



SAMPLE AUDIT · UNPAID & UNSOLICITED

Independent Website Audit Preview

Berliner Cohen LLP

Site reviewed: berliner.com · Prepared by ZenMasterWorks · June 2026

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METHODOLOGY & SCOPE

This is a preview-level audit built entirely from publicly available information — the site's content as returned to a standard fetch, the kind search engine crawlers use. No production or staging access was requested or used, and no full browser-based device testing was performed for this unpaid preview. Every finding below was directly observed by fetching the live pages, not inferred from third-party data.

FINDINGS

What stood out

CRITICAL

Raw HTML code is leaking into a meta tag, misspelling the firm's own name

The Contact Us page's og:description meta tag does not contain a description — it contains literal, unescaped HTML markup from other meta tags, including a typo'd version of the firm's own name. Confirmed against the homepage, which has a clean, correct description, so this is a page-specific templating failure. Shared on LinkedIn, Facebook, or any Open-Graph-reading platform, the preview would show broken code instead of a description.

```
berliner.com/contact-us → og:description contains: <meta property="og:site_name"
content="Cohen Beliner LLP">
```

MEDIUM

An outdated meta tag is still in active use sitewide

Both pages checked declare a meta keywords tag with different keyword sets per page. Google has publicly stated it has ignored this tag for ranking purposes since 2009.

LOW

Social-share image is an SVG, which most platforms won't render

Both Open Graph and Twitter Card image tags point to an .svg file. Most platforms that generate link previews do not support SVG — shared links most likely display no image at all.

LOW

A sitewide footer link leads to a generic, non-specific destination

The “Staff” link present in every page's footer points to a generic, plain-HTTP Office 365 login page rather than anything specific to the firm.

FOR BALANCE

What's genuinely working

- ✓ A real, substantial attorney directory — more than 90 named professionals, organized alphabetically and by practice area.
- ✓ Genuinely current legal content — an article on a 2026 federal savings provision and recent California employment law deadlines.
- ✓ Working embedded maps and complete contact details for all four offices, each with its own direct phone and fax line.

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- ✓ A genuine human touch — a published tribute article to the firm's founding partner, reflecting real institutional history.
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This is the preview. The full audit goes further.

A complete engagement would map every page for broken or malformed meta data sitewide, test social-share previews directly, and review technical SEO health across the full site.

This preview was prepared independently by ZenMasterWorks and is not affiliated with or endorsed by Berliner Cohen LLP.