

SEO Audit for:  
Pronto Clean  
<https://prontocleanz.com/>



*A brief demonstration of some of my current search engine optimization skills*

By Paul Silva

## **Introduction**

I will be conducting an SEO audit for **Pronto Clean**. For reference, here is the link:  
<https://prontocleanz.com/>

For this project I will be using basic SEO tools such as:

- Moz Open site explorer
- Google Keyword Planner
- Screaming Frog
- GT Metrix

This audit has been divided into 3 main sections of SEO:

- On-Page SEO
- Technical SEO
- Off-Page

## **On-Page SEO**

### **Website Header and Home Page Elements**

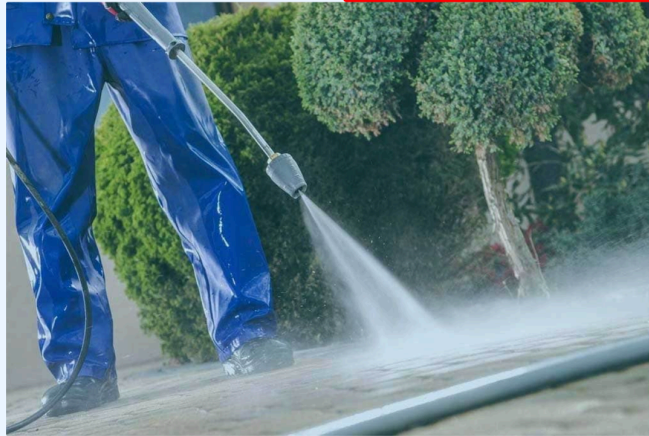


## Power Washing Los Angeles

The Best Power Washing Services in Los Angeles

(323) 738-6708

Top-quality power washing services in Los Angeles. Whether you're a homeowner, business owner, or property manager, we understand the importance of maintaining the cleanliness and curb appeal of your property.



**Issues noted:** Client does a good job at displaying phone number, value proposition, and where the business is located. But no clear CTA is seen.

**Solution:** Adding a Button above the fold with the caption Call Us Now! will make it easier on customers to contact the client. Also possibly add another CTA, like a link to a service page.

### Keyword Analysis

After learning what the client does on their website, I performed simple keyword research for the following: Power washing in Los Angeles

The following are screenshots of my research. The highlighted keywords are what I would suggest for the client to include in their content so that they can rank for those terms on the Search Engine Results Page (SERP). Even though the phrase pressure washing is very close or it means the same thing as the Target Keyword. I suggest making a page targeting the phrase pressure washing since it's being searched more than power washing.

The rest of the keywords: pressure washing services, house washing and pressure washing company would be ideal for H1 Tags as they are sub-keywords of the main Keyword. And they rank in low to medium difficulty. Also add keywords that involve *location* and *specific areas* of power wash (parking lots, sidewalks, etc.) This will also come with creating a landing page per service, that way you can target more keywords.

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> pressure washing services	590	-18%	+84%	Low
<input type="checkbox"/> karcher pressure washer	480	0%	0%	High
<input type="checkbox"/> house washing near me	480	-19%	0%	Low
<input type="checkbox"/> pressure washer sun joe	480	-19%	-19%	High
<input type="checkbox"/> pressure washing near me	390	+23%	+51%	Medium
<input type="checkbox"/> best pressure washer	320	+51%	+23%	High
<input type="checkbox"/> active 2.0 pressure washer	320	-19%	+243%	High
<input type="checkbox"/> power wash home depot	320	+50%	0%	High
<input type="checkbox"/> greenworks pressure washers	320	0%	+23%	High
<input type="checkbox"/> power washing near me	260	0%	0%	High

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> commercial pressure washer	210	+24%	-19%	High
<input type="checkbox"/> pressure washing business	210	-35%	-48%	Medium
<input type="checkbox"/> pressure washing company	210	-36%	+29%	Medium
<input type="checkbox"/> simpson pressure washer	170	+52%	+88%	High
<input type="checkbox"/> power washing services	170	0%	0%	Medium
<input type="checkbox"/> ryobi pressure washer electric	170	+53%	+24%	High

## Title Tags

They are essential when optimizing a page, since it helps the search engine connect you to users by displaying what your page is all about. It's the title that when clicked sends you to the page.

Best Practice:

- Keywords that are being targeted or relevant to the product or service.
- Geographic Location (if its a local business)
- Below 30 Characters



prontocleanz.com

https://prontocleanz.com

## Pronto Clean – power washing los angeles

Pronto Clean is your go-to choice for efficient and effective cleaning services in Los Angeles.

Click on the button to call and and get your free quote.

Missing: site: | Must include: site:

https://prontocleanz.com › pressure-washing

## Pressure Washing - Pronto Clean

Pressure Wash in Los Angeles · Impeccable Cleanliness · Enhanced Curb Appeal · Safe and Reliable · Customized Solutions · Local Expertise · Professionalism and ...

	Address	Occurrences	Title 1	Title 1 Length	Title
1	https://prontocleanz.com/	1	Power Washing Los Angeles - Pronto Clean	40	
2	https://prontocleanz.com/sample-page/	1	About - Pronto Clean	20	
3	https://prontocleanz.com/pressure-washing-los-angeles/	1	Pressure Washing Los Angeles	28	
4	https://prontocleanz.com/services/	1	Services - Pronto Clean	23	
5	https://prontocleanz.com/contact/	1	Contact Us - Pronto Clean	25	

**Issues noted:** The Home page goes over the recommended length of 40 characters which might not completely show on some devices. The next main page has no geographic area, And lastly the rest of the pages don't have any keywords and geographic area.

**Solution:** I would recommend taking out the name of the company in the home page's title tag for something more useful like location. Then adding keywords and location to the rest of the pages.

**Example for the Home Page:** Power Washing in Los Angeles

### Meta Descriptions

Are summaries in paragraph form underneath your title tag. They give a description of the content in that page. They help the search engine rank you.

**Note:** Google can sometimes re-write your meta descriptions if it feels like the ones you have are not currently optimized or relevant.

Best Practice:

- No more than 160 characters
- Providing more info can increase your click rate

- prontocleanz.com  
https://prontocleanz.com

Pronto Clean is your go-to choice for efficient and effective cleaning services in Los Angeles. Click on the button to call and and get your free quote.

Missing		Search...	
Address	Occurrences	Meta Description 1	Meta Descript +
1 https://prontocleanz.com/sample-page/	0		
2 https://prontocleanz.com/services/	0		
3 https://prontocleanz.com/contact/	0		

**Solution:** Write the missing meta descriptions and make them unique from each other.

## Header Tags

https://prontocleanz.com - Screaming Frog SEO Spider 18.5 (Unlicensed)

File Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screaming Frog <https://prontocleanz.com/>

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript

Start Clear Crawl 100% SEO Spider

Search

Address	Occurrences	H1-1	H1-1 Length
1 https://prontocleanz.com/	1	Power Washing Los Angeles	
2 https://prontocleanz.com/sample-page/	1	About Us	
3 https://prontocleanz.com/pressure-washing-los-angeles/	1	Pressure Washing Los Angeles	
4 https://prontocleanz.com/services/	1	Our Services	
5 https://prontocleanz.com/contact/	1	Contact Us	

Overview Issues Site Structure Response Times API Spelling & Grammar

	URLs	% of Total
Multiple	0	0%
▼ Meta Description		
All	5	100%
Missing	3	60%
Duplicate	0	0%
Over 155 Characters	0	0%
Below 70 Characters	0	0%
Over 985 Pixels	0	0%
Below 400 Pixels	0	0%
Multiple	0	0%
▼ Meta Keywords		
All	5	100%
Missing	5	100%
Duplicate	0	0%
Multiple	0	0%
▼ H1		
All	5	100%
Missing	0	0%
Duplicate	0	0%
Over 70 Characters	0	0%
Multiple	0	0%
▼ H2		
All	5	100%
Missing	0	0%
Duplicate	2	40%
Over 70 Characters	0	0%
Multiple	5	100%

**Issues noted:** Screaming Frog shows that there are 2 Duplicate H2 tags.

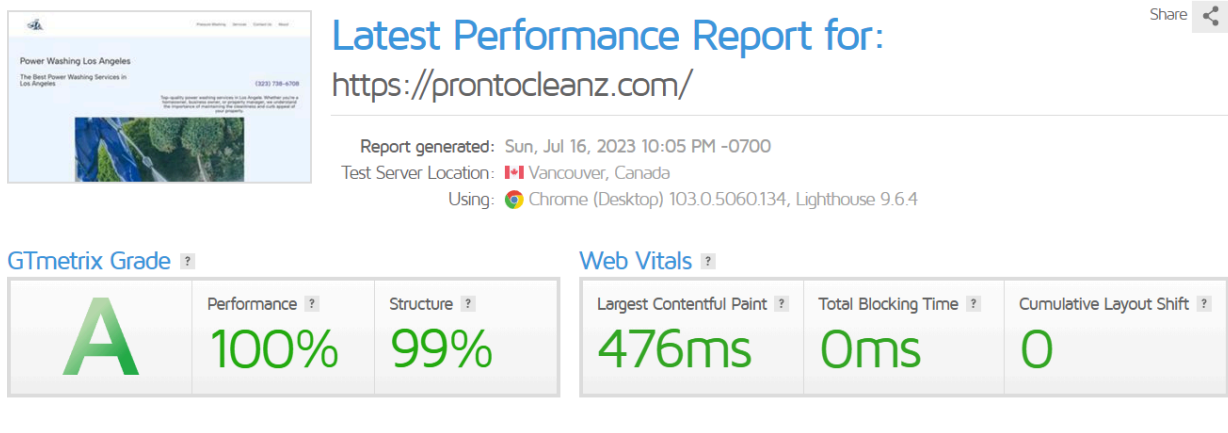
**Solution:** Don't duplicate any Heading Tag. It hurts Google's algorithm and might hurt ranking.

**Example for the Services Page:** I would change the About, Services and contact Us H1 title tags and include keywords with geographic area.

## Technical SEO

### Site Speed Analysis

Nowadays site speed is a big factor when it comes to ranking. It's recommended that your page loads under 3 seconds. Also users are used to getting content fast now.



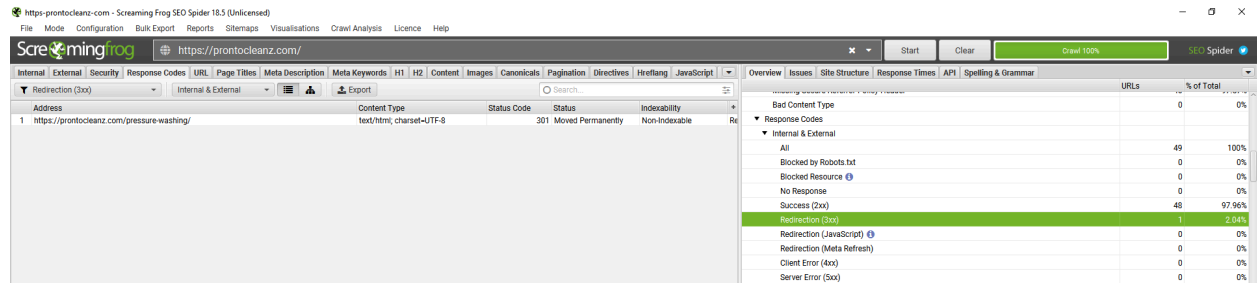
**Issues noted:** The results are good. GTmetrix shows the page received an A for site speed.

**Solution:** I did notice that Screaming Frog found multiple images over 100kb, bringing the size of the file down a bit further improve loading speed

### 404 pages or Broken Links

If a page can not be found, a 404 error code is given. It represents a broken link. It can not be a crawl by the search engine. It hurts your ranking and it gives visitors a bad impression .

**Issues noted:** No 404 error codes were found. If one is found, you need to redirect that page somewhere else. Or if no longer needed, possibly deleting.



Address	Content Type	Status Code	Status	Indexability
1 https://prontocleanz.com/pressure-washing/	text/html; charset=UTF-8	301 Moved Permanently	Non-Indexable	

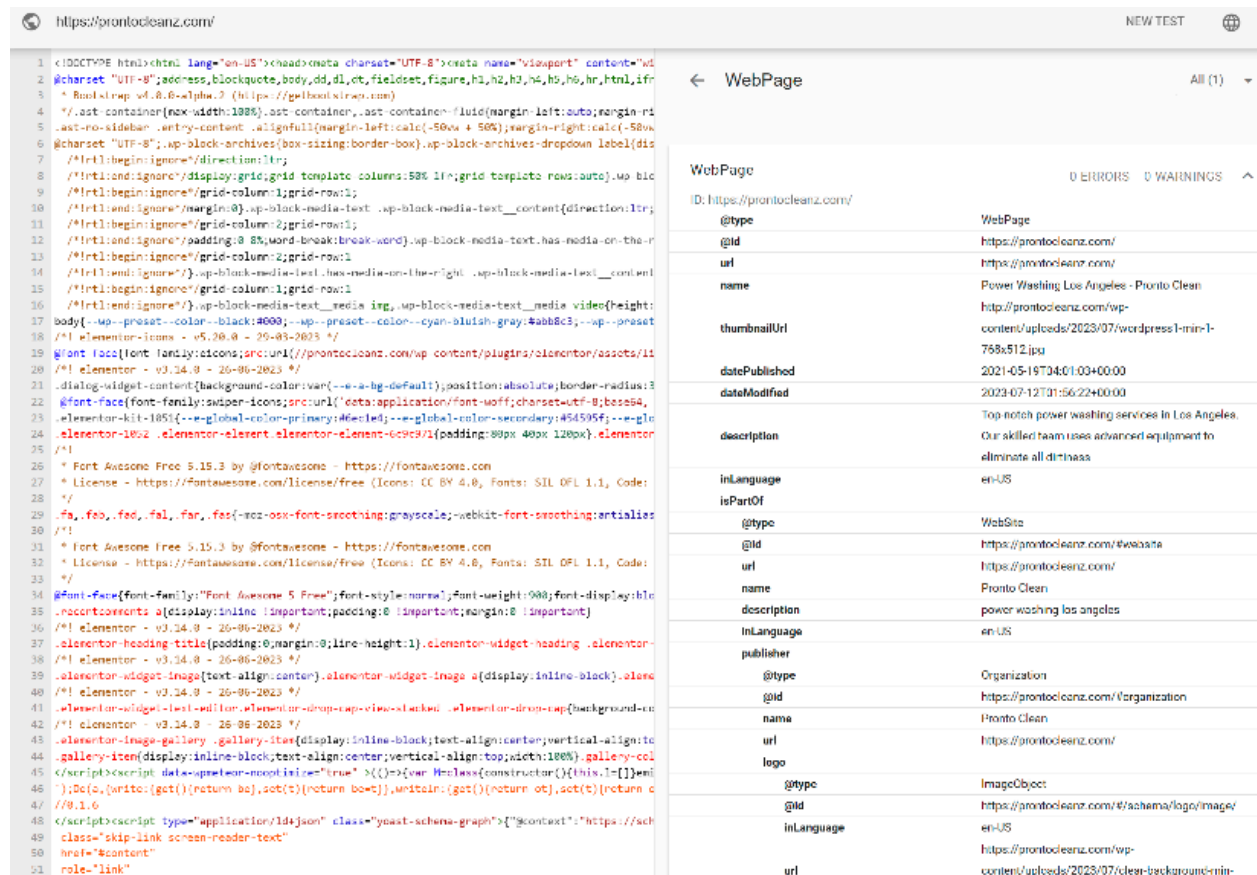
  

URLs	% of Total
Bad Content Type	0 0%
Response Codes	
Internal & External	49 100%
All	
Blocked by Robots.txt	0 0%
Blocked Resource	0 0%
No Response	0 0%
Success (2xx)	48 97.96%
Redirection (3xx)	1 2.04%
Redirection (JavaScript)	0 0%
Redirection (Meta Refresh)	0 0%
Client Error (4xx)	0 0%
Server Error (5xx)	0 0%

## Schema Markup

It's code that communicates to the search engine what your page is about and the elements it carries. Its useful because it lets you show visitors extra or custom information.

## Schema Markup Testing Tool | Google Search Central



WebPage	
ID	https://prontocleanz.com/
@type	WebPage
@id	https://prontocleanz.com/
url	https://prontocleanz.com/
name	Power Washing Los Angeles - Pronto Clean
thumbnailUrl	http://prontocleanz.com/wp-content/uploads/2023/07/wordpress-1-min-1-758x512.jpg
datePublished	2021-05-19T14:01:03+00:00
dateModified	2023-07-12T01:56:22+00:00
description	Top notch power washing services in Los Angeles. Our skilled team uses advanced equipment to eliminate all dirtiness
inLanguage	en-US
isPartOf	
@type	WebSite
@id	https://prontocleanz.com/#website
url	https://prontocleanz.com/
name	Pronto Clean
description	power washing los angeles
inLanguage	en-US
publisher	
@type	Organization
@id	https://prontocleanz.com/#organization
name	Pronto Clean
url	https://prontocleanz.com/
logo	
@type	ImageObject
@id	https://prontocleanz.com/#schema/logo/image/
inLanguage	en-US
url	https://prontocleanz.com/wp-content/uploads/2023/07/clear-background-min-



**Issues noted:** Using Google Schema Structured Tool. I have noticed that the client has schema markup. No correction is needed.

## Off Page SEO

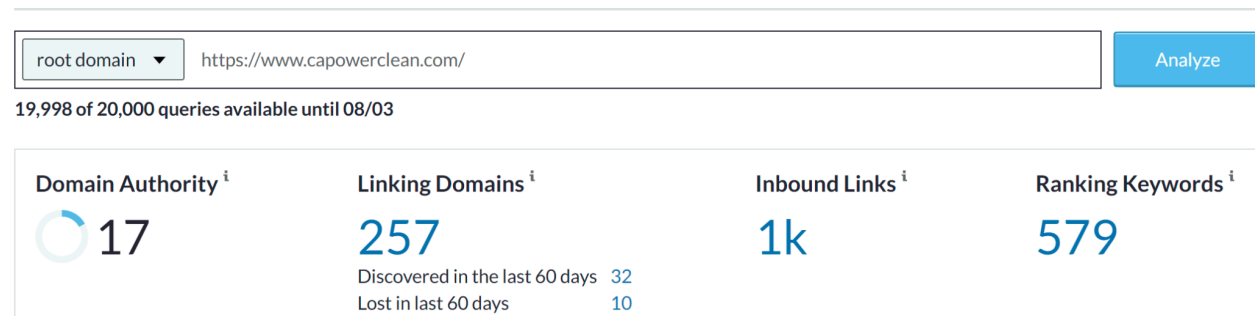
### Competitive Analysis

By doing a quick search on Google for the keywords “power washing Los Angeles” and Moz’s open site explorer, we can quickly see who the competition is for Pronto Clean <https://prontocleanz.com/>

Competitor in that area: <https://www.capowerclean.com/>



Below is a screenshot of their stats on Moz Link Site explorer:



And this is a screenshot of client’s stats



**Issues noted:** After going through the site and using tools to dig in, the client would need to create rich content in order to at least compete. Like a **page per service** filled with content that is useful for the reader and explains in detail what it is that you do. Make sure each page is targeted with a main and sub keywords, also adding the multiple locations the business serves. That way you can increase Domain Authority. Also I would start by ranking a main keyword since MOZ shows none. Another good idea would be to create **How To posts** to help fill your site with great targeted content for readers. Link pages in between your site, and videos of your company in action.

**Solution:** Get in contact with relevant blogs, guest post with unique content, and ask to be linked back to your page. That's another thing you need to do along with creating targeted content to increase the domain authority of your site.

### **Final Thoughts**

- Technically the website has low errors, site speed is optimal, Schema Markup is found.
- Some H1 and H2 tags need to be changed/ added along with Meta Descriptions
- Main focus should be adding more content with targeted keywords.
- And missing link building

These changes would help your business start ranking thus improving its traffic.