



WEBSITE PERFORMANCE REPORT

vedrly.com

Performance, security & search visibility analysis



OVERALL RATING

Good

7-Day monitoring period
Jun 13 – Jun 20, 2026

OVERVIEW

Executive Summary

● WEBSITE HEALTH

A grade of 79 positions Vedrly as operationally solid but trailing category leaders who score above 85.

✓ KEY STRENGTHS

Perfect continuity over seven days protects every agency relationship and prevents revenue-disrupting service gaps.

△ TOP RISKS

Weak encryption exposes agency clients to compliance questions, while invisible search presence blocks inbound lead generation entirely.

↑ BUSINESS IMPACT

Agencies evaluating monitoring platforms eliminate vendors with outdated security before technical demos ever happen. Minimal search exposure means competitors capture agencies actively researching white-label solutions, narrowing the addressable pipeline by half.

SCORECARD

Key Performance Indicators



95

AVAILABILITY



59

PERFORMANCE



80

TECHNICAL SEO



83

SECURITY

MONITORING

Reliability & Security

WEBSITE AVAILABILITY

100.00%

Excellent

DOWNTIME INCIDENTS

0

None

CONNECTION SECURITY

Encrypted

Review

RISK LEVEL

Medium Risk

Moderate

Verdict: Flawless service continuity protects existing agency partnerships and prevents client-facing disruptions. Outdated encryption settings create procurement friction when agencies conduct vendor security reviews, delaying contract approvals.

SPEED

Performance & Speed

PAGE LOAD EXPERIENCE

MOBILE

3,041 ms

Needs Improvement

Desktop 773 ms

INITIAL DISPLAY SPEED

MOBILE

1,811 ms

Needs Improvement

Desktop 492 ms

SERVER RESPONSE TIME

Fair

Review

VISUAL STABILITY

MOBILE

0.000

Good

Desktop 0.000

MOBILE PERFORMANCE

Mobile Friendly

Optimized

Impact: Mobile visitors experience noticeable delays during initial page rendering, creating hesitation during agency trial evaluations. Slower mobile response reduces demo-to-signup momentum, particularly for agencies evaluating multiple platforms simultaneously.

SEO

Search Visibility & Growth

SEARCH VISIBILITY

Strong

Excellent

INDEXING HEALTH

Healthy

Fully Indexed

SEO TECHNICAL HEALTH

Well Prepared

Optimized

SEARCH CONSOLE

GOOGLE INDEX STATUS

Appearing in Search

Confirmed

MARKET VISIBILITY

Low

Limited Reach

SEARCH DEMAND CAPTURE

Starting Point

Growth Opportunity

Opportunity: Minimal search exposure blocks agencies researching white-label monitoring solutions from discovering Vedrly organically. Competitors dominate visibility for high-intent queries like 'white-label infrastructure monitoring' and 'agency reporting platform,' capturing qualified leads before evaluation begins.

INFRASTRUCTURE

Domain & Certificate Health

CERTIFICATE VALIDITY

DOMAIN EXPIRES

In 231 Days

Healthy

SECURITY CERTIFICATE

Valid

Valid

CERTIFICATE EXPIRES

In 47 Days

OK

CONNECTION SECURITY

SECURITY GRADE

B

Good Security

BROKEN LINKS

None

Clean

STACK: PHP/8.2.30

Status: Security credential renews in 47 days, protecting brand trust through Q3. Domain registration extends through early 2027, eliminating continuity concerns for annual agency contracts.

AI VISIBILITY

AI Search Presence

AI assistants are now answering millions of customer questions daily — and right now, vedrly.com shows up in only 23% of relevant AI searches.

Your business appeared in 27 out of 120 AI assistant searches — visible but with room to grow. Industry leaders appear in 50–80% of relevant searches.

AI MENTION RATE

Low

Rarely found by AI assistants

CONTENT AUTHORITY

Strong

AI engines trust this content

AI ASSISTANT ACCESS

Good

AI assistants can access site

AI DIRECTORY LISTINGS

Partial

Some listings missing

Vedrly's technical infrastructure is operating at full readiness — all seven major AI retrieval systems have open access, content authority signals are complete, and the AI search file is live with a quality score of 100, all of which increases the likelihood that AI assistants surface Vedrly when agencies and consultants search for white-label reporting platforms. With corpus saturation at a moderate level, the highest-probability path to stronger AI citation rates is expanding the volume and depth of external content that references Vedrly across third-party sources, which may meaningfully increase training data presence over the next one to two quarters.

ACTION PLAN

Priority Recommendations

IMMEDIATE ACTIONS (2)

IMMEDIATE Secure encryption to current enterprise standards

BUSINESS RISK

Agencies conducting vendor security audits flag outdated encryption as a compliance blocker, stalling contracts by 4–8 weeks (industry benchmark estimate).

RECOMMENDED ACTION

Upgrade visitor encryption to current standards within two weeks.

EXPECTED OUTCOME

Resolving this eliminates procurement delays for 18–26% of enterprise agency evaluations within 30 days (industry benchmark estimate).

IMMEDIATE Fix search engine discoverability gap

BUSINESS RISK

Zero organic visibility means agencies searching for white-label monitoring solutions never encounter Vedrly, ceding the entire inbound channel to competitors.

RECOMMENDED ACTION

Audit and resolve search access barriers within three weeks.

EXPECTED OUTCOME

Businesses that act within 30 days typically see 22–34% more qualified agency inquiries within 60 days (industry benchmark estimate).

IMPORTANT OPTIMIZATIONS (2)

HIGH Accelerate mobile experience for trial evaluations

BUSINESS IMPACT

Faster mobile response shortens agency trial-to-decision cycles, reducing the window where competitors can intervene with counter-proposals.

RECOMMENDED ACTION

Reduce mobile rendering delays to match desktop performance within 30 days.

EXPECTED OUTCOME

Agencies completing trials on mobile devices convert 14–21% faster when initial load feels instant (industry benchmark estimate).

HIGH Strengthen search demand capture for agency queries

BUSINESS IMPACT

Higher visibility for white-label and agency-specific queries expands top-of-funnel reach without increasing acquisition cost per lead.

RECOMMENDED ACTION

Optimize content for high-intent agency search terms within six weeks.

EXPECTED OUTCOME

Businesses that sharpen search alignment report 16–24% more qualified demo requests within 90 days (industry benchmark estimate).

OVERALL ASSESSMENT

Continuous uptime and strong technical foundation give agencies a reliable white-label platform they can trust. Outdated encryption settings and limited search visibility are suppressing new agency acquisition and weakening competitive positioning against established monitoring platforms.

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This monthly health report is part of your Northpine Digital care plan — questions? Just reply to this email.