

Local SEO Site Audit

BUSINESS CATEGORY	Museum of Technology
WEBSITE	All About Apple Museum
URL	https://www.allaboutapple.com
GOOGLE BUSINESS PAGE	https://www.google.it/maps/place/All+About+Apple+Museum/@44.3092001,8.4866006,19.68z/data=!4m5!3m4!1s0x12d31d-fe33c10703:0xae6cf196bdf652a!8m2!3d44.3092701!4d8.4872476

GOOGLE BUSINESS PAGE ANALYSIS

The owner verified the Google My Business Listing.
The business category has been specified.
Contact information include a telephone number and the Address are consistent.
The page used the correct website URL.
The page included a business introduction.
The page used the plus code on the page.
The owner added business hours.
The owner added photos.
The page has many reviews and the owner responds to reviews.

GOOGLE BUSINESS PAGE RECOMMENDATIONS

I would recommend

- adding an email to contact information;
- use Google My Business Posts for featuring new information on services and business related information;

- use Services features to include necessary information and links to the proper pages of the website;
 - use Questions & Answers feature.
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WEBSITE ANALYSIS

The website incorporates the name, address, phone number and email.

The website provides directional information.

The navigation is simple and immediate.

PageSpeed Insights reports a scoring for a mobile site speed of 60 and 94 for the desktop version.

This informations is listed in the footer of the website. As a result, this information is automatically repeated in every page.

Website recommendations

HOMEPAGE

<https://www.allaboutapple.com>

Title	All About Apple - Il museo Apple dove la mela prende vita
H1	Il museo Apple dove la mela prende vita
H2	Every section has the h2 tag
Alt tags	Many alt tags are missing

CONTACT INFORMATION

<https://www.allaboutapple.com/come-raggiungerci/>

Title	Come raggiungere All About Apple Museum a Savona
H1	Come raggiungerci
H2	Every section has the h2 tag
Alt tags	Many alt tags are missing

GUIDED TOURS

<https://www.allaboutapple.com/visite-guidate/>

Title	Visite guidate per scuole e gruppi al museo Apple di Savona
H1	Didattica e visite guidate

H2

Every section has the h2 tag

Alt tags

Many alt tags are missing

SOURCES FOR GAINING BACKLINKS

- Posting regular content on blogs. This business needs a blog posts for the services they are providing to the customers. This blog will help gaining the organic traffic to the site and thus, this will eventually help in gaining popularity over the Search engines and the content written may lead to the backlinks by other sites.
- Social Networks. The business can improve its reach online by contacting other locals and influencers to give backlinks and citations to their site. This will help business to grow its popularity in other cities too.
- A good option is to hold a newsworthy local event. If the idea is newsworthy, local news sites will pick this up and link to the business.