SEO AUDIT REPORT

https://brigettagates.com.au/about/

72

/ 100

Good

Report Generated For:

Joseph Ellul

josephkellul@gmail.com

8 Mile Sniper

Generated on: 7/2/2025

EXECUTIVE SUMMARY

Overall SEO Score   72

Performance   81

SEO Optimization   83

Accessibility   91

Best Practices   84

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.