

// SITE & RISK AUDIT — REDACTED CLIENT REPORT

What a €490 audit looks like from the inside.

Premium vehicle rental · EU tourist city. Every finding verified manually on live pages — website, Google, SEO, customer journey, contact channels, legal documents. **Nothing inferred. Nothing hypothetical.**

33

VERIFIED FINDINGS

7

CRITICAL

48_h

TURNAROUND

2 legal documents cross-checked · Strategy + architecture · M&A-trained eye

// RESULT AFTER IMPLEMENTATION · FIRST PERIOD

×3,8Customer actions
34 → 129**×3,6**Direction requests
23 → 82**~81%**Impressions on mobile
after implementation

Local presence pointed to the wrong region — the business didn't surface for searches in its own city.
Corrected. Same company, same service, same prices — it just became findable.

Strategy before aesthetics. Always.

// 01 – CASE SNAPSHOT

What we audited

- ✓

Entire customer journey (landing → payment)
- ✓

Contact channels — tested end to end
- ✓

Google Business Profile & local discovery
- ✓

Account & booking flow
- ✓

SEO layer — metadata & indexation
- ✓

Terms, Privacy & signed Rental Agreement

// SEVERITY BREAKDOWN

CRITICAL Bleeding traffic or trust right now	7
CLIENT-FACING Conversion & premium perception	12
LEGAL Trust + dispute risk	10
TECH DEBT Invisible to customers; hurts SEO & analytics	4

// 02 – EXECUTIVE SUMMARY

No single source of truth.

The business presents a different version of itself everywhere a customer looks. Five versions of the company name, a Google pin in another country, three versions of the opening hours, two contact emails, and two legal documents that contradict each other on money terms.

A customer about to pay €400+ runs the same checks everyone runs before entering a card. Every one returned a different answer.

// THE NAME ALONE

SOURCE	NAME SHOWN
Website header	Brand A
Footer & About	Brand B
Terms & Privacy	Brand C
Signed agreement	Registered Entity S.L.
Google	Brand C (variant)
Instagram	@brand-handle

→ Six surfaces. Six answers.

Meanwhile the core is genuinely strong. The custom booking engine doesn't need rebuilding. It needs finishing — and wrapping in trust.

// 02 — EXECUTIVE SUMMARY • CONT.

Top 3 by money **impact.**

01 • LOCAL DISCOVERY

Google Maps points to another country

The entire "near me" local channel is switched off. A verifying customer can't route to the business — and concludes it isn't where it claims to be.

→ Fix: €0 • five minutes

02 • HIDDEN LIABILITY

€2,500 liability hidden until after payment

A damage excess disclosed in one line of the Terms and nowhere on the path to pay. Chargeback and enforceability exposure — **and a missed upsell.**

03 • DEAD CHANNEL

No instant communication channel

Dead chat widget, messenger number registered in another country. High-intent tourists default to messaging — and leave for the next rental.

// 03 — SAMPLE FINDINGS

Six of thirty-three

F-01 · Local Discovery

■ CRITICAL

FINDING — Google Maps pin points to another country entirely. Listing photos show a residential building, not the fleet.

COSTS MONEY — "Near me" queries never surface the business; nobody can build a route; a verifying customer concludes the company isn't where it says.

FIX — Correct the pin and photos in Google Business Profile. · €0 · 5 min · quick win

F-02 · Trust & QA

■ CRITICAL

FINDING — A key insurance term is misspelled, and the typo is templated onto every vehicle page and the payment screen.

COSTS MONEY — It sits exactly where the customer reaches for their card. One typo replicated everywhere signals zero quality control — on a €400+ booking.

FIX — One template string, then a QA pass across all cards and the booking wizard. · 30 min · quick win

F-03 · Conversion

■ CRITICAL

FINDING — Live chat runs in offline mode: "Send us a message" opens a form demanding an email. The messenger number is registered in a different country.

COSTS MONEY — For tourists, messaging is the default booking channel. A promise of instant reply that becomes a form is worse than no chat. Net state: two contact forms, zero instant channels.

FIX — Remove the dead widget; add a one-tap messenger button on a local number; cut the form to three fields. · ~2h · Phase 1

// 03 – SAMPLE FINDINGS · CONT.

Where two documents disagree.

F-04 · Legal – Cross-document ■ LEGAL

The public Terms and the signed Rental Agreement contradict each other on the exact conditions customers dispute:

TOPIC	PUBLIC TERMS	SIGNED AGREEMENT
Mileage	Unlimited	200 km/day
Deposit refund	7–14 business days	10 calendar days
Minimum age	21	Not stated

A template placeholder — **"unlimited mileage (or specify limit)"** — is still live in the Terms. The document was never finalized. "Unlimited" vs "200 km/day" is a ready-made dispute-and-chargeback script.

FIX — A clause-by-clause discrepancy map for the owner's lawyer; the site then mirrors the final documents to the digit. · Phase 1 · lawyer + us

// 03 — SAMPLE FINDINGS · CONT.

Money terms & compliance

F-05 · Legal — Money terms

■ LEGAL

FINDING — A €2,500 damage excess exists in one line of the Terms — and nowhere on the path to payment.

COSTS MONEY — The deposit covers less than a tenth of the excess. A renter discovers the gap only after an incident. Hidden material terms invite "term not disclosed" chargebacks. The operator eats the loss.

FIX — Disclose excess and deposit honestly before payment; add an excess-waiver option — turning a legal risk into a new revenue line. · Phase 1 · new revenue

F-06 · Legal — Compliance

■ LEGAL

FINDING — Both on-site reviews are signed with the same name and near-identical text — duplicated again in the search index.

COSTS MONEY — Reads as fabricated to any skeptic. Fabricated reviews can qualify as an unfair commercial practice under consumer law. The realistic cost is daily trust loss, plus a takedown risk.

FIX — Remove them; collect real reviews from the existing client base — roughly two weeks of asking. · Phase 1 · 2 weeks

These six are a sample. **The full engagement documents up to 50 findings** — each backed by evidence on a live page.

// 04 — WHAT WAS ALREADY STRONG

An audit isn't a fear pitch.

A report that only finds problems is marketing. A real audit also identifies what should never be touched.

- ✓ **Custom booking engine** — clean price breakdown, a serious asset. Keep it, finish it, wrap it in trust.
- ✓ **Guest checkout** — no forced registration in the purchase path.
- ✓ **Courier delivery to the hotel** — a strong differentiator, currently buried in the payment step. Belongs in the marketing.
- ✓ **Withdrawal clause** — drafted correctly.
- ✓ **Premium pricing** — right for the segment.

Keep these. Build around them.

// 05 – WHAT THE FULL REPORT ADDS

The sample is six of **fifty**.

This teardown showed six findings. The full engagement is the complete map — **every finding evidenced, priced, and sequenced into a plan you can hand to a developer.**

50

VERIFIED FINDINGS – UP FROM 33

30_d

PRIORITIZED ACTION PLAN

- ✓ **Evidence on a live page** for every one of the findings — not a claim, a screenshot.
- ✓ **A fix and a cost estimate** attached to each finding.
- ✓ **A phased remediation scope, priced** — what to do first, second, later.
- ✓ **A 30-day action plan** — quick wins first, so the €0 fixes ship on day one.
- ✓ **A 30-minute walkthrough call** — we read the map with you.

The teardown finds the problems. **The full report tells you the order to fix them in — which is the whole job.**

// 06 — THE OFFER

Site & Risk Audit €490

48-hour turnaround · payment upfront · you keep every finding either way.

- ✓ Customer-journey teardown
- ✓ Legal discrepancy map
- ✓ Technical review
- ✓ Google & local SEO
- ✓ Conversion review
- ✓ Prioritized roadmap

100% credited toward any future build with MIZAR // CORE.

15-min call → payment → 48h audit → walkthrough

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This sample is a redacted excerpt from a real client engagement; identity withheld. Legal findings are a discrepancy map for your counsel — not legal advice.