



SAMPLE AUDIT · UNPAID & UNSOLICITED

Independent Website Audit Preview

San José Spotlight

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

Prepared by
ZenMasterWorks

Phone
1-844-ZEN-0018

Email
ari@zenmasterworks.com

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

Every email on the Contact Us page is unreadable without JavaScript

The Contact page exists specifically to give readers, donors, tipsters, and job applicants a way to reach the newsroom — but all four email addresses on it are obfuscated in a way that renders as literal placeholder text to anything that doesn't execute the decoding script. Search engines and automated directories checking for a real contact address would see that placeholder instead of a working email.

`sanjosespotlight.com/contact-us/` → 4 separate emails, all rendering as ""

CRITICAL

The donation and membership link points to a staging server

On the live Contact Us page, the link inviting readers to become a sustaining donor points to a WP Engine staging/development domain, not the real production donation page. For a nonprofit newsroom that runs on reader donations, that's a direct risk to actual revenue.

`sanjosespotlight.com/contact-us/` → "Donations" link points to `sjspotlightde.wpengine.com`

LOW

Homepage social-share image is undersized

The homepage's Open Graph image is declared at 426×285 pixels, well below the 1200×630 current platform guidance — a real factor for a newsroom whose stories are shared primarily on social media.

FOR BALANCE

What's genuinely working

- ✓ A genuinely active, frequently updated newsroom — multiple original stories published daily, with real bylines and clear beat organization.
- ✓ Transparent nonprofit disclosure — 501(c)(3) status and tax ID stated plainly in the footer of every page.
- ✓ Genuine multilingual commitment — dedicated Latinx and Vietnamese community coverage sections, not just a translated homepage.

-
- ✓ A real, broad multi-channel presence — active Facebook, Instagram, TikTok, YouTube, LinkedIn, and Reddit accounts, alongside a working RSS feed.
-

This is the preview. The full audit goes further.

A complete engagement would confirm exactly how widely the staging link and email obfuscation issue appear sitewide, test every contact path across real browsers, and review technical SEO health across the full site.

This preview was prepared independently by ZenMasterWorks and is not affiliated with or endorsed by San José Spotlight or the San José News Bureau.