



## WEBSITE AUDIT REPORT



# micas.de

Your site has real gaps that are quietly costing you business.

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grademyweb.com

April 17, 2026

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The full interactive report with all five reading lenses is available at [grademyweb.com](https://grademyweb.com). Enter the same domain to retrieve your scan.

FOR BUSINESS

**micas.de**

Your site has real gaps that are quietly costing you business.

The site is quietly costing you deals, and the gaps are identifiable and fixable.

Your weakest area is Email Delivery (4/10). Improving this would raise your overall grade.

### Move your grade from C to B.

**x DKIM**

Mail leaves your domain without a signature. Sender reputation drifts down slowly, more of your important mail lands in spam, and you only find out when someone mentions they never got your reply.

**x DMARC**

Anyone can send mail pretending to be you with no consequence. Since February 2024 Gmail and Yahoo require DMARC from bulk senders; without it, campaigns to consumer inboxes get rejected or routed to spam regardless of content.

## ALL FINDINGS

## micas.de

## • TECH STACK

7 detected

## What this site runs on

Passive fingerprint of third-party tools detected on micas.de. What micas.de is actually running, visible to anyone with a browser.

CMS	WordPress 6.9.4
THEME / BUILDER	Elementor
EMAIL PROVIDER	Microsoft 365
APPEARS TO TARGET	Germany, United Kingdom, EU
APPLICABLE REGULATIONS	GDPR + ePrivacy Directive, UK GDPR + PECR
CONSENT REQUIREMENT	Strict opt-in required
FONTS	Google Fonts

**Email Delivery** **CRITICAL** 4/10

Email is broken. Messages are landing in spam, the domain can be spoofed to attack your own customers, or you are on a blacklist. Every day this costs deals nobody ever tells you about.

**✗ DKIM**

Mail leaves your domain without a signature. Sender reputation drifts down slowly, more of your important mail lands in spam, and you only find out when someone mentions they never got your reply.

**✗ DMARC**

Anyone can send mail pretending to be you with no consequence. Since February 2024 Gmail and Yahoo require DMARC from bulk senders; without it, campaigns to consumer inboxes get rejected or routed to spam regardless of content.

**✓ SPF record**

Emails leaving your domain are authenticated. Customers and prospects receive them cleanly.

**✓ Domain blacklist status**

Your domain is not on any major spam blacklist. Outgoing mail reaches inboxes without interference.

## Measurement & Analytics **ISSUES**

5/10

Partial measurement. You can see traffic or search but not both, or the data feed is stale. Decisions get made from partial pictures.

### ? **Analytics version**

No analytics installed. You cannot tell how many people visited last month, which channels sent them, or what they read. Every marketing decision happens without data.

### - **Session recording / visitor ID**

No session recording or heatmap tool installed. This is optional, but it is the fastest way to find out why people drop off a specific page. Microsoft Clarity is free.

### ✓ **Google Search Console**

Search Console is verified. You can see which queries bring people in, which pages rank, and when Google has indexing problems.

**AI Readiness** ISSUES 7/10

Partial AI readiness. The site is crawlable but not structured, or structured but not guided. Competitors with a cleaner setup get the citation.

**✗ llms.txt**

No llms.txt file. This is new, and most sites do not have one yet, which is exactly why it matters: the sites that do will be preferred when buyers ask an AI assistant for a recommendation in your category. Fifteen-minute setup.

**✗ Technical design foundation**

The site is built on an older stack. Legacy page builders, unoptimised images, and aging CMS versions slow everything down and make every future change harder than it needs to be.

**✓ robots.txt**

Your robots.txt lets search engines and AI crawlers read the site. Nothing important is accidentally blocked.

**✓ Schema markup**

Your schema markup describes who you are and what you sell in a form search engines and AI tools can cite directly.

**✓ Mobile viewport**

Your site renders correctly on phones and tablets. The viewport is set and the layout adapts.

**Site Quality** GOOD 8/10

Fast, recent, every link works. The site looks alive and behaves that way. No first-impression damage.

**~ PageSpeed score**

Your site loads, but not quickly. Not broken, not fast enough either. Visitors with weaker connections are the first to bounce.

**~ Homepage response time**

Server response is acceptable but not fast. Room to make the site feel noticeably snappier with a CDN in front. Measured from our server — your visitors' actual experience depends on their location.

**✓ Site freshness**

Your site shows recent activity. Visitors and search engines both read it as alive.

**✓ Broken homepage links**

Every link on your homepage resolves. Visitors and crawlers both get where they expect.

## Search & Discoverability GOOD

9/10

Easy to find, easy to reach. Shared links preview correctly, contact paths are obvious, language routing works. Nothing quietly blocking conversion.

### ✗ H1 heading

The homepage has no top-level headline at all. Google and AI tools have to guess what this page is about, and they often guess wrong.

### ✓ Open Graph tags

When someone shares your site on LinkedIn, WhatsApp, or email, the preview shows a clean title, description, and image.

### ✓ Sitemap

Your sitemap lists every public page, so search engines find the deep ones instead of guessing.

### ✓ Contact page quality

Your contact page is linked from the homepage and gives visitors multiple ways to reach you.

### ? Social media links

We checked which social media profiles are linked from your website.

### ✓ hreflang

Your language variants cross-reference each other correctly. Search engines send each visitor to the right version.

**Legal & Privacy** GOOD 10/10

Legal pages in place, site is encrypted, tracking respects consent, policy covers the right disclosures. Nothing here for a regulator to grab.

**✓ Legal page presence**

Your privacy policy and legal notice are both linked from the homepage. The basics regulators check are in place.

**✓ SSL certificate**

Your site is served over HTTPS. Visitors see the padlock and the connection is encrypted.

**✓ GDPR: analytics before consent**

No analytics or tracking scripts detected. Nothing to gate behind a consent banner, nothing for a regulator to challenge.

**✓ Cookie consent manager**

A consent banner is in place. Visitors can refuse tracking before it starts.

**✓ Privacy policy quality**

Your privacy policy covers the standard disclosures regulators expect: who you are, what you collect, why, and what rights visitors have.

## ACTION PLAN

# How to fix

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Universal instructions for every failing or partial check. The steps are the same regardless of your role. Only checks with findings that need action are listed here.

## DKIM

Quick

- 01 Open your email provider's admin panel (Google Admin, Microsoft 365, etc.).
- 02 Find DKIM settings and generate keys if you have not already.
- 03 Add the CNAME or TXT records the provider gives you to DNS.
- 04 Enable DKIM signing.
- 05 Verify at [mxtoolbox.com/dkim](https://mxtoolbox.com/dkim).

Resources: <https://mxtoolbox.com/dkim>

## DMARC

Quick

- 01 Add a TXT record at `_dmarc.yourdomain.com`.
- 02 Start with: `v=DMARC1; p=none; rua=mailto:dmarc@yourdomain.com`
- 03 Monitor reports for 2–4 weeks via [dmarcian.com](https://dmarcian.com) or similar.
- 04 Change `p=none` to `p=quarantine`.
- 05 After further monitoring, change to `p=reject`.

Resources: <https://dmarcian.com>, <https://mxtoolbox.com/dmarc>,  
<https://support.google.com/mail/answer/81126>

## H1 heading

Quick

- 01 Open the homepage template in your CMS.
- 02 Check the header and hero sections for `<h1>` tags.
- 03 Keep exactly one H1 containing the primary page topic.
- 04 Change extra H1s to H2 or a non-heading element.

Resources: <https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>

## llms.txt

Quick

- 01 Create a file called `llms.txt` in your site's root directory (next to `robots.txt`).
- 02 Write a brief description of your company, products, and services in plain text.
- 03 List the most important pages with short descriptions.
- 04 Deploy and verify at `yourdomain.com/llms.txt`.
- 05 Reference: [llmstxt.org](https://llmstxt.org) for format specification.

Resources: <https://llmstxt.org>

## Technical design foundation

Involved

- 01 Convert images to WebP or AVIF format (use [squosh.app](https://squosh.app) for manual conversion).
- 02 Self-host fonts instead of loading from Google Fonts (download from [fonts.google.com](https://fonts.google.com)).
- 03 Remove unused CSS and JavaScript.
- 04 Consider whether your CMS/page builder is the bottleneck. Modern alternatives (Astro, Next.js, Hugo) produce faster sites.
- 05 Run [pagespeed.web.dev](https://pagespeed.web.dev) for specific technical recommendations.

Resources: <https://squosh.app>, <https://pagespeed.web.dev>

## PageSpeed score

Medium effort

- 01 Run `pagespeed.web.dev` for your URL.
- 02 Address top recommendations (usually: optimize images, defer unused JS, reduce CSS).
- 03 Enable browser caching and compression (gzip/brotli) on your server.
- 04 Consider a CDN (Cloudflare free tier) for faster global delivery.
- 05 Re-test after changes.

Resources: <https://pagespeed.web.dev>

## Homepage response time

Medium effort

- 01 Add Cloudflare (free tier) in front of your site for caching and CDN.
- 02 If on shared hosting, consider upgrading to a VPS or managed hosting.
- 03 Enable server-side caching if your CMS supports it.
- 04 Check if heavy plugins or server-side processing is causing delays.

Resources: <https://www.cloudflare.com>

## APPENDIX

# Glossary

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Key terms used in this report. Enough to hold a competent conversation, not a textbook.

<b>DKIM</b>	Cryptographic signature added to outgoing emails to prove they haven't been tampered with. Missing DKIM means email clients can't verify your mail is genuine.
<b>DMARC</b>	DNS policy that tells receiving servers what to do when email fails SPF or DKIM checks. Without it, anyone can impersonate your domain in emails.
<b>SPF</b>	DNS record listing which servers are authorised to send email for your domain. Prevents spoofing from unauthorized sources.
<b>SSL / TLS</b>	Encryption protocol that secures the connection between a visitor's browser and your server. The padlock icon. Required by all major browsers and Google ranking.
<b>CMP</b>	Cookie Consent Management Platform. The banner that asks visitors to accept or decline tracking cookies. Required under GDPR for EU-targeting sites.
<b>GDPR</b>	EU General Data Protection Regulation. Requires explicit consent before tracking visitors and full disclosure of data practices. Enforced with fines up to 4% of global revenue.
<b>Schema markup</b>	Structured data (JSON-LD) embedded in page HTML that tells search engines and AI tools what your page is about. Enables rich search results.
<b>PageSpeed</b>	Google's score (0–100) measuring how fast your page loads on mobile and desktop. Scores below 50 on mobile correlate with higher bounce rates and lower ad quality scores.
<b>H1 heading</b>	The main headline tag on a page. Search engines use it as the primary topic signal. Each page should have exactly one H1.

**OG tags**

Open Graph meta tags that control how your page appears when shared on LinkedIn, WhatsApp, or other platforms. Missing OG tags mean no image or preview.

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**llms.txt**

Emerging standard that tells AI assistants which content to prioritise when describing your company. Positions your site for AI-driven discovery alongside traditional search.

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**Hreflang**

HTML tags that tell search engines which language version of a page to show in each country. Required for multilingual sites to avoid duplicate content penalties.

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## APPENDIX

## How grades are calculated

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GradeMyWeb scores each of the six categories on a 0–10 scale based on whether the individual checks within that category pass, partially pass, or fail. The overall letter grade is derived from the average of all six category scores, then adjusted downward by failing categories that have outsized business impact.

**Grade thresholds:** A (9+), B (7–8), C (5–6), D (3–4), F (below 3).

**Grade caps:** Any category scoring 3 or below caps the overall grade at C. Two or more such categories cap it at D. A failing email authentication check (SPF / DKIM / DMARC) also caps the grade at C, because broken email deliverability affects every outbound communication the business sends.

**What we check:** All checks are passive. We read publicly available DNS records, HTTP headers, and rendered HTML. Nothing on the scanned site is modified, no login is attempted, and no forms are submitted.

**Limitations:** JavaScript-rendered content (SPAs) may produce incomplete results for some checks. Sites with Cloudflare or other aggressive bot protection may show lower scores on some HTTP header checks than their actual configuration warrants. Where a check cannot determine the answer from passive observation, we return "unconfirmed" rather than fail.

**Disclaimer:** This report is generated automatically by GradeMyWeb using passive scanning of publicly available signals. Findings are heuristic, not professional advice, and may include false positives or false negatives. The service is provided "as is" without warranty of any kind, express or implied. GradeMyWeb accepts no liability for decisions or actions taken based on the contents of this report. Verify critical findings with qualified professionals (legal counsel, IT security, accounting, marketing) before acting.

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**Data collection:** All data in this report was collected from publicly accessible DNS records, HTTP headers, and rendered HTML at the time of scan. No login was attempted, no forms were submitted, and no data on the scanned site was modified.



# Run your own free scan.

[grademyweb.com](https://grademyweb.com)

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GradeMyWeb is a passive scanning tool. All checks read publicly available information only.  
Report generated April 17, 2026.