

Gladwebs Verification

Sample report preview (placeholder content)

Outcome

CONDITIONAL GLADWEBS

Strong foundation. Minor gaps must be closed before Scale.

Project Snapshot

Business	Calm Creative (Sample)
Website	https://calmcreative.example
Reviewer	Gladwebs Verification Team
Issued	January 30, 2026

Standard Pillars (v1.0)

Pillar	Status	Notes
Clarity	PASS	Message is understandable in <5 seconds.
Structure	PASS	Navigation & page hierarchy are consistent.
Conversion	NEEDS WORK	Primary CTA is present but under-emphasized.
Ownership	NEEDS WORK	In-house update workflow not documented.
Accessibility	PARTIAL	Contrast & keyboard focus need adjustment.
Performance	PARTIAL	Image weight + LCP opportunity.

Recommended Next Step

Based on Conditional Gladwebs, the fastest path is a focused sprint.

7-DAY GROWTH SPRINT

Goal: close the minimum gaps required to pass v1.0 and unlock Scale.

Deliverables: CTA emphasis, ownership checklist, accessibility fixes, performance pass.

Sprint Targets

- Promote a single primary CTA on every core page (visual hierarchy + copy).
- Add an internal ownership guide (how to update pages, content, analytics).
- Fix contrast + keyboard focus states on critical UI elements.
- Optimize hero media: compress, lazy-load, improve LCP.

Re-validation

After the sprint, re-submit for verification. If the site meets the threshold, the outcome upgrades to Gladwebs Verified and Scale becomes the next stage.