SAMPLE REPORT – A REAL BUSINESS LENS REPORT, SHARED AS AN EXAMPLE. THE FINDINGS DESCRIBE THE WEBSITE AS IT WAS ON THE DATE BELOW.

COMMERCIAL AND TECHNICAL REVIEW OF

Kverneland Aqua | Subsea, Marine & Offshore Equipment

kverneland-aqua.no

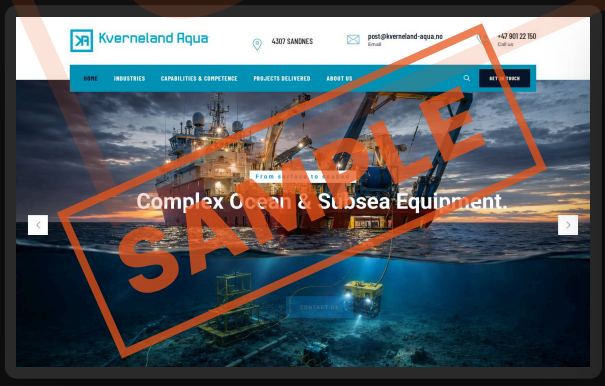
HOW YOU DESCRIBE YOURSELVES

"Engineering, manufacturing and project delivery for offshore, subsea and aquaculture. From concept development to tested equipment, delivered on time."

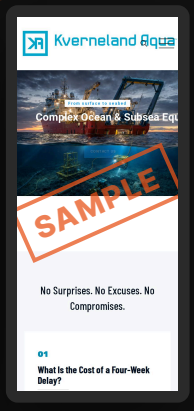
HOW WE UNDERSTAND YOU ASSESSMENT

Engineers, manufactures and delivers specialised equipment for aquaculture, subsea and offshore – for operators and shipyards where delays cost more than the equipment itself.

ORG. NO. MISSING Not found on the website	ADDRESS WEBSITE Strandgaten 151, 4307 Sandnes, Norway	CONTACT WEBSITE +4790122150 · post@kverneland-aqua.no
WEBSITE WEBSITE Built with WordPress, in English	EXAMINED 20 pages · desktop and mobile · 1 November 2026	



DESKTOP · FIRST SCREEN



MOBILE

TOTAL SCORE

69 /100

Real projects and the right audience – but visible errors weaken trust.

STRONG	SOLID	WEAK	CRITICAL
85–100	70–84	50–69	below 50

FOR THE MANAGING DIRECTOR

The essentials on one page

The website already has what many competitors lack: real equipment, real projects and a named team. What holds it back is not the content, but visible errors and missing proof. Most of it can be fixed in weeks, without a new website.

1 **Visible errors undermine a promise of precision.**

Spelling mistakes in the menu and page addresses, a theme demo page and an overlapping mobile header are among the first things an engineer notices. For a supplier promising “no compromises”, they cost credibility before the first conversation.

2 **Your strongest argument is hidden.**

“What is the cost of a four-week delay?” speaks to the buyer's real risk. Today it sits in a small box, and nothing on the site backs it up with figures such as on-time delivery.

3 **Buyers cannot check you without calling.**

No company number, no certificates and only one client named across 20 pages. Procurement teams qualifying suppliers look for exactly this – and may move on to a supplier whose site shows it.

Your options

OPTION A

Fix the visible errors only

EFFORT
About one day

WHO
Your web developer

WHAT YOU GET
A site that looks as precise as your work. The message stays as it is.

OUR RECOMMENDATION

OPTION B

Fix the errors, then show the proof

EFFORT
2–4 weeks, mostly your own input

WHO
You and your web developer

WHAT YOU GET
Buyers can check you without calling, and the site argues your strongest point: delivery you can plan on.

OPTION C

Build a new website

EFFORT
2–4 months

WHO
A web agency

WHAT YOU GET
A new look, but the same missing proof unless the content is written first. Not needed now.

> **What we would not spend money on now:** a new website, or paid advertising, before the errors and the mobile view are fixed.

OVERVIEW

At a glance

AREA 1

Message and conversion

! WITH RESERVATIONS

66% · Do buyers understand what you sell, and what to do next?

AREA 2

Trust and credibility

! WITH RESERVATIONS

63% · Can a buyer see who you are and why they should trust you?

AREA 3

Technology and visibility

! WITH RESERVATIONS

76% · Speed, mobile, accessibility and Google.

OUTSIDE-IN ANALYSIS

We see what a buyer and Google see – nothing more. The analysis is based on your website and measurements of it. We do not know your sales figures, customers, budgets or internal processes. That is why everything is marked as measured, assessed or hypothesis, and why we do not estimate lost customers or revenue.

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HOW TO READ THIS REPORT

- **The total score (0–100)** follows GravityRock's 100-point model: seven categories, weighted by how much they matter for sales. Message counts most (20 points), technology least (10).
- **MEASURED** means a machine has checked it – the same answer every time. **ASSESSMENT** is expert judgement by a person. **HYPOTHESIS** is something we believe but which can only be confirmed with your own figures.
- **Green** is in order, **amber** has reservations, **red** needs fixing.
- **"You can do this yourself"** means you do not need a web developer. Times are rough estimates, not quotes.

FOR MANAGEMENT

Commercial summary

EXPERT ASSESSMENT

SAMPLE

Kverneland Aqua has what many B2B websites lack: real photos of equipment, people and delivered projects, and a menu built around the industries its customers come from. The questions on the home page (“What is the cost of a four-week delay?”) speak directly to an offshore buyer.

What weakens trust are visible errors. The menu and page addresses contain spelling mistakes (“Aobut us”, “Contac us”, “Aqvaculture”), a demo page from the theme (“Project Style 3”) is still online, and on mobile the logo overlaps the search and menu buttons while the headline is cut off. For a company that sells precision and “no compromises”, these are quick errors to fix.

Fix the spelling, remove the demo page and repair the mobile header this week – that is hours, not days. Then compress the images (the home page weighs 18.8 MB), write descriptions for Google, and show the company registration number in the footer.

Key actions: message, trust and contact

1. **Visitors cannot see that a registered company stands behind the site.** MEASURED

   FINDING No company registration number or VAT number is visible.
   DO THIS Visible company details build trust in B2B.
   YOU CAN DO THIS YOURSELF · EFFORT: 15 MIN

2. **The site does not say why a buyer should choose you over the alternatives.** ASSESSMENT

   FINDING “No Surprises. No Excuses. No Compromises.” could belong to any supplier; what actually sets you apart from competitors is not at the top of the page.
   DO THIS Say why a buyer should choose you over the alternatives.
   WHO: ADVISER · EFFORT: 1–2 WEEKS

3. **The site makes claims that cannot be substantiated. That weakens trust and may breach marketing law.** ASSESSMENT

   FINDING “Trusted by the world's leading technology companies” stands without a single name or piece of evidence.
   DO THIS Remove or substantiate claims such as «best», «cheapest» and percentages without a source.
   YOU CAN DO THIS YOURSELF · EFFORT: 2 HOURS

4. **Buyers do not know what happens after they get in touch – and put it off.** ASSESSMENT

   FINDING “Get in touch” and the phone number are visible, but the site does not say what happens after an enquiry or how fast you reply.
   DO THIS Say what happens after the buyer gets in touch, and how quickly.
   WHO: ADVISER · EFFORT: 2 DAYS

MORE YOU CAN DO YOURSELF

- **Correct the spelling mistakes – including in the web address if the word appears there – and ask someone else to read menus and headings before publishing.** · 30 min

THIS WORKS – KEEP IT ASSESSMENT

- **Real photos of equipment, people and delivered projects.** This is the strongest evidence the site has, and many competitors use stock photos.
- **The menu built around the industries clients come from.** Clients find themselves in the menu before they read a word about you.
- **The questions on the home page, such as "What is the cost of a four-week delay?".** They talk about the client's risk, not about you. That is the right starting point for a stronger value proposition.

WHAT WE ADVISE AGAINST ASSESSMENT

- **A new website.** The photos, projects and menu structure are a good foundation. Fixing and tidying up gives more value for money than rebuilding.
- **Advertising or campaigns before the mobile view and page weight are fixed.** The traffic you pay for lands on a page that is heavy and has errors on mobile.

WHAT WE DO NOT KNOW YET HYPOTHESIS

- **Most new clients come through networks and referrals, not search. The website is mostly used to confirm the impression after first contact.**

  HOW TO CONFIRM IT Go through the last ten enquiries: where did they come from, and did the client look at the website first?

- **On-time delivery is what clients value most – delays cost more than the equipment.**

  HOW TO CONFIRM IT Ask three to five clients why they chose you, and read through quotations you have lost.

WHAT WE CANNOT DETERMINE FROM THE OUTSIDE

- How many enquiries the website brings today, or where your clients actually find you.
- Whether the claims about delivery performance and standards are true – only whether the site shows evidence for them.
- How your prices, lead times and quality compare with competitors.
- Whether consent is documented for the photos of employees.

TECHNOLOGY

Technical summary

The foundations are sound: a secure connection, a mobile view without sideways scrolling and working 404 pages. What pulls it down is weight – the home page is 18.8 MB, mostly large images – and missing descriptions for Google on 19 of 20 pages. Both can be fixed without rebuilding the site. ASSESSMENT

SPEED, MOBILE	CONTENT VISIBLE AFTER	HOME PAGE WEIGHT

71/100	3.9 s	18.8 MB

ACCESSIBILITY ISSUES	SECURE CONNECTION	GOOGLE FOUNDATIONS
3 types	HTTPS	5 of 8

Key technical actions

1. **The page titles – what buyers see as the headline in Google – are unclear or identical. Fewer people click through.** MEASURED

   FINDING 20 titles are shorter than 30 or longer than 60 characters.
   DO THIS Give every page a unique, descriptive title using the words buyers search for.
   YOU CAN DO THIS YOURSELF · EFFORT: 2 HOURS

2. **The page is heavy to load. That costs time and data for visitors on mobile.** MEASURED

   FINDING The home page weighs 18.8 MB.
   DO THIS Compress images and video, and remove unused scripts and stylesheets.
   WHO: WEB DEVELOPER · EFFORT: 1 DAY

3. **The site is slow on mobile. Every extra second increases the chance that a buyer goes back to the search results.** MEASURED

   FINDING Performance 71/100.
   DO THIS Reduce JavaScript, compress images (WebP/AVIF) and defer third-party scripts.
   WHO: WEB DEVELOPER · EFFORT: 1–3 DAYS

4. **Parts of the site are hard to use for people with impaired vision or who use a keyboard.** MEASURED

   FINDING 3 types of serious accessibility issue (0 of them critical), found on 20 pages.
   DO THIS Fix the issues listed: contrast, missing labels, alt text and link names.
   WHO: WEB DEVELOPER · EFFORT: 1–3 DAYS

MORE YOU CAN DO YOURSELF

- **Write a specific description for each page. It is often shown in search results.** · 2 hours
- **One main heading that says what the page is about.** · 1 hour

NOT MEASURED IN THIS REPORT

How the site actually performs in Google. With read access to your Google Search Console we can measure impressions, clicks, rankings and search terms over time – and see the effect of the changes. Access can be withdrawn at any time.

FULL REPORT

Evidence and all findings

01 Score by category

The 100-point model from GravityRock's reference document. Each category has a measured and an assessed part.

Positioning and message

12.3 / 20

A buyer decides in seconds whether the site is relevant. If they cannot tell what you offer and to whom, they move on – however good you are.



ASSESSED 62%

Navigation and information architecture

11.8 / 15

Buyers must find the service, the proof and the contact details without searching. Google must be able to read the structure to show you in search.



MEASURED 83% · ASSESSED 75%

Visual quality and consistency

9.1 / 15

Design is the first impression of quality. A tidy, consistent site signals that you are also in control of your deliveries.



ASSESSED 61%

Credibility and evidence

9.5 / 15

In B2B, people buy confidence. Real customers, results and people are what make an unfamiliar buyer get in touch.



MEASURED 70% · ASSESSED 58%

Conversion and contact

11 / 15

A visitor who is convinced but cannot see the next step may leave without getting in touch.



MEASURED 100% · ASSESSED 55%

Mobile and accessibility

7.2 / 10

Many decisions start on a phone. Accessibility is also a legal requirement in many markets.



MEASURED 78% · ASSESSED 50%

Performance and technical quality

7.8 / 10

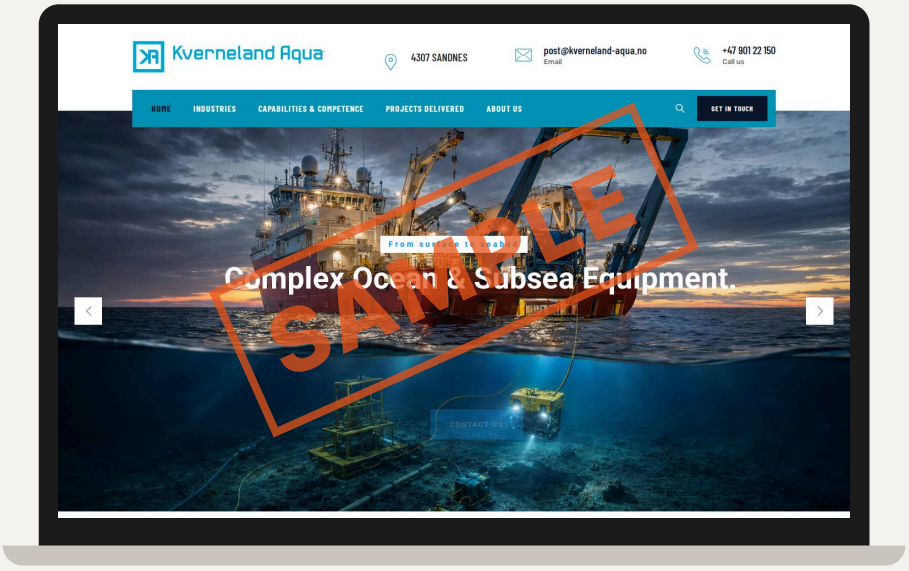
A slow or insecure site can lose visitors and weaken its position in Google before anyone has read a word.



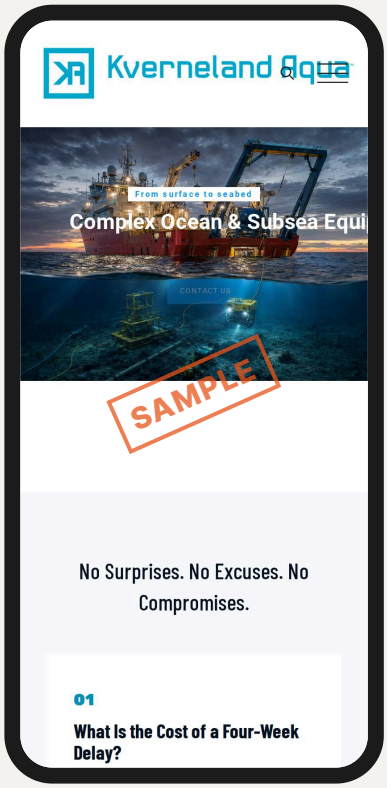
MEASURED 78%

02 How the site greets a buyer

The first screen is all many visitors see. This is where they decide whether to stay.



DESKTOP · 1440 PX · FIRST SCREEN



MOBILE · FIRST VISIT, NO CLICKS

03 Page by page

How your pages appear in Google, and the key things we measured on each of them. The first 12 of 20 pages examined are shown. Titles should be 30–60 characters and descriptions 70–160, otherwise Google cuts or replaces them.

kverneland-aqua.no

Engineering & Equipment for Subsea, Marine and Offshore - …

Kverneland Aqua | Engineering & Equipment for Subsea, Marine & Offshore

Title 111 characters · Description 71 characters · One main heading · Alt text on images · 1 accessibility issue type · 451 words

kverneland-aqua.no › portfolio › reverse-osmosis-system-for-fresh-water-production

Reverse Osmosis System for Fresh Water Production - Kverne…

No description – Google picks a snippet from the page itself.

Title 105 characters · Description missing · One main heading · Alt text on images · 1 accessibility issue type · 329 words

kverneland-aqua.no › privacy-policy

Privacy Policy - Kverneland Aqua | Subsea, Marine & Offsho…

No description – Google picks a snippet from the page itself.

`Title 70 characters` `Description missing`
`2 main headings` `Alt text on images`
`1 accessibility issue type` `559 words`

kverneland-aqua.no › engineering-equipment-for-offshore-subsea-and-aquaculture-2

Engineering & Equipment for Offshore, Subsea and Aquacultu…

No description – Google picks a snippet from the page itself.

`Title 116 characters` `Description missing`
`Main heading missing` `Alt text on images`
`1 accessibility issue type` `441 words`

kverneland-aqua.no › subsea

SUBSEA - Kverneland Aqua | Subsea, Marine & Offshore Equip…

No description – Google picks a snippet from the page itself.

`Title 62 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `661 words`

kverneland-aqua.no › marine-offshore

MARINE & OFFSHORE - Kverneland Aqua | Subsea, Marine & Off…

No description – Google picks a snippet from the page itself.

`Title 73 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `714 words`

kverneland-aqua.no › renewable-energy

RENEWABLE ENERGY - Kverneland Aqua | Subsea, Marine & Offs…

No description – Google picks a snippet from the page itself.

`Title 72 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `690 words`

kverneland-aqua.no › aqvaculture

AQVACULTURE - Kverneland Aqua | Subsea, Marine & Offshore …

No description – Google picks a snippet from the page itself.

`Title 67 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `726 words`

kverneland-aqua.no › our-capabilities

Capabilities - Kverneland Aqua | Subsea, Marine & Offshore…

No description – Google picks a snippet from the page itself.

`Title 68 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `179 words`

kverneland-aqua.no › project-style-3

Project Style 3 - Kverneland Aqua | Subsea, Marine & Offsh…

No description – Google picks a snippet from the page itself.

`Title 71 characters` `Description missing`
`One main heading` `Alt text on images`
`3 accessibility issue types` `175 words`

kverneland-aqua.no › aobut-us

Aobut us - Kverneland Aqua | Subsea, Marine & Offshore Equ…

No description – Google picks a snippet from the page itself.

`Title 64 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `268 words`

kverneland-aqua.no › our-team

Our Team - Kverneland Aqua | Subsea, Marine & Offshore Equ…

No description – Google picks a snippet from the page itself.

`Title 64 characters` `Description missing`
`One main heading` `Alt text on images`
`1 accessibility issue type` `100 words`

04 What stands in the way

Ranked by severity and how much the category weighs. Whether, and how much, each point affects sales can only be measured with your own figures.

MEDIUM

Visitors cannot see that a registered company stands behind the site. MEASURED

FINDING No company registration number or VAT number is visible.
ACTION Visible company details build trust in B2B.

HIGH

The site does not say why a buyer should choose you over the alternatives. ASSESSMENT

FINDING "No Surprises. No Excuses. No Compromises." could belong to any supplier; what actually sets you apart from competitors is not at the top of the page.
ACTION Say why a buyer should choose you over the alternatives.

HIGH

The site makes claims that cannot be substantiated. That weakens trust and may breach marketing law. ASSESSMENT

FINDING "Trusted by the world's leading technology companies" stands without a single name or piece of evidence.
ACTION Remove or substantiate claims such as «best», «cheapest» and percentages without a source.

HIGH

The page titles – what buyers see as the headline in Google – are unclear or identical. Fewer people click through. MEASURED

FINDING 20 titles are shorter than 30 or longer than 60 characters.
ACTION Give every page a unique, descriptive title using the words buyers search for.

HIGH

Buyers do not know what happens after they get in touch – and put it off. ASSESSMENT

FINDING "Get in touch" and the phone number are visible, but the site does not say what happens after an enquiry or how fast you reply.
ACTION Say what happens after the buyer gets in touch, and how quickly.

MEDIUM

The page is heavy to load. That costs time and data for visitors on mobile. MEASURED

FINDING The home page weighs 18.8 MB.
ACTION Compress images and video, and remove unused scripts and stylesheets.

05 Customer and layout

Assessed against recognised frameworks from research on B2B marketing and usability – not personal taste.

The value proposition

ANDERSON, NARUS & VAN ROSSUM · HBR 2006

The research distinguishes three ways of framing a B2B value proposition. Only the last one convinces busy decision-makers.

1 · YOU ARE HERE	2 ·	3 · THE GOAL

All benefits

Lists everything the offer can do. Requires the least knowledge of the customer, and many of the benefits are the same as the competitors'.

Favourable points of difference

Shows where the offer beats the next-best alternative, but not necessarily what the customer cares about most.

Resonating focus

The gold standard: one or two points of difference that matter most to the customer, documented and expressed in the customer's terms.

> *"No Surprises. No Excuses. No Compromises. – Complex Ocean & Subsea Equipment"*

The home page promises quality and breadth, but every supplier in the industry can say the same. The strongest argument – that delays and errors cost the client more than the equipment itself – is hidden in a small box and not backed by figures: on-time delivery, number of deliveries or days saved. ASSESSMENT

Documented in the customer's terms (time, money, risk): **No**. What customers *actually* value most can only be confirmed with customer data – managers often get it wrong (Mittal et al., HBR 2026).

How the home page could say it

TODAY MEASURED

Kverneland Aqua | Subsea, Marine & Offshore Equipment - Engineering. Manufacturing. Project Execution.

PROPOSAL ASSESSMENT

Subsea and offshore equipment – delivered on the date you planned for.

We engineer, build and test complex equipment for aquaculture, subsea and offshore operators. One team from concept to FAT, so your project schedule holds.

Discuss your project

Builds on the strongest argument the site has today – that delays cost more than the equipment – and moves it from a small box to the home page headline. Only use the delivery-date promise if you can document it, for example with the share of deliveries on the agreed date in recent years.

PAGE	NEW TITLE AND DESCRIPTION FOR GOOGLE
/	**Offshore Equipment from Concept to FAT | Kverneland Aqua** (56 characters) Engineering, manufacturing and testing of complex equipment for aquaculture, subsea and offshore – one team from concept to FAT. (128 characters)
/AOBUT-US/ → /ABOUT-US/	**About Kverneland Aqua – Engineering Team in Sandnes** (51 characters) Meet the engineers and builders behind Kverneland Aqua: who we are, what we have delivered and how we work from Sandnes, Norway. (128 characters)

The buying journey

MACMILLAN & MCGRATH · HBR 1997

Buyers go through several steps before and after the purchase. Each step is a chance to stand out – or a place where buyers drop off.

1	2	3	4	5	6
Becomes aware	**Finds you**	**Chooses**	**Gets in touch**	**Gets started**	**Gets follow-up**
PARTLY	PARTLY	PARTLY	PARTLY	MISSING	PARTLY
The project photos show what you build, but the site says little about the problem the client has before getting in touch.	Page titles are too long, 19 of 20 pages have no description for Google, and the home page weighs 18.8 MB.	Real projects are strong evidence, but client names, quotes and certifications are missing.	Contact details are easy to find, but the client is not told how quickly you reply.	No description of the path from enquiry to quotation, production and FAT.	MRO services are mentioned, but service, warranty and response times are not described.

Usability

NIELSEN · 10 HEURISTICS · NN/G

Jakob Nielsen's ten principles are the most widely used standard for judging whether a website is easy to use.

1	**Visibility of system status** Users know where they are and what is happening.	In order	The current page is marked in the menu.
2	**Match with the real world** Words and concepts the buyer knows, not internal jargon.	Reservations	Spelling mistakes such as “Aobut us” weaken the impression of precision.
3	**User control and freedom** Easy to go back or cancel.	In order	The logo and menu always lead back.
4	**Consistency and standards** Things look and behave the same way, and as on other websites.	Weak	The header overlaps content on mobile, and a demo page (“Project Style 3”) is visible.
5	**Error prevention** Forms and choices prevent mistakes before they happen.	Not relevant	Forms were not tested by submitting them.
6	**Recognition rather than recall** What matters is visible; buyers do not have to remember it.	In order	Menu and contact details are visible at all times.
7	**Flexibility and efficiency** Quick routes for those who know what they want.	Reservations	An 18.8 MB home page means a long wait, especially on mobile networks offshore and in the field.
8	**Aesthetic and minimalist design** No information or decoration competing with what matters.	Reservations	A carousel, a giant “Contact” word and a white area on mobile compete with the message.
9	**Help users recover from errors**	In order	The error page (404) works and leads on.

	Error messages say what went wrong and what to do.		
10	**Help and documentation** Answers to the buyer's questions are easy to find.	Reservations	No questions and answers or process description for new clients.

06 What the site claims

Claims about yourselves are only as strong as the evidence next to them. These are the main claims on the site, and whether the site itself backs them up.

ASSESSMENT

CLAIM ON THE SITE	EVIDENCE ON THE SITE	STATUS
«No Surprises. No Excuses. No Compromises.» HOME PAGE, TOP	No figures on delivery precision, deviations or client feedback next to it.	NOT BACKED
«Trusted by the world's leading technology companies» HOME PAGE	No client names, logos or quotes on the home page. One client (Waterise) is named on one project page.	NOT BACKED
«Designed to meet demanding offshore standards such as DNV and NORSOK» HOME PAGE	The standards are named, but no certificates, class approvals or documentation examples are shown.	PARTLY
«Schedule management and delivery performance are at the core of everything we do» HOME PAGE	No on-time figures or project timelines. The one project with a duration says “continual development”.	NOT BACKED
«From concept and engineering to FAT, documentation and final delivery, we take responsibility» HOME PAGE	13 delivered projects with photos and scope. The steps from enquiry to FAT are not described.	PARTLY
«We do it smarter — and more cost-effectively» FOOTER, EVERY PAGE	No example of a cost or time saving for a client.	NOT BACKED
«More than 20 years of experience» ABOUT US	A named management team supports it; no founding year or company number to check.	PARTLY

07 Four buyers, four needs

In B2B one person rarely decides alone. We went through the site the way each of these roles would, looking for what they most often need. ASSESSMENT

TECHNICAL EVALUATOR

Capabilities, standards, capacities and comparable projects in detail

PARTLY

Six capability pages and 13 project cases with photos. Missing: capacities (lifting, dimensions), test facilities and technical data per project.

PROCUREMENT

Company number, certificates, address and the right contact

DOES NOT FIND IT

Address and phone are there. Company number and certificates are not, and the contact page gives a different email domain (kverneland-subsea.no).

PROJECT MANAGER

How a project runs from enquiry to FAT, lead times and documentation

PARTLY

A dedicated project manager is promised and the team is named, but there is no process description or typical lead time.

MANAGING DIRECTOR

Why this supplier, track record and stability

PARTLY

Real projects and a named team build confidence. Client names, figures and company age are missing.

08 Compared with competitors

Same measurements, same day, same method. We compare only what can be observed from the outside – not market share, sales or the quality of the work.

We checked three possible competitors: Innova AS (Forus, subsea equipment and engineering) – same region and overlapping offer, included. Aquamarine Subsea (Jørpeland) – the website did not respond during our measurement, so it is left out rather than guessed. Techano – could not be verified as a direct competitor for the same buyers today.

	KVERNELAND AQUA	INNOVA AS
Company number visible MEASURED	**No**	Yes
Spelling mistakes in menus and headings MEASURED	**Several (“Aobut us”, “Contac us”, “Aqvaculture”)**	None found
Pages without a description for Google MEASURED	**19 of 20**	2 of 8
Types of serious accessibility issues MEASURED	**3**	3
Clear call to action on phone and desktop MEASURED	**Yes**	Yes
Projects, clients or certifications mentioned MEASURED	**Yes – 13 projects**	Yes

Home page speed and weight MEASURED	**71/100 · 18.8 MB**	Not measured (the test did not complete)
Home page headline ASSESSMENT	**“Complex Ocean & Subsea Equipment.”**	“Integrated and Innovative Solutions for Harsh Environments”

WHAT IT MEANS ASSESSMENT

Innova shows two basic trust signals that Kverneland Aqua lacks: a visible company number and no visible spelling mistakes. Both sites describe themselves in general terms, and neither home page tells a buyer why to choose them over the other. The quickest gap to close is the visible errors and company details. The bigger opportunity is a sharper message about delivery you can plan on – a position neither site has taken.

09 Action plan

THIS WEEK

Quick fixes

7 actions · you, hosting provider

WITHIN A MONTH

Technical clean-up

9 actions · adviser, web developer

NEXT QUARTER

Message and content

6 actions · adviser

Each action shows who typically does it and roughly how long it takes. Times are rough estimates for a typical website, not quotes. Actual time depends on the platform and how quickly content and approvals are in place.

1. **Visible company details build trust in B2B.**
   WHO: YOU · TIME: 15 MIN · GRAVITYROCK – GOOD B2B WEB DESIGN (REFERENCE DOCUMENT)
2. **Say why a buyer should choose you over the alternatives.**
   WHO: ADVISER · TIME: 1–2 WEEKS · ANDERSON, NARUS & VAN ROSSUM: CUSTOMER VALUE PROPOSITIONS IN BUSINESS MARKETS (HBR 2006)
3. **Remove or substantiate claims such as «best», «cheapest» and percentages without a source.**
   WHO: YOU · TIME: 2 HOURS · MARKETING LAW AND ANDERSON ET AL.: «SUBSTANTIATE CUSTOMER VALUE PROPOSITIONS» (HBR 2006)
4. **Give every page a unique, descriptive title using the words buyers search for.**
   WHO: YOU · TIME: 2 HOURS · GOOGLE SEO STARTER GUIDE
5. **Say what happens after the buyer gets in touch, and how quickly.**
   WHO: ADVISER · TIME: 2 DAYS · MACMILLAN & MCGRATH: DISCOVERING NEW POINTS OF DIFFERENTIATION (HBR 1997)
6. **Compress images and video, and remove unused scripts and stylesheets.**
   WHO: WEB DEVELOPER · TIME: 1 DAY · LIGHTHOUSE
7. **Reduce JavaScript, compress images (WebP/AVIF) and defer third-party scripts.**
   WHO: WEB DEVELOPER · TIME: 1–3 DAYS · LIGHTHOUSE

10 How to measure the effect

The figures below are your starting point today. Measure again once the changes are made and you will see what has actually improved. Whether more customers get in touch is something only you can measure.

MEASURED BY US	TODAY	TARGET
Mobile speed (Lighthouse)	71/100	90 OR MORE
Content visible after (mobile)	3.9 S	2.5 S OR LESS
Home page weight	18.8 MB	UNDER 3 MB
Types of serious accessibility issues	3	0
Pages without a description for Google	19 OF 20	0
Measured score	81/100	85 OR MORE

MEASURE THIS YOURSELF – IT IS WHAT COUNTS

- **Enquiries from the website per month** · forms, email and phone. Write down today's figure.
- **Where new customers found you** · ask every new customer. It takes ten seconds.
- **Impressions and clicks in Google** · Google Search Console, free.

11 Appendix: all findings

All 50 checkpoints, grouped by theme, with why each theme is included. The basis for each point is set out in GravityRock's audit standard.

Security

Security flaws can trigger browser warnings, allow misuse of the site and undermine trust.

OK	**HTTPS with redirect from HTTP** *HTTPS encrypts the traffic between visitors and the site (the padlock in the address bar).*	T1 · MEAS.
OK	**Security headers (HSTS, nosniff, framing protection, referrer)** *Server settings that stop the site being misused, for example embedded in other sites or loaded unencrypted.*	T2 · MEAS.

Performance

Speed affects both whether visitors stay and how Google ranks the site, especially on mobile.

WARNING	**Performance 71/100.** Requirement: Lighthouse performance ≥ 90 (mobile) *Google's own measurement of how fast the site is on an ordinary mobile phone, from 0 to 100.*	T3 · MEAS.

WARNING	**LCP 3.9 s (limit 2.5 s).** Requirement: LCP ≤ 2.5 s (lab, mobile) *LCP: how long it takes before the largest element at the top – image or headline – is visible. Google regards 2.5 seconds as good.*	T4 · MEAS.
OK	**CLS ≤ 0.1** *CLS: how much the content jumps while the page loads. 0 is completely stable; above 0.1 is noticeable.*	T5 · MEAS.
OK	**Blocking time ≤ 200 ms (TBT, indicator of INP)** *TBT: how long the page is «busy» and does not respond when visitors tap. Under 200 milliseconds feels instant.*	T6 · MEAS.
FAIL	**The home page weighs 18.8 MB.** Requirement: Page weight under 3 MB *How much data the home page downloads. Large images are the most common cause.*	T10 · MEAS.

Technical

Errors in the code can stop forms, menus and tracking without anyone noticing.

OK	**No JavaScript errors in the console** *Error messages from the code in the browser. Visitors do not see them, but they can stop features working.*	T7 · MEAS.
OK	**No mixed content (HTTP on an HTTPS page)** *When a secure page loads some files insecurely, the browser may block them or show a warning.*	T8 · MEAS.
OK	**CMS version is not exposed** *Which version of the publishing system (e.g. WordPress) the site runs. A known version makes known weaknesses easier to exploit.*	T9 · MEAS.

Accessibility

The site should be usable by everyone, including people with impaired vision or who do not use a mouse. It is often a legal requirement and improves the experience for all.

OK	**Viewport is set for mobile** *A setting that tells the phone the page is designed for small screens.*	A1 · MEAS.
OK	**No sideways scrolling on mobile (390 px)**	A2 · MEAS.
WARNING	**3 types of serious accessibility issue (0 of them critical), found on 20 pages.** Requirement: No critical or serious WCAG issues (axe) *Automated test (axe) of the most important accessibility requirements: contrast, text on buttons, descriptions of images and form fields.*	A3 · MEAS.
WARNING	**Accessibility 84/100 in Lighthouse.** Requirement: Lighthouse accessibility ≥ 90 *Google's overall accessibility score from 0 to 100.*	A4 · MEAS.
OK	**Page language is declared (lang)** *Tells the browser and screen reader which language the page is written in.*	A5 · MEAS.
OK	**Images have alternative text** *A short text describing the image for visually impaired visitors and for Google.*	A6 · MEAS.

50%	**Not tested manually with a keyboard; the automated test found 22 serious WCAG 2.0 violations.** Requirement: Keyboard use and focus work	A7 · ASSESS.

Navigation

A site that buyers cannot find their way around feels like a supplier that is awkward to work with.

OK	**No broken internal links**	N1 · MEAS.
OK	**Main menu exists**	N2 · MEAS.
70%	**The menu is built around industries, capabilities and delivered projects, but spelling mistakes and a demo page from the theme pull it down.** Requirement: Buyer-oriented structure	N6 · ASSESS.
80%	**Task test: service, reference and contact in ≤ 3 clicks**	N7 · ASSESS.

SEO

This is the technical foundation that lets Google find, understand and show your pages. How well you actually rank requires Search Console and is not measured here.

OK	**Pages that do not exist return 404** *When someone types an address that does not exist, the site should say «not found» (404), not show the home page.*	N3 · MEAS.
OK	**XML sitemap exists** *A list of all your pages that Google uses to find them quickly.*	N4 · MEAS.
OK	**robots.txt does not block search engines** *A file that tells search engines which parts of the site they may read.*	N5 · MEAS.
OK	**Pages can be indexed (no noindex)** *«Noindex» asks Google not to show the page in search.*	S1 · MEAS.
WARNING	**20 titles are shorter than 30 or longer than 60 characters.** Requirement: Unique page title of 30–60 characters *The page title is the blue headline buyers see in the Google result.*	S2 · MEAS.
WARNING	**19 of 20 pages have no meta description.** Requirement: Meta description of 70–160 characters *The meta description is the short text under the headline in the Google result.*	S3 · MEAS.
WARNING	**3 pages have 2/0/2 H1 headings instead of one.** Requirement: Exactly one H1 per page *The H1 is the page's main heading. Both readers and Google use it to understand what the page is about.*	S4 · MEAS.
OK	**Canonical address is set** *The canonical address tells Google which address is the right one when the same content exists in several places.*	S5 · MEAS.

OK	**Structured data for the business** *Structured data is an invisible description of the business (name, address, contact) that Google can show directly in search.*	S6 · MEAS.
OK	**Share image and text (Open Graph)** *Open Graph decides the image and text shown when the page is shared on LinkedIn, Facebook or in messages.*	S7 · MEAS.
WARNING	**www.kverneland-aqua.no responds with 200 without redirecting. The same content may then exist at two addresses.** Requirement: One fixed address (www/non-www, http/https) *The site should exist at one address only, for example without «www», and the others should redirect there.*	S8 · MEAS.

Credibility

Buyers compare several suppliers. The one that shows evidence beats the one that only makes claims.

FAIL	**No company registration number or VAT number is visible.** Requirement: Company name and registration number visible	C1 · MEAS.
OK	**About us / the people behind are easy to find**	C2 · MEAS.
OK	**References, customers or case studies visible**	C3 · MEAS.
65%	**Real photos of equipment, people and named projects, but no client names, figures or visible certifications (DNV and NORSOK are only mentioned in text).** Requirement: Real proof: case studies with results, people, certifications	C4 · ASSESS.
45%	**“Trusted by the world's leading technology companies” stands without a single name or piece of evidence.** Requirement: Claims can be substantiated	C5 · ASSESS.
WARNING	**Possible spelling mistakes: “AQVACULTURE” (AQUACULTURE?), “Sheaver” (Sheaves?), “osshore” (onshore?), “Aobut” (About?), “Contac” (Contact?).** Requirement: No spelling mistakes in menus, headings and titles	C6 · MEAS.

Conversion

Traffic is only worth something if it turns into enquiries. Here we check whether the path from interest to contact is clear.

OK	**Clear call to action visible without scrolling (mobile)** *Whether a button such as «Contact us» or «Request a quote» is visible on mobile without scrolling.*	K1 · MEAS.
OK	**Clear call to action visible without scrolling (desktop)** *Whether a clear button for the next step is visible at the top on desktop.*	K2 · MEAS.
OK	**Phone number can be called with one tap**	K3 · MEAS.
OK	**Contact form or contact page exists**	K4 · MEAS.

55%	**“Get in touch” and the phone number are visible, but the site does not say what happens after an enquiry or how fast you reply.** Requirement: Relevant next steps and clear expectations after an enquiry	K5 · ASSESS.

Positioning

The message decides whether the right buyer feels addressed. Everything else on the site builds on it.

60%	**“Complex Ocean & Subsea Equipment” names the industry, but not what you do – engineering, manufacturing or repair – and on mobile the headline is cut off.** Requirement: Five-second test: what, for whom, next step	P1 · ASSESS.
55%	**“No Surprises. No Excuses. No Compromises.” could belong to any supplier; what actually sets you apart from competitors is not at the top of the page.** Requirement: Specific value proposition and differentiation	P2 · ASSESS.
75%	**Language and message suited to the buyer**	P3 · ASSESS.

Visual

The visual design signals professionalism before a single sentence has been read.

60%	**White headline text over a busy photo is hard to read, and the giant word “Contact” draws attention away from the content.** Requirement: Typographic hierarchy and readability	V1 · ASSESS.
55%	**On mobile the logo overlaps the search icon and menu button, and there is a large empty area below the top image.** Requirement: Consistent colours, spacing and components	V2 · ASSESS.
70%	**The project photos are real and strong; the top image, however, looks generated or composited and probably does not show your own equipment.** Requirement: Real and relevant images	V3 · ASSESS.
55%	**The top image is a carousel with arrows; carousels are rarely clicked and make the page heavier.** Requirement: No decoration without purpose	V4 · ASSESS.

12 Sources, assumptions and limitations

Source	Publisher	Date	Used for
Google Search Essentials	developers.google.com	–	Indexing and SEO
Core Web Vitals	web.dev	–	LCP, INP, CLS
Good B2B web design	GravityRock	OCT 2026	The 100-point model
Anderson, Narus & van Rossum: Customer Value Propositions in Business Markets	Harvard Business Review	2006	Value proposition

Mittal, Piazza, Singh & Malshe: Do You Know What Your Customers Value?	Harvard Business Review	2026	Value drivers
MacMillan & McGrath: Discovering New Points of Differentiation	Harvard Business Review	1997	Buying chain
Nielsen: 10 Usability Heuristics for User Interface Design	Nielsen Norman Group	REV. 2024	Usability

Assumptions. The audit only sees what a visitor sees. SEO is assessed as technical foundations (indexing, titles, descriptions, headings, structured data, sitemap). Actual visibility in Google – impressions, clicks, rankings, search terms and which pages are indexed – requires read access to your Google Search Console and is not included. Performance is measured in a lab (Lighthouse, mobile) and may differ from real users. Tracking is measured on a first visit without clicks. Automated accessibility testing finds some, but not all, WCAG issues.

Limitations. This is an independent expert assessment. It is not legal advice, not a certification and no guarantee of rankings or sales. It does not assess legal compliance. Norwegian legal requirements are covered in the Norwegian version of the report. The scale is GravityRock's internal decision model.

SAMPLE REPORT

Shared as an example of a Business Lens report. The findings describe the website as it was on the date shown.

VALID AS OF

1 November 2026