Sharp Innovations, inc.
the internet marketing advantage™

SEO Audit

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1 **404 Errors**

These are missing pages or poor redirects that lead users to an error page. You should have none on your website.

4 **Underscores in URLs**

The preferred practice is to use hyphens rather than underscores.

4 **Duplicate Pages**

These are pages identified as sharing the same info as another page on your website.

2 **Missing Page Titles**

All pages should have page titles. These help organic searchers identify what's on your page.

409 **Duplicate Page Titles**

All pages should have unique page titles that detail what the page is about. Duplicate titles can confuse users and harm your rankings. They could also suggest similar content that could be merged elsewhere.

415 **Missing Page Descriptions**

All pages should have meta descriptions that detail what the page is about. These help organic searches identify what the page is about.

0 **Duplicate Page Descriptions**

All pages should have unique meta descriptions that detail what the page is about. Duplicate page descriptions can confuse users and harm your rankings. They could also suggest similar content that could be merged elsewhere.

5 **Missing H1 Tags**

Each page should have an H1 heading relevant to the page. These are usually slight variations of the page title that are focused on the same theme.

396 Duplicate H1 Tags

All pages should have unique H1 heading tags that detail what the page is about. Duplicate H1 tags could also suggest similar content that could be merged elsewhere.

30 Missing Image Alt Tags

Each image on your website should have an alt tag that details what the photo is about. Not only do these show if there's an issue with your image loading, but they also help your image appear in the image search results.

Schema/hCard Tags Exist?

NO

Robots.txt File Exists?

NO

Sitemap.xml File Exists?

NO

Google PageSpeed Insights

Desktop Homepage

72/100
How well your website is optimized for pagespeed.

Mobile Homepage

61/100
How well your mobile website is optimized for pagespeed.

60/100 UX
How well your mobile website is optimized for user experience.

Mobile Friendly Tag

NO
A "Mobile Friendly" tag is added to websites who are mobile friendly in Google and Bing's organic search results. If you don't have the tag, you will be penalized in the mobile search results on a per-page basis.

Major Directory Listings

- ✖ Bing
- ✖ Citysearch
- ✖ Facebook
- ✖ Factual

- ✖ Foursquare
- ✖ Google Maps
- ✖ Superpages
- ✖ Yahoo

- ✖ YP
- ✖ Yelp

Sharp SEO Audit Score: 24%

the minimum target score is 80%

Plan of Action

Based on our analysis of your website and your audit rating of 24%, we would strongly recommend our "Performance Package" SEO service. As you can see, your website would benefit significantly from a thorough fine tuning of major issues like 404 errors, duplicate or missing pages, page titles, page descriptions, H1s and image alt tags. You currently have no Schema setup which would benefit you greatly by providing and displaying additional info in the search results such as events from your calendar page. It's best also to make use of the conversion tracking feature by measuring all contact form submissions coming through your contact page.

You currently are absent from all major directories so we'd be able to clear this up through our business listing service. This will not only provide additional useful links to your website, but also be another place your potential clients would find you.

In addition to our SEO service, we'd recommend bringing your website up-to-date and going through a mobile optimization, otherwise you will be penalized in the search results on mobile and tablet devices. You could remedy this situation through either our responsive or mobile design offerings, simply ask our sales team for more information. If you do not go this route it will hinder what we're able to do for mobile visitors, but we will make every effort we can to help you perform otherwise.

Name: _____   Date: _____