

WEBSITE OPTIMIZATION REPORT



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PALM BAY
MARKETING & SEO

WEBSITE OPTIMIZATION REPORT

Client: Eco Earth Floor Care

Prepared by Brian Reid: 03/27/24

www.ecoearthfloorcare.com



PALM BAY

Recommended for laptop or desktop viewing

MARKETING & SEO

WEBSITE OPTIMIZATION REPORT

1. OVERALL WEBSITE HEALTH

“Eco Earth Floor Care” website had a health score of 84/100 when you began services.

The website has a 240% organic growth potential and has now achieved an SEO score of 91%.



Critical Issues of Note During Initial Audit.

Errors: 10 (High Search Engine Optimization Impact)

Critical Issues of Note to date.

Errors: 1 (High 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.

Services Rendered:

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

Our Methodology:

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Systematically eliminate each problem area; By fixing broken links, 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.

Priority	Bucket	Action	Status	Detail	Link to Doc
High	Technical	Mixed Content	Done	I have found the issue of mixed content on your website. I have updated all the HTTP links with the HTTPS links.	https://docs.google.com/spreadsheets/d/1qWY1-Bcz4Qjes43NHya2jqtT1BeA8WwdOclJrDiedtmgid-104978408/edit#gid=132267722
High	Technical	HTTPS links with HTTP pages	Done	I have found HTTP links on your website. I have updated all the HTTP links with the HTTPS links.	https://docs.google.com/spreadsheets/d/1qWY1-Bcz4Qjes43NHya2jqtT1BeA8WwdOclJrDiedtmgid-104978408/edit#gid=132267722
High	Technical	Meta Description Missing	Done	I have identified that 11 of the web pages on the website do not have meta descriptions. I have reviewed each page manually and have assigned meta descriptions to the relevant pages.	https://docs.google.com/spreadsheets/d/1qWY1-Bcz4Qjes43NHya2jqtT1BeA8WwdOclJrDiedtmgid-104978408/edit#gid=132267722
High	Technical	Title Too Long	Done	I have discovered that 02 webpages on the website have very long titles, which may be contributing to a low click-through rate (CTR). To improve the website's performance, I have reviewed each page manually and optimized the title.	https://docs.google.com/spreadsheets/d/1qWY1-Bcz4Qjes43NHya2jqtT1BeA8WwdOclJrDiedtmgid-104978408/edit#gid=132267722
Low	Technical	ALT Text Missing	Done	ALT Text is missing on your images. I have added suitable ALT text tag.	https://docs.google.com/spreadsheets/d/1qWY1-Bcz4Qjes43NHya2jqtT1BeA8WwdOclJrDiedtmgid-104978408/edit#gid=132267722

Value:

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.

On-page SEO optimization is a pivotal strategy that directly enhances the visibility and effectiveness of your website, delivering substantial benefits to your business.

By meticulously refining the content and technical aspects of your web pages, you can significantly improve your site's ranking on search engine results pages (SERPs), leading to increased organic traffic. This optimization not only attracts more visitors but also targets those specifically searching for the products or services you offer, improving the quality of your traffic.

Another key benefit is the competitive advantage it offers. In highly saturated markets, having a well-optimized website can be the deciding factor that sets you apart from your competitors.

Error Reduction Values:



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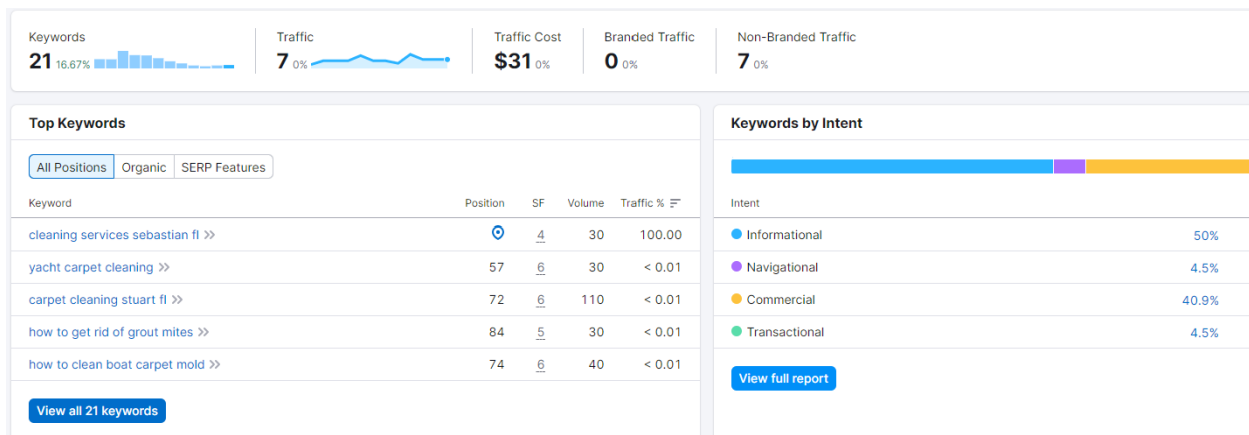
2. KEYWORD RESEARCH

Initial Keyword Research Report.

“Eco Earth Floor Care” had **0.00%** in the previous 90 Calendar days.

Keyword Research Report to date:

16.67% Growth



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.

Our Methodology:

By integrating "Office and Commercial" and "Vacation Rental" cleaning keywords into the client's cleaning website, we observed a 16.67% surge in organic keywords. This strategy involved embedding these specific keywords into crucial sections like title tags, meta descriptions, headers, and body content. We enhanced their effect through strategic internal linking, which bolstered keyword relevance and visibility on the website. To sustain this growth and remain competitive, we continuously refine our keyword strategy, adjusting based on performance analytics and evolving industry trends, ensuring our content stays relevant and highly ranked in search engine results.

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4. SUMMARY: ✓



Dear Jim,

I am pleased to share with you the summary of the optimization services we have recently implemented for your website.

Website Design Enhancements:

We have strategically emphasized your **"Office and Commercial Cleaning"** and **"Vacation Rental Cleaning"** services. These are now prominently featured on the menu tab, the homepage slider, and within the services section, ensuring they catch the eye of potential clients right away.

Additionally, we've updated the content on your homepage to remove outdated references to COVID-19 services, presenting a more current and relevant offering to your visitors.

The contact buttons have been repaired and streamlined, making it easier for your customers to reach out to you, thus enhancing user experience and potential lead generation.

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SEO Improvements:

Our focused SEO efforts have successfully increased your website's **SEO score to 91%**.

This significant improvement is anticipated to boost your visibility in search engine results, particularly for "Office and Commercial Cleaning" leads.

You can expect a gradual increase in organic traffic and, consequently, a growth in leads over time due to these optimizations.

It has been an absolute pleasure assisting you with these improvements. I am confident that these changes will contribute positively to your website's performance and business growth. Please feel free to contact me if you need further assistance or have any questions.

Best,

Brian



Brian Reid

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