

Website & SEO Audit

Client: (Confidential)



Summary of Strengths

Your current website is built on a solid foundation. The visual presentation, image quality, and clarity of your services reflect the high standard of your work and brand. Here are a few things that are especially well done:

- **Stunning Photography** – Your imagery is powerful and emotionally resonant. It's immediately clear that you are an expert at what you do.
- **Professional Design** – The clean, minimal aesthetic creates a refined and confident user experience.
- **Mobile-Friendly Layout** – Your site adjusts well across all devices, which is crucial for modern visitors.
- **Clear Service Structure** – Visitors can easily see the types of sessions you offer and how to book you.
- **Strong Branding** – Your colors, fonts, and overall style are cohesive and feel high-end.
- **Emotional Connection** – There's a warmth and personality that comes through visually, which is rare and valuable.

These are major strengths, and with some targeted updates, your website will perform even better from both an SEO and user conversion standpoint.

Key Areas of Opportunity

The following areas, especially around SEO visibility and strategic messaging, are where small changes can make a big difference in attracting more of the right traffic and increasing inquiries.

1. SEO Improvements

Title Tags & Meta Descriptions

- Many pages are missing unique metadata.

- Action: I recommend writing customized, keyword-rich titles and meta descriptions for each page. Example:
Title: *"Sprout Dentistry | Orlando's Premier Cosmetic Dentist"*
Meta: "Providing quality cosmetic dentistry in Orlando, Sprout Dentistry offers teeth whitening, veneers, and more. Schedule an appointment today!"

Header Tags (H1, H2, H3)

- Some pages are using multiple H1s.
- Action: Clean this up by using one H1 per page and structuring subheadings with H2 and H3 tags.

Image Alt Text

- Some images lack alt text.
- Action: Add descriptive text behind each image to improve both SEO and accessibility.

Internal Linking

- Right now, there's minimal linking between related pages.
- Action: Strategically connect related content to improve navigation and help search engines understand your site structure.

Mobile Optimization & Speed

- Your site is mobile-friendly, but performance could be faster.
- Action: Compress large images, enable caching, and run speed tests to make sure your site loads quickly across all devices.

2. User Experience & Design Enhancements

Navigation Structure

- Simple and clean, but could be more intuitive.
- Action: Consider grouping services under a dropdown menu for easier access, especially on mobile.

Call-to-Action Buttons

- Present, but could stand out more.

- Action: I recommend using stronger colors and phrases like “Schedule Your Consultation Today” to draw more clicks.

Testimonials Section

- Your testimonials are helpful, but you can make them more impactful.
- Action: Adding client photos and short stories alongside the testimonials will build trust even faster.

Page Load Speed

- Generally good, but could be improved.
 - Action: Run optimizations on image sizes and remove any unnecessary code or scripts.
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3. Messaging & Brand Strategy

Value Proposition

- Your service offering is clear, but the messaging could be stronger.
- Action: Rephrase key text to communicate not just what you do—but why it matters to your clients. Example: *“Experience a timeless and beautiful smile that captures your essence.”*

About Page

- Informative but could feel more personal.
- Action: Share a bit more of your story, include more about how you can help them, and humanize the brand even further.

Social Proof

- There’s more credibility we can showcase.
- Action: Include any press, past client wins, or awards to build even more trust.

Blog Strategy

- You've made great efforts to post content, and the blog already adds value to your site.
- Action: With more frequent publishing, ideally a few times per month, you will expand your reach and drive more traffic.

Example topics:

- "How can cosmetic dentistry help me?"
- "Here's how brighter smiles boost confidence."

Cross-Platform Brand Alignment

- Your brand feels cohesive, which is a major strength. Your personal brand is visually appealing.
- Action: Make sure your social media profiles and other assets reflect the same level of professionalism and tone.

Action Plan

Phase 1: Website SEO & Optimization Package

Includes:

- Title tag and meta description creation
- Header structure and content hierarchy updates
- Image alt text for all images
- Internal linking strategy and setup
- Page speed improvements
- Google Analytics + Search Console setup
- Blog homepage and category improvements

Clear implementation instructions or assistance

Investment if you hire us to help with this: \$997 one-time

(This includes the credit based on your audit investment)

Timeline: 7–10 business days

Phase 2: Ongoing SEO Strategy (Monthly Retainer)

Once the foundation is optimized, we can shift into monthly SEO to grow your visibility, increase traffic, and position you as the go-to photographer in your space.

Tier 1 – Growth Starter

\$750/month

Includes:

- Keyword research and tracking (15–30 key phrases)
 - Google Business Profile optimization
 - Monthly performance reports
 - Blog topic & SEO-friendly outline each month
 - Ongoing SEO tweaks and updates
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Tier 2 – Authority Builder

\$997/month

Includes everything in Tier 1, plus:

- One fully written blog post per month
 - Backlink strategy and outreach
 - Schema markup for Local Business, Reviews, Articles
 - Technical SEO scans and issue resolutions
 - Monthly strategy check-in call
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Tier 3 – Aggressive Growth

\$1,250+/month

Includes everything in Tier 2, plus:

- Outreach for guest blogging and PR mentions Full content calendar planning
- Creation of geo-targeted landing pages (e.g., “Orlando’s Cosmetic Dentist”)
- Monthly performance and strategy call

Next Steps

Let me know if you’d like to move forward with the Phase 1 optimization.

After Phase 1, we’ll review your progress and discuss the best fit for monthly SEO if you’d like to continue growing your visibility. I also offer a monthly or quarterly Conversion Rate Optimization (CRO) service.

Looking forward to helping you take your online presence to the next level. Let me know what questions you have or how you'd like to proceed. Thanks for your trust.

John

A handwritten signature in black ink that reads "John". The script is fluid and cursive, with the 'J' being particularly large and stylized.

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