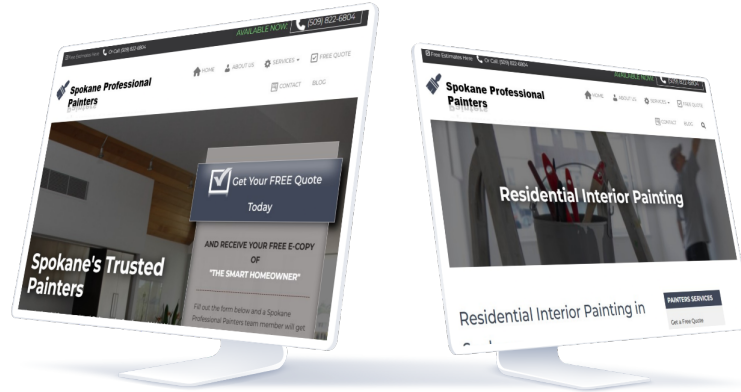


# Spokane Professional Painters

## On-Page Analysis



Company Info		Notes	
Website	<a href="https://spokaneprofessionalpainters.com/">https://spokaneprofessionalpainters.com/</a>		
URL to Optimize	<a href="https://spokaneprofessionalpainters.com/">https://spokaneprofessionalpainters.com/</a>		
New Page URL (If applicable)			
Company Name	Spokane Professional Painters		
Address	Spokane, WA		
Phone	(509) 822-6804		
Company Email			
Company Hours	Monday: 08:00 am - 05:00 pm Tuesday: 08:00 am - 05:00 pm Wednesday: 08:00 am - 05:00 pm Thursday: 08:00 am - 05:00 pm Friday: 08:00 am - 05:00 pm Saturday: Closed Sunday: Closed		
Company Description	We are proud to call Spokane home, and happily provide the best customer services and quality of work that Spokane has to offer in the world of Painters. Call us, we can help with any Painters project you have in and around Spokane, WA.		
Products & Services	Interior & Exterior Painting, Office Painting, Cabinet Painting		
Target Location	Spokane, WA		
Service Area			
Is Business an SAB ?	Yes	If SAB, is address displayed on website ?	No
Do they have a service area ?	Yes	Does the website have location pages ?	No
GBP URL			
Main Competitor Page #1	<a href="https://www.sawyerspainting.com/">https://www.sawyerspainting.com/</a>		
Main Competitor Page #2	<a href="https://certapro.com/spokane/">https://certapro.com/spokane/</a>		
Main Competitor Page #3	<a href="https://preblepaintingspokane.com/">https://preblepaintingspokane.com/</a>		
Main Competitor Page #4	<a href="https://www.panamerapainting.com/">https://www.panamerapainting.com/</a>		
Main Competitor Page #5			

Socials	Reviews	Directories

**Competitor Analysis**

Competitor 1	Competitor 2	Competitor 3	Target URL
<a href="https://www.sawyerspainting.com/">https://www.sawyerspainting.com/</a>	<a href="https://certapro.com/spokane/">https://certapro.com/spokane/</a>	<a href="https://preblepaintingspokane.com/">https://preblepaintingspokane.com/</a>	<a href="https://spokaneprofessionalpainters.com/">https://spokaneprofessionalpainters.com/</a>
Title	Title	Title	Title
Spokane Painter   Sawyer's Painting	Spokane Painters   Best Professional Interior & Exterior Painting Company   Sookane. WA   Commercial & Residential Painters	Preble Painting Company Spokane, WA - Interior & Exterior Painting	Spokane's Top Rated Painters   Spokane Professional Painters
Meta Description	Meta Description	Meta Description	Meta Description
Sawyer's Painting provides you with the highest quality workmanship for jobs big & small as your premier local Spokane professional painter.	CertaPro Painters® in Spokane is your most trusted and referred local painter. Interior and exterior painting specialists. Expect help choosing colors, expert repairs and a focus on customer service. Call 509-838-9091 now so schedule your free painting estimate! Take the first step - call	We specialize in all phases of painting and structural coatings including Interior, Exterior, Residential & Commercial Painting.	Our Spokane painters will transform your home! Interior painting, exterior painting, decks & more. Call 720-547-2325 for a free quote.
H1	H1	H1	H1
#N/A	CertaPro Painters	OUR CUSTOMERS SAY	Spokane's Trusted Painters
	of Spokane and North Idaho	HAVE WE PAINTED IN YOUR NEIGHBORHOOD?	
H2	H2	H2	H2
#N/A	Find a CertaPro Painters	It's Upgrade Time!	Affordable Painters serving Spokane, WA
	Near You	It's Upgrade Time!	Painting Services We Provide
	Why CertaPro Painters	Residential Interior	Get Your Free Painting Quote - CALL NOW!
	Your Local Painters	Residential Exterior	Let's Talk!
	We Warranty Our Work	Commercial	Spokane Professional Painters
	Solid Reputation	Residential Cabinet Refinishing	
	Licensed & Insured	Choose Us? Well... Why Not?	
	Professional Painting Services		
	House Painting		
	Commercial Painting		
	Our Team		

Keywords & URL Check				E.E.A.T. Check (Home/Location Page)	
URL to Optimize				Privacy Policy:	<input checked="" type="checkbox"/>
Is the URL optimized?	Yes		Suggested URL (for better optimization):	Cookie Policy:	<input type="checkbox"/>
Is a location featured in URL?	No		Optimize page for geo/non-geo?	Terms and Conditions:	<input type="checkbox"/>
Is the page indexable:	<input checked="" type="checkbox"/>		Is the page indexed in Google?	Profile/About Us Page:	<input checked="" type="checkbox"/>
Is there Cannibalization?	<input type="checkbox"/>	URL 1:		Company License Number:	<input type="checkbox"/>
		URL 2:		Reviews displayed on page:	<input type="checkbox"/>
		URL 3:		Social Media Links:	<input type="checkbox"/>
Main Target Keyword:	Painters Spokane, WA				
Secondary Keywords:	Painting Company Spokane Painting Contractor Spokane Painting Services Spokane				
Keywords to Avoid:	N/A				
Entities:	Painting contractor, painting company, painting services, home painting services, paint jobs, painting project, color change, painting needs				

On-Page Elements				Notes
	Current	✓	Updated	✓
Meta Title Tag	Spokane's Top Rated Painters   Spokane Professional Painters		Painters in Spokane, WA - Residential & Commercial Painting	<input type="checkbox"/>
Meta Description	Our Spokane painters will transform your home! Interior painting, exterior painting, decks & more. Call 720-547-2325 for a free quote.		Looking for professional painters in Spokane, WA? Our expert team offers top-quality interior & exterior painting services for homes and businesses. Contact us today at (509) 822-6804 for a free quote!	<input type="checkbox"/>
H1	Spokane's Trusted Painters		Trusted Painting Contractor in Spokane, WA	<input type="checkbox"/>
				New Content
	Current	✓	Updated	✓
Header Tags				
edit h2	<H2> Affordable Painters serving Spokane, WA		Expert Spokane Painters - Quality Service Guaranteed	<input type="checkbox"/>
h5 modify to p/span	<H5> Spokane Professional Painters is your first choice in Spokane for updating you home or office to reflect your style. Our team of highly skilled and trained painters are WA natives. Aside of providing professional expertise and quality services, Spokane Professional Painters offers free & fair estimates and upfront prices on all services provided. Your Spokane, WA Painters are only a call away! (509) 822-6804			<input type="checkbox"/>
h4 modify to h3	<H4> Always Available			<input type="checkbox"/>
h4 modify to h3	<H4> Free Estimates			<input type="checkbox"/>
h4 modify to h3	<H4> Painting Services			<input type="checkbox"/>
edit h2	<H2> Painting Services We Provide		Professional Painting Services in Spokane	<input type="checkbox"/>
h5 modify to p/span	<H5> At Spokane Professional Painters our goal is to provide you with the very best Painters services at a fair and reasonable price. We tackle all size projects with WA pride and WA quality. No job is too large or too small for the crew at Spokane Professional Painters.			<input type="checkbox"/>
h4 modify to h3	<H4> Residential Interior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Rooms, Kitchen, Garage Floor			<input type="checkbox"/>
h4 modify to h3	<H4> Commercial Interior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Office, Workspace, Restaurant			<input type="checkbox"/>
h4 modify to h3	<H4> Exterior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Home, Business, Industrial			<input type="checkbox"/>
h4 modify to h3	<H4> Office Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Overnight, Weekend, Workspace			<input type="checkbox"/>
h4 modify to h3	<H4> Cabinet Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Cabinets, Kitchens, Wood Grain			<input type="checkbox"/>
h4 modify to h3	<H4> Additional Services			<input type="checkbox"/>
h6 modify to h4	<H6> Wallpaper & Popcorn Removal			<input type="checkbox"/>
h2 modify to p/span	<H2> Get Your Free Painting Quote - CALL NOW!			<input type="checkbox"/>

	edit h2 to h3	<H2> What Our Customers Say	Reviews & Testimonials From Our Satisfied Clients	<input type="checkbox"/>
		<H5> Read a few of our client's reviews. Our customers are what makes us strive to be the very best Painters Experts in Spokane and the surrounding areas.		<input type="checkbox"/>
	h5 modify to p/span			<input type="checkbox"/>
	h4 modify to p/span	<H4> Samantha Prado		<input type="checkbox"/>
	h6 modify to p/span	<H6> Office Painting		<input type="checkbox"/>
	h4 modify to p/span	<H4> Brad Thompson		<input type="checkbox"/>
	h6 modify to p/span	<H6> Exterior Home Painting		<input type="checkbox"/>
	h4 modify to p/span	<H4> Mark McCory		<input type="checkbox"/>
	h6 modify to p/span	<H6> Cabinet Painting		<input type="checkbox"/>
	New H2		<b>Add new h2: Frequently Asked Questions About Our Painting Company in Spokane</b>	<input type="checkbox"/>
	New H3		<b>Add new h3+content: What types of painting services do you offer in Spokane?</b> A: We offer a variety of painting services in Spokane, including residential and commercial painting, interior and exterior painting, and specialized services like office and cabinet painting. Whether it's refreshing a single room or transforming your business space, we handle projects of all sizes with precision and care.	<input type="checkbox"/>
	New H3		<b>Add new h3+content: How long will it take to complete my painting project?</b> A: The time it takes to complete a painting project depends on its size and complexity. For smaller spaces like cabinets or individual rooms, we usually finish within a couple of days. Larger projects, such as exterior painting or commercial spaces, may take longer, but we always provide an estimated timeline upfront.	<input type="checkbox"/>
	New H3		<b>Add new h3+content: Do you offer free estimates for painting services in Spokane?</b> A: Yes! We offer free, no-obligation estimates for all painting services in Spokane, including residential, commercial, exterior, and interior painting. Our quotes are fair, transparent, and tailored to your specific needs, ensuring no surprises along the way.	<input type="checkbox"/>
	New H3		<b>Add new h3+content: How do I prepare for a cabinet painting project?</b> A: For cabinet painting, it's important to remove all items from your cabinets and clean the surfaces. We will handle the sanding, priming, and painting, ensuring a flawless finish. If needed, we can also offer guidance on minor repairs or touch-ups to ensure your cabinets look as good as new.	<input type="checkbox"/>
	h2 edit to h3	<H2> Let's Talk!	Contact Spokane Professional Painters	<input type="checkbox"/>
		<H5> With Spokane Professional Painters, you're not going to hit a ridiculously long phone menu when you call us. Your email isn't going to the inbox abyss, never to be seen or heard from again. With Spokane Professional Painters, we provide the exceptional service we'd want to experience ourselves!		<input type="checkbox"/>
	h5 modify to p/span			<input type="checkbox"/>
	h4 modify to p/span	<H4> We are Local		<input type="checkbox"/>
	h4 modify to p/span	<H4> Give us a ring		<input type="checkbox"/>
	h4 modify to p/span	<H4> Contact Us		<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
		<b>Picture Alt Descriptions</b>	<input checked="" type="checkbox"/>	<b>Embed Map URL</b>	<input checked="" type="checkbox"/>
<a href="http://spokaneprofessionalpainters.com/wp-content/uploads/2018/07/google-reviews-transparent-e1535398431176.png">http://spokaneprofessionalpainters.com/wp-content/uploads/2018/07/google-reviews-transparent-e1535398431176.png</a>	Google Reviews		<input type="checkbox"/>		
<a href="http://spokaneprofessionalpainters.com/wp-content/uploads/2018/09/guarantee-150x150.png">http://spokaneprofessionalpainters.com/wp-content/uploads/2018/09/guarantee-150x150.png</a>	Satisfaction Guaranteed		<input type="checkbox"/>		
<a href="http://spokaneprofessionalpainters.com/wp-content/uploads/2019/06/Facebook-5-Star-Review-300x136.png">http://spokaneprofessionalpainters.com/wp-content/uploads/2019/06/Facebook-5-Star-Review-300x136.png</a>	Facebook Reviews		<input type="checkbox"/>		<input type="checkbox"/>
<a href="https://spokaneprofessionalpainters.com/wp-content/uploads/2019/12/painting-logo-white.png">https://spokaneprofessionalpainters.com/wp-content/uploads/2019/12/painting-logo-white.png</a>	Painting Brush		<input type="checkbox"/>		
Url 5	Alt text		<input type="checkbox"/>		
Url 6	Alt text		<input type="checkbox"/>		
		<b>Outbound Linking</b>	<input checked="" type="checkbox"/>	<b>Local Elements - H3 with nearby / near me / near you</b>	<input checked="" type="checkbox"/>
Url 1	Anchor		<input type="checkbox"/>		<input type="checkbox"/>
Url 2	Anchor		<input type="checkbox"/>	<b>Local Elements - Content</b>	<input checked="" type="checkbox"/>
Url 3	Anchor		<input type="checkbox"/>		
Url 4	Anchor		<input type="checkbox"/>		
Url 5	Anchor		<input type="checkbox"/>		
		<b>Video</b>			<input type="checkbox"/>
Url 1			<input type="checkbox"/>		
Url 2			<input type="checkbox"/>		
Url 3			<input type="checkbox"/>		

**Site-Wide Elements**

This section are for elements that appear throughout the site such as in the header, footer, sidebars, etc. We should put all site-wide elements on this tab.

Header Tags	Current	Page Location	Updated Header	✓
h2 modify to p/span	<H2> Spokane Professional Painters	Footer		<input type="checkbox"/>
h2 modify to p/span	<H5> Quick Links	Footer		<input type="checkbox"/>
h2 modify to p/span	<H5> Contact Us	Footer		<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

This section is for images that appear across the site such as the main logo, footer logo, CTA images, etc.

Url	Picture Alt Descriptions	✓
Url 1	Alt text	<input type="checkbox"/>
Url 2	Alt text	<input type="checkbox"/>
Url 3	Alt text	<input type="checkbox"/>
Url 4	Alt text	<input type="checkbox"/>
Url 5	Alt text	<input type="checkbox"/>
Url 6	Alt text	<input type="checkbox"/>

JSON LD Schema	
Does the URL have schema ?	Yes
Is the existing schema the correct type ?	No
Should we update/replace the existing schema ?	Yes

**LOCAL BUSINESS SCHEMA**

Sometimes the URL we are optimizing already has schema. However, we need to make sure that the schema is local business schema, and not any other type such as **WebPage, ImageObject or CreativeWork**.

If we see that there is existing schema on the URL, we want to check it to make sure that it is complete, or if there are elements missing from it which should be added. We also check if there are elements that should be removed, such as the address and geo locations for service pages connected with multiple locations.

In the case where the existing schema is fine, we don't need to create any new schema.

In the case where there is either no schema, or the existing schema should be updated and replaced, we will create new schema.

**Local Business Schema** ✓

```
<script type='application/ld+json'>
{
  "@context": "http://www.schema.org",
  "@type": "HousePainter",
  "name": "Spokane Professional Painters",
  "url": "https://spokaneprofessionalpainters.com/",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Spokane",
    "addressRegion": "WA",
    "addressCountry": "USA"
  },
  "openingHours": "Mo, Tu, We, Th, Fr 08:00-17:00",
  "contactPoint": {
    "@type": "ContactPoint",
    "contactType": "Phone",
    "telephone": "(509) 822-6804"
  }
}
</script>
```

**FAQ SCHEMA**

FAQ schema is a structured data markup that helps search engines understand and display frequently asked questions and answers directly in search results. For local SEO campaigns, implementing FAQ schema can enhance visibility, improve user engagement, and increase click-through rates.

By adding FAQ schema to a webpage, businesses can provide quick, relevant answers to common customer queries, which may appear as rich results in Google Search. This not only improves user experience but also positions the business as

**FAQ Schema (Premium Package Feature)** ✓

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What types of painting services do you offer in Spokane?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "We offer a variety of painting services in Spokane, including residential and commercial painting, interior and exterior painting, and specialized service"
      }
    },
    {
      "@type": "Question",
      "name": "How long will it take to complete my painting project?",
      "acceptedAnswer": {
```

<p>a helpful and authoritative source in its local area. Additionally, FAQ schema can help businesses capture more real estate in search results, potentially reducing the presence of competitors on the same page.</p> <p>For local SEO, FAQs related to services, locations, pricing, and policies can address user intent effectively, leading to higher engagement and conversion rates. Implementing FAQ schema also aligns with voice search optimization, as voice assistants often pull answers from structured data.</p>	<pre> acceptedAnswer: {   "@type": "Answer",   "text": "The time it takes to complete a painting project depends on its size and complexity. For smaller spaces like cabinets or individual rooms, we usually fini } }, {   "@type": "Question",   "name": "Do you offer free estimates for painting services in Spokane?",   "acceptedAnswer": {     "@type": "Answer",     "text": "Yes! We offer free, no-obligation estimates for all painting services in Spokane, including residential, commercial, exterior, and interior painting. Our qu   } }, {   "@type": "Question",   "name": "How do I prepare for a cabinet painting project?",   "acceptedAnswer": {     "@type": "Answer",     "text": "To ensure the best results for your cabinet painting project, proper preparation is key. This includes cleaning the surface, sanding, and priming before painting. Our team can provide detailed guidance on the best preparation techniques for your specific project.   } } </pre>

Internal Linking				
	URL	Original Content/Anchor	Modified Content/Anchor	✓
1	<a href="https://spokaneprofessionalpainters.com/about-us/">https://spokaneprofessionalpainters.com/about-us/</a>	We are the premier [painting service company in Spokane, WA], and the surrounding areas.		<input type="checkbox"/>
2	<a href="https://spokaneprofessionalpainters.com/services/exterior-painting/">https://spokaneprofessionalpainters.com/services/exterior-painting/</a>	There is no reason not to choose [Spokane Professional Painters] for all the exterior painting services that you need for your home or office.		<input type="checkbox"/>
3	<a href="https://spokaneprofessionalpainters.com/services/office-painting-services/">https://spokaneprofessionalpainters.com/services/office-painting-services/</a>	We are a fully licensed, bonded, and insured office [painting contractor in Spokane, WA].		<input type="checkbox"/>
4	<a href="https://spokaneprofessionalpainters.com/services/cabinet-painting-services/">https://spokaneprofessionalpainters.com/services/cabinet-painting-services/</a>	Our contractors will visit your home to discuss your options for your cabinet painting services.	Our [painting contractors in Spokane] will visit your home to discuss your options for your cabinet painting services.	<input type="checkbox"/>
5	<a href="https://spokaneprofessionalpainters.com/services/additional-home-services/">https://spokaneprofessionalpainters.com/services/additional-home-services/</a>	Hiring a professional ceiling [painter in Spokane] will help you get better results and save you time.		<input type="checkbox"/>

**INTERNAL LINKING**

Internal linking is a crucial component of on-page SEO that enhances website structure and improves user experience. By linking related pages within your site, you help search engines better understand the hierarchy and context of your content, which can boost rankings.

Internal links also guide visitors to relevant information, increasing engagement and reducing bounce rates. Additionally, they distribute link equity across your site, strengthening the authority of key pages and improving overall visibility in search results.

If there are limited inner linking suggestions shown on this tab, we recommend that new pages be created for the website, which will increase the potential for more inner linking possibilities.

<b>Additional Recommendations for Home/Location Page</b>			
<b>Below you will find some additional recommendations that we suggest you implement on your website where possible.</b>			
<b>Issue</b>	<b>Action Needed</b>	<b>Reason for this recommendation</b>	<b>How to Fix the issue</b>
<b>New Page(s) to Create</b>	Create the following new pages on your website:  Cookie Policy Terms and Conditions	These pages are important for E.E.A.T. signals and for building trust with potential clients	Create new pages on your website where applicable for your Cookie Policy and Terms and Conditions. Make sure you link to these pages in the footer of your website.
<b>Company License Number</b>	If applicable, add your Company License Number to the website	Adding your company license number provides an additional layer of trust.	If you have a company license number, add it to the section of the page where you have your NAP.
<b>Social Media</b>	If you are on Social Media, make sure to link out to your profiles	Adding these elements provides an additional layer of trust and an additional way in which people can contact you.	If you are connecting to your social media accounts, you can add these to your HTML code or use the CMS that your website was built with. If you do not have any social media accounts, but are displaying icons such as Facebook, X and Instagram, it would be better to remove these.
<b>Genuine Reviews</b>	If you have Client Reviews on your GBP, make sure to include them on your website.	Displaying genuine reviews from clients about your business or services is a great way to build trust.	To add Google reviews to your WordPress website, you can use a Google Reviews widget or plugin, which can automatically display reviews from your Google Business Profile. Alternatively, you can manually embed individual reviews by copying the review link and using the Google Review Embed tool. Ensure the reviews are displayed in a way that is engaging and adheres to any applicable guidelines.

Item	Complete? (Y/N)	Notes
<b>Website Setup</b>		
Website Backup	<input type="checkbox"/>	
Plugin & Theme Updates	<input type="checkbox"/>	
Installed & Activated SEO Press	<input type="checkbox"/>	
Verify existing title and description meta (Website Scan)	<input type="checkbox"/>	
Migrate Settings from the Previous SEO plugin to SEO Press	<input type="checkbox"/>	
SEOPress Supports URL Redirect Plugin: Migrate URLs Redirects.	<input type="checkbox"/>	
Deactivate Previous SEO and Redirection Plugin (if applicable)	<input type="checkbox"/>	
Verify New Title and Description Meta Imported (fixed if needed)	<input type="checkbox"/>	
<b>SEOPress Plugin</b>		
Select Titles & Metas	<input type="checkbox"/>	
Select Single Post Types	<input type="checkbox"/>	
No Index boxes for Thrive/Divi Items if applicable		
<b>*This is instructing you to No Index special pages that individual themes may</b>	<input type="checkbox"/>	
<b>**DO NOT CHECK NO INDEX ON BASE PAGES &amp; POSTS, EVER**</b>		
Titles & Metas > Archives: Everything should be checked for No Index and No Folc	<input type="checkbox"/>	
Author and Date Archives disabled	<input type="checkbox"/>	
Titles & Metas > Taxonomies: Select No Index on all	<input type="checkbox"/>	
SEOPress: Select XML/HTML SiteMaps: Select Posts, Pages, Products/Deselect Tax	<input type="checkbox"/>	
Go back to XML/HTML Sitemaps > General: Select View Your SiteMap (Confirm Se	<input type="checkbox"/>	
<b>SEOPress Details</b>		
SEOPress > Social Networks: Fill out the Knowledge Graph page & Social Accounts	<input type="checkbox"/>	
Google Analytics > Disable if not being used	<input type="checkbox"/>	
Select SEOPress > PRO	<input type="checkbox"/>	
- Seelct Local Business and complete	<input type="checkbox"/>	
- Select Dublin Core and disable	<input type="checkbox"/>	
- Select Structured Data Types and make sure this is on ans complete	<input type="checkbox"/>	
- Select Breadcrumbs and disable	<input type="checkbox"/>	
- Select 404: Enable monitoring, Enable Automatically delete 404 after 30 days, Re	<input type="checkbox"/>	
Select SEOPress > BOT: Request The Bot	<input type="checkbox"/>	
Check for errors, generally there are none if there are fix errors	<input type="checkbox"/>	
Select SEOPress > Advanced	<input type="checkbox"/>	
Redirect attachment pages to post parent - checked	<input type="checkbox"/>	
Remove ?replytocon link to avoid duplicate content - checked	<input type="checkbox"/>	
Add WP Editor to taxonomy description textarea - checked	<input type="checkbox"/>	
Remove stop words from URL - checked	<input type="checkbox"/>	
Remove WordPress generator meta tag - checked	<input type="checkbox"/>	
Remove hentry post class - checked	<input type="checkbox"/>	
Remove author URL - cehecked	<input type="checkbox"/>	
Remove WordPress shortlink meta tag - checked	<input type="checkbox"/>	
Remove Windows Live Writer meta tag - checked	<input type="checkbox"/>	

Remove RSD meta tag - checked	<input type="checkbox"/>	
	<b>Google Search Console</b>	
Search Console Access (All Available Site Variations)	<input type="checkbox"/>	
Open and incognito browser and login to Google	<input type="checkbox"/>	
Go to Search Console	<input type="checkbox"/>	
Click the drop down in the top left and search for the domain name to see if added	<input type="checkbox"/>	
If added, make sure all properties are added and verified	<input type="checkbox"/>	
If not added, we need to add and verify all properties	<input type="checkbox"/>	
Add all versions of the site	<input type="checkbox"/>	
Each site you add will require verification once added	<input type="checkbox"/>	
From the verification screen, select Alternate Methods > HTML Tag	<input type="checkbox"/>	
Copy the tag	<input type="checkbox"/>	
From the SEOPress > Advanced screen, scroll down to Google Site Verification	<input type="checkbox"/>	
Add the tag here and save	<input type="checkbox"/>	
Go back to search console and verify the property	<input type="checkbox"/>	
All additional property versions submitted will verify automatically once you add	<input type="checkbox"/>	
	<b>Search Console: Main Property</b>	
Select Crawl > Sitemap	<input type="checkbox"/>	
Select Add/Test Sitemap	<input type="checkbox"/>	
Copy the end of the url slug displayed in your generated sitemaps	<input type="checkbox"/>	
paste into search console box and submit	<input type="checkbox"/>	
repeat for all sitemaps	<input type="checkbox"/>	
	<b>Google Analytics</b>	
Google Analytics & GSC Access & Setup	<input type="checkbox"/>	
Go to <a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a>	<input type="checkbox"/>	
sign into the correct white label account	<input type="checkbox"/>	
Add a new property	<input type="checkbox"/>	
Set up a reporting view for the property	<input type="checkbox"/>	
Add tracking ID to site via SEOPress	<input type="checkbox"/>	
Enable Google Analytics tracking - checked	<input type="checkbox"/>	
	<b>Indexing</b>	
On the left hand menu, select URL Inspection	<input type="checkbox"/>	
Add base domain url	<input type="checkbox"/>	
Request Indexing	<input type="checkbox"/>	
	<b>Technical SEO &amp; Best Practice Site Settings</b>	
In the main website dashboard	<input type="checkbox"/>	
Check if comments are turned on	<input type="checkbox"/>	
adjust comments and mark all pending comments as spam	<input type="checkbox"/>	
Go to: Settings > Discussion > Uncheck first 2 boxes in top section	<input type="checkbox"/>	
Check the first 3 boxes in the 2nd section '14 days'	<input type="checkbox"/>	
Allow only 1 link per comment	<input type="checkbox"/>	
Make it so that they need to be logged in to comment	<input type="checkbox"/>	
install a bulk comments deleting plugin (if they have multiple comments)	<input type="checkbox"/>	
install/activate, use, remove	<input type="checkbox"/>	

select settings	<input type="checkbox"/>	
start at General and work down to Permalinks	<input type="checkbox"/>	
<b>General:</b>	<input type="checkbox"/>	
site title: company name	<input type="checkbox"/>	
tagline: something like 'best service in city' (lsi keywords)	<input type="checkbox"/>	
writing: generally no changes	<input type="checkbox"/>	
reading: make sure search engine visibility box is UNCHECKED	<input type="checkbox"/>	
Discussion: uncheck first two boxes, hold a comment in queue (1)	<input type="checkbox"/>	
save changes	<input type="checkbox"/>	
Media: no changes	<input type="checkbox"/>	
Permalinks: check either "Post Name" or "Custom"	<input type="checkbox"/>	
	<b>Indexing &amp; Audit</b>	
while doing work on the site, refresh the page often to make sure that we didn't br	<input type="checkbox"/>	
next to site level in the workbook, add notes	<input type="checkbox"/>	
add the email and pass for google search console	<input type="checkbox"/>	
add any notes for issues that we run into when doing site level	<input type="checkbox"/>	
in search console	<input type="checkbox"/>	
select fetch as google, homepage, fetch and render	<input type="checkbox"/>	
submit all for indexing (crawl this and its direct links)	<input type="checkbox"/>	
	<b>Check for existing GA and Tracking codes</b>	
Run Google Tag Assist	<input type="checkbox"/>	
Run Facebook Pixel Helper	<input type="checkbox"/>	
Verify elements are still there	<input type="checkbox"/>	

Order #:	
Company Name:	Spokane Professional Painters
Domain:	<a href="https://spokaneprofessionalpainters.com/">https://spokaneprofessionalpainters.com/</a>
Target Keyword:	Spokane Painters
Target URL:	<a href="https://spokaneprofessionalpainters.com/">https://spokaneprofessionalpainters.com/</a>

## Technical Audit Summary

Overall Points Audited	43
Items Checked	200
Issues Found	35
Errors Corrected	

**Check this video if you need help to navigate the Audit Workbook:**

In this Worksheet, you will find a high level view of all of the categories, points and items included with your audit, as well as a Summary of what we found in each category.

All of the Worksheets, Reports and PDF's we compiled for your Technical Audit can be found in your Technical Audit Folder.

The Technical Audit Workbook contains all of the Data from our compiled crawls and reports, in one central location.

A Detailed List of every Point and Item, including links to the Data in the Workbook that we audited, can be found in the Audit Checklist tab of this Worksheet

Based off of the Audit, we've come up with an Action Plan for every URL we found with an Error. You can find that plan in the Action Plan tab of this Worksheet

**Overall**

**AUDIT SCORE** 75.50%

Technical Audit Folder	<a href="#">Click Here</a>
Technical Audit Workbook	<a href="#">Click Here</a>
Audit Checklist	<a href="#">Click Here</a>
Action Plan	<a href="#">Click Here</a>

**We highly recommend that you review the major issues and warnings below and that you consider implementing changes to these areas in order to improve the health of your site and your ability to rank.**

	Item Audited	Issues Found	Success Rate	Items Audited
<b>1</b>	General Checks (Indexability, Crawlability and Security)	4	85%	27
	Overall Analysis	1	91%	13
	Crawlability	0	100%	6
	Indexability	2	50%	4

**General Health Check: Overall Analysis**

- We do a quick health check up on the site using Google Search, Google Search Console and Ahrefs across **27 points** and found **0 issues** with the **General Health** of the website.

Overall Analysis:  
Reviews URL variants, GSC verification, analytics tracking, indexing consistency, brand ranking, backlink/keyword trends, and local NAP details.

Crawlability:  
Ensures robots.txt is at the root, links to the XML sitemap, and allows key resources like CSS/JS.

Indexability:  
Checks that important pages are indexed, free of noindex tags, and use correct canonical tags.

	Security	1	75%	4	Security: Validates SSL setup, enforces HTTPS, and fixes any mixed content issues.
2	HTTP response codes, internal linking and structure	2	91%	22	<p><b>HTTP response codes, internal linking and structure</b> Our Audit found XX out of 22 Potential Issues that need to be addressed on the following Checkpoints</p> <p><b>Response Codes:</b> Ensure that redirects are correctly implemented (using 301 for permanent changes and 302 for temporary ones), fix any 404 errors, and resolve any unusual server error codes that might affect crawlability.</p> <p><b>Internal Linking:</b> Confirm that internal links use clear, keyword-rich anchor texts and point to canonical pages, while also identifying opportunities to connect orphan pages into the overall site structure.</p> <p><b>URL:</b> Maintain clean URLs by using ASCII characters and hyphens instead of underscores, standardizing to lowercase, and managing query parameters to avoid duplicate content.</p> <p><b>Architecture:</b> Design the website structure so that key pages are easily accessible, with a well-organized footer, breadcrumbs for navigation, and a shallow hierarchy ensuring no page is buried too deep.</p> <p><b>Keyword Cannibalization:</b> Review pages to detect overlapping keyword targets, and adjust content focus or consolidate pages using canonical tags to prevent internal competition.</p>
	Response Codes	0	100%	7	
	Internal Linking	0	100%	4	
	URL	0	100%	6	
	Architecture	1	75%	4	
	Keyword Cannibalization	1	0%	1	
3	On-page Checks	3	85%	20	<p>For this part of the Audit, we use Screaming Frog to get an idea of the overall technical health of the website.</p> <p><b>Our Checks found XX out of 20 Potential Issues that need to be addressed:</b></p> <p><b>Page Titles:</b> Every page should have one unique, descriptive title that accurately reflects its content and includes primary keywords. Titles must be neither too short nor duplicated, ensuring clarity for search engines and users.</p> <p><b>Meta Descriptions:</b> Each page needs a unique meta description summarizing its content in a clear, compelling way, ideally within 70–160 characters. Descriptions should be detailed enough to entice clicks and avoid duplication or irrelevance.</p> <p><b>H1 Tags:</b> A single, well-crafted H1 tag should define the main topic of each page, using relevant keywords to enhance clarity and SEO. Avoid overly short, duplicated, or missing H1 tags to maintain a strong content hierarchy.</p> <p><b>H2 Tags:</b> H2 tags should break the content into logical, descriptive sections, aiding both readability and search engine understanding. Ensure H2s are unique, sufficiently detailed, and properly segment the page content.</p> <p><b>Images:</b> Images must be optimized for size and include descriptive alt text that accurately explains their content. Avoid overly large files and generic alt text to</p>
	Page Titles	0	100%	5	
	Meta Description	0	100%	5	
	H1	1	75%	4	
	H2	0	100%	3	
	Images	2	33%	3	
	4	Search Console Analysis	1	94%	16

	Performance	0	#DIV/O!	7	<p>We review 16 months of Search Console data to spot declines in clicks, positions, and impressions, and to identify pages with low CTR or overall performance drops. Any issues are addressed by optimizing meta tags, content, and addressing technical factors.</p> <p><b>Coverage:</b> Coverage data is examined to ensure all important pages are properly indexed and free from errors, avoiding any hidden crawling issues.</p> <p><b>Sitemaps:</b> We confirm that sitemaps are present, error-free, and submitted in Google Search Console, with proper links in robots.txt for efficient crawling.</p> <p><b>Mobile &amp; Usability:</b> A mobile-friendly version is verified through both manual review and testing, ensuring that the site displays correctly on all devices without visual errors.</p> <p><b>Manual Actions:</b> The site is checked for any Google manual penalties to ensure that no manual actions are negatively impacting rankings.</p> <p><b>Security Issues:</b> We audit the site for security vulnerabilities to ensure that no issues compromise user safety or site performance.</p> <p><b>Enhancements:</b> We review for the implementation of FAQ markup and other structured data enhancements that can improve search result visibility.</p>
	Coverage	0	#DIV/O!	1	
	Sitemaps	0	#DIV/O!	3	
	Mobile & Usability	0	#DIV/O!	1	
	Manual Actions	0	#DIV/O!	1	
	Security Issues	0	#DIV/O!	1	
	Enhancements	0	#DIV/O!	1	
	Mobile Friendly & Usability	1	0%	1	
5	Site Speed, Accessibility and Security	17	37%	27	<p><b>Our Audit found XX issues.</b></p> <p><b>Site Speed Test</b> <b>Desktop Version:</b> A low performance score suggests slow load times due to heavy files or inefficient code; improve by compressing images, minifying scripts, and leveraging caching.</p> <p><b>Mobile Version:</b> Low mobile performance signifies slow loading times caused by unoptimized images and heavy scripts; optimize by streamlining resources and enhancing server response.</p> <p><b>Core Web Vitals:</b> Failing Core Web Vitals reflects poor user experience from delayed content display (LCP), slow interactivity (FID), or layout shifts (CLS).</p> <p><b>Images &amp; Resources:</b> Ensure images are compressed and served in modern formats, and eliminate unnecessary parser- or render-blocking resources by deferring non-critical scripts and inlining critical CSS.</p> <p><b>Accessibility:</b> Confirm the site meets WCAG 2.1 guidelines by improving color contrast, adding descriptive alt text, and implementing ARIA roles for interactive elements to enhance usability for all users.</p> <p><b>Site Security:</b></p>
	Site Speed Test	14	13%	16	
	Accessibility	0	100%	3	
	Site Security	3	63%	8	
6	PQRG Audit and eCommerce-specific Checks	3	95%	65	<p>A complete audit of your website according to the Page Quality Raters Guidelines supplied by Google. We start by checking the entire website, web presence, and brand presence of the site in question and rate each according to these various different guidelines.</p> <p><b>Our PQRG Audit identified XX out 59 Potential Issues that need to be addressed.</b></p> <p><b>Page Purpose:</b> Above-the-fold content should immediately communicate the site's value and main call-to-action, with clear headlines and supporting visuals guiding users.</p>
	Page Purpose	0	100%	3	

	Visual Design and Layout	1	50%	2	<p><b>Visual Design and Layout:</b> Consistent branding, clear typography, and a clean layout enhance readability and engagement, ensuring that navigation and CTAs are easily identifiable.</p> <p><b>Thin Content:</b> Pages must provide comprehensive, original content that matches user intent, avoiding superficial or duplicated material that adds little value.</p> <p><b>Authorship &amp; Branding:</b> Every page should clearly attribute content to a verified author or entity, with an accessible About Us section to build trust and credibility.</p> <p><b>EEAT Compliance:</b> The site must showcase expertise, authoritativeness, and trustworthiness through visible credentials, quality content, and reputable external endorsements.</p> <p><b>Contact Options:</b> Multiple, easily accessible contact methods—such as a dedicated Contact page with email, phone, and social links—are essential for user trust and support.</p> <p><b>Ad Quality:</b> Ads and sponsored content must be clearly labeled and non-intrusive, aligning with the site's content to avoid disrupting user experience.</p> <p><b>Off Page Reputation:</b> A strong external presence is reflected in positive reviews, industry awards, and active social media profiles that collectively boost credibility.</p> <p><b>YMYL Compliance:</b> For sensitive topics, content must be backed by expert credentials and authoritative sources to meet high standards of trust and reliability.</p> <p><b>Ecommerce Compliance:</b> Ecommerce sites should clearly display payment, exchange, and refund policies, along with secure checkout processes and visible customer support.</p> <p><b>Site Functionality:</b> All elements—from images to videos—must load correctly and quickly, ensuring a smooth, error-free user experience across devices.</p> <p><b>Passes Indexation Checks:</b> The site should avoid thin, duplicate, or hacked pages by using proper pagination, canonical tags, and regular content audits to maintain a healthy index.</p> <p><b>Content Spam:</b></p>
	Thin Content	0	100%	2	
	Authorship & Branding	1	80%	5	
	EEAT Compliance	0	100%	3	
	Contact Options	0	100%	3	
	Ad Quality	0	100%	4	
	Off Page Reputation	0	100%	3	
	Off Page Reputation - Yelp & BBB	1	80%	5	
	YMYL Compliance	0	100%	4	
	Ecommerce Compliance	0	100%	6	
	Site Functionality	0	100%	1	
	Passes Indexation Checks	0	100%	8	
	eCommerce	0	100%	5	
	Content Spam	0	100%	11	
7	<b>Target Page Analysis</b>	5	78%	23	<p><b>Target Page Analysis</b> Here we start by checking that the target page given is optimized for the desired terms. Then we check the schema markup on the target page for errors. The last step here is to perform a Surfer SEO Serp Analysis, checking the optimization level of the</p> <p><b>Our Target Page Analysis found XX out of 45 Potential Issues that need to be addressed.</b></p>
	Targeting Analysis	3	84%	19	<p><b>Schema Markup:</b> Implement the correct and complete schema markup that matches the page content (e.g., Product, Article, FAQ) to help search engines better interpret and display rich results. Broken or incorrect schema can limit visibility.</p> <p><b>Backlink Viability:</b> Evaluate the number and quality of backlinks to the target page compared to competitors. A strong backlink profile supports higher rankings, so monitor and <u>build quality links accordingly</u>.</p>
	Schema	1	67%	3	
	Backlink Viability Level	1	0%	1	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
	General Checks (Indexability, Crawlability and Security)	Overall Analysis	Checking for general items that could be of a concern, using multiple tools like Google, GSC, & AHREFS.	Yes		
Use site: search operator;			Are there more than one site variants in the search index (http v https, www vs non www, etc.)?	No	<p>Multiple URL variants (HTTP vs HTTPS, www vs non-www) may be indexed, leading to duplicate content, diluted link equity, and in consistent user experience.</p> <p>How to Fix:</p> <p>Choose a Preferred Domain: Decide whether to use HTTPS with www or a non-www version. This choice centralizes SEO signals.</p> <p>Implement 301 Redirects: Redirect all non-preferred variants (e.g., HTTP to HTTPS, non-www to www) using permanent 301 redirects to funnel all traffic to the chosen version.</p> <p>Set Canonical Tags: Add canonical tags on pages to indicate the preferred URL version, guiding search engines to index the correct page.</p>	
Google Search Console			Missing versions of site in GSC (http/https www/root) ?		<p>When only a subset of your site's variants (HTTP/HTTPS, www/non-www) is verified in Google Search Console (GSC), you risk missing crucial data. This can lead to incomplete insights about indexing, search performance, and potential duplicate content issues.</p> <p>How to Fix:</p> <p>Verify All Variants: Add and verify every URL version in GSC:</p> <p><a href="http://www.example.com">http://www.example.com</a>  <a href="https://www.example.com">https://www.example.com</a>  <a href="http://example.com">http://example.com</a>  <a href="https://example.com">https://example.com</a></p>	
Google Analytics			Missing Analytics?	No	<p>Analytics data is absent, leaving you without insights into user behavior and traffic trends.</p> <p>How to Fix:</p> <p>Install the proper tracking code (e.g., Google Analytics) on all pages.  Verify the implementation using a tag assistant tool.  Use a tag manager if needed for centralized control.</p>	
Google Search			Pages in Google Index (SiteSearch)	No	<p>A site search (using "site:yourdomain.com") may reveal pages that are incorrectly indexed or missing, affecting visibility.</p> <p>How to Fix:</p> <p>Run a "site:yourdomain.com" search to assess indexed pages.  Compare results against your XML sitemap.  Identify pages that should be excluded with a noindex tag.</p>	23 Pages
Google Search Console			Pages in GSC Index (Google Search Console)		<p>Index coverage data in Google Search Console may show errors or omissions, indicating crawling or indexing issues.</p> <p>How to Fix:</p> <p>Check the Index Coverage report in GSC.  Identify and fix errors such as crawl issues or duplicate content.  Adjust robots.txt and canonical tags as needed.  Submit an updated sitemap to prompt re-crawling.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
Ahrefs			Pages in Ahrefs Index (Ahrefs)	No	Discrepancies between Ahrefs data and other indexing tools can indicate potential crawl or canonical issues.  How to Fix:  Audit the pages listed in Ahrefs. Compare findings with Google Search Console and site search results. Resolve inconsistencies by updating canonical tags and sitemaps.	7 Pages
Google Search			Website is not #1 for Brand Search?	Yes	Not ranking first for your brand name may affect perceived authority and user trust.  How to Fix:  Optimize meta titles and descriptions with your brand name. Ensure consistent brand signals on all pages. Enhance on-page content focused on your brand identity. Strengthen your backlink profile with quality brand mentions.	It's #3 for Brand search on SERP results
Ahrefs			No Recent Backlinks?	No	A stagnant backlink profile can slow domain authority growth and search rankings.  How to Fix:  Develop valuable, shareable content to naturally attract backlinks. Initiate outreach and PR campaigns to earn quality links. Analyze competitor backlink profiles for opportunities.	
Ahrefs			No recent Organic Keywords?	No	A lack of new organic keyword rankings may indicate stagnant content optimization or keyword targeting.  How to Fix:  Conduct fresh keyword research to identify relevant opportunities. Update existing content with targeted, high-intent keywords. Create new content that addresses current search trends. Optimize meta tags, headers, and on-page elements.	
Ahrefs			No recent Organic Traffic?	No	The absence of growth in organic traffic can signal technical, content, or competitive issues affecting search visibility.  How to Fix:  Audit the website for technical SEO issues such as crawl errors and site speed. Refresh outdated content and optimize for user intent. Improve mobile usability and overall user experience. Implement structured data to enhance SERP features.	
SEO Extension			Googlebot isn't blocked on the target page?	No	Ensuring Googlebot is allowed to crawl the target page is essential for proper indexing and search visibility.  How to Fix:  Review your robots.txt file for any unintended disallow rules. Check meta robots tags on the target page for crawl directives. Use the URL Inspection tool in Google Search Console to test crawlability. Remove any unintentional blocks that prevent indexing.	
Google Search			Are there any "zombie pages"	No	Zombie pages are low-value or outdated pages that can clutter your site and dilute SEO performance.  How to Fix:  Conduct a site audit to identify pages with minimal traffic or engagement. Decide whether to update, consolidate, or remove these pages. Implement 301 redirects for removed pages to preserve link equity.	
			<b>*Complete the checks below only for local business with a store front</b>			

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
Manual Check			The website has a NAP section Address and Working Hours are the same as on the GBP listing	No	<p>The website displays a NAP section where the Address and Working Hours match those on your Google Business Profile (GBP). This consistency boosts local SEO and helps search engines verify your business details, ensuring reliable local search visibility.</p> <p>How to Fix / Optimize:</p> <p>Validate Consistency: Confirm that the Name, Address, Phone, and Working Hours on your website match your GBP listing exactly.</p> <p>Implement Structured Data: Add LocalBusiness schema markup to the NAP section. This structured data helps search engines understand and index your business information accurately.</p> <p>Use Plain Text: Ensure NAP details are in plain text, not images, to allow search engine crawlers to read and index the information.</p>	
		Crawlability	<b>It's essential that Google and other search engines can crawl your website.</b>	No		
Manual Check/SEO Extension			Is the robots.txt file found on the correct URL?	No	<p>The robots.txt file must reside at the domain's root to be accessible by search engines.</p> <p>How to Fix / Check:</p> <p>Verify the file is at <a href="https://www.example.com/robots.txt">https://www.example.com/robots.txt</a> (not in subdirectories). If misplaced, move the file to the root directory. Test accessibility by entering the URL in a browser.</p>	
Manual Check			Does the robots.txt link to your XML sitemap?	No	<p>Including a sitemap directive in robots.txt helps search engines locate your XML sitemap for efficient crawling.</p> <p>How to Fix / Check:</p> <p>Add a line such as Sitemap: <a href="https://www.example.com/sitemap.xml">https://www.example.com/sitemap.xml</a> to the robots.txt file. Ensure the sitemap URL is correct and accessible. Validate the sitemap's performance in Google Search Console.</p>	
Manual Check			Is robots.txt blocking crawling of the pages that need to be ranking?	No	<p>Misconfigured disallow rules can prevent important pages from being crawled and indexed, harming rankings.</p> <p>How to Fix / Check:</p> <p>Review the robots.txt file for any disallow rules affecting high-priority pages. Remove or modify rules that block pages meant to rank.</p>	
GSC			Are there pages that are disallowed in the robots.txt but are still indexed by Google?	No	<p>Pages blocked by robots.txt may still appear in Google's index if other signals (like external links) prompt indexing.</p> <p>How to Fix / Check:</p> <p>Identify such pages using Google Search Console's Index Coverage report. Add a noindex meta tag on pages you don't want indexed.</p>	
Manual Check			Are CSS files being blocked in the robots.txt file?	No	<p>Blocking CSS files can prevent proper page rendering, which may affect user experience and search rankings.</p> <p>How to Fix / Check:</p> <p>Check robots.txt for any disallow rules targeting CSS file directories or patterns. Remove or adjust rules to allow CSS file access for crawlers. Test page rendering using Google's Mobile-Friendly Test or URL Inspection tool.</p>	
Manual Check			Are JavaScript files being blocked in the robots.txt file?	No	<p>Blocking JavaScript files may hinder the rendering of dynamic content, affecting interactivity and SEO performance.</p> <p>How to Fix / Check:</p> <p>Review robots.txt for disallow rules that affect JavaScript file paths. Update the file to allow search engines to crawl JavaScript files. Validate page functionality and rendering using Google's Mobile-Friendly Test or URL Inspection tool.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
		Indexability	<b>Checking if the webpages are indexing and what is stopping them</b>	<b>Yes</b>		
Use site: search operator:			Is the website indexed?	<b>No</b>	Determining whether your website is indexed confirms that search engines have crawled and stored your pages in their database. How to Fix / Check:  Perform a "site:yourdomain.com" search in Google to see if pages appear. If pages are missing, review your robots.txt file and meta robots tags for accidental blocking. Ensure an up-to-date XML sitemap is submitted in Google Search Console.	
GSC			Are any important pages that should be ranking no indexed?	<b>No</b>	If key pages have a noindex tag, search engines will intentionally exclude them from search results, affecting your site's performance. How to Fix / Check:  Remove noindex directives from pages that are meant to rank. Verify changes using the URL Inspection tool to confirm that the pages are indexable.	
GSC			Does the website pages have correct canonical tags?	<b>Yes</b>	Correct canonical tags signal to search engines which URL version should be treated as the original, reducing duplicate content issues and consolidating ranking signals. How to Fix / Check:  Audit your pages to confirm that each includes a canonical tag pointing to the preferred version of the URL. Ensure that canonical tags are consistent with internal linking and sitemap entries. Correct any discrepancies to reinforce the intended canonical version.	<a href="https://prnt.sc/kfveY8BsM5wk">https://prnt.sc/kfveY8BsM5wk</a>
GSC			Are Google selected canonicals different from the user selected canonicals?	<b>Yes</b>	When Google chooses a different canonical than the one you set, it may indicate content duplication or conflicting signals that could lead to indexing the wrong version of your page. How to Fix / Check:  Compare the user-specified canonical tag with the Google selected canonical in Google Search Console. Identify potential reasons for the discrepancy, such as duplicate content, URL parameters, or inconsistent internal linking. Adjust your canonical tags, content, and internal linking to reinforce your preferred version. Monitor changes to confirm that Google aligns with your canonical preferences.	
<a href="#">Screaming Frog</a>		Security	<b>Checking for HTTP and HTTPS mixed content issues. The most common is websites that have http coded images on an https domain.</b>	<b>Yes</b>		
			Is the site NOT secure? (served on HTTPS)	<b>No</b>	Even though the site is intended to be secure by using HTTPS, security warnings may appear if the SSL certificate is misconfigured, expired, or if mixed content issues exist. How to Fix / Check:  Verify SSL Certificate: Check that the SSL certificate is valid, correctly installed, and up to date. Test Security Settings: Use online SSL testing tools to evaluate your HTTPS setup and confirm proper encryption. Monitor for Mixed Content: Look for and resolve any mixed content warnings that may cause browsers to flag the site as not secure. Implement HSTS: Consider enabling HTTP Strict Transport Security (HSTS) to enforce secure connections.	
			Core web pages being served on HTTP (especially if site is HTTPS)	<b>No</b>	Core pages should be fully accessible via HTTPS. When pages are served on HTTP instead, it can confuse users, weaken SEO, and trigger browser security alerts. How to Fix / Check:  Implement 301 Redirects: Set up permanent redirects from HTTP to HTTPS for all core pages. Update Internal Links: Modify all internal links and canonical tags to reference the HTTPS versions. Review Server Configuration: Ensure your server is configured to serve all pages securely via HTTPS. Submit Sitemaps: Update and submit XML sitemaps in Google Search Console to reflect HTTPS URLs.	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Site has high number of HTTP out links, that should be HTTPS	No	Outbound links pointing to HTTP versions of websites can undermine trust and cause mixed content issues on an HTTPS site. How to Fix / Check:  Update Links: Change outbound URLs to their HTTPS versions where available. Coordinate with Partners: If linking to partner sites, confirm if they offer secure HTTPS URLs and update accordingly.	
			Site has images, pdfs, and/or other content being served on HTTP (especially if site is HTTPS)	Yes	Assets such as images, PDFs, and other files served over HTTP on an HTTPS site can trigger mixed content warnings, negatively impacting user experience and SEO. How to Fix / Check:  Update Asset Links: Modify asset URLs in your CMS or code to serve via HTTPS. Configure CDN/Server Settings: Ensure your Content Delivery Network (CDN) or server is set to deliver all resources securely.	
Screaming Frog	HTTP response codes, internal linking and structure	<a href="#">Response Codes</a>	Checking whether or not your pages are responsive, as well as ensuring that 301 and 404 response codes are properly setup and are not extensive.	No		
			Redirected Pages (301, 302)	No	Redirected pages use HTTP status codes 301 (permanent) or 302 (temporary) to guide users and search engines. They help consolidate link equity and manage URL changes, but incorrect usage may lead to performance issues or loss of SEO value. How to Fix / Check:  Verify Correct Use: Confirm that permanent changes use 301 and temporary changes use 302. Simplify Chains: Eliminate unnecessary redirects by updating URLs to point directly to the final destination.	
			Dead or Missing Pages (404)	No	Dead or missing pages returning a 404 error indicate broken or removed content. These errors can harm user experience and dilute link equity if external or internal links point to them. How to Fix / Check:  Identify 404s: Use Google Search Console and crawling tools to detect pages returning 404 errors. Resolve Broken Links: Update or remove internal links. Implement Redirects: Use 301 redirects for pages that have moved to preserve SEO value. Customize 404 Page: Create a user-friendly 404 page that directs users to relevant content.	
			Oddly used codes? (300, 400, 500)	No	Unusual HTTP status codes such as 300 (Multiple Choices), 400 (Bad Request), or 500 (Internal Server Error) may signal misconfigurations or temporary issues. Their improper use can disrupt user experience and SEO performance. How to Fix / Check:  Audit Server Responses: Review server logs and use HTTP status checkers to identify usage of these codes. Correct Misconfigurations: Ensure that 300 is not misapplied, 400 responses are addressed by fixing request issues, and 500 errors are resolved by addressing server problems.	
			Pages with No Index?	No	Pages tagged with a noindex directive are intentionally excluded from search results. When important pages are mistakenly marked noindex, it can hinder visibility and traffic. How to Fix / Check:  Audit Meta Tags: Use crawling tools or Google Search Console to identify pages with a noindex tag. Review Intent: Confirm that only non-essential pages (e.g., duplicate or low-value pages) are not indexed. Remove Unintended Tags: Edit the meta robots tag on pages that should be indexed to allow search engines to include them.	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages with reduced site crawling rate (500, 503, or 429)?	No	<p>Pages returning HTTP errors like 500 (Internal Server Error), 503 (Service Unavailable), or 429 (Too Many Requests) can result in a reduced crawling rate, affecting timely indexing and search performance.</p> <p>How to Fix / Check:</p> <p>Monitor Error Codes: Use Google Search Console and server logs to identify pages with these errors.</p> <p>Address Server Issues: Resolve underlying server problems causing 500 or 503 errors by reviewing server capacity and code errors.</p> <p>Throttle Traffic: For 429 errors, adjust traffic handling or implement caching strategies to manage request rates.</p>	
			Are there any Orphan pages?	No	<p>Orphan pages are those not linked from any other page within the website, which can lead to reduced visibility and indexing challenges, as search engines rely on internal linking to discover content.</p> <p>How to Fix / Check:</p> <p>Integrate Orphan Pages: Add relevant internal links from existing pages to orphan pages, ensuring they are included in the site structure.</p> <p>Update Navigation: Include orphan pages in menus or sitemaps to improve discoverability.</p>	
			Redirect Chains?	No	<p>Redirect chains occur when a URL undergoes multiple redirects before reaching the final destination. This can slow down page load time, dilute link equity, and negatively affect SEO performance.</p> <p>How to Fix / Check:</p> <p>Simplify Redirects: Update the original URL to point directly to the final destination, using a single 301 redirect.</p> <p>Monitor Load Time: Verify improvements in page load speed and reduced server response time post-optimization.</p>	
Crawling tool		Internal Linking	<b>Spotting internal linking problems on your site is crucial for maintaining your SEO health. When search engines struggle to understand the relations between content, certain pages may not be crawled or indexed correctly.</b>	No		
			Do internal links have descriptive anchor texts?	No	<p>Descriptive anchor text enhances both user experience and SEO by clearly signaling the topic or destination of the link. Generic anchor text like "click here" can confuse both users and search engines.</p> <p>How to Fix / Check:</p> <p>Review Anchor Texts: Audit your internal links to ensure they use relevant, descriptive anchor text that reflects the target page's content.</p> <p>Use Keyword-Rich Text: Incorporate keywords that align with the linked page's content without overstuffing.</p> <p>Maintain Clarity: Avoid vague phrases such as "learn more" or "click here."</p> <p>Monitor Consistency: Ensure internal link anchor texts are consistent across similar content.</p>	
			Are there internal links with UTM parameters?	No	<p>UTM parameters are often used for tracking marketing campaigns but can cause issues when used in internal links. They may dilute link equity and create URL variations that are unnecessary for SEO.</p> <p>How to Fix / Check:</p> <p>Identify UTM Parameters: Use website crawlers or manual checks to find internal links with UTM parameters.</p> <p>Avoid Using UTM for Internal Links: Remove UTM parameters from internal links to prevent creating unnecessary URL variations.</p> <p>Use Clean URLs: For internal linking, ensure that URLs are clean, without tracking parameters, to consolidate link equity.</p>	
			Is there an excessive amount of internal links pointing to non-canonical URLs?	No	<p>Internal links pointing to non-canonical URLs can create confusion, lead to duplicate content issues, and hinder SEO performance by splitting link equity across multiple versions of the same page.</p> <p>How to Fix / Check:</p> <p>Identify Non-Canonical Pages: Use Google Search Console and crawling tools to identify non-canonical URLs.</p> <p>Audit Internal Links: Check if these non-canonical URLs are being linked to internally.</p> <p>Point to Canonical Versions: Ensure internal links point to the canonical versions of your pages rather than duplicates or variations.</p> <p>Review Canonical Tags: Double-check that canonical tags are properly implemented on non-canonical pages.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Are there internal linking opportunities that can be added at scale?	No	<p>Internal linking at scale helps improve site navigation, distribute link equity, and enhance the crawling process. Missing internal linking opportunities can result in poor site structure and decreased SEO performance. How to Fix / Check:</p> <p>Audit Existing Links: Use crawling tools to identify gaps in internal linking across your site. Create Content Silos: Organize your content into thematic clusters and ensure strong internal linking between related pages. Use Contextual Links: Add internal links within the body of content, particularly for high-authority pages. Scale Link Implementation: Use CMS tools or templates to create internal links at scale for new and existing content. Prioritize High-Value Pages: Focus internal linking efforts on important pages that need more exposure.</p>	
Screaming Frog		<a href="#">URL</a>	<b>Checking the slugs of your website URLs. We are generally looking for URLs with underscores, capitalization, and symbols.</b>	No		
			URLs using non ASCII Characters - things like ? % ^ \$ * &	No	<p>URLs with non-ASCII characters can create issues with indexing and usability, as these characters may not be universally recognized by all systems or browsers. How to Fix / Check:</p> <p>Avoid Special Characters: Remove special characters like ?, %, ^, \$, *, &amp; from URLs. Use Hyphens: Instead of special characters, use hyphens (-) to separate words in URLs. URL Encoding: If these characters are necessary (e.g., query parameters), ensure they are properly encoded (e.g., %20 for spaces). Monitor Browser and Server Compatibility: Ensure that your URLs are accessible across different browsers and systems by using a simple, clean structure.</p>	
			URLs using underscores - like /this_type_of_slug/	No	<p>Search engines tend to treat underscores (_) as part of a word, unlike hyphens (-), which are considered word separators. This can lead to indexing issues where search engines don't correctly parse the URL. How to Fix / Check:</p> <p>Replace Underscores with Hyphens: Update URLs to use hyphens (-) instead of underscores for word separation (e.g., /this-type-of-slug/ instead of /this_type_of_slug/). Audit Existing URLs: Use SEO tools or crawling tools to identify any URLs with underscores. Update Internal and External Links: Ensure internal and external links are updated to reflect the new hyphenated URLs.</p>	
			URLs using Uppercase	No	<p>URLs with uppercase characters can lead to issues with search engines, as some systems treat uppercase and lowercase characters as different URLs (leading to potential duplicate content). How to Fix / Check:</p> <p>Standardize URLs to Lowercase: Ensure that all URLs are written in lowercase to avoid issues with case sensitivity. Set Redirects for Capitalized URLs: Use 301 redirects from uppercase versions to their lowercase counterparts if necessary. Monitor for Duplicate Content: Check for instances where uppercase URLs might be treated as separate pages and fix any potential content duplication.</p>	
			Pages using the same URL - like /my-location-page-2/ or /service-page-5/	No	<p>Pages with similar or incremented URLs (e.g., /service-page-2/) can create duplicate content issues or confusion for both users and search engines. How to Fix / Check:</p> <p>Use Descriptive, Unique URLs: Ensure that each page has a unique, descriptive URL that clearly reflects its content. Consolidate Similar Pages: If the pages offer similar content, consider consolidating them into a single, comprehensive page.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Duplicate URLs?	No	<p>Duplicate URLs can occur when the same content is accessible through multiple URLs, leading to indexing issues, diluted link equity, and SEO problems. How to Fix / Check:</p> <p>Identify Duplicate URLs: Use crawling tools or Google Search Console to find duplicate URLs (including those with parameters, tracking codes, etc.). Set Canonical Tags: Ensure canonical tags are correctly implemented on duplicate pages to indicate the preferred version. Implement 301 Redirects: If multiple URLs are serving the same content, implement 301 redirects to consolidate them. Monitor Google Indexing: Check for indexing issues or duplicates in Google Search Console and resolve accordingly.</p>	
			URLs with parameters - will include ? with = and text behind, generally search query pages (happens a lot with eCom style sites with styles, sizing, colors, etc.)	No	<p>URLs with query parameters (e.g., ?color=blue&amp;size=medium) are common on eCommerce sites but can lead to indexing issues and duplicate content, especially when the same page appears with different parameters. How to Fix / Check:</p> <p>Use Canonical Tags: Add a canonical tag on pages with query parameters to point to the main version of the page. Manage URL Parameters in Google Search Console: In GSC, configure URL parameter handling to avoid creating duplicate indexed pages. Use URL Filters: Implement URL filters in Google Search Console to specify which parameters should be crawled or ignored. Simplify URLs: Where possible, simplify URL structures to remove unnecessary parameters, especially on non-critical pages.</p>	
		Architecture	<b>Checking the overall website architecture</b>	Yes		
			Footer Analysis (It contains the links to the main pages of the website and useful sections)	No	<p>The footer of a website can serve as an essential navigation tool, linking users to important pages and sections of the site. If poorly structured or missing key links, it can negatively impact user experience and SEO. How to Fix / Check:</p> <p>Ensure Key Links Are Present: Review the footer to confirm it includes links to important pages, such as the homepage, contact page, privacy policy, terms of service, and key product/service pages. Avoid Overcrowding: While it's important to include essential links, avoid overcrowding the footer with excessive links, as it may confuse users or lead to a cluttered layout. Use Descriptive Anchor Text: Ensure that all links in the footer use descriptive and relevant anchor text. Check for Consistency: Make sure that the footer links are consistent with the main navigation menu. Mobile-Friendly Layout: Ensure that the footer is mobile-responsive, with links arranged for easy tapping on smaller devices.</p>	
			Site depth check (All the pages are easily reachable in a few clicks)	No	<p>A website's structure should allow users and search engines to access all important pages within a few clicks. Deep site structures can hinder crawlability and reduce user experience, especially when critical content is buried under multiple layers. How to Fix / Check:</p> <p>Audit Site Structure: Use a site audit tool or crawling tool to analyze how deep important pages are. Ensure that key pages are no more than 3-4 clicks away from the homepage. Simplify Navigation: Create a more direct internal linking structure to reduce clicks and enhance user navigation. Review Site Hierarchy: Use clear and logical categorization to place important pages near the top of the site hierarchy. Check Mobile Navigation: Verify that the mobile version of the site allows easy navigation to critical pages. Update XML Sitemap: Make sure the XML sitemap reflects the site's true structure and includes all important pages.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			The website is using Breadcrumbs	Yes	<p>Breadcrumbs are a secondary navigation system that displays the user's current page and its position within the website's structure. They help users understand their location and improve site crawlability.</p> <p>How to Fix / Check:</p> <p>Ensure Proper Implementation: Check if breadcrumbs are visible and clearly reflect the site's hierarchy.</p> <p>Structured Data: Implement structured data (Schema.org) to markup breadcrumb navigation, helping search engines understand your site's structure.</p> <p>Use Descriptive Links: Ensure that each breadcrumb link is descriptive and clear. For example, "Home &gt; Products &gt; Category &gt; Product Name" rather than just generic labels.</p> <p>Test on Multiple Pages: Test breadcrumbs across different page types (e.g., product pages, blog posts, landing pages) to ensure consistency.</p> <p>Mobile-Friendly: Ensure breadcrumbs are visible on mobile devices, and the layout is optimized for smaller screens.</p>	
			Website Hierarchy check	No	<p>A well-organized website hierarchy is essential for both user navigation and SEO. Pages should be logically categorized, with a clear path from the homepage to deeper content. Poor hierarchy can lead to confusion and difficulty for search engines to crawl the site efficiently.</p> <p>How to Fix / Check:</p> <p>Audit Website Structure: Analyze the website's hierarchy, ensuring it follows a logical structure (e.g., Homepage &gt; Category &gt; Subcategory &gt; Page).</p> <p>Use Clear Categories: Group related pages together into clear categories or sections.</p> <p>Limit Categories: Avoid too many levels of hierarchy. Ideally, there should be no more than 3-4 levels of navigation to keep the structure simple.</p> <p>Internal Linking Consistency: Ensure that internal links reflect the site's hierarchy, with appropriate links pointing from higher-level pages to deeper content.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
<a href="#">AHREFs/KWC Template</a>		Keyword Cannibalization	Checking for pages of the site that compete for the same terms.	Yes	<p>When multiple pages on a site target the same or very similar keywords, they may compete against each other in search engine rankings. This can lead to keyword cannibalization, where search engines are unsure which page to rank, potentially diluting the site's SEO efforts and causing poor rankings for both pages.</p> <p>How to Fix / Check:</p> <p>Conduct a Keyword Audit: Use SEO tools (like Google Search Console, Ahrefs, or SEMrush) to analyze the keywords that your pages are ranking for. Identify pages that are targeting the same or very similar keywords.</p> <p>Check for Duplicate Content: Run a content audit to see if the competing pages are very similar in content, targeting the same audience or search intent. Use tools like Copyscape or Siteliner to identify duplicate or near-duplicate content across pages.</p> <p>Set Clear Keyword Targets for Each Page: Ensure that each page on your site is optimized for distinct, specific keywords that align with its content and search intent. Use long-tail keywords, variations, or related terms to reduce competition between similar pages.</p> <p>Consolidate or Redirect Competing Pages: If two pages cover the same topic or target the same keyword, consider merging them into a single, comprehensive page. Use 301 redirects to redirect the traffic and link equity from one of the pages to the more authoritative or relevant page.</p> <p>Use Canonical Tags: If consolidation isn't an option, ensure that the pages are set up with canonical tags pointing to the preferred version to avoid duplicate content issues.</p> <p>Monitor Performance: Keep an eye on the performance of your pages in Google Search Console and analytics tools. Track keyword rankings and adjust content or targeting as needed to ensure that pages aren't competing for the same keywords.</p>	
Screaming Frog	On-page Checks	<a href="#">Page Titles</a>	Checking that each page has a single unique and optimized title.	No		
			Pages with Short titles?	No	<p>Short titles may lack enough detail to fully describe the page's content, which can negatively affect SEO by not providing enough context for search engines or users. They may also fail to capture important keywords.</p> <p>How to Fix / Check:</p> <p>Ensure Titles Are Descriptive: Aim for titles that accurately describe the page's content and include relevant keywords.</p> <p>Follow Best Practices: Title length should generally be between 50-60 characters to avoid truncation in search results.</p> <p>Use Primary Keywords: Incorporate the main keyword near the start of the title to improve relevance and visibility.</p> <p>Avoid Over-Optimization: While keywords are important, ensure the title reads naturally and isn't stuffed with keywords.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages with Duplicate titles?	No	<p>Duplicate titles across multiple pages can confuse search engines and result in poor rankings because search engines may not know which page is more relevant for a search query. How to Fix / Check:</p> <p>Conduct Title Audit: Use tools like Google Search Console, Screaming Frog, or Ahrefs to find pages with duplicate titles.</p> <p>Ensure Unique Titles: Update titles for each page to make sure they are unique and relevant to the content.</p> <p>Add Differentiators: If you have similar pages (e.g., product pages or blog posts), add unique identifiers like location, product variations, or topic specifics to each title.</p>	
			Pages with Multiple titles?	No	<p>Multiple title tags on a single page can confuse search engines, leading to indexing issues and unclear ranking signals. How to Fix / Check:</p> <p>Audit Title Tags: Use SEO tools to identify pages with multiple title tags.</p> <p>Correct Title Tag: Ensure each page only has one, well-formed title tag within the &lt;title&gt; HTML tag.</p> <p>Fix HTML or CMS Issues: If multiple title tags are caused by CMS or template errors</p>	
			Pages with Missing Titles?	No	<p>Pages without title tags are essentially invisible to search engines, making it difficult for them to understand the content, which can lead to poor indexing and rankings. How to Fix / Check:</p> <p>Identify Missing Titles: Use site crawlers or Google Search Console to identify pages without title tags.</p> <p>Add Unique Titles: Ensure each page has a unique and relevant title tag that describes the content and includes important keywords.</p> <p>Automate Title Creation (if applicable): If the site uses a CMS, configure templates to automatically generate titles based on the page's content.</p> <p>Check for Template Errors: Ensure that there are no technical issues preventing title tags from being displayed or added.</p>	
			Pages with Titles that don't make sense for that page?	No	<p>A title that does not accurately reflect a page's content can confuse both search engines and users, leading to poor user experience and lower rankings. How to Fix / Check:</p> <p>Review Page Titles: Ensure that each title tag accurately describes the page's content in a clear, concise manner.</p> <p>Align with Search Intent: Titles should be written with user intent in mind, using terms people are likely to search for when looking for the content on that page.</p> <p>Use Relevant Keywords: Include primary keywords in the title while ensuring it still makes sense and reads naturally.</p> <p>Update Titles Based on Content Changes: If a page's content changes (e.g., a blog post gets a significant update), ensure that the title reflects the new content.</p>	
Screaming Frog		<a href="#">Meta Description</a>	Checking that each page has a unique and optimized meta description that properly describes the content of the page.	No		
			Pages with Short Meta Descriptions?	No	<p>Short meta descriptions may not provide enough context or enticement in search results. They can lead to lower click-through rates and fail to effectively summarize the page's content. How to Fix / Check:</p> <p>Review Length: Audit your meta descriptions to identify those significantly shorter than the recommended 70–160 characters.</p> <p>Enhance Content: Expand descriptions to include a clear, concise summary of the page and integrate primary keywords.</p> <p>Optimize for Users: Write descriptions that encourage clicks without resorting to keyword stuffing.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages with duplicate Meta Descriptions?	No	<p>Duplicate meta descriptions across multiple pages can confuse search engines and dilute the unique value of each page, potentially leading to lower rankings and reduced click-through rates. How to Fix / Check:</p> <p>Audit for Duplicates: Use SEO tools (like Google Search Console, Screaming Frog, or Ahrefs) to identify pages with identical meta descriptions. Customize Each Description: Rewrite meta descriptions to reflect the unique content and value of each page. Include Differentiators: Use specific details, such as unique features or calls-to-action, to set pages apart.</p>	
			Pages with more than 1 Meta Description set?	No	<p>Multiple meta description tags on a single page can cause confusion for search engines, resulting in unpredictable snippet displays in SERPs. How to Fix / Check:</p> <p>Inspect the HTML: Use a browser or SEO audit tool to check if a page contains more than one meta description tag. Retain a Single Tag: Remove extra meta description tags, ensuring that each page has only one correctly formatted meta description. Verify Through Tools: Validate the changes with tools like the W3C Markup Validation Service or Google Search Console. Monitor SERP Results: Confirm that the corrected meta description is the one displayed in search results.</p>	
			Pages with missing Meta Descriptions?	No	<p>Pages without meta descriptions rely on search engines to automatically generate snippets, which may not effectively capture the essence of the content. This can lead to lower click-through rates and less controlled messaging. How to Fix / Check:</p> <p>Identify Gaps: Use crawling tools or Google Search Console to detect pages lacking meta descriptions. Create Custom Descriptions: Write unique, compelling meta descriptions for each page that summarize the content and incorporate relevant keywords. Leverage CMS Capabilities: Use your CMS to set default templates that generate or flag missing meta descriptions for review. Test and Monitor: Check SERP appearances post-implementation to ensure the new descriptions are correctly displayed.</p>	
			Pages with Meta Descriptions that don't make sense for that page?	No	<p>Meta descriptions that are irrelevant or misleading relative to the page content can confuse users and harm click-through rates, as they do not accurately communicate the page's subject matter. How to Fix / Check:</p> <p>Review Content Alignment: Compare each meta description with its corresponding page content to ensure they match in context and intent. Rewrite for Clarity: Update the meta descriptions to provide a clear and relevant summary, incorporating appropriate keywords naturally. Focus on User Intent: Ensure the description addresses what users are likely seeking when they land on the page.</p>	
Screaming Frog		<a href="#">H1</a>	Checking that there is a single, optimized and relevant H1 tag on each page of the site.	Yes		
			Pages with Short H1 tags?	Yes	<p>H1 tags that are too short may not provide enough context about the page's content, potentially reducing their impact on both SEO and user engagement. How to Fix / Check:</p> <p>Review H1 Content: Audit your pages to identify H1 tags that are overly brief. Enhance Descriptiveness: Rewrite short H1 tags to clearly describe the page's main topic. Include Primary Keywords: Incorporate relevant keywords naturally to improve relevance. Test Readability: Ensure that the updated H1 tags are clear and appealing to both users and search engines.</p>	<p><a href="https://docs.google.com/spreadsheets/d/1pq3m0qzKw_Lrzt_ILHFXLLWDL9c5Th5mDJXU2sU/edit?gid=0#gid=0">https://docs.google.com/spreadsheets/d/1pq3m0qzKw_Lrzt_ILHFXLLWDL9c5Th5mDJXU2sU/edit?gid=0#gid=0</a></p>

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages with Duplicate H1 tags?	No	<p>Duplicate H1 tags across different pages or within the same page can confuse search engines about the unique focus of each page, potentially harming SEO performance. How to Fix / Check:</p> <p>Audit H1 Usage: Use SEO tools to identify pages with duplicate H1 tags. Customize Each Page: Rewrite the H1 tag on each page to reflect its unique content. Ensure Uniqueness: Double-check that similar pages have distinct H1 tags to differentiate their content. Monitor Changes: Re-crawl the site after updates to confirm that duplicate H1 issues are resolved.</p>	
			Pages with Multiple H1 Tags?	No	<p>Having more than one H1 tag on a single page can dilute the importance of the main heading and confuse search engines about the primary topic. How to Fix / Check:</p> <p>Review HTML Markup: Audit the page code to check for multiple H1 tags. Consolidate to One H1: Ensure each page uses only one H1 tag as its primary heading. Adjust Other Headings: Convert additional H1 tags to H2 or lower-level headings to maintain content hierarchy. Validate Changes: Use HTML validation tools to confirm the correction.</p>	
			Pages with Missing H1 Tag?	No	<p>Pages lacking an H1 tag miss an opportunity to clearly communicate the main topic to search engines and users, potentially impacting SEO performance and user comprehension. How to Fix / Check:</p> <p>Identify Missing H1 Tags: Use site crawlers or SEO tools to detect pages without an H1 tag. Add Descriptive H1 Tags: Create a clear and descriptive H1 tag for each page, ensuring it aligns with the content and target keywords. Maintain Consistency: Follow a consistent format across the site to reinforce the content structure.</p>	
Screaming Frog		<a href="#">H2</a>	Checking for H2s that are being used on more than 1 page, as well as pages that do not have H2 tags or pages with short H2 tags.	No		
			Pages with Short H2 Tags?	No	<p>H2 tags that are too short may not provide enough detail or context for the sections they introduce. This can result in a less organized page structure and missed opportunities to incorporate relevant keywords that aid in SEO. How to Fix / Check:</p> <p>Audit H2 Content: Use site crawlers or manual review to identify H2 tags that appear overly brief. Expand Descriptions: Rewrite short H2 tags to include more descriptive text that outlines the section's content. Integrate Keywords: Where appropriate, naturally include relevant keywords to improve both clarity and SEO. Review Readability: Ensure the updated H2 tags clearly communicate the purpose of each section and contribute to the page's overall structure.</p>	
			Pages with Duplicate H2 Tags?	No	<p>Duplicate H2 tags within a page can blur the content hierarchy, making it unclear to both users and search engines which sections are most important. This may weaken the overall structure and reduce SEO effectiveness. How to Fix / Check:</p> <p>Identify Duplicates: Utilize SEO tools to scan for pages that use identical H2 tags multiple times. Differentiate Headings: Rewrite duplicate H2 tags to ensure each section has a unique and clear heading that reflects its specific content. Maintain Content Hierarchy: Ensure that the revised H2 tags logically break up the page content and support the overall structure.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages Missing H2 tags?	No	<p>Pages without H2 tags may lack proper content segmentation, making it harder for users to navigate the information and for search engines to understand the page's structure. This can lead to lower engagement and suboptimal SEO performance.</p> <p>How to Fix / Check:</p> <p>Audit for Missing H2s: Run a site crawl or manual review to pinpoint pages that lack H2 tags.</p> <p>Implement Descriptive H2 Tags: Add H2 tags to divide content into clear, logical sections that enhance readability and structure.</p> <p>Focus on Content Organization: Ensure that each H2 tag is descriptive and aligned with the content it introduces, supporting both user experience and SEO.</p>	
Screaming Frog		<a href="#">images</a>	<b>Checking that images are compressed and meet proper file size requirements and checking for image alt text optimization.</b>	Yes		
			Images that are too large? (file size)	Yes	<p>Large image files can significantly slow down page load times, negatively affecting user experience and SEO performance. Optimizing image file size is essential for improving site speed.</p> <p>How to Fix / Check:</p> <p>Audit Image Sizes: Use tools like Screaming Frog to identify images with large file sizes.</p> <p>Compress Images: Use image compression tools to reduce file size without noticeable quality loss.</p> <p>Use Next-Gen Formats: Convert images to next-gen formats (e.g., WebP) where supported.</p> <p>Resize Images: Adjust image dimensions to match display size instead of using unnecessarily high-resolution images.</p> <p>Implement Lazy Loading: Load images as users scroll to improve initial page load speed.</p>	
			Images missing Alt Text?	Yes	<p>Alt text is essential for accessibility and provides search engines with context about an image's content. Missing alt text can reduce the image's SEO value and negatively affect accessibility for users with visual impairments.</p> <p>How to Fix / Check:</p> <p>Audit for Missing Alt Text: Use SEO or accessibility tools to scan your site for images lacking alt attributes.</p> <p>Add Descriptive Alt Text: Write clear and descriptive alt text for each image that reflects its content and purpose.</p> <p>Include Keywords Naturally: Where relevant, incorporate target keywords without overstuffing.</p>	
			Images with junk Alt Text?	No	<p>Alt text that is generic, irrelevant, or filled with placeholder content (e.g., "image," "photo," or random strings) does not provide value to users or search engines. Junk alt text can dilute SEO effectiveness and impair accessibility.</p> <p>How to Fix / Check:</p> <p>Identify Junk Alt Text: Audit your website to locate images with generic or placeholder alt text.</p> <p>Rewrite Alt Text: Replace junk alt text with meaningful descriptions that accurately depict the image content.</p> <p>Focus on Context: Ensure the new alt text aligns with the surrounding content and user intent.</p> <p>Maintain Consistency: Develop guidelines for writing alt text to ensure consistency across the site.</p>	
GSC	Search Console Analysis	Performance	<b>We pull the last 16 months of performance data from Search Console as a benchmark.</b>			
			Dips in Clicks?		<p>A significant drop in clicks indicates that pages or keywords previously attracting traffic are no longer performing as well. This could be due to various reasons, such as increased competition, algorithm updates, or technical issues.</p> <p>How to Fix / Check:</p> <p>Analyze Affected Pages: Use Google Search Console to identify pages experiencing the click drop.</p> <p>Investigate Changes: Look for external factors, such as changes in search volume, competition, or algorithm updates that might have impacted visibility.</p> <p>Review Title &amp; Meta Descriptions: Check if there are changes in title tags, meta descriptions, or content that could affect CTR.</p> <p>Improve CTR: Optimize meta tags and on-page content to encourage more clicks. Ensure that snippets are appealing and relevant to the user query.</p> <p>Monitor Trends: Regularly track CTR and keyword performance to identify and address issues promptly.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Dips in Positions?		<p>A decrease in rankings or positions for key terms can signal a decline in SEO performance. This could be due to algorithm changes, technical issues, or increased competition. How to Fix / Check:</p> <p>Check for Algorithm Updates: Investigate if Google made any algorithm changes during the period of the dip. Review Backlinks &amp; On-Page SEO: Ensure that internal linking, backlinks, and on-page SEO factors such as keyword optimization and content quality have not weakened. Compare Competitor Performance: Assess whether competitors have improved their rankings or made updates that pushed your site down in the results. Fix Technical Issues: Verify that no technical issues, such as crawling or indexing problems, are hindering your pages. Improve Content and User Experience: Update and optimize underperforming content to better meet user intent and provide higher value.</p>	
			Dips in Impressions?		<p>A decline in impressions indicates fewer times a page is shown in search results, which can be due to a drop in rankings, changes in search volume, or less visibility for target keywords. How to Fix / Check:</p> <p>Check Search Volume: Analyze whether search volume for your target keywords has decreased over time. Evaluate SERP Features: Look for new features in the SERP (e.g., snippets, local packs) that might be displacing your pages. Investigate Ranking Fluctuations: Use Google Search Console to see which pages have seen the biggest drop in impressions. Improve Content Relevance: Make sure the content is still relevant and optimized for search queries, as rankings and impressions are often tied together.</p>	
			Pages with poor Click Through Rate?		<p>Pages with low CTR often indicate that while they are appearing in search results, they are not compelling enough for users to click on them. This could be due to unoptimized meta tags, low relevance, or poor search result visibility. How to Fix / Check:</p> <p>Review Meta Tags: Ensure that title tags and meta descriptions are well-written, relevant, and enticing to users. Improve Snippet Appearance: Optimize rich snippets by adding structured data (e.g., reviews, prices) to make your pages more visually appealing in search results. Enhance Content Quality: Make sure the page content aligns with user intent and provides unique value over competitors' pages. Test New Title Variations: Experiment with different title and meta description formats to see what boosts CTR. Evaluate User Intent: Ensure your pages are addressing the specific queries users are typing into Google, and optimize for those intents.</p>	
			Decrease in Clicks?		<p>A decrease in clicks suggests that users are clicking on fewer of your pages in search results. This could happen due to a drop in rankings, reduced interest in the keywords, or poor visibility in the search results. How to Fix / Check:</p> <p>Monitor Keyword Performance: Identify which keywords and pages have seen the biggest drop in clicks and investigate if their rankings have dropped. Optimize for Featured Snippets: Aim to capture positions like featured snippets or position 0 that may increase click-through rates. Revise Meta Tags: Update meta descriptions and titles to make them more compelling and relevant to users' search queries. Track Competitors: See if competitors have improved their content, rankings, or presence in SERPs that might be affecting your traffic. Evaluate Site Changes: Ensure that no recent changes to the site (design, navigation, content) have negatively impacted clickability.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Decrease in Positions?		<p>A drop in positions means your website is ranking lower for targeted keywords. This could be due to competition, algorithm updates, or issues with content optimization. How to Fix / Check:</p> <p>Check Google Algorithm Updates: Look for any updates to Google's search algorithm that might have impacted your rankings.</p> <p>Evaluate Backlink Profile: Assess if there has been a loss in backlinks or if competitors have gained stronger backlinks.</p> <p>Fix On-Page SEO: Ensure that the pages are well-optimized with proper keyword targeting, user intent matching, and technical SEO practices.</p> <p>Address Technical Issues: Use Google Search Console to ensure there are no technical issues, such as crawl errors, affecting your rankings.</p> <p>Reassess Content: Update or improve existing content to keep it fresh, relevant, and aligned with current search trends.</p>	
			Decrease in Impressions?		<p>A decrease in impressions means your pages are showing up less frequently in search results. This could happen due to a drop in rankings, fewer search queries, or changes in the SERP landscape. How to Fix / Check:</p> <p>Review Search Query Data: Check if there has been a drop in search volume for the keywords you're targeting.</p> <p>Evaluate SERP Competition: See if there are new features on the SERP (such as video snippets or local packs) that are pushing your listings down.</p> <p>Optimize for New Keywords: Look for emerging keywords or topics that could increase impressions.</p> <p>Improve Content Relevance: Update content to ensure it's still relevant for the keywords and search queries you want to target.</p> <p>Use Structured Data: Implement structured data to improve visibility in rich snippets or other SERP features that increase impressions.</p>	
GSC		Coverage	<b>We pull the last 16 months of coverage data from Search Console as a benchmark. We are also checking for coverage issues.</b>			
GSC		Sitemaps	<b>Checking that sitemaps have been submitted successfully.</b>			
			Sitemap not present in GSC?		<p>If a sitemap is not submitted to Google Search Console, search engines may have difficulty crawling and indexing your website efficiently, potentially leading to poor site visibility. How to Fix / Check:</p> <p>Check in GSC: Log into Google Search Console and navigate to the Sitemaps section to confirm whether the sitemap has been submitted.</p> <p>Submit Sitemap: If missing, submit your sitemap by adding the URL to the "Add a new sitemap" section in GSC. The URL should be something like <a href="https://www.example.com/sitemap.xml">https://www.example.com/sitemap.xml</a>.</p> <p>Verify Crawlability: Ensure that the sitemap is accessible by entering the sitemap URL in your browser.</p>	
			Sitemap Errors Present?		<p>Sitemap errors in Google Search Console indicate issues with the sitemap that may prevent search engines from crawling and indexing the site properly. These could include invalid URLs, incorrect formatting, or inaccessible pages. How to Fix / Check:</p> <p>Review Errors in GSC: Go to the Sitemaps section in Google Search Console to view any errors related to the submitted sitemap.</p> <p>Identify Error Types: Common errors may include 404 errors (missing pages), server issues, or invalid XML tags.</p> <p>Fix Errors: Correct any issues found, such as fixing broken links, ensuring URLs are valid, or repairing XML formatting.</p> <p>Validate Sitemap: Once the issues are addressed, resubmit the corrected sitemap in Google Search Console for revalidation.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Sitemap missing on Website?		<p>If the sitemap is missing on the website, search engines may struggle to crawl and index all relevant pages, leading to poor performance in search results. How to Fix / Check:</p> <p>Check Sitemap File: Ensure that the sitemap file exists on the website at the standard location (<a href="https://www.example.com/sitemap.xml">https://www.example.com/sitemap.xml</a>). Create a Sitemap: If missing, create a sitemap using CMS tools or third-party generators like Yoast (for WordPress) or Screaming Frog. Upload Sitemap: Once created, upload the sitemap to the website's root directory. Link in robots.txt: Include a reference to the sitemap in the robots.txt file, such as Sitemap: <a href="https://www.example.com/sitemap.xml">https://www.example.com/sitemap.xml</a>, to help search engines find it easily. Submit to GSC: Submit the newly created sitemap in Google Search Console for faster indexing.</p>	
GSC		Mobile & Usability	Checking that the site has a mobile friendly version and that this has been setup correctly to avoid visual errors.			
GSC		Manual Actions	Checking that there are no manual penalties from Google.			
GSC		Security Issues	Checking that the site does not have any security issues.			
GSC		Enhancements	Checking that the site has a FAQ markup or other featured snippets			
GSC		Mobile Friendly & Usability	A separate tester and a manual review is performed to ensure proper mobile site functionality.	Yes	<a href="https://limgur.com/btTB9dr.png">https://limgur.com/btTB9dr.png</a>	Can be improved
	Site Speed, Accessibility and Security	Site Speed Test	See how well your website performs.	Yes		
			Desktop Version		<a href="https://pagespeed.web.dev/analysis/https-spokaneprofessionalpainters-com/9yn7mxei4f?form_factor=desktop&amp;category=performance&amp;category=accessibility&amp;category=best-practices&amp;category=seo&amp;hl=en-GB&amp;utm_source=ln-chrome-ext">https://pagespeed.web.dev/analysis/https-spokaneprofessionalpainters-com/9yn7mxei4f?form_factor=desktop&amp;category=performance&amp;category=accessibility&amp;category=best-practices&amp;category=seo&amp;hl=en-GB&amp;utm_source=ln-chrome-ext</a>	
			Low Performance score?	Yes	<p>A low performance score for the desktop version of your site indicates slow load times and poor overall user experience. This could be due to large files, unoptimized images, or inefficient code. How to Fix / Check:</p> <p>Optimize Images: Compress large images and use next-gen formats (e.g., WebP) to reduce file size without losing quality. Minimize JavaScript and CSS: Reduce the size of CSS and JavaScript files by minifying them and removing unused code. Leverage Browser Caching: Implement caching rules to store frequently used resources, reducing load times on repeat visits. Enable Compression: Use GZIP or Brotli to compress website resources for faster delivery. Evaluate Server Response Time: Make sure your server response times are fast by upgrading hosting or optimizing server configurations.</p>	85
			Low Accessibility score?	Yes	<p>A low accessibility score means that the site may not be easily usable by individuals with disabilities. This could involve poor color contrast, missing alt text, or non-descriptive links. How to Fix / Check:</p> <p>Improve Color Contrast: Ensure that text has sufficient contrast against background colors for readability. Add Alt Text for Images: Ensure all images have descriptive alt text to assist screen readers. Make Links Descriptive: Use meaningful and clear anchor text for links instead of "click here" or "read more." Enable Keyboard Navigation: Ensure that the site is fully navigable using keyboard shortcuts for users with motor disabilities. Use ARIA Labels: Implement ARIA (Accessible Rich Internet Applications) labels for dynamic content or interactive elements.</p>	75

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Low Best Practices score?	Yes	<p>A low best practices score indicates that your site may not be following the latest web development standards, potentially affecting performance, security, and user experience. How to Fix / Check:</p> <p>Follow Web Standards: Ensure your site follows modern web standards, such as HTTPS, semantic HTML5, and responsive design. Ensure Mobile Compatibility: Make sure your desktop site also functions smoothly on mobile devices. Update Deprecated Features: Remove or replace outdated HTML tags, attributes, and JavaScript methods that no longer follow best practices. Improve Security: Implement HTTPS, Content Security Policy (CSP), and other security best practices to protect the site.</p>	78
			Low SEO score?	Yes	<p>A low SEO score suggests that your site may not be optimized for search engines. Issues could include missing meta tags, improper header structure, or low-quality content. How to Fix / Check:</p> <p>Optimize Meta Tags: Ensure every page has unique and relevant meta titles and descriptions. Use Header Tags Properly: Structure your content with proper use of H1, H2, and H3 tags for clear hierarchy. Improve Internal Linking: Ensure there are enough internal links connecting relevant content across the site. Increase Content Quality: Provide high-quality, user-focused content that answers relevant search queries. Submit Sitemap to Search Engines: Make sure a sitemap is submitted to Google Search Console and other relevant search engines.</p>	85
			<b>Mobile Version</b>		<p><a href="https://pagespeed.web.dev/analysis/https-spokaneprofessionalpainters-com/9yn7mvei4f?form_factor=mobile&amp;category=performance&amp;category=accessibility&amp;category=best-practices&amp;category=seo&amp;hl=en-GB&amp;utm_source=hl-chrome-ext">https://pagespeed.web.dev/analysis/https-spokaneprofessionalpainters-com/9yn7mvei4f?form_factor=mobile&amp;category=performance&amp;category=accessibility&amp;category=best-practices&amp;category=seo&amp;hl=en-GB&amp;utm_source=hl-chrome-ext</a></p>	
			Low Performance score?	Yes	<p>A low performance score on mobile suggests the site may not load quickly on mobile devices, which can negatively impact user engagement and SEO. How to Fix / Check:</p> <p>Optimize Mobile Images: Compress and resize images for mobile screens to reduce load times. Ensure Fast Mobile Server Response: Optimize server configurations for faster mobile response times. Implement Mobile-Specific Caching: Use mobile-specific caching rules for faster repeat visits on mobile devices. Reduce Mobile-Specific Resources: Minimize the number of mobile-specific resources that could delay page loading, like heavy scripts or large ads. Key Entities &amp; Features: Main Entities: Mobile performance, page load time, mobile optimization.</p>	64
			Low Accessibility score?	Yes	<p>Low accessibility on mobile means that users with disabilities may struggle to navigate the site on their phones, affecting both SEO and usability. How to Fix / Check:</p> <p>Ensure Mobile-Friendly Navigation: Ensure that all mobile menus are easy to navigate, with clear labels and keyboard-friendly options. Use Mobile-Friendly Fonts and Buttons: Make sure text is readable and buttons are large enough for easy tapping. Check for Screen Reader Compatibility: Make sure all content is readable with screen readers and offers sufficient contrast. Enable Voice Search Features: Consider implementing voice search and other assistive features for mobile users.</p>	75
			Low Best Practices score?	Yes	<p>A low best practices score for mobile indicates that the site may not follow modern mobile design principles or may have mobile-specific technical issues. How to Fix / Check:</p> <p>Ensure Responsiveness: Ensure your site adapts properly to different screen sizes using responsive design principles. Optimize Mobile Layout: Ensure mobile content is laid out in a way that is easy to read and navigate without zooming. Minimize Mobile-Specific Technical Issues: Address issues like unoptimized mobile ads, slow page rendering, and mobile pop-ups that impact user experience.</p>	79

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Low SEO score?	Yes	<p>A low SEO score on mobile indicates that the mobile version of your site may not be optimized for search engines, which can lead to poor rankings on mobile search results. How to Fix / Check:</p> <p>Implement Mobile-First Indexing: Ensure your mobile site is fully optimized since Google prioritizes mobile-first indexing. Optimize Mobile Content: Ensure that content on mobile is as comprehensive and relevant as the desktop version. Mobile-Friendly URLs: Make sure mobile URLs are properly formatted and accessible. Ensure Mobile-Friendly Meta Tags: Ensure title tags, meta descriptions, and other meta data are optimized for mobile search queries.</p>	85
			Does the website pass Core Web Vitals according to Google's field data?	Yes	<p>Core Web Vitals are essential metrics that Google uses to measure the user experience of a website. If the website fails to pass these metrics, it can negatively affect search rankings and user engagement. How to Fix / Check:</p> <p>Access Core Web Vitals in Google Search Console: Review the "Core Web Vitals" report in GSC for any issues with LCP, FID, or CLS. Focus on the Field Data: Pay attention to the field data, which reflects real-world user experiences, and check for any areas marked as poor. Improve User Experience: Optimize your site to improve the load time (LCP), interactivity (FID), and visual stability (CLS).</p>	
			Are there LCP issues?	Yes	<p>LCP measures the loading performance of the largest content element visible within the viewport. Slow LCP indicates a delay in users seeing the main content, leading to poor user experience. How to Fix / Check:</p> <p>Analyze LCP Data: Use Google PageSpeed Insights, Lighthouse, or GSC to identify any pages with slow LCP. Optimize Largest Elements: Focus on optimizing the largest content elements on the page (e.g., images, videos, or text blocks). Use Lazy Loading for Images: Implement lazy loading to delay the loading of offscreen images and improve LCP. Optimize Server Response Time: Ensure that your server is fast enough to deliver content promptly. Compress and Optimize Images: Use image compression tools and modern formats like WebP to reduce load times.</p>	
			Are there FID issues?	No	<p>FID measures the time it takes for a user to be able to interact with a page (e.g., clicking a button, submitting a form). A long FID delay can create frustration and hinder interactivity. How to Fix / Check:</p> <p>Check FID in GSC or PageSpeed Insights: Use Google Search Console or PageSpeed Insights to evaluate FID across your pages. Minimize JavaScript Execution: Reduce JavaScript execution time by minifying scripts, deferring non-essential scripts, and splitting code. Optimize Third-Party Scripts: Ensure that third-party scripts (e.g., ad networks, analytics) are loaded asynchronously or deferred. Prioritize Critical User Interactions: Focus on optimizing the elements that users interact with first (e.g., buttons, forms).</p>	
			Are there CLS issues?	Yes	<p>CLS measures visual stability by tracking unexpected layout shifts during page load. A high CLS score means that elements (like ads or images) shift unexpectedly, leading to a poor user experience. How to Fix / Check:</p> <p>Check CLS Data in GSC: Use Google Search Console's Core Web Vitals report to identify pages with high CLS. Set Size for Images and Ads: Ensure images, videos, and ads have defined width and height to prevent layout shifts when they load. Avoid Dynamically Injected Content: Avoid injecting content like ads or pop-ups without reserving space for them. Avoid Font Issues: Use font-display: swap to avoid invisible text during font loading.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Are images optimized for speed?	Yes	<p>Unoptimized images can significantly slow down page load times, affecting both performance and user experience. Large or uncompressed images are common culprits. How to Fix / Check:</p> <p>Compress Images: Use tools like TinyPNG or ImageOptim to reduce image file sizes without losing quality. Use Modern Image Formats: Consider using WebP or AVIF formats for better compression rates and faster load times. Implement Lazy Loading: Use lazy loading for images that are below the fold to prioritize visible content. Use Responsive Images: Use the srcset attribute to load images in appropriate sizes based on the user's device.</p>	
			Are there parser-blocking resources that shouldn't load on every page?	No	<p>Parser-blocking resources (like external scripts and stylesheets) can delay the HTML parsing process, slowing down page rendering. These resources should only load when necessary. How to Fix / Check:</p> <p>Analyze Blocking Resources: Use tools like Google PageSpeed Insights or Lighthouse to identify parser-blocking resources. Defer Non-Essential Resources: Use the defer or async attribute for JavaScript that doesn't need to block rendering. Load Critical CSS Inline: For small CSS files, consider inlining them to avoid blocking the render path. Reduce External Requests: Minimize the number of external resources that need to load on each page.</p>	
			Are there render-blocking resources that shouldn't load on every page?	Yes	<p>Render-blocking resources delay the rendering of visible content, increasing the time it takes for a page to become interactive. How to Fix / Check:</p> <p>Identify Render-Blocking Resources: Use Google PageSpeed Insights or Lighthouse to detect render-blocking JavaScript and CSS. Defer or Async Scripts: Implement defer or async attributes for non-essential JavaScript to avoid blocking the page render. Optimize CSS Delivery: Use tools like Critical CSS to ensure only the CSS needed for above-the-fold content is loaded first. Minimize External Requests: Reduce the number of external resources and third-party scripts loaded on each page.</p>	
			Are there unnecessary 3rd party scripts that are no longer needed?	Yes	<p>Unnecessary or outdated third-party scripts (such as tracking codes, ads, or widgets) can slow down the site and add unnecessary complexity. How to Fix / Check:</p> <p>Audit Third-Party Scripts: Use browser developer tools or site crawlers to identify any third-party scripts that are no longer in use or needed. Remove Unnecessary Scripts: Remove or replace outdated third-party scripts that are not contributing to the site's functionality or performance. Asynchronous Loading: For third-party scripts that are necessary, ensure they load asynchronously to minimize impact on page performance. Review Performance Impact: Regularly review the performance impact of third-party scripts and ensure they are still relevant to the website's goals.</p>	
		Accessibility	<b>Making sure the website has no mobile accessibility issues</b>	No		

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Ensure website meets WCAG 2.1 guidelines	No	<p>The Web Content Accessibility Guidelines (WCAG) 2.1 provide standards for making web content accessible to a wider range of people, including those with disabilities. If the website doesn't meet these guidelines, it may exclude a portion of potential users and impact compliance with accessibility laws. How to Fix / Check:</p> <p>Conduct an Accessibility Audit: Use tools like WAVE, Axe, or Lighthouse to perform an accessibility audit and identify areas that don't comply with WCAG 2.1.</p> <p>Ensure Keyboard Navigation: Make sure all interactive elements are accessible using keyboard navigation alone (e.g., forms, buttons, menus).</p> <p>Check for Color Contrast: Ensure sufficient color contrast between text and background, making it readable for users with visual impairments.</p> <p>Ensure Text Resizing: Verify that text can be resized up to 200% without loss of content or functionality.</p> <p>Test for Mobile Accessibility: Ensure that the site is fully accessible on mobile devices, with touch targets and navigation optimized for screen readers and other assistive technologies.</p> <p>Review Compliance for All Levels: Verify that your website meets WCAG 2.1 Level A, AA, and AAA success criteria based on the needs of your target users.</p>	
			Implement ARIA roles and labels where necessary	No	<p>ARIA (Accessible Rich Internet Applications) roles and labels provide additional information to assistive technologies, helping users with disabilities navigate dynamic content or interactive elements. If ARIA roles are missing, users may face difficulties interacting with certain parts of the site. How to Fix / Check:</p> <p>Identify Interactive Elements: Review interactive elements like forms, buttons, navigation menus, and modal windows that need ARIA roles or labels for accessibility.</p> <p>Add ARIA Roles: Implement appropriate ARIA roles (e.g., role="button" for clickable elements) to describe the behavior or purpose of an element.</p> <p>Use ARIA Labels: For elements like icons or buttons without text, use ARIA labels (e.g., aria-label="close menu") to provide descriptive text for screen readers.</p> <p>Test with Screen Readers: Test the website with screen readers (e.g., NVDA, JAWS) to ensure that ARIA roles and labels are correctly communicated.</p> <p>Implement ARIA Live Regions: For dynamic content that updates (like notifications), use ARIA live regions to announce changes to screen reader users.</p>	
			Provide text alternatives for non-text content	No	<p>Providing text alternatives (like alt text for images) ensures that users who cannot perceive non-text content (due to visual, auditory, or other impairments) still have access to the content's meaning and context. How to Fix / Check:</p> <p>Add Alt Text to Images: Ensure that all images, graphics, and icons have appropriate, descriptive alt text that explains the content or purpose of the image.</p> <p>Text Alternatives for Videos: Provide captions for videos and transcripts for audio content to make multimedia accessible.</p> <p>Use ARIA Labels for Icons and Decorative Elements: For icons or decorative images, use ARIA labels or an empty alt attribute (alt="") to ensure screen readers know to skip over them.</p> <p>Include Descriptions for Complex Images: For complex images (e.g., charts, graphs), provide detailed descriptions or use ARIA live regions to explain changes in content.</p> <p>Test with Assistive Technology: Use tools like screen readers and voice recognition software to ensure text alternatives are effective and accessible.</p>	
		Site Security	Checking for hacked pages or possible security breaches.	Yes	<b>No website application firewall detected. Please install a cloud-based WAF to prevent website hacks and DDoS attacks.</b>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Malware detected?	No	<p>Malware on a website can compromise security, harm user experience, and damage SEO rankings. It's crucial to detect and remove malware promptly. How to Fix / Check:</p> <p>Run Malware Scans: Use security tools like Sucuri or SiteLock to scan the site for malware. Check with Google Safe Browsing: Verify if Google has flagged your site for malware using the Google Safe Browsing tool. Remove Malware: If detected, clean up the infected files and remove any malicious code or scripts. Review Access Logs: Check server logs to identify any unauthorized access or suspicious activities. Update Security Software: Ensure that any installed security plugins or software are up to date to prevent future infections.</p>	
			Injected Spam detected?	No	<p>Injected spam can appear as unwanted content or links added to the site, often with the goal of manipulating search rankings or harming user experience. How to Fix / Check:</p> <p>Perform a Security Scan: Use a website security service like Sucuri or Wordfence to identify injected spam. Inspect Code and Content: Check for any unexpected links, scripts, or content that were added to your pages. Clean and Remove Spam: Remove the injected spam and replace any altered content with legitimate content. Change Passwords and Check User Accounts: Ensure that no unauthorized users have access to your CMS or server. Install or Update Security Plugins: Implement plugins that help prevent spam and protect against vulnerabilities.</p>	
			Defacements detected?	No	<p>Website defacement occurs when an attacker gains access to a website and changes its content, usually to display messages or damage its reputation. How to Fix / Check:</p> <p>Restore from Backup: If the site has been defaced, restore it to the most recent clean backup. Change All Passwords: Immediately change passwords for all user accounts and secure access points. Check for Vulnerabilities: Use tools like Wordfence or Sucuri to identify how the defacement occurred (e.g., plugin vulnerability). Audit the Site's Files: Manually check the website files to ensure no malicious scripts or code have been injected. Update and Patch: Ensure all software, including CMS, plugins, and themes, are fully updated to patch any security vulnerabilities.</p>	
			Internal server errors detected?	No	<p>Internal server errors (e.g., 500 errors) can indicate server misconfigurations, issues with server resources, or problems with website scripts. How to Fix / Check:</p> <p>Check Server Logs: Review server logs to pinpoint the cause of the error (e.g., PHP errors, database issues). Check File Permissions: Ensure that file and directory permissions are correctly set to avoid access restrictions. Increase PHP Limits: If the issue is related to server resource limits (e.g., PHP memory limit), consider increasing the resource allocation. Disable Faulty Plugins or Themes: Temporarily disable plugins or themes that could be causing the issue, and check if the problem resolves. Contact Hosting Provider: If the error persists, contact your hosting provider for assistance with server-side issues.</p>	
			Site is not up to date?	No	<p>An outdated website can be vulnerable to security risks, as it may lack necessary patches and updates for plugins, themes, or core software. How to Fix / Check:</p> <p>Check for Updates: Review the CMS dashboard to ensure that the latest updates for core software, plugins, and themes are installed. Enable Automatic Updates: Where possible, enable automatic updates for your website software to stay current with security patches. Test Compatibility: Before updating, check the compatibility of plugins and themes with the latest CMS version to avoid breaking functionality. Review Changelog and Security Notices: Keep track of updates and security notices from the software developers.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Failed Sucuri Labs check?	Yes	<p>Sucuri Labs performs security checks to identify vulnerabilities, malware, and other threats to your website. A failed check indicates that your site has one or more issues that need attention.</p> <p>How to Fix / Check:</p> <p>Run Sucuri Scan: Perform a security scan through Sucuri Labs to identify the specific issues causing the failure. Fix Detected Vulnerabilities: Address any identified issues, including malware, outdated software, or insecure configurations.</p> <p>Review Security Logs: Examine security logs to track any unauthorized access or suspicious activity.</p> <p>Re-run the Check: After addressing the issues, re-run the scan to confirm that the site passes the security test.</p>	<p><a href="https://sitecheck.sucuri.net/results/https://spokaneprofessionalpainters.com">https://sitecheck.sucuri.net/results/https://spokaneprofessionalpainters.com</a></p>
<a href="https://developer.mozilla.org/en-US/observatory">https://developer.mozilla.org/en-US/observatory</a>			HTTP Observatory	Yes	<p>The HTTP Observatory checks the security of your website's HTTP headers, including SSL/TLS configuration, content security policies, and other security measures. Poor scores here could indicate security gaps in your web server.</p> <p>How to Fix / Check:</p> <p>Run HTTP Observatory Test: Use the HTTP Observatory tool to scan your website for security headers and configurations.</p> <p>Implement Strong Security Headers: Ensure that your site has the appropriate security headers like Strict-Transport-Security (HSTS), Content-Security-Policy (CSP), X-Content-Type-Options, and others.</p> <p>Update SSL/TLS Configurations: If your SSL/TLS configurations are outdated, consider updating them for better security.</p> <p>Review Results and Fix Issues: Address any low-scoring security aspects reported by the HTTP Observatory.</p>	<p><a href="https://imgur.com/eT1HMmt.png">https://imgur.com/eT1HMmt.png</a></p> <p>Subresource Integrity (SRI) not implemented, but all external scripts are loaded over HTTPS. Strict-Transport-Security header not implemented. Content Security Policy (CSP) header not implemented</p>
<a href="https://www.ssllabs.com/ssltest/">https://www.ssllabs.com/ssltest/</a>			SSL Server Test	Yes	<p>The SSL Server Test evaluates the security of your website's SSL/TLS configuration, ensuring that data transmitted between the server and the user is encrypted. A low score could indicate that SSL/TLS configurations are weak, putting data security at risk.</p> <p>How to Fix / Check:</p> <p>Run SSL Test: Use tools like SSL Labs to check your website's SSL certificate and configurations.</p> <p>Upgrade to Stronger Protocols: Ensure your website uses strong encryption protocols such as TLS 1.2 or 1.3 and disables weak protocols like SSLv3.</p> <p>Fix Certificate Issues: Address any problems with SSL certificates, such as expired certificates or missing intermediate certificates.</p> <p>Harden SSL Configuration: Implement recommendations from the SSL test results, such as configuring HTTP Strict Transport Security (HSTS) and perfect forward secrecy (PFS).</p>	<p><a href="https://imgur.com/WnGW7l3.png">https://imgur.com/WnGW7l3.png</a></p>
PQRG Audit	PQRG Audit and eCommerce-specific Checks	Page Purpose	Checking that the purpose of the site is clear based on the information above the fold on the homepage and/or target page.	No		
			Main Pages' purpose is unclear from information above the fold?	No	<p>The content visible above the fold on the homepage or target pages should immediately convey the purpose of the site (e.g., selling a product, offering a service, providing information). If this content is vague or unclear, users may leave the site without understanding what the site offers.</p> <p>How to Fix / Check:</p> <p>Review Above the Fold Content: Ensure the key message of your website is clearly communicated within the first few seconds of a user visiting the page.</p> <p>Clarify Your Value Proposition: Include a clear headline that explains what the site offers, followed by a concise description of the value provided.</p> <p>Call to Action (CTA): Implement a prominent and compelling call to action (CTA) above the fold, such as "Buy Now," "Learn More," "Book a Consultation," etc., to guide users towards the site's goal.</p> <p>Visual Elements: Use images, icons, or videos that support and reinforce the site's message and purpose.</p> <p>Test User Engagement: Use heatmaps or user testing to see if visitors understand the site's purpose based on above-the-fold content.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Navigation/Links don't help determine Main Page purpose?	No	<p>Navigation menus and links should guide users toward understanding the primary purpose of the site, whether that's to purchase a product, learn something, or engage with a service. If the navigation is unclear or doesn't align with the site's goal, it can confuse users. How to Fix / Check:</p> <p>Simplify and Prioritize Navigation: Ensure the primary purpose of the site is reflected in the main navigation items (e.g., "Shop Now," "Services," "Contact Us"). Use Descriptive Link Text: Avoid generic text like "Click Here" or "More Information." Use action-oriented, clear text that aligns with the site's goals (e.g., "Get a Quote," "Browse Products," "Learn More"). Organize Menus Logically: Ensure that users can easily find key pages in the menu, with the most important pages placed prominently. Call to Action in Navigation: Place a clear CTA, such as "Get Started" or "Request a Demo," in the navigation bar for easy access. Test User Understanding: Use user testing to ensure that the navigation communicates the site's goal clearly and helps users take the next step.</p>	
			Site design is not meeting sites main purpose? (to sell, inform, entice a call, schedule a consult, etc.)	No	<p>The design of the website should align with its primary objective. If the design doesn't clearly support the goal—whether it's selling a product, providing information, prompting users to call, or encouraging consultations—the site may fail to engage users effectively. How to Fix / Check:</p> <p>Align Design with Goals: Evaluate if the design elements (colors, typography, imagery, layout) match the purpose. For example, e-commerce sites should have an intuitive checkout process, while informational sites should prioritize readability. Clear CTAs: Ensure that the site has well-placed, visually distinct calls to action that align with its main purpose (e.g., "Buy Now," "Call Us," "Schedule a Consultation"). Visual Hierarchy: Design should prioritize elements that drive conversions (e.g., products for an e-commerce site, contact forms for service-based sites). Engaging User Experience: Ensure that interactive elements, like forms or buttons, are easy to use and encourage user engagement. A/B Testing: Conduct A/B tests to determine if design adjustments lead to better performance in terms of conversions or user interactions.</p>	
PQRG Audit		Visual Design and Layout	<b>Checking if the website has a consistency in design and is usable in different screen sizes</b>	Yes		
			Ensure consistent branding and styling	No	<p>Consistency in branding and styling is vital for building trust with users and maintaining a professional appearance. Inconsistent logos, colors, typography, or imagery can confuse users and dilute brand identity. How to Fix / Check:</p> <p>Review Branding Guidelines: Ensure that the website adheres to your brand's color scheme, typography, logo usage, and overall visual style. Consistency in Visual Elements: Verify that design elements such as buttons, headings, and icons have a consistent style throughout the website. Check Across Pages: Ensure that branding remains consistent across all pages, including the homepage, product pages, blog, and contact pages. Use a Style Guide: Create or follow a style guide that dictates the specific fonts, colors, and design elements used across the site to maintain uniformity. Test Visual Cohesion: Ask users or use A/B testing to determine if they recognize the brand quickly based on the visual elements and design consistency.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Optimize layout for readability and engagement	Yes	<p>A cluttered or poorly structured layout can make it difficult for users to read content or engage with key actions on the site. Optimizing the layout for readability and engagement ensures that users can easily find the information they need and are encouraged to interact with the site. How to Fix / Check:</p> <p>Simplify Layouts: Ensure the layout is clean, with enough white space to make content readable and easy to digest. Avoid overcrowding content or design elements. Hierarchy and Readability: Use clear headers, subheaders, bullet points, and short paragraphs to break up content into digestible sections. Typography: Choose legible fonts with appropriate sizes and line spacing for easy reading. Ensure good contrast between text and background for better readability. CTA Placement: Place calls to action (CTAs) in high-visibility areas where users can easily interact with them (e.g., near the top of the page or in the center). Interactive Elements: Make sure that interactive elements like forms, buttons, and links are clearly visible and easy to engage with. User Testing: Perform user testing to evaluate whether visitors can easily navigate the site and understand the content flow.</p>	The mobile version can be improved
PQRG Audit		Thin Content	Checking for image only or video only pages in the site index and additional pages that can be considered thin content and possibly cause penalties from Google.	No		
			Main content is not high-quality when compared with top-ranking competitors?	No	<p>If your website's main content is not of higher quality or at least on par with top-ranking competitors, it will struggle to compete in search rankings. Content that is thorough, well-researched, and valuable to users can help you rank higher and engage visitors more effectively. How to Fix / Check:</p> <p>Conduct Competitor Analysis: Review the content on top-ranking pages for similar keywords to understand what makes their content successful. Look for things like in-depth coverage, clarity, and usefulness. Improve Content Depth and Quality: Enhance your main content by providing more detailed information, addressing common user questions, and offering actionable insights. Incorporate Relevant Media: Use high-quality images, videos, and infographics that support the content and make it more engaging. Use Data and Research: Add data-backed information, case studies, statistics, or expert opinions to substantiate the content, making it more authoritative. Update and Expand Existing Content: Regularly update old content to keep it fresh, and expand on topics that are underexplored compared to competitors. Check User Intent Alignment: Ensure the content answers the specific search intent of your target audience, whether that's informational, transactional, or navigational.</p>	
			Secondary content on page is minimized and does not provide value to the user journey?	No	<p>Secondary content plays a crucial role in enhancing the user journey, providing additional context, supporting the main content, and guiding users through their interactions on the page. If this content is minimal or irrelevant, it can disrupt the flow of the user experience and fail to add value. How to Fix / Check:</p> <p>Audit Secondary Content: Review the secondary content (e.g., sidebars, related articles, FAQs, testimonials, product details) to ensure that it aligns with the primary goal of the page and supports the user journey. Provide Relevant Support: Add value with content that answers potential follow-up questions or provides useful next steps, such as guides, how-tos, or links to other helpful pages. Enhance Navigation: Use secondary content to guide users to other relevant pages or sections of the website (e.g., "Read More," "Check Out Our Services"). Improve Internal Linking: Ensure that secondary content includes strong internal links that help users easily navigate through your site, improving the overall user journey. Incorporate User-Centric Content: Include content like user reviews, case studies, or testimonials that add social proof and address common user concerns or doubts.</p>	
PQRG Audit		Authorship & Branding	Checking that the site includes info about the brand responsible for the site. This is usually an about page.	Yes		

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Website does not clearly indicate what entity/person/thing/author is responsible for the main content on the site?	No	<p>Lack of clarity about the author or responsible entity for the content can undermine trust and credibility. Users often want to know who is behind the content, especially if it relates to important decisions like purchases or services. How to Fix / Check:</p> <p>Add Author Information: Clearly display the name, title, and role of the author(s) or responsible entity for each piece of content. Include a brief bio with relevant credentials and expertise. Link to Author or Entity Profile: If applicable, link to an author or company profile page where users can find more information about their background. Clearly Mark Guest Contributions: If content is written by guest contributors, ensure they are clearly credited and their credentials are highlighted. Showcase Company Leadership: For company-focused content, mention the organization or business leaders responsible for the content.</p>	
			Website has pages that don't clearly represent the entity/person/thing/author?	No	<p>Pages that fail to represent the responsible entity or person can confuse users and diminish the site's authority. Every page should provide clear identification of who is behind the content to enhance trust. How to Fix / Check:</p> <p>Identify Authors/Entities: Make sure every page has a clear indication of the author or responsible entity, especially for blog posts, service pages, or any content-based sections. Incorporate Author Bios: For content that's information-heavy, include a short bio or credentials of the entity behind the page, particularly for service-related or thought leadership pages. Link to Profile/Company Page: Include links to a detailed "About Us" page or author/entity profile to add more context and establish authority.</p>	
			Website does not have a transparent About Us page?	No	<p>An "About Us" page is essential for building trust with users. If the website lacks this page, users may be unsure about the site's legitimacy, mission, and the people or organization behind it. How to Fix / Check:</p> <p>Create an "About Us" Page: Add an easily accessible "About Us" page that clearly outlines the mission, values, and purpose of the website or company. Introduce the Team: Include introductions to key people, their roles, and professional backgrounds to help users connect with the entity behind the website. Provide Transparency: Explain the website's goals, who it serves, and why users should trust the content and services offered. Add Contact Information: Make sure contact details or links to customer service are included to further support transparency.</p>	
			Website is missing obvious real company pages? (career pages, project portfolio, past clients, community involvement, etc.)	Yes	<p>A website that lacks transparency in terms of company involvement or history may raise doubts about its legitimacy. Showing the company's values and real-world contributions helps establish authority and trust. How to Fix / Check:</p> <p>Add Company Pages: Include important pages that demonstrate the company's legitimacy, such as "Careers," "Our Projects," "Past Clients," "Community Involvement," and "Company History." Showcase Projects and Clients: Highlight past work, testimonials, and case studies that show the company's experience and success. Promote Community Engagement: If applicable, showcase your company's involvement in the community or industry events, including charity work or sustainability efforts.</p>	Would be better if a Projects page is added to the website
			Website has several authors, but those authors aren't properly represented?	No	<p>When a website has multiple authors but fails to properly represent them, it can confuse users and lower trust. Author transparency is important for credibility and showcasing expertise. How to Fix / Check:</p> <p>Author Profiles: Create individual author profile pages that include their name, credentials, and areas of expertise. Author Attribution: Clearly attribute content to the specific author by including a byline, and link to their profile page. Showcase Expertise: Include links to other articles or resources the author has contributed to, showcasing their authority and knowledge on the topic. Provide Author Photos: Including photos of authors helps personalize content and make it more trustworthy.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
PQRG Audit		EEAT Compliance	<b>Checking that the site has authority and readability, generally based on the brand info available.</b>	No		
			Website/Brand is missing important market related credentials? (bond info, insurance info, medical accreditation, legal credentials, etc.)	No	<p>A website that lacks industry-specific credentials (such as medical, legal, or financial certifications) may struggle to gain trust and authority in its niche. This is especially critical for websites offering services or advice in regulated industries.</p> <p>How to Fix / Check:</p> <p>Display Relevant Certifications: Ensure that certifications, accreditations, and licenses (e.g., bonds, insurance, professional qualifications) are clearly visible on relevant pages (e.g., footer, contact page, service pages).</p> <p>Include Credible Sources: Add links or logos of relevant regulatory bodies, accreditations, or industry organizations that your website or company is a part of.</p> <p>Highlight Expert Credentials: For industries like medical, legal, and finance, ensure that relevant credentials (e.g., MD, lawyer, CPA) are prominently displayed.</p> <p>Update Information Regularly: Ensure that any certifications or licenses displayed are current and that expired or outdated credentials are removed.</p> <p>Clarify Terms of Service: For financial, medical, or legal websites, include terms and conditions or disclaimers where appropriate, making sure that users understand the context in which advice is given.</p>	
			Website articles/pages are missing expert accreditation for information provided? (MD on medical site, lawyer on legal site, CPA on financial site, etc.)	No	<p>For websites providing specialized advice (e.g., medical, legal, financial), expert accreditation is necessary to ensure that content is seen as authoritative and reliable. Missing expert accreditation can reduce trust and hinder the website's ability to rank for relevant queries.</p> <p>How to Fix / Check:</p> <p>Show Author Credentials: For articles or pages providing specialized information, clearly display the author's qualifications, such as MD for medical articles, JD for legal content, CPA for financial content, etc.</p> <p>Link to Author Profiles: If the author is a recognized expert, link to their professional profile or bio on the website.</p> <p>Include links to their certifications, academic background, or affiliations with recognized institutions or associations.</p> <p>Add Expert Byline: For each article or page, ensure there is a byline identifying the author and their relevant credentials. If the author is not visible or well-known, consider having the content reviewed or written by an industry expert.</p> <p>Provide Third-Party Validation: Where applicable, include third-party expert reviews, research, or case studies to back up the claims made in the content.</p> <p>Highlight Expert Collaboration: If content is reviewed or written in collaboration with credible organizations or other experts, mention this and provide details.</p>	
			Information on the website is poorly written, and doesn't cover a topic as in depth as it should for that websites industry and/or article topic?	No	<p>Poorly written or shallow content can negatively impact user trust and search rankings. In industries where in-depth knowledge and authority are critical, superficial or low-quality content can harm a website's EEAT score.</p> <p>How to Fix / Check:</p> <p>Improve Content Quality: Revise existing content to ensure it's detailed, well-researched, and comprehensive. Content should cover the topic thoroughly, addressing all relevant aspects and answering potential user questions.</p> <p>Engage Subject Matter Experts: If possible, have content written or reviewed by subject matter experts who can add depth and ensure accuracy.</p> <p>Use Clear and Concise Language: Ensure the content is well-organized and easy to read, while still maintaining a high level of professionalism and accuracy.</p> <p>Update Regularly: Keep articles updated with the latest information, research, or trends to reflect current industry standards and practices.</p> <p>Add Visual Elements: Enhance written content with graphs, charts, or images to provide additional context and support the information being presented.</p> <p>Optimize for User Intent: Ensure that the content matches the search intent of the target audience, whether it's informational, transactional, or navigational.</p>	
PQRG Audit		Contact Options	<b>Checking that there is an easy way to contact the site owner.</b>	No		

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Website does not have a Contact Page?	No	<p>A website without a dedicated contact page can frustrate users and decrease trust, as they may struggle to find how to reach out for support, inquiries, or concerns. For businesses, this also affects credibility and customer engagement. How to Fix / Check:</p> <p>Create a Contact Page: Add a clear and accessible "Contact Us" page that provides essential contact information (address, phone number, email, etc.). Make It Easy to Find: Ensure that the contact page is linked in the main navigation menu, footer, or other prominent areas on the site for easy access. Use Clear and Simple Language: On the contact page, provide a brief introduction explaining how users can get in touch with your team, whether for support, sales, or general inquiries.</p>	
			Website Contact Page doesn't function properly?	No	<p>A contact page that doesn't work properly (e.g., broken forms, incorrect email links, unresponsive contact buttons) can result in missed opportunities and lead to a poor user experience. This might cause frustration for users trying to reach the site admins or business. How to Fix / Check:</p> <p>Test Functionality: Test all the contact methods (forms, email links, buttons) to ensure they are working correctly. Fix Broken Links and Forms: Repair any broken links or forms that prevent users from submitting inquiries or receiving responses. Use a Simple Form: Ensure the contact form is easy to fill out and that the form submission process works without errors (e.g., confirmation messages, email responses). Ensure Proper Email Forwarding: Verify that emails submitted through forms are being forwarded to the correct inbox and that there are no delivery issues.</p>	
			Website is missing multiple ways/forms to contact site admins/company (address, email, phone number, contact forms, etc.)	No	<p>A lack of multiple contact options (email, phone, physical address, contact forms, etc.) can reduce trust and make it difficult for users to get in touch, especially if they prefer one method over another. Having multiple contact methods increases accessibility and helps improve user experience. How to Fix / Check:</p> <p>Add Multiple Contact Methods: Include at least one of each of the following contact methods on the contact page: Email Address: A dedicated, easy-to-find email address for customer service or inquiries. Phone Number: Include a customer service or business phone number if applicable. Physical Address: Include your business address if relevant (especially for local businesses). Contact Form: Provide a simple form for inquiries that users can fill out directly on the site. Social Media Links: Include links to social media accounts for additional ways users can contact the business. Ensure Accessibility: Make sure the contact information is clear, accessible, and easy to understand, with no barriers for the user. Provide Clear Call to Action: On the contact page, ensure there is a clear CTA, like "Get in Touch," to guide users.</p>	
PQRG Audit		Ad Quality	Checking for ads being used on the site, whether or not they are working and whether or not they impact the usability of the site.	No		
			Page has ads and/or sponsored content/links that aren't labeled properly as such?	No	<p>If ads or sponsored content are not clearly labeled, it can mislead users into thinking the content is editorial or genuine. This can undermine trust and violate advertising regulations, particularly on websites where transparency is crucial. How to Fix / Check:</p> <p>Label Ads Clearly: Ensure all ads, sponsored content, and affiliate links are clearly labeled with terms such as "Sponsored," "Advertisement," or "Paid Partnership." Follow Industry Guidelines: Adhere to advertising guidelines, such as those from the FTC (Federal Trade Commission), which mandate proper disclosure of paid content. Use Distinct Formatting: Use visual cues like borders, background shading, or different fonts for sponsored content to make it easily distinguishable from regular content. Include Disclaimers: For affiliate links or product recommendations, include a clear disclaimer indicating that the links may be monetized.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Page has ads that are ruining the user experience? (Difficult to remove pop ups, ads that block the main content, etc.)	No	<p>Intrusive or poorly implemented ads, such as pop-ups, ads that block the main content, or auto-play videos, can frustrate users and create a negative experience, leading to higher bounce rates and lower engagement. How to Fix / Check:</p> <p>Limit Pop-Ups: Ensure that pop-ups are not excessive and are easy to close (e.g., by including a visible "X" button). Avoid pop-ups that appear immediately upon page load.</p> <p>Avoid Blocking Content: Ensure that ads do not obstruct the main content, especially when users are trying to read or engage with the page. Use less intrusive placements, such as banner ads or sidebars.</p> <p>Optimize for Mobile: Ensure that ads are optimized for mobile devices and do not interfere with navigation or content viewing.</p> <p>Control Auto-Play Ads: Disable auto-play for videos and sound, giving users control over their experience.</p> <p>Test User Experience: Regularly test how users interact with your ads to ensure they don't disrupt the experience. Use tools like heatmaps or user testing.</p>	
			Page has misleading ads?	No	<p>Misleading ads, such as deceptive banners, fake claims, or clickbait tactics, can damage the site's reputation, violate advertising policies, and cause users to lose trust in the content and website. How to Fix / Check:</p> <p>Review Ad Content: Ensure that all ad content is truthful, transparent, and aligned with what users can expect. Avoid exaggerated claims or unrealistic promises.</p> <p>Monitor Ad Networks: Regularly monitor and audit the ad networks you're using to ensure they comply with ethical advertising standards and do not serve misleading or inappropriate ads.</p> <p>Ensure Ad Accuracy: If you use affiliate marketing, ensure that the products or services being promoted are accurately represented and match the audience's expectations.</p> <p>Test Ad Impact on User Trust: Conduct user testing to ensure that ads are not misleading or harming the website's credibility.</p>	
			Page has ads that aren't supplemental to the main content?	No	<p>Ads that are not relevant to the main content can be disruptive and irrelevant to users. If ads don't align with the content, they may feel out of place and decrease the site's overall value. How to Fix / Check:</p> <p>Align Ads with Content: Ensure that ads are relevant to the topic or audience of the page. For example, a fitness blog should have ads related to health products, while a tech site should feature ads for gadgets or software.</p> <p>Use Contextual Targeting: Leverage contextual advertising tools or affiliate programs to display ads that are more relevant to the user's interests.</p> <p>Review Ad Placement: Avoid showing ads that don't compliment the page's primary purpose. Ensure ads are placed where they supplement, not detract, from the content.</p> <p>Ensure Ads Add Value: Aim for ads that provide additional value to the user journey (e.g., discounts, useful products, or services that match the content).</p>	
PQRG Audit		Off Page Reputation	<b>Checking the reputation of the brand across the internet for various awards, associations, independent news articles, etc.</b>	No		
			Website/Brand does not have any clear industry related awards?	No	<p>Lack of industry-related awards can affect the website's credibility and trustworthiness, especially in competitive fields where awards are a strong indicator of expertise and recognition. How to Fix / Check:</p> <p>Pursue Industry Awards: Identify industry-specific awards that are relevant to your business and submit applications where possible. This may include awards from professional organizations, trade associations, or notable publications in your industry.</p> <p>Promote Existing Awards: If your brand or website has received any awards, prominently display them on key pages like the homepage, About Us page, or service pages.</p> <p>Highlight Certifications: If there are any industry certifications or standards you meet, make these visible to enhance credibility.</p> <p>Work with Industry Bodies: Collaborate with industry organizations that offer awards, as they often provide additional credibility and visibility.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Website/Brand does not have any recommendations by experts, references, news articles and/or other credible information created/written by individuals about this website?	No	<p>Recommendations or references from experts, news outlets, or influencers in your industry provide strong credibility and authority. Without these, a website may seem less trusted or authoritative in its field. How to Fix / Check:</p> <p>Seek Expert Reviews: Reach out to industry experts or influencers to review your products, services, or content. Offer them incentives like free trials or partnerships in exchange for honest reviews.</p> <p>Promote Press Mentions: If your brand has been mentioned in news articles, blogs, or media outlets, ensure these are prominently displayed on your website.</p> <p>Create Case Studies: Feature expert opinions or testimonials in the form of case studies, interviews, or expert roundups on your website.</p> <p>Leverage Content Collaborations: Collaborate with trusted industry figures to create guest posts, webinars, or expert blogs. This helps position your brand as a leader in the field.</p>	
			Website/Brand is missing recommendations from credible sources, like professional societies, clubs, chambers, etc.?	No	<p>Endorsements from credible sources such as professional societies, clubs, or chambers of commerce can greatly improve the credibility of a website or brand. These affiliations provide a strong trust signal for visitors. How to Fix / Check:</p> <p>Join Professional Organizations: Apply for membership in relevant professional societies, trade associations, or chambers of commerce. Display these affiliations prominently on your website.</p> <p>Seek Endorsements or Testimonials: Reach out to members or leaders from these organizations to provide recommendations or testimonials about your business.</p> <p>Leverage Networking Opportunities: Participate in events or conferences hosted by these organizations to build relationships and gain credibility through networking.</p> <p>Feature Credible Endorsements: If your brand has been recognized by these organizations, ensure to highlight these endorsements clearly on your site, such as on the homepage, footer, or About Us page.</p>	
PQRG Audit		Off Page Reputation - Yelp & BBB	<b>Checking that there is no negative reviews on Yelp or BBB. Checking the reputation of the brand from third party sites like Yelp, BBB, Google, and other forums or directories.</b>	Yes		
			Website/Brand is not clearly represented on popular sites like Yelp, BBB, etc.?	Yes	<p>Lack of representation on reputable review or business listing sites such as Yelp or the Better Business Bureau (BBB) can hurt credibility and limit opportunities for customer trust and visibility. How to Fix / Check:</p> <p>Claim Your Business Listings: Create or claim your business profiles on popular platforms like Yelp, BBB, Google My Business, Trustpilot, and other relevant review or business listing sites.</p> <p>Optimize Profiles: Complete your business profiles with accurate information, such as business hours, location, website URL, contact details, and a compelling description.</p> <p>Encourage Reviews: Encourage satisfied customers to leave positive reviews on these platforms. Make it easy for them by providing links to your profiles.</p> <p>Monitor Your Reputation: Regularly monitor and respond to reviews on these platforms, addressing any concerns or negative feedback in a professional and constructive manner.</p>	
			Website/Brand is not clearly represented on popular social sites like Facebook, Twitter, etc.,?	No	<p>A lack of representation on popular social media platforms can reduce your brand's online visibility and limit user engagement. Social media presence is crucial for building trust and engaging directly with customers. How to Fix / Check:</p> <p>Create Social Media Accounts: Set up profiles on key platforms like Facebook, Twitter, Instagram, LinkedIn, and others that are relevant to your audience.</p> <p>Maintain Active Presence: Regularly post engaging content that resonates with your audience, such as updates, promotions, customer stories, or industry-related news.</p> <p>Encourage Social Engagement: Invite your customers to follow and interact with your social media profiles. Make it easy to share content and engage with posts.</p> <p>Showcase Reviews and Testimonials: Use social media as a platform to highlight positive customer reviews, testimonials, and user-generated content.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			There is evidence of the Website/Brand being involved in fraud and/or financial wrongdoing?	No	<p>Evidence of fraud or financial misconduct can significantly damage a brand's reputation and lead to legal, financial, and customer trust issues. How to Fix / Check:</p> <p>Investigate and Address Claims: If allegations of fraud or financial wrongdoing exist, thoroughly investigate the situation and resolve any issues or disputes with customers or authorities.</p> <p>Communicate Transparency: Issue a public statement or provide transparency about any incidents, outlining how the issue has been addressed or prevented in the future.</p> <p>Improve Internal Controls: Ensure that proper financial, legal, and security measures are in place to prevent fraudulent activity.</p> <p>Engage Legal Support: Consult with legal experts to handle any legal ramifications of these allegations.</p>	
			Website/Brand is missing on-site testimonials, user engagements, etc. indicative of a good reputation?	No	<p>Missing testimonials, reviews, and user engagement signals on-site may suggest a lack of social proof, reducing trust and making it harder for users to gauge the reputation of the brand. How to Fix / Check:</p> <p>Add Testimonials: Feature customer testimonials prominently on your website, particularly on the homepage, product pages, and service pages. Include both written and video testimonials if possible.</p> <p>Showcase User Reviews: Add review sections or ratings for products or services directly on the website. Encourage customers to leave feedback.</p> <p>Encourage User Interaction: Add interactive elements like comments sections, discussion forums, or user-generated content to engage visitors and encourage them to share their experiences.</p> <p>Highlight Case Studies: Display successful case studies that demonstrate the value and impact of your products or services for customers.</p>	
			Website/Brand has a lot of bad/negative reviews?	No	<p>A high number of bad or negative reviews can severely damage a brand's reputation and lead to reduced trust from potential customers. It is essential to manage and address negative feedback effectively. How to Fix / Check:</p> <p>Respond to Negative Reviews: Address negative reviews in a professional and empathetic manner. Offer solutions to customer complaints and show willingness to resolve issues.</p> <p>Encourage Positive Reviews: Actively encourage happy customers to leave positive reviews on various platforms to help balance out the negative ones.</p> <p>Resolve Customer Issues: Work on resolving the root causes of complaints to prevent recurring negative reviews.</p> <p>Monitor Reputation: Use reputation management tools to regularly monitor reviews and manage feedback.</p>	
PQRG Audit		YMYL Compliance	<b>Your Money Your Life Compliance; checking that the site either A) is not a YMYL site or B) meets the guidelines for such.</b>	No		
			Page does not have a high E-A-T score?	No	<p>E-A-T (Expertise, Authoritativeness, and Trustworthiness) is a key factor in how search engines evaluate the quality of a page. Pages with low E-A-T scores may struggle to rank well, especially for YMYL (Your Money, Your Life) topics like health, finance, or legal information. How to Fix / Check:</p> <p>Enhance Expertise: Ensure that the content is written or reviewed by experts in the field. For example, medical or legal content should have authors with appropriate qualifications like MD, JD, or other relevant credentials.</p> <p>Increase Authoritativeness: Link to authoritative sources and research within your content. Ensure that the page is connected to recognized institutions, brands, or trusted external sites that improve its authority.</p> <p>Boost Trustworthiness: Display trust signals such as industry certifications, transparent contact information, secure website (HTTPS), and privacy policies. Also, respond to user inquiries promptly and professionally.</p> <p>Create High-Quality Content: Ensure the content is well-researched, comprehensive, and addresses the user's search intent.</p> <p>Regularly Update Content: Keep your content fresh and relevant, especially if it covers evolving topics or industries.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Page does not have a high Authorship & Branding score?	No	<p>A page without clear authorship or weak branding can reduce user trust and hinder credibility. Properly attributing content to credible authors and establishing a strong brand presence can improve both user engagement and SEO. How to Fix / Check:</p> <p>Display Author Credentials: Include clear author bylines and biographies with relevant qualifications and expertise. For instance, for a health-related article, display the author's medical qualifications or professional background.</p> <p>Strengthen Brand Identity: Ensure consistent branding across all pages with a clear logo, cohesive design elements, and a strong, professional tone.</p> <p>Link to Author Profiles: Include links to author profiles where visitors can learn more about the author's background, other contributions, and expertise.</p> <p>Feature Authoritative Contributors: If multiple authors contribute to the site, showcase the most influential or authoritative contributors to build credibility.</p> <p>Showcase Media Mentions and Partnerships: If the brand is mentioned in the media or collaborates with well-known entities, feature these partnerships to improve brand authority.</p>	
			Page does not have a high Off Page Reputation?	No	<p>A page's off-page reputation refers to its authority and trustworthiness as indicated by external signals such as backlinks, reviews, and social media mentions. A low off-page reputation can hurt a page's ranking and trust. How to Fix / Check:</p> <p>Build Quality Backlinks: Work on acquiring backlinks from high-authority and relevant websites. This can include guest posts, press releases, or collaborating with industry leaders.</p> <p>Improve Social Proof: Build an active presence on social media platforms and get mentions from credible sources or influencers in your industry.</p> <p>Engage in Online Communities: Participate in forums, Q&amp;A sites (e.g., Quora), and online groups where users engage with your content, enhancing your off-page reputation.</p> <p>Encourage Positive Reviews: Ask customers or users for reviews on external review platforms (Google My Business, Trustpilot, Yelp) to showcase your reputation.</p> <p>Collaborate with Industry Experts: Work with recognized experts or influencers in your field to build credibility and gain authority through their endorsement or collaboration.</p>	
			Page has a lot of low rating reviews?	No	<p>A large number of low ratings or negative reviews can damage your website's credibility and user trust. Negative feedback can lower conversions, rankings, and user engagement. How to Fix / Check:</p> <p>Address Negative Reviews: Respond to negative reviews promptly and professionally, addressing user concerns and offering solutions where possible.</p> <p>Encourage Positive Reviews: Actively encourage satisfied customers or users to leave positive reviews on trusted platforms. Provide links or reminders to make the process easy.</p> <p>Use Reviews to Improve: Use feedback to identify areas for improvement in your services or products. Regularly evaluate reviews to ensure you are meeting user expectations.</p> <p>Highlight Positive Testimonials: Showcase positive reviews, testimonials, and case studies on your website to balance the negative ones and improve brand perception.</p> <p>Monitor Reputation: Regularly monitor reviews and ratings on various platforms using reputation management tools to address potential issues before they escalate.</p>	
PQRG Audit		Ecommerce Compliance	If an ecom site, checking that ecom compliancy is in place, including having proper payment info and terms and conditions.	No		

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Website does not have a high E-E-A-T score?	No	<p>E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) is critical for ranking well in search results and for building user trust. A low E-E-A-T score can make it harder for users to trust the content and for the site to rank in competitive niches.</p> <p>How to Fix / Check:</p> <p>Improve Author Credentials: Ensure that content is written by individuals with relevant qualifications and expertise in the field. Display author credentials and their professional background clearly on the page.</p> <p>Enhance Content Experience: For YMYL (Your Money, Your Life) sites, such as financial or medical websites, make sure the content is not only accurate but also shows practical experience and is tailored to user needs.</p> <p>Build Authoritative Backlinks: Aim to acquire backlinks from reputable and authoritative sites within your industry.</p> <p>Display Trust Signals: Show trust signals like secure payment methods (HTTPS), certifications, privacy policies, and external reviews to strengthen trustworthiness.</p> <p>Regular Content Updates: Keep content up to date, especially in fast-changing industries like healthcare or finance, to maintain relevance and authority.</p>	
			Website does not have a high Authorship & Branding score?	No	<p>A lack of strong authorship and branding can make it difficult for users to trust and engage with the content. Proper attribution and clear branding are essential for building a recognized and trusted online presence.</p> <p>How to Fix / Check:</p> <p>Promote Author Information: Display author bios with clear qualifications and links to their full profiles. Ensure that the content is attributed to reputable, credible authors with a clear association to the brand.</p> <p>Enhance Brand Visibility: Make sure the branding is consistent across the site, including a recognizable logo, color scheme, and tone of voice that reflects your brand identity.</p> <p>Showcase Brand Authority: If your brand is featured or mentioned by reputable third-party sites, display these mentions on your site (e.g., in the form of logos or media features).</p> <p>Link to Authoritative Content: For multi-author sites, include author pages linking to their published work, contributions, and any collaborations with credible sources.</p>	
			Website does not have a high Off Page Reputation?	No	<p>Off-page reputation, driven by backlinks, social media presence, reviews, and mentions on external authoritative websites, plays a critical role in building authority and trust for your website.</p> <p>How to Fix / Check:</p> <p>Build High-Quality Backlinks: Focus on acquiring backlinks from reputable websites within your industry or niche. This could include guest posts, partnerships, or earning mentions in relevant articles.</p> <p>Leverage Social Media: Build an active presence on major social media platforms (Facebook, Twitter, LinkedIn, etc.) and engage with users to strengthen your off-page reputation.</p> <p>Encourage Positive Reviews: Actively collect reviews from satisfied customers on platforms like Google, Trustpilot, or Yelp, and address any negative reviews professionally.</p> <p>Engage in Industry Communities: Participate in industry-related forums, discussions, and Q&amp;A sites like Quora or Reddit to enhance your visibility and credibility.</p>	
			Website has a lot of low rating reviews?	No	<p>A high volume of low-rating reviews can significantly harm a website's credibility and user trust. Managing and addressing negative feedback is crucial to maintaining a positive reputation.</p> <p>How to Fix / Check:</p> <p>Respond to Negative Reviews: Address each negative review in a professional, empathetic manner.</p> <p>Acknowledge concerns and offer solutions or ways to resolve issues.</p> <p>Request More Positive Reviews: Encourage satisfied customers to leave positive reviews to balance out the negative feedback.</p> <p>Improve Products or Services: Identify the common issues raised in negative reviews and work on resolving them, ensuring that future feedback is more positive.</p> <p>Highlight Positive Feedback: Showcase glowing reviews or testimonials on the homepage or product pages to boost customer trust.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Website doesn't have clear payment policies, exchange policies, refund terms, etc.?	No	<p>Clear payment, exchange, and refund policies are essential for building trust with customers. Lack of transparency in these areas can deter potential buyers and raise concerns about reliability. How to Fix / Check:</p> <p>Create a Clear Policy Page: Add dedicated pages outlining your payment policies, exchange and return policies, and refund terms. These should be easy to find from the homepage and product pages.</p> <p>Provide Transparency: Be clear about the terms of service, shipping fees, expected delivery times, and conditions for refunds or exchanges.</p> <p>Use Plain Language: Ensure the language used in policies is simple and easy to understand, avoiding legal jargon that could confuse customers.</p> <p>Offer Multiple Payment Methods: Clearly list the payment options available on the website and ensure they are secure (e.g., credit cards, PayPal).</p>	
			Website doesn't appear to have any customer support?	No	<p>Lack of visible or easily accessible customer support can result in users feeling unsupported and can decrease trust in your website. Providing clear, responsive customer support options is key to user satisfaction. How to Fix / Check:</p> <p>Add Contact Information: Ensure that your contact page is easily accessible and includes multiple ways to reach customer support, such as email, phone, and live chat.</p> <p>Include a Help Center or FAQs: Offer a comprehensive help center or frequently asked questions (FAQ) section that addresses common inquiries and troubleshooting.</p> <p>Provide Live Chat or Chatbot: Implement live chat or a chatbot feature for real-time assistance with customers, which can enhance user experience and satisfaction.</p> <p>Ensure Responsiveness: Respond promptly to inquiries through the provided channels to ensure customers feel heard and supported.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
PQRG Audit		Site Functionality	Checking that the site functions as it should, including making sure that images and videos are rendering correctly and that pages are loading.	No	<p>A website that fails to render images, videos, or loads slowly can lead to poor user experience, increased bounce rates, and lower rankings. It's essential to ensure that multimedia elements are properly displayed and pages load efficiently to maintain a smooth user experience.</p> <p>How to Fix / Check:</p> <p>Test Image and Video Rendering: Check for Broken Images or Videos: Use a site audit tool (like Screaming Frog or Sitebulb) to scan for broken links to images or videos that fail to load.</p> <p>Ensure Proper Formats: Ensure that images are in the right format (e.g., JPEG, PNG, WebP) and videos are supported by all major browsers (e.g., MP4, WebM).</p> <p>Optimize Image Sizes: Compress images without losing quality using tools like TinyPNG or ImageOptim to reduce load times and ensure smooth rendering.</p> <p>Embed Videos Properly: If using embedded videos (e.g., YouTube, Vimeo), check that the embed code is correct and that the video loads properly across different devices and browsers.</p> <p>Test Page Load Speed: Use Speed Testing Tools: Use tools like Google PageSpeed Insights, GTmetrix, or Lighthouse to test how quickly your pages load.</p> <p>Analyze Load Time Issues: Identify bottlenecks, such as large images, heavy scripts, or unoptimized CSS/JavaScript files that could be slowing down your page load speed.</p> <p>Implement Caching: Enable browser caching to speed up load times for returning visitors.</p> <p>Use Content Delivery Network (CDN): Consider implementing a CDN to serve static content from a server closer to the user's location, improving load times for global users.</p> <p>Optimize Code and Minify Files: Minify CSS, JavaScript, and HTML files to reduce file sizes and improve loading speed.</p> <p>Cross-Browser Testing: Test Across Major Browsers: Ensure that images, videos, and content render correctly on popular browsers like Chrome, Firefox, Safari, and Edge.</p> <p>Ensure Mobile Responsiveness: Test the site on mobile devices to ensure that multimedia content scales properly and that pages load quickly on smartphones and tablets.</p> <p>Monitor User Experience: User Testing: Conduct real user testing on various devices and internet speeds to ensure the site performs well across different environments.</p> <p>Monitor Real-World Load Times: Track actual page load times for users through Google Analytics to ensure there are no issues affecting real traffic.</p>	
PQRG Audit		Passes Indexation Checks	Checking all indexed pages for the site, including checking for thin content pages, duplicate pages, and category/tag type notations that should be noindex.	No		
			Use of Pagination?	No	<p>Pagination helps break up large content into smaller, more digestible sections, improving user experience. However, poor implementation or improper use of pagination can affect SEO, indexing, and user navigation.</p> <p>How to Fix / Check:</p> <p>Implement Pagination Properly: Ensure pagination is used for large articles, product listings, or long blog posts to make content easier to navigate. Use rel="next" and rel="prev" tags to inform search engines about paginated content.</p> <p>Avoid Indexing Paginated Pages: Use the rel="nofollow" or rel="noindex" tags on paginated pages to avoid search engines indexing low-value pages, which could harm overall SEO.</p> <p>Provide Clear Navigation: Include clear "Next" and "Previous" buttons for easy navigation, and ensure that page numbers are clearly visible.</p> <p>Check for Duplicate Content: Ensure that each paginated page has unique content to avoid duplicate content issues.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Pages with Thin Content?	No	<p>Thin content refers to pages with minimal useful information, which can negatively affect SEO rankings. Google may penalize websites with thin or low-quality content, as it provides little value to users. How to Fix / Check:</p> <p>Review Content Quality: Ensure each page has sufficient, valuable, and informative content that aligns with user intent. Pages should provide in-depth coverage of the topic.</p> <p>Avoid Keyword Stuffing: Focus on providing genuine, helpful information rather than filling the page with unnecessary keywords.</p> <p>Expand Content: Add more detailed explanations, examples, multimedia, or resources to enhance the page's value.</p> <p>Use Internal Linking: Link to other relevant pages on your site to provide users with more information and keep them engaged.</p>	
			Duplicate Pages?	No	<p>Duplicate pages can cause issues with indexing, ranking, and SEO because search engines may not know which version of the page to prioritize. How to Fix / Check:</p> <p>Identify Duplicate Pages: Use tools like Google Search Console, Screaming Frog, or Copyscape to find duplicate pages across your site.</p> <p>Implement Canonical Tags: Use rel="canonical" tags to indicate the preferred version of a page to search engines, preventing duplicate content penalties.</p> <p>Redirect Duplicates: For pages with little value or outdated content, use 301 redirects to point users and search engines to the main page.</p> <p>Consolidate Content: If duplicate pages are useful, consider consolidating them into one comprehensive page.</p>	
			Hacked Pages?	No	<p>Hacked pages can compromise a website's security and trustworthiness, potentially harming user experience and SEO rankings. How to Fix / Check:</p> <p>Scan for Malware: Use website security tools like Sucuri or SiteLock to scan for malware or hacked pages.</p> <p>Clean Up Malicious Content: If a page has been hacked, immediately remove any malicious code, spam, or harmful content.</p> <p>Change Passwords and Security Keys: Change login credentials and ensure secure access to your website.</p> <p>Notify Users and Google: If the hack affected user data, inform users and follow up with any necessary actions.</p> <p>Notify Google via Search Console if your site was flagged for malware.</p> <p>Improve Website Security: Use security plugins, enable two-factor authentication, and regularly update software and plugins.</p>	
			Tags?	No	<p>Tags are used to organize and categorize content, but improper use or overuse of tags can cause SEO issues, including content duplication or poor site organization. How to Fix / Check:</p> <p>Limit the Number of Tags: Avoid creating excessive tags for each post. Use only relevant tags that truly describe the content.</p> <p>Ensure Unique Tag Pages: Ensure that each tag page has enough unique content to avoid thin content issues.</p> <p>Avoid Overlapping Tags and Categories: Ensure tags don't overlap with categories, as this can lead to content duplication and confusion.</p>	
			Categories?	No	<p>Categories help organize content and improve navigation, but improperly used categories can lead to a confusing site structure and duplicate content issues. How to Fix / Check:</p> <p>Use Clear, Relevant Categories: Ensure categories are relevant to your content and not too broad. Use specific categories that match user search intent.</p> <p>Ensure Unique Content in Categories: Avoid category pages that are too thin or filled with duplicate content.</p> <p>Avoid Nested Categories: Too many nested categories can confuse users and search engines.</p> <p>Key Entities &amp; Features:</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Archives?	No	<p>Archives, while useful for organizing older content, can create duplicate content issues if not properly structured, leading to SEO penalties. How to Fix / Check:</p> <p>Ensure Archive Pages Are Useful: Archive pages should contain valuable content, such as summaries or snippets of older articles, to avoid being deemed thin content.</p> <p>Noindex Archives When Necessary: If archive pages are just lists of old content, use the noindex tag to prevent them from being indexed.</p> <p>Link to Relevant Content: Ensure that archive pages link to the most relevant and up-to-date content.</p>	
			Theme Specific Tags/Categories/Archives?	No	<p>Some themes automatically create tags, categories, and archive pages that may not serve a meaningful purpose or may contribute to duplicate content issues. How to Fix / Check:</p> <p>Review Theme-Generated Tags and Categories: Audit any tags, categories, or archive pages that are generated by the theme and ensure they add value.</p> <p>Remove Unnecessary Pages: If the theme creates unnecessary or redundant pages (e.g., auto-generated tags with no meaningful content), disable them or add noindex tags.</p> <p>Customize Theme Settings: Modify the theme settings to prevent auto-creation of irrelevant tags or categories.</p>	
PQRG Audit		eCommerce	<b>eCommerce-specific Checks for product pages</b>	No		
			Do filtering and sorting pages have no canonicals or self-referencing canonicals?	No	<p>Filtering and sorting pages, commonly seen on eCommerce websites, can create duplicate or near-duplicate content by changing the URL structure based on filters (e.g., price, size, color). If these pages don't have canonical tags, search engines may treat them as duplicates, which could negatively affect rankings. How to Fix / Check:</p> <p>Add Canonical Tags: Ensure that filtering and sorting pages use a self-referencing canonical tag pointing to the original, non-filtered version of the page.</p> <p>Review URL Parameters: If the page URL has multiple parameters (e.g., color=red&amp;size=large), ensure the canonical tag reflects the base category page URL without these parameters.</p> <p>Use Robots.txt for Unnecessary Pages: In some cases, it may be beneficial to disallow certain filter or sort pages from being crawled altogether via the robots.txt file.</p>	
			Are there identical or very similar category pages targeting the same intent but having different URLs?	No	<p>Having multiple category pages that are very similar or target the same search intent (e.g., "Men's Shoes" and "Men's Sneakers") but with different URLs can result in duplicate content, which may confuse search engines about which page to rank. How to Fix / Check:</p> <p>Consolidate Similar Pages: If two category pages are too similar, consider consolidating them into one page that can adequately cover all relevant products.</p> <p>Use Canonicals on Duplicate Pages: If you must keep similar category pages, use canonical tags to point to the preferred version of the page.</p> <p>Ensure Unique Content: Ensure each category page has unique, value-adding content that justifies its existence, avoiding duplicate descriptions or content across similar pages.</p>	
			Do these category pages have no canonicals or self-referencing canonicals?	No	<p>Category pages that do not have canonical tags, or lack self-referencing canonical tags, can cause duplicate content issues, particularly when similar products appear across multiple categories. How to Fix / Check:</p> <p>Add Self-Referencing Canonicals: Ensure each category page has a self-referencing canonical tag pointing to the category page itself.</p> <p>Monitor Category Duplication: Make sure that different category pages don't target the same search intent or keywords, unless the content is sufficiently differentiated.</p> <p>Use Canonical for Aggregated Categories: For instance, if a product is listed in multiple categories, ensure that the canonical tag points to the main category page that consolidates all relevant products.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Are there identical products or product variations targeting the same intent but having different URLs?	No	<p>Identical products or product variations (e.g., the same product in different colors or sizes) with different URLs can create duplicate content issues, especially if they target the same search intent or keywords. How to Fix / Check:</p> <p>Consolidate Product Variations: If different variations of the same product are being treated as separate product pages, consider using a single product page with variations (e.g., size and color options) under one URL. Use Canonical Tags on Duplicate Pages: For separate pages targeting the same product but with slight variations (like color), use canonical tags on product variation pages to point to the main product page. Optimize for User Intent: Ensure each product page provides unique content or value (such as reviews or detailed descriptions) that makes it distinct from other variations or similar products.</p>	
			Do these product pages have no canonicals or self-referencing canonicals?	No	<p>Product pages without proper canonical tags, especially when product variations are involved, can lead to confusion for search engines, resulting in duplicate content and lower rankings. How to Fix / Check:</p> <p>Use Canonical Tags on Product Pages: Ensure that each product page has a self-referencing canonical tag pointing to the product URL itself. Monitor for Duplicate Product Pages: If the same product is listed in multiple categories or with slight variations (e.g., different colors), ensure each page uses the canonical tag pointing to the main product page. Avoid Duplicate URLs: Prevent the creation of product pages with identical content but different URLs by consolidating product variations on one page.</p>	
Multiple		Content Spam	<b>The spam policies detail the behaviors and tactics that can lead to a page or an entire site being ranked lower or completely omitted from Google Search. Sites that focus on providing the best content and experience for people and uphold the spirit of our principles are more likely to do well in Google Search results.</b>	No		
			Content amount	No	The amount of content on a page can influence how well it performs in search rankings. Google favors pages that offer valuable, in-depth content that answers user queries comprehensively. Pages with insufficient content or very thin content may struggle to rank.	
			Total pages	No	23 Pages	
			Pages: 1000+ words	No	1 Page	
			Pages: 500-1000 words	No	9 Pages	
			Pages: below 500 words	No	13 Pages	
			<b>Hacked content.</b> Hacked content is any content placed on a site without permission, due to vulnerabilities in a site's security. Hacked content gives poor search results to our users and can potentially install malicious content on their machines.	No	<p>Hacked content occurs when malicious actors insert content on a website without permission. This often results from security vulnerabilities and can lead to a poor user experience or even introduce malware. Google may penalize sites with hacked content. How to Fix / Check:</p> <p>Perform Regular Security Audits: Use security plugins or services like Sucuri or Wordfence to regularly scan your website for vulnerabilities and hacked content. Fix Any Security Vulnerabilities: Ensure your site is using up-to-date security measures, including SSL certificates, firewalls, and secure login protocols. Clean Up Hacked Content: Immediately remove any malicious content and check for any security breaches that allowed the hack. Notify Google: If hacked content caused your website to be penalized, request a review via Google Search Console after resolving the issue.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			<b>Hidden text and link abuse.</b> Hidden text or link abuse is the practice of placing content on a page in a way solely to manipulate search engines and not to be easily viewable by human visitors.	No	<p>Hidden text and link abuse involves hiding content or links on a page to manipulate search rankings, often by using techniques like setting text color to match the background or placing links in places not visible to the user. This tactic is against Google's guidelines and can result in penalties. How to Fix / Check:</p> <p>Avoid Hidden Content: Ensure that all content and links on your site are visible and accessible to users. Review Source Code: Check the page source code to ensure there's no hidden text or links (e.g., links with display:none or hidden text techniques). Comply with Google's Guidelines: Focus on providing valuable content that is meant for users, not search engines.</p>	
			<b>Keyword stuffing.</b> Keyword stuffing refers to the practice of filling a web page with keywords or numbers in an attempt to manipulate rankings in Google Search results. Often these keywords appear in a list or group, unnaturally, or out of context.	No	<p>Keyword stuffing is the practice of overloading a page with keywords in an attempt to manipulate search rankings. This makes content unnatural and difficult to read for users and is penalized by Google. How to Fix / Check:</p> <p>Avoid Overusing Keywords: Focus on writing natural, user-friendly content that includes relevant keywords without excessive repetition. Use Semantic Keywords: Use related terms and variations of the target keyword instead of stuffing the page with the same keyword. Optimize for User Experience: Ensure that the content is written for users first, and the keywords are integrated naturally into the text.</p>	
			<b>Scaled content abuse.</b> Scaled content abuse is when many pages are generated for the primary purpose of manipulating search rankings and not helping users. This abusive practice is typically focused on creating large amounts of unoriginal content that provides little to no value to users, no matter how it's created.	No	<p>Scaled content abuse involves generating large quantities of content with little or no original value. This content is often created with the primary goal of manipulating search rankings, rather than providing real value to users. How to Fix / Check:</p> <p>Focus on Quality, Not Quantity: Avoid creating content just for the sake of filling pages with low-quality material. Ensure that every page or post provides valuable, unique, and relevant content to users. Write for Users: Ensure that content is not automatically generated, but carefully created with attention to detail and a focus on user experience. Monitor Content Quality: Use analytics and user feedback to track how well your content performs. Pages with high bounce rates or low engagement may indicate issues with content quality.</p>	
			<b>Thin affiliation.</b> (For eCommerce websites). Thin affiliation is the practice of publishing content with product affiliate links where the product descriptions and reviews are copied directly from the original merchant without any original content or added value.	No	<p>Thin affiliation refers to the practice of publishing product reviews or affiliate links without adding original content or value. This often involves copying descriptions and reviews directly from the original merchant, which offers little to no unique insight or value to users. How to Fix / Check:</p> <p>Add Unique Content: For affiliate product pages, create original content that provides detailed analysis, comparisons, and insights, rather than simply copying product descriptions. Use Honest Reviews: Ensure that any reviews are genuine, helpful, and not simply written for the purpose of driving affiliate sales. Include User Feedback: Encourage customers who have purchased products through your site to leave their own reviews to enhance authenticity.</p>	
	Target Page Analysis	Targeting Analysis	<b>Checking that the target page given is optimized for the desired terms, or mapping out the correct target pages and terms.</b>	Yes		
			Page missing Title?	No	<p>A missing title can severely impact a page's SEO performance, as titles are one of the most important ranking factors. Without a title, search engines may struggle to understand the page's content and relevance. How to Fix / Check:</p> <p>Add a Title Tag: Ensure that every page has a unique and descriptive title tag. The title should summarize the page content and include relevant keywords. Use HTML &lt;title&gt; Tag: Verify that the &lt;title&gt; tag is implemented in the HTML source code of the page.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Title not optimized for target term?	No	<p>A title that is not optimized for the target keyword can lead to poor rankings. The title should clearly reflect the focus of the page and align with the keyword users are searching for. How to Fix / Check:</p> <p>Incorporate Target Keyword: Ensure that the target keyword or phrase appears in the title early and naturally. Align with User Intent: The title should clearly address the search intent of your target audience.</p>	
			Title doesn't include high volume term?	No	<p>If a title doesn't include high-volume search terms, it may not attract sufficient search engine traffic. Using popular, high-volume keywords can improve the visibility of the page in search results. How to Fix / Check:</p> <p>Keyword Research: Identify high-volume keywords relevant to the page content. Use tools like Google Keyword Planner or SEMrush to find valuable terms. Include High-Volume Keywords: Integrate these keywords naturally in the title without making it appear stuffed.</p>	
			Title is too long or too short?	No	<p>A title that is too long may get cut off in search results, and a title that is too short may not provide enough detail to encourage clicks. How to Fix / Check:</p> <p>Optimal Title Length: Ensure the title is between 50-60 characters to avoid truncation in search results. Clear, Descriptive Title: Make sure the title fully conveys what the page is about, providing enough context for the user.</p>	
			Page missing Meta Description?	No	<p>Missing meta descriptions can hurt a page's ability to attract clicks from search results, as Google may pull irrelevant or generic text. How to Fix / Check:</p> <p>Add a Meta Description: Include a concise and compelling meta description that describes the page's content. Incorporate Keywords: Ensure the meta description includes relevant keywords but avoids keyword stuffing.</p>	
			Meta Description is too long or too short?	No	<p>A meta description that is too long may be truncated in search results, while one that is too short may not effectively communicate the page's value or attract clicks. How to Fix / Check:</p> <p>Optimal Length: Aim for meta descriptions between 150-160 characters. Include a Clear CTA: Make sure the meta description clearly conveys the page's value proposition and encourages user engagement.</p>	
			Meta Description fails to communicate key USP's?	No	<p>A meta description that doesn't highlight the key unique selling points (USPs) of the page may result in lower click-through rates (CTR) from search engine results. How to Fix / Check:</p> <p>Highlight USPs: Include the key benefits, features, or advantages of the page content to capture user attention. Use Persuasive Language: Use compelling language and include a call-to-action (CTA) to encourage users to click.</p>	
			Page missing H1?	No	<p>An H1 (header 1) tag is critical for structuring content and indicating the main topic of the page. Missing an H1 tag may negatively impact SEO, as search engines struggle to understand the page's topic. How to Fix / Check:</p> <p>Add an H1 Tag: Ensure each page has a single H1 tag that summarizes the page's main topic. Use Only One H1: Avoid using multiple H1 tags on a single page to maintain clear content hierarchy.</p>	
			Page has multiple H1's?	No	<p>Multiple H1 tags on a single page can confuse search engines about the primary topic of the page, leading to suboptimal SEO performance. How to Fix / Check:</p> <p>Use One H1 Tag: Ensure the page has a single H1 tag that describes the core topic of the page. Use H2 and H3 for Subheadings: Structure the page with H2 and H3 tags for subsections to maintain a clear content hierarchy.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			H1 is too short or too long?	No	An H1 tag that is too short may fail to provide sufficient context, while one that is too long may be cut off in search results. How to Fix / Check:  Optimal Length: Keep the H1 tag concise and descriptive, ideally between 30-70 characters. Ensure Relevance: Ensure that the H1 tag accurately reflects the page content and includes relevant keywords.	
			H1 is not optimized for keywords/page topic?	No	An H1 that does not include the target keyword or reflect the page topic can hinder SEO, as it limits search engines' understanding of the page's relevance. How to Fix / Check:  Use Target Keywords: Include the target keyword naturally in the H1 tag while ensuring it remains readable for users. Align with Page Topic: The H1 should accurately describe the page's main content and align with search intent.	
			Page missing H2's?	No	H2 tags are important for structuring content and improving readability. Missing H2 tags can make the page harder to navigate for both users and search engines. How to Fix / Check:  Add H2 Tags: Use H2 tags to break up content into logical sections, making it easier to read and follow. Use Relevant Subheadings: Ensure that H2 tags are used for subtopics that align with the main content and target keywords.	
			Page has duplicate H2's?	No	Using duplicate H2 tags on a page can confuse search engines and hinder content clarity. Each subheading should be unique to avoid redundancy. How to Fix / Check:  Use Unique H2 Tags: Ensure each H2 tag is unique and represents a distinct section of content. Organize Content Clearly: Structure the page with clear, non-repetitive H2 headings to enhance both user experience and SEO.	
			H2's are too short or too long?	No	H2 tags that are too short may lack context, while overly long H2 tags can be cumbersome and hard to read. How to Fix / Check:  Optimal Length: Keep H2 tags concise and descriptive, ideally between 30-70 characters. Clear and Descriptive: Ensure H2 tags clearly describe the section content and provide context for both users and search engines.	
			H2's are not optimized for keywords/page topic?	No	H2 tags should be optimized for the target keywords and reflect the page's topic. This helps with SEO and provides a better structure for readers. How to Fix / Check:  Optimize for Keywords: Include the target keyword or related terms in H2 tags to improve relevance and SEO. Align with Content: Ensure H2 headings accurately represent the content of each section and align with user intent.	
			Page missing H3's?	Yes	H3 tags are useful for further breaking down content into smaller sections, especially for longer or more complex pages. Missing H3 tags may hinder content organization. How to Fix / Check:  Use H3 Tags for Subsections: Ensure that H3 tags are used to further organize the content into manageable sections. Maintain Content Hierarchy: Follow a clear hierarchy by using H1 for the main topic, H2 for primary sections, and H3 for subsections.	
			Images missing Alt text	Yes	Images without alt text can harm both accessibility and SEO, as search engines cannot interpret the images without this information. How to Fix / Check:  Add Alt Text for All Images: Ensure every image has descriptive alt text that clearly explains the content of the image. Optimize for Keywords: Where relevant, include target keywords in the alt text, but avoid keyword stuffing.	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
			Is page size too big?	No	<p>Large page sizes can lead to slow load times, which may affect user experience and SEO rankings. How to Fix / Check:</p> <p>Optimize Page Size: Compress images, minify CSS, JavaScript, and HTML files to reduce page size. Leverage Browser Caching: Implement caching techniques to reduce the load time for returning visitors.</p>	
			H3's are optimized for keywords/page topic?	Yes	<p>H3 tags should also be optimized for relevant keywords or page topics to improve SEO and content clarity. How to Fix / Check:</p> <p>Optimize for Keywords: Include relevant keywords or related terms in the H3 tags where appropriate. Align with Page Topic: Ensure H3 headings are relevant to the page content and provide further clarification of subtopics.</p>	
		<a href="#">Schema</a>	Checking the schema markup on the target page for errors.	Yes	<a href="https://imgur.com/pltkHst.png">https://imgur.com/pltkHst.png</a>	
			Missing Schema?	Yes	<p>Schema markup is crucial for helping search engines understand the content of your pages better, improving visibility in search results through rich snippets (e.g., star ratings, product prices). Missing schema can result in missed opportunities for enhanced visibility in search engines. How to Fix / Check:</p> <p>Implement Schema Markup: Add structured data using schema.org markup to the relevant sections of your pages. For example, use "Product" schema for eCommerce sites, "Article" schema for blog posts, or "Event" schema for event pages. Use Google's Structured Data Markup Helper: Use tools like Google's Structured Data Markup Helper to generate the appropriate schema for your pages and apply it. Use Rich Snippets: Enable features like review stars, pricing, and availability for eCommerce sites to enhance visibility in search results. Check for Coverage: Review your site to ensure that all relevant pages (product pages, contact pages, blog posts) are equipped with the appropriate schema.</p>	Need to add Organization schema
			Wrong Schema?	No	<p>Using the wrong schema can confuse search engines and potentially hinder your site's performance in search results. For example, using "Article" schema for a product page, or using "LocalBusiness" schema where "Organization" schema is more appropriate. How to Fix / Check:</p> <p>Select the Right Schema Type: Ensure that each page uses the most relevant schema type (e.g., "Product" for product pages, "Recipe" for cooking sites, "FAQ" for FAQ pages). Use Schema Validation Tools: Validate your schema markup using tools like Google's Structured Data Testing Tool or Rich Results Test to confirm that the correct schema type is used. Review Schema for Accuracy: Regularly review schema implementation to ensure that it reflects the actual content of the page. Avoid Misuse of Schema: Don't use schema that doesn't align with the content on the page, as this can result in penalties or diminished visibility in search results.</p>	
			Broken, incomplete or incorrect Schema?	No	<p>Broken or incomplete schema can lead to search engines being unable to interpret your structured data properly, potentially reducing your chances of ranking higher with rich snippets. Incorrect schema might also lead to errors that can hurt your overall SEO performance. How to Fix / Check:</p> <p>Fix Errors with Schema Markup: Regularly check your schema implementation for broken or incomplete code. Tools like Google's Structured Data Testing Tool can help identify issues in the markup. Ensure Proper Nesting: Ensure that nested schema (e.g., nested "Product" schema inside "Offer" schema) is correctly structured, with no missing or misplaced tags. Complete All Required Fields: Schema types often require specific fields to be filled out, such as price, currency, availability, or ratings for product pages. Ensure that all necessary fields are populated with accurate data. Fix Invalid JSON-LD: If using JSON-LD format for schema, ensure there are no syntax errors (e.g., missing brackets or commas) in the structured data. Use Schema Validation Tools: Regularly test and validate schema using tools like Google's Rich Results Test or Schema.org Validator to ensure it's functioning correctly.</p>	

Tool	Checking Steps	What's Checked	Checking Point	Issue Found	How to fix?	Links and Notes
		Backlink Viability Level	Checking the number of backlinks for the site and the specific target page against the site and matching target page of competitor sites. This helps to determine if the site stands a good chance of ranking based on current backlink numbers compared to competitors and helps to make sure that we are not sending too many links to the target page if this is not replicated by competitors.	Yes	Need to add more backlinks pointing to the website and the target page when compared to the websites of the main competitors.	<a href="https://docs.google.com/spreadsheets/d/1pq3m0qzKw__LrzL_ILHFxLLWjDL9csTh5mDlXlI2sUj/edit?gid=278908674&amp;pgid=278908674">https://docs.google.com/spreadsheets/d/1pq3m0qzKw__LrzL_ILHFxLLWjDL9csTh5mDlXlI2sUj/edit?gid=278908674&amp;pgid=278908674</a>

Keyword Cannibalization			
Fixed	Pages that are competing for the same term	Keyword	Suggestions
1	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/services/residential-interior-painting/">https://spokaneprofessionalpainters.com/services/residential-interior-painting/</a> <a href="https://spokaneprofessionalpainters.com/services/exterior-painting/">https://spokaneprofessionalpainters.com/services/exterior-painting/</a>	house painting spokane	<a href="https://spokaneprofessionalpainters.com/services/exterior-painting/">https://spokaneprofessionalpainters.com/services/exterior-painting/</a> Needs to be further optimized for Exterior painting
Short H1			
Fixed	URLs with Short H1 Tags	Current H1	Updated H1
1	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/blog/">https://spokaneprofessionalpainters.com/blog/</a>	Blog	Spokane Professional Painters Blog: Hottest Paint Trends for Your Home
2	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/contact/">https://spokaneprofessionalpainters.com/contact/</a>	Contact	Talk to a Painting Expert in Spokane – Contact Us
3	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/about-us/">https://spokaneprofessionalpainters.com/about-us/</a>	About Us	About Spokane Professional Painters – Quality, Integrity, and Local Expertise
4	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/services/">https://spokaneprofessionalpainters.com/services/</a>	Services	Residential & Commercial Painting Services in Spokane
5	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/get-a-free-quote/">https://spokaneprofessionalpainters.com/get-a-free-quote/</a>	Get a Free Quote	Spokane’s Trusted Painters – Get Your Free Estimate Now
6	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/services/exterior-painting/">https://spokaneprofessionalpainters.com/services/exterior-painting/</a>	Exterior Painting	
7	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/services/additional-home-services/">https://spokaneprofessionalpainters.com/services/additional-home-services/</a>	Additional Services	
Images that are too large			
Fixed	URLs of Images that need to be Compressed		
	The URLs below are of images that file sizes could use compression.  Consider using a Plugin like Short Pixel or SMush if the site is Wordpress. This can help improve site speed overall, and will help improve user experience. If a plugin option doesn’t work for you, consider replacing the image with one that’s been compressed in a program like Photoshop or Gimp, to reduce the image size.		
1	<input type="checkbox"/> <a href="https://spokaneprofessionalpainters.com/wp-content/uploads/2019/10/smart_homeowner_ebook.png">https://spokaneprofessionalpainters.com/wp-content/uploads/2019/10/smart_homeowner_ebook.png</a>		
Images missing Alt Text			
Fixed	URLs of Images that are Missing Alt Text The image files listed below were found to be missing their ALT attribute. Please analyze each image, and assign a reasonable attribute for the alt description tag. This should be short, can include important keywords, and should briefly explain what the picture is about or provide value to anyone who would benefit from reading an ALT tag.	New ALT Text	
1	<input type="checkbox"/> <a href="https://secure.gravatar.com/avatar/3adac2f723a48dfd8751dee557a31b6a?s=30&amp;r=g">https://secure.gravatar.com/avatar/3adac2f723a48dfd8751dee557a31b6a?s=30&amp;r=g</a>	Spokane Painters	
Low Accessibility score?			
1	<input type="checkbox"/> Links rely on colour to be distinguishable.	Desktop version	
2	<input type="checkbox"/> Buttons do not have an accessible name		
3	<input type="checkbox"/> Form elements do not have associated labels		
4	<input type="checkbox"/> Background and foreground colours do not have a sufficient contrast ratio.		
Low Performance score?			
		Desktop version	

1	<input type="checkbox"/>	Reduce initial server response time		
2	<input type="checkbox"/>	Largest contentful paint element		
3	<input type="checkbox"/>	Serve images in nextgen formats		
4	<input type="checkbox"/>	Eliminate render-blocking resources		
<b>Low Best Practices score?</b>			Desktop version	
1	<input type="checkbox"/>	Does not use HTTPS		
2	<input type="checkbox"/>	Ensure CSP is effective against XSS attacks		
3	<input type="checkbox"/>	Use a strong HSTS policy		
4	<input type="checkbox"/>	Issues were logged in the Issues panel in Chrome DevTools		
<b>Low SEO score?</b>			Desktop version	
1	<input type="checkbox"/>	Links are not crawlable		
2	<input type="checkbox"/>	Image elements do not have [alt] attributes		
<b>Low Accessibility score?</b>			Mobile version	
1	<input type="checkbox"/>	Links rely on colour to be distinguishable.		
2	<input type="checkbox"/>	Buttons do not have an accessible name		
3	<input type="checkbox"/>	Form elements do not have associated labels		
4	<input type="checkbox"/>	Background and foreground colours do not have a sufficient contrast ratio.		
<b>Low Performance score?</b>			Mobile version	
1	<input type="checkbox"/>	Reduce initial server response time		
2	<input type="checkbox"/>	Largest contentful paint element		
3	<input type="checkbox"/>	Serve images in next-gen formats		
4	<input type="checkbox"/>	Eliminate render-blocking resources		
<b>Low Best Practices score?</b>			Mobile version	
1	<input type="checkbox"/>	Does not use HTTPS		
2	<input type="checkbox"/>	Ensure CSP is effective against XSS attacks		
3	<input type="checkbox"/>	Use a strong HSTS policy		
4	<input type="checkbox"/>	Issues were logged in the Issues panel in Chrome DevTools		
<b>Low SEO score?</b>			Mobile version	
1	<input type="checkbox"/>	Links are not crawlable		
2	<input type="checkbox"/>	Image elements do not have [alt] attributes		