

PASSIVE WEBSITE QUALITY AUDIT

Website check for
example.com

OVERALL SCORE

75 / 100

B

Needs attention · 40 findings, 8 of them high severity

8

high

6

medium

15

low

11

info

Scanned 24 Sep 2026 12:00 UTC
Report generated 24 Sep 2026 12:00 UTC
Scoring version 3.0.0

The report reads only publicly available data and does not interfere with the website in any way. It is not a penetration test or a legal assessment. Details in chapter 16 How we measure.

01

SUMMARY

Summary for the owner

OVERALL RATING

75 / 100

Grade B · needs attention
measurement coverage 100 %

The website example.com has an overall score of 75 out of 100, grade B, but the grade alone is not enough: 8 high-severity findings could cause problems for the company, so they are worth fixing.

Strongest: Email authentication and Exposure (100). Weakest: Security headers (49) and SEO (59).

BIGGEST RISKS

1 Visitor tracking starts before visitors give consent

● HIGH

Tracking tools on the website start before the visitor gives consent, although under the cookie rules they should only run afterwards.

Based on the finding "Tracking cookies stored before consent" (high severity): Tracking cookies were set in the browser without any interaction: _ga (.example.com, lifetime: 2 years) · 1 more finding related to it.

2 Slow loading may cost you inquiries from mobile users

● HIGH

The home page loaded slowly in Google PageSpeed. Slow loading can put off mobile visitors before they even see the page. Google treats speed as one of many signals; content comes first.

Based on the finding "Slow loading of the main content (LCP)" (high severity): LCP 4.1 s (Lighthouse lab, mobile, median of 3 runs); "good" threshold ≤ 2.5 s.

3 WordPress probably does not have the security updates installed

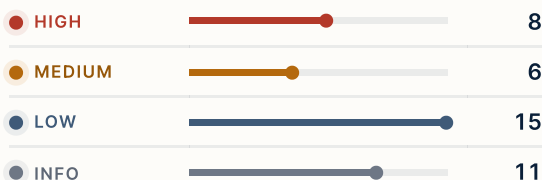
● HIGH

Flaws fixed in newer versions are publicly documented and bots search for them automatically; the version number is an estimate from public traces and the administrator can confirm the actual state. We recommend updating WordPress to the latest version and turning on automatic updates; after a long pause, have the website checked for misuse.

Based on the finding "WordPress probably does not have the security updates installed" (high severity): The home page states WordPress 6.2 (source: meta generator). Fix 6.2.13 was released for this branch, resolving the flaw CVE-2026-87902; the US agency CISA lists it among flaws actually abused by attackers · 1 more finding related to it.

The risks are selected by the severity and impact of the findings; they are possible consequences of the observed state, not a confirmed incident.

RISK PROFILE



SCORE DISTRIBUTION



Number of areas per band: ≥ 75 fine · 40–74 caution · < 40 risk · not measured.

02

AREAS

Scores by area

13 of 15 areas have a score; 10 of them count towards the overall score by weight. Cyber hygiene and third parties are overviews without a score.

AREA	STATUS		SCORE	WEIGHT
Security headers	measured		49	13
Email authentication	measured		100	12
TLS / certificate	measured		89	15
DNS & infrastructure	partially measured		89	6
Cookies / GDPR	measured		60	6
Performance (Core Web Vitals)	measured		74	14
SEO	measured		59	11
capped: basic titles and descriptions missing				
Accessibility	measured		60	5
CMS / technology	measured		59	8
capped: software probably without patches				
Exposure	partially measured		100	10
AI search engines	measured		100	info
Company & online shop	partially measured		100	info
Search engines (other than Google)	measured		97	info

Areas with the weight "info" are informational for now: they show the state of the website but do not count towards the overall score.

The note "capped" means that the area has a serious finding that keeps its score out of green, whatever the other points.

The overall score is a weighted average of the *measured* areas. All weighted areas were run in this scan (100% coverage).

The following ran without an optional external source: DNS & infrastructure (source RIPEstat unavailable), Exposure (source crt.sh unavailable). Data from that source is missing in this scan; an outage of a third-party service does not change the website's score.

WHAT TO FOCUS ON

Security headers

HIGH

49

Security headers are instructions through which the website tells the browser how to protect it. When they are missing, an attacker can misuse the page more easily, for example by embedding it in a fraudulent website or slipping unauthorised code into it.

Cookies / GDPR

HIGH

60

Analytics and advertising tools may only run after the visitor gives consent. WebMeter checks whether they start earlier.

Performance (Core Web Vitals)

HIGH

74

Loading speed matters most on mobile. Slow loading can put visitors off before they see your offer. Google treats speed as one of many signals; content comes first.

SEO

59

SEO determines how easily people find you in search engines. When it falls short, customers looking for your services are more likely to find your competitors.

Accessibility

HIGH

60

Accessibility means that the website can also be used by people with poorer eyesight, older people or people on mobile devices. For online shops and some other services, it has been required by the Czech Accessibility Act since 28 June 2025 (micro-enterprises are exempt).

CMS / technology

HIGH

59

The content management system, plugins and libraries the website runs on. Outdated versions often have known flaws that bots on the internet deliberately look for.

03

CONNECTION SECURITY

Certificate and HTTPS

Issuer	● Test Trust
Certificate type	● validation type not stated · key ECDSA P-256
Valid until	● 23 Nov 2026
Days until expiry	● 60
Certificate renewal	● probably automatic (valid for 70 days)
Trusted	● yes
Revocation status	● not revoked (OCSP: good)
Supported TLS versions	● TLS 1.0, TLS 1.2 and TLS 1.3 — outdated versions are also enabled
Weak ciphers	● none found
Forward secrecy	● yes
OCSP stapling	● no, the browser checks the certificate status itself
HTTP/2	● yes
HTTP/3	● yes, the server offers it
Redirect to HTTPS	● OK — all variants lead to https://example.com/
HSTS preload	● HSTS is long-term; the includeSubDomains directive, which preload requires, is missing from the header (optional)
Unencrypted resources on the page	● 0 scripts/styles/frames, 1 images/media over http://

Only what the server shows an ordinary client when a connection is established is measured, plus public sources (the certificate authorities' OCSP, the HSTS preload list). TLS versions and weak ciphers are checked with one ordinary connection attempt for each version and cipher group; this is not a full analysis of all ciphers such as SSL Labs performs. Anything that cannot be determined this way is shown as "not determined".

04

EXPOSURE

Public traces of the domain

Subdomains in public certificate records (CT) ○ source unavailable, subdomains not checked

Subdomain names come from public records of issued certificates (Certificate Transparency). Sensitivity is judged by the name only; for the classification by service type we also check in DNS that the name still exists. This is not confirmation that a service or port is reachable from the internet. The public report shows only counts and partially masked examples, not full names.

05

CYBER HYGIENE

Cyber hygiene basics

The EU NIS2 directive (in Czechia implemented by the new Cyber Security Act, in force since 1 November 2025) also covers many medium-sized and large companies in selected sectors. Its obligations go far beyond the website; here are eight basics that are visible from outside and useful for every website.

 3 of 8 basics in order · partly: 3 · missing: 2

BASIC	STATUS
Encrypted connection (HTTPS, TLS 1.2+) The connection is encrypted, but the server also accepts the outdated versions TLS 1.0.	 PARTLY
Enforced HTTPS (HSTS) Browsers are instructed to open the website over HTTPS only.	 IN ORDER
E-mail spoofing protection (SPF, DKIM) The SPF record is in order and we found a DKIM signature.	 IN ORDER
DMARC policy Recipients are told to move forged e-mails in your name to spam (p=quarantine).	 IN ORDER
Up-to-date website software The website probably uses an outdated content management system core, server software past end of support and outdated or unsupported JavaScript libraries; details are in the findings.	 MISSING
Security headers 3 of 4 browser protections are missing: rules for loading content (CSP), a ban on embedding the website in other pages and rules for passing on the address (Referrer-Policy). They are set by the website or hosting administrator.	 MISSING
Contact for reporting vulnerabilities (security.txt) The security.txt file is a public mailbox for reporting security bugs. It is good practice, not an obligation; about 2% of websites have one.	 PARTLY
Signed domain (DNSSEC) The domain is not signed (DNSSEC). This is a recommendation, not an error; roughly two thirds of .cz domains have it. Your DNS administrator turns it on, often with a single click.	 PARTLY

This is not an assessment of legal compliance. We only show what is visible from outside on the website and in DNS.

06

THIRD PARTIES

Who the website sends visitor data to

We show the services the homepage loads immediately on opening, without scrolling and before the visitor gives consent. We cannot see subpages, the cart or services connected through the website's own server. WebMeter never clicks the consent banner, so it cannot see what the website loads after consent.

2	0	2	0	2
third-party services in total	of which outside the EEA in a country with adequate protection	of which with an operator based in the USA	of which with an operator in another third country	of which analytics and advertising

SERVICE	PURPOSE	OPERATOR'S SEAT	INTEGRITY CHECK (SRI)
Google Analytics www.google-analytics.com	analytics	● United States · outside the EU/EEA	—
Google Tag Manager www.googletagmanager.com	analytics	● United States · outside the EU/EEA	—

The seat is the country of the company operating the service (for multinational groups, the parent company), according to our service overview (version 2026-09-29); it is not where the servers are. Services not in the overview are shown as unknown and not counted as outside the EU/EEA.

Countries with a European Commission adequacy decision (e.g. the United Kingdom, Switzerland, Canada) are listed separately; transfers there are subject to the same rules as within the EU (list of countries verified as of 15 Oct 2026). Consent to analytics and advertising is required regardless of the country.

Loading a service does not in itself mean it sent personal data; whether analytics and advertising services track visitors before consent is covered by the findings in the Cookies / GDPR area. This is not a legal assessment of data transfers.

In the SRI column we mark only fixed-version libraries from public CDNs that load without an integrity check. For other services an integrity check is not possible or we cannot assess it.

07

INDEPENDENT TESTS

How the website would fare in common tools

An estimate, not an official result. This is an estimate based on the public methodology of the listed tools, calculated from the data collected by this passive scan. The official result may differ: the tools test more things and update their methodology continuously. Where the scan did not determine a value, we state “not determined”.

TOOL	RESULT	NOTE
SSL Labs (Qualys SSL Server Test) HTTPS setup: certificate, TLS protocol versions, ciphers and key exchange.	B	Protocols: best TLS 1.3, worst TLS 1.0 → 95 points. · Key exchange: RSA equivalent of 3072 bits → 90 points. · Ciphers: strongest detected 256 bits, weakest 128 bits → 90 points (without full cipher enumeration). · Numerical score 91.5 → A. · TLS 1.0 supported → B at most. · An estimate based on the public SSL Labs methodology from a limited number of connections, not an official SSL Labs result.
Mozilla HTTP Observatory Security headers and the website's browser settings (CSP, HSTS, cookies, redirects, SR).	F (20 points)	—
securityheaders.com Presence of the recommended HTTP security headers.	D	—
internet.nl — website test Modern internet standards for the website: IPv6, DNSSEC, HTTPS, security options, RPKI.	0 of 5 categories passed, 1 not determined	IPv6: not met · DNSSEC: not met · HTTPS: with reservations · Security options: not met · RPKI: not determined
internet.nl — email test Modern email standards for the domain: IPv6, DNSSEC, DMARC/DKIM/SPF, DANE and STARTTLS, RPKI.	1 of 5 categories passed, 1 not determined	IPv6: not met · DNSSEC: not met · DMARC, DKIM and SPF: met · DANE and STARTTLS: not met · RPKI: not determined
Gmail, Yahoo and Microsoft rules for bulk senders Requirements for senders of around 5,000 emails a day: Google and Yahoo since 2/2024, Outlook.com (Hotmail, Live) since 5/2025.	3 of 5 requirements met, 2 not determined	SPF: met · DKIM: met · DMARC (at least p=none): met · Domain alignment (From domain = SPF or DKIM domain): not determined · One-click unsubscribe (Google and Yahoo, bulk messages): not determined
Google PageSpeed Insights Homepage loading speed in a lab measurement (Lighthouse).	performance 61 out of 100	Lighthouse lab measurement (mobile, median of 3 runs). · Other Lighthouse categories: accessibility 84 (automated check, not an audit), best practices 78, SEO 92. · The PageSpeed Insights result varies slightly from run to run. · The Performance score in the areas table (74 out of 100) is calculated by WebMeter from the measurement findings, like the other areas. PageSpeed Insights reports its own Lighthouse lab score (61 out of 100), which is why the two numbers differ.
DNSViz Detailed analysis of the domain's DNSSEC signature chain.	the domain is not signed	—
MXToolbox The domain's mail servers (MX) and their basic checks.	1 MX record	—
HTML validator (W3C) Validity of the homepage's HTML code.	no estimate	This scan does not check HTML validity; only the official validator will show the result.

08

SPEED

Website speed

Main content (LCP)	● 4.1 s
Main thread blocking (TBT)	● 320 ms
Layout shift (CLS)	● 0.06
Server response	● 640 ms
Real visitors (Core Web Vitals)	○ Google does not have enough data for an assessment

09

ACCESSIBILITY

Accessibility

The automated test found 2 issues on the home page. It covers only part of the WCAG 2.2 requirements; keyboard operation, forms, the checkout process and payment must be checked by a person.

High severity: a customer using a screen reader cannot complete the task. Medium: it works, but with difficulty.

Measured with axe-core version 4.13.0 in a 1366 × 900 view.

10

SEO

SEO in detail

How a search engine sees the homepage: preview in results, meta data, heading structure, text and a sample of subpages.

SEO: 59/100. Indexing 25/25 · Titles and descriptions 7.3/25 · Contents 10.5/15 · Structured data 13/15 · Sharing 0/10 · Technical 10/10.

Indexing		25/25
Titles and descriptions		7.3/25
Contents		10.5/15
Structured data		13/15
Sharing		0/10
Technical		10/10

Score capped: most pages lack their own title and description.

Green SEO means that every assessed page has its own title and description and the website is available to search engines.

example.com

example.com

Příklad s.r.o. – náradí pro profesionály

E-shop s náradím a příslušenstvím pro řemeslníky.

The preview is indicative — search engines may shorten or replace the title and description.

META DATA

Title (title)	● Příklad s.r.o. – náradí pro profesionály (40 characters)
Description (meta description)	● E-shop s náradím a příslušenstvím pro řemeslníky. (49 characters)
Canonical	● https://example.com/
Meta robots	● not set (index everything)
Page language (lang)	● cs
Mobile display (viewport)	● yes
Character encoding	● utf-8
Open Graph (social sharing)	● 0 of 5 properties · image missing
Card for X (Twitter)	● not set
Website icon (favicon)	● no
Structured data (JSON-LD)	● Organization

HEADING STRUCTURE

H1	H2	H3	H4	H5	H6
1	0	0	0	0	0

H1 Nářadí pro profesionály

TEXT AND KEYWORDS

Amount of text ● 23 words

Most frequent words ● košík (2×), partner (2×), stará (2×)

Main words in title and H1 ● in title: none · in H1: none

Density of the most frequent word ● "košík" 8.7% of the text

Sentence length ● on average 4.0 words per sentence · long sentences 0%

Vocabulary variety ● 96% distinct words

Trust links (E-E-A-T) ● contact · missing: about the company, privacy policy

The text is assessed without JavaScript, the way search engines read it. The estimate of AI-generated text is indicative (typical phrases, em dashes, uniform sentence length) — no reliable detector exists, and Google rates the usefulness of text, not its origin.

SAMPLE OF SUBPAGES

PAGE	TITLE	TITLE CHARACTERS	DESCRIPTION CHARACTERS	H1
/kontakt title missing, description missing	missing	missing	missing	1
/obchodni-podminky not assessed (legal, login or cart page)	missing	missing	missing	1
/kosik not assessed (legal, login or cart page)	missing	missing	missing	1
/produkt/vrtacka title missing, description missing	missing	missing	missing	1

At most 5 subpages linked from the homepage are assessed.

11

AI SEARCH ENGINES

How AI sees you

More and more people search using AI assistants such as ChatGPT or Perplexity. If the website is blocked for their crawlers or empty without JavaScript, AI may not know about you and may recommend your competitors instead.

AI search bots	● have access
Bots acting on user requests	● have access
AI training crawlers	● have access
Seznam AI answers	● the website's rules do not forbid them
Content without JavaScript	● AI crawlers will see 58% of the page text
Company details for AI (structured data)	● Organization · missing profile links
Snippets in search engines (AI answers)	● the website's rules do not forbid them
Copilot (Bing)	● the website's rules do not forbid use
llms.txt file	● no

OAI-SearchBot OpenAI · search	allowed	AI Seznam.cz · Seznam AI answers	allowed
Claude-SearchBot Anthropic · search	allowed	MachineLearning Seznam.cz · Seznam AI answers	allowed
PerplexityBot Perplexity · search	allowed	GPTBot OpenAI · model training	allowed
MistralAI-Index Mistral AI · search	allowed	ClaudeBot Anthropic · model training	allowed
Amzn-SearchBot Amazon · search	allowed	MistralAI-Training Mistral AI · model training	allowed
meta-webindexer Meta · search	allowed	Google-Extended Google · training and Gemini grounding	allowed
ChatGPT-User OpenAI · user request	allowed	Applebot-Extended Apple · model training	allowed
Claude-User Anthropic · user request	allowed	Amazonbot Amazon · model training	allowed
Perplexity-User Perplexity · user request	allowed	meta-externalagent Meta · training and indexing	allowed
MistralAI-User Mistral AI · user request	allowed	CCBot Common Crawl · model training	allowed
Google-Agent Google · user request	allowed	Bytespider ByteDance · model training	allowed
Amzn-User Amazon · user request	allowed	Googlebot Google · classic search	allowed
meta-externalfetcher Meta · user request	allowed	bingbot Microsoft · classic search	allowed
Seznam-Extended Seznam.cz · Seznam AI answers	allowed	Applebot Apple · classic search	allowed

The robots.txt rules for the homepage are evaluated (RFC 9309); individual crawler operators may behave differently. Blocking training crawlers is a legitimate choice for the owner and usually has no direct effect on appearing in AI answers.

How to find out whether AI mentions you: Google Search Console has a Generative AI report and, under Settings, an option whether the website may appear in AI features. Bing Webmaster Tools shows citations in Copilot. In Google Analytics 4, watch the AI Assistant channel.

12

COMPANY & ONLINE SHOP

Company & online shop

The law requires a company website to state who operates it (name, registered office, company ID (IČO)), and an online shop must also provide terms and conditions, a complaints (warranty claims) policy and information on withdrawal from the contract. Missing information reduces customer trust and risks penalties, for example from the Czech Trade Inspection Authority.

Company details in structured data	● can be added: taxID, legalName, address
Online shop	● yes
Who the online shop sells to	● consumers
Terms and conditions	● yes
Complaints policy (warranty claims)	● in the terms and conditions
Information on withdrawal from the contract	● in the terms and conditions
Privacy policy	● not found
Accessibility information	● not found
Product data for Google	● price and currency yes, availability missing
To check manually	● the “order with obligation to pay” button, order confirmation by e-mail, final price in the basket

The company details come from the public ARES register. Only publicly available pages of the website are assessed; an item marked as missing was not found on them by the check. This is not a legal opinion. Scan note: the homepage has little text in its HTML (probably rendered by JavaScript) — we do not report missing details.

13

SEARCH ENGINES (OTHER THAN GOOGLE)

Visibility in search engines

People in the Czech Republic do not search only with Google and Seznam (those are assessed in the SEO area) but also with Bing, DuckDuckGo or Apple. If the website blocks their bots, has a faulty sitemap or links to websites that no longer work, it can be harder to find in these search engines.

Search engine crawlers	● have access
Exclusion from index (noindex)	● none targeted
Site map (sitemap)	● OK, URLs: 3

01
02
03
04
05
06
07
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14
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17
18

Sample of sitemap addresses	2 checked addresses are fine	
Sitemap addresses blocked in robots.txt	none	
IndexNow	not determined	
Outbound links	3 broken out of 3 checked	
SEARCH ENGINE	CRAWLER	ACCESS ACCORDING TO ROBOTS.TXT
Google	Googlebot	allowed
Seznam.cz	SeznamBot	allowed
Microsoft Bing	bingbot	allowed
DuckDuckGo	DuckDuckBot	allowed
Apple (Siri, Spotlight)	Applebot	allowed
Yandex	YandexBot	allowed
Brave Search	Brave	allowed

WebMeter does not measure domain strength and popularity automatically (the sources require a key or registration).

The robots.txt rules for the homepage (RFC 9309), the sitemap and public signals of the website are evaluated. The section complements SEO with search engines other than Google (Bing, DuckDuckGo, Apple, Brave, Yandex); a block for Google and Seznam is counted in SEO.

14

FINDINGS

Findings by severity

● HIGH · 8 FINDINGS

Images without alternative text

● HIGH

accessibility.axe.image-alt

WHAT THIS MEANS
FOR YOU**Images have no text description.**

EVIDENCE

The automated accessibility test (axe-core) found 1 element with this issue on the homepage.

IMPACT

Blind users will not learn what the image conveys (product, diagram, contact details).

RECOMMENDATION

Add a descriptive alt; mark purely decorative images with alt="". WCAG 1.1.1.

Form fields without a label

● HIGH

accessibility.axe.label

WHAT THIS MEANS
FOR YOU**Form fields have no label.**

EVIDENCE

The automated accessibility test (axe-core) found 1 element with this issue on the homepage.

IMPACT

Without a label, a screen reader user does not know what to enter in the field — the form becomes a barrier.

RECOMMENDATION

Associate the field with a <label for> or add an aria-label. WCAG 1.3.1 / 4.1.2.

WordPress probably does not have the security updates installed

● HIGH

cms.outdated_core

WHAT THIS MEANS
FOR YOU**WordPress probably does not have the security updates installed.**

EVIDENCE

The home page states WordPress 6.2 (source: meta generator). Fix 6.2.13 was released for this branch, resolving the flaw CVE-2026-87902; the US agency CISA lists it among flaws actually abused by attackers.

IMPACT

Flaws fixed in newer versions are publicly documented and bots search for them automatically. The version number is an estimate from public traces; the website administrator can confirm the actual state.

RECOMMENDATION

Have the administrator update WordPress to the latest version and turn on automatic updates. If updates have not been done for a long time, have the website checked for misuse.

Tracking cookies stored before consent

 HIGH`cookies.pre_consent_tracking_cookie`

WHAT THIS MEANS FOR YOU

Visitor tracking starts before visitors give consent.

EVIDENCE

Tracking cookies were set in the browser without any interaction: `_ga` (.example.com, lifetime: 2 years)

IMPACT

Analytics and advertising cookies may only be set after the visitor has given consent (Section 89(3) of the Czech Electronic Communications Act). Here they were set earlier. This is a technical measurement of the home page, not a legal opinion.

RECOMMENDATION

Block non-essential cookies until demonstrable opt-in consent is given.

Tracking services ran without consent management

 HIGH`cookies.third_party_trackers_no_cmp`

WHAT THIS MEANS FOR YOU

The website tracks visitors without giving them a chance to consent.

EVIDENCE

Services loaded without a detected CMP: Google Analytics (www.google-analytics.com); 1 Google ping without Consent Mode parameters (`gcs/gcd`)

IMPACT

Analytics and advertising tools may only run after the visitor has given consent (Section 89(3) of the Czech Electronic Communications Act). Here they sent data earlier. This is a technical measurement of the home page, not a legal opinion. The website does not ask for consent at all (we found neither a banner nor a CMP).

RECOMMENDATION

Deploy a CMP in blocking mode and run trackers only after consent.

Slow loading of the main content (LCP)

 HIGH`performance.lcp_poor`

WHAT THIS MEANS FOR YOU

Slow loading may cost you inquiries from mobile users.

EVIDENCE

LCP 4.1 s (Lighthouse lab, mobile, median of 3 runs); "good" threshold ≤ 2.5 s

IMPACT

Slow loading can put off mobile visitors. Google treats speed as one of many signals; content comes first.

RECOMMENDATION

Speed up the main image or block (size, format, priority loading), reduce the server response time and limit blocking JS/CSS.

Missing Content-Security-Policy

 HIGH`sec_headers.missing_csp`

WHAT THIS MEANS FOR YOU

The website does not tell the browser where scripts may run from.

EVIDENCE

The Content-Security-Policy header is not present.

IMPACT

Without CSP, the browser has no defence against injected scripts (XSS) and data injection.

RECOMMENDATION

Introduce a Content-Security-Policy with an explicit `script-src` (nonce/hash).

The page can be embedded in another website

HIGH`sec_headers.missing_frame_protection`

WHAT THIS MEANS FOR YOU

The page can be embedded in another website.

EVIDENCE

Both X-Frame-Options and CSP frame-ancestors are missing.

IMPACT

A third-party page can show your website in an invisible frame, and visitors may click something other than they think.

RECOMMENDATION

Set frame-ancestors 'self' in the CSP (or a list of your own domains), alternatively X-Frame-Options: SAMEORIGIN.

MEDIUM · 6 FINDINGS

Probably unsupported server software version

MEDIUM`cms.eol_runtime`

WHAT THIS MEANS FOR YOU

The server probably runs on software without security fixes.

EVIDENCE

nginx 1.18.0 (support for the 1.18 branch ended on 2021-04-20; header Server); PHP 7.4.3 (support for the 7.4 branch ended on 2022-11-28; header X-Powered-By).

IMPACT

Once support has ended, a branch no longer receives security fixes from its authors. This is the likely situation: the version in the header may not reflect reality, because hosting providers and distributions backport fixes, and a passive check cannot verify this.

RECOMMENDATION

Check the actual version with your hosting provider and move to a supported branch; at the same time, stop publishing exact versions in the Server and X-Powered-By headers.

Cookies without security attributes

MEDIUM`sec_headers.cookie_attributes`

WHAT THIS MEANS FOR YOU

The website's cookies do not have all protective flags.

EVIDENCE

The homepage sets 1 cookie without the recommended attributes: PHPSESSID (missing Secure, HttpOnly, SameSite).

IMPACT

A cookie without Secure may be sent unencrypted, a session cookie without HttpOnly can be read by a script on the page, and without SameSite the cookie is also sent with requests from other websites.

RECOMMENDATION

Give cookies the Secure and SameSite (Lax or Strict) attributes, and session and login cookies HttpOnly as well.

Shared links show no image and no clear title

MEDIUM`seo.missing_open_graph`

WHAT THIS MEANS FOR YOU

Shared links show no image and no clear title.

EVIDENCE

The page has no Open Graph tags (og:title, og:image, og:type, og:url).

IMPACT

A link on Facebook, LinkedIn or in messages looks empty.

RECOMMENDATION

Add og:title, og:image (at least 1200 × 630 px), og:type and og:url.

2 of 2 subpages have no title

 MEDIUM`seo.subpages_missing_title`

WHAT THIS MEANS
FOR YOU

Subpages have no title.

EVIDENCE

Affected: <https://example.com/kontakt>, <https://example.com/produkt/vrtacka>.

IMPACT

Without a title, the search engine picks the link text itself, often poorly. The page is harder to recognise in results and gets fewer clicks.

RECOMMENDATION

Give each subpage its own title based on its content.

2 of 2 subpages have no search description

 MEDIUM`seo.subpages_missing_description`

WHAT THIS MEANS
FOR YOU

Subpages have no search description.

EVIDENCE

Affected: <https://example.com/kontakt>, <https://example.com/produkt/vrtacka>.

IMPACT

Google then shows a random excerpt of the text under the link.

RECOMMENDATION

Write one sentence for each main page about what the customer will find there.

The server supports the outdated TLS 1.0/1.1 versions

 MEDIUM`tls.legacy_protocols`

WHAT THIS MEANS
FOR YOU

The website accepts outdated encrypted connections.

EVIDENCE

The server also established a connection with TLS 1.0.

IMPACT

TLS 1.0 and 1.1 have been deprecated since 2021 (RFC 8996) and offer weaker protection; current browsers do not need them, and leaving them enabled only leaves more room for weaker connections.

RECOMMENDATION

Disable TLS 1.0 and TLS 1.1 and keep TLS 1.2 and TLS 1.3.

LOW · 15 FINDINGS

Recommendations for low-severity and informational findings are in the action plan; the full description of each finding is in the HTML version of the report.

The website reveals the exact software version	<code>cms.version_disclosure</code>	 LOW
Outdated JavaScript libraries on the website	<code>cms.outdated_js_library</code>	 LOW
DNSSEC is not active	<code>dns.no_dnssec</code>	 LOW
The website is not reachable over IPv6	<code>dns.no_ipv6_web</code>	 LOW
The mail server is not reachable over IPv6	<code>dns.no_ipv6_mail</code>	 LOW
The name servers are in a single network	<code>dns.nameservers_same_network</code>	 LOW
Below-average main-thread blocking time (TBT)	<code>performance.tbt_average</code>	 LOW
The server responds more slowly than it should	<code>performance.server_average</code>	 LOW
The homepage links to broken websites	<code>search.broken_outbound_links</code>	 LOW

Headers reveal the software version	sec_headers.version_leak	● LOW
The page HTML is sent without compression	sec_headers.no_compression	● LOW
The search description says nothing	seo.weak_description	● LOW
Some images lack an alt attribute	seo.alt_coverage_partial	● LOW
Broken internal links on the homepage	seo.broken_links	● LOW
Images or videos have an http:// address	tls.mixed_content_passive	● LOW

● INFO · 11 FINDINGS

The product data do not state availability	business.product_data_tips	● INFO
Structured data about the company can be completed with register details	business.org_identity_tips	● INFO
DANE is not set up for the mail server	email.dane_mx_missing	● INFO
Missing BIMl — company logo in the inbox	email.bimi_missing	● INFO
Below-average lab performance score	performance.lighthouse_average	● INFO
The website has no rule of its own for passing on the page address	sec_headers.missing_referrer_policy	● INFO
Missing Permissions-Policy	sec_headers.missing_permissions_policy	● INFO
Missing security.txt file	sec_headers.missing_security_txt	● INFO
Link to the website icon (favicon) is missing	seo.missing_favicon	● INFO
The certificate has no embedded Certificate Transparency records	tls.no_embedded_sct	● INFO
The server does not use OCSP stapling	tls.no_ocsp_stapling	● INFO

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ACTION PLAN

Action plan (by priority)

PRIORITY	AREA	RECOMMENDED STEP
 HIGH	Accessibility	Add a descriptive alt; mark purely decorative images with alt="". WCAG 1.1.1.
 HIGH	Accessibility	Associate the field with a <label for> or add an aria-label. WCAG 1.3.1 / 4.1.2.
 HIGH	CMS / technology	Have the administrator update WordPress to the latest version and turn on automatic updates. If updates have not been done for a long time, have the website checked for misuse.
 HIGH	Cookies / GDPR	Block non-essential cookies until demonstrable opt-in consent is given.
 HIGH	Cookies / GDPR	Deploy a CMP in blocking mode and run trackers only after consent.
 HIGH	Performance (Core Web Vitals)	Speed up the main image or block (size, format, priority loading), reduce the server response time and limit blocking JS/CSS.
 HIGH	Security headers	Introduce a Content-Security-Policy with an explicit script-src (nonce/hash).
 HIGH	Security headers	Set frame-ancestors 'self' in the CSP (or a list of your own domains), alternatively X-Frame-Options: SAMEORIGIN.
 MEDIUM	CMS / technology	Check the actual version with your hosting provider and move to a supported branch; at the same time, stop publishing exact versions in the Server and X-Powered-By headers.
 MEDIUM	Security headers	Give cookies the Secure and SameSite (Lax or Strict) attributes, and session and login cookies HttpOnly as well.
 MEDIUM	SEO	Add og:title, og:image (at least 1200 × 630 px), og:type and og:url.
 MEDIUM	SEO	Give each subpage its own title based on its content.
 MEDIUM	SEO	Write one sentence for each main page about what the customer will find there.
 MEDIUM	TLS / certificate	Disable TLS 1.0 and TLS 1.1 and keep TLS 1.2 and TLS 1.3.
 LOW	CMS / technology	Keep the software up to date; the version can be hidden, but that does not replace updating.
 LOW	CMS / technology	Update the listed libraries (for WordPress, by updating the core, theme and plugins) and check that the website still works; gradually replace discontinued libraries (AngularJS, Moment.js) with maintained alternatives.
 LOW	DNS & infrastructure	Enable DNSSEC with your DNS provider and have the registrar enter the DS record. Most registries (including .cz, .eu and .com) support DNSSEC.
 LOW	DNS & infrastructure	Ask your hosting provider for an IPv6 address and publish an AAAA record (for both the bare domain and www).
 LOW	DNS & infrastructure	Check IPv6 support with your email provider and publish AAAA records for the MX hosts.
 LOW	DNS & infrastructure	Place at least one name server in a different network (a different /24 for IPv4, a different /48 for IPv6), e.g. secondary DNS with another provider.

PRIORITY	AREA	RECOMMENDED STEP
● LOW	Performance (Core Web Vitals)	Optimise JavaScript execution on the main thread.
● LOW	Performance (Core Web Vitals)	Turn on page caching or consider faster hosting.
● LOW	Search engines (other than Google)	Fix or remove the links.
● LOW	Security headers	Above all, keep the software up to date; hiding the version in the Server and X-Powered-By headers is only the second step.
● LOW	Security headers	Enable gzip or Brotli compression for HTML, CSS, JS and SVG on the server or CDN.
● LOW	SEO	Write one or two sentences about what the company offers, for whom and where.
● LOW	SEO	Add alt attributes to the remaining images.
● LOW	SEO	Fix or remove links to non-existent pages; permanently redirect (HTTP 301) discontinued addresses to new content.
● LOW	TLS / certificate	Change the addresses to https:// (or relative ones).

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HOW WE MEASURE

Methodology and limitations

Methodology: only publicly available, passive signals are evaluated — DNS via DoH, public HTTP headers and HTML (like an ordinary browser), the TLS handshake, public APIs (PageSpeed Insights, CT logs, RDAP) and `robots.txt` / `sitemap.xml`. This is the same category as securityheaders.com, Mozilla Observatory or Google PageSpeed.

Scoring version 3.0.0: area weights, points per finding severity and grade bands stay the same; some areas now have a score cap and SEO is calculated from pillars. Scores from versions 2.x cannot be compared with it directly.

If the website probably uses software without security updates, the area cannot be green. Area caps: e-mail without an applied DMARC policy scores at most 74, and the informational AI and search engine areas with a high-severity finding also at most 74; the score table notes this for each capped area.

SEO is the sum of six pillars (indexing 25, titles and descriptions 25, content 15, structured data 15, sharing 10, technical 10 points), based on the share of assessed content pages; SEO findings explain, but do not deduct points. Gates cap the score: when search engines may not show the homepage (at most 20), or when most pages lack their own titles and descriptions (at most 59; only one of the two, at most 74).

The browser measures from the EU with Czech settings (language cs-CZ, time zone Europe/Prague) and never clicks the cookie banner.

Measured with axe-core version 4.13.0 in a 1366 × 900 view.

Subdomains come from public certificate logs (crt.sh, with Cert Spotter as a fallback). For the crt.sh interface WebMeter deliberately does not apply its robots.txt, because anyone can take the same list; it sends one query per scan and keeps the result for a while.

Limitations: the tool does not try logins or passwords, does not test for weaknesses, does not send any payloads and does not bypass protections. The presence of a login page is only detected. The results are *indicators and estimates* based on public traces — not an official assessment or a contractual guarantee. The TLS protocol version is not stated as a fact from this runtime environment unless it can be reliably verified.

Automatic recommendations (for example whether a repair or a new website makes more sense) are an indicative estimate; the actual scope and price are only set in a consultation.

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FOR THE TECHNICIAN

Appendix: technical details

Machine identifiers of the findings and the status of the individual measurements — for the technician who will carry out the fixes.

MEASUREMENT STATUS OF AREAS

AREA	ID	STATUS	NOTE
Security headers	security_headers	measured	—
Email authentication	email_auth	measured	—
TLS / certificate	tls_cert	measured	—
DNS & infrastructure	dns_infra	partially measured	RPKI (RIPEstat) unavailable — the status of the route to the website was not verified.
Cookies / GDPR	cookies_gdpr	measured	—
Performance (Core Web Vitals)	performance	measured	—
SEO	seo	measured	—
Accessibility	accessibility	measured	—
CMS / technology	cms_tech	measured	—
Exposure	exposure	partially measured	CT logs (crt.sh) unavailable — subdomains skipped.
AI search engines	ai_visibility	measured	—
Company & online shop	business	partially measured	The homepage has little text in its HTML (probably rendered by JavaScript) — we do not report missing details
Search engines (other than Google)	search_visibility	measured	—

18 · NEXT STEPS

Your *website administrator* can fix this.

Send them the report — each finding explains what to do. If you would rather have a completely new website than fixes, I will build it.

[Book a consultation about a new website →](#)

TOOL OPERATOR AND DATA CONTROLLER

Details in the WebMeter privacy policy:
webmeter.eu/en/privacy#spravce · [contact kontakt@webmeter.eu](mailto:kontakt@webmeter.eu)

This report was produced on request by a passive check of publicly available information about the website. The check result and the report are stored for at most 365 days, the PDF for 30 days; then they are deleted. Details on data processing and your rights are at webmeter.eu/en/privacy.

RETENTION AND DELETION

You can request deletion of the stored scan results and exclusion of the domain from further analyses by email at kontakt@webmeter.eu. The website administrator can also disallow the analysis in `robots.txt` :

```
User-agent: WebMeterBot
Disallow: /
```

Scan timestamp: 24 Sep 2026 12:00 UTC · scoring version 3.0.0. The report is an informational overview based on publicly available signals.