

Website page

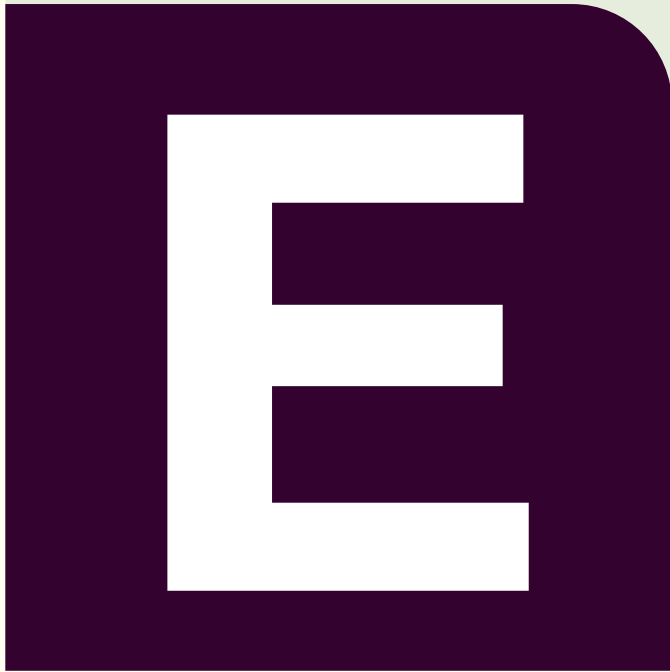
Digital performance is measured through two recognised business lenses: Value and Risk. Together, they define an organisation's digital reputation, performance, and resilience.

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.

Search



Value



Show full screenshot

Ref. number: TFA/2026/02	Scorecard: Value & Risk	Total URLs: 79	Audit date: Feb 12, 2026	URL: https://www.agrip.org/home
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Search (SEO) (Value)

Search engines, AI systems, and users all rely on structured, well-formed pages to understand and trust your content. If these basics are missing or incorrect, your site may not appear, be misunderstood, or misrepresent your organisation - no matter how much you spend on SEO.

Search SEO

Missing or multiple H1 headings

Confuses both search engines and screen readers by failing to clearly define the page's purpose.

3
of concern

Missing or multiple page titles

Prevents pages from displaying accurately in search results and undermines relevance.

Secondary impact: *accessibility*

0
of concern

Incorrect heading hierarchy

Disrupts how content is understood, reducing clarity for both users and indexing systems.

2
of concern

(CC) Missing analytics tracking tag

Stops you from measuring performance, traffic, and ROI - creating a blind spot.

Client
configured

Oversized page elements

Slows down page load and dilutes clarity, harming both experience and search ranking.

12
of concern

Placeholder text remaining

Signals unfinished or poorly maintained pages, reducing trust and discoverability.

Secondary impact: *integrity, experience, accessibility*

0
of concern

Technical SEO tests

Balance of WCAG "technical" checkpoints

SEO / technical Search checks that can be run automatically, they do not have the same impact as above.

Diagnostic	Failures
titlechars Inappropriate use of special characters in the page title may affect search ranking.	1
metachars Inappropriate use of special characters in the page description may affect search ranking.	1
page-load-time This page took more than 4 seconds to load which may cause it to be penalized in search rankings.	1
filesize/css Reduce the CSS size	1

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