

SPORT-SOCIAL · LAS VEGAS, NEVADA

Strong mission. Fragile digital perimeter.

Sport-Social's public site has a distinctive program and recognizable identity. The main losses occur where families act, search engines interpret the business, and sensitive intake data enters the system.

F

56 / 100

Website readiness. This does not grade instruction or client outcomes.

July 23, 2026

77 URLs reviewed

Desktop + 390px mobile

External review

RECOMMENDATION

Stabilize before redesigning.

Preserve the Sport-Social identity. First repair the sensitive-form perimeter, enrollment path, search architecture, speed, and accessibility. These changes can produce measurable evidence within 30 days.

IMMEDIATE ATTENTION

Sensitive forms and advertising trackers share a public surface.

ABA intake and incident-report pages initialized Google, Meta, TikTok, Snapchat, and Tapad endpoints before interaction. We did not submit forms or observe entered values being transmitted. The setup still needs immediate technical and privacy review.

WEIGHTED SCORECARD

Six dimensions explain the grade.

15% brand, 20% conversion, 15% search, 15% accessibility, 15% performance, 20% trust/privacy.

Brand & content

B · 84

Clear mission and real facility imagery. Pages are repetitive and long.

Conversion

F · 58

High-intent pages omit price, fit, capacity, and online enrollment.

SEO & discovery

F · 38

No descriptions, social tags, or structured data across the crawl.

Accessibility

D+ · 67

Contrast, headings, names, alt text, and touch targets need repair.

Performance

D- · 62

Mobile LCP reached 5.7 to 8.9 seconds; TTI reached 11.0 to 13.7.

Trust & privacy

F · 32

Indexed sensitive routes, ad trackers, no visible privacy link, thin profiles.

WHAT WORKS

Keep the brand assets that already earn trust.

Distinct program story

The curriculum, facility, and philosophy feel specific to Sport-Social.

Sound routing foundation

160 internal links tested with no broken internal destinations.

Stable mobile mechanics

Four representative pages showed no horizontal overflow or fatal rendering errors.

Current camp content

Dates and activity information are present; the gap is the transaction path.

SIX PRIORITIES

Most of the score comes from a short repair list.

Each finding pairs observed evidence with a practical correction.

01

Separate sensitive intake from marketing.

Observed: Public forms request diagnosis, medical, insurance, payment-image, incident, treatment, and signature information while several ad and analytics vendors initialize.

Fix: Remove advertising pixels, add noindex, remove sensitive routes from the sitemap, publish a privacy notice, and complete a processor, storage, retention, consent, and vendor review.

02

Turn interest into enrollment.

Observed: Summer Camp lists 11 weeks but omits price, fit, capacity, refund policy, deposit, and online registration.

Fix: Add one enrollment path that lets a parent understand fit and cost, reserve a place, and receive confirmation.

03

Clean the search index.

Observed: The 77-URL sitemap includes sensitive forms and 43 thin staff pages with no H1 and under 250 total words.

Fix: Consolidate or complete staff pages. Remove operational forms from discovery and enforce index rules.

04

Build the basic search layer.

Observed: 0 of 77 pages had meta descriptions, Open Graph tags, or JSON-LD. The homepage lacked an H1.

Fix: Add unique titles and descriptions, one H1, social previews, and LocalBusiness, Service, Event, and FAQ schema where supported.

05

Reduce load before adding features.

Observed: The homepage transferred 3,028 KiB, reached LCP at 8.9 seconds, and carried about 299 KiB of unused JavaScript.

Fix: Optimize media, defer noncritical scripts, conditionally load tags, and remove duplicates.

06

Restore accessibility fundamentals.

Observed: Green/white text measured 2.48:1 against a 4.5:1 target. Tests also flagged unnamed links, heading order, empty alt text, and small touch targets.

Fix: Replace the color pairing, repair semantics and names, and regression-test four core templates.

EVIDENCE SNAPSHOT

Numbers worth carrying into remediation.

77 URLs

0 meta descriptions, 0 Open Graph implementations, 0 JSON-LD implementations.

Seven sensitive routes

Public, canonicalized, indexable, and present in the XML sitemap.

43 thin staff pages

No H1 and under 250 total words; 29 of 52 team-page images had empty alt text.

Mobile performance 65 to 72

LCP 5.7 to 8.9 seconds; time to interactive 11.0 to 13.7 seconds.

Responsive but long

Homepage 4,577 px; Summer Camp 11,017 px at 390 × 844.

Partial header protection

HTTPS and HSTS present. CSP, Permissions-Policy, Referrer-Policy, and frame protections were not observed.

Header observations do not establish a vulnerability. Tracker observations do not establish that form values were transmitted. Both warrant qualified review.

SEQUENCED EXECUTION

Contain risk, then repair revenue and discovery.

Every phase has one owner and a verifiable exit condition.

0 TO 72 HOURS

Contain the sensitive-form perimeter

- **STOP:** indexing sensitive intake, incident, compensation, and authorization routes.
- **REPLACE:** advertising pixels on those routes with minimum necessary analytics or none.
- Publish and link a privacy notice. Correct the AutoPay label. Review consent, processors, storage, access, retention, and contracts.

Owner: named web/IT lead

Done when routes are absent from the sitemap, return noindex, ad trackers are absent, and the privacy notice is linked globally.

DAYS 4 TO 10

Make Summer Camp transact

- **STOP:** using repeated "Call today" copy as the enrollment mechanism.
- **REPLACE:** with one path showing price, fit, capacity, refund policy, FAQ, deposit, and confirmation.
- Keep tap-to-call and a short inquiry form as fallbacks.

Owner: named operations lead

Done when a parent can select a week, understand cost, reserve a place, and receive confirmation without calling.

DAYS 11 TO 20

Repair search and trust

- Add descriptions, social metadata, applicable schema, and one clear H1 per public page.
- Complete staff pages with role, qualifications, and real biography, or consolidate and noindex them.
- Put fit, instructor standards, parent proof, and policies near enrollment decisions.

Owner: named marketing lead

Done when a recrawl shows complete metadata/schema and zero thin profiles in the indexable sitemap.

DAYS 21 TO 30

Raise speed and accessibility

- Conditionally load marketing scripts, optimize media, and defer noncritical JavaScript.
- Fix contrast, heading order, accessible names, alt text, and touch targets.
- Regression-test home, camp, forms, and team on desktop and 390px mobile.

Owner: named web engineer

Done when mobile Lighthouse reaches at least 85 performance and 95 accessibility on all four templates with no critical console errors.

ACCOUNTABILITY

One coordinator owns the handoffs.

30-day remediation lead

Assign one person to maintain the issue register, collect proof of each fix, and prevent marketing, privacy, operations, and engineering work from splitting into separate queues. Completion evidence should include a fresh crawl, tracker comparison, test enrollment, four-template mobile QA, and Lighthouse reruns.

AFTER CONTAINMENT

Use AI around the intake boundary.

Keep clinical judgment and sensitive child-level data inside approved human and private workflows.

Privacy-first Program Fit Navigator

Answer public questions, identify the likely program, and book a tour. Stop before diagnosis, insurance, or medical history and hand sensitive collection to the approved workflow.

Inquiry and enrollment operations

Acknowledge inquiries, answer approved FAQs, surface available camp weeks, and route exceptions to a named person. Measure response time and tour-to-enrollment conversion.

Local search and answer engine

Maintain one governed source for programs, schedules, eligibility, policies, and staff standards, then publish consistent page, schema, FAQ, and social content.

Leadership dashboard

Measure inquiry source, response time, tours, enrollment, capacity, and abandonment. Exclude diagnoses, narratives, message bodies, and child health data from marketing analytics.

METHOD AND BOUNDARIES

Point-in-time, external, and reproducible.

Method: sitemap crawl, 160 internal-link checks, metadata inspection, desktop review, Playwright mobile QA at 390 × 844, console review, tracker-domain inspection, and three Lighthouse mobile runs.

Boundaries: We did not access WordPress administration, source code, analytics, form processors, databases, hosting configuration, submitted field values, or vendor contracts. No form carrying personal information was submitted. Privacy and security observations are risk flags for qualified technical and legal review, not findings of breach, liability, or noncompliance.

SCORING RUBRIC

Standard U.S. academic scale.

A range

A+ 97-100
A 93-96
A- 90-92

B range

B+ 87-89
B 83-86
B- 80-82

C range

C+ 77-79
C 73-76
C- 70-72

D / F

D+ 67-69
D 63-66
D- 60-62
F below 60

DEFINITION OF DONE

A repaired perimeter and a working enrollment path.

Sensitive routes are removed from discovery and advertising trackers; a privacy notice is visible; camp enrollment works end to end; indexable pages have clean metadata and schema; thin profiles are resolved; and four core templates pass the agreed mobile, speed, accessibility, and console checks.