

# 8 MILE SNIPER

AI-DRIVEN LOCAL GROWTH

## SEO AUDIT REPORT

<https://bridgettagates.com.au/about/>

72

/ 100

Good

Report Generated For:

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8 Mile Sniper

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# EXECUTIVE SUMMARY

Overall SEO Score	72	<div><div></div></div>
Performance	81	<div><div></div></div>
SEO Optimization	83	<div><div></div></div>
Accessibility	91	<div><div></div></div>
Best Practices	84	<div><div></div></div>

## KEY FINDINGS

- 3 critical issues requiring immediate attention
- 7 warnings that should be addressed
- Core Web Vitals: LCP 1.6s, FID 123ms, CLS 0.201
- Mobile-friendly: Yes
- HTTPS enabled: Yes

# DETAILED ANALYSIS

## Core Web Vitals

Largest Contentful Paint (LCP)	1.6s	< 2.5s	'
First Input Delay (FID)	123ms	< 100ms	'
Cumulative Layout Shift (CLS)	0.201	< 0.1	'

## Technical SEO

HTTPS Protocol	PASS	'
Mobile Responsive	PASS	'
Page Speed Optimized	FAIL	'
Image Optimization	FAIL	'

# ISSUES & RECOMMENDATIONS

## CRITICAL

### Optimize for Conversational Keywords

Your content lacks conversational keywords that users speak when using voice search.

#### Recommendation:

Include long-tail, question-based keywords like "how to", "what is", "where can I", and location-based phrases like "near me".

## CRITICAL

### Demonstrate First-Hand Experience

Content lacks indicators of real-world experience and practical knowledge.

#### Recommendation:

Add case studies, personal experiences, test results, and real-world examples. Use first-person language and show actual usage or implementation.

## WARNING

### Improve Featured Snippet Optimization

Voice assistants often read featured snippets as answers. Your content structure needs improvement.

#### Recommendation:

Create clear, concise answers to common questions, use numbered lists, bullet points, and structured data markup for better snippet chances.

## CRITICAL

### Strengthen Expertise Indicators

Website lacks clear indicators of subject matter expertise and qualifications.

#### Recommendation:

Add author credentials, certifications, education background, and professional experience. Include technical depth and industry-specific knowledge.

## WARNING

### Perplexity AI Optimization Opportunity

Your content could be better optimized for Perplexity AI, which prioritizes citable, authoritative sources.

#### Recommendation:

Add proper citations, include author bylines, use data-driven content, and establish clear expertise indicators.

WARNING

## Enhance Local Voice Search Presence

Many voice searches are local. Your local SEO optimization needs improvement.

**Recommendation:**

Optimize Google Business Profile, ensure NAP consistency, encourage reviews, and include location-specific content.

WARNING

## Add FAQ Schema for Voice Search

FAQ schema markup helps voice assistants find and read your answers to common questions.

**Recommendation:**

Implement FAQPage schema markup for FAQ content, help pages, and question-answer sections.

WARNING

## Build Authority and Recognition

Website needs stronger authority signals and industry recognition.

**Recommendation:**

Create comprehensive About pages, showcase awards and recognition, build industry partnerships, and establish thought leadership.