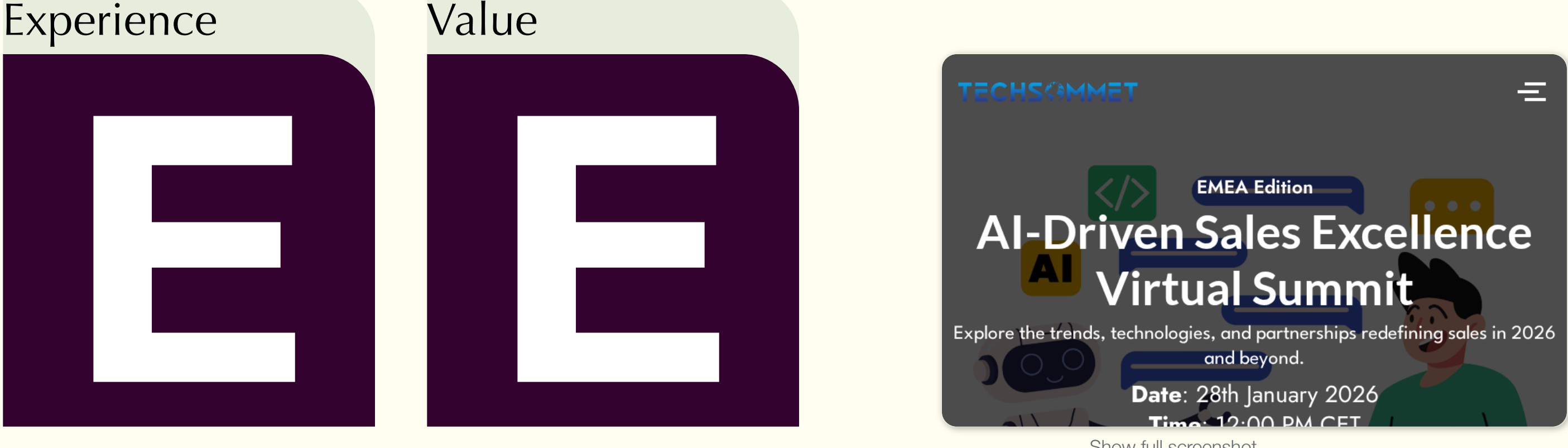


Website page

Digital performance is measured through two recognised business lenses: Value and Risk. Together, they define an organisation's digital reputation, performance, and resilience.

Graded from A to E, to provide a clear snapshot of your current digital position (the lowest score in each area being represented here). A grade communicates your position instantly. The Value grade highlights where your site is underperforming and where improvement will have the greatest impact. The Risk grade identifies potential exposure that could affect compliance or reputation.



Ref. number:	Scorecard:	Total URLs:	Audit date:	URL:
RDS/2025/12	Value & Risk	195	Dec 3, 2025	https://techsommet.com/ai-driven-sales-excellence/

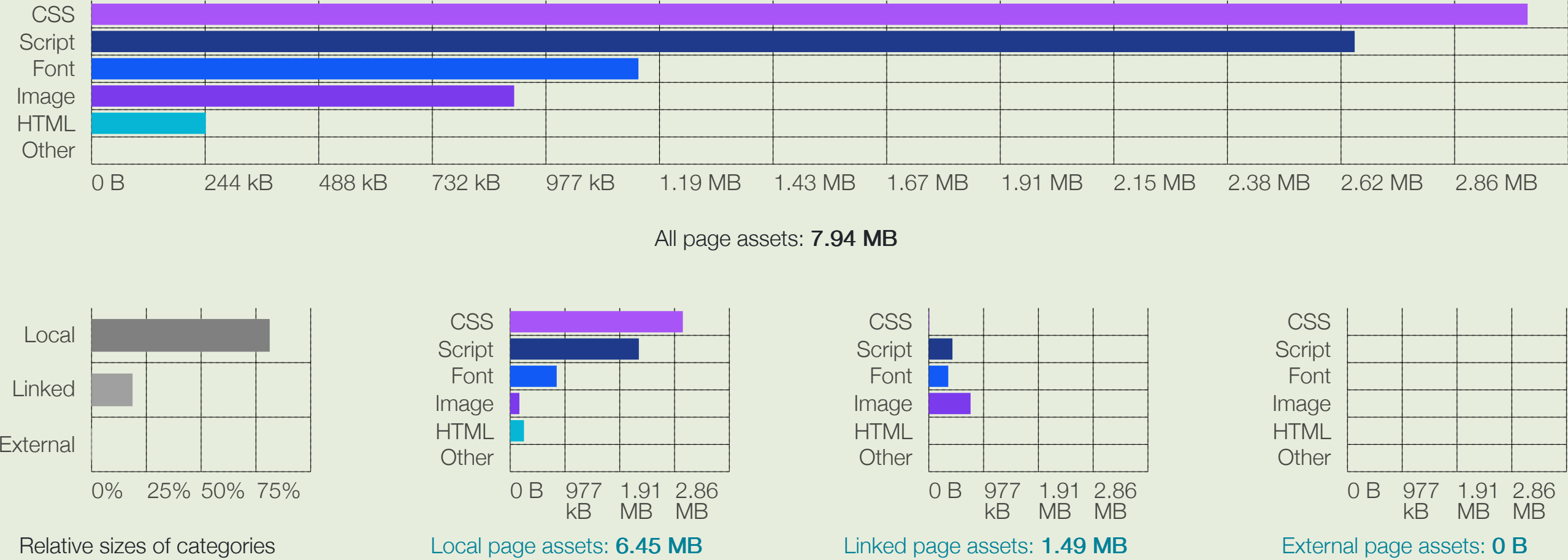
Experience (Value)

Page assets

Critical to page performance and load speed, as well as other factors such as security, is the size of the individual files (assets) that the browser is instructed to download when the page is loaded. Scroll down to the see the impact.

Information about all page assets is listed below. We divide the assets into three categories:

- Local** — assets loaded directly from your own web server.
- Linked** — assets linked directly from your page, but which are loaded from other web servers.
- External** — assets which are loaded via external sources, e.g. iframes such as third-party widgets, advertisements, etc.



Clickable links

We looked at a total of 72 links ([view all](#)) on the website page.

Broken links undermine user experience and can also introduce regulatory risk. From key journeys like product information and terms and conditions to critical calls to action such as “Buy” buttons, every failed link erodes trust and damages performance. As part of the free /confirm scorecard, we show every link on the page and its current status, allowing you to quickly identify and fix issues that affect both value and compliance. The link checks are:

Broken link <i>Secondary impact: search</i>	0 of concern
Failure to respond <i>Secondary impact: search</i>	1 of concern
Inappropriate category Flags unwanted destinations (e.g. spyware, malware, adult content) or where text misrepresents the target. <i>Secondary impact: integrity</i>	In testing
(CC) Client-specified list of sites not to link to There may be websites that you do not want to be linked with, clients manage their own list here.	Client configured

Email

We looked at a total of 0 email links on the website page.

Accuracy, Trust, and Deliverability; Email addresses on your site - whether in text, PDFs, or emails that are linked in pages need to work. They are a key contact points. We confirm they are valid, correctly formatted, and don't lead to full or unreachable mailboxes.

Faulty email addresses Check syntax and domains, to avoid broken contact points and reputational risk. <i>Secondary impact: search, privacy</i>	0 of concern
Mismatch between email addresses Check that all emails match their mailto link so that communications run smoothly. <i>Secondary impact: search, privacy, integrity</i>	0 of concern
(CC) Expired email addresses If someone has left your organisation, or you have updated your email address policy, this can flag up out of date addresses still on your site.	Client configured
Email addresses (leaked) Flags exposed email data in files like spreadsheets that may contain personal or sensitive information left publicly accessible. Where more than 5 email addresses are found in any document (e.g. PDF, Excel, Word). <i>Secondary impact: privacy, integrity</i>	Purchasable option

Images

We looked at a total of 46 image links on the website page.

Visibility, Efficiency, and Trust; Images carry meaning but if broken, bloated, or mis-linked, they erode credibility and slow performance. We check for the issues that impact trust, loading, and overall user experience.

Image resizing Flags where large images are being scaled down in the browser, reducing performance efficiency.	33 of concern
Corrupt image Identifies files that exist but are unreadable by browsers — often due to upload or format errors. <i>Secondary impact: search</i>	In testing
Broken image Detects missing images that fail to load, damaging layout and user confidence. <i>Secondary impact: integrity</i>	0 of concern

Brand Priorities

We looked at a total of 0 Brand priorities on the website page.

This is a client-specific area designed to reflect what matters most to your organisation.

It allows you to define and monitor the unique priorities of your brand - what must be present across your websites, and what must not appear. These brand standards can be applied not only to your own pages, but also extended to partners, agents, and third-party environments that carry your identity.

From naming conventions and disclaimers to required components or restricted elements, this setup ensures that your digital presence remains consistent, accurate, and aligned with your internal guidelines. Once defined, these brand priorities can be automatically monitored and reported on - helping protect your reputation and ensuring every page reflects your standards.

(CC) Brand Priorities <i>Secondary impact: privacy, search</i>	Client configured
(CC) Brand (out of date) <i>Secondary impact: privacy, search</i>	Client configured
(CC) Brand (inappropriate) <i>Secondary impact: experience, search</i>	Client configured
(CC) Brand (content / grammar) <i>Secondary impact: experience, search</i>	Client configured

Performance

We looked at a total of 195 URLs on the website page.

Page performance remains one of the most visible and critical elements of digital experience. A slow or unresponsive site frustrates users, increases abandonment, and directly undermines the value of your digital investment.

Page load speed is not just a user experience issue. It has a clear secondary impact on visibility and search performance. Major search engines factor page speed into their ranking algorithms, meaning poor performance affects both your audience and your discoverability. As part of the fundamentals process, we measure and report on key aspects of page load. Fundamentals are looking at:

Time to first byte is too slow How long it takes for the server to start responding. <i>Secondary impact: search</i>	1 concern
Time to load page is too slow Time to full load: How long the page takes to become usable.	1 concern