DeerStride

SMART WORKFLOWS. SCALABLE SYSTEMS.

Website SEO Health Audit

A clear diagnosis, practical priorities and an AI search check, in plain English.

PREPARED FOR

Harbor & Pine Home Services

harborpine.example · Audit date: October 30, 2026

SAMPLE REPORT: the business, website and every finding are fictional, created only to show what our clients receive.

Scope: whole site scanned (up to 25 pages) · 5 key pages reviewed in depth · AI Search Readiness · diagnosis and recommendations only, no guarantees of rankings or placement in AI answers.

Executive Summary

What matters most, in two minutes.

18	3	6	3
PAGES SCANNED	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY

Overall assessment. The website has a sensible service structure and loads securely. A few avoidable issues affect how easily search engines reach important pages, how clearly service pages are told apart, and how well AI search recognizes the business. Most fixes are quick.

Fix These First

1. **Broken internal link** (F-01)
   /services → /services/urgent-repair
2. **Important page missing from the sitemap** (F-02)
   /services/emergency-service
3. **Two pages share the same title** (F-03)
   /services/heating-repair and /services/cooling-installation

This report shows your top 10 findings. Every finding, with a status column to track progress, is in the attached Excel checklist under the same F-numbers.

Search Access, Technical & Mobile

Can search engines reach your pages, and do they work well on a phone?

Broken internal link

F-01 · HIGH PRIORITY

Page: /services → /services/urgent-repair

What we found: The main 'Urgent Repair' link returns a 'page not found' (404) error.

Why it matters: Visitors and search engines hit a dead end, and the page you meant to promote may never be found.

What to do: Point the link to the correct live page, or remove it.

Important page missing from the sitemap

F-02 · HIGH PRIORITY

Page: /services/emergency-service

What we found: The emergency service page is not listed in the XML sitemap.

Why it matters: Pages left out of the sitemap can be discovered later, or not at all.

What to do: Add the page's preferred address to the sitemap if it is meant to appear in search.

Slow page on mobile

F-05 · MEDIUM PRIORITY

Page: / (home page)

What we found: The home page took about 6 seconds to show its main content on a mobile test.

Why it matters: Slow pages lose visitors before they load and can count against you in search.

What to do: Compress large images and remove unused scripts; recheck with Google PageSpeed Insights.

Very large image slows the page

F-06 · MEDIUM PRIORITY

Page: / (home page)

What we found: The top banner image is about 3.8 MB.

Why it matters: One oversized image can make up most of a page's loading time.

What to do: Resize and compress the image (a modern format such as WebP helps).

Important page has few links pointing to it

F-07 · MEDIUM PRIORITY

Page: /services/emergency-service

What we found: Only the footer links to this page.

Why it matters: Pages with few internal links look less important to search engines and are harder for visitors to find.

What to do: Add helpful links to this page from your home and services pages.

On-Page Review & Local Basics

Your 5 most important pages, checked one by one.

Page	Title	Description	Main heading	Content & links
Home	OK	OK	OK	OK
Services	OK	OK	OK	Broken link
Heating Repair	Duplicate	OK	OK	OK
Water Heater	OK	Missing	OK	OK
Contact	OK	OK	OK	Hours differ

Two pages share the same title

F-03 · HIGH PRIORITY

Page: /services/heating-repair and /services/cooling-installation

What we found: Both pages use the title 'Harbor & Pine | Services'.

Why it matters: Identical titles make it unclear which page answers which search, so both can underperform.

What to do: Give each page a truthful, specific title that names its own service.

Missing page description

F-04 · MEDIUM PRIORITY

Page: /services/water-heater

What we found: No page description is set.

Why it matters: A clear description can help explain the page in search results, although search engines may write their own.

What to do: Write a concise, accurate description of about 140–160 characters.

Business details differ between pages

F-10 · LOW PRIORITY

Page: Footer and /contact

What we found: The footer says 'Mon–Fri 8–5'; the contact page says 'Mon–Sat 7–6'.

Why it matters: Different hours, phone numbers or addresses confuse customers, search engines and AI answers.

What to do: Confirm the correct details and make them identical everywhere on the site.

AI Search Readiness

When customers ask AI tools, does your business come up?

Question a customer might ask	ChatGPT	Google AI	Named instead
What is Harbor & Pine Home Services known for?	No	No	Not described
Who offers emergency heating repair near me?	No	No	Two larger regional companies
Best water heater installation company in town?	No	Yes	—
Who can install a new air conditioner this week?	No	No	A national chain
Is Harbor & Pine Home Services licensed and insured?	No	No	Not answered

Checked by hand on October 30, 2026. AI answers change from person to person and day to day, so this is a snapshot.

No business details in structured data

F-08 · MEDIUM PRIORITY

Page: Whole site

What we found: No LocalBusiness structured data was found.

Why it matters: Structured data (schema) gives search engines and AI tools your name, services and location in a form they read reliably.

What to do: Add LocalBusiness structured data with your name, address, hours and services.

AI search doesn't recognize the business

F-09 · MEDIUM PRIORITY

Page: ChatGPT and Google AI

What we found: Asked 'What is Harbor & Pine Home Services known for?', neither tool described the business.

Why it matters: When customers ask AI tools for a recommendation, unknown businesses are left out of the answer.

What to do: Keep your business details identical across your site and listings, add structured data and FAQs, and earn mentions on trusted local sites.

Your Action Plan

Work top to bottom: High first, then Medium, then Low when convenient.

ID	Priority	Issue to fix (details in the checklist)	Effort*
F-01	High	Broken internal link	Low
F-02	High	Important page missing from the sitemap	Low
F-03	High	Two pages share the same title	Low
F-04	Medium	Missing page description	Low
F-05	Medium	Slow page on mobile	Medium
F-06	Medium	Very large image slows the page	Low
F-07	Medium	Important page has few links pointing to it	Low
F-08	Medium	No business details in structured data	Low
F-09	Medium	AI search doesn't recognize the business	Medium
F-10	Low	Business details differ between pages	Low
F-11	Low	No frequently asked questions	Low
F-12	Low	Informative image without a text description	Low

Needs your verification

- Whether Google has indexed the emergency service page (visible only in your Google Search Console).
- Which business hours are correct (only you can confirm).

How we checked

An automated scan of every public page (up to 25), an in-depth review of 5 key pages, Google PageSpeed Insights for speed, and 5 questions asked of ChatGPT and Google AI.

Scope & limits. This audit is a diagnosis and written recommendations only. It reflects what the public could see on the audit date; items needing private access are marked for your verification. Website changes, ongoing monitoring, content writing and link building are not included. We don't guarantee rankings, traffic, leads, sales, or placement in search results or AI-generated answers. *Effort labels are rough guides, not quotes.