



WEBSITE AUDIT REPORT



micas.de

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

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The full interactive report with all five reading lenses is available at 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.

• **TECH STACK**

What this site runs on

4 detected

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
FONTS	Google Fonts

Email Delivery CRITICAL  4/10 ▼

Measurement & Analytics ISSUES  5/10 ▼

Site Quality ISSUES  6/10 ▼

AI Readiness ISSUES  7/10 ▼

Search & Discoverability GOOD  9/10 ▼

Legal & Privacy GOOD  10/10 ▼

GradeMyWeb is an automated tool that observes publicly available signals from the web. Findings are heuristic, not professional advice, and may include false positives or false negatives. The service is provided "as is" with no warranty. Verify critical findings with appropriate professionals (lawyer, accountant, IT security, marketing) before acting. [Full terms](#).

FIVE READERS, ONE REPORT

For other readers

The same findings, written five ways. This PDF includes the business and developer perspectives in full. The three additional lenses are available in the online report at grademyweb.com.

FOR MARKETERS**DKIM**

Without DKIM, inbox placement rates drop and reputation scores stall. Newsletters and nurture flows feel it first, followed by transactional mail.

FOR LEGAL / DPO**DKIM**

Mail leaves micas.de 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.

FOR INTERVIEW PREP**DKIM**

Mail leaves micas.de 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.

FOR MARKETERS

Reach, discovery, conversion. Which channels pull weight, which leak budget, which are invisible. Every

FOR LEGAL / DPO

Compliance posture at a glance. What is missing, what is unenforceable, what a DPA or consumer regulator would flag on

FOR INTERVIEW PREP

Concrete observations framed as thoughtful questions. Every finding becomes a specific question you can bring into a meeting or

finding framed around what it costs in traffic and leads.

a first pass. Aligned to GDPR, DSA, and EAA frameworks.

interview. Shows you have already done the work.

FOR DEVELOPERS

micas.de



Multiple controls in partial or failing state. Work category by category in severity order.

Move your grade from C to B.

x DKIM

No DKIM selector responded at common names (default, google, selector1, selector2, k1, k2, k3). Generate keys in your email provider's admin panel and publish the CNAME or TXT records. Verify at mxtoolbox.com/dkim. Microsoft 365 DKIM lives on selectors selector1._domainkey and selector2._domainkey as CNAMEs pointing to selector1-<tenant>._domainkey.<tenant>.onmicrosoft.com. Enable in Defender for Office 365 > Email Authentication.

x DMARC

No DMARC record at _dmarc.<domain>. Gmail and Yahoo bulk-sender rules (Feb 2024) require at least p=none with a rua reporting address for any sender exceeding 5,000 messages/day to their users. Start with v=DMARC1; p=none; rua=mailto:dmarc@yourdomain.com for 2–4 weeks, then escalate to quarantine and eventually reject. In Microsoft 365 you author the _dmarc TXT record manually at your DNS provider; Defender shows aggregate reports once p=none + rua= is set.

Email Delivery**CRITICAL**

4/10

Multiple authentication controls missing or failing. Fix order: SPF, then DKIM, then DMARC monitoring, then DMARC enforcement. Delist only after root cause is identified.

✗ DKIM

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✓ SPF record

SPF TXT record present and valid on the root domain. Re-check the include list whenever you add or remove a sender.

✓ Domain blacklist status

No listings found on Spamhaus DBL, SURBL, Spamhaus ZEN, Barracuda, or SpamCop.

Measurement & Analytics ISSUES

5/10

At least one measurement tool missing or misconfigured. Restore full coverage: GA4 for traffic, GSC for search, behaviour tool for qualitative.

? Analytics version

No analytics tool detected in page source. Install GA4 via Google Tag Manager or directly in the site head.

- Session recording / visitor ID

No session recording or heatmap tool detected in page source. Optional. Clarity, Hotjar, FullStory, or similar will show what visitors actually do.

✓ Google Search Console

Google Search Console verification detected via DNS TXT record or HTML meta tag.

Site Quality ISSUES

6/10

One or more quality signals failing. Prioritise speed (biggest downstream impact), then broken links, then freshness.

✗ Homepage response time

Server response time above 1500ms. Common causes: shared hosting, no CDN, heavy server-side processing. Cloudflare (free tier) typically brings this under 200ms.

~ PageSpeed score

PageSpeed mobile score in mid range. Check pagespeed.web.dev for the full breakdown with fix priorities.

✓ Site freshness

Recent content or news post detected with a visible date in the page markup.

✓ Broken homepage links

All homepage anchor hrefs checked. No 404 or error responses detected.

AI Readiness ISSUES 7/10

One or more readiness signals missing. Prioritise schema (fastest citation impact), then llms.txt, then stack modernisation.

✗ llms.txt

No llms.txt found at the root. This emerging standard (llmstxt.org) tells LLMs which pages to prioritise and how to describe the company. Place a plain-text file at the domain root alongside robots.txt.

✗ Technical design foundation

Legacy stack indicators detected. Typical issues: outdated page builder, no WebP/AVIF images, excessive CSS, external font dependency, or an aging CMS version.

✓ robots.txt

robots.txt present. No important pages blocked. AI crawlers (GPTBot, ClaudeBot, PerplexityBot) not restricted.

✓ Schema markup

Schema.org markup detected with relevant types (Organization, Product, LocalBusiness, or similar).

✓ Mobile viewport

Viewport meta tag present. Pages configured for responsive rendering.

Search & Discoverability GOOD

9/10

Sitemap, OG tags, contact page, hreflang all verified. Maintenance: validate OG with Facebook Debugger and resubmit sitemap after major structure changes.

✗ H1 heading

Zero `<h1>` elements in the HTML. Either the theme omits one, or the hero title was styled as a `<div>` for layout reasons. Add an H1 containing the primary page topic.

✓ Open Graph tags

Open Graph tags present and complete (og:title, og:description, og:image).

✓ Sitemap

XML sitemap found and populated at the expected path.

✓ Contact page quality

Contact page found via homepage navigation with at least two contact methods present (form, phone, email, or address).

? Social media links

Scanned homepage HTML for links to major social platforms (LinkedIn, Facebook, Instagram, YouTube, X, Xing, TikTok, Pinterest, GitHub).

✓ hreflang

Hreflang tags correctly configured across detected language versions.

Legal & Privacy GOOD 10/10

SSL, legal pages, consent manager, and policy quality all confirmed. Maintain by renewing certificates and updating the policy when data practices change.

✓ Legal page presence

Privacy policy and legal notice detected via homepage link analysis with multilingual keyword matching.

✓ SSL certificate

Valid SSL certificate present. Connection encrypted via TLS.

✓ GDPR: analytics before consent

No analytics or tracking scripts detected in HTML source.

✓ Cookie consent manager

Cookie consent manager detected and active on the homepage.

✓ Privacy policy quality

Privacy policy passes keyword checks for standard disclosure topics including controller identity, data categories, legal basis, user rights, and third-party transfers.

APPENDIX

How grades are calculated

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 25 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.



Run your own free scan.

grademyweb.com

GradeMyWeb is a passive scanning tool. All checks read publicly available information only.
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