PREPARED FOR

www.wmdirectionaldrilling.ca

A check of speed, accessibility, search, security and email setup, with what to fix first.



B OVERALL GRADE

80 out of 100 · Built with Wix

AREA	SCORE	GRADE
Speed	81	B
Accessibility	100	A
Best practices	77	C
Search visibility	100	A
Security	70	C
Email setup	55	F
Search & sharing basics	75	C

Fix these first

Suggested by the automated checks.

1. DMARC: Missing. It tells receiving systems what to do with mail that fails SPF or DKIM, and Gmail and Yahoo require it from bulk senders.
2. Content Security Policy: Missing. Limits what scripts can run, which blunts injected code.
3. Referrer-Policy: Missing. Controls what's shared when visitors click away.
4. Permissions-Policy: Missing. Switches off browser features the site doesn't use.

The details

HTTPS://WWW.WMDIRECTIONALDRILLING.CA/

Speed

B

Mobile 81 · Desktop 96 out of 100

Slow pages lose visitors: most people leave a mobile page that takes more than a few seconds to appear, and Google ranks faster pages higher.

LARGEST CONTENT APPEARS	FIRST CONTENT APPEARS	TIME BLOCKED	LAYOUT SHIFT
5.0 s	**1.4 s**	**20 ms**	**0.001**

Biggest wins

- Reduce unused JavaScript (Est savings of 423 KiB)

Accessibility

A

Mobile 100 · Desktop 100 out of 100

Automated checks for common accessibility issues, such as missing image descriptions, low-contrast text and unlabelled buttons. They catch a useful share of problems, but this isn't a full accessibility audit: screen-reader and keyboard use need testing by a person.

Best practices

C

Mobile 77 · Desktop 77 out of 100

Modern web standards: secure connections, no browser errors and no outdated code.

What's holding the score back

- Uses third-party cookies
- Issues were logged in the `Issues` panel in Chrome Devtools

Search visibility

A

Mobile 100 · Desktop 100 out of 100

Whether search engines can read and list the site properly.

Security

C

70 out of 100

A lapsed certificate puts a full-page browser warning in front of every visitor. The headers are cheap insurance against common attacks.

GOOD	**SSL certificate** Valid until 2027-02-01 (Let's Encrypt).
GOOD	**HTTP to HTTPS** Visitors on http:// are sent to the secure address.
GOOD	**HSTS** Set.
IMPROVE	**Content Security Policy** Missing. Limits what scripts can run, which blunts injected code.
GOOD	**X-Content-Type-Options** Set.
IMPROVE	**Referrer-Policy** Missing. Controls what's shared when visitors click away.
IMPROVE	**Permissions-Policy** Missing. Switches off browser features the site doesn't use.
IMPROVE	**Clickjacking protection** Missing. Other sites could embed this one in a frame.

Email setup

F

55 out of 100

These records help receiving mail systems identify mail you've authorised and make it harder for others to send mail in your name. They don't guarantee delivery to the inbox.

GOOD	**Mail servers** 5 MX records found.
GOOD	**SPF** Set, and it limits who can send as this domain.
FIX	**DMARC** Missing. It tells receiving systems what to do with mail that fails SPF or DKIM, and Gmail and Yahoo require it from bulk senders.
NOTE	**DKIM** Can't be checked from outside without knowing your mail provider's selector. Worth confirming.

Search & sharing basics

C

75 out of 100

Small details that decide how the site looks in Google results, in link previews and on phones.

GOOD	**Page title** “Directional Boring | Wm Directional Drilling | Nova Scotia”
IMPROVE	**Meta description** 179 characters. Long: search results cut it off.
GOOD	**Mobile viewport** Tells phones to show the page at the right size.
GOOD	**Page language** Helps screen readers and translation.
IMPROVE	**Sharing image** Missing. The picture shown when the site is shared on social media or in messages.
GOOD	**Favicon** The icon in browser tabs and bookmarks.
GOOD	**robots.txt** Guides search engines around the site.
GOOD	**Sitemap** Helps search engines find every page.

Platform

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Not graded

What the site is built on, and anything it gives away about itself.

NOTE	**Platform** Wix.

Want help with these?

With Website Care, I host your website and domain, review the site every quarter, and work through what the reviews turn up. It’s $499 CAD a year plus tax, you can cancel any time, and one person is responsible for all of it.

Reply to the email this came with, or see route19.com/website-care, and we can go through this report together.

Speed, accessibility, best-practice and search scores come from Google Lighthouse via PageSpeed Insights, tested on November 22, 2026 on simulated mobile and desktop connections. Grades are based on the mobile results. Scores vary a little between runs. Security, email and basics checks were run from outside the site and see only what’s publicly visible.