Website Update Review

Comparison: Initial Review vs. Current State

Review Date: November 16, 2024
Website: www.diverse-digital.co.uk
Comparison Period: November 14, 2024 → November 16, 2024

Executive Summary

The website has seen **significant SEO improvement** (from 8/100 to 80/100), but the **critical title tag and meta description issues remain unfixed**. There's also a concerning drop in the Best Practices score. Social media tags (Open Graph/Twitter) appear to have been updated correctly.

Key Metrics Comparison

Metric	Initial (Nov 14)	Current (Nov 16)	Change	Status
Performance	100/100	100/100	No change	✅ Excellent
Accessibility	100/100	100/100	No change	✅ Excellent
Best Practices	90/100	59/100	⬇ -31 points	⚠ **Worsened**
SEO	8/100	80/100	⬆ +72 points	✅ **Improved**
Page Load Time	0.08s	0.09s	+0.01s	✅ Still excellent

Page Size	259 KB	257 KB	-2 KB	✅ Slight improvement

Critical Issues Status

✖ STILL UNFIXED: Title Tag

Current State:

```
<title>Digital Services for Faith Groups - Affordable Solutions</title>
```

Should Be:

```
<title>Diverse Digital | Digital Marketing for Purpose-Driven Businesses</title>
```

Status: ✖ **STILL WRONG** - This is the most critical SEO issue and remains unfixed.

Impact: - Search engines still indexing site incorrectly - People searching for actual services won't find the site - Brand confusion continues

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✖ STILL UNFIXED: Meta Description

Current State:

```
<meta name="description" content="Affordable digital services for faith groups, supporting
      community action with tailored digital solutions for churches."/>
```

Should Be:

```
<meta name="description" content="Empowering diverse and purpose-driven businesses with accessible
      digital marketing, social media management, and accessibility consulting. Book your
      discovery call today."/>
```

Status: ✖ **STILL WRONG** - Critical SEO element remains incorrect.

Impact: - Poor search result descriptions - Users won't understand what business actually does - Low click-through rates from search

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✅ IMPROVED: Social Media Tags

Open Graph Tags (for Facebook/LinkedIn):

```
<meta property="og:title" content="Diverse Digital"/>
<meta property="og:description" content="To be seen, heard, and supported online."/>
```

Twitter Tags:

```
<meta name="twitter:title" content="Diverse Digital"/>
<meta name="twitter:description" content="Empowering Diverse and Purpose-driven Businesses"/>
```

Status: ✅ **CORRECT** - Social media tags have been updated properly.

Impact: - Good social media sharing appearance - However, this doesn't help with search engine SEO (Google doesn't use these for ranking)

SEO Score Improvement Analysis

What Improved (8/100 → 80/100)

The SEO score improved dramatically, which suggests some technical SEO improvements were made. Possible changes:

1. **Structured Data** - May have been added
2. **Internal Linking** - May have been improved
3. **Heading Structure** - May have been fixed
4. **Alt Text** - May have been added to images
5. **URL Structure** - May have been optimized
6. **Canonical Tags** - May have been added/fixed

However: The title tag and meta description are still wrong, which is why the score isn't 90-100.

Best Practices Score Drop (90 → 59)

⚠ Concerning Change

The Best Practices score dropped from 90/100 to 59/100. This could indicate:

1. **New Third-Party Scripts** - May have added tracking or other scripts
2. **Security Issues** - May have introduced vulnerabilities
3. **Performance Issues** - May have added heavy resources
4. **Accessibility Regression** - Unlikely given accessibility score unchanged
5. **Console Errors** - May have introduced JavaScript errors

Action Required: Investigate what caused this drop. Check: - Browser console for errors - New third-party scripts - Security headers - Performance optimizations

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What Hasn't Changed

Still Missing (As Identified in Initial Review)

1. **Client Testimonials** - Still not visible on homepage
2. **Case Studies/Portfolio** - Still missing
3. **Blog Section** - Still not present
4. **Resource Library** - Still missing
5. **Enhanced About Page** - Still basic

These align with the 90-day relaunch plan timeline, so may be in progress.

Recommendations

Immediate Actions (This Week)

1. **Fix Title Tag ✖ URGENT**
   - Current: "Digital Services for Faith Groups - Affordable Solutions"
   - Change to: "Diverse Digital | Digital Marketing for Purpose-Driven Businesses"
   - **Time:** 5 minutes
   - **Impact:** Will improve SEO score to 90+
2. **Fix Meta Description ✖ URGENT**

- Current: Describes faith groups
- Change to: Accurate business description
- **Time:** 5 minutes
- **Impact:** Better search result appearance
3. **Investigate Best Practices Drop** ⚠
   - Check browser console for errors
   - Review new scripts added
   - Verify security headers
   - **Time:** 30 minutes
   - **Impact:** Restore score to 90+

Short-Term Actions (This Month)

4. **Continue SEO Improvements**
   - The SEO score improvement shows progress
   - Keep optimizing other elements
   - Add structured data if not already done
5. **Follow 90-Day Plan**
   - Week 2: Website & Portfolio (add testimonials/case studies)
   - Week 3: Social Media Relaunch
   - Week 5: Thought Leadership (blog)

Positive Changes ✅

1. **SEO Score Improved** - From 8/100 to 80/100 (+72 points)
2. **Social Media Tags Fixed** - Open Graph and Twitter tags are correct
3. **Performance Maintained** - Still excellent (100/100)
4. **Accessibility Maintained** - Still perfect (100/100)

Comparison Summary

What's Better ✅

- SEO score dramatically improved
- Social media tags correct
- Performance still excellent
- Accessibility still perfect

What's Still Wrong ✖

- Title tag still incorrect (most critical)
- Meta description still incorrect (critical)
- Best practices score dropped (concerning)

What's Missing (Expected) ⧗

- Testimonials (planned for Week 9)
- Case studies (planned for Week 2 & 9)
- Blog (planned for Week 5)
- Resources (planned for later)

Next Steps Priority

Priority 1: Critical SEO Fixes (Do Today)

1. Fix title tag (5 minutes)
2. Fix meta description (5 minutes)
3. This will likely push SEO score to 90-100

Priority 2: Investigate Best Practices (This Week)

1. Check what caused the drop
2. Fix any new issues
3. Restore score to 90+

Priority 3: Continue Planned Improvements

1. Follow 90-day relaunch plan
2. Add testimonials when ready
3. Create case studies
4. Launch blog

Conclusion

Good News: - Significant SEO improvements have been made (8→80) - Social media tags are correct - Core performance metrics remain excellent

Bad News: - The two most critical SEO elements (title tag and meta description) are still wrong - Best practices score dropped significantly - These issues are preventing the SEO score from reaching 90-100

Action: Fix the title tag and meta description immediately (10 minutes total). This is the single most important action that will complete the SEO improvements already started.

Review Date: November 16, 2024
Next Review: After title tag and meta description fixes