



WEBSITE AND EMAIL DOMAIN AUDIT

Red 4 Digital Ltd

<https://red4digital.co.uk/>



Overall health 94/100. 1 thing to act on now and 1 needing attention, across domain, security, email, visibility, trust and speed.

Summary

The whole audit on one page. Every point is explained in the sections that follow.

A fast, carefully built and personal site whose security settings lag behind the security work it sells.

Red 4 Digital's site does most of the technical basics very well. It answers in about five hundredths of a second, weighs only around 27KB, is hand-built and carries proper structured data, a sitemap and an llms.txt file for AI assistants. Email is set up with SPF, DKIM and an enforcing DMARC policy. The founder's voice comes through clearly, from the 30-year background to the Eddie Colman story behind the name.

The gaps matter more than usual because the business sells security. The server sends none of five standard security headers and announces its exact software version. DMARC applies to only a quarter of failing mail and its reports go to a smartgiftshop.com mailbox. On the page, a few typos and a crowded set of buttons undercut an otherwise confident pitch. The 25,000+ reviews also belong to other platforms rather than to Red 4 Digital's own clients.

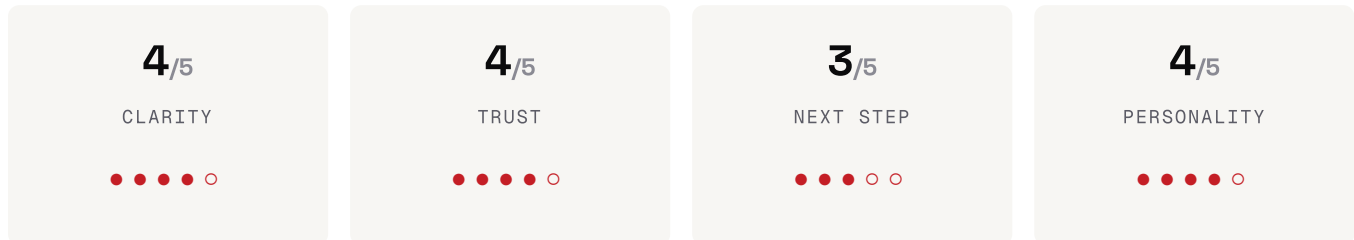
HOW THE SITE IS BUILT — See section	DOMAIN AND RENEWALS 100 Good	WEBSITE SECURITY 63 Needs attention	EMAIL AND YOUR DOMAIN 100 Good
SEARCH AND AI VISIBILITY 100 Good	TRUST AND THE LEGAL BASICS 100 Good	SPEED AND ACCESSIBILITY 100 Good	WHAT THE SITE DOES ON ITS OWN 22 2 of 9 in place

Do these first

1. **Turn on the five missing security headers.** HSTS, Content-Security-Policy, X-Content-Type-Options, Referrer-Policy and clickjacking protection are all absent. They are short server settings and prospective clients checking a security provider may well look for them.
2. **Stop the server announcing its software version.** Every response states nginx/1.28.3 on Ubuntu, which tells an attacker exactly which known weaknesses to try.
3. **Apply DMARC to all mail and send reports to this domain.** The policy is quarantine but pct=25 means it covers only a quarter of failing mail. Reports go to simon@smartgiftshop.com, which mixes two businesses' records.
4. **Correct the typos on the About page.** The About page reads 'business analysis' and 'a internet hosting company'. One image also lacks a text description for screen readers.

How the business comes across

A first-time visitor's view of the site: what it says, who it is for and whether it gives them a reason to get in touch.



First impression

A visitor quickly sees a Kenilworth studio offering AI, software, websites and security, with a phone number and a Book a call button in view. The main heading, about streamlining and maximising IT systems, is vaguer than the page title. Scrolling down rewards the reader with a named founder, real projects and a clear account of how the two-day audit works. The sheer number of services and buttons makes the first step feel less obvious than it should.

Who it is for

The site speaks mainly to owners of small and medium-sized businesses who are tired of patched-together software and want plain-English help with AI and security. That comes through well, though the audience shifts between SMEs and 'sole traders to national organisations' while the location shifts between Warwickshire, 'UK Wide' and 'working worldwide'.

Working well

- The homepage answered in about 0.05 seconds and is only around 27KB, so it is light enough to load quickly on a phone.
- Simon Lambert is named as the person who designs and builds the work, with a clear history from Y2K-era consultancy to running SmartGiftShop.
- Contact details are complete: two phone numbers, an email address, a full Kenilworth address, opening hours and the company number.
- Real projects are named, including ticketing for craft shows at the National Motorcycle Museum and a booking and records system for a Rugby clinic.

Holding it back

- For a business that sells security, the server sends none of five standard browser protections and publishes its exact nginx and Ubuntu versions.
- The DMARC record applies its quarantine rule to only 25% of failing mail and sends reports to a smartgiftshop.com address rather than one on this domain.
- The 25,000+ reviews come from SmartGiftShop; no quotes from Red 4 Digital's own clients appear on the pages checked.
- Small slips such as 'business analysis' and 'a internet hosting company' on the About page stand out on a site selling care and precision.

- The free charity website scheme and the Eddie Colman story give the business a character no template could.
- The opening section offers four different buttons, so the two-day audit, the free website audit and a call all compete for the first click.

How the site is built

The platform, the hosting and the software the site depends on.

WEBSITE ADDRESS	https://red4digital.co.uk/
HOSTED BY	HOS-GUN · CLOUD-NBG1
SERVER LOCATION	DE
SERVER ADDRESS	178.105.184.167
DNS RUN BY	Hetzner
EMAIL RUN BY	Google Workspace
ANALYTICS	Google Analytics 4
CHAT	WhatsApp link
SPAM PROTECTION	Cloudflare Turnstile
CODE LIBRARIES	Google Fonts

NOTE**Platform not identified**

The site does not identify the system it is built with. That is often a sign of a hand-built or less common platform.

NOTE**Hosting**

The site is served from HOS-GUN (DE).

Domain and renewals

The two things that take a business offline overnight when they lapse: the domain registration and the security certificate.

GOOD

Score 100/100

DOMAIN REGISTERED

22 May 2026

DOMAIN RENEWS

22 May 2027

229 days

CERTIFICATE RENEWS

18 December 2026

74 days

REGISTRAR

Easily Limited t/a easily.co.uk

DOMAIN CHECKED

red4digital.co.uk

CERTIFICATE ISSUER

Let's Encrypt

NAMESERVERS

helium.ns.hetzner.de, hydrogen.ns.hetzner.com, oxygen.ns.hetzner.com

GOOD

Domain renews in 229 days

red4digital.co.uk is registered through Easily Limited t/a easily.co.uk until 22 May 2027. Make sure the renewal is on auto-renew with a card that is still valid.

GOOD

Security certificate valid for 74 more days

Issued by Let's Encrypt. Renewal is normally automatic.

NOTE

DNS is run by Hetzner

Whoever runs DNS controls where the website and email point. That account deserves the same protection as your bank login.

Website security

What a browser — or an attacker — can see about how the site protects itself and its visitors.

NEEDS ATTENTION

Score 63/100

PROTECTION	SENT
Forces secure connections (HSTS)	No
Limits what the page may load (CSP)	No
Stops the site being framed by another	No
Stops browsers guessing file types	No
Controls what other sites learn	No
Limits camera, microphone, location	No

ACT NOW

5 standard security headers missing

Not sent: HSTS, Content-Security-Policy, X-Content-Type-Options, Referrer-Policy, clickjacking protection. These are one-line server settings that tell browsers to refuse common attacks such as clickjacking and content injection.

ATTENTION

The server announces its software versions

Server: nginx/1.28.3 (Ubuntu). Publishing exact versions tells an attacker which known weaknesses to try.

GOOD

HTTPS works

The site has a valid certificate trusted by browsers.

GOOD

Insecure visits are redirected

http:// visits move to the secure https:// address.

Email and your domain

Whether the world can tell genuine email from your domain apart from a forgery. This decides how much of your mail reaches inboxes and how easily someone can pretend to be you.

GOOD Score 100/100

CHECK	WHAT WE FOUND
SPF — who may send as you	v=spf1 include:_spf.google.com ~all
DMARC — what happens to forgeries	v=DMARC1; p=quarantine; pct=25; rua=mailto:simon@smartgiftshop.com
DKIM — signed, provably genuine mail	Found (google)
MTA-STS — encrypted delivery enforced	No
Mail servers	smtp.google.com

GOOD

SPF is in place

Ends in ~all, telling receivers what to do with mail from anywhere else.

GOOD

DMARC is enforcing (p=quarantine)

Mail that fails the checks is quarantined or rejected.

GOOD

DKIM signing found

Found under: google.

NOTE

Email is handled by Google Workspace

Mail for @red4digital.co.uk goes to smtp.google.com.

Search and AI visibility

How easily Google and AI assistants such as ChatGPT can find the site, understand it and describe the business correctly.

GOOD Score 100/100

GOOD

Page title: "AI, Software & Security | Warwickshire | Red 4 Digital"

A sensible length for search results.

GOOD

Search description set

"A two-day audit of what your business pays for, what could be automated and where it is exposed — then we build the fix. Across Warwickshire."

GOOD

One main heading

"Streamlining, automating and maximising your IT Systems ."

GOOD

Structured data present

Describes the page as: ProfessionalService, PostalAddress, GeoCoordinates, Place, OpeningHoursSpecification.

GOOD

Sitemap found

Search engines can find every page.

GOOD

Sharing preview set

Links shared on social media and messaging show a picture.

GOOD

lms.txt published

A plain summary for AI assistants is published.

Trust and the legal basics

The details visitors look for before they get in touch and the ones UK law expects to see.

GOOD

Score 100/100

GOOD

Phone number shown

01926 343911

GOOD

Address shown

Includes the postcode CV8 2AH.

GOOD

Company number shown (17004005)

Limited companies must show their registered number and office on their website.

GOOD

Privacy policy linked

Linked from the page.

GOOD

Cookie consent in place

A cookie banner is on the page and no tracking tag loads before it is answered.

NOTE

No reviews widget found

Showing genuine, independent reviews is one of the quickest ways to win trust.

Speed and accessibility

How quickly the site appears on a phone and how usable it is for everyone.

GOOD

Score 100/100

GOOD

Server answered in 0.05s

The time before the first byte of the page arrived, measured from our server in Germany.

NOTE

Google's speed test did not complete

Google's PageSpeed test did not answer

What the site does on its own

Which jobs the site already takes off your hands and which still land on a person.

— Online booking	— Online payments or shop
— Live chat or chatbot WhatsApp link	✓ Enquiry form a form on the page
— Newsletter or mailing-list sign-up	— Customer reviews shown automatically
— Customer accounts or portal	— CRM or lead capture
✓ Visitor analytics Google Analytics 4	

The site already does a fair amount on its own: enquiries arrive through forms protected by Cloudflare Turnstile, visitors can message on WhatsApp, a monthly briefing sign-up is offered and analytics only start once a visitor agrees. The scan found no sign of a system that records leads or follows them up, so replying, chasing and gathering feedback appear to be left to people.

Where automation would help

Answer routine questions out of hours

An assistant drawing only on the site's own FAQs and service pages could answer common questions about the audit, the charity scheme or Cyber Essentials and pass anything specific to Simon. With one person doing the building, fewer interruptions for simple questions means more time on client work.

Gather every enquiry in one place

The four forms on the homepage could feed a single lead list that records where each enquiry came from and what was asked. That would show clearly whether the free audit, the paid audit or the charity scheme brings in the most work.

Follow up free audit reports automatically

A short, timed message a few days after each free report is sent could check it arrived and offer a call to talk it through. The free audit is clearly a main route to new work, so it is worth making sure replies do not go cold.

Ask for a review when a project goes live

An automatic request for a Google review at handover would build a record of feedback for Red 4 Digital itself. That would sit alongside the SmartGiftShop figure rather than relying on it.



Take a deposit for the two-day audit

The audit is sold at a fixed price agreed up front, so an online deposit could confirm the date without a separate invoice. The scan found no online payment on the site at present.

Recommendations

What to do, in the order we would do it. Small means an afternoon; large means a project.

NOW**This month****Turn on the five missing security headers**SECURITY
SMALL

HSTS, Content-Security-Policy, X-Content-Type-Options, Referrer-Policy and clickjacking protection are all absent. They are short server settings and prospective clients checking a security provider may well look for them.

Stop the server announcing its software versionSECURITY
SMALL

Every response states nginx/1.28.3 on Ubuntu, which tells an attacker exactly which known weaknesses to try.

Apply DMARC to all mail and send reports to this domainEMAIL
SMALL

The policy is quarantine but pct=25 means it covers only a quarter of failing mail. Reports go to simon@smartgiftshop.com, which mixes two businesses' records.

Correct the typos on the About pageTRUST
SMALL

The About page reads 'business analysis' and 'a internet hosting company'. One image also lacks a text description for screen readers.

NEXT**In the next three months****Add quotes from Red 4 Digital's own clients**TRUST
MEDIUM

The review figure comes from SmartGiftShop and no client quotes for Red 4 appear on the pages checked. Named projects such as VIP Aesthetics and Crafting Realm are natural sources.

Lead the opening section with one clear first stepVISIBILITY
SMALL

Four buttons compete at the top of the homepage. Leading with one and moving the others lower down would make the next step obvious.

Match the main heading and location to the page titleVISIBILITY
SMALL

The title says AI, Software & Security in Warwickshire while the heading talks about IT systems and the page also says UK Wide and worldwide. One consistent message helps visitors and search engines alike.

Send all enquiry forms into one lead listAUTOMATION
MEDIUM

There are four forms on the homepage but the scan found no system that records or follows up the enquiries they bring in.

LATER**When there is time**

Publish a `security.txt` file and add a CAA record

SECURITY
SMALL

Neither is present. A `security.txt` file tells researchers how to report a problem and a CAA record limits which companies may issue certificates for the domain.

Add MTA-STS to protect incoming mail

EMAIL
SMALL

It is not set up. It tells other mail servers to insist on an encrypted connection when delivering to `@red4digital.co.uk` addresses.

What happens next

Everything in this report is yours to use however you like — with us, with whoever built your site or on your own.

Over the next few days we will follow up with our own recommendations: which of the points above we can take care of for you, how we would go about each one and what it would cost, set out in writing. There is no obligation. If you would rather talk it through sooner, we are a short call away.

Simon Lambert, founder

01926 343911 `admin@red4digital.co.uk` `red4digital.co.uk/book`

How this audit was done

What we looked at — and what we did not.

Every check in this report reads only what is public: the pages any visitor's browser receives, the site's response headers and security certificate, its DNS records, the public registry entry for the domain and Google's own PageSpeed test. We did not log in anywhere, test passwords, scan ports or submit any form. Nothing was changed on your site.

The scan ran on 4 October 2026 from our server in Germany. Websites change, so a result here describes the site on that day. Some things cannot be seen from outside — the content of your backups, who holds the logins, whether the registrar account has a valid card on file — and those are worth checking separately.

The sections on how the business comes across, automation and the recommendations were written with the help of AI from the measurements and the text of your site, then read and checked by a person before release. The scores are our own measure and are meant for comparison over time rather than as a grade.

About Red 4 Digital

Red 4 Digital is a small technology studio based at Glasshouse Lane in Kenilworth. We build websites and bespoke software, automate everyday work with AI and look after security and hosting for businesses across Warwickshire and beyond.