

SEARCH SURGE LABS

PREMIUM SEO INTELLIGENCE

FREE

Site Health Check

*A no-cost diagnostic of how your
website looks to Google*

PREPARED FOR

[Business Name]

[Website URL]

SEARCH SURGE LABS

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What This Is

This is a no-cost diagnostic of how your website appears to Google today. We looked at the technical foundations, on-page signals, content depth, and local-search readiness of your site — the same things Google evaluates when deciding whether to rank you in front of customers searching for what you sell.

Below you'll find a snapshot of what we found: where the site is healthy, where it's leaving visibility on the table, and the specific issues most likely to be costing you customers right now.

This document is meant to give you clarity, not a complete remediation plan. We've identified the problems and rated their severity. The fixes themselves — the exact code, the rewritten copy, the implementation work — are part of our paid audit and consulting services. If after reading this you decide you'd like that next layer, we'd love to help. If not, you now have a clearer picture of what's happening and can take the findings to any developer or marketer.

IN PLAIN ENGLISH

Think of this as an X-ray. We can show you what's broken; the actual repair work is a separate conversation. Either way, you walk away knowing more than 95% of business owners about why some sites win on Google and others don't.

Your Site Health Scorecard

We evaluated eight categories that together determine whether a website earns visibility in Google's search results. Below is the at-a-glance verdict for each.

CATEGORY	STATUS	PRIORITY
Technical Foundation	FAIR	Medium
On-Page SEO	NEEDS WORK	High
Local SEO (Website)	CRITICAL	High
Local SEO (Google Business Profile)	STRONG	Maintain
Content Depth	THIN	High
Structured Data / Schema	MISSING	Critical
Backlinks / Authority	UNDER-LEVERAGED	Medium
Trust & Reputation Signals	STRONG OFFLINE	Translate online

The pattern in this scorecard is the most important takeaway: the business itself has earned credibility — awards, reviews, a strong Google Business Profile, real customer trust. None of that is currently translating into website visibility.

IN PLAIN ENGLISH

This is the most common pattern we see in successful local businesses. Your business is good. Your website is fine. But your website doesn't communicate why your business is good — so Google has nothing to grade you on. Fixing that is the entire game.

Issues We Identified

Below are the eight specific issues we found on your site. For each, we describe what it is and why it matters — in plain language. We’ve held back the specific fixes (the exact code, copy rewrites, and implementation steps) because that’s the substance of our paid audit. What you have here is enough to (a) verify these issues yourself, (b) understand what’s costing you visibility, and (c) decide if you want to address them — with us, with another consultant, or in-house.

HIGH-PRIORITY ISSUES

1. Duplicate Meta Descriptions Sitewide

Severity: Critical

What it is: Every page on your site shows Google the same short text snippet — the blurb that appears under your link in search results.

Why it matters: When descriptions are identical across pages, Google ignores them and writes its own snippet from random page content. This produces low-quality search-result blurbs that don’t convince shoppers to click. Click-through rate suffers on every impression.

2. Weak Homepage Title and H1

Severity: Critical

What it is: The headline your website shows Google (the “title tag”) and the visible main heading on your homepage (the “H1”) are not communicating what your business is, where you are, or why customers should choose you.

Why it matters: These are the two strongest on-page ranking signals available. Currently they’re carrying about 20% of their available weight. Fixing them is the single highest-impact on-page change available.

3. Missing Local Business Structured Data

Severity: Critical

What it is: There is no hidden machine-readable code on your site telling Google your business name, address, hours, phone, and category.

Why it matters: For any local business competing on “near me” and “in [city]” searches, this is the single largest miss in any audit. Without it, Google can’t confidently show your hours, address, and rich result panel in branded searches — which costs visibility on the searches that bring you customers.

4. Brand Name Inconsistency on Product Pages

Severity: High

What it is: Multiple product pages display a misspelled version of your business name, likely from a templated copy block.

Why it matters: Beyond the obvious brand-consistency issue, misspellings at the moment of purchase undermine trust — especially in a category where authentication and credibility matter.

MEDIUM-PRIORITY ISSUES

5. Inconsistent Address Across Online Listings

Severity: Medium

What it is: Your business address is written slightly differently across your website, Google Business Profile, Yelp, and other directories.

Why it matters: Google checks your name, address, and phone number against every place those details appear online. Inconsistencies are read as conflicting signals — which makes Google less confident about showing your business in local search results.

6. Thin Homepage Body Copy

Severity: Medium

What it is: Your homepage has a welcome section but no actual descriptive text underneath it. Visitors and Google alike receive no answer to: who is this business, what makes it different, who does it serve.

Why it matters: Google ranks pages based on what's on them. A homepage with almost no text gives Google nothing to evaluate — so the page can only rank for your business name, not for the categories you sell or the location you serve.

7. Empty Category Page Introductions

Severity: Medium

What it is: Your top category pages launch directly into product grids with no introductory or descriptive copy at the top.

Why it matters: Category-level keyword visibility (like “designer handbags in [your city]”) requires actual text on the page for Google to read. Currently these pages are competing on visual content alone — a fight they can't win against competitors with even 100 words of intro copy.

8. Duplicate Category URLs

Severity: Medium

What it is: Several category pages on your site appear to show similar or overlapping product sets under different web addresses.

Why it matters: When Google sees this, it gets confused about which version to rank — and often splits the credit between them, weakening both. Without proper canonical tags, you're losing ranking authority that should be concentrated in a single page.

The Pattern

Looking at all eight issues together, a clear pattern emerges. Your site is not technically broken. It loads. It's mobile-friendly. It uses HTTPS. It's on a solid platform.

What's broken is the layer of communication between your website and Google: the metadata, the structured business signals, the on-page descriptions, the location markers. Google doesn't know what you do, where you are, or why you matter — because the website hasn't been built to say those things.

The good news: every issue identified above is fixable, with no website redesign required. None of them require buying ads. None of them require platform changes. They're a series of focused content, metadata, and technical updates — most of which can be deployed in a few weeks of focused work.

IN PLAIN ENGLISH

Here's the short version: your business has earned real credibility. Your website isn't showing it. The fixes aren't about reinventing your business — they're about translating what you've already built into the language Google uses to rank websites. Once that translation is done, the visibility you've earned offline will start showing up online too.

What's Next

If you read through the issues above and recognized your business in even half of them, you're probably losing customers right now to competitors whose sites communicate better with Google — even if their actual businesses are smaller or less established than yours. Three options from here:

Option 1 — Fix it yourself

Take this report to your developer or marketing person. Ask them which of the eight issues are present on your site and how long each would take to fix. A good professional will know exactly what each one means and have a clear plan. This route works if you have someone on staff or a trusted vendor with real SEO experience.

Option 2 — Get the full audit

If you'd like the actual fixes — the rewritten title tags, the ready-to-paste schema code, the meta descriptions written specifically for your top pages, the implementation playbook, and a verified ranking baseline — our paid audit takes the diagnostic above and turns it into specific, implementable work product. Engagements start at \$750 with no required contracts.

Option 3 — Do nothing

Honestly, this is what most businesses do, and it's why most local businesses underperform online. The issues identified here don't fix themselves — they keep costing you visibility every day they exist. If you do nothing else, at minimum: forward this document to whoever handles your website so they have visibility on what's happening.

Ready for the full audit?

We'll turn the diagnostic above into a specific, implementable plan — with the actual fixes, ready-to-paste code, and a 30-day implementation roadmap.

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Whatever path you choose — just pick one.

— Search Surge Labs —