WEBSITE SALES AUDIT

Ashgrove Defense Group

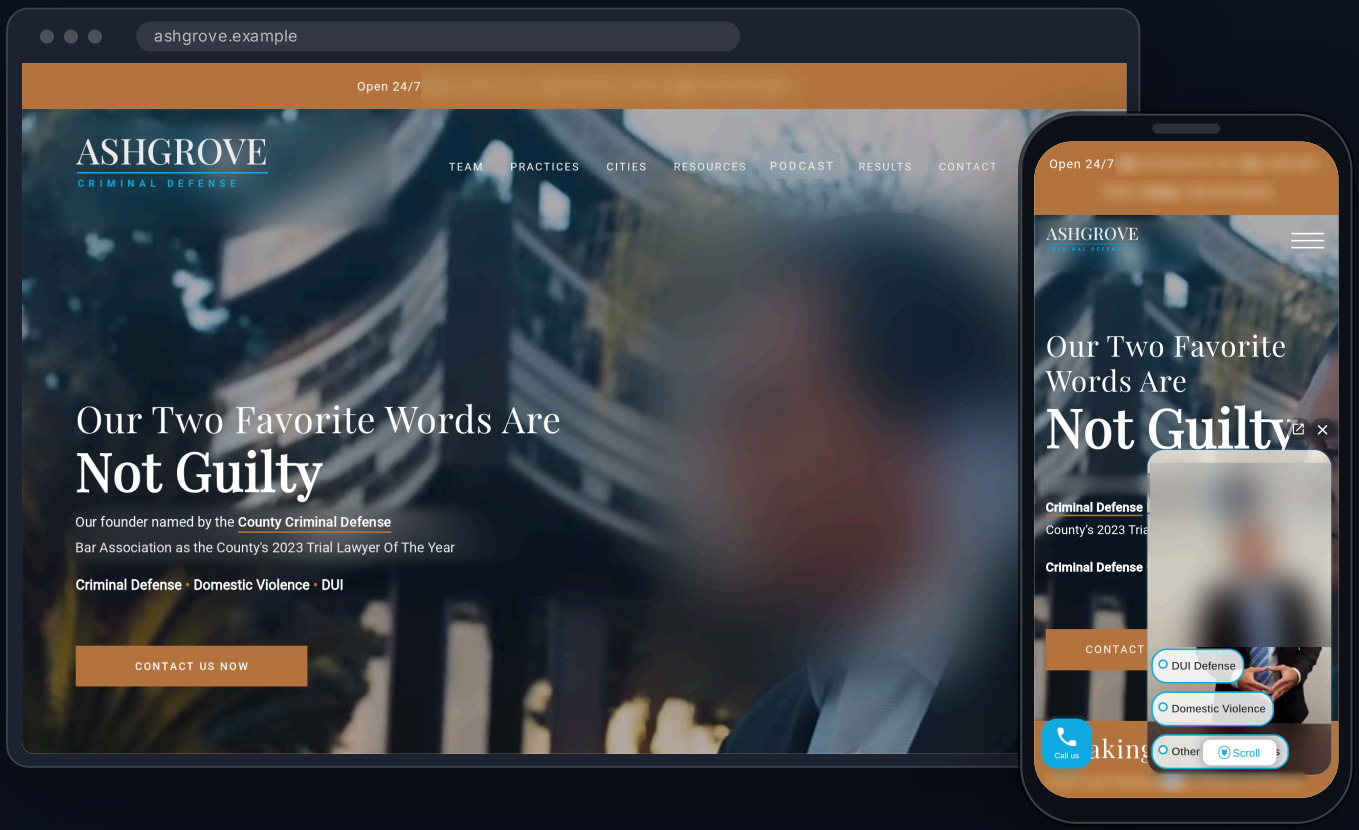
A strong, credible firm online. A few snags stand between a worried visitor and your phone.

A review of the firm's website on a phone and a laptop, the way someone who has just been arrested, or their family, checks out a defense lawyer late at night. Each problem has a screenshot and exactly where to find it.

PREPARED FOR
Ashgrove Defense Group
Southern California

PREPARED BY
Northline Digital

SCOPE
Homepage, Contact, About, Testimonials, Case Results, Practice Areas, the three office pages, city and practice pages, plus all 632 pages and posts listed in your sitemap for search basics.



EXECUTIVE SUMMARY

Real credentials and a 24/7 promise. The phone experience is getting in the way.

The site makes a strong case: awards, media interviews, case results and three offices open 24/7. But on phones a video chat window covers most of the screen, pages are slow to show their main content, and a few leftover pages and mixed messages take the polish off.



11 PROBLEMS FOUND

URGENT	0
HIGH	2
MEDIUM	9

Score: 100 minus 10 per urgent, 5 per high and 2 per medium problem found in this audit.

SCORECARD BY AREA

Website problems
1 problem found
Needs work

Content and trust
4 problems found
Minor polish

Speed
51/100 Google phone speed score
Needs work

Google and competitors
5.0★ 406 Google reviews, the most of 10 nearby firms
Minor polish

AI search
0 / 8 AI answers that name the firm
Details on p. 11

Extras
1 problem found
Minor polish

FIX THESE FIRST

01 HIGH PHONE SCREENS
A video chat window covers most of the phone screen
p. 4

02 HIGH PAGE SPEED
Slow on phones: 51/100, main content at 9.5 s
p. 12

WHAT WE FOUND

Every problem, in order of priority

#	PROBLEM	AREA	PRIORITY	PAGE
01	A video chat window covers most of the phone screen	PHONE SCREENS	HIGH	4
02	Slow on phones: 51/100, main content at 9.5 s	PAGE SPEED	HIGH	12
03	Missing from Google's top 10 and AI answers	GOOGLE SEARCH	MEDIUM	10
04	Test pages show raw page code and are listed for Google	LEFTOVER PAGES	MEDIUM	5
05	Two near-identical main office pages compete in Google	OFFICE PAGES	MEDIUM	5
06	A satellite office page says that office is "in downtown" another city	OFFICE PAGE	MEDIUM	6
07	"More than 6,500 cases" and "hundreds of clients" on the same page	EXPERIENCE	MEDIUM	6
08	The homepage leads with a 2023 award	HOMEPAGE HEADLINE	MEDIUM	7
09	The Contact page has no office addresses	CONTACT PAGE	MEDIUM	7
10	Shared links point to a picture that doesn't exist	LINK PREVIEWS	MEDIUM	8
11	54 of 96 homepage images have no description	HEADINGS AND IMAGES	MEDIUM	8

ALSO IN THIS REPORT

Search and AI visibility 9
AI answers 11
What it is built on 13
Next step 15
Rankings and competitors 10
Page speed 12
Action plan 14

URGENT
Stops people buying, booking or calling now

HIGH
Broken, empty or contradicting

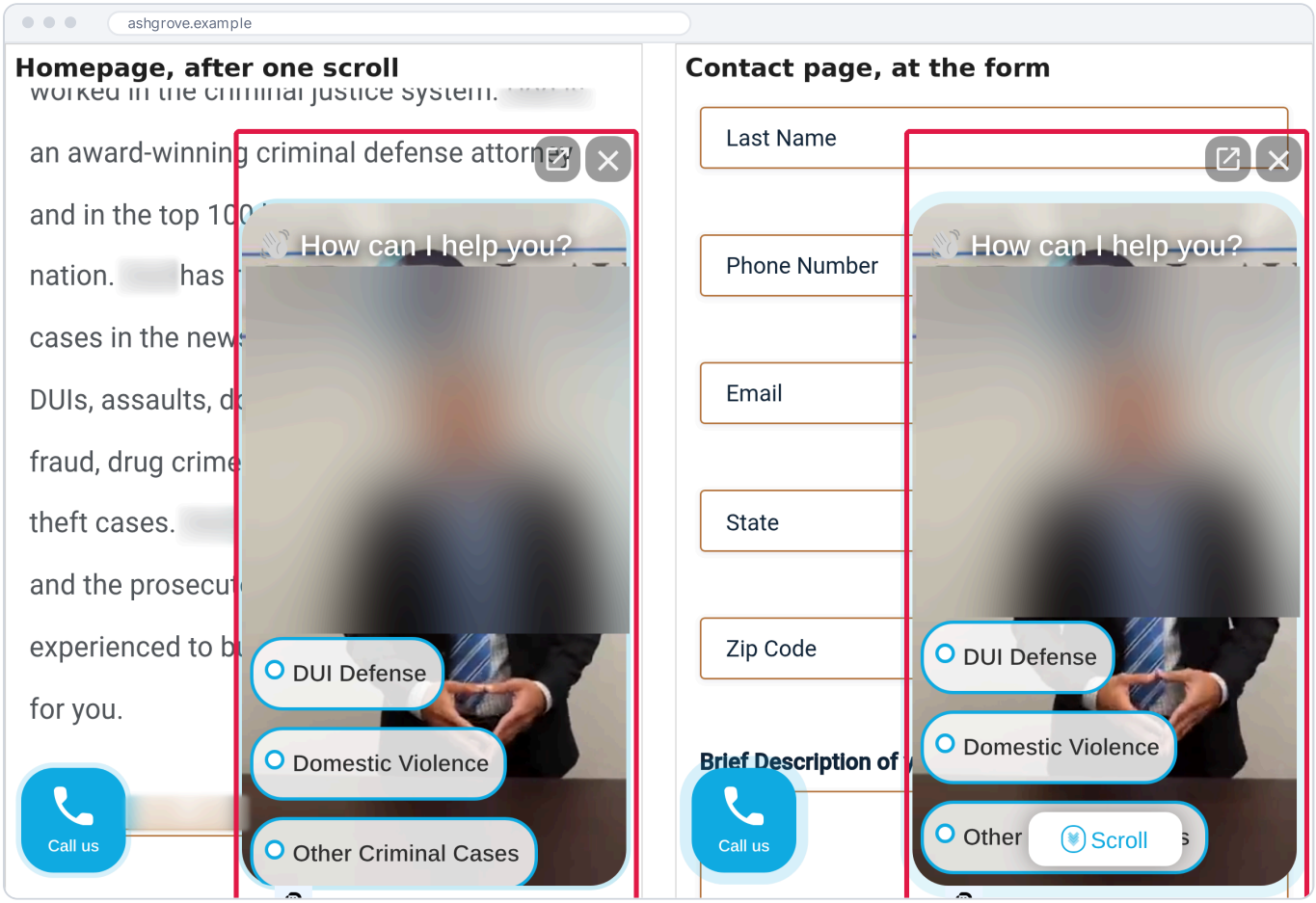
MEDIUM
Polish that affects trust

01
OF 11

HIGH PHONE SCREENS

A video chat window covers most of the phone screen

As soon as a visitor scrolls on a phone, a video chat window opens over the page. It takes up about 60% of the screen's width and two thirds of its height, right over the text people are reading. On the Contact page it sits on top of the form, and the round Call us button covers the description box. It can be closed and stays small after that, but every new visitor meets it first.



iPhone-size screen, lower part. The chat window (outlined) opens after one scroll.

WHAT TO LOOK AT

1. The window only loads after a scroll or mouse movement, so quick automated checks of the site miss it.
2. The page code also loads a second chat service (Ngage). We didn't see it open, but two chat tools add weight to every page.
3. We didn't press anything in the chat or the form.

WHERE TO SEE IT

Every page on a phone, after the first scroll (on a laptop it opens at 380 by 660 pixels)

ashgrove.example/contact/

WHY IT COSTS YOU SALES

Someone facing a charge often has seconds of attention and is reading on a phone. A window that hides the page, and the form, can push them back to Google and the next firm.

THE FIX

The chat starts as a small bubble on phones and opens only when tapped, and nothing covers the contact form.

04

MEDIUM LEFTOVER PAGES

Test pages show raw page code and are listed for Google

A page called "test" and a second Contact page are live, listed in your sitemap and set to show in Google. Both show raw page-builder code as text. The second Contact page also has a working copy of the contact form.



Raw page-builder code (outlined) on two live pages

PAGE	WHAT IT IS
/test/	Titled "test", raw code on screen
/contact-2/	Copy of Contact, raw code, live form
/locations/	Title only, no locations listed
/[city]-misspelled/	Misspelled copy of a city page
/home-2/, /results/	Redirect away, but still in the sitemap

WHERE TO SEE IT

/test/ and /contact-2/ (and your sitemap)

ashgrove.example/test/

WHY IT COSTS YOU SALES

A potential client who lands on a test page sees an unfinished site, and copies split Google's attention away from your real pages.

THE FIX

Test and copy pages are removed or redirected to the real page, /locations/ lists all three offices, and the sitemap lists only live pages.

05

MEDIUM OFFICE PAGES

Two near-identical main office pages compete in Google

/main-city/ and /ca/main-city/ share the same title and description and about 99% of their text, and both are in your sitemap. A second city has the same issue: its two pages share a description and about 90% of their text.

PAGES	WHAT THEY SHARE
/main-city/ and /ca/main-city/	Same title and description, about 99% same text
/second-city/ and /cities/second-city-criminal-defense/	Same description, about 90% same text

WHERE TO SEE IT

Page titles, descriptions and text (page code, not visible on screen)

ashgrove.example/ca/main-city/

WHY IT COSTS YOU SALES

When two pages say the same thing, Google has to pick one, and may pick the weaker one for your most important city.

THE FIX

One page per office or city, with the copy redirected to it.

06

MEDIUM OFFICE PAGE

A satellite office page says that office is "in downtown" another city

The opening paragraph on one satellite office page says the firm serves that city "with a conveniently located office in downtown" the main office's city, followed by the satellite office's own street address. The address is right; the description is copied from the main office page.



Satellite office page, first paragraph (names and address removed)

WHERE TO SEE IT — Satellite office page, first paragraph — ashgrove.example/satellite-office/

WHY IT COSTS YOU SALES

Someone near that office deciding whether to drive over reads this first. A mixed-up location makes them double check, or call someone closer.

THE FIX

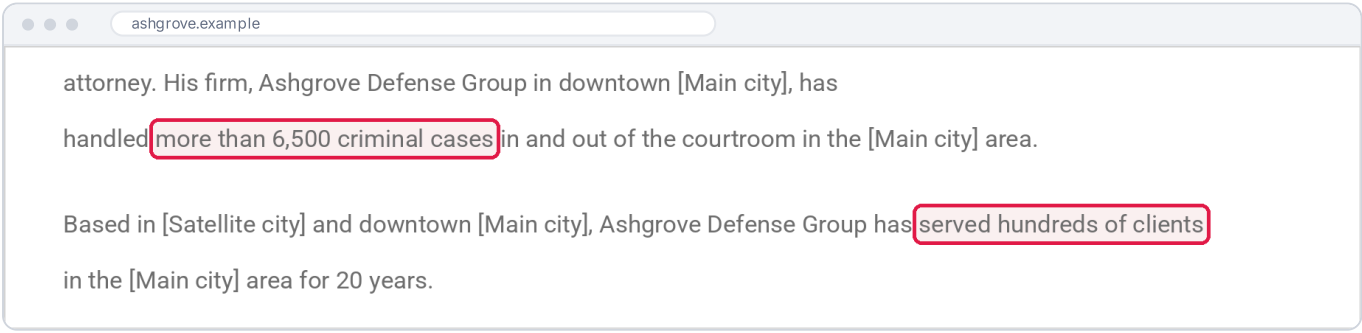
"...with a conveniently located office in [Satellite city] at [its street address]."

07

MEDIUM EXPERIENCE

"More than 6,500 cases" and "hundreds of clients" on the same page

Your About page says the firm has handled "more than 6,500 criminal cases". Further down the same page, and again on Testimonials, it says the firm "has served hundreds of clients" over 20 years.



Two lines from the About page (names removed)

WHERE TO SEE IT — About (founding attorney) and Testimonials pages — ashgrove.example/about/

WHY IT COSTS YOU SALES

6,500 cases is a powerful number. "Hundreds" undersells it, and a careful reader may wonder which one is true.

THE FIX

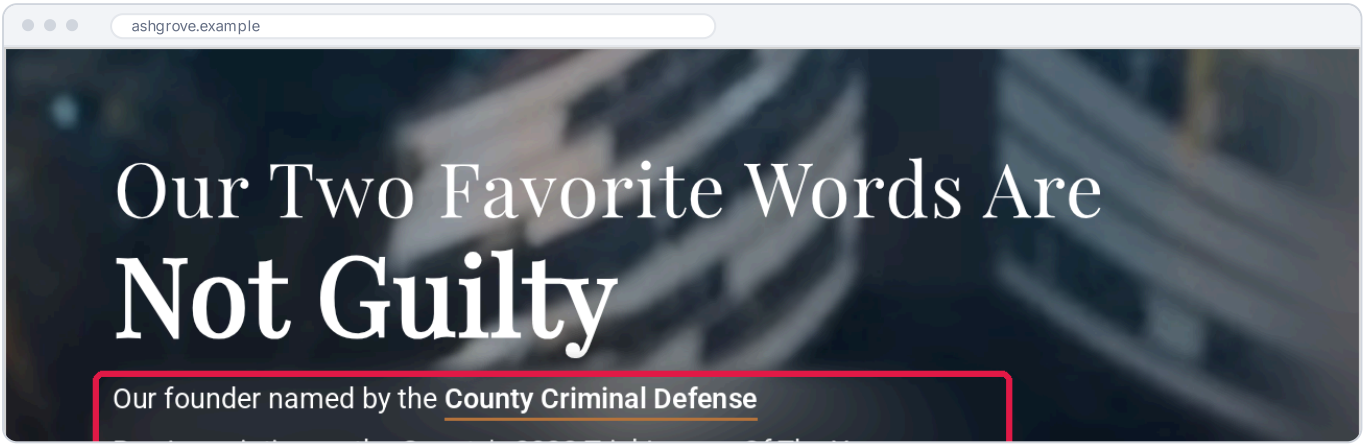
One experience figure used everywhere, for example "more than 6,500 criminal cases since 2004".

08

MEDIUM HOMEPAGE HEADLINE

The homepage leads with a 2023 award

The first line under "Not Guilty" on the homepage, and the Breaking News strip below it, feature the 2023 Trial Lawyer Of The Year award. In the Breaking News strip, the association's name is also split by a stray comma.



Homepage main banner on a laptop (names removed)

WHERE TO SEE IT — Homepage, main banner and Breaking News strip — ashgrove.example

WHY IT COSTS YOU SALES

It is a real honor. Labelled as breaking news three years later, it can make the site look less current than the firm is.

THE FIX

The award shown as an honor, such as "Named 2023 Trial Lawyer of the Year", next to any newer results, and the comma removed.

09

MEDIUM CONTACT PAGE

The Contact page has no office addresses

The Contact page lists the three offices as links and "Open 24/7", but no street address, map or directions. The footer has no addresses either. The form, titled Request an Appointment, sits more than two phone screens down and asks for a State from all 50 states plus the Armed Forces.

OFFICE	ADDRESS ON ITS OWN PAGE
Main office	Street address shown
Satellite office	Street address shown
Second county office	Street address shown
Contact page	None shown

WHERE TO SEE IT — Contact page and footer (phone and laptop) — ashgrove.example/contact/

WHY IT COSTS YOU SALES

People choosing a defense lawyer want to know where they would meet you. Addresses on the Contact page also confirm to Google which offices are real.

THE FIX

All three addresses with a phone number and map link on the Contact page and in the footer, and a shorter form with California first.

10

MEDIUM LINK PREVIEWS

Shared links point to a picture that doesn't exist

Every page tells Facebook, LinkedIn and text messages to use a preview picture at a folder address on your site, which returns an error. On 56 pages, including the homepage, that is the only picture offered, so a shared link shows no image.

CHECK	WHAT WE FOUND
Pages pointing to the broken picture first	631 of 631
Pages with no other picture	56, including the homepage
What the address returns	Error 403 (forbidden)

WHERE TO SEE IT — Page code on all 631 pages we checked (not visible on screen) — ashgrove.example

WHY IT COSTS YOU SALES

Referrals often happen by text or social media. A link with a strong photo of the firm gets more taps than a bare web address.

THE FIX

A sharp preview image of the firm, set for every page, with key pages using their own photo.

11

MEDIUM HEADINGS AND IMAGES

54 of 96 homepage images have no description

Image descriptions (alt text) tell Google and screen readers what a picture shows. On the homepage, 54 of 96 images have none. The homepage also has five main headings where one is expected, and the blog page has none.

PAGE	WHAT WE FOUND
Homepage	54 of 96 images without a description
Homepage	5 main headings (one expected)
The podcast page	7 main headings
Blog	No main heading
Whole site	101 of 1,302 images without a description

WHERE TO SEE IT — Page code of the pages below (not visible on screen) — ashgrove.example

WHY IT COSTS YOU SALES

One clear main heading tells Google what a page is about. Descriptions help pages show in image results and make the site usable for visitors who rely on screen readers.

THE FIX

One main heading per page, such as "[City] Criminal Defense Lawyer" on the homepage, and a short description on every meaningful image.

SEARCH AND AI VISIBILITY

Top reviews on Google Maps. Missing from the main Google results and AI answers.

All 632 sitemap pages were checked. Google results, Maps and AI answers were collected on 26 October 2026 from a [Main city] location.

5.0★
406 Google reviews, the most of 10 nearby firms

0 / 3
top 10 Google spots for the main [Main city] searches

0 / 8
AI answers that name the firm

5
test, copy or empty pages in the sitemap

SCORECARD

AREA	WHAT WE FOUND	STATUS
Titles and descriptions	Unique on all but two pages; 4 description pairs repeat.	Good
Test and copy pages	Test, copy and empty pages are public and in the sitemap.	Fix
Duplicate office pages	Two main office pages, two pages for a second city.	Fix
Structured data	Office pages describe each office; homepage has no business details.	Mixed
Google results	#1 for your name, #9 in [Satellite city], not top 10 for 3 main [Main city] searches.	Fix
AI answers	Not named in any of 8 Google, Perplexity or ChatGPT answers.	Fix

GOOGLE MAPS: "CRIMINAL DEFENSE ATTORNEY" AROUND DOWNTOWN [MAIN CITY]

BUSINESS	RATING	REVIEWS	MAIN CATEGORY
Competitor A	**4.9** ★	167	Shown 1st
Ashgrove Defense Group YOU	**5.0** ★	406	Shown 4th
Competitor B	**4.9** ★	346	Shown 6th
Competitor C	**4.9** ★	270	Shown 8th

WHAT THIS MEANS

You have the most Google reviews of the 10 firms on this Maps search and show 4th, but the website is missing from the top 10 regular results for the main [Main city] searches.

RANKINGS AND COMPETITORS

Where you show up when locals search

Google results from a [Main city] location, desktop, 26 October 2026. The Map box at the top of local searches was not read, so the table shows the regular results only.

SEARCH	YOUR WEBSITE	WHO RANKS INSTEAD OR ALONGSIDE
criminal defense lawyer [Main city]	not in top 10	Map box, then three local firms and Justia
dui lawyer [Main city]	not in top 10	Map box, then two local firms and Super Lawyers
domestic violence lawyer [Main city]	not in top 10	Map box, then three local firms and Justia
dui attorney [Satellite city]	#9	Two local DUI lawyers and Justia (your [Satellite city] page)
ashgrove defense group	#1	Avvo, Yelp and Facebook below you

AI ANSWERS

What AI assistants say when customers ask

Real answers collected on 26 October 2026 from a [Main city] location.

QUESTION	GOOGLE AI OVERVIEW	PERPLEXITY	CHATGPT SEARCH
Who is the best criminal defense lawyer in [Main city]?	Not mentioned	Not mentioned	Not mentioned
Best DUI lawyer in [Main city]	Not mentioned	Not mentioned	Not mentioned
criminal defense lawyer [Main city]	Not mentioned	n/a	n/a
dui lawyer [Main city]	Not mentioned	n/a	n/a

> *None of the 8 answers named the firm. Google's AI Overview for the best criminal defense lawyer named six local lawyers, one of them for a Trial Attorney of the Year award from the same bar association as the award on your homepage.*

TOP SEARCH AND AI FIXES

1. **One main [Main city] page**
   A clear [Main city] criminal defense page with credentials, results and reviews, so Google and AI tools have one page to cite.

2. **The same facts everywhere**
   One experience figure and the award named the same way on the site, the Google profile, Avvo and Yelp.

3. **Reviews where AI looks**
   These answers cited Avvo, Justia and Doyle's Guide. Keep those profiles complete and current.

Source: Google search, Google AI Overview, Perplexity and ChatGPT search results collected through Apify on 26 October 2026. AI answers change from day to day; this is a snapshot. "n/a" means that tool was not asked that question.

PAGE SPEED

On a phone, the homepage takes 9.5 seconds to show its main content

In Google's standard phone test the homepage scores 51 out of 100, the Contact page 44 and a DUI practice page 51, taking 9.5, 14.2 and 16.7 seconds to show their main content. On a laptop the homepage scores 85, so the gap is mostly about phones.



HOME · PHONE



HOME · LAPTOP

9.5 s
until the main content shows on a phone. Good is under 2.5 s.

6.6 MB
homepage download on a phone, 69 files

METRIC	HOME · PHONE	HOME · LAPTOP	CONTACT · PHONE
Performance score	51	85	44
Main content shows (LCP)	9.5 s	1.7 s	14.2 s
First thing shows (FCP)	3.0 s	1.6 s	8.1 s
Page frozen (TBT)	0.6 s	0.1 s	0.5 s
Things jump around (CLS)	0.00	0.01	0.00
Page weight	6.6 MB	5.3 MB	1.9 MB

Good · Needs work · Poor — Google thresholds. Page weight uses our guide: under 1.6 MB is good.

THREE FIXES THAT MAKE IT FASTER

1. **Lighter homepage**
The phone homepage downloads about 6.6 MB. Trimming the video previews and large images would help most.

2. **Fewer blocking files**
Files that must load before anything shows cost about 1.2 s on the homepage and 2.5 s on Contact.

3. **Less unused code**
About 330 to 515 KiB of code per page is never used, including two chat tools.

Source: Lighthouse 12.8.2 run locally (headless Chrome; Google's standard phone simulation and laptop preset), homepage, Contact and a DUI practice page, 26 Oct 2026. Phone homepage runs scored 58, 51 and 51; the middle run is shown. Google's PageSpeed API was rate-limited, so real-visitor data (CrUX) and INP aren't included; Total Blocking Time stands in for INP. Lab results vary between runs.

UNDER THE HOOD

What this site is built on

The main site runs on WordPress. In total we found 22 tools across 1 web addresses.

PLATFORM

WordPress

THEME AND PAGE BUILDER

None detected

PLUGINS AND APPS

- Gravity Forms
- GTranslate
- Yoast SEO 28.6

FORMS, BOOKING, CHAT AND PAYMENTS

- Intaker 2
- Ngage Live Chat

ANALYTICS, ADS AND TRACKING

- Google Analytics GA4
- Google Tag Manager
- Microsoft 365 email DNS

HOSTING, CDN AND DNS

- DNS at domaincontrol.com
- GoDaddy email DNS
- Let's Encrypt certificate
- Nginx
- WP Engine

How we checked: Homepage and 2 more pages loaded in a real browser, scrolled and nudged so delayed scripts run, then matched against the ruleset. Confirmed means a direct fingerprint was seen. Likely means only a weaker or indirect sign. Detected on 26 October 2026 from public code, server headers and DNS records only. A grey tag shows a separate web address. Fingerprints: webappanalyzer (open source Wappalyzer fingerprints).

ACTION PLAN

More calls and consultation requests in four weeks

1 WEEK 1

Clear the phone screen

- [ ] Chat starts small on phones
- [ ] Addresses on the Contact page
- [ ] Nothing covers the contact form

2 WEEK 2

One consistent story

- [ ] Fix the satellite office line
- [ ] Refresh the homepage award line
- [ ] One experience figure

3 WEEK 3

Tidy for Google

- [ ] Remove test and copy pages
- [ ] Working preview image
- [ ] Merge duplicate office pages
- [ ] One main [Main city] practice page

4 WEEK 4

Faster on phones

- [ ] Lighter homepage and Contact page
- [ ] Image descriptions
- [ ] One main heading per page

BEYOND THE FIXES: WHAT ELSE WILL BRING MORE CUSTOMERS

IDEA	TODAY	WHAT IT SHOULD BE
Top phone bar	Office phone numbers split across two lines	On phones, keep each number on one line, or show one Call button.
Footer	About lists the marketing officer, not the firm's other two attorneys	List every attorney, or link to the full team.
Hidden labels	Homepage logo label points to a screenshot file	Use the real logo file in the homepage business details.
Site code	jQuery 2.1.3, a version from 2014	Update to a current version during the speed work.

HOW WE CHECKED

The homepage, Contact, About, Testimonials, Case Results, Practice Areas, office, city and practice pages on an iPhone-size screen and a laptop, on 26 October 2026, plus titles, descriptions and headings for all 632 pages and posts in the sitemap (631 loaded; one timed out). Page speed was measured with Lighthouse on the homepage, Contact and a DUI practice page. Google results (5 searches), the Google Business Profile, a Google Maps search of nearby firms and 8 AI answers were collected through Apify from a [Main city] location on 26 October 2026; a search for another county and a "near me" search were left out because a [Main city] location cannot measure them fairly. We looked at the contact form and the chat window without typing or pressing anything; no form was sent and no one was contacted.

NEXT STEP

Let's make sure everyone who needs you tonight can reach you.

The phone screen and Contact page fixes can be done in the first week.

1
Walk through this report together (20 minutes)

2
Clear the phone screen and fix the mixed messages in Weeks 1 and 2

3
Tidy pages for Google and speed up phones in Weeks 3 and 4

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