

LOGUE MEDIA

Client Facing Audit Report

Client User Guide

For clients, business owners, marketing teams and implementation partners

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Applicable pathways	10 Page Paid Plan and 10 Page Free Plan.
Document owner	Logue Media
Primary audience	Clients, business owners, directors, marketing teams, SEO advisers, web developers and other authorised implementation partners.
Purpose	Explain how to read, interpret, prioritise and act on a completed Client Facing Audit Report without changing the governed diagnosis.

Controlled-use rule

This guide explains how to use a completed CFAR report. It does not replace professional legal, medical, financial, accessibility, privacy, cybersecurity or regulatory advice. Public facts, claims, prices, credentials and compliance statements must be confirmed by the client before publication or implementation.

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1. Purpose and intended use

CFAR is a diagnostic report about the current public-evidence position of a website. It helps decision-makers understand what is working, what is limiting performance, why the issue matters and the general direction to improve it.

Use the report to understand the audited position, confirm the highest-priority supported problems, decide what requires further planning and brief the people who need to validate or implement the next step.

CFAR is not a replacement website, an implementation specification, a live CMS update or a guarantee of rankings, enquiries, sales, AI citations or recommendation-platform inclusion. It does not prove that a business is good or bad; it assesses defined website evidence within the audited scope.

Core principle

Read the business meaning first. Use the later technical evidence to verify the conclusion. Do not copy an isolated recommendation without reading the finding, impact, affected pages and evidence boundary.

2. What the Client Facing Audit Report provides

The report converts governed public website evidence into a structured assessment, scores and supported findings.

- A Before Repair score for the current audited position.
- Category scores, grades and colour bands across the tested website disciplines.
- Evidence coverage and confidence information.
- A Client Understanding section showing how the audit interpreted the business, lead offer, services, audience and other governed entities.
- An Executive Summary, Primary Risk, Primary Opportunity and Recommended Focus.

- Top Findings, Priority Findings and supported business impacts.
- A SWOT interpretation based only on completed checks and supported findings.
- Website Readiness Checks that distinguish passed, failed, untested and not-applicable areas.
- Sitewide, recurring and page-level findings with affected pages.
- Technical evidence, check references and traceability for advisers who need to verify the conclusion.
- Recommended Next Steps that state the general improvement direction.

What it does not provide

The report does not perform the repairs, assign implementation owners, create a project schedule, quote the work or guarantee an outcome. Those steps require the Client Action Plan or a separately approved service.

3. What you receive

Both approved CFAR pathways review ten pages. The difference is the depth of visible practical detail, not the existence of the diagnostic result.

Pathway	Typical client-facing use	How to use it
10 Page Free Plan	A complete diagnostic structure across ten reviewed pages with governed limitations on substantial practical detail.	Use it to understand the audited position, main supported problems and whether deeper evidence and practical guidance are required.
10 Page Paid Plan	A detailed diagnostic report across ten reviewed pages with the approved Paid evidence, technical and practical detail open.	Use it as the diagnostic control document for management review, technical validation and the Client Action Plan handoff.

The primary client document is one consolidated CFAR PDF. A delivery package may also include evidence, canonical and traceability records for authorised technical review. Use the file list supplied with the job as the authoritative record of what was included.

4. The correct reading order

The report contains both owner-level meaning and technical substantiation. Reading it in the right order avoids being overwhelmed by detailed rows before the business position is clear.

1	Read What this report is and the Evidence boundary on the first page.
2	Review the Before Repair score, evidence coverage, confidence, failed checks, affected pages and canonical finding count.
3	Read Why the overall score is... and the category contribution table.
4	Read Client Understanding to confirm that the business, lead offer, services and audience were interpreted correctly.
5	Read the Executive Summary, Primary Risk, Primary Opportunity and Recommended Focus.
6	Review Top Findings, SWOT and Priority Findings before the detailed technical sections.
7	Read Recommended Next Steps and the Conclusion.
8	Use the detailed readiness, evidence and traceability tables only when you or an adviser need to verify a conclusion.
9	Confirm the Pages Reviewed list and identify any material business change since the evidence date.

Technical reading rule

A business owner does not need to understand every check ID. A marketer, SEO adviser or developer should use the check ID, evidence locator and traceability when validating the issue or planning the next step.

5. How to interpret the Before Repair score

The Before Repair score summarises the website position at the time of the audit. It balances completed checks, the importance of supported failures and the strength and breadth of available evidence.

5.1 What the score means

- It is a governed weighted-readiness result for the audited public website evidence.
- It is not a simple average of green and red circles.
- It is not a general business rating or a statement about the quality of the company.
- A strong overall score can still contain a serious category or finding that requires attention.
- A lower score can reflect a few high-impact constraints, broad evidence gaps or weak confidence in material categories.
- N/T and R/R categories are excluded from the numerical overall result rather than treated as failures.

5.2 Do not compare unlike versions casually

CFAR V2.1.2 uses the Production Locked strategic audit and scoring model. A change from an earlier CFAR score does not, by itself, prove that the website improved or deteriorated. Compare the evidence, categories and findings, not only the headline number.

No guaranteed score increase

Recommended Direction is not a promise of a future score. Any later result depends on what is implemented, the accuracy of client facts, the live evidence available at the rerun and the governed scoring model then in force.

6. How to read category scores, grades and statuses

Category scores show where the website is strong, moderate, at risk or unable to support a reliable numerical percentage.

Classification	Meaning
Green 86-100	Strong tested position for that category.
Amber 70-85	Moderate position with meaningful improvement opportunities.
Red 0-69	At Risk; material supported constraints are present.
N/T - Not Tested	The required public evidence was unavailable. The item was not scored as a failure.
R/R - Review Required	A material issue may be present, but fewer than three completed checks cannot support a reliable numerical percentage.

6.1 Letter grades and colour bands are separate

Letter grade	Range
A	A+ 97-100; A 93-96; A- 90-92
B	B+ 87-89; B 83-86; B- 80-82
C	C+ 77-79; C 73-76; C- 70-72
D	D+ 67-69; D 63-66; D- 60-62
E / F	E 50-59; F 0-49

Example: a score of 86 is B and Green. Scores from 83 to 85 are B and Amber. Use both the letter grade and colour band shown in the report.

Do not relabel categories

Use the scores, statuses and priority labels shown in the report. Ease of repair, internal preference or design convenience should not be used to downgrade a supported problem.

7. How to read the three Website Structure layers

Website Structure is the parent discipline for three separately scored layers. They must be read together, but they test different evidence and failure conditions.

Layer	Plain-English meaning	Common misunderstanding to avoid
On-Page Heading Structure	Whether each reviewed page exposes one governed H1 and usable heading labels.	A strong page-heading score does not prove the wider website architecture is strong.
Website Architecture & Topical Authority	Whether pages operate as a website system through functioning hubs, child relationships, topical groups, breadcrumbs and evidence connections.	A page can be well built individually but still sit in a weak or unclear site architecture.
Internal Pathways & Navigation	Whether people and machines can move logically between hubs, services, sister pages, proof, pricing and enquiry destinations.	Good navigation does not automatically prove the hub content or topical architecture is substantive.

How to use the three scores

Read all three before deciding what the structural problem is. A low architecture score, a high heading score and a strong navigation score are not contradictory; they describe different layers.

8. How to interpret evidence coverage and confidence

The report uses public evidence visible or technically available at the time of the run. Coverage and confidence show how much relevant evidence was completed and how strongly the result can be supported.

Report item	What it tells you	How to use it
Evidence coverage	The proportion of relevant evidence or governed checks that could be completed.	Treat lower coverage as a reason to review the evidence boundary, not as an automatic failure.
Confidence	The reliability of the audited result given the available evidence.	Use it when deciding how strongly to rely on a score or finding.
Failed checks	The number of governed checks that failed.	Do not equate this directly with canonical finding count; related failures may be consolidated.
Affected pages	How many reviewed pages are connected to supported failures.	Use it to understand scope and whether a problem is isolated or recurring.
Canonical findings	Consolidated supported issues that may represent several failed checks or pages.	Use these as the main diagnostic units for management review and CAP handoff.

Public-evidence boundary

The audit does not assume that missing public information exists privately. It reports what the selected public evidence supports. Private analytics, platform accounts or internal business records require a separately governed review.

9. How to use the Executive Summary, SWOT and priorities

These sections translate the governed audit into management language. They should help you decide what deserves attention before you enter the technical tables.

Section	Purpose	How to use it
Executive Summary	Explains the overall position, strongest foundations and material constraints.	Use it for the initial management discussion.
Primary Risk	States the most consequential supported business risk.	Use it to understand what may be lost or weakened if the issue remains.
Primary Opportunity	States the clearest improvement opportunity supported by the audit.	Use it to frame the business upside without treating it as a guarantee.
Recommended Focus	Summarises where management attention should go first.	Use it to define the planning brief.
SWOT Analysis	Interprets strengths, weaknesses, opportunities and threats from completed checks and findings only.	Use it as a strategic summary, not as an independent second audit.
Top / Priority Findings	Ranks the highest-priority canonical issues.	Use them to decide what enters the Client Action Plan first.
Recommended Next Steps	States the general improvement direction and priority.	Use it to approve planning, not as a paste-ready implementation instruction.

Do not treat SWOT as new evidence

The SWOT does not add unsupported diagnoses. It interprets the same governed findings and completed checks already contained in the report.

10. How to read a canonical finding

A canonical finding is one consolidated issue supported by one or more failed checks. It may affect one page, several pages or the sitewide system.

Finding element	What it tells you	How to use it
Finding ID / Priority Link	The governed identity connecting appearances of the same issue.	Use it when discussing the finding with Logue Media or moving it into CAP.
Severity / Priority	The relative importance within the audited scope.	Use it for sequencing, but still consider dependencies.
Problem identified / Issue Found	What is actually wrong.	Confirm that the statement is clear and applies to the listed pages.
Affected pages / areas	Where the supported problem occurs.	Do not generalise the issue to pages not listed without new evidence.
Evidence observed	What the audit captured to support the issue.	Use it to verify the factual basis.
Technical traceability	The failed checks, evidence classes and locators.	Give it to advisers who need to validate the conclusion.
What this means for the business	Why the issue matters.	Use it to justify priority and planning effort.
Recommended Direction	The general response supported by the finding.	Use it as the brief for CAP, not as an exact implementation specification.

Finding clarity test

You should be able to answer three questions: What is wrong? Where is it wrong? Why does it matter? If that is unclear, raise the finding for clarification before implementation planning.

11. How to use the detailed technical sections

The later tables substantiate the audit across readiness areas such as SEO, AEO, AI Recommendation, commercial readiness, content completeness, evidence, architecture, pathways and public technical controls.

- Use Final Status to see whether the governed check passed, needs improvement, was not tested or was not applicable.
- Use Evidence Availability and Evidence Observed to understand what the audit could verify.
- Use the issue statement to identify the supported problem or compliant state.
- Use Recommended Direction to understand the general response.
- Use check IDs and evidence locators when a technical adviser needs to reproduce or verify the conclusion.
- Use the Pages Reviewed table to confirm the exact selected scope and page roles.
- Pause if the website has materially changed since the evidence date; the live page may no longer match the captured record.

Technical detail is evidence, not noise

The detailed tables are retained so the report can be challenged, validated and handed to specialists. Owners should use them when a finding is disputed or when the next step requires technical substantiation.

12. How to turn the report into management decisions

CFAR should lead to controlled decisions rather than an unstructured list of website edits.

1	Confirm the Client Understanding section correctly represents the business and current offers.
2	Confirm the ten reviewed pages are the right commercial and structural scope.
3	Separate accepted findings from items requiring clarification or updated evidence.
4	Identify sitewide dependencies, such as business positioning, service naming, hub structure, proof systems or pricing pathways, before page-level work.
5	Approve the findings that should move into the Client Action Plan.
6	Nominate a client decision-maker for factual, commercial and compliance approvals.
7	Decide whether implementation will be completed internally, by an existing supplier or under a separately scoped Logue Media service.
8	Plan a rerun only after material changes are public and verified.

Do not jump straight to isolated edits

Fixing one heading or link may not resolve a sitewide positioning, architecture or evidence problem. Resolve the governing dependency first, then plan page-level actions.

13. The Client Action Plan next step

The Client Action Plan (CAP) converts approved CFAR findings into implementation actions, priorities, owners, dependencies and completion checks.

CFAR	CAP
Diagnoses what is working and what is wrong.	Defines the controlled action required for each approved finding.
Uses governed public evidence and scoring.	Uses the locked CFAR canonical findings as its diagnostic source.
Explains why the issue matters and the general direction.	Assigns sequencing, owners, dependencies and completion checks.
Does not perform website implementation.	Still does not perform implementation unless a separate service is approved.
May identify one issue across several pages.	Maps the finding into a practical implementation program without silently changing the diagnosis.

CAP integrity rule

CAP should not perform a new independent audit or rewrite the CFAR diagnosis. New client facts or changed public evidence must be handled through an approved update or rerun.

14. Free Plan and Paid Plan differences

Free and Paid reports are derived from the same governed diagnostic result. The Free Plan intentionally limits substantial practical detail while retaining the diagnostic structure.

Area	Free Plan	Paid Plan
Scope	10 reviewed pages.	10 reviewed pages.
Scores and category statuses	Retained.	Retained.
Findings and impacts	Diagnostic meaning retained.	Full approved detail retained.
Exact evidence locators and technical detail	Limited where governed.	Open for the purchased scope.
Practical repair, implementation and verification detail	Limited under the approved disclosure controller.	Open for the purchased scope.
Best use	Understand the current position, main problems and next decision.	Support full diagnostic review, technical validation and CAP planning.

Free Plan limitation

A limited field does not mean that no problem exists. It means the same governed diagnostic issue remains, while substantial practical detail is reserved for the applicable Paid pathway.

15. Support and rerun options

You may review the report internally, use an existing adviser or engage Logue Media under a separate approved scope.

- CFAR report walkthrough and score interpretation.
- Finding clarification and evidence review.
- Client Action Plan preparation and prioritisation.
- Implementation advisory support for the client or existing web team.
- Webpage repair through CWRT or an approved implementation service.
- Webpage creation through CWCT where a required page does not exist.
- Post-publication verification and CFAR rerun planning.
- Off-page or private-platform AISRO review where approved and available.

15.1 When a rerun is useful

- After the approved repair or action program has been implemented and verified.
- After a major redesign, migration, rebrand or change in service, product, location or website architecture.
- When important offers, pricing, people, credentials, proof or business locations change.
- When material evidence was unavailable in the original audit and is now public.
- As part of an approved quarterly, half-yearly or annual review program.

Allow enough time for the updated public content to be live and accessible before commissioning the rerun. A rerun is a new assessment of current evidence; it does not guarantee that every score will increase.

Appendix A. Finding review tracker

Use one row per canonical finding and add rows as required. This tracker records management review only; it does not replace the Client Action Plan.

Finding ID	Priority	Affected pages	Management decision	Clarification / evidence needed	CAP status
CFI-001					Not started
CFI-002					Not started
CFI-003					Not started
CFI-004					Not started
CFI-005					Not started

Minimum review record

- ☐ Client Understanding confirmed or corrected.
- ☐ Pages Reviewed confirmed.
- ☐ Accepted findings recorded.
- ☐ Disputed findings and required evidence recorded.
- ☐ Decision-maker recorded.
- ☐ CAP, advisory or rerun decision recorded.

Appendix B. Glossary

Term	Meaning in this guide
AEO	Answer Engine Optimisation: whether important pages directly answer buyer questions clearly and defensibly.
AI Recommendation / GEO / AIO	Whether AI systems have enough clear, consistent and verifiable public information to explain and recommend the business confidently.
Before Repair score	The governed current-position score at the time of the audit, before any repair work.
Canonical finding	One consolidated supported issue that may represent several failed checks or affected pages.
CAP	Client Action Plan: the controlled plan that converts approved CFAR findings into actions, owners, dependencies and completion checks.
Evidence coverage	The breadth of relevant governed evidence or checks completed in the audit.
Evidence locator	The page, element or captured record where evidence was observed.
Finding	A supported issue created when a defined governed check fails and the evidence supports the conclusion.
MRF	Master Rules Framework: the governed rule system used to select and execute applicable audit checks.
N/T	Not Tested: required public evidence unavailable; not scored as a failure.
R/R	Review Required: too few completed checks for a reliable numerical category percentage.
Recommended Direction	The general strategic response supported by the finding; not an exact implementation specification.
Traceability	The connection from rule and evidence to check result, finding, affected pages, score and disclosure.
Website Architecture & Topical Authority	Whether pages form functioning hubs, child relationships, topical groups and evidence systems.