

**EXAMPLE:
HIGH-LEVEL,
NON-TECH SEO
REPORT**



Website SEO Evaluation Report: ExampleConcrete.com

Requested by: David Blane

Date: April 2, 2024

Reviewer: CR

FLAGGED DYNAMIC CONTENT:

- NO POP-UPS OR OTHER DYNAMIC CONTENT IDENTIFIED

Website Pages Assessed:

- <https://www.ExampleConcrete.com> (HOME)
- <https://www.ExampleConcrete.com> (ABOUT)
- <https://www.ExampleConcrete.com> (SERVICES)
- <https://www.ExampleConcrete.com> (CONTACT)

Good-Day, David. We reviewed your website's SEO as a renovation company. UX's SEO analysis offers a **high-level, non-tech perspective of potential SEO strengths and areas for improvement**. For a full, deep technical analysis, you would use tools like Google Search Console or SEMrush. If you haven't explored SEO yet, this report is a great starting point for your B2C concrete contractor site. Implement even half of these suggestion and you will prove your SEO significantly. A rating of 7 of 10 or less – highlighted in red - indicates lots of room for improvement, and most of this is low-cost DIY. My analysis and suggestions follow.

HOME

Accessibility & SEO: Rating: 7/10

Loads quickly, boosting mobile rankings. Mobile-friendly layout adjusts well, but small text may reduce readability. No technical issues found, ensuring crawlers index smoothly for homeowners seeking concrete services.

Content & SEO: Rating: 6/10

'Concrete contractor' keywords appear, but density is low. Aligns with homeowner intent, yet misses 'renovation' terms. Adding long-tail phrases could improve relevance for your target audience's searches.

Functionality & SEO: Rating: 7/10

'Request a Quote' button is prominent, encouraging clicks without blocking crawlers. Navigation links work, but no schema markup limits rich snippets, which could enhance visibility for renovation companies.

Design & SEO: Rating: 6/10

Clean layout with clear headers aids crawling. Images lack alt text, missing keyword opportunities. Consistent branding supports trust, but sparse visuals may reduce engagement for homeowner-focused searches.

User Experience & SEO: Rating: 7/10

Navigation is intuitive, keeping bounce rates low. 'Request a Quote' drives engagement, but limited content depth may hurt dwell time, impacting rankings for your concrete contractor audience.

HOME SEO Overview: Rating: 6.5/10

Your homepage is fast and user-friendly, appealing to homeowners and renovation companies. However, thin content and missing SEO elements like alt text limit its ranking potential for concrete contractor searches.

Home SEO Suggestions:

- Add 'concrete repair' and 'renovation' keywords.
- Include alt text for all images.
- Implement schema for local business snippets.

ABOUT

Accessibility & SEO: Rating: 6/10

Loads decently but slightly slower on mobile, risking ranking penalties. Responsive design works, yet cramped text affects usability. No errors, allowing crawlers to index your concrete contractor story effectively.

Content & SEO: Rating: 7/10

Mentions 'concrete services' but lacks specific homeowner-focused terms like 'driveway repair.' Story aligns with brand, yet more targeted keywords could boost relevance for renovation company queries.

Functionality & SEO: Rating: 6/10

No CTAs like 'Contact Us' present, missing click-through opportunities. Links to other pages are crawlable, but absent structured data reduces chances for enhanced search results visibility.

Design & SEO: Rating: 7/10

Simple layout with clear H1 tags helps SEO. Photos exist, but no alt text hurts keyword ranking. Brand consistency builds trust, supporting your concrete contractor identity for homeowners.

User Experience & SEO: Rating: 6/10

Easy navigation keeps users engaged, but no 'Request a Quote' or similar CTA limits conversions. More visuals could improve dwell time, aiding rankings for renovation-focused searches.

ABOUT SEO Overview: Rating: 6.5/10

The About page shares your concrete contractor journey, resonating with homeowners. Limited keywords and CTAs weaken its SEO potential, but a clear structure supports basic crawlability for renovation companies.

About SEO Suggestions:

- Add 'concrete contractor Toronto' keywords.
- Include a 'Contact Us' CTA.
- Optimize images with descriptive alt text.

SERVICES**Accessibility & SEO: Rating: 8/10**

Fast load speeds enhance mobile rankings. Fully responsive, ensuring accessibility for homeowners. No technical glitches, allowing smooth crawling, which supports visibility for your concrete contractor services online.

Content & SEO: Rating: 6/10

Lists services but misses keywords like 'stamped concrete' or 'foundation repair.' Partially aligns with homeowner intent. Targeting long-tail terms could drive more renovation company traffic effectively.

Functionality & SEO: Rating: 7/10

'Request a Quote' button works, boosting click potential without crawl issues. Links are functional, but no FAQ schema limits answer box opportunities, which could improve search visibility.

Design & SEO: Rating: 7/10

Structured layout with H2 tags aids crawling. Images lack alt text, missing SEO value. Consistent design reinforces brand, appealing to homeowners seeking reliable concrete contractor services locally.

User Experience & SEO: Rating: 7/10

Clear navigation and 'Request a Quote' CTA engage users, reducing bounce rates. Thin content may lower dwell time, slightly hurting rankings for your renovation company audience.

SERVICES SEO Overview: Rating: 7/10

Your Services page clearly outlines offerings, appealing to homeowners and renovation companies. Strong accessibility helps, but sparse keywords and missing schema limit its SEO impact for concrete contractor searches.

Services SEO Suggestions:

- Target 'concrete driveway' and 'patio' keywords.
- Add FAQ schema for answer boxes.
- Include alt text for service images.

CONTACT**Accessibility & SEO: Rating: 7/10**

Loads quickly, supporting mobile SEO. Form is responsive, but small input fields may frustrate users. No tech issues, ensuring crawlers index your contact details for homeowner inquiries.

Content & SEO: Rating: 6/10

Basic contact info with 'concrete contractor' mention, but no location-specific keywords like 'Toronto.' Adding local terms could align better with homeowner and renovation company search intent.

Functionality & SEO: Rating: 7/10

'Submit' form button works, aiding conversions without blocking crawlers. Optimization lacks local schema, missing map pack chances, which could boost visibility for your concrete contractor services.

Design & SEO: Rating: 6/10

Minimalist layout is crawl-friendly, but no images mean no alt text opportunities. Clear branding aligns with your business, though more visuals could enhance homeowner trust and SEO.

User Experience & SEO: Rating: 7/10

'Submit' CTA is clear, encouraging contact, which helps engagement. Simple navigation keeps users on-page, but limited content may not retain them, slightly impacting SEO performance.



CONTACT SEO Overview: Rating: 6.5/10

Your Contact page is functional, letting homeowners and renovation companies reach you easily. Fast and crawlable, it lacks local keywords and schema to maximize SEO for your concrete contractor business.

Contact SEO Suggestions:

- Add 'concrete contractor Toronto' keywords.
- Implement local business schema.
- Enhance form UX with larger fields.

Summary

David, your ExampleConcrete.com website is fast and user-friendly, serving homeowners and renovation companies well. Boosting keywords, alt text, and schema can lift rankings significantly. There are lots of 'concrete' suggestions for you here to help improve your site and organic search results. For even deeper insights at a more technical level, run Google Search Console, SEMrush, or Screaming Frog, or consult an SEO specialist.

Total Word Count: 614