SEO analysis of <https://www.mcbike.ca>

Here is a quick analysis of a local businesses website form my hometown. Mcbike.ca has substantial quality content, especially on local fishing condition and areas (Cq). As for content research it could be better, I tested some key words that should find this page in google and for most of them the page came up, but it was never at the top of the search list (Cr). Moreover, the website does use words and phrases they hope they’ll be found for (Cw). This website is a bit out of date when it comes to pictures and the styling, as well as information about certain topics like the biking. Saying that there are sections that are updated regularly specially to do with fishing (Cf). There are some vertical content but definitely not enough to make this website appealing especially for a retail business very dependent on tourism (Cv). Content when searched is not turned into direct answers (Ca). Mcbike.ca does work on mobile although is far from optimised for mobile devices (Am). The urls are clean, and contain the key words (Au) and the website does load quickly (As). This website does use https for their home page but any o their other pages don’t. this is a big down fall because a lot of the website does not provide a safe connection for users, and your browser will recommend not to enter sensitive information (Ah). I believe that Mcbike does a good job engaging the audience by providing in depth content that will reader reading (Te). As far as history this website has been around for a while (Th). There is no add content on the page since it is a website for a loal business (Va). Links on the page are all to quality trusted sites mostly to websites run by the BC gov (Lq). Links do use words you would hope they’ll be found for (Lt). no links have been spammed on blogs or stuff like that (Vl). As far as Social reputation (Sr) and Social shares (Ss) go there isn’t much, it is a local site but the content isn’t often shared by respected social networks. This website is for a local business so the content is only really personalized on a local level especially surrounding searches involving Smithers BC (Pc and Pl). as far as personal history goes I don’t belive they are that relevant. All in all Mcbike.ca did better than I expected probably ending up with a midrange to higher end. It definitely had some downfalls in freshness and vertical content. Saying that there was nothing that I found that was catastrophic.