

SEO Audit for Wellington Limousine

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Top suggestions that will improve Wellington Limousine's organic visibility

Company Logo



A brief summary of actions that will make the most impact for the website. What has been done well in the site, what needs attention, what can be optimized?

On-Page SEO:

Page: [Home Page](#) ← Page Link

Value Proposition: Discuss if there is a value proposition. Does it explain the intent of the business & what they have to offer? Does it contain keywords that relate to the business?

A value proposition clearly defines the services that are provided and also contains relevant supporting keywords that tell the user about the business. What's missing is characteristics that make them different from their competitors. EX. **private chauffeur, airport transfers, airport pickup services, personal trips.**

Solution: Explain why a **value proposition** is helpful for SEO.

The value proposition is helpful for SEO because it tells customers what they have to offer, while telling Google the intent of their business and what to rank for in the SERP.

Craft an optimized value proposition using the chosen keywords listed above.

- Wellington Limousine is the best private chauffeur service in the New York, Long island, New Jersey and Connecticut areas, known for airport pickup services, private transfers, personal trips and much more for those reading in the locations listed above. Explore all of our driving services and benefits and contact us to be our potential client for your future transportation needs.

Site Navigation: Identify if each topic or keyword has a landing page?

In the website's navigation menu there is a **Home Page** link that sends the user the home page. An **Book a Trip page** that sends visitors to a booking submission form. An **Our Services page** that lists the various services offered on one page with our intended keywords that were listed above. An **About Us page** that explains a short brief description of Wellington Limousines history.

Explain why **Site Navigation** is important for SEO?

This is important because Google needs to easily crawl each page and identify its intent. As long as each page has a specific topic, Google can rank this website for different terms. (**chauffeur services, airport pickup, wedding chauffeur** etc.) thus improving the site's performance.

Internal Links: Are there links going to different pages of the site? Is there a CTA(Call to Action) present? If so, does the anchor text target keywords or entices the user to take an action?

From the Homepage, there is a section explaining the services Wellington Limousine provides which contains links to the **Our Services** page for each service and benefit listed: **chauffeur services, airport pickup, weddings chauffeur**. I also took the opportunity to create another internal link, that links to the **Book a Trip page** to provide another opportunity to book future clients.

Explain why **Internal Links** are helpful for SEO?

Internal Links are vital for SEO because they tell Google the relationship between different pages of the site. More visibility on the SERP and the anchor text is crawled to tell Google more about the site's content. An example like a CTA(Call To Action), such as booking an appointment/service form, allowing the site to gain relevant content information for the user and more potential for retaining customers.

Write at least one example of a link to add and a relevant anchor text.

In the home page there are 4 CTA's (call-to-action) to send the user to the book a ride page to send them to the leads form, the goal for this client is to receive emails/phone numbers for potential future clients. This client is a one man operation so he wants to be selective with his client pool.

Phone Number & Location: Is there a phone number and location present?

The client does not want their phone number or email to be visible to potential customers and wants to keep it private. I mentioned it will increase the chance of being contacted and have more potential leads; but he would rather them submit the email contact form and be more selective with his services since he is a one man operation.

Why is **Phone Number & Location** helpful for SEO and where to display them on the website?

A phone number and address is vital for SEO because it allows the search engine to target the businesses local audience and also rank for local search terms while also improving the user experience and relevancy; such as
EX: "airport pickup services in NYC". ← Implying NYC traffic

CopyWriting: Does long-form copywriting exist on the page and is it optimized for keywords?

There is short form content on the home page, but it is optimized for keywords and with internal linking. Creating more long-form content to give more context to search engines on what the business is about would help rank for more relevant keywords.

Keyword Analysis:

Considerations of what the business type is, location (if any), or an Ecom/Sass type business; What are the specialities/features that are offered, what products/services that are being provided all provide data for chosen keywords.

KW's with 500 -1000+ Searches/per month is good, Choosing KW's that have actionable buyer intent or conversions; ultimately is dependent on the end goal/objective.

Here are 3 keywords I suggest the client to target and improve their rankings on the Search Engine Results Page (SERP).

“airport pickup”: This keyword phrase indicates to Google one of many services this business provides, a lucrative and needed service with a specific target audience. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume and it's the clients most common service they provide.

“private chauffeur”: this term tells Google what this service has to offer and who their target audience is, private is indicating it's not to a broad set of people, it's targeted to a more “retainer” (long-term) type of clientele therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 100-1k searches a month.

“luxury chauffeur service near me”: This keyword adds a little more context to Google, that this service is specifically targeting clients that are seeking luxury transportation. This should be included within the metadata and

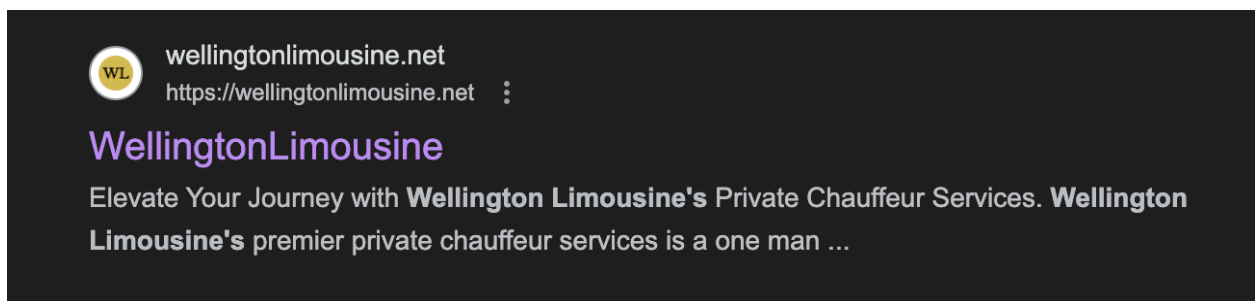
throughout the content for search engines to understand the website. This keyword is relative to weddings/events chauffeur services, it also has a search volume, 100-1k searches a month.

Title Tags:

Briefly describe what is a title tag and why it's important in SEO?

A title tag is an HTML element displayed on the SERP that defines the title of a webpage. Search engines use a title tag to understand the content of a page and the intent, what the page is trying to rank for and also helps improve CTR if the user domain deems it relevant to their search.

Website URL SERP



Screaming Frog Title Tag Results

Address		Page Titles			
1	https://wellingtonlimousine.net/	All	1	100%	
		Missing	0	0%	
		Duplicate	0	0%	
		Over 60 Characters	0	0%	
		Below 30 Characters	1	100%	
		Over 561 Pixels	0	0%	
		Below 200 Pixels	1	100%	
		Same as H1	0	0%	
		Multiple	0	0%	

Issues Noted: Explain if there are title tags missing and if they are optimized or not. An optimized title tag should include your primary keyword for that page and any semantic keywords that support its intent.

- Wellington Limousines website has good exceptional H1 Title tags on all pages that are semi optimized meaning, some headlines have keywords sprinkled throughout the headline, this still shows google's crawler it is still relevant to the user and the intent.
- Title tags should maximize their character count, 50-60 characters to improve content clarity.
- 0 title tags are missed

Current H1 from the Home page:

Elevate Your Journey with Wellington Limousine's Private Chauffeur Services

Meta Description:

Briefly describe what is a meta description and why it's important in SEO?

A meta description is an HTML tag that summarizes a webpage's content on the SERP. which allows search engine's to understand it's intent and lets users identify the site's relevancy.

Screaming Frog Meta description Screenshot

Row	Address	Meta Description		
1	https://wellingtonlimousine.net/	All	1	100%
		Missing	0	0%
		Duplicate	0	0%
		Over 155 Characters	1	100%
		Below 70 Characters	0	0%
		Over 985 Pixels	1	100%
		Below 400 Pixels	0	0%
		Multiple	0	0%
		Outside <head>	0	0%

Selected Cells: 1 Filter Total: 1

Issues Noted: Explain if there are meta descriptions missing, if they are optimized and consider if Google rewrote them?

- Each page should have its own unique description, at least 150-160 characters, that describes the intent of the page, thus improving user-experience and potential for search engines to rank each page.
- The meta-description is optimized; since it has keywords that describe the business, its services and also in location.

Optimized Meta-Description for the Homepage:

The Current Meta description is for every page (I coded the website from scratch, it is a SPA(Single Page Application Website) written with React it is using Reacts routing system it acts like a multi-page website but it is a single-page website.

Operating in NY tri-state Area 8+ years in the transportation industry offering; Luxury Chauffeur Rides, Airport Pickups, City Trip Rides, Special Events and so much more at your disposal.

Header Tags:

Briefly describe what is a header tag and why it's important in SEO?

A header tag or H tag is an HTML element used to define headings and subheadings on a webpage from h1 to h6. Search engines use header tags to hierarchy and relevance of content helping to improve the pages visibility and ranking in the search results.

1	https://wellingtonlimousine.net/		
		▼ H1	
		All	1 100%
		Missing	1 100%
		Duplicate	0 0%
		Over 70 Characters	0 0%
		Multiple	0 0%
		Alt Text in H1	0 0%
		Non-Sequential	0 0%
		▼ H2	
		All	1 100%
		Missing	1 100%
		Duplicate	0 0%
		Over 70 Characters	0 0%
		Multiple	0 0%
		Non-Sequential	0 0%

Name	Value
Address	https://wellingtonlimousine.net/
JRL Encoded Address	https://wellingtonlimousine.net/
Content Type	text/html; charset=utf-8

Address	Occurrences	H1-1
1 https://www.aquakingz.com/		2 Welcome to Aquakingz Auto Spa
2 https://www.aquakingz.com/packages/		2 Our Packages
3 https://www.aquakingz.com/package/silver-package/		1 Mini Detail
4 https://www.aquakingz.com/privacy-policy-2/		1 Our Policy Is To Protect The Privacy Of Our Respected Customer
5 https://www.aquakingz.com/package/full-interior-detail-starts-at/		1 Full Interior Detail
6 https://www.aquakingz.com/package/headlight-restoration/		1 Headlight Restoration

Issues Noted: Explain if there are H1 or H2 tags missing. Are there duplicate H1s or H2s? Are there relevant keywords within your header tags?

- It shows the home page is missing H1 and H2 tags which does not seem correct considering I have updated it myself.
- It is also not showing the other pages (Our Services, Booking, About Us) Pages H1 or H2 tags.
- I have optimized the H tags to be using our chosen relevant keywords.

Optimized Header Tags for the Homepage: Write an optimized H1, H2 and H3 for the Homepage.

H1: Elevate Your Journey with Wellington Limousine's Private Chauffeur Services

H2: Contact us for an Affordable Private Chauffeur driver

H2: Travel in Quality and Comfort

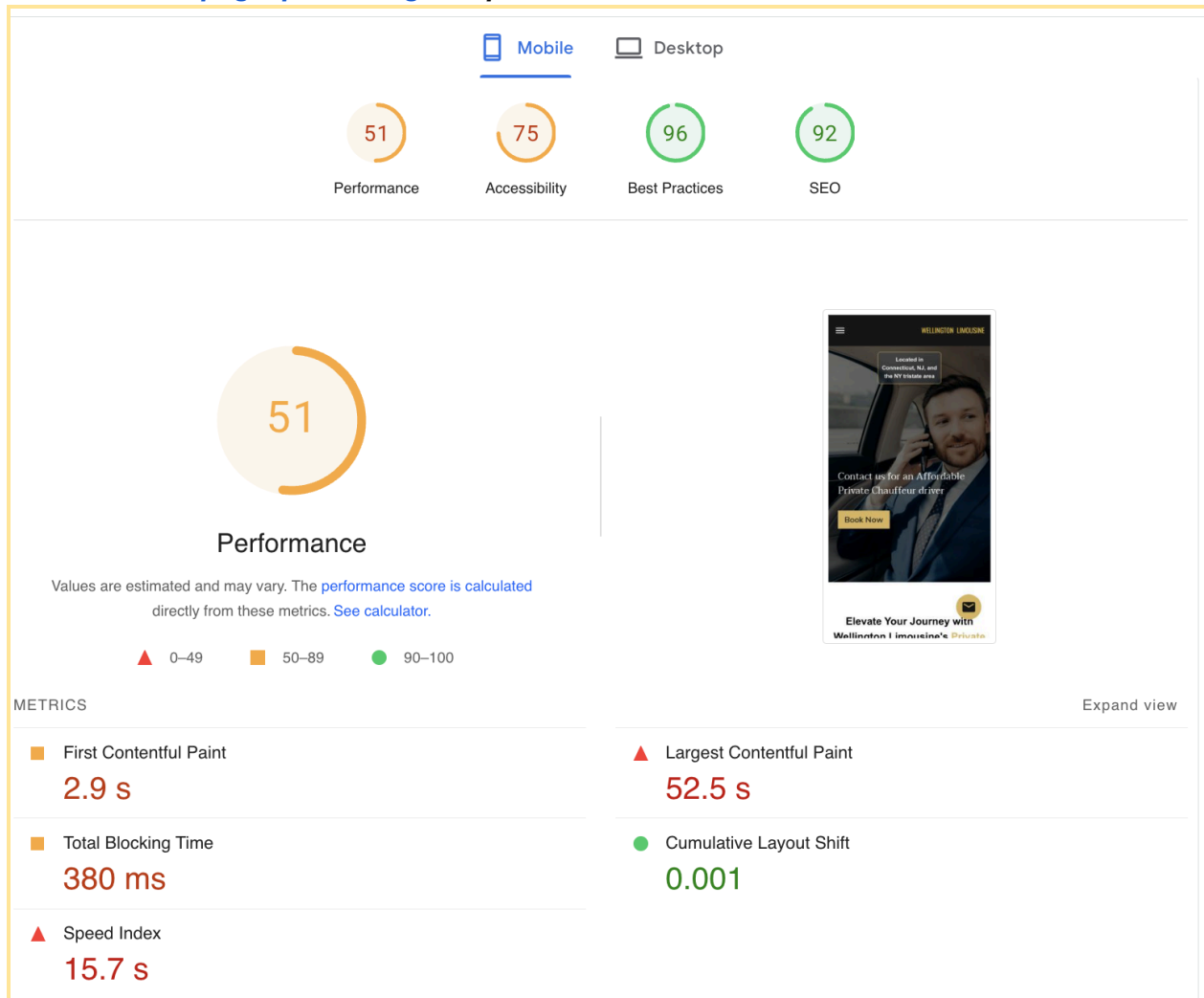
Technical SEO:

Site Speed Analysis:

Briefly describe site speed is important for SEO and what the standard metric is for a site that is considered fast?

Faster-loading websites provide a better user experience, reducing bounce rates and increases user satisfaction. Search engines factor site speed as a ranking factor, Influencing a site's position in search results. A fast loading website is a page load time of 3 seconds or less.

Screenshot of [pagespeed insights](#) speed on mobile



Issues Noted: Describe the results from the screenshot above and explain if it's a good or bad score. Explain 1-2 diagnostic solutions.

Solution:

- Reduce Javascript parsing execution time by code splitting or by minifying code.
- Improve the largest contentful paint element by removing or minifying css files.

DIAGNOSTICS		
▲	Largest contentful paint element	— 52,490 ms
▲	Reduce JavaScript execution time	— 1.5 s
▲	Minimise main-thread work	— 2.7 s
▲	Reduce the impact of third-party code	— Third-party code blocked the main thread for 690 ms
▲	Eliminate render-blocking resources	— Potential savings of 1,440 ms
▲	Serve images in next-gen formats	— Potential savings of 7,287 KiB
▲	Efficiently encode images	— Potential savings of 4,386 KiB
▲	Reduce unused JavaScript	— Potential savings of 114 KiB
▲	Properly size images	— Potential savings of 7 KiB
■	Image elements do not have explicit width and height	
■	Avoid enormous network payloads	— Total size was 14,725 KiB
○	Avoid long main-thread tasks	— 5 long tasks found
○	Avoid large layout shifts	— One layout shift found
○	Initial server response time was short	— Root document took 80 ms
○	Avoids an excessive DOM size	— 109 elements
○	Avoid chaining critical requests	— 8 chains found

404 Pages or Broken Links:

Briefly explain what is a 404 “not found” code, why are they bad within the site?

A 404 response code indicates that the requested webpage cannot be found on the server. If the 404 error is not resolved, this could lead to a lower engagement on the site, bad user-experience and a decreased potential to rank for target keywords.

Screenshot from Screaming Frog showing any 404 error pages:

Row	Address	Response Codes		
1	https://wellingtonlimousine.net/	Internal & External		
2	https://wellingtonlimousine.net/assets/index-B8R1HU2y.js	All	5	100%
3	https://wellingtonlimousine.net/assets/index-u5JqRDlh.css	Blocked by Robots.txt	0	0%
4	https://fonts.googleapis.com/css2?family=Mulish:ital,wght@0,200;0,3	Blocked Resource ⓘ	0	0%
5	https://www.googletagmanager.com/gtag/js?id=G-PX80VEHBT	No Response	0	0%
		Success (2xx)	5	100%
		Redirection (3xx)	0	0%
		Redirection (JavaScript) ⓘ	0	0%
		Redirection (Meta Refresh)	0	0%
		Client Error (4xx)	0	0%
		Server Error (5xx)	0	0%

Issues Noted: Describe how many links are broken in the site (if any).

- There are no broken links on the website.

Solution: If there are any broken links. Copy and paste one of them here and say which page it's coming from and how to fix it. If there are no broken links, provide at least one solution on how to approach a 404 error code in the future.

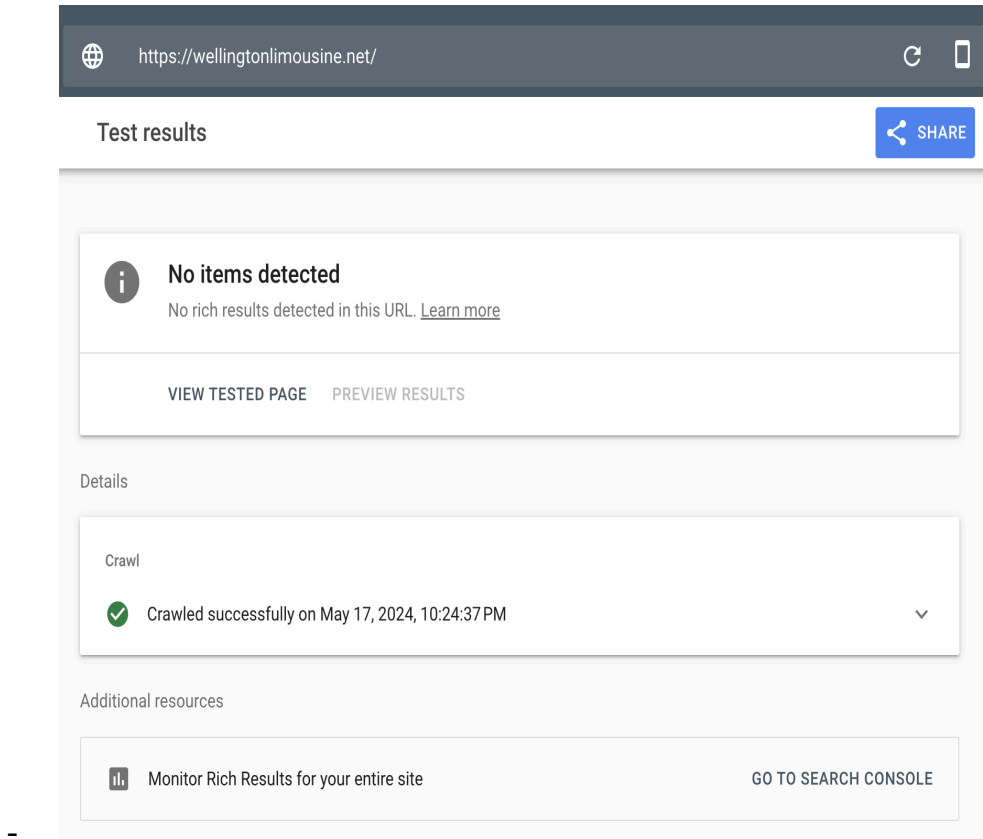
- We can de-index and remove it from the SERP, We can also determine if that specific page is necessary to remain on the site. 404 error indicates it is a server error, so I identify from the server why it is returning this error.

Schema Markup:

Briefly explain what is a schema markup and why it's helpful for websites to have this.

- Schema markup/structured data is code added to a webpage to provide search engines with additional context about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQ's, and other features displayed on the SERP.
- Local schema markup uses tags to mark up names, addresses, phone numbers, opening hours and other useful data. Not only does this help search engines find what they're looking for, but it also improves the chances of this business appearing in rich snippets within the SERP, Google's Local 3 Pack and Google Maps.

Screenshot from [Rich Results Test](#) to check for schema markup



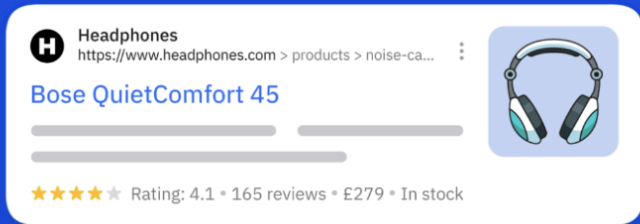
Issues Noted: Explain what type of schema markup is present (if any) and if there are any errors.

- There are 0 schema markup types present with no errors.

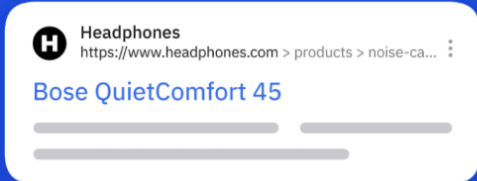
Solution: If there is a schema markup present, explain how at least one markup is beneficial to the site and how you would resolve any errors, if there is no schema markup then find at least one type of schema that can be added to the site and explain why it would be beneficial.

Screenshot from example of the benefit of Schema Markup (adding additional information).

Google Uses Schema to Display Rich Results



Headphones
https://www.headphones.com > products > noise-ca...
Bose QuietComfort 45
Rating: 4.1 • 165 reviews • £279 • In stock



Headphones
https://www.headphones.com > products > noise-ca...
Bose QuietComfort 45

With schema markup **Without schema markup**

ahrefs <https://ahrefs.com/blog/schema-markup/>

Competitive Analysis:

By doing a quick search on Google for the keyword “chauffeur service”, below I have added a screenshot from [Spyfu.com \(chauffeur service\)](https://spyfu.com/chauffeur-service) competitor competition for this term.

Organic Search Ranking Analysis					
40 Ranking Difficulty	34 Homepages 1 Gov, Edu Domains	59 Keywords in Title 25 Keywords in URL	90 Monthly Clicks — worth — \$326 For #1 Rank	89.8% Domain Diversity	Social Domains W f b t i n
Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks	
1 6 ↑	https://www.blacklane.com/en/chauffeur-service/Book a Chauffeur Service in Your City Today	blacklane.com	49		
2 —	https://www.sixt.com/ride/chauffeur-limousine-service/Limousine & Chauffeur Service SIXT ride	sixt.com	57		
3 —	https://www.dryver.com/personal-driver.htmlPersonal Driver & Chauffeur Service	dryver.com	40		
4 —	https://www.empirecls.com/Professional Chauffeured Car Services Chauffeured ...	empirecls.com	44		
5 2 ↑	https://www.blacklane.com/en/Blacklane Global Chauffeur Service Upgrade Your Travels	blacklane.com	49		
6 —	https://www.carey.com/Carey International: Worldwide Executive Transportation ...	carey.com	42		
7 6 ↓	https://www.blackcarchauffeurservices.com/Black Car Global Chauffeur Service Chauffeur On Demand	blackcarchauffeurservices.com	31		
8 6 ↓	https://transportation.uic.edu/vehicles/chauffeur-service/Chauffeur Service Transportation University of Illinois Chicago	uic.edu	60		
9 7 ↓	https://www.emirates.com/us/english/experience/chauffeur-drive/Chauffeur-drive The Emirates Experience	emirates.com	55		
10 48 ↑	https://ilimoww.com/Luxury Car Service NYC New York Chauffeur Services	ilimoww.com	41		

Here is how <https://wellingtonlimousine.net> compares to their competitor <https://www.blacklane.com>

Rank #1 Competitor (blacklane.com) screenshot of [Moz Domain Analysis](#)

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
58	7.2k	14.1k	5%

WellingtonLimousine our audited site screenshot of [Moz Domain Analysis](#)

Bummer! No data found for this domain

Try another search or see data for one of the domains below.

moz.com	rei.com
seattlechildrens.org	apple.com
benjerry.com	hertz.com

Want to learn more? Check our [help page](#) for information about these results.

Explain why each metric means, how this site compares to your competitors and what you can do to improve it?

Domain Authority: This is the overall “popularity” or authority score that the site has on the SERP. The closer the DA score to 100 the more potential there is for search engines to rank the site higher on the SERP. (based upon on-page and off-page SEO performance).

Solution: WellingtonLimousine has a lower DA score than its competitors, however updating its overall structure, backlinks and content quality, will improve their DA, it is also a brand new website launched May 12 for this business.

Linking Root Domain: The number of unique root domains (distinct websites) that contain at least one backlink pointing to your website. The more diverse your backlinks are stemming from differing websites, the more potential for traffic and increased ranking on the SERP.

Solution: WellingtonLimousine has less links compared to their competitor due being newly created, however; this can be improved by gaining backlinks from sites such as **Yellow Pages** or **BingFido.com**

Ranking Keywords: This is the number of keywords a website ranks for on the SERP. A website with a high number of ranking keywords captures more organic traffic.

Solution: WellingtonLimousine has a lower amount of ranking keywords, however; this can be improved by increasing each page with long-form/quality content and implementing the keyword research above. Wellington Limousines content is still correctly keyword optimized.