Technical Analysis Report

Diverse Digital - www.diverse-digital.co.uk

Analysis Date: November 14, 2024
Tools Used: Lighthouse, curl, HTTP headers analysis

Executive Summary

This technical analysis reveals several critical issues that need immediate attention, particularly around SEO optimization. While the website performs well in accessibility and has good security headers, the SEO score is critically low (8/100), and there are significant metadata mismatches that could be hurting search engine visibility.

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1. Lighthouse Performance Audit

Overall Scores

Category	Score	Status
Performance	100/100	✅ Excellent
Accessibility	100/100	✅ Excellent
Best Practices	90/100	⚠ Good (minor issues)
SEO	8/100	✖ Critical - Needs Immediate Attention

Detailed Findings

Performance (100/100) ✅

- Excellent page load performance
- Fast server response times
- Well-optimized resource loading

Accessibility (100/100) ✅

- Excellent accessibility compliance
- Proper semantic HTML structure
- Good ARIA implementation
- This is particularly important given the business focus on accessibility

Best Practices (90/100) ⚠

- Minor issues detected (likely related to third-party scripts or source maps)
- Generally follows web best practices
- Security headers properly configured

SEO (8/100) ✖ **CRITICAL**

This is the most significant issue. The extremely low SEO score indicates: - Missing or incorrect meta tags - Title tag mismatch (see below) - Meta description mismatch (see below) - Likely missing structured data - Potential issues with heading hierarchy - Missing or incorrect canonical tags

Action Required: Immediate SEO audit and optimization needed.

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2. Page Load Performance

Metrics

- **Page Size:** 259,624 bytes (~260 KB)

- **Load Time:** 0.08 seconds
- **Transfer Speed:** 3.2 MB/sec

Assessment

✅ **Excellent Performance** - Fast load times - Reasonable page size - Good server response

Recommendations

- Consider implementing lazy loading for images (if not already present)
- Monitor page size as content grows
- Consider implementing a Content Delivery Network (CDN) for global performance

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3. SEO Analysis

Critical Issues Found

3.1 Title Tag Mismatch ✖

Current Title:

```
Digital Services for Faith Groups - Affordable Solutions
```

Expected Title (based on business focus):

```
Diverse Digital - Empowering Diverse and Purpose-driven Businesses
```

Issue: The title tag completely misrepresents the business. It mentions "Faith Groups" and "Affordable Solutions" which doesn't align with the actual business focus on diverse and purpose-driven businesses, accessibility, and digital marketing services.

Impact: - Search engines will index the site incorrectly - Users searching for the actual services won't find the site - Brand confusion - Lost organic search traffic

Priority: CRITICAL - Fix immediately

3.2 Meta Description Mismatch ✖

Current Meta Description:

```
Affordable digital services for faith groups, supporting community action with tailored digital
solutions for churches.
```

Expected Meta Description:

```
Empowering diverse and purpose-driven businesses with accessible digital marketing, social media
management, content creation, and accessibility consulting. Inclusive, culturally competent
support.
```

Issue: The meta description is completely wrong and doesn't reflect the actual services offered.

Impact: - Poor click-through rates from search results - Users won't understand what the business actually does - Search engines won't rank the site for relevant keywords

Priority: CRITICAL - Fix immediately

3.3 Positive SEO Elements ✅

The website does have: - Open Graph tags for social media sharing - Twitter Card tags - Proper viewport meta tag - Language declaration (en-GB) - Proper charset declaration

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4. Security Headers Analysis

Headers Present ✅

```
Strict-Transport-Security: max-age=63072000; includeSubDomains; preload
Content-Security-Policy: frame-ancestors 'self' godaddy.com *.godaddy.com
Cache-Control: max-age=30
```

Assessment

✅ **Good Security Configuration** - HSTS (HTTP Strict Transport Security) properly configured - Content Security Policy in place - Cache control headers set

Recommendations

- Consider adding more comprehensive CSP rules
- Review cache-control settings (30 seconds is very short - may want to increase for static assets)

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5. Technical Infrastructure

Hosting Platform

- **Platform:** GoDaddy Website Builder (DPS/2.0.0)
- **Server:** DPS/2.0.0+sha-6e30ec3
- **Region:** sa-east-1 (South America East - may need verification)

URL Structure

- **Primary Domain:** diverse-digital.co.uk
- **WWW Redirect:** www.diverse-digital.co.uk redirects to diverse-digital.co.uk (301 redirect)
- ✅ Proper canonicalization in place

Recommendations

- Verify if sa-east-1 is the correct region (should be UK/EU for UK business)
- Consider if GoDaddy Website Builder provides enough flexibility for future SEO needs
- Evaluate migration to a more SEO-friendly platform if needed

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6. Content Analysis

Page Structure

- **HTML Lines:** 868 lines
- **Total Size:** ~260 KB
- **Structure:** Well-organized with semantic HTML

Content Issues

- Title and meta description don't match actual business
- Need to verify heading hierarchy (H1, H2, etc.)
- Need to check for proper alt text on all images
- Need to verify internal linking structure

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7. Mobile Optimization

Viewport Configuration ✅

```
<meta name="viewport" content="width=device-width, initial-scale=1"/>
```

✅ Proper viewport meta tag present

Recommendations

- Verify mobile responsiveness across all pages
- Test on actual devices (not just browser dev tools)
- Check touch target sizes
- Verify mobile navigation functionality

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8. Social Media Integration

Open Graph Tags ✅

- og:url ✅
- og:site_name ✅
- og:title ✅
- og:description ✅
- og:type ✅
- og:image ✅
- og:locale ✅

Twitter Cards ✅

- twitter:card ✅
- twitter:title ✅
- twitter:description ✅
- twitter:image ✅
- twitter:image:alt ✅

Assessment: Excellent social media metadata implementation

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9. Priority Action Items

Immediate (This Week)

1. **Fix Title Tag** ✖ CRITICAL
   - Change from "Digital Services for Faith Groups" to accurate business title
   - Include primary keywords: "Diverse Digital", "Purpose-driven businesses", "Accessibility consulting"
2. **Fix Meta Description** ✖ CRITICAL
   - Rewrite to accurately describe services
   - Include key services: digital marketing, social media, accessibility consulting
   - Keep under 160 characters

- Include call-to-action
3. **SEO Audit ✖ CRITICAL**
    - Conduct full SEO audit to identify all issues
    - Fix heading hierarchy
    - Add missing meta tags
    - Implement structured data (Schema.org)

High Priority (Within 2 Weeks)

4. **Verify All Page Titles**
    - Ensure every page has unique, descriptive title tags
    - Include relevant keywords
    - Keep under 60 characters
5. **Verify All Meta Descriptions**
    - Write unique meta descriptions for each page
    - Include relevant keywords
    - Include call-to-action
6. **Image Alt Text Audit**
    - Verify all images have descriptive alt text
    - Ensure alt text is relevant and descriptive
    - Don't use keyword stuffing
7. **Internal Linking Review**
    - Ensure proper internal linking structure
    - Use descriptive anchor text
    - Create logical site hierarchy

Medium Priority (Within 1 Month)

8. **Structured Data Implementation**
    - Add Schema.org markup for business
    - Add LocalBusiness schema (if applicable)
    - Add Service schema for each service
    - Add Organization schema
9. **Sitemap Creation**
    - Create and submit XML sitemap
    - Submit to Google Search Console
    - Submit to Bing Webmaster Tools
10. **Google Search Console Setup**
    - Verify website ownership
    - Submit sitemap
    - Monitor search performance
    - Fix any crawl errors
11. **Analytics Setup**
    - Verify Google Analytics is properly configured
    - Set up conversion tracking
    - Set up goal tracking
    - Monitor user behavior

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10. Detailed Recommendations

SEO Optimization

Title Tag Best Practices

- Keep under 60 characters

- Include primary keyword at the beginning
- Include brand name
- Make it compelling and descriptive
- Unique for each page

Recommended Homepage Title:

```
Diverse Digital | Digital Marketing for Purpose-Driven Businesses
```

Meta Description Best Practices

- Keep under 160 characters
- Include primary keywords naturally
- Include call-to-action
- Make it compelling
- Unique for each page

Recommended Homepage Meta Description:

```
Empowering diverse and purpose-driven businesses with accessible digital marketing, social media
management, and accessibility consulting. Book your discovery call today.
```

Heading Structure

- Use H1 once per page (main heading)
- Use H2 for main sections
- Use H3 for subsections
- Maintain logical hierarchy
- Include keywords naturally

Keyword Strategy

Primary keywords to target: - "accessibility consulting UK" - "digital marketing for social enterprises" - "inclusive social media management" - "accessibility training for businesses" - "digital coaching for purpose-driven businesses" - "culturally competent digital marketing"

Technical SEO

URL Structure

- Ensure clean, descriptive URLs
- Use hyphens, not underscores
- Keep URLs short and relevant
- Include keywords where natural

Canonical Tags

- Verify canonical tags are present
- Ensure they point to correct URLs
- Fix any duplicate content issues

Robots.txt

- Verify robots.txt is properly configured
- Ensure important pages aren't blocked
- Allow search engine crawling

11. Performance Recommendations

Image Optimization

- Compress images without losing quality
- Use modern formats (WebP, AVIF) where supported
- Implement lazy loading
- Use responsive images
- Optimize image file sizes

Caching Strategy

- Implement browser caching
- Use CDN for static assets
- Optimize cache headers
- Consider service worker for offline support

Code Optimization

- Minify CSS and JavaScript
- Remove unused code
- Optimize third-party scripts
- Consider code splitting

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12. Accessibility Recommendations

While the accessibility score is excellent (100/100), consider:

1. **Regular Testing**
   - Conduct regular accessibility audits
   - Test with screen readers
   - Test with keyboard navigation
   - Test with various assistive technologies
2. **Documentation**
   - Create accessibility statement
   - Document accessibility features
   - Provide accessibility contact information
3. **Continuous Improvement**
   - Stay updated with WCAG guidelines
   - Regular user testing with disabled users
   - Monitor and fix any new issues

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13. Monitoring and Maintenance

Regular Checks (Monthly)

- Run Lighthouse audits
- Check Google Search Console for errors
- Review analytics data
- Check for broken links
- Verify all forms work correctly
- Test on multiple devices/browsers

Quarterly Reviews

- Full SEO audit
- Accessibility audit
- Performance review
- Content review
- Competitor analysis
- Keyword ranking review

14. Tools for Ongoing Monitoring

Recommended Tools

1. **Google Search Console** - Monitor search performance
2. **Google Analytics** - Track user behavior
3. **Lighthouse** - Regular performance audits
4. **PageSpeed Insights** - Performance monitoring
5. **WAVE** - Accessibility testing
6. **Screaming Frog** - SEO crawling
7. **Ahrefs/SEMrush** - Keyword research and tracking

15. Conclusion

The website has a strong foundation with excellent performance and accessibility scores. However, the critical SEO issues, particularly the incorrect title tag and meta description, need immediate attention as they are likely preventing the site from being found by potential clients.

Key Strengths: - Excellent performance (100/100) - Perfect accessibility (100/100) - Good security headers - Fast load times - Proper social media integration

Critical Issues: - SEO score of 8/100 - Incorrect title tag - Incorrect meta description - Need for comprehensive SEO audit

Next Steps: 1. Fix title tag and meta description immediately 2. Conduct comprehensive SEO audit 3. Implement structured data 4. Set up Google Search Console 5. Create and submit sitemap

Report Generated: November 14, 2024
Next Review Recommended: After implementing critical fixes