PREPARED FOR

vajrra.ai

Scanned Nov 16, 2026, 04:53 PM · Prepared by Vajrra

1 Executive summary

Solid overall, with clear opportunities.



NEEDS IMPROVEMENT

Average of 8 of 8 areas

- We reviewed 8 pages of vajrra.ai across 8 areas.
- Strongest area: Functional QA (100/100). Biggest opportunity: CRO (47/100).
- 5 high-priority issues found. Our first recommendation: Clarify and standardise main call-to-action buttons.
- 31 of the 47 issues could be addressed directly in a Vajrra rebuild.

Critical	High	Medium	Low
0 issues	5 issues	29 issues	13 issues

2 Scorecard

Each area is scored out of 100 on its own. Detail for every area follows.

CRO	UI / UX	SEO	Security
× 47 /100	▲ 64 /100	▲ 69 /100	✓ 97 /100
11 issues	12 issues	12 issues	3 issues

Speed · Mobile	Speed · Desktop	Spelling & grammar	Functional QA
✓ 95 /100	✓ 96 /100	✓ 100 /100	✓ 100 /100
5 issues	4 issues	0 issues	0 issues

Google’s view

Google PageSpeed Insights · mobile · average of 3 pages

Performance	Accessibility	Best Practices	SEO
95	98	100	100

Google’s own automated checks, shown for reference. Anyone can reproduce them at pagespeed.web.dev; they are not part of the scores in this report, and Google’s performance score varies between runs.

3 Action plan

What we recommend, in order. Each action groups the related findings detailed later in this report.

5	3	2	27
recommended actions	handled by Vajrra	quick wins	issues addressed

1 Clarify and standardise main call-to-action buttons

High

Key pages either lack a visible next-step button in the top screen or display conflicting prompts like competing trial and demo requests. On mobile phones, existing buttons are squeezed side-by-side or blend into dark backgrounds.

Why it matters. Visitors who cannot quickly spot where to begin or what happens next leave without getting in touch.

- Add a single clear primary action button to the hero section on every key page.
- Stack mobile buttons vertically so they are easy to read and tap.
- Rewrite vague button text to set exact expectations on response times.
- Increase visual contrast on secondary links so they look clearly clickable.

Quick win · Vajrra · CRO, UI / UX · 8 issues · 3 pages

2 Publish verified compliance credentials and client proof

High

The website targets regulated healthcare and life sciences organisations but does not display required regulatory standards like 21 CFR Part 11 readiness or verified security certificates. It also lacks documented case studies or partner validation quotes from clinical teams.

Why it matters. Enterprise healthcare buyers will not risk enquiring without seeing proof that security and compliance standards are formally met.

- Gather existing company security attestations and regulatory compliance documentation.
- Write a dedicated compliance overview detailing clinical data audit trail readiness.
- Collect and approve quotes or pilot validation feedback from clinical partners.

Moderate | Needs client input | CRO · 3 issues · 3 pages

3 Turn off retired security protocols and enable caching

High

The web server still accepts connection rules from 2021 that are now retired and insecure. Additionally, static files such as images and fonts are not set to be stored in visitors' browsers, forcing repeat downloads.

Why it matters. Outdated security protocols can trigger browser warnings and fail enterprise IT vetting, while lack of file caching slows return visits.

- Set the hosting or content network settings to require modern security rules only.
- Turn on long-term browser file storage for images, fonts, and scripts.
- Enable domain name security verification with the domain registrar.

Quick win | Hosting setting | Security, Speed · Desktop, Speed · Mobile · 4 issues · 2 pages

4 Compress images and speed up initial page loading

Medium

Mobile pages take 3.3 seconds to show main content, while uncompressed images and delay-causing files add unnecessary wait time and layout movement.

Why it matters. Slow-loading pages on mobile devices cause impatient prospective clients to abandon the site before reading the offer.

- Compress all website images and serve them in lightweight modern picture formats.
- Set fixed width and height dimensions on visual blocks to prevent jumpy layout shifts.
- Delay non-essential background code so initial page text displays immediately.

Moderate | Vajrra | Speed · Mobile, Speed · Desktop · 6 issues · 3 pages

5 Rewrite duplicate text and align page headings for search

Medium

Two pages currently share identical body copy, web titles, and summary descriptions. Main headings also use abstract brand slogans rather than clear industry terms like SDTM and CDISC that clinical researchers search for.

Why it matters. Duplicate pages confuse search engines and dilute search visibility for specific clinical research services.

- Provide unique body copy, page titles, and meta descriptions for duplicate pages.
- Update primary page headings to explicitly name core services and clinical standards.
- Correct internal address tags so search engines know which distinct page to list.

Moderate Vajrra SEO · 6 issues · 3 pages

Each action groups the related findings detailed later in this report. Effort is an estimate; impact is directional and no specific ranking or booking result is promised.

4

CRO

Complete 8 pages assessed 11 issues

× 47 /100

Fix first 3

High-impact problems

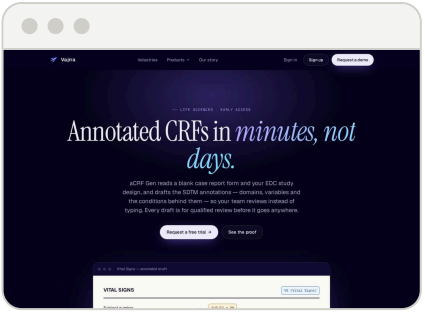
High

Conflicting primary calls to action across the page create confusion over the intended conversion path.

AI suggestion Fixable in rebuild 2 pages −9 pts

WHY IT MATTERS

Enterprise life sciences buyers and clinical data managers have specific evaluation workflows. Presenting three different transaction modes (direct account sign up, free trial request, and demo/consultation) creates decision friction and diffuses conversion intent.



Desktop view · /acrf.html

RECOMMENDED FIX

Standardize on one primary conversion path (such as 'Request a demo' or 'Request trial access') across the header and hero, and subordinate secondary exploration links (like 'See the proof').

WHERE

- `/acrf.html`
- `/proof.html`

High

No primary call-to-action button is visible within the hero section on desktop or mobile

AI suggestion | Fixable in rebuild | 1 page | −8.5 pts

WHY IT MATTERS

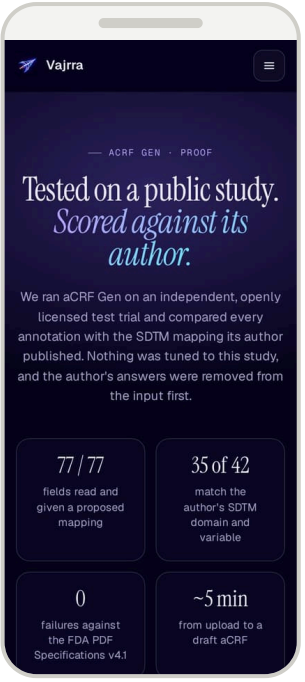
Visitors evaluating software case studies who are convinced early by the high-level metrics (~5 min turnaround, 0 FDA PDF failures) have no immediate next step and may bounce before scrolling to the bottom of the page.

RECOMMENDED FIX

Add a prominent primary action button (such as 'Request a free trial' or 'Request a demo') directly beneath the introductory paragraph or stat cards in the hero section.

WHERE

- `/proof.html`



Mobile view · /proof.html

High

Targets heavily regulated industries without displaying verifiable compliance certifications or customer proof.

AI suggestion | 1 page | −8.5 pts

WHY IT MATTERS

Enterprise buyers in healthcare and life sciences cannot adopt AI tools without clear evidence of compliance and security standards like HIPAA, SOC 2, or GxP readiness.

RECOMMENDED FIX

Display verified security and compliance credentials (such as SOC 2, HIPAA, or ISO attestations the business holds) and include documented case studies or pilot validation data.

WHERE

- Home page

Worth improving 7

Medium impact

Medium

Primary call to action is vague and does not set expectations for what happens next.

1 page · −3.2 pts

Fix: Change 'Talk to us' to a concrete action such as 'Book a demo' or 'Request pilot access', and state what visitors will receive (e.g. a 15-minute consultation or live walkthrough).

Medium

The 'free trial' CTA conceals a delayed manual approval workflow.

1 page · −3.2 pts

Fix: Set expectations directly on the CTA and accompanying subtext (e.g., 'Request Early Access — Activated within 24h') or allow instant access to a sandboxed sample study.

Medium

Key industry solutions featured on the page are marked as unavailable, deflecting ready buyers to passive waitlists.

1 page · −3.2 pts

Fix: Reframe unreleased products to offer bespoke implementation partnerships or private beta evaluations with clear launch timeframes, giving enterprise buyers an active path to engage.

Medium

Contact form copy asks prospects to describe their work, but the form only provides a single email field.

1 page · −3.2 pts

Fix: Add optional fields for project details (such as an industry dropdown and a brief text box) so prospective clients can provide the context requested in the heading.

Medium

No phone number was found on the pages assessed.

1 page · −3.2 pts

Fix: Show the business phone number in the header and footer as a tap-to-call link (use the number the business confirms).

Medium

Lacks formal regulatory and compliance credentials standard in clinical data management.

1 page · −3.2 pts

Fix: Add a dedicated compliance overview detailing the specific regulations Vajrra meets (such as 21 CFR Part 11 readiness for electronic records/audit trails, and security accreditations supplied by the company).

Medium

The hero section assumes existing product familiarity and lacks a clear summary of what aCRF Gen does

1 page · −3.2 pts

Fix: Add a brief one-sentence value proposition above or below the headline clarifying that aCRF Gen automatically drafts SDTM-annotated CRFs from blank forms and EDC exports in minutes.

Minor polish 1

Low impact

- Technical validation is thorough but lacks social validation or sponsor credentials −1.1 pts

How this score is calculated

4 checks

Whether a visitor can easily take the next step: call, book or enquire. Rule-based checks measure what is on the page. AI-assisted observations are added on top; they count once approved (automatically by default, or by our review team when auto-approval is off).

Pages assessed: 8 pages

Where we looked: Rule-based checks run on every page crawled. The AI-assisted review looks at the most important pages (home, service and contact pages first).

CHECK	LOOKED AT	RESULT
Phone number A phone number is shown and can be tapped to call.	Every page	✕ 1 issue · 1 of 8 pages

✓ Rule-based checks passed: Booking and contact buttons, Enquiry forms, Privacy policy.

WHERE THE POINTS WENT

100 − 49.4 points	47/100

Each distinct issue loses points once, by its worst severity: critical 20, high 8, medium 3, low 1. An issue found on every assessed page costs up to 50% more than one found on a single page.

5 UI / UX

▲ 64 /100

Complete · 8 pages assessed · 12 issues

Fix first 1

High-impact problems

High — Hero section lacks a primary call-to-action or next-step anchor

AI suggestion · Fixable in rebuild · 2 pages · −9 pts

WHY IT MATTERS

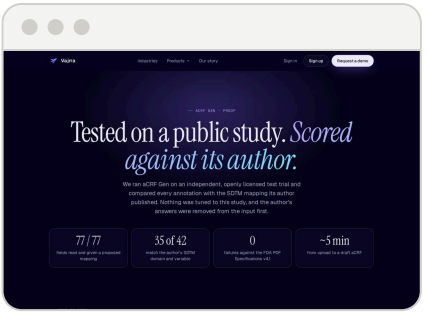
Prospective buyers convinced by the headline claim have no immediate path to book or learn more without seeking out hidden navigation or guessing to scroll.

RECOMMENDED FIX

Introduce a clear call-to-action button (such as 'Request a demo' or an anchor link like 'View side-by-side comparison') directly below the hero explanation text.

WHERE

- `/proof.html`
- `/acrf.html`



Desktop view · /proof.html

Worth improving 7

Medium impact

Medium — On mobile: Hero action buttons are placed side-by-side in a cramped horizontal row. — 2 pages · −3.4 pts

Fix: Stack the CTA buttons vertically to 100% width on mobile, placing the primary "Request a free trial" above "See the proof".

Medium — Inconsistent syntax for ratio-based metric statistics — 1 page · −3.2 pts

Fix: Standardize the notation across both comparison cards (for instance, adopt '35 / 42' or '77 of 77' consistently).

Medium — On mobile: Oversized decorative 3D asset occupies prominent mobile screen space without communicating product value — 1 page · −3.2 pts

Fix: Scale down the illustration on mobile viewports or position it as a subtle background element so that meaningful content below the hero appears above or near the initial fold.

Medium

On mobile: Narrow two-column grid causes awkward multi-line text wrapping inside metric cards

1 page · −3.2 pts

Fix: Switch the metric cards on mobile to a single full-width column or a horizontally swipeable row to allow descriptions to breathe across fewer lines.

Medium

Lightweight, high-contrast serif font reduces the punch and legibility of primary statistics

1 page · −3.2 pts

Fix: Render key numeric metrics in a medium or semibold weight, or use the brand's clean sans-serif typeface (Geist) for clearer numeric tabular display.

Medium

Secondary CTA button ('Meet Divyastra') has weak visual affordance and low prominence

1 page · −3.2 pts

Fix: Add a distinct semi-transparent background fill or a brighter border stroke to 'Meet Divyastra' so it registers clearly as a clickable secondary action.

Medium

The secondary CTA "See the proof" lacks definition and blends into the dark background.

1 page · −3.2 pts

Fix: Increase the border contrast or add a subtle translucent background fill (such as 10% white or lavender) so the button container is clearly recognizable.

Minor polish 4

Low impact

- On mobile: Awkward line wrap creates an orphaned word in the trust microcopy −1.1 pts
- On mobile: Dense, multi-line technical body copy is center-aligned on mobile. −1.1 pts
- Trust statement introduces an inconsistent monospace typeface that clashes with the site's typography −1.1 pts
- Asymmetrical leading dash in the centered category kicker. −1.1 pts

Google's Accessibility check ✓ 98/100 PageSpeed Insights · mobile · 3 pages

- Heading elements are not in a sequentially-descending order · 3 of 3 pages

How this score is calculated

method

Automated accessibility checks (colour contrast, form labels) plus an AI review of screenshots for layout, hierarchy and clarity. AI observations count once approved (automatically by default, or by our review team when auto-approval is off). The prospect's colours and fonts are always kept.

Pages assessed	8 pages
Where we looked	Accessibility rules run on every page crawled. The AI review looks at the top of the most important pages on desktop and mobile.

WHAT THIS LOOKS AT

- Colour contrast and readable text
- Form labels and image descriptions
- Layout, spacing and visual hierarchy
- Navigation clarity
- Mobile usability

WHERE THE POINTS WENT

100 − 35.8 points	64/100

Each distinct issue loses points once, by its worst severity: critical 20, high 8, medium 3, low 1. An issue found on every assessed page costs up to 50% more than one found on a single page.

6 SEO

▲ 69 /100

Complete · 8 pages assessed · 12 issues

Worth improving 8

Medium impact

Medium — Main page text is identical to 1 other page(s). — 2 pages · −3.4 pts

Fix: Rewrite each page with unique content, or consolidate the pages and redirect the extras.

Medium — Meta description is identical on 2 pages. — 2 pages · −3.4 pts

Fix: Write a unique description for each page.

Medium — Title "Vajrra — Specialist AI agents for life sciences & healthcare" is also used on 1 other page(s). — 2 pages · −3.4 pts

Fix: Give every page a unique title that reflects its specific service or topic.

Medium — The product page details desktop workspace features but lacks explicit clinical or life sciences application examples to match the company's niche. — 1 page · −3.2 pts

Fix: Expand the page with specific workflow examples, regulatory compliance benefits, and use cases relevant to healthcare and clinical teams.

Medium — The H1 heading omits key standard terminology (SDTM and CDISC) searched by clinical data managers and programmers. — 1 page · −3.2 pts

Fix: Incorporate 'SDTM' or 'CDISC' into the H1 heading (e.g., 'SDTM-Annotated CRFs in Minutes, Not Days') to capture specific clinical research queries.

Medium — The primary H1 heading uses an abstract brand tagline instead of describing the core service and target industry. — 1 page · −3.2 pts

Fix: Update the H1 heading to clearly state the offering, such as specialist AI agents for life sciences, clinical data, and healthcare.

Medium — Healthcare support and care admin agent services mentioned on the home page lack dedicated landing pages. — 1 page · −3.2 pts

Fix: Publish dedicated service pages for Support Agents and Care Admin Agents detailing what tasks they handle, workflow integrations, and compliance measures.

Medium — Canonical points to a different URL: https://vajrra.ai/ — 1 page · −3.2 pts

Fix: If this page should rank on its own, point the canonical at itself. Otherwise confirm the target is intended.

Minor polish 4

Low impact

- Heading structure problems: skips from h2 to h4. −1.5 pts
- The product page has a short word count (422 words) and omits practical information on supported file types, trials, and how to get started. −1.1 pts
- The title tag is generic and does not convey the target audience or regulated industry focus. −1.1 pts
- Home page title and main heading do not appear to mention a city or region. −1.1 pts

How the home page appears in Google search results

vajrra.ai

Vajrra — Specialist AI agents for life sciences & healthcare

Vajrra builds specialist AI agents for customer support, healthcare and life sciences — precise, auditable, and always answerable to a human.

Google's SEO check ✓ 100/100 PageSpeed Insights · mobile · 3 pages

Every scored Google check in this category passed.

How this score is calculated

14 checks

Rule-based checks of how well search engines can find, read and understand the site. Every page we crawl is checked, then the results are combined across the site.

Pages assessed: 8 pages

Where we looked: Every page crawled, up to the page limit chosen for the scan, not only the home page. Duplicate checks compare all of those pages with each other. Business details and local signals are read from the whole site, with the home page title and heading used for the local check.

CHECK	LOOKED AT	RESULT
Page titles Each page has a title of 30–60 characters, and no two pages share one.	Every page	✕ 1 issue · 2 of 8 pages
Meta descriptions Each page has a unique description of 120–160 characters for its search listing.	Every page	✕ 1 issue · 2 of 8 pages
Headings One clear main heading (H1) and a sensible heading order.	Every page	✕ 1 issue · 8 of 8 pages

CHECK	LOOKED AT	RESULT
Canonical links Each page names its preferred address correctly.	Every page	✕ 1 issue · 1 of 8 pages
Content depth Pages have enough original text to rank, and none repeat another page.	Every page	✕ 1 issue · 2 of 8 pages
Local search signals A city or state appears in the home page title and main heading.	Home page	✕ 1 issue

✓ Passed: Indexing, One address for the site, robots.txt, Sharing preview, Image descriptions (alt text), Mobile and language setup, Internal links, Business structured data.

WHERE THE POINTS WENT

100 − 30.8 points	69/100

Each distinct issue loses points once, by its worst severity: critical 20, high 8, medium 3, low 1. An issue found on every assessed page costs up to 50% more than one found on a single page.

7 Security

Complete 8 pages assessed 3 issues

✓ 97 /100

Fix first 1

High-impact problems

High

The server still accepts TLS 1.0 and TLS 1.1, which were retired in 2021.

Site-wide

WHY IT MATTERS

Your website still accepts outdated connection standards that protect visitor data. Updating to modern standards ensures customer browsing sessions stay properly secured.

RECOMMENDED FIX

Set the minimum TLS version to 1.2 at the host or CDN (in Cloudflare: SSL/TLS > Edge Certificates > Minimum TLS Version).

WHERE (APPLIES TO THE WHOLE SITE; SEEN ON)

- Home page

Minor polish 2

Low impact

- No Content-Security-Policy: header absent on 8 of 8 pages checked.
- DNSSEC is not enabled for vajrra.ai.

All security findings are passive observations from a normal visit, not a penetration test.

How this score is calculated

20 checks

Passive observations of what any visitor, browser or mail server can see: the secure connection, browser protections, known weaknesses in the website software, email and domain settings, and visitor privacy. On WordPress sites we also open three standard WordPress addresses (the login page, the wp-content folder and wp-config.php), as any visitor could; on other sites those checks are marked not applicable. It is not a penetration test, and nothing is attacked. Scored as five sub-grades (secure connection 30%, website software 30%, browser protections 10%, email and domain 15%, visitor privacy 15%); a confirmed critical issue caps the grade at 49.

Pages assessed 8 pages

Where we looked

Headers, cookies, forms, scripts and trackers are checked on every page crawled. The certificate, TLS versions, the www and non-www addresses, email (SPF/DMARC) and domain records are checked once for the site. Software versions are matched against public vulnerability data (retire.js, WordPress.org and Wordfence Intelligence, © Defiant Inc.).

CHECK	LOOKED AT	RESULT
Certificate and TLS version The certificate is trusted, matches the address, is not about to expire, and the server refuses obsolete TLS 1.0/1.1.	Home page	✕ 1 issue
Content-Security-Policy A policy limits what scripts and resources a page may load, and is strict enough to block injected scripts.	Every page	✕ 1 issue · 8 of 8 pages
Domain registration and DNS The domain is not about to expire, is transfer-locked, and DNSSEC (if used) works.	Whole site	✕ 1 issue

✓ Passed: Encrypted connection (HTTPS), www and non-www addresses, HSTS header, Clickjacking protection, Content-type and referrer headers, Cookies, Mixed content and forms, Vulnerable code libraries, Script sources, Signs of a hacked site, Email spoofing protection, Traffic-flood protection, Visitor privacy: trackers, Visitor privacy: forms.

SECURITY GRADE: A (97/100)

Each part starts at 100 and loses points per distinct issue (critical 20, high 8, medium 3, low 1; up to 50% more when it affects every page). Browser protections can lose at most 25 points. The grade is the weighted average.

TECHNICAL DETAILS

Page speed, spelling and functional checks. Most of these are handled by the web team and need no decision from the business owner.

8 Speed · Mobile

✓ 95 /100

Complete 3 pages assessed 5 issues

REAL VISITORS Google Chrome data · mobile · last 28 days

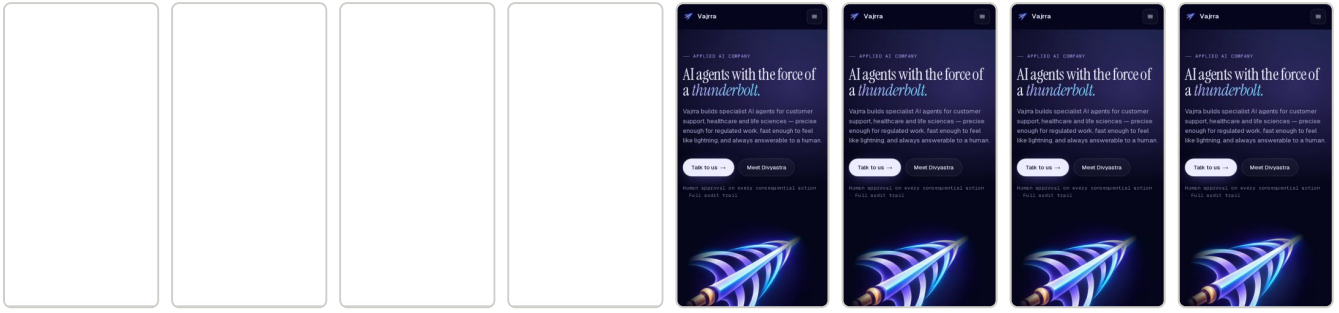
Google does not publish real-visitor data for this site yet (it needs enough Chrome traffic). The lab test below is the best guide.

What most real visitors experienced (75th percentile). This is the data Google uses for search ranking. The lab test below simulates a slower phone and network, so it is usually harsher.

Lab test of the most important pages · average score 95/100. Good / needs improvement / poor follow Google's published thresholds.

PAGE	SCORE	LCP	CLS	TBT	FCP
/	▲ 89	▲ 3.3 s	✓ 0.00	✓ 0 ms	✓ 1.5 s
/acrf.html	✓ 100	✓ 1.5 s	✓ 0.00	✓ 0 ms	✓ 1.5 s
/proof.html	✓ 97	✓ 1.5 s	✓ 0.10	✓ 0 ms	✓ 1.5 s

HOW THE PAGE APPEARS Home page · mobile



The order in which visitors see the page build up. Google records these frames on a fast connection and then estimates the slow-phone timings in the table above, so those timings are longer.

OTHER COMPANIES' SCRIPTS Home page · mobile

PROVIDER	KEEPS THE PAGE BUSY	DOWNLOAD
Google Fonts	0 ms	103 KB
Total	0 ms	

Analytics, chat, marketing and cookie tools run on every visit. Time is how long they keep the page from responding in Google's test.

Worth improving 4

Medium impact

- Medium — Mobile: Files that block the page from showing: potential saving of ~550 ms. — 3 pages
  Fix: Add defer/async to non-critical scripts, inline the critical CSS, and load other styles after the page appears.
- Medium — Mobile: Files are not cached for long enough: potential saving of ~600 ms and ~89 KB. — 2 pages
  Fix: Set long cache lifetimes on images, fonts, scripts and styles (a hosting/CDN setting).
- Medium — Mobile: Images are not delivered efficiently: potential saving of ~450 ms and ~64 KB. — 2 pages
  Fix: Compress images, serve them in WebP/AVIF, and size them to how they are displayed.
- Medium — Mobile: Largest Contentful Paint (LCP) is 3.3 s (needs improvement; good is ≤ 2.5 s). — 1 page
  Fix: Compress and properly size the main image, preload it, and remove files that block rendering.

Minor polish 1

Low impact

- Mobile: Old-browser JavaScript is shipped to everyone: potential saving of ~150 ms.

How this score is calculated — method

Google PageSpeed Insights: a Lighthouse lab test on a simulated mid-range phone, plus Google's real-visitor Chrome data where it exists. The score is the average lab performance score of the pages tested; real-visitor results are reported as findings.

Pages assessed	3 pages
Where we looked	The most important pages (home first), up to the speed page limit chosen for the scan. Not every crawled page is tested.

WHAT THIS LOOKS AT

- Real visitors’ Core Web Vitals from Google’s Chrome data (loading, responsiveness, stability)
- Largest Contentful Paint (how fast the main content appears)
- Cumulative Layout Shift (visual stability)
- Total Blocking Time (responsiveness)
- First Contentful Paint
- Page weight, render-blocking files and third-party scripts

9 Speed · Desktop

✓ 96 /100

Complete · 3 pages assessed · 4 issues

REAL VISITORS · Google Chrome data · desktop · last 28 days

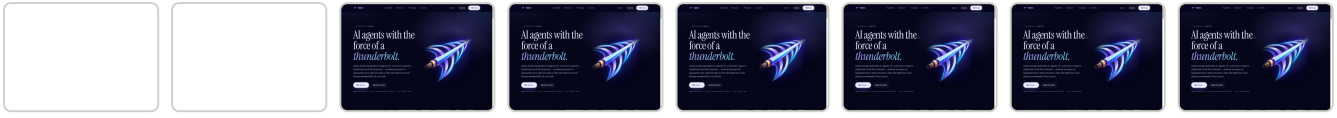
Google does not publish real-visitor data for this site yet (it needs enough Chrome traffic). The lab test below is the best guide.

What most real visitors experienced (75th percentile). This is the data Google uses for search ranking. The lab test below simulates a slower phone and network, so it is usually harsher.

Lab test of the most important pages · average score 96/100. Good / needs improvement / poor follow Google's published thresholds.

PAGE	SCORE	LCP	CLS	TBT	FCP
/	✓ 99	✓ 0.8 s	✓ 0.00	✓ 0 ms	✓ 0.4 s
/acrf.html	✓ 100	✓ 0.4 s	✓ 0.03	✓ 0 ms	✓ 0.4 s
/proof.html	▲ 89	✓ 0.4 s	▲ 0.23	✓ 0 ms	✓ 0.4 s

HOW THE PAGE APPEARS · Home page · desktop



419 ms · 838 ms · 1.3 s · 1.7 s · 2.1 s · 2.5 s · 2.9 s · 3.4 s

The order in which visitors see the page build up. Google records these frames on a fast connection and then estimates the slow-phone timings in the table above, so those timings are longer.

OTHER COMPANIES' SCRIPTS · Home page · desktop

PROVIDER	KEEPS THE PAGE BUSY	DOWNLOAD
Google Fonts	0 ms	101 KB
Total	0 ms	

Analytics, chat, marketing and cookie tools run on every visit. Time is how long they keep the page from responding in Google's test.

Worth improving 3

Medium impact

◆ Medium — Desktop: Files are not cached for long enough: potential saving of ~457 KB. — 2 pages

Fix: Set long cache lifetimes on images, fonts, scripts and styles (a hosting/CDN setting).

Medium — Desktop: Images are not delivered efficiently: potential saving of ~489 KB. — 2 pages

Fix: Compress images, serve them in WebP/AVIF, and size them to how they are displayed.

Medium — Desktop: Cumulative Layout Shift (CLS) is 0.23 (needs improvement; good is ≤ 0.10). — 1 page

Fix: Set explicit width and height on images, videos and embeds, and reserve space for banners and ads.

Minor polish 1 — Low impact

- Desktop: Files that block the page from showing: potential saving of ~150 ms.

How this score is calculated — method

The same Google PageSpeed Insights test on a desktop-sized screen, with desktop real-visitor data where Google has it. The score is the average lab performance score of the pages tested.

Pages assessed	3 pages
Where we looked	The most important pages (home first), up to the speed page limit chosen for the scan. Not every crawled page is tested.

WHAT THIS LOOKS AT

- Real visitors' Core Web Vitals (Chrome data)
- Largest Contentful Paint
- Cumulative Layout Shift
- Total Blocking Time
- First Contentful Paint
- Page weight, render-blocking files and third-party scripts

10 Spelling & grammar

✓ 100 /100

Complete 8 pages assessed 0 issues

No issues were found in the 8 pages assessed.

How this score is calculated

method

An AI proofreader reads the visible text, and every suggestion is checked against the page: a quote that does not appear word for word is thrown away. AI suggestions are approved automatically by default; when auto-approval is off, the area is scored once our review team has reviewed them.

Pages assessed	8 pages
Where we looked	Text of the most important pages, up to the page limit chosen for the scan. Brand, product and service names are not flagged.

WHAT THIS LOOKS AT

- Misspelled words
- Grammar and punctuation that changes meaning
- Wrong word choice

WHERE THE POINTS WENT

No points were deducted: Spelling & grammar scores 100 because none of the checks above found an issue.

Each distinct issue loses points once, by its worst severity: critical 20, high 8, medium 3, low 1. An issue found on every assessed page costs up to 50% more than one found on a single page.

11

Functional QA

✓ 100 /100

Complete 8 pages assessed 0 issues

No issues were found in the 8 pages assessed.

Google’s Best Practices check ✓ 100/100 PageSpeed Insights · mobile · 3 pages

Every scored Google check in this category passed.

How this score is calculated

method

Real browser checks for things that are broken: dead links, failing pages, broken images and layout that does not fit a phone.

Pages assessed	8 pages
Where we looked	Every page crawled, and every internal and external link found on them.

WHAT THIS LOOKS AT

- Broken internal and external links
- Pages that fail to load
- Images that do not display
- Content wider than a phone screen

WHERE THE POINTS WENT

No points were deducted: Functional QA scores 100 because none of the checks above found an issue.

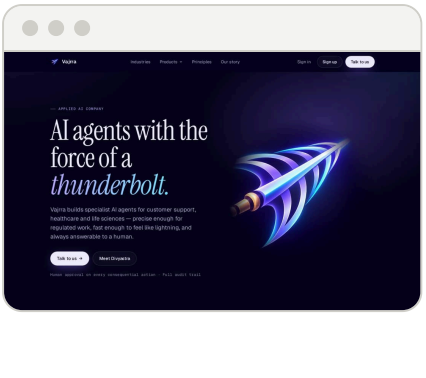
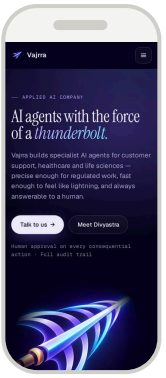
Each distinct issue loses points once, by its worst severity: critical 20, high 8, medium 3, low 1. An issue found on every assessed page costs up to 50% more than one found on a single page.

12 Pages reviewed

What a visitor sees first on each page we assessed.

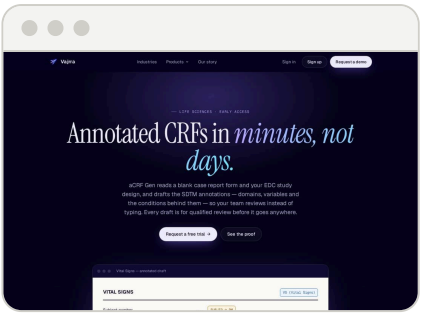
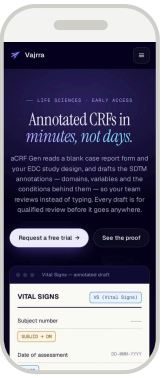
Vajrra — Specialist AI agents for life ···

HOME /

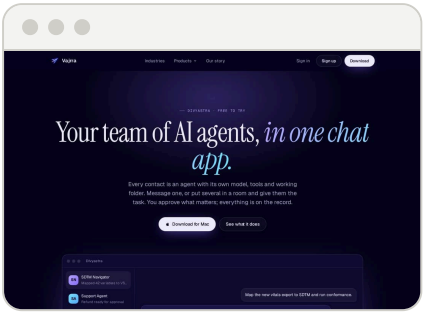
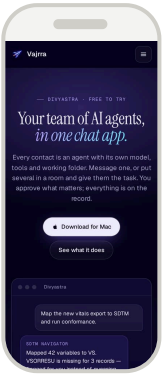
aCRF Gen — SDTM-annotated CRFs i···

OTHER /acrf.html

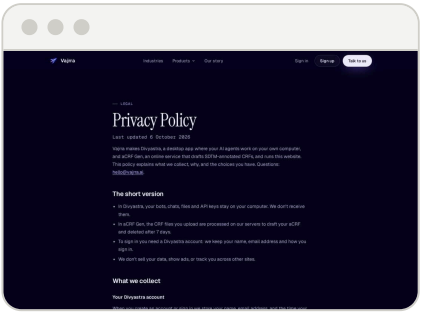
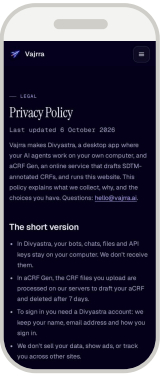
Divyastra — your team of AI agents, i···

OTHER /divyastra.html

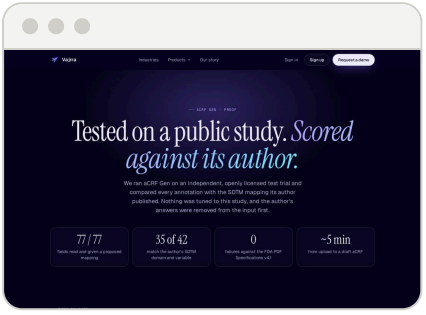
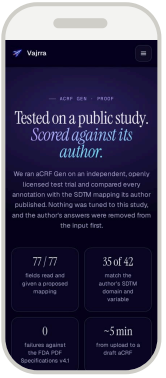
Privacy Policy — Divyastra and aCRF ···

OTHER /privacy.html

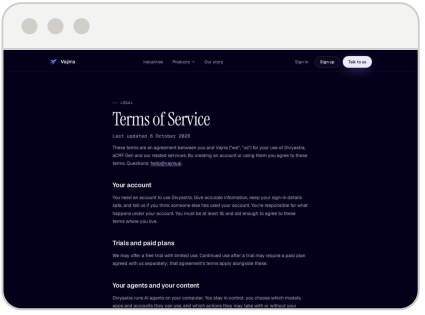
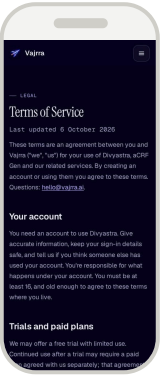
aCRF Gen — proof on a public study ····

OTHER /proof.html

Terms of Service — Divyastra and aC···

OTHER /terms.html

A selection of the 8 pages reviewed.

13 How we score

The same method for every site, so scores can be compared and checked.

1 We crawl the site

8 pages were reviewed, not just the home page. Speed is measured on the most important pages.

2 Each area starts at 100

Every distinct issue found takes points off, once, by its worst severity. Security is graded in five weighted parts, and a confirmed critical security issue caps it at 49. See each area for the details.

3 The overall score is the average

Of the 8 areas that were scored. Areas that were skipped, failed or are awaiting review are left out, never counted as a pass.

SEVERITY	POINTS LOST	TYPICAL EXAMPLE
Critical	20	Site served without HTTPS; key pages hidden from Google
High	8	No booking button on the home page; very thin key pages
Medium	3	Missing business data for Google; duplicate page titles
Low	1	Title slightly long; generic link text

A score is a heuristic summary of what was observed on the day of the scan. It is not a prediction of search rankings or bookings. Security results are passive observations, not a penetration test.

Not assessed

These pages or checks could not be assessed. They are not counted as passes.

- Security: WordPress plugin and theme vulnerabilities not checked: no Wordfence Intelligence API key (free account) in WORDFENCE_API_KEY or ~/.vajrra/wordfence-key
- Speed · Mobile: speed was measured on the 3 most important pages; 5 other pages were not speed-tested.
- Speed · Desktop: speed was measured on the 3 most important pages; 5 other pages were not speed-tested.

Automated observations from a public scan of vajrra.ai on Nov 16, 2026, 04:53 PM. Security findings are passive observations of a normal page visit, not a penetration test. Speed lab figures vary between runs; real-visitor figures come from Google's Chrome UX Report. Items marked "AI suggestion" are recommendations, not confirmed defects. Where this report mentions compliance-related wording, it is a prompt to check with your own adviser, not legal advice.

Prepared by Vajrra · Website audits that turn into growth · vajrra.ai