

SAMPLE AUDIT · UNPAID & UNSOLICITED

INDEPENDENT WEBSITE AUDIT PREVIEW

Bristlecone

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

PREPARED BY

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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

HIGH

A live page's canonical tag points to a staging server

The Tax Policy page on the live production site declares its canonical URL as a completely different domain — a staging environment, not bristlecone.com. This tells search engines that the "real" version of this page lives elsewhere, which can prevent the live page from being properly indexed at all. Checked against another page (Sustainability) on the same site, which correctly references itself — confirming this is a specific misconfiguration, not a sitewide pattern, but a real one on a live legal/compliance page nonetheless.

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bristlecone.com/Tax%20Policy/ → canonical points to bristlecone2.itulstaging.com  
bristlecone.com/sustainability/ → canonical correctly self-referencing (for comparison)
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MEDIUM

Homepage video thumbnails link to a blank page, not the video

Six featured video entries on the homepage wrap their thumbnail image in a link pointing to about:blank instead of the actual YouTube URL. Only the separate "Watch on YouTube" text link beneath each thumbnail actually works — clicking the thumbnail image itself, which is what most visitors would naturally try first, does nothing.

LOW

Homepage social-share image is undersized

The homepage's Open Graph image is declared at 620×348 pixels. Current platform guidance (Facebook, LinkedIn, X) recommends at least 1200×630 for crisp rendering — at the current size, link previews shared on social media will appear visibly soft or blurry when scaled up.

FOR BALANCE

What's genuinely working

- ✓ A real, substantive sustainability program — a Science-Based Targets initiative commitment, achieved carbon neutrality certified under PAS 2060 and ISO 14064, with a published FY24-25 report. Specific and verifiable, not vague language.
- ✓ An active, multi-format content program — a recurring video series, white papers, case studies, and press releases, with the homepage itself showing edits as recent as June 2026.
- ✓ A genuinely substantial, named client and partner roster (Unilever, ABB, HP, Applied Materials, SAP, AWS, Microsoft) backing up its market position rather than just asserting it.

This is the preview. The full audit goes much further.

A complete engagement would map every page for canonical and indexing issues sitewide, test all interactive elements (video, forms, navigation) across real browsers, and review the technical SEO health of the full site — delivered as one prioritized report, with no production access required.

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