

THE FIELDWORK DIAGNOSTIC

Findings report.

CLIENT	[REDACTED]
DOMAIN	[REDACTED].com
DATES EXAMINED	March 4 to March 21
SCOPE	Site, analytics, content operation, decision history
URLS EXAMINED	412
FINDINGS	14 (3 critical, 7 structural, 4 cosmetic)
REVISION	REV 1 / ISSUED
PREPARED BY	Fieldwork, a Thrum company

This sample is a real report format with a redacted client. Findings shown are representative of a delivered diagnostic. Sheet contents are complete; identifying details are blacked out.

Summary of findings.

Fourteen findings. Three would each independently justify this report. This page is written to be forwarded.

ID	SEVERITY	FINDING
F - 01	◆ CRITICAL	The planned migration moves 287 URLs. A redirect plan exists for 31 of them.
F - 02	◆ CRITICAL	Demo requests silently fail to reach the CRM under a common form condition. Estimated loss: [REDACTED] qualified leads per month.
F - 03	◆ CRITICAL	The homepage promises [REDACTED]. Onboarding documentation and customer interviews say [REDACTED]. Prospects discover the gap in the first sales call.
F - 04	◆ STRUCTURAL	61 indexed URLs have no internal links pointing to them. Google finds them; visitors cannot.
F - 05	◆ STRUCTURAL	Largest Contentful Paint is 6.4 seconds in field data, driven by an autoplay hero video with no poster frame.
F - 06	◆ STRUCTURAL	Paid and organic traffic land on the same pages with no attribution passthrough. Marketing cannot prove what works, so budget follows opinion.
F - 07	◆ STRUCTURAL	The three highest-value ranking pages have not been touched in 19 months and are losing position quarter over quarter.
F - 08	◆ STRUCTURAL	Publishing requires a developer. Marketing's effective publishing cadence is zero.
F - 09	◆ STRUCTURAL	Form notifications route to an inbox belonging to an employee who left in [REDACTED].
F - 10	◆ STRUCTURAL	14 page templates exist. 5 are in use. The other 9 are live, indexed, and off-brand.
F - 11	◆ COSMETIC	Four competing button styles, three grays, and two logos are in production simultaneously.
F - 12	◆ COSMETIC	Title tags on 40 percent of pages are auto-generated and read like filenames.
F - 13	◆ COSMETIC	The pricing page answers no question a buyer actually has at that stage.
F - 14	◆ COSMETIC	Alt text, heading order, and contrast fail on the templates prospects see most.

URL and redirect inventory.

412

URLS CRAWLED

371

INDEXED

61

ORPHANED

287

MOVING IN MIGRATION

31

REDIRECTS ON FILE

The full inventory runs 412 rows in the appendix workbook. Every URL is graded by traffic value, backlink equity, and orphan risk. The rows below show the format.

URL	CLICKS / MO	BACKLINKS	MIGRATION STATUS
/[REDACTED]	2,140	86	NO REDIRECT
/blog/[REDACTED]	1,873	112	NO REDIRECT
/[REDACTED]	940	34	MAPPED, UNTESTED
/resources/[REDACTED]	612	58	NO REDIRECT
/blog/[REDACTED]	0	0	RETIRE, 410

Finding F-01 lives here: 256 of the 287 moving URLs have no destination on file. The last company we examined in this position lost half its organic traffic in six weeks. The fix is unglamorous and it is sheet 09, item one.

Search standing.

These are the terms the pipeline is built on: queries that produce demo requests, not just traffic. Everything on this sheet is freight the migration must deliver intact.

TERM	POSITION	TREND, 12 MO	PIPELINE ATTRIBUTION
[REDACTED]	3	Falling, was 1	[REDACTED] influenced
[REDACTED]	1	Holding	[REDACTED] influenced
[REDACTED]	7	Falling, was 4	[REDACTED] influenced
[REDACTED]	2	Holding	[REDACTED] influenced
[REDACTED]	4	Rising	Top-of-funnel volume

Finding F-07: the three falling terms map to the three highest-value pages, untouched for 19 months while two competitors rebuilt theirs. Position decay is not mysterious. It is unattended.

Performance.

Field data from real visitors, not lab scores. The lab flatters this site; the field does not.

METRIC	FIELD, P75	TARGET	PRIMARY OFFENDER
Largest Contentful Paint	6.4s	2.5s	Autoplay hero video, 14MB, no poster frame
Interaction to Next Paint	460ms	200ms	Third-party chat widget loading eagerly on every page
Cumulative Layout Shift	0.31	0.1	Late-loading announcement banner pushing the hero down
Total script weight	2.9MB	Under 1MB	19 marketing tags, 6 of which fire for tools no longer in use

Finding F-05 in one sentence: a committee wrote the headline, and a video nobody watches loads before it. The six abandoned tags are also a governance finding; they reappear on sheet 07.

THE SITE SAYS	THE OPERATION SAYS	WHERE PROSPECTS FIND OUT
"████████████████████"	Median onboarding is ██████ per implementation logs	First sales call, raised by the prospect
"██"	█████ native integrations; the rest is a services engagement	Technical evaluation, week 3
"██"	Active logo rights for ██████; the count includes churned accounts	Procurement reference checks

SAMPLE / REDACTED

Lead path integrity.

The demo request path, walked end to end: form, router, CRM, human. Four handoffs, three of them leaking.

F-02 / CRITICAL / OPEN		
FOUND	When a visitor selects [REDACTED], the routing rule matches nothing and the record is created unassigned and unnotified. It surfaces only if someone browses unfiled records, which nobody does.	
RISK	Estimated [REDACTED] qualified leads per month arrive, are never contacted, and buy elsewhere. At the current close rate that is a material pipeline number with a silent failure mode.	
FIX	Catch-all routing rule, alerting on unassigned records older than one hour, and a monthly reconciliation between form submissions and CRM records.	

Also on this path: attribution parameters are stripped at the router (F-06), so closed revenue cannot be traced to the channel that produced it. And form notifications still route to [REDACTED]'s inbox (F-09), which auto-forwards nowhere. The lead path was built correctly once. It has not been walked since.

Content operation.

How pages get made, changed, and broken. The architecture question and the governance question, answered honestly.

AREA	FINDING
Templates	14 exist, 5 in use. The 9 abandoned templates are live, indexed, off-brand, and one of them still displays [REDACTED] pricing (F-10).
Publishing	Every change ships through a developer ticket with a median turnaround of 9 days. Marketing's effective publishing cadence is zero, which is why the highest-value pages are 19 months stale (F-08, feeding F-07).
Governance	Who can break the homepage on a Tuesday: 11 people, including two contractors whose engagements ended. No staging environment, no rollback plan, no change log.
Tag hygiene	19 marketing tags in production, 6 for tools no longer under contract, each one weight, each one a data leak nobody is watching.

None of this is a talent problem. It is an architecture that makes the wrong thing easy and the right thing a ticket.

The last three decisions.

The history that produced the current situation, written down honestly. Nobody inside a company gets to write this sheet, which is why it is in the report.

DECISION 1 / THE [REDACTED] REDESIGN

Approved by committee, shipped on time, celebrated internally. It moved [REDACTED] URLs with a partial redirect map and traded a slow, findable site for a fast-looking, invisible one. Organic traffic fell [REDACTED] in the following quarter and the loss was attributed to seasonality. It was not seasonality.

DECISION 2 / THE PLATFORM CHOICE

The CMS was selected for enterprise features the team never adopted and priced accordingly. The features in daily use amount to a fraction of the license, while the developer-gated publishing model created the nine-day ticket queue that starved the content operation.

DECISION 3 / THE AGENCY THAT SAID YES

The previous partner executed every request as written, including the ones that produced findings F-01, F-05, and F-10. There is no record of a pushback, an objection, or an alternative proposed in [REDACTED] of statements of work. Agreement was the deliverable. This report exists because agreement is not a service.

The fix list.

Every finding, ranked by risk against effort and sequenced. Written to be actionable by your team, your agency, or us. The order matters more than the owner.

SEQ	ID	FIX	EFFORT	OWNER PROFILE
1	F-01	Complete the redirect map, all 287 URLs, tested against the crawl before anything ships	Days	Web / SEO
2	F-02	Catch-all CRM routing, unassigned-record alerting, monthly reconciliation	Days	RevOps
3	F-09	Reroute form notifications; audit every automation tied to departed staff	Hours	RevOps
4	F-03	Rewrite deployment and integration claims to match the operation, then fix the operation if the claim matters	Weeks	Marketing + Product
5	F-05	Kill the autoplay video or ship it with a poster and lazy load; re-measure in field data	Days	Web
6	F-07	Refresh the three highest-value pages before the migration, not after	Weeks	Content
7	F-06	Attribution passthrough end to end, form to closed revenue	Weeks	RevOps
8	F-04, F-10, F-12	Orphan cleanup, template retirement, title tag rewrite: one structural hygiene pass	Weeks	Web / SEO
9	F-08	Publishing model that does not require a ticket, which in practice means the platform decision below	Migration	See sheet 10
10	F-11, F-13, F-14	Design system consolidation, pricing page rebuild, accessibility pass, inside the rebuild	Migration	See sheet 10

Items 1 through 5 should happen regardless of any rebuild decision, and items 1 through 3 should happen this month.

The prescription.

A rebuild is warranted. Not because the site is ugly, but because findings F-01, F-07, and F-08 share one root: an architecture that cannot be maintained by the people responsible for it.

SCOPE	Webflow migration of 412 URLs with a complete, tested redirect map; template system replacing all 14 with 6; publishing model owned by marketing; attribution passthrough built in; message rewritten to match the operation.
RANGE	[REDACTED], fixed before work begins.
SEQUENCE	Fix list items 1 to 5 first, on the current site. Then the migration, staged by business value: money pages move last, with rankings monitored for ninety days after.
NON-EVENT CLAUSE	Launch is designed to be boring. If launch week is exciting, something on sheet 02 was missed.

For completeness: the honest alternative. If the budget does not exist this year, execute fix list items 1 through 7 on the current platform with your existing team. It resolves the critical findings and roughly half the structural ones. What it cannot resolve is the publishing model, which means sheet 07 will be true again within a year. This report is designed to be actionable either way. That is what you paid for.