



BARROCO
CONSULT

QUALITY DIAGNOSIS

Diagnosis report

E-commerce software startup — Brazil

Demonstration report

Partial report

October 18, 2026
Date

20
Pages reviewed

Desktop + Mobile
Devices

Passive Level 1
public pages

Executive summary

We ran a passive Level 1 diagnostic on the public site: read-only, up to 20 pages, 1 request per second, respecting robots.txt, no login and no form submission. The technical SEO structure is good, but mobile performance is weak, there are contrast issues, a broken internal link and missing security headers. There are signs of a logged-in area and an app, which were not assessed at this level.

Findings by severity



Top risks

- 1 Weak performance on mobile** HIGH
On mobile, many visitors wait too long and may leave before seeing the page.
- 2 Color contrast below the minimum** MEDIUM
Text is hard to read for people with low vision and on glare-prone screens.
- 3 Invalid certificate on the "www" address** MEDIUM
Visitors who type the www address see an insecure-site warning and tend to leave.
- 4 Broken internal link** MEDIUM
Visitors reach an error page, losing trust and navigation.
- 5 Security headers missing** MEDIUM
Raises exposure to interception, clickjacking and content injection.

What is already good

- Very good technical SEO (structure and markup)
- Automated accessibility with a good overall result
- Desktop performance within the recommended range
- Images with alternative text
- robots.txt and sitemap present; valid certificate on the main domain

Measurements

home page

Metric	Desktop	Mobile	Good up to
LCP	2.2 s	5.9 s	2.5 s
CLS	0.047	0.095	0.1
TBT	250 ms	1.6 s	200 ms
TTFB	480 ms	480 ms	800 ms

Lab measurement: real visitor experience may differ.

Findings by category

Performance

2

Weak performance on mobile

HIGH

On the mobile home page the largest content appears at 5.9 s and interaction blocking reaches 1.62 s, with 3,193 KiB transferred (lab measurement).

Business impact: On mobile, many visitors wait too long and may leave before seeing the page.

Recommendation: Reduce and defer JavaScript, optimize images and prioritize the main content.

PERF-MOBILE-SLOW · Where: home page (mobile) (Mobile) · Occurrences: 1 · Effort: Medium · Evidence: LCP 5.9 s; TBT 1.62 s; 3,193 KiB (threshold good LCP ≤ 2.5 s)

Heavy pages

MEDIUM

18 of the 20 analyzed pages transfer more than 2 MB, the largest around 3.2 MB.

Business impact: High weight makes mobile access costlier and slows loading.

Recommendation: Compress images, use modern formats and remove unused scripts.

PERF-PAGE-WEIGHT · Where: 18 of 20 pages · Occurrences: 18 · Effort: Medium · Evidence: 18 of 20 pages above 2 MB; largest ≈ 3.2 MB

Security headers

3

Invalid certificate on the "www" address

MEDIUM

The address with the "www" prefix presents a certificate that does not cover that name (hostname mismatch), triggering a browser security warning.

Business impact: Visitors who type the www address see an insecure-site warning and tend to leave.

Recommendation: Issue the certificate for the www address or redirect it to the main address.

SEC-WWW-CERT · Where: the "www" address · Occurrences: 1 · Effort: Low · Evidence: invalid certificate on the www host (host name mismatch)

Security headers missing

MEDIUM

Responses carry no HSTS, Content-Security-Policy, X-Frame-Options, X-Content-Type-Options or Referrer-Policy.

Business impact: Raises exposure to interception, clickjacking and content injection.

Recommendation: Add these headers at the server or CDN, starting with HSTS and X-Content-Type-Options.

```
HTTP 200 (domain omitted)
server: Apache
content-type: text/html; charset=UTF-8
strict-transport-security: (absent)
content-security-policy: (absent)
x-frame-options: (absent)
x-content-type-options: (absent)
referrer-policy: (absent)
```

SEC-HEADERS · Where: all pages · Occurrences: 5 · Effort: Low

Technology version exposed

LOW

The HTML reveals the page builder version and the header identifies the server.

Business impact: Makes mapping of known vulnerabilities easier.

Recommendation: Remove the version markup and hide the server header.

SEC-VERSION · Where: all pages · Occurrences: 1 · Effort: Low · Evidence: page builder version exposed in the HTML; server identified in the header

Accessibility

1

Color contrast below the minimum

MEDIUM

Automated checks flagged 89 elements with text contrast below the recommended minimum, across every inspected page.

Business impact: Text is hard to read for people with low vision and on glare-prone screens.

Recommendation: Adjust text and button colors to meet minimum contrast.

A11Y-CONTRAST · Where: 6 pages inspected · Occurrences: 89 · Effort: Medium · Evidence: 89 elements with contrast below the minimum (axe-core, serious impact)

Visible functional errors

1

Broken internal link

MEDIUM

An internal link present on two pages points to an address that responds HTTP 404.

Business impact: Visitors reach an error page, losing trust and navigation.

Recommendation: Fix or remove the link and add automated link checking.

LINK-BROKEN · Where: 2 internal pages · Occurrences: 2 · Effort: Low · Evidence: 1 internal link responds HTTP 404, referenced on 2 pages

Pages without a meta description

LOW

Five pages have no description for search results.

Business impact: Reduces prominence and clicks in search results.

Recommendation: Write a unique description per page.

SEO-META-DESC · Where: 5 pages · Occurrences: 5 · Effort: Low · Evidence: 5 pages without a meta description

Structure and metadata to adjust

LOW

One page has no main heading (H1), one has no sharing image and three have overly long titles.

Business impact: Hurts search engine reading and sharing appearance.

Recommendation: Standardize one H1 per page, set a sharing image and shorten the titles.

SEO-STRUCT · Where: internal pages · Occurrences: 5 · Effort: Low · Evidence: 1 page without H1; 1 without og:image; 3 titles over 60 characters

30-day plan

Week 1

Fix what blocks usage and sales

- Weak performance on mobile

Week 2

Close the remaining high risks

Week 3

Quality improvements

- Heavy pages
- Color contrast below the minimum
- Broken internal link
- Invalid certificate on the "www" address
- Security headers missing

Week 4

Prevent regressions

- Automated link and header checks on every release
- A performance budget for new pages

Limitations of this diagnosis

- Strictly passive Level 1: read-only, no login, no form submission and no action clicks
- Up to 20 pages, 1 request per second, respecting robots.txt
- Report anonymized on request: name, domain and identifying images were omitted
- Automated accessibility and performance are not a conformance statement
- Performance measured in a lab; real experience may differ

Checks not run

- HTTP to HTTPS redirect: test environment has no outbound on port 80; could not be verified
- Logged-in area and app: signs of a logged-in area/app; outside passive Level 1
- Forms: not submitted at passive Level 1

Next steps

- A Level 2, with authorization, would cover the logged-in area, the app and the forms
- Prioritize mobile performance and accessibility before campaigns

Suggested package

40h

hours per month

Public site with weak mobile performance and accessibility and security adjustments.

Partial estimate: the logged-in area and the app were not assessed and may expand the scope.

Partial estimate

Pricing on request.

Shall we fix these together?

Book a 30-minute call with the Barroco team: we walk you through every finding and build the plan for your product.

Book a call

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