

Website report

Muster AG, www.muster-ag.ch

● The website is losing visitors on phones, through the imprint and privacy notice and through mail protection.

4 points are urgent, 6 more are worth fixing. I recommend a new website with a content management system (from EUR 4,000) that you can maintain yourself; imprint, privacy notice and moving over your texts and images are included.

Area	Finding
● Display on phones	On a phone the site shows up as a shrunken desktop page.
● Load time	The home page is visible on a phone after 2.0 s.
● Imprint and privacy	There is no privacy notice; there is no imprint page; the address appears only on the home page; more points in the details.
● Mail protection	Your SPF record refers to itself, which makes it invalid; there is no DMARC policy, so receivers have no instruction to reject forged mail sent in your name; more points in the details.
● Links	The home page has no links to subpages.
● Images	The images on the home page come to 271 KB in total.
● Encryption and security	The server sends no security headers.
● Technology	The site uses a script library from 2016 or earlier (jQuery 1.12.4).

1 The three most important points

● On a phone the site shows up as a shrunken desktop page.

Cost: part of a relaunch from EUR 3,000

● There is no privacy notice.

Cost: EUR 220, two hours

● Your SPF record refers to itself, which makes it invalid.

Cost: Mail protection package EUR 490

2 Next step

The current site has no system that can be maintained, and it does not display properly on phones. I recommend a new website with a content management system (from EUR 4,000) that you can maintain yourself; imprint, privacy notice and moving over your texts and images are included. After that the Basic care plan (EUR 90 a month) keeps hosting, updates, backups and load time in order for good.

How visitors see your website

Home page of www.muster-ag.ch, captured on 20 October 2026



Phone, 390 pixels wide



Desktop, 1440 pixels wide

Home page measurements

	Phone	Desktop
Response time	59 ms	293 ms
First paint	1.7 s	412 ms
Main content visible	2.0 s	444 ms
Transferred	1.2 MB	1.2 MB
Requests	67	67

3 Display on phones

● On a phone the site shows up as a shrunk desktop page.

Visitors have to zoom and swipe; most give up. More than half of all visits now come from phones.

Measured: The viewport is fixed at 950 pixels; at 390 pixels wide the content is 950 pixels wide (screenshot on page 2).

Fix: Move the site to a flexible layout that adapts to any screen width.

Cost: part of a relaunch from EUR 3,000

4 Load time

● The home page is visible on a phone after 2.0 s.

Findings in detail

Every point with its reason, measurement, fix and cost

5 Imprint and privacy

These points follow Swiss law (Data Protection Act, Unfair Competition Act, Telecommunications Act). Outside Switzerland they are a pointer, not a legal assessment.

● There is no privacy notice.

Under the revised Federal Act on Data Protection (FADP, in force since 1 September 2023), visitors must be informed appropriately when personal data is collected: who is responsible, for what purpose and who receives it (Art. 19 FADP). On a website that goes beyond forms: hosting, logs, embedded services.

Measured: No privacy notice link on the home page; checked: /datenschutz, /datenschutz.html, /datenschutz.php, /datenschutzerklaerung, /de/datenschutz, /index.php/datenschutz, /privacy.

Fix: Write a privacy notice that covers hosting, forms, fonts, maps and analytics, and link it in the footer.

Cost: EUR 220, two hours

no privacy notice link

● There is no imprint page; the address appears only on the home page.

As soon as goods, works or services are offered online, Swiss law requires clear and complete details of identity and contact address, including an email address (Art. 3 para. 1 let. s UCA). Visitors and search engines expect an imprint anyway.

Measured: No imprint link on the home page; an address ('8000 Musterstadt') appears on the home page; checked: /de/impressum, /impressum, /impressum.html, /impressum.php, /imprint, /index.php/impressum, /rechtliches.

Fix: Create an imprint page with company name, address, email and commercial register number, and link it in the footer.

Cost: EUR 110, one hour

no imprint link, address on the home page

● Fonts are loaded from a provider in the United States on every visit.

Each visitor's IP address goes to that provider. The privacy notice has to say so, and there is no need for it, because fonts can just as well come from your own server.

Measured: Loading the home page sent 11 requests to fonts.googleapis.com, fonts.gstatic.com.

Fix: Put the font files on your own server and load them from there.

Cost: EUR 110, one hour

<https://fonts.googleapis.com/css?family=Roboto>; <https://fonts.googleapis.com/css?family=Google+Sans+Text:400&text=%E2%86%90%E2%86%92%E2%86%91%E2%86%93&lang=en>

● Maps from third parties load without consent when the page opens.

An embedded map or video reports every visit to its provider; the usual way is a preview image that loads only on a click.

Measured: Loading the home page sent requests to maps.googleapis.com, www.google.com.

Fix: Replace the embed with a click-to-load preview image and mention it in the privacy notice.

Cost: EUR 110, one hour

www.google.com; maps.googleapis.com

Findings in detail, continued

Every point with its reason, measurement, fix and cost

6 Mail protection

● Your SPF record refers to itself, which makes it invalid.

Receivers abort the check with an error; your mail counts as unchecked and is more likely to land in spam.

Measured: Public DNS records of the domain muster-ag.ch: v=spf1 include:spf.example.net include:muster-ag.ch ~all.

Fix: Remove include:muster-ag.ch; list your own servers with a, mx or ip4.

Cost: Mail protection package EUR 490

v=spf1 include:spf.example.net include:muster-ag.ch ~all

● There is no DMARC policy, so receivers have no instruction to reject forged mail sent in your name.

Fraudsters can send invoices and payment requests with your sender address, and the big mailbox providers have required DMARC from bulk senders since 2024.

Measured: Public DNS records of the domain muster-ag.ch.

Fix: Week 0: set p=none with reports (rua) and read them for 2 to 4 weeks.

Cost: Mail protection package EUR 490

● No DKIM key found at the selectors checked.

Without a signature your mail is trusted less, and DMARC can then rely only on SPF.

Measured: Public DNS records of the domain muster-ag.ch: Selectors checked: default, dkim, mail, s1, s2, k1, key1, selector1, selector2, google, smtp.

Fix: Switch on DKIM at your mail provider and set the key shown as a TXT or CNAME record.

Cost: Mail protection package EUR 490

Selectors checked: default, dkim, mail, s1, s2, k1, key1, selector1, selector2, google, smtp

7 Links

Nothing to report.

8 Images

● The images on the home page come to 271 KB in total.

9 Encryption and security

● The server sends no security headers.

These headers stop your page from being embedded in other sites or altered by outside scripts; they cost nothing.

Measured: Of the five usual security headers, 5 are missing: HSTS, Content-Security-Policy, X-Content-Type-Options, X-Frame-Options, Referrer-Policy.

Fix: Set the headers in the server configuration.

Cost: included in the Basic care plan

HSTS (enforces the encrypted connection); Content-Security-Policy (limits where scripts may come from); X-Content-Type-Options; X-Frame-Options (protection against being embedded in other sites); Referrer-Policy

Findings in detail, continued

Every point with its reason, measurement, fix and cost

10 Technology

● **The site uses a script library from 2016 or earlier (jQuery 1.12.4).**

This version has had no fixes for years; known holes stay open.

Measured: jquery-1.12.4 is loaded on the home page.

Fix: Update the library, or drop it altogether in a relaunch.

Cost: EUR 110, one hour

● **The home page has no description for search engines.**

Without a description the search engine picks a text snippet itself.

Measured: No meta description in the source code of the home page.

Fix: Write descriptions for the most important pages.

Cost: EUR 110, one hour

● **The site does not state its language.**

Screen readers and search engines then cannot reliably tell which language the page is in.

Measured: No lang attribute in the <html> tag.

Fix: Set the lang attribute, for example lang="en-GB".

Cost: EUR 110, one hour

Next step and terms

Recommendation, prices and the limits of this report

11 Recommendation

The current site has no system that can be maintained, and it does not display properly on phones. I recommend a new website with a content management system (from EUR 4,000) that you can maintain yourself; imprint, privacy notice and moving over your texts and images are included. After that the Basic care plan (EUR 90 a month) keeps hosting, updates, backups and load time in order for good.

12 Prices

Service	Price	Note
New website with a content management system	from EUR 4,000	fixed price by agreement, two rounds of corrections, draft free of charge
Basic care plan	EUR 90 a month	hosting, monitoring, updates, backups; cancel any month
Mail protection package (SPF, DKIM, DMARC with reports)	EUR 490	included in the new website
This report	EUR 290	credited against an order placed within 30 days

All prices are fixed, with no VAT added. Services without a care plan have no running costs. The price of this report is credited against an order. Prices are valid for 30 days from the report date. A short email is enough to accept.

13 What this report does not assess

- Search engine visibility and keywords: that needs access to the Search Console.
- Content and texts: the report does not judge wording, offers or photos.
- Subpages: load time, layout and images were measured on the home page; links only one level deep.
- Accessibility: only what can be measured without assistive tools (text size, tap targets).
- Server and hosting from the inside: backups, updates and extensions cannot be seen from the outside.
- Law outside Switzerland: the imprint and privacy points follow Swiss law; outside Switzerland they are a pointer, not a legal assessment.

14 How it was measured

- Phone and desktop: screenshots at 390 and 1440 pixels wide in a browser without extensions, without logging in.
- Load time: one run with a throttled connection (1.6 Mbit/s, 150 ms delay, processor slowed down four times) and one run on a desktop without throttling; values vary from run to run by a few tenths of a second.
- Privacy: only what actually went to third parties without any click while the home page loaded was counted.
- Mail: public DNS records of the domain (MX, SPF, DKIM, DMARC).
- Links: every internal link on the home page was opened.

I am happy to answer questions about this report: Dominik Könitzer, check.punds.ch, Küssnacht, dominik.koenitzer@wiss-edu.ch