




FINDINGS AND INSIGHTS

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WEBSITE AUDIT

Client: Eco Earth Floor Care

Prepared by Brian Reid: 02/19/24

www.ecoearthfloorcare.com



PALM BAY

Recommended for laptop or desktop viewing

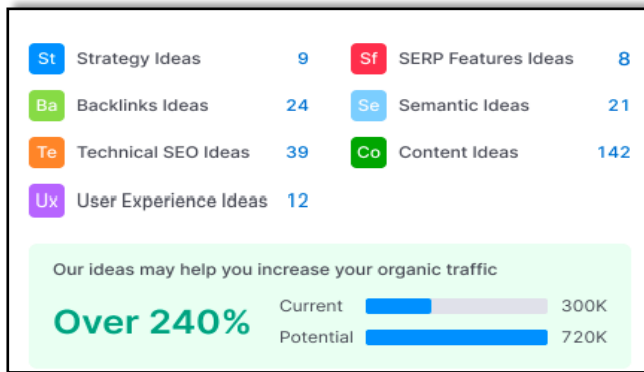
MARKETING & SEO

FINDINGS AND INSIGHTS

1. OVERALL WEBSITE HEALTH

“Eco Earth Floor Care’s” website has a health score of 86/100.

The website has a 240% organic growth potential.



Critical Issues of Note:

Errors: 10 (High Search Engine Optimization Impact)

Warnings: 185 (Medium Search Engine Optimization Impact)

Search Engine Notices: 91 (Low Search Engine Optimization Impact)

Value:

These are essentially flags that hinder your organic growth. Removing them increases your visibility and authority online, resulting in growth and more high-quality organic leads.

Causes include Broken Links, Missing Meta Tags, Duplicate Content, Slow Page Speed, Improper Redirects, Indexing Issues, Poor Mobile Optimization, Thin Content, Unoptimized Images, and Crawl Errors.

Actionable Strategies:

Fix SEO errors. Increase organic growth, traffic, and leads. Rank higher on Google, and major search engines.

Our Methodology:

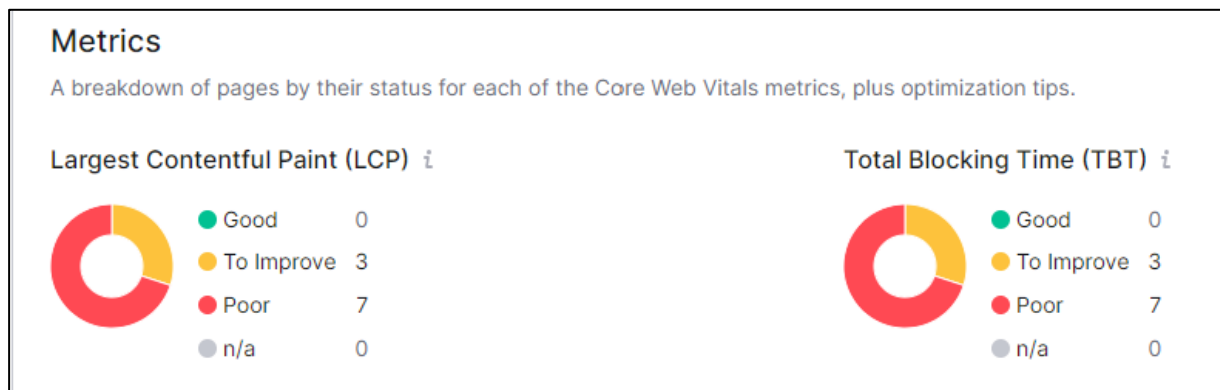
Systematically eliminate each problem area; By fixing broken links, optimizing meta tags, eliminating duplicate content, improving page speed, setting up proper redirects, resolving indexing issues, optimizing for mobile, enhancing content quality, optimizing images, and resolving crawl errors to ensure optimal performance and user experience.

FINDINGS AND INSIGHTS

2. CORE VITALS



“Eco Earth Floor Care’s” website has a poor core vitals score. 0 out of its 10 Pages have been optimized for speed.



Statistics have proven that almost 40% of visitors will abandon your page if it takes more than 3 seconds to load. All 10 of your loading times are over 3.0 seconds.

Your website core vitals track your website speed. Having slow-loading pages, especially on your conversion funnels will increase the number of customers who bounce from your website and look elsewhere.

Common causes of poor web vitals are excessive JavaScript, render-blocking CSS, inadequate caching, inefficient code, and neglecting critical rendering paths.

Actionable Strategies:

Optimize your core web vitals (speed) for enhanced user experience (**UX**), higher search engine rankings, increased website visits, and improved engagement and conversion rates.

Our Methodology:

Optimize images and media files for faster loading times, minifying and compressing CSS, HTML, and JavaScript files to reduce page size, and implementing lazy loading for images and videos to prioritize content that's visible to users.

Employ responsive design techniques to ensure a seamless experience across devices, and regularly monitor and test website performance using premium SEO software subscriptions.

3. KEYWORD RESEARCH ✓

“Eco Earth Floor Care” does not have any keywords that rank in the top 1-20 of organic page results in its market.

“Eco Earth Floor Care” has a gap of 58 keywords, which are being used by its competitors but not yet optimized by Eco Earth Floor Care.

Value:

Keywords determine how and what the search engines rank you for.

By conducting keyword research and strategically implementing it, your business gains a competitive advantage in organic growth and greater control in reaching and engaging your desired audience.

This approach also offers flexibility, allowing you to adapt and pivot your strategies as needed.

Actionable Strategies:

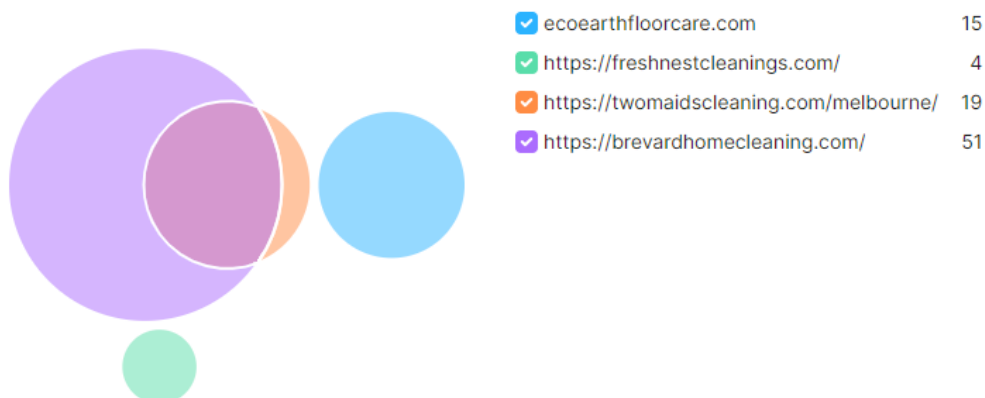
Conduct comprehensive keyword research to identify high-value keywords relevant to your business and strategy. Implement the keywords across your website's content to increase traffic, and engagement with your target audience.

Our Methodology:

Define website content by strategically incorporating targeted keywords in key areas such as title tags, meta descriptions, headers, and body text. Utilize internal linking to reinforce keyword relevance and improve visibility.

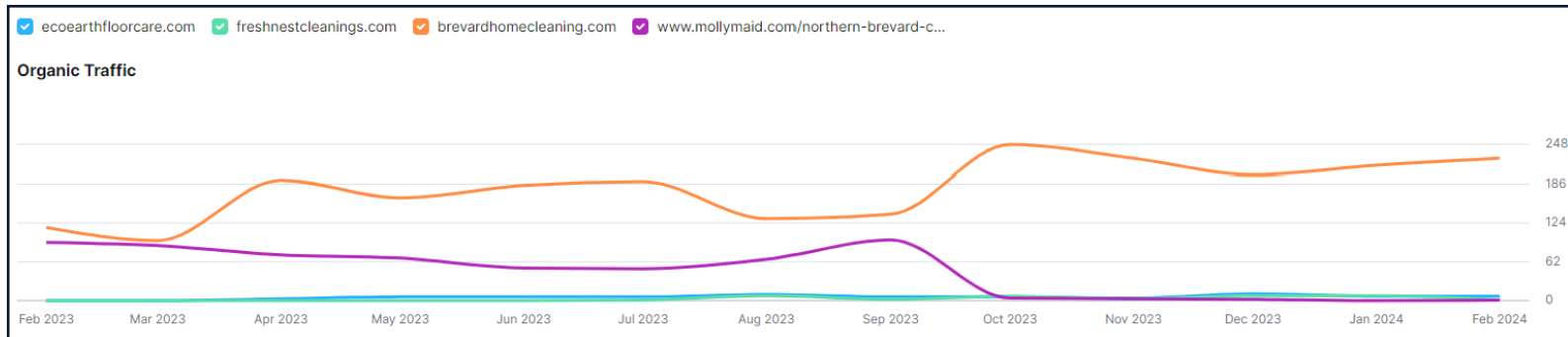
Regularly update and expand keyword strategy based on performance metrics and industry trends to maintain competitiveness and relevance in search engine results.

Keyword Overlap



4. COMPETITIVE RESEARCH ✓

“Eco Earth Floor Care” ranks 3rd for organic Traffic, amongst the hand-picked competitors below.



(Competitors are selected based on the relevance of their GMB accounts and local search rankings. It's important to note that they may not represent your top three competitors in the market.)

Value:

Low organic traffic signals potential obstacles to your online growth. By addressing these barriers, you enhance your website's visibility and authority amongst your competitors, leading to increased organic growth and a higher influx of valuable leads.

Actionable Strategies:

Analyze your website thoroughly to pinpoint areas for improving organic growth through SEO. Implement targeted optimization techniques and content enhancements to attract more qualified traffic and bolster engagement with your target audience.

Our Methodology:

Craft compelling website content strategically infused with relevant keywords across crucial elements like title tags, meta descriptions, headers, and body text. Strengthen keyword relevance and enhance visibility through effective internal linking strategies. Continuously refine and expand your SEO approach based on performance analytics and emerging industry trends to sustain competitiveness and maximize organic growth potential.

4. SUMMARY: ✓

Hey Jim, I appreciate you taking the time to look over this.

While we may not hit the ambitious **240%** growth potential outlined in the audit, it's certainly a goal-worthy aspiration.

Embarking on a 3, 6, or 12-month strategic SEO campaign with us will bolster your organic traffic and engagement and serve as a guiding path towards potentially exceeding expectations outlined in the report.

I am ready to offer you pro-bono services for a month-long campaign that will address several of the outlined issues, in exchange for a 3-minute testimonial. As a well-established business owner in the space coast, your testimonial will help give our new website some traction.

To pivot more towards B2b clients as you mentioned, we'll optimize and create content with keywords that will drive more organic traffic from businesses and corporations. In addition, we'll create new landing pages specifically aimed at businesses so you can hit your goal and grow a simpler MRR model.

Replacing the broken quote and link buttons on your site ASAP will show immediate improvement.

I have a few ideas as far as intersecting opportunities with eco-friendly companies as well that I'm happy to discuss.

Thanks in advance for your consideration of **PALM BAY MARKETING & SEO**.

Best,


Brian



Brian Reid

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