report is invented. "Example Outdoor Store" is not a real business and no real website was tested. Risk screening, not legal advice.

Executive Summary

We screened the public storefront, product pages and checkout of an imaginary online shop. A reviewer confirmed three possible risks. One is ranked High and two are ranked Medium. We suggest fixing Finding 01 first.

Scope

- Client: Example Outdoor Store (invented).
- Journeys covered: home page, two product pages, basket, checkout as a guest.
- Method: AI-assisted screening of captured pages, with a person reviewing every finding.
- Report date: sample only.

Findings At A Glance

No.	Finding	Area	Rank
01	Delivery charge first appears at the final checkout step	Checkout	High · 48
02	Countdown timer restarts while the offer continues	Product pages	Medium · 27
03	No visible explanation of how reviews are checked	Reviews	Medium · 18

Score = Severity (1 to 5) × Likelihood (1 to 5) × Reach (1 to 3). Bands: Low 1 to 15, Medium 16 to 40, High 41 to 75. The scoring method is still being refined.

Findings In Detail

FINDING 01 · CHECKOUT

Delivery charge first appears at the final checkout step

Possible risk: High · 48

WHAT WE SAW

The product page, basket and first two checkout steps show a total of £49.00. At step 3 a mandatory £6.95 delivery charge is added.

WHY IT MAY MATTER

A mandatory charge left out of the total price shown earlier may not meet the total price expectations in [CMA207](#) (Chapter 4).

SCORE

Severity 4 × Likelihood 4 × Reach 3 = 48 (High, 41 to 75).

EVIDENCE

Screenshots E-01 to E-04, each with page address, date and time.

SUGGESTED FIX

Show the total including mandatory delivery on product and basket pages, or make clear before checkout that delivery will be added.

REVIEW

Confirmed by a reviewer after checking the evidence.

Countdown timer restarts while the offer continues

Possible risk: Medium · 27

WHAT WE SAW

A "Sale ends in" timer on three product pages returned to a full countdown on reload, and the same offer price remained available afterwards.

WHY IT MAY MATTER

Falsely presenting an offer as time-limited may not meet the banned practices in [CMA207](#) (Chapter 3, banned practice 7). The guidance says a true statement of when an offer really ends is unlikely to be a problem.

SCORE

Severity 3 × Likelihood 3 × Reach 3 = 27
(Medium, 16 to 40).

EVIDENCE

Screenshots E-05 to E-07 and a short screen recording, with times recorded.

SUGGESTED FIX

Only show a countdown tied to a real end date, or remove it.

REVIEW

Confirmed by a reviewer after checking the evidence.

No visible explanation of how reviews are checked

Possible risk: Medium · 18

WHAT WE SAW

Customer reviews are shown on product pages. We found no statement of how reviews are collected or checked, or whether reviewers were rewarded.

WHY IT MAY MATTER

The guidance on banned practice 13 expects traders to take reasonable and proportionate steps to prevent fake or incentivised reviews being published. See [CMA207](#) (Chapter 3) and CMA208 for detail. Missing information is a possible risk, not proof of a problem.

SCORE

Severity 3 × Likelihood 2 × Reach 3 = 18
(Medium, 16 to 40).

EVIDENCE

Screenshots E-08 and E-09 of the review section and the footer pages.

SUGGESTED FIX

Publish a short plain-English review policy and record the checks you carry out.

REVIEW

Confirmed by a reviewer after checking the evidence.

What We Did Not Test

- Pages behind a login.
- Payment pages run by third parties.
- Anything outside the agreed scope.

Important

This report is risk screening, not legal advice. It shows possible risks, not confirmed breaches, and a report with few findings is not a guarantee that a site meets the law. Only a court or regulator can decide that. For advice, speak to a solicitor.

Official source checked 16 October 2026: Competition and Markets Authority, [Unfair commercial practices \(CMA207\)](#), GOV.UK, updated 18 November 2025.