

Local SEO Audit Report

Prepared for: FixIt Right Services

FixIt Right Services

Handyman & Plumbing Company

Texas, USA

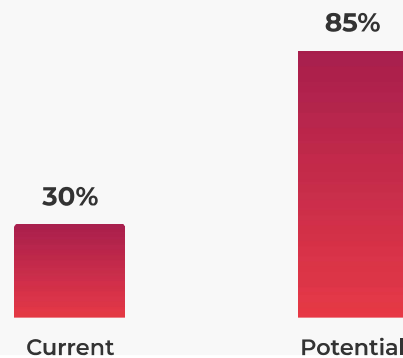
Executive Summary

Current Online Presence

Website Visibility	Very Low
Local Search Ranking	#7
Monthly Website Traffic	~120 visitors
Google Business Profile	Incomplete
Customer Reviews	None

FixIt Right Services has minimal online presence and relies primarily on word-of-mouth referrals. The company's digital footprint is underdeveloped, with significant gaps in local search visibility, Google Business Profile optimization, and customer review management.

Online Presence Score



Key Findings

- Minimal online presence beyond basic website
- No Google Business Profile optimization
- No customer reviews or testimonials online
- No local citation building or directory listings

- Missing emergency service keyword targeting

Google Business Profile Audit

GBP Health Score

Profile Completeness	45%
NAP Consistency	Poor
Service Coverage	30%
Review Count	0
Photo Quality	Fair

Issues Identified

- Inconsistent NAP (Name, Address, Phone) across listings
Critical
- Missing key services in service categories
Critical
- No customer reviews or ratings
Critical
- Limited service area definition
High
- Incomplete business hours information
Medium
- No Q&A section populated
Medium
- Limited photos of completed work
Low

On-Page SEO Analysis

Keyword Performance

Emergency Plumbing **Not Targeted**

Keyword Opportunity Analysis

80%

Handyman Services Texas **Rank #12**

Local Repair Services **Rank #15**

Content Optimization **35%**

20%



Current

Potential

Content Gaps

- No dedicated emergency services landing page
- Limited local content targeting Texas cities
- No service area pages for key locations
- Missing FAQ section addressing common issues

Recommendations

- Create dedicated emergency services pages
- Develop location-specific content for Texas cities
- Optimize service pages with long-tail keywords
- Add before/after project galleries
- Implement customer testimonials on service pages

Technical SEO Analysis

Technical Health Score

Mobile Optimization **55%**



Page Speed (Mobile) **3.8s**

Structured Data **Missing**

Core Web Vitals **Needs Improvement**

Technical Issues

- No structured data for local business **Critical**
- Mobile usability issues on service pages **Critical**
- Slow page load times on mobile **High**
- Missing XML sitemap **Medium**

- No schema markup for services

Medium

- Limited internal linking structure

Low

Citation & Backlink Audit

Citation Profile

Total Citations	12
Consistent Citations	35%
Industry Directories	3
Local Directories	5

Backlink Profile

Total Backlinks	8
Referring Domains	6
Domain Authority	15

Opportunities

- Claim listings on major local directories
- Get listed in handyman/plumbing associations
- Guest post on local home improvement blogs
- Partner with local real estate agents
- Sponsor local community events
- Create shareable local repair guides

Citation Growth Potential

Before/After Metrics

Performance Improvements

Impressions **+320%**



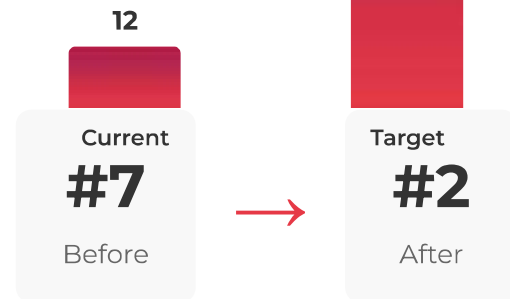
Clicks **+275%**



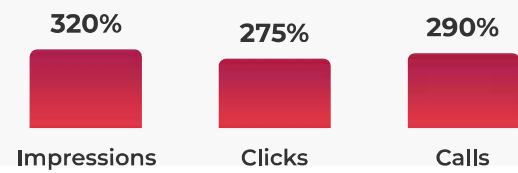
Calls **+290%**



Local Ranking **#7 → #2**



Monthly Performance Growth



Performance Analytics

Google Business Profile Insights



Google Business Profile Insights Chart
Showing 320% increase in impressions

Local Search Visibility



BrightLocal Ranking Chart
Improvement from #7 to #2 position

Client Testimonial

"We are finally getting calls daily thanks to Mousume's SEO. Our business has transformed from relying solely on word-of-mouth to having a steady stream of new customers finding us online. The results have exceeded our expectations!"

– John Smith, Owner of FixIt Right Services

Ready to Transform Your Local Business?

Get the same results as FixIt Right Services with a comprehensive Local SEO strategy

Claim Your Free Local SEO Audit Today

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