****

**LINKU2 WEBSITE AND KEYWORD AUDIT**

The following report has been provided by Linku2 Limited to give you insights and suggestions on improvement for your website on performance, search engine rankings and keyword positioning.

How we report –

  

PASS NEEDS IMPROVEMENT FAIL

Whilst some of the information contained in this report is technical we give you suggestions and comments throughout to help you evaluate and a [summary of recommended actions](#_CHANGES_YOU_CAN) at the end of this report.

For explanations of each score, what it means, relates to and how it works click on the “*What is this?*” links as required. If you click on one of these explanations, to go back to your report you need to click on the back arrow at the top of the online explanation page. This report is split into 3 parts as follows –

* [**Part 1: Search Engine Optimisation Testing**](#_PART_1:_SEARCH) which includes -
	+ 5 Point On-Page SEO Audit (*anything you can do on the page itself to improve its search rankings)*
	+ Technical or Off-Page SEO Audit (*website and server optimisations to help SEO spiders crawl and index your site more effectively)*
		- Site Security Test
		- MOZ Report
		- Rich Results Test
		- Mobile Friendly Test
		- Structured Data Validation
* [**Part 2: Website Speed and Quality Testing**](#_PART_2:_WEBSITE) which includes -
	+ GT Metrix Speed and Performance Optimisation
	+ PageSpeed Insights
	+ Google Web Vitals
* [**Part 3: Keyword Testing**](#_PART_3:_KEYWORD)

To view a summary of your business [**RESULTS – CLICK HERE**](#_Results_Summary)and view the full results and comments below.

**WEBSITE OPTIMSATION, SPEED AND KEYWORD AUDIT FOR …**

**Business Name: Rowe Boat Painters Ltd**

**Business URL subject to this report:** <https://roweboatpainters.co.nz/>

**Keywords:** marine painting,boat painting, antifouling, antifoul paints, copper coating, boat repairs, boat grooming, boat maintenance, varnishing

**Localised prefix/suffixes (required):** Local, Hibiscus Coast, Orewa, Whangaparaoa, Silverdale, HBC, near me, Auckland

## PART 1: SEARCH ENGINE OPTIMISATION TESTING

# 5 Point On-Page SEO Audit

On-page SEO is anything you can do on the page itself to improve its search rankings, it focuses on helping Google and searchers better understand and digest your page content.

The following is based on your home page and scored out of 4 as follows –

**4 = Exceptional, 3 = Competent, 2 = Needs Improvement, 1 = Unsatisfactory**



**Score Result: 19/20 – GOOD –** [**However, see our comments and suggestions**](#_5_Point_On-Page)

* **Title Tag Score** *(*[*what is this?*](#title)*)*: **4 / 4** - The title tag is under 580 px (551 px) and uses a primary keyword. You could make better use however of the space allowed and add more keywords. See our comments and suggestions.
* **Meta Description Score** *(*[*what is this?*](#meta)*)*:  **3 / 4** - The meta description is 870 px of an allowed 990 px. You could make improvements by considering less superfluous words, more keywords and a CTA. *Better use could be made of this. See comments* [*below*](#_5_Point_On-Page)
* **URL Score** *(*[*what is this?*](#url)*)*: **4 / 4**  - The URL uses no filler words and uses a keyword also it gives Google clear indication of the site subject matter – [What is this and what does it mean](https://linku2hibiscuscoast.co.nz/website-audit-information/#url)?
* **Internal Links Score** *(*[*what is this?*](#internal_links)*)*: **4 / 4** – Your home page had a good number of clear internal links
* **Target Keywords** *(*[*what is this?*](#target_keyword)*)*: **4 / 4** - Keywords are clear and consistently used on your home page

## Technical SEO - Off-page SEO Audit

What is technical SEO? Technical SEO refers to website and server optimisations that help search engine spiders crawl and index your site more effectively to help improve organic rankings. Some of these you can action yourself whilst most need to be done by your webmaster.

# Site Security Test



Site Security ([*what is this?*](#site_security)): No unsafe content found - **PASS**

# MOZ Report

Moz is an SEO software suite that provides tools and stats to help improve search engine visibility. There are a number of checks we undertake that can be helpful for your search engine rankings.

MOZ Domain Authority (1-100) (Small business score: Acceptable 18-30) *(*[*what is this?*](#authority)*)*: **5/100**

No of referring domains *(*[*what is this?*](#ref_domains)*)*: **8** - [CLICK HERE](#_Referring_domains) to see these domains and backlinks?

Total backlinks (Ref links) *(*[*what is this?*](#backlinks)*)*: **9** (unable to track other backlinks)

Organic Traffic pm for url *(*[*what is this?*](#organic_traffic)*)*: **0**

Organic Traffic pm for full website *(*[*what is this?*](#organic_traffic)*)*: **0**

Total Keywords site ranks for *(*[*what is this?*](#total_keywords)*)*: **1** (boat painting)

[See comments and suggestions for improvement](#_MOZ_Report_Comments)

# Rich Results Test ([*what is this?*](#rich_results))

Rich results are experiences on Google surfaces, such as Search, that go beyond the standard blue line. [*Read More …*](#rich_results)



Rich Results Test Score: **NEEDS IMPROVEMENT**

*Whilst your site search box and breadcrumbs are picked up you should ideally also appear with a “Local Business” listing which will provide all your contact information and will help in SEO, particularly locally.* [*See comments below.*](#rich_results)

# Mobile Friendly Test ([*what is this?*](#mobile))

This result lets you know your website's score in terms of mobile responsiveness.



Mobile Friendly Test Score: **PASS**

# Structured Data Validation

Structured data is a standardised format for providing information about a page and classifying the page content to make it more readable by search engines. [*Read More …*](#structured_data)

****

Schema Mark Up Validation: **PASS**

*For some reason the “Web Page” schema is not picked up in a rich results test. Perhaps also add “Local Business” markup?* [*See comments below*](#schema_comments)*.*

## PART 2: WEBSITE SPEED AND QUALITY TESTING

# GT Metrix website Speed and Performance Optimisation

GT Metrix is a website performance analytics too designed to analyse the performance of your website and provide you with a list of actionable recommendations to improve it. [*Read More …*](#gtmetrix)

GT Metrix website Speed and Performance Optimisation **Grade: C**

Performance: 73%

Structure: 88%

Results: Aim for a B or above score, however C is acceptable.

# PageSpeed Insights

PageSpeed Insights is a tool from Google that evaluates the loading speed and behaviour of a page. [*Read More …*](#page_speed)

**Page Speed Insights – Mobile**

Performance ([*what is this?*](#performance)): **47/100** – Poor

Accessibility ([*what is this?*](#accessibility)): **83/100** – Needs Improvement

Best Practices ([*what is this?*](#best_practices)): **92/100** – Good

SEO ([*what is this?*](#seo)): **93/100** – Good

**Page Speed Insights - Desktop**

Performance: **61/100** – Needs Improvement

Accessibility: **82/100** – Needs Improvement

Best Practices: **92/100** – Good

SEO: **92/100** – Good

[See our comments for possible PageSpeed Insights improvement](#_PageSpeed_Insights_Comments)

# Google Web Vitals

These are a set of metrics by Google that aim at helping you measure the quality of user experience on a website. [*Read More …*](#web_vitals)

Largest content paint ([*what is this?*](#paint)): 6.0 seconds

Total blocking time ([*what is this?*](#input)): 70 milliseconds

Cumulative layout shift ([*what is this?*](#layout)): 0.424

Note: Google has established Web Vitals as the core metrics that you should focus on to deliver a fast website experience.

[See our comments for improvement](#_Web_Vitals_Comment)

## PART 3: KEYWORD TESTING

# Keyword Rankings

We test several keywords for you with our keywords tool and offer results based on SEO difficulty, off-page difficulty and on-page difficulty for organic listings. Note if you do not rank on Google page 1 we only record the result as “No rank” and therefore unable to give the ranking scores. ***[Read More …](#rankings)***

**[](#rankings)Keyword 1:** **Local boat painters – No 4**

* SEO Difficulty ([*what is this?*](#seo_difficulty)): 35/100
* Off-page Difficulty ([*what is this?*](#offpage)):29/100
* On-Page Difficulty ([*what is this?*](#onpage)): 47/100
* Result – Good rank

**Keyword 2: hibiscus coast boat painters – No 4**

* SEO Difficulty ([*what is this?*](#seo_difficulty)): 39/100
* Off-page Difficulty ([*what is this?*](#offpage)):33/100
* On-Page Difficulty ([*what is this?*](#onpage)): 51/100
* ****Result – Good rank

**Keyword 3: Auckland boat painters – No 2**

* SEO Difficulty ([*what is this?*](#seo_difficulty)): 33/100
* Off-page Difficulty ([*what is this?*](#offpage)):24/100
* On-Page Difficulty ([*what is this?*](#onpage)): 50/100
* Result – Excellent rank

**Keyword 4: antifouling near me – no rank**

*Note: It is often hard to get ranked for “near me” as it very much depends on where the actual searcher is!*

**Keyword 5: antifouling near Whangaparaoa – no rank**

**Keyword 6: hibiscus coast marine painting – no rank**

**Keyword 7: Auckland marine painting – No 7**

*Note: Could be improved*

**Keyword 8: Auckland boat repairs – no rank**

**Keyword 9: local boat touch ups – no rank**

It’s clear you SEO works well for “boat painters” but not many other keywords there may be some good opportunities for you to improve on these for some other keywords if you want to.

**A few keyword suggestions:** local boat painters near me, local boat painters Auckland, antifouling Auckland, boat bottom painting near me, hibiscus marine painters, best marine painters, marine painting services

[See our comments and suggestions for keyword rankings](#_Keyword_Rankings_comments)

# CHANGES YOU CAN MAKE TO IMPROVE YOUR WEBSITE

# 5 Point On-Page SEO Audit Comments

* Your **title tag score** is good but can be improved. This currently reads –

*Home | Rowe Boat Painters | Repainting and Repairs Auckland (551 px of allowed 580 px)*

Consider making better use of the allowed space, a consideration could be –

*Rowe Boat Painters | Repainting | Repairs | Antifoul | Auckland (574 px)*

* Your **meta description score** could be improved for optimisation. Currently the description is -

*Rowe Boat Painters Ltd has been operating since 2007 and specialises in marine painting. We offer onsite boat painting all over Auckland. (870 px of allowed 990 px)*

Consider less superfluous words, more keywords and a CTA, a suggestion could be –

*Rowe Boat Painters specialise in marine painting, antifouling, grooming, touch ups & varnishing. Offering onsite boat painting across Auckland. Free quotes (977px)*

Your current Google listing looks like this –



By making this suggested change your listing will look like this –



* Your **url score** is good.
* Your **internal links score** is good. You have a number of clear internal links throughout your home page. [*Why is internal linking important?*](https://linku2hibiscuscoast.co.nz/website-audit-information/#internal-links)

# MOZ Report Comments

Your domain authority is quite low at 5/100 (small businesses should at least aim to be above 10) however this is a hard metric to increase and can only be done by increasing the other metrics below –

You have [8 referring domains with 9 backlinks](#_Referring_domains). We couldn’t locate a couple of these and some appear spammy. There is only really one of good value (marineservices.co.nz). **You should look for more quality and reputable domains where you can increase your number of backlinks.**

You can also increase backlinks by **seeing if you can get blog posts published**, alternatively **offer useful information on your site** that other sites would like to link to, eg articles.

Your organic traffic for your url and website is currently 0 and you rank for just one keyword (boat painting). Organic traffic is important and it takes time for SEO to generate results but it is without doubt the most valuable form of traffic for your site because it is targeted, has a higher conversion rate and can increase your credibility. Below are a few more suggestions of things which are of value to increase this traffic in 2023 –

* Use long-tail keywords.
* Consider influencer marketing.
* Leverage on-page SEO.
* Find and remove non-performing content.
* Become a guest blogger.
* Create video content on YouTube.
* Promote your content on social media.
* Answer questions on Google’s People Also Ask

***If you are looking for reputable local links then consider linking through*** [***Linku2 Hibiscus Coast***](https://linku2hibiscuscoast.co.nz)***, as a reputable and valuable local website, and using their SEO tools with a brand page (Deluxe or Sponsor Plans) is another way to help increase your organic traffic. They have a directory section for*** [***Marine***](https://linku2hibiscuscoast.co.nz/marine/)***. You should ensure you have, at least, free business listings in your relevant categories.***

# Rich Results Comments

As advised Whilst your site search box and breadcrumbs is picked up you should ideally also appear with a “Local Business” listing which will provide all your contact information and will help in SEO, particularly locally. You would do this by adding schema to your site pages. See further comments below.

# Schema Mark Up Comments

Whilst you come up for Web Page schema, which is very clear and complete this does not show in your above Rich Results. Also perhaps consider adding schema for “Local business” as this will help with local searching. This can help search crawlers better understand the page content. It is not a problem to stack schema types although make sure there are no conflicts.

# Web Vitals Comment

See comments below under PageSpeed Insights for possible improvements.

# PageSpeed Insights Comments

Many of these comments will need to be considered by your webmaster and may be beyond your understanding, however, should be clear to anyone versed in web language!

**Performance Improvements**

* Consider serving images in the next-gen formats – formats such as WebP and AVIF often provide better compression than PNG or JPG which means faster downloads and less data consumption. One of your largest images (413kb) is the image background under the paragraph “Our promise as a contractor …” this can be reduced by at least half. (1.35s)
* Themes, plugins, and server specifications all contribute to server response time. Consider finding a more optimized theme, carefully selecting an optimization plugin, and/or upgrading your server. (1.67s)
* Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. (1.83s)

# Keyword Rankings comments and Suggested Actions

* As advised you rank well for “boat painters”
* There are probably a few actions that could be taken that could improve both your website and your Google rankings.

# Referring domains

|  |  |
| --- | --- |
| **Referring Domain** | **Comments** |
| linkddl.com | This looks like a spam site |
| Crew.org.nz |  |
| Zipleaf.co.nz |  |
| Daloo.de | Again, this could be a spam site? |
| Marineservices.co.nz |  |
| Findsimilarsite.com | This is a broken link |

# Results Summary

# Part 1: Search Engine Optimisation Testing –

**On-Page 5 Point Audit -**



Score Result: **19/20 – GOOD** – Overall an excellent result however there are a couple of suggestions you might like to consider -[**See our comments and suggestions**](#_5_Point_On-Page)

**Off-Page/Technical SEO Audit –**



Site Security: **PASS**

MOZ Report – FAIL – whilst we have marked this as a fail overall it is not disastrous but there is definitely room for improvement that could help your search rankings. [**See our comments and suggestions**](#_MOZ_Report_Comments)

****

Rich Results Test Score: **PASS**

****

Mobile Friendly Test Score: **PASS**

****

Schema Mark Up Validation: **PASS** – although this could be expanded. [**See our comments**](#schema_comments)

Overall testing for SEO is good however there are opportunities to improve this.

# Part 2: Website Speed and Quality Testing

GT Metrix website Speed and Performance Optimisation **Grade: C**

Performance: 73%

Structure: 88%

This is a fairly **GOOD** result, again there is room for improvement to help with Google rankings.

PageSpeed Insights – **NEEDS IMPROVEMENT** – Whilst we’ve marked this as needs improvement generally the scores are good so these are just minor tweaks that may be considered by your webmaster but may not be important enough to justify action.

# Google Web Vitals

Generally, these are **GOOD** and the main reason we have marked this as **NEEDS IMPROVEMENT** is because the time for loading of the largest content paint is high at 6s. This can, and should if possible, be improved.

Overall web speed and quality is good.

# Part 3: Keyword Testing



As advised your site ranks well for “boat painting”. If you want to rank for other services or keywords however there are definitely opportunities for you.

Overall keyword testing is good if you only want to rank for “boat painting” otherwise there’s room for some niche marketing for you.

# Some suggested fixes:

* By changing your title and meta description this could help you rank for more and different keywords
* Develop more external domain backlinks where you might be able to leverage onto your SEO
* Look at your site content (on-page SEO) and adjust for different keyword prominence (if you want to – there could be some niche pockets you can tap into)
* Use long-tail keywords
* Add schema markup for local business and perhaps get your webmaster to look into why your web page schema doesn’t appear for your “Web page” in rich results
* Get your webmaster to look into your largest content paint as we’re sure they’d be able to improve on this
* Check all the other suggestions under the [MOZ comments and suggestions](#_MOZ_Report_Comments).

***The following information are the link destination information in the report above giving explanations on the terms used. This does not constitute part of the actual report and is for informational purposes only.***

# 5 POINT ON-PAGE SEO AUDIT EXPLANTIONS



## Title Tag

The title tag is an HTML code tag that allows you to give a web page a title. This title can be found in the browser title bar, as well as in the search engine results pages. It's crucial to add and optimise your website's title tags, as they play an essential role in terms of SEO organic ranking. In your title tag you should include at least one keyword and stay within a 60 character limit (going over will mean not all your title will be visible). Characters include spaces.

[Back](#_5_Point_On-Page_2)

## Meta Description

Your meta description is the  short, relevant summary of what your page is about just below your title tag in a search engine search.  Try to make this like a pitch that convinces the user the page is exactly what they're looking for with a call to action so they click on your link.

[Back](#_5_Point_On-Page_2)

## URL

Your URL is your web address. Ideally it should contain a keyword, gives an insight into what your website is about and have no filler words (eg and ...)

[Back](#_5_Point_On-Page_2)

## Internal Links

Internal links help Google find, index and understand all your site pages. Used strategically, they can send page rank to important pages and should be used for any site that wants higher rankings in Google and thoughtful use of internal linking can help Google and site visitors quickly get to important content. Internal linking is key for any site that wants higher rankings in Google.

[Back](#_5_Point_On-Page_2)

## Target Keyword

A target keyword is one word or phrase that best summarizes your page. This is what you hope people will type into a search engine to find the page.

[Back](#_5_Point_On-Page_2)

## Site Security

Google’s technology examines billions of URLs each day looking for unsafe websites. Every day, they discover thousands of new unsafe sites, however many of these are legitimate websites that have been compromised. When they detect unsafe sites, they show warnings on Google Search and in web browsers. We use their tools to check your site to ensure it hasn’t been compromised. There are a number of error messages which can appear it has such as this one below.



[Back](#_Site_Security_Test)

## MOZ

Moz is an SEO software suite that provides tools and stats to help improve search engine visibility. There are a number of checks we undertake that can be helpful for your search engine rankings.

## Domain Authority

**Score between 1-100:** Domain Authority is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages. Scores range from one to 100, with higher scores corresponding to greater likelihood of ranking. For a small business an acceptable score is between 18-30. It's not easy to change your DA score. It's not something you can do on your website today and see the increase in domain authority immediately. DA is based on a logarithmic scale. It's important to note Google doesn't use Domain Authority as a ranking factor so it isn't a metric that will improve your SE rankings but it is a good indicator to help you assess your website performance relative to competitors.

[Back](#_MOZ_Report)

## Number of Referring Domains

Backlinks from other websites that point to your site are known as referring domains. In simple words, backlinks are hyperlinks, and referring domains are the websites that generate these links. Regardless of how many backlinks you receive from a site only one referring domain is considered for your site.

[Back](#_MOZ_Report)

## Total Backlinks

This is the total number of backlinks to your website. It differs from the referring domains as there may be more than one link on a specific domain that links back to your website. This is the total score of all backlinks to your website.

[Back](#_MOZ_Report)

## Organic Traffic per month for url/website

The term “organic” (or “natural”) traffic refers to the number of visitors coming from search engine results (as opposed to a paid source of traffic). Organic traffic is a metric enabling you to measure how many visitors came from searches made on a search engine.

[Back](#_MOZ_Report)

## Total Keywords

Number of keywords the site ranks for in Google

[Back](#_MOZ_Report)

# GT Metrix Website Speed and Performance Optimisation

GT Metrix is a website performance analytics too designed to analyse the performance of your website and provide you with a list of actionable recommendations to improve it. The GT Metrix Grade is an aggregate representation of:
- Your visitors' page load experience
- On how well your website is built; and
- Actual performance of the site.

The GTmetrix Grade is a weighted average of the two percentage-based scores:
- The Performance Score (70% of the score) is how fast your site loaded for a user; and
- The Structure Score (30% of the score) is how well your site is built

**Results: You will be awarded a grade and 2 percentage scores as above. For the grade you should aim for a B or above which is good.**

[Back](#_GT_Metrix_website_1)

# Web Vitals

Core Web Vitals is a set of metrics introduced by Google that aim at helping you measure the quality of user experience on a website. The metrics themselves are a part of a larger set of metrics, Web Vitals, and are defined as the three most important metrics to measure the quality of user experience. In order to pass the Core Web Vitals assessment, you need to score “good” for all three Core Web Vitals which are –

* **Largest Contentful Paint:** This measures how long it takes for the largest content element (e.g. a hero image or heading text) on your page to become visible within your visitors' viewport. (***aim for an LCP of 1.2 seconds or less***).
* **First Input Delay:** This quantifies the experience users feel when trying to interact with unresponsive pages - a low FID helps ensure that the page is usable. We all know how important it is to make a good first impression. (***aim to get this 100 milliseconds or less***)
* **Cumulative Layout Shift:** This calculates the shifting of elements while the page is being downloaded and rendered. It is an important, user-centric metric for measuring visual stability because it helps quantify how often users experience unexpected layout shifts - a low CLS helps ensure that the page is more user friendly. (***aim to make this 0.1 or less***)

[Back](#_Google_Web_Vitals)

# Page Speed Insights

* PageSpeed Insights is a tool from Google that evaluates the loading speed and behaviour of a page on both mobile and desktop devices and, depending on the results, provides concrete suggestions for improvement.

Results are reported as –

* **Performance** – Score based on First Contentful Paint (the first thing that loads for your site) - value 10%, Speed Index (how fast this loads) - value 10%, Largest Contentful Paint (largest item to load on your page) - value at 25%, (Time to Interactive (he point in time when the last Long Task finished and was followed by 5 seconds of network and main thread inactivity) - value at 10%, Total Blocking Time (the total amount of time that a page is blocked from responding to user input) - value at 30% and Cumulative Layout Shift (calculates the shifting of elements while the page is being downloaded and rendered) - value at 15%
* **Accessibility** - These checks highlight opportunities to improve the accessibility of your website
* **Best Practices** – This gives you a score based on web best practices which include guidelines such as customer-centric design and making sites accessible and mobile responsive. Also, consistent branding and using the right colours, fonts, and white space are some of the best practices website owners need to implement to create an uncluttered, user-friendly design.
* **SEO** - These checks ensure that your page is following basic search engine optimization advice.

**Result Scores: 0-49 = Poor, 50-89 = Needs Improvement, 90+ = Good**

[Back](#_PageSpeed_Insights)

# Rich Results

Rich results are experiences on Google surfaces, such as Search, that go beyond the standard blue link and can include carousels, images, or other non-textual elements. Formerly known as rich snippets. This test lets you know if there is content on your page that is eligible to appear in the rich results spot at the top of Google search.

[Back](#_Rich_Results_Test)

# Mobile Friendly Test

This result lets you know your website's score in terms of mobile responsiveness.

*If this test is a fail, then test the site yourself on a mobile device. If it works fine it probably is. There has been an bug reported in Google Search Console so this may be the issue. It is unclear if this would affect any Google rankings. Apologies for the lack of clarity on this.*

[Back](#_Mobile_Friendly_Test)

# Structured Data Validation

Structured data is a standardised format for providing information about a page and classifying the page content to make it more readable by search engines. Schema is a language used by Google (and others) to read the structured data. This test checks Schema based structured data embedded in web pages. Schema markup informs the search engine precisely what your content is trying to convey on your web page and converts unstructured data into structured data. Adding schema will help the search engine crawl better, raising your websites ranking while keeping other best practices of SEO in mind.

[Back](#_Structured_Data_Validation)

# Keyword Rankings

We test a number of keywords for you with our keywords tool and offer results as follows –

**SEO Difficulty:**This tells you how difficult it is to rank at the top of Google for this search query. (The higher the number, the harder it would be to rank)

**Off-page Difficulty:** This gauges the backlink equity of the top 10 pages that rank for the search query. A high value here means that you will need to gain more domain authority via backlinks from reputable sites to compete (you want this to be as low as possible)

**On-Page Difficulty:** This gauges how optimized the content is of the top 10 pages that rank for the search query. When most results have their content optimized, this value will be high; in such cases, link metrics (or brand value) will be the decider. The higher the number the harder to rank for.

[Back](#_Keyword_Rankings)