

Website Audit Report

Todd Plumbing Co.

www.toddplumbingco.com

Portfolio sample - intermediate local SEO audit

This report is structured as an intermediate-level local SEO audit portfolio sample: technical findings, security evidence, competitor context, recommended structure, sample fixes, and a practical action plan.

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I Portfolio Sample Project

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Note: This is an independent sample audit for portfolio use and is not affiliated with or endorsed by Todd Plumbing Co.

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1. Executive Summary

I reviewed Todd Plumbing's website from two angles: how a local homeowner would experience it, and how Google would interpret it. The business appears to have strong local history and valuable plumbing services, but the website currently has issues that can reduce trust, rankings, and service calls.

The most urgent issue is not a keyword problem. It is a security/trust problem: the site shows evidence of injected spam links and a malware/spam warning in the supporting evidence. Security cleanup should happen before redesign, blogging, or ongoing SEO work.

After the site is cleaned, the next opportunity is local visibility. Todd Plumbing has a real chance to compete more strongly in Zanesville if the site adds Plumber schema, improves service-page content, fixes mobile usability, strengthens review generation, and creates a focused emergency plumbing page if that service is offered.

What I would fix first

I would not start with a redesign or a blog campaign. I would first clean and secure the site, then fix the local SEO basics that directly affect trust and calls: schema, mobile usability, NAP consistency, review generation, and service-page content.

Highest-impact findings

- Injected spam links / malware warning evidence - this should be treated as urgent before any other SEO work.
- No structured data - the site needs Plumber/LocalBusiness schema to clarify business details and service areas.
- Mobile zoom disabled - the site blocks normal zoom behavior, creating an accessibility and mobile usability issue.
- Review gap in Google Maps - Todd shows far fewer reviews than key competitors in the reviewed map snapshot.
- Generic service copy - the content should feel specific to Todd Plumbing and Zanesville, not like stock plumbing text.

Website health scorecard

Category	Rating	Summary
Security & Trust	Poor	Spam/malware warning evidence, injected links, and messy trust details.
Technical SEO	Poor	No schema, mobile zoom disabled, missing canonicals, and heading issues.
On-Page SEO	Fair	Service pages exist, but content and metadata need stronger local intent.
Local SEO	Needs work	Review gap, schema gap, service-area opportunity, and map-pack weakness.
Content Strategy	Poor	No emergency page, no blog/FAQ, and generic service copy.

2. Scope, Methodology & Tools

This sample audit is based on publicly visible information. It reviews the website and visible local search experience, but it does not include private analytics, Google Search Console, call tracking, hosting access, CMS access, or the Google Business Profile dashboard.

Areas reviewed

- Security and trust signals
- Technical SEO and crawlability
- On-page SEO and metadata
- Local SEO and Google Maps competitiveness
- Content gaps and keyword opportunities
- Conversion friction for local service-call visitors

Tools used / recommended

Tool	Purpose
Manual page review	Review headings, links, meta data, trust signals, visible content, and conversion path.
Google Safe Browsing / Sucuri SiteCheck	Check malware, spam injection, and security warnings.
Google PageSpeed Insights	Review mobile performance, accessibility, best practices, and SEO signals.
Screaming Frog SEO Spider	Crawl pages for canonicals, headings, broken links, titles, images, and security issues.
Google Search / Maps	Review visible competitors, local pack appearance, and review gaps.
Autocomplete / Keyword Planner / Ubersuggest	Find seed keyword opportunities and validate local search demand.

Severity guide

Severity	Meaning
High	Fix first. Direct impact on security, rankings, trust, local visibility, or calls.
Medium	Important, but can usually be scheduled after urgent issues.
Low	Cleanup, polish, or trust improvements.

3. Business Overview

Attribute	Detail
Business	Todd Plumbing Co. / Todd Plumbing Company
Industry	Residential and commercial plumbing
Location	2032 Tannehill St, Zanesville, OH 43701
Primary market	Zanesville and nearby communities in Muskingum County / Southeastern Ohio
Primary services	Plumbing repair, water heaters, drain and sewer cleaning, sump pumps, leak detection, re-piping, maintenance, and installation
Visible review gap	Around 27 Google reviews compared with competitors showing 41, 370, and 413 in the reviewed local map snapshot.
Primary goal	Generate more qualified residential and commercial plumbing service calls from local search.

Human observation

One detail that immediately hurts trust is the footer address ending with "USA, EARTH." It may look small, but for a local service business, trust details matter. A homeowner deciding who to call for a plumbing issue will notice signs that the site feels outdated or unattended.

4. Security & Technical SEO Findings

Security comes first. Search engines and customers need to trust the website before content, schema, or design improvements can deliver their full value.

Issue	Severity	Why it matters	Recommended fix
Injected spam links / malware warning	High	The site shows evidence of spam or malware. This can damage trust, trigger warnings, and reduce rankings.	Scan, remove injected code, update CMS/plugins, change passwords, harden hosting, and request re-check if needed.
No structured data	High	Google has less structured information about the business, address, phone, service area, and services.	Add Plumber/LocalBusiness JSON-LD with NAP, hours, service area, geo, and key services.
Missing canonical tags	High	A crawl found pages without canonical tags, which can create duplicate-content confusion.	Add self-referencing canonical tags to all indexable pages.
Mobile pinch-zoom disabled	Medium	The viewport blocks zooming, which creates mobile accessibility friction.	Use width=device-width, initial-scale=1 and remove user-scalable=0 / maximum-scale=1.
Heading structure issues	Medium	Multiple or missing H1s reduce page-level clarity.	Use one descriptive H1 per page and organize sections with H2/H3 headings.
Large images and dated template	Medium	Large images and older templates can hurt Core Web Vitals and mobile experience.	Compress images, resize assets, use modern formats, and review PageSpeed recommendations.
Outdated meta-keywords tag	Low	Google ignores meta-keywords and it signals dated SEO practice.	Remove the tag and focus on titles, headings, content, schema, and internal links.

Crawl summary

Crawl finding	Priority	Pages / Scope	Recommended fix
Missing canonical tags	High	28 pages	Add self-referencing canonical tags.
Excessive external links / spam links	High	1 page	Remove injected links and secure the page.
Page titles too long	Medium	18 pages	Trim titles to about 55-60 characters.
Missing H1 headings	Medium	13 pages	Add one clear, keyword-focused H1 per page.
Large images	Medium	17 images	Compress, resize, and use modern formats.
Thin content	Medium	8 pages	Expand high-value service pages with useful local content.
Broken or redirected links	Medium	4 links	Fix or remove broken links and point links to final URLs.

5. On-Page SEO Findings

On-page SEO is where the site explains what it does, where it serves, and why a customer should choose it. Todd has service pages, but they need to sound more specific, local, and trustworthy.

Issue	Severity	Why it matters	Recommended fix
Generic service content	High	The service pages sound like they could belong to almost any plumbing company.	Rewrite priority service pages with Zanesville-specific examples, common local problems, FAQs, and reasons to choose Todd.
Thin meta description	Medium	The description does not fully sell the location, service value, or reason to call.	Write a stronger meta description with plumber + Zanesville + core services + call-to-action.
Keyword-stuffed alt text	Low	Repeating the same keyword-heavy alt text on many images can look unnatural.	Use natural alt text that describes each image and varies by context.
Title could be stronger	Low	The title can be more direct about the service and location.	Test a title such as "Plumber in Zanesville, OH Todd Plumbing Co."

Human rewrite principle

The content should not just say "we provide plumbing services." It should sound like a real local company: what problems they solve, what towns they serve, why people trust them, and when someone should call.

6. Local SEO Findings

For a plumbing company, local SEO is the main driver of service calls. Todd Plumbing has a strong local story, but competitors currently look more complete and active in Google Maps.

Issue	Severity	Why it matters	Recommended fix
Far fewer reviews than competitors	High	Reviews influence trust and local map visibility. In the reviewed map snapshot, Todd had around 27 reviews while key competitors showed much higher counts.	Start a simple post-job review request process using text/email and a direct Google review link.
No Plumber/LocalBusiness schema	High	The site does not clearly provide machine-readable NAP and service-area data.	Add schema with official name, address, phone, hours, service area, and services.
Sloppy address / trust details	Medium	The address ending in "USA, EARTH" looks unprofessional.	Use a clean address format and match it across the site, GBP, and directories.
Inconsistent business name	Medium	Todd Plumbing Co. and Todd Heating & Plumbing Co., Inc. may split brand/citation signals.	Choose one official name for the website, GBP, and citations; mention DBA only if needed.
No service-area content	Medium	The site misses nearby-town opportunities such as Duncan Falls, Philo, Hopewell, and Muskingum County.	Add service-area sections or pages with original local copy.

7. Competitor Comparison & Local Visibility Gap

In the reviewed search result, Todd Plumbing appeared strongly in organic results, but was not visible in the local map pack where Roto-Rooter, Dor-Mar, and G-Tech appeared. Rankings can vary by location, device, and time, so this should be treated as a search snapshot, not a permanent ranking claim.

Feature	Todd	G-Tech	Dor-Mar	Roto-Rooter
Modern, secure website	No	Yes	Yes	Yes
Structured data / schema	No	Yes	Yes	Yes
In-depth service pages	No	Yes	Yes	Yes
Location / service-area pages	No	Yes	Yes	Yes
Emergency / 24-hour page	No	Partial	Yes	Yes
Online booking	No	Yes	Yes	Yes
Google reviews shown on site	No	Yes	Yes	Yes
Google review count in snapshot	27	41	370	413
Appears in local map pack snapshot	No	Yes	Yes	Yes

Realistic near-term target

Todd does not need to beat national or larger regional competitors immediately. A practical first target is to close the gap with G-Tech: clean the site, add schema, improve reviews, strengthen service pages, and create a clearer emergency/service-call path.

8. Keyword & Content Gap Analysis

People searching for emergency plumbing, water heater repair, or drain cleaning usually need help quickly. Right now, competitors are doing a better job turning those searches into calls. The keyword map below shows what pages Todd should build or strengthen.

Cluster	Example keywords	Target page	Intent
Core local	plumber Zanesville OH; plumbing company Zanesville; plumber near me	Homepage	High commercial
Emergency gap	emergency plumber Zanesville; 24 hour plumber; same day plumber	New emergency page	Very high intent
Water heater	water heater repair Zanesville; water heater replacement cost	Water heater page	High commercial
Drain & sewer	drain cleaning Zanesville; sewer line repair; clogged main line	Drain/sewer pages	High commercial
Sump pump	sump pump repair Zanesville; sump pump replacement	Sump pump page	Commercial
Service area	plumber Duncan Falls; plumber Philo OH; Muskingum County plumber	Service-area pages	Local
Informational	why is my water heater leaking; cost to replace a water heater; signs of a sewer backup	Blog / FAQ	Research

The biggest gaps

- **Emergency / 24-hour searches:** If Todd offers urgent service, a dedicated page should target customers who need immediate help.
- **Unique local content:** Priority service pages should include local wording, common service scenarios, FAQs, and clear reasons to trust Todd Plumbing.
- **Informational content:** Plumbing FAQs can capture early-stage research and support service pages through internal links.

Priority keywords to validate

These are the first keyword targets I would validate before writing or editing pages. Broad terms create visibility; hyper-local service terms create calls.

Keyword	Monthly searches	Difficulty	Target page
plumber Zanesville Ohio	390	Low	Homepage
plumbing Zanesville Ohio	480	Low	Homepage
emergency plumber Zanesville	0*	Low	Emergency page
Todd plumbing Zanesville	30	Low	Homepage
water heater repair Zanesville Ohio	0*	Low	Water heater page
drain cleaning Zanesville Ohio	0*	Low	Drain / sewer page
sewer line repair Ohio	390	Low	Drain / sewer page
sump pump repair Zanesville	0*	Low	Sump pump page

*0 means below the free tool measurement threshold, not zero demand. Hyper-local service terms can still carry strong purchase intent.

How I would use these keywords

Start with the homepage, emergency page, water heater page, and drain/sewer page. Then use service-area sections and FAQs to support those core pages through internal links.

9. Before & After SEO Structure

This section translates the audit into a clearer before/after roadmap. It shows the difference between the current state and the SEO-friendly structure Todd Plumbing should move toward.

Area	Before	After
Security	Homepage shows injected spam links / malware warning evidence.	Site cleaned, re-scanned, and hardened before SEO work continues.
Main H1	Multiple or repeated H1s dilute the main page topic.	One clear H1: "Plumber in Zanesville, OH."
Local SEO	No schema, weaker map-pack visibility, review gap.	Plumber schema, clean NAP, review request process, service-area content.
Content	Service pages read like generic boilerplate.	Unique local pages with Zanesville-specific service examples and FAQs.
Conversion	Trust signals feel dated; no dedicated emergency page.	Clear call path, emergency page if offered, reviews, trust badges, clean footer.
Technical cleanup	Missing canonicals, large images, heading issues.	Canonicals, optimized images, accessible mobile viewport, clean heading structure.

10. Recommended Website Structure

The recommendations above identify what needs to be fixed. The structure below shows how those fixes could be organized into a cleaner, SEO-friendly website architecture.

```
Homepage
├── Emergency Plumbing in Zanesville, OH
├── Services
│   ├── Water Heater Repair & Replacement
│   ├── Drain Cleaning
│   ├── Sewer Line Repair
│   ├── Sump Pump Repair
│   ├── Leak Detection
│   └── Pipe Repair / Re-piping
├── Service Areas
│   ├── Plumber in Zanesville, OH
│   ├── Plumber in Duncan Falls, OH
│   ├── Plumber in Philo, OH
│   └── Plumber in Muskingum County, OH
├── Reviews
├── Plumbing FAQs / Blog
└── Contact / Call Now
```

Why this structure helps

- It gives high-intent searches such as emergency plumbing and water heater repair a focused page.
- It gives Google clearer local signals for Zanesville and nearby towns.
- It creates natural internal links between services, service areas, and FAQs.
- It makes the website easier for homeowners to navigate when they need service quickly.

11. Sample SEO Fixes & Implementation Notes

These examples show how the audit can become implementation. Final wording should be confirmed with Todd Plumbing's exact services, emergency availability, official business name, hours, and service area.

Homepage SEO metadata

Element	Recommended version
SEO title	Plumber in Zanesville, OH Todd Plumbing Co.
Meta description	Need a reliable plumber in Zanesville, OH? Todd Plumbing Co. provides water heater repair, drain cleaning, sump pump service, and plumbing repairs. Call today.
H1	Plumber in Zanesville, OH
H2 examples	Trusted Local Plumbing Since the 1940s; Water Heater, Drain & Sewer, and Sump Pump Services; Serving Zanesville and Nearby Ohio Communities; Why Homeowners Choose Todd Plumbing

Emergency page concept

Page element	Suggested content
Page title	Emergency Plumber in Zanesville, OH Todd Plumbing Co.
H1	Emergency Plumbing Help in Zanesville, OH
Above-the-fold CTA	Call Todd Plumbing now for urgent plumbing problems.
Sections	Burst pipes; leaking water heaters; clogged drains; sewer backups; service area; FAQs; call button.
FAQ examples	What counts as a plumbing emergency? Do you help with leaking water heaters? Can you clear a main drain clog?

Sample Plumber schema

Implementation note: schema should be validated against the official business name, phone number, hours, and service area before publishing.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Plumber",
  "name": "Todd Plumbing Co.",
  "url": "https://www.toddplumbingco.com",
  "telephone": "+1-740-453-2081",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "2032 Tannehill St",
    "addressLocality": "Zanesville",
    "addressRegion": "OH",
    "postalCode": "43701",
    "addressCountry": "US"
  },
  "areaServed": ["Zanesville, OH", "Duncan Falls, OH", "Philo, OH", "Muskingum County, OH"],
  "priceRange": "$$"
}
</script>
```

Implementation checklist

- Confirm official business name, address, phone, hours, and service area.
- Validate JSON-LD in Google Rich Results Test or Schema Markup Validator.
- Place the schema once per relevant page; do not publish conflicting NAP details.
- Re-test crawl after publishing to confirm canonicals, headings, and schema are detected.

12. Prioritized Action Plan

Recommended order. Security comes first, then local SEO and conversion fixes that can help turn more local searches into service calls.

#	Action	Impact	Effort
1	Remove injected spam links and secure/clean the site	High	Medium
2	Add Plumber/LocalBusiness schema	High	Low
3	Launch a Google review-generation process	High	Medium
4	Re-enable mobile zoom by fixing the viewport	Medium	Low
5	Rewrite boilerplate service pages into unique local content	High	High
6	Build an emergency / 24-hour service page if offered	High	Medium
7	Fix NAP, official name, "USA, EARTH," and copyright year	Medium	Low
8	Use one H1 per page; remove meta-keywords; fix alt text	Medium	Low
9	Add service-area sections for nearby towns	Medium	Medium
10	Start a blog / FAQ hub targeting informational keywords	Medium	High
11	Run PageSpeed fixes and modernize the template	Medium	High

Do immediately

Handle #1 first. A site with spam or malware evidence should be cleaned and re-scanned before investing in content, schema, or design improvements.

Highest ROI in the next 30 days

After security cleanup, focus on reviews, unique local service content, and an emergency plumbing page if that service is available. These are the changes most directly tied to local visibility and service calls.

Appendix A - Seed Keyword List

Use these seed phrases to gather autocomplete suggestions, People Also Ask questions, related searches, and location/service variations. Expand with modifiers such as cost, near me, emergency, 24 hour, best, repair, replacement, and open now.

Core local

plumber Zanesville OH; plumbing company Zanesville Ohio; plumber near me; best plumber Zanesville; licensed plumber Zanesville

Emergency

emergency plumber Zanesville; 24 hour plumber Zanesville; same day plumber Zanesville; weekend plumber Zanesville

Water heater

water heater repair Zanesville; water heater replacement Zanesville; water heater installation cost

Drain & sewer

drain cleaning Zanesville; sewer line repair Zanesville; clogged drain Zanesville; sewer camera inspection Zanesville

Other services

sump pump repair Zanesville; leak detection Zanesville; re-piping Zanesville; burst pipe repair Zanesville

Service area

plumber Duncan Falls OH; plumber Philo OH; plumber Hopewell OH; plumber Muskingum County

Informational / blog

why is my water heater leaking; how to unclog a main sewer line; cost to replace a water heater; signs of a slab leak; how to fix a running toilet

Appendix B - Evidence Screenshots & Validation Notes

Screenshots should support the findings, not replace explanation. Each screenshot below is paired with a short note explaining why it matters and what to do next.

Evidence 1 - Malware / spam warning

The security scan shows malware or spam detected. This supports the main security finding and should be addressed before SEO content or design updates.

**Warning: Malware Detected**
Infected with malware. Immediate action is required

Request Cleanup

**Redirects to:**
https://www.toddplumbingco.com/

IP address: 68.178.202.102
Hosting: GoDaddy
Running on: Microsoft-IIS 10.0

CMS: Unknown
Powered by: ASP.NET 4.0.30319
[More Details](#)

Minimal

Low

Medium

High

Critical Security Risk

Known Spam Detected

http://toddplumbingco.com/ [\(More Details\)](#)

[Known Spam detected: spam-seo.spammy_keywords?3.12](#)

Your site is hacked and needs immediate attention. Malicious code was detected on your site by our automated scanner. [Sign up](#) to secure your site with a complete scan and guaranteed malware removal.

Security scan evidence: malware/spam warning related to the site.

Evidence 2 - Crawl issue summary

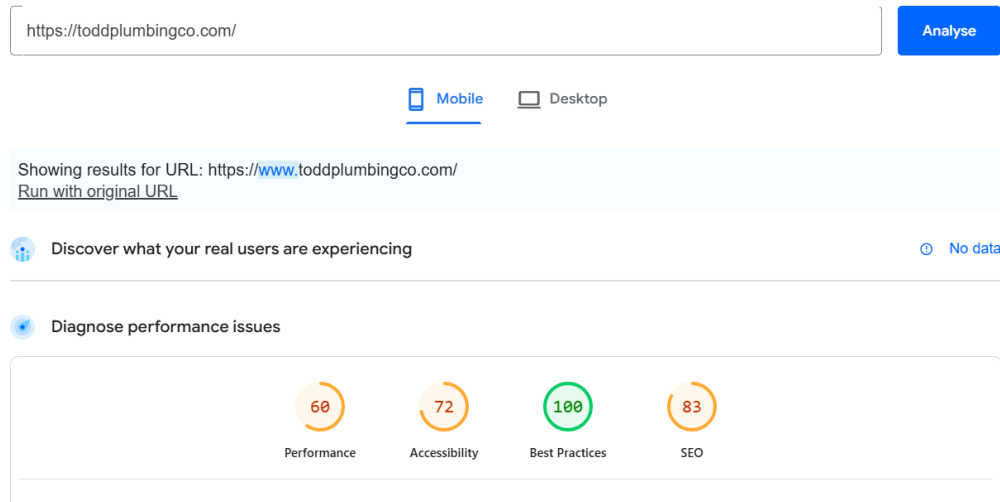
The crawl summary supports the technical findings around canonicals, headings, images, security headers, and thin content.

Issue Name	Issue Type	Issue Priority	URLs	% of Total	Descriptive How To Fix Help URL
Response Warning	Low	1	1,05	External U: Malformed URLs should be updated to the correct location and other connection issues can often be resolved by using different user-agents ('Config > User-Agent'), adjusting the crawl speed ('Config > Speed') or disabling firewalls & proxies	
Security: I Warning	Low	28	36,36	URLs that: Update any resource links to be absolute links including the scheme (HTTPS) to avoid security and performance issues.	
H2: DupliC Opportunity	Low	18	64,29	Pages whi Update duplicate <h2>s as necessary, so important pages contain a unique and descriptive <h2> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canon	
Security: I Warning	Low	75	97,4	URLs that: The HSTS header should be used across all pages to instruct the browser that it should always request pages via HTTPS, rather than HTTP.	
Security: I Warning	Low	28	36,36	URLs that: Consider the benefits of including the rel="noopener" link attribute on any links that contain the targets="blank" attribute to avoid security and performance issues for the users of legacy browsers that may visit the website.	
Content: I Opportunity	Medium	8	28,57	Pages whi Consider including additional descriptive content to help the user and search engines better understand the page.	
Page Title Opportunity	Medium	16	57,14	Pages whi Write concise page titles to ensure important words are not truncated in the search results, not visible to users and potentially weighted less in scoring.	
Response Warning	Low	2	2,11	Internal U: Ideally all internal links would be to canonical resolving URLs, and avoid linking to URLs that redirect. This reduces latency of redirect hops for users, and enhanced efficiency for search engines.	
Links: No Opportunity	Low	1	3,57	Pages that Review the non-descriptive anchor text in outlinks and where appropriate update them to include useful and descriptive anchor text to help provide context to both users and search engines.	
H2: Non-S Warning	Low	14	50	Pages whi Ensure the <h2> is the second heading on the page. Headings should be in a logical sequential order from <h1> to <h6>. Review and update page heading levels so they are descending in order, for example the heading element following an	
Security: I Warning	Low	75	97,4	URLs that: To minimise security issues, the X-Content-Type-Options response header should be supplied and set to 'nosniff'. This instructs browsers to rely only on the Content-Type header and block anything that does not match accurately. This also i	
Canonical Warning	Medium	28	100	Pages that Specify a canonical URL for every page to avoid any potential ranking unpredictability if multiple versions of the same page are discovered on different URLs.	
Response Warning	Low	1	1,05	External U: All links on a website should ideally resolve to 200 'OK' URLs. Errors such as 404 broken links should be updated so users are taken to the correct URL, or removed. A 403 forbidden error occurs when a web server denies access to the SEO Spid	
URL: Uppe Warning	Low	29	37,66	URLs that: Ideally lowercase characters should be used for URLs only. However, changing URLs is a big decision, and often it's not worth changing them for SEO purposes alone. If URLs are changed, then appropriate 301 redirects must be implemented.	
Security: I Warning	Low	75	97,4	URLs that: Set a strict Content-Security-Policy response header across all page to help mitigate cross site scripting (XSS) and data injection attacks.	
H1: DupliC Opportunity	Low	1	3,57	Pages whi Update duplicate <h1>s as necessary, so important pages contain a unique and descriptive <h1> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canon	
Meta Desi Opportunity	Low	9	32,14	Pages whi Write concise meta descriptions to ensure important words are not truncated in the search results, and not visible to users.	
Security: I Warning	Low	75	97,4	URLs miss: To minimise security issues, the X-Frame-Options response header should be supplied with a 'DENY' or 'SAMEORIGIN' value.	
Images: No Opportunity	Low	30	68,18	Image file Define all image sizes as their native size using width and height attributes in the HTML. This allows the browser to calculate enough space for each image before it loads, avoiding large layout shifts.	
H1: Missin Issue	Medium	13	46,43	Pages whi Ensure important pages have concise, descriptive and unique headings to help users, and enable search engines to score and rank the page for relevant search queries.	
Security: I Warning	Low	75	97,4	URLs miss: Consider setting a referrer policy of strict-origin-when-cross-origin. It retains much of the referrer's usefulness, while mitigating the risk of leaking data cross-origins.	
Page Title Opportunity	Medium	18	64,29	Pages whi Write concise page titles to ensure important words are not truncated in the search results, not visible to users and potentially weighted less in scoring.	
H1: MultiC Warning	Medium	1	3,57	Pages whi Consider updating the HTML to include a single <h1> on each page, and utilising the full heading rank between (h2 - h6) for additional headings.	
Images: O Opportunity	Medium	17	38,64	Large ima Use Uncompressed images blot pages with unnecessary bytes, so ensure images are optimised with compression, properly scaled, and using the best image format to reduce file size where possible.	
H2: MultiC Warning	Low	5	17,86	Pages whi Ensure <h2>s are used in a logical hierarchical heading structure, and update where appropriate utilising the full heading rank between (h3 - h6) for additional headings.	
Meta Desi Opportunity	Low	9	32,14	Pages whi Write concise meta descriptions to ensure important words are not truncated in the search results, and not visible to users.	
Links: Pag Warning	Low	1	3,57	Pages that Review followed external outlinks to ensure they are to credible, trusted and relevant websites that are useful to your users.	

Screaming Frog crawl summary: technical and content issues grouped by priority.

Evidence 3 - PageSpeed mobile test

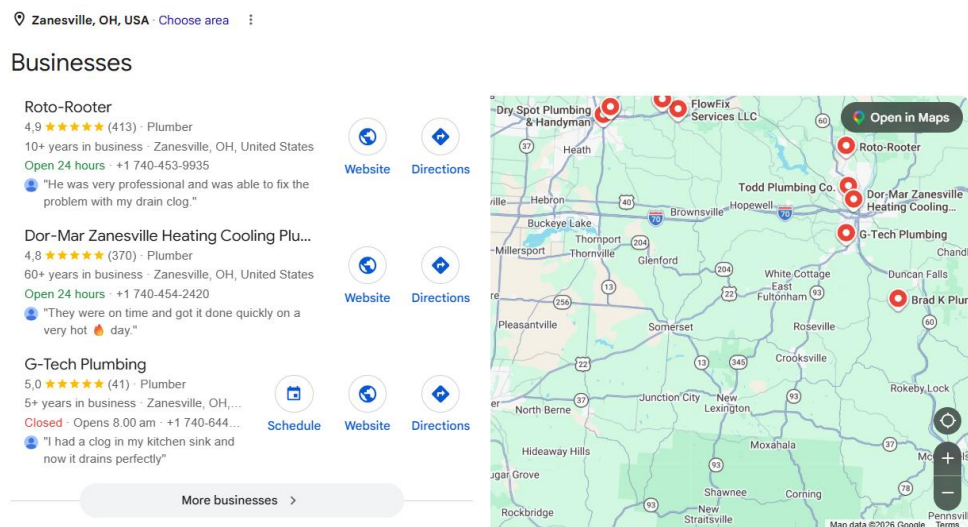
The mobile performance test shows room for improvement. Performance should be reviewed after security cleanup so the site is not optimized while compromised.



PageSpeed Insights mobile evidence: performance and usability checks.

Evidence 4 - Google Maps visibility snapshot

The map snapshot shows competitors occupying local results while Todd needs stronger local signals: reviews, schema, service-area content, and trust elements.



Google Maps snapshot: competitor visibility and review-count context.

Appendix C - Limitations & Disclaimer

This sample audit is based only on publicly visible pages and third-party tools. I did not have access to Google Search Console, Google Analytics, call tracking, the CMS, server logs, hosting, or the Google Business Profile dashboard. Final priorities should be confirmed after reviewing real traffic, calls, leads, backend settings, and business goals.

This is an independent sample audit prepared for portfolio and demonstration purposes. It is not a paid engagement and is not affiliated with or endorsed by Todd Plumbing Co. Findings reflect SEO best practice at the time of writing; search engine guidelines and local ranking factors can evolve over time.

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