The Walt Disney Company: executive brief

Executive brief: the short version of the full audit report

PUBLISHED SAMPLE · A REAL AUDIT, SHARED WITH THE BUSINESS'S PERMISSION



PREPARED FOR
The Walt Disney Company

DATE
2026-11-22

WEB
thewaltdisneycompany.com

HOW THIS REPORT WAS MADE
Generated by the Dostal Technology audit system. It is written automatically, using AI models and public sources about The Walt Disney Company, the business confirmed when the report was ordered.

1. Executive brief

The short version of the full audit report for The Walt Disney Company: the headline numbers, the top changes with their goals and targets, and one line per section with where to read more.

71
Unbranded AI answers naming the company

14
Perplexity unbranded answers naming the company

51
Homepage performance score, mobile

12.2 s
Homepage Largest Contentful Paint, mobile

94
/contact-us/ performance score, desktop

29
Unnamed links on /about/ (serious)

- **Named in most unbranded AI answers.** The Walt Disney Company appeared in 71 unbranded AI answers, counting its own brands: 20 of 20 on Google Gemini and 20 of 20 on Claude, against 17 of 20 on ChatGPT and 14 of 20 on Perplexity. [G]
- **ChatGPT and Perplexity omit it for 'best family entertainment companies'.** Neither ChatGPT's nor Perplexity's answer to 'best family entertainment companies', a query we tested, mentioned The Walt Disney Company, while Google Gemini's answer to the same prompt did. [G]
- **Pages are slow on mobile and fast on desktop.** Lighthouse scored the homepage (/) 51 on mobile, with a Largest Contentful Paint of 12.2 s on mobile, while /contact-us/ scored 94 on desktop. (verified as of 2026-11-09) [LH]
- **Homepage has no h1 and a name-only title.** The homepage (/) has 0 h1 headings and a 23-character title that is the company name alone, "The Walt Disney Company". (verified as of 2026-11-09) [D]
- **Email spoofing policy is monitor-only.** The domain's DMARC record is set to p=none and its SPF record ends in a neutral ?all, so receiving mail servers are not asked to quarantine or reject mail that fails the checks. [DNS]
- **Google Ads tag loads before any consent choice.** In browser captures the Google Ads conversion tag loads as soon as a page opens, a OneTrust script is in the page HTML but no consent banner was detected, and the crawl found no privacy policy page (whether one exists off the crawled pages is UNKNOWN). (verified as of 2026-11-19) [D]

Top 9 changes: goal, KPI and target

#	Change	Goal	KPI	Now	Target (recommended)
1	Describe the company in buyers' category words on /about/ and /brand/	Prospective customers who ask an AI engine about family entertainment see The Walt Disney Company named.	Unbranded Perplexity answers naming the business	14	Move toward the 20 of 20 measured on Google Gemini, winning the 'best family entertainment companies' prompt first, when the prompts are re-run next quarter.
2	Relabel the first calls to action and add press, careers and brand routes	Journalists, job seekers and people looking for a brand find their route as quickly as investors do.	First call to action label, homepage (/)	See All	A label that names its investor destination, with press, careers and brand routes beside it, within thirty days.

#	Change	Goal	KPI	Now	Target (recommended)
3	Promote /economic-impact/ from the homepage, /about/ and /news/	Press, partners and public officials see proof of scale and reputation without hunting for it.	Proof found on the key pages crawled	none found	A visible route to /economic-impact/ on the homepage, /about/ and /news/ within thirty days.
4	Harden the site	Forged mail in the domain's name is refused, and the site is safer and easier to use.	Links without discernible text on /about/ (axe link-name, serious)	29	No link-name failures on /about/ and DMARC at reject within one quarter.
5	Set explicit AI crawler rules in robots.txt	The company decides what AI engines may read from its corporate site.	AI crawlers named in robots.txt	0	Each AI crawler the company cares about named with a deliberate rule within one quarter.
6	Speed up the mobile pages	Investors, journalists, candidates and prospective customers on phones reach the brand routes without a long wait.	Homepage (/) performance score, mobile	51	Raise the mobile score from its current 51 to 90 or higher, Lighthouse's top band, within two release cycles.
7	Give the homepage an h1 and a descriptive title	Search engines and answer engines read what the company is from the page most likely to stand for it.	H1 headings on the homepage (/)	0	A single descriptive h1 on the homepage, as /about/ and /news/ already have, at the next content release.
8	Reconcile the segment name and the Make-A-Wish figure across pages	Press, investors and AI engines quote one consistent description of the company.	Names of Disney's three business segments: pages stating them differently	2	The homepage and the press-release boilerplate use the same segment name by the next boilerplate update.
9	Fix the news and press-release templates for search	News and press pages show a complete title and a chosen summary in search results.	Title length, /news/wwe-espn-wide-world-sports-takeover/	228	Search titles on new articles short enough to show in full, company name included, from the next template release.

Live-site observations in this section were verified between 2026-11-08 and 2026-11-19. The live site may have changed since.

The recommended actions by start week, each with its owner and its steps: Action plan, page 51 of the full report (Part 2, page 16).

2. The short of each section

Part 1 · Findings: facts with their sources, one line per section; items marked UNVERIFIED are not yet confirmed.

- **Site inventory.** 60 pages crawled; home host answers normally. The crawl fetched 60 public pages on thewaltdisneycompany.com, the cap for this run, and both the bare host and its www variant answered HTTP 200. Full detail: section 2, page 4 of the full report (Part 1, page 2). [D]
- **Performance.** Mobile performance scores are low. Lighthouse scored the homepage (/) 51 on mobile, /about/ 41 on mobile and /press-releases/ 40 on mobile. Full detail: section 3, page 8 of the full report (Part 1, page 6). [LH]
- **Security and privacy.** Email spoofing policy is monitor-only. The domain's DMARC record is set to p=none and its SPF record ends in a neutral ?all, so receiving mail servers are not asked to quarantine or reject mail that fails the checks. Full detail: section 4, page 11 of the full report (Part 1, page 9). [DNS]
- **SEO and structured data.** Crawl basics are in place. The robots.txt of thewaltdisneycompany.com allows crawling with 2 disallowed paths and lists 1 sitemap, which holds 3,008 URLs. Full detail: section 5, page 13 of the full report (Part 1, page 11). [D]
- **Accessibility.** Unnamed links on /about/ are the most serious barrier. The axe rule link-name (serious) failed on 29 elements on /about/, so those links are announced with no destination. Full detail: section 6, page 17 of the full report (Part 1, page 15). [PW]

- **AI findability.** Named in most unbranded AI answers. The Walt Disney Company appeared in 71 of 80 unbranded AI answers across Google Gemini, Claude, ChatGPT and Perplexity, counting its own brands and sites. Full detail: section 7, page 19 of the full report (Part 1, page 17). [G]
- **Competitive landscape.** Twenty-seven direct rivals found. NBCUniversal, Netflix and Warner Bros. Discovery are among them. (UNVERIFIED) Full detail: section 8, page 23 of the full report (Part 1, page 21). [G]
- **Market positioning.** Breadth across three segments sets it apart. The Walt Disney Company states it operates as a worldwide entertainment company across three core business segments: Entertainment, ESPN and Experiences. Full detail: section 9, page 25 of the full report (Part 1, page 23). [D]
- **Marketability.** First calls to action point to investor relations. The first call to action on the homepage (/) is "See All" and on /about/ it is "Overview"; both link to investors.thewaltdisneycompany.com. Full detail: section 10, page 28 of the full report (Part 1, page 26). [D]
- **Pricing position.** No own-price claim; rivals' listed prices only. The evidence collected holds rivals' listed prices but no price published by The Walt Disney Company itself; Fox Corporation lists a joint bundle of FOX One with The Walt Disney Company's ESPN Unlimited at $39.99 per month as of February 25, 2026 [G, UNVERIFIED]. Full detail: section 11, page 29 of the full report (Part 1, page 27). [G]
- **Geographic scope.** Six theme park resort destinations worldwide. Its annual report filing gives 6 theme park resort destinations operated or licensed worldwide as of 2026 (UNVERIFIED [G]). Full detail: section 12, page 31 of the full report (Part 1, page 29). [G]
- **Financial posture.** New chief executive in seat since March 18, 2026. The press release at /press-releases/josh-damaro-named-next-chief-executive-officer-of-the-walt-disney-company/, dated February 3, 2026, gives March 18, 2026 as the effective date for the next Chief Executive Officer. Full detail: section 13, page 33 of the full report (Part 1, page 31). [D]

In the full report

The full report holds everything behind this brief: Part 1, what we checked in every section, each item with its source and marked confirmed or unverified; Part 2, our labelled assessment (opinion, judgment and assumptions, kept apart from the facts); and the appendix with the cited sources, the methods and evidence labels, the unverified items and the human check of names, tiers and prices.

Our take, in short

OPINION · JUDGMENT · ASSUMPTION

Part 2 · Our take: the assessment verdict of each section.

- **Site inventory.** A current, clean corporate newsroom whose main upkeep task is making its standing facts agree from page to page; the faults found are small and specific. Full detail: page 37 of the full report (Part 2, page 2). [I]
- **Performance.** Fast and stable on desktop, slow on phones across the pages tested; the fix likely sits in the site's own shared code and heavy video pages, not in third-party tags. Full detail: page 37 of the full report (Part 2, page 2). [I]
- **Security and privacy.** Encryption is sound, but policy settings lag: mail in the domain's name is open to spoofing, and the consent setup and browser headers need tightening. Full detail: page 38 of the full report (Part 2, page 3). [I]
- **SEO and structured data.** Search basics are well covered on the pages checked; the homepage and the news and press templates are where the remaining work sits. Full detail: page 39 of the full report (Part 2, page 4). [I]

- **Accessibility.** Automated checks show a largely sound site with a short, fixable list of barriers; unnamed links on /about/ matter most, and high scores are not clearance. Full detail: page 40 of the full report (Part 2, page 5). [i]
- **AI findability.** AI visibility is strong and carried by the consumer brands; the gaps are narrow, sit with ChatGPT and Perplexity, and mostly come down to category wording. Full detail: page 41 of the full report (Part 2, page 6). [i]
- **Competitive landscape.** The Walt Disney Company holds the broadest position in the field; no rival matches its full mix, but every front has a specialist or a merged giant pressing on it. Full detail: page 42 of the full report (Part 2, page 7). [i]
- **Market positioning.** Clearly differentiated by the span of what it operates, not by its wording; NBCUniversal is the closest overlap, and the family-buyer proof rests on unverified guide entries. Full detail: page 45 of the full report (Part 2, page 10). [i]
- **Marketability.** Serviceable for a corporate site: investors are routed first, and reputation proof exists, but vague labels and buried proof make other audiences work harder to find their route. Full detail: page 45 of the full report (Part 2, page 10). [i]
- **Pricing position.** Unplaced on price: with no own price on the record, The Walt Disney Company cannot be called budget, mid-market or premium against any rival line. Full detail: page 47 of the full report (Part 2, page 12). [i]
- **Geographic scope.** Cautiously ready: a worldwide footprint of theme park resort destinations, cruise ships, stations and stores gives The Walt Disney Company room to deepen parks and cruising in markets already served. Full detail: page 48 of the full report (Part 2, page 13). [i]
- **Financial posture.** Growing and reshaping: reported results, a higher dividend and deals in sports and games point to expansion, led by a newly installed team and resting on figures not yet verified. Full detail: page 49 of the full report (Part 2, page 14). [i]
- **Moat and runway.** A strong moat and a strong runway: owned franchises carried across streaming, sports, parks and cruises that no single rival matches, backed by reported, still-unverified financial strength. Full detail: page 50 of the full report (Part 2, page 15). [i]