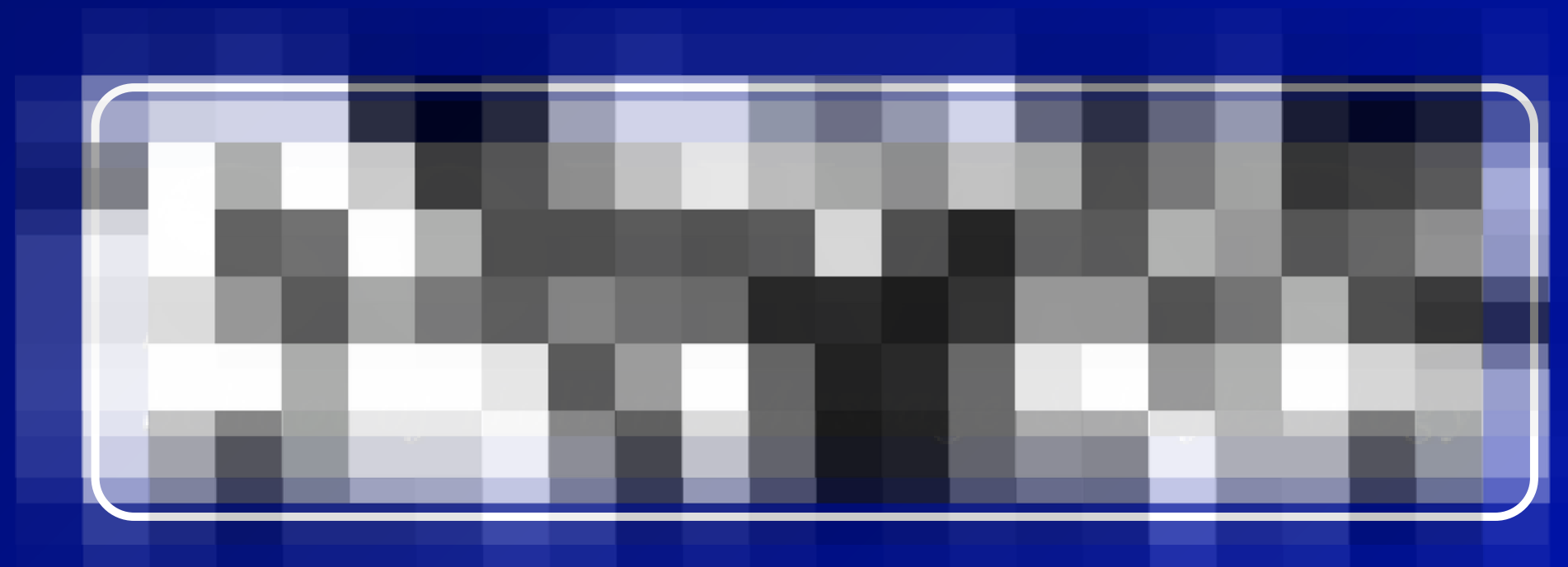


Marketing Audit

Prepared by: sitethreader.com

For: .com



Purpose of This Marketing Audit →

We score your website and online presence across 7 areas in order to elucidate what to fix and prioritize first.

Biggest Strength



Strong brand and trust signals. Your site looks credible, but it needs to say more and do more.

Biggest Weakness



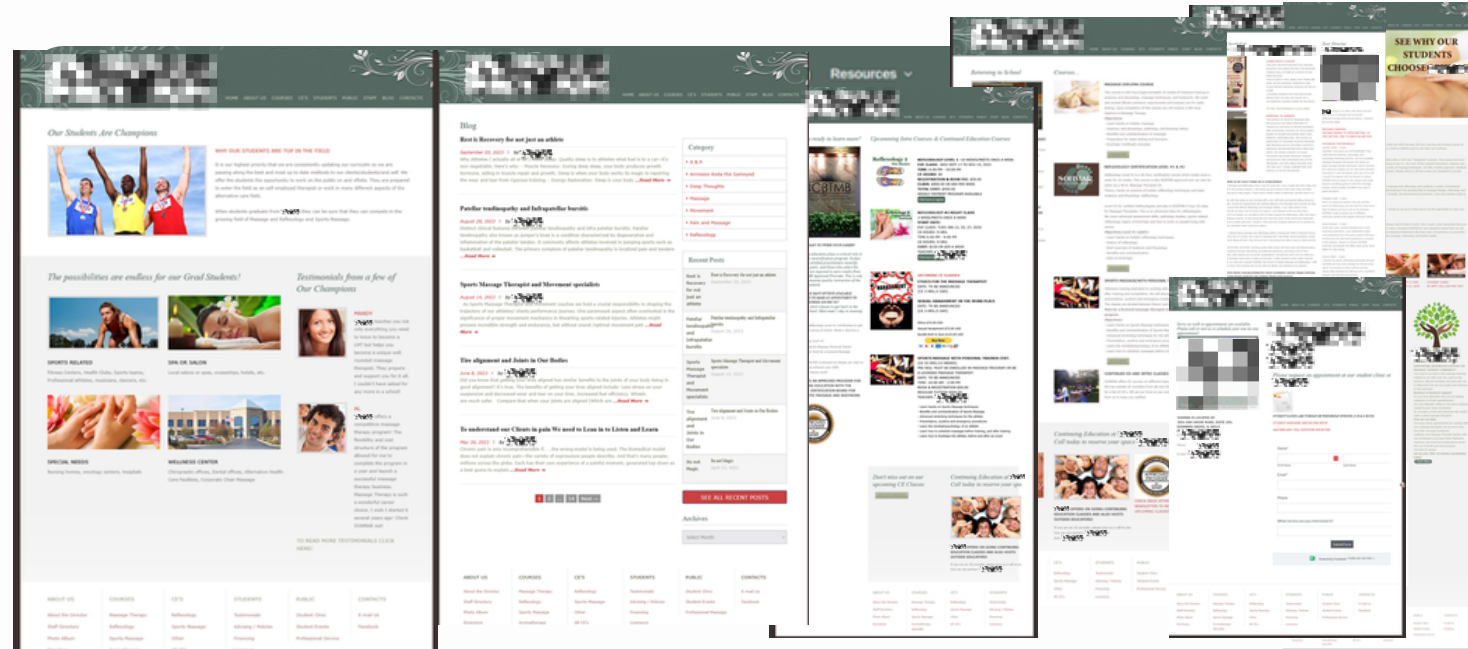
AI and social visibility are nearly invisible. You're missing where potential new students are searching now. Also there are no real lead magnets and the content needs to be improved.

Growth Opportunity

Fixing navigation, CTAs, messaging, and creating lead magnets could meaningfully lift conversions with relatively low effort.

Marketing Scorecard

Category	Score
Website	6/10
SEO	5/10
UX	5/10
CRO	4/10
Technical SEO	6/10
AI Visibility	2/10
Social Presence	2/10



Website First Impressions

- Clear value proposition 👉
- Messaging 👉
- Trust ✓
- Branding ✓

Conversion Review

Category	Score	Impact
Click / step count	6/10	High
Headlines / Copy	5/10	Med
CTAs / Buttons	5/10	High
Contact Forms	4/10	High
Testimonials / Trust Signals	6/10	Med
Navigation	2/10	Med
Mobile Experience	2/10	Med

UI/UX Review

Issue	Recommended Improvement	Estimated Effort	Business Impact:
Navigation / Layout	Simplify menu structure and reduce clicks to key pages.	Meidum	High - clearer navigation reduces drop-off and helps visitors find services faster
Readability	Increase font size and spacing for easier reading.	Low	Medium - easier-to-read copy keeps visitors engaged longer
Visual hierarchy / Consistency	Standardize headings, spacing, and color across pages.	Medium	Medium — consistent design builds trust and highlights key content
Accessibility	Add alt text and improve contrast for ADA compliance.	Medium	High - improves compliance and expands reach to all visitors
Mobile responsiveness	Rebuild key pages mobile-first; currently the lowest-scoring UX area.	High	High - mobile is the lowest-scoring UX area and directly affects conversions

Key Findings

The audit revealed significant opportunities to improve page speed performance and numerous technical SEO errors across the site. These errors should be put on high priority to fix immediately.

Issue Name	Issue Type	Issue Priority	URLs	% of Total
Security: Mixed Content	Issue	High		167.69%
Response Codes: Internal Client Error (4xx)	Issue	High		31.09%
Pagination: Pagination URL Not in Anchor Tag	Issue	High		22.56%
Directives: Noindex	Warning	High		20.99%
Images: Over 100 kB	Opportunity	Medium		4444%
Page Titles: Below 30 Characters	Opportunity	Medium		3038.46%
Page Titles: Below 200 Pixels	Opportunity	Medium		1823.08%
Page Titles: Over 60 Characters	Opportunity	Medium		1519.23%
Page Titles: Over 561 Pixels	Opportunity	Medium		1417.95%
H1: Multiple	Warning	Medium		911.54%
H1: Missing	Issue	Medium		45.13%
Page Titles: Duplicate	Opportunity	Medium		22.56%
Security: Missing HSTS Header	Warning	Low		20397.6%
Security: Missing Secure Referrer-Policy Header	Warning	Low		20397.6%
Security: Missing Content-Security-Policy Header	Warning	Low		20397.6%
Security: Missing X-Frame-Options Header	Warning	Low		20397.6%
Security: Missing X-Content-Type-Options Header	Warning	Low		20397.6%
Security: Unsafe Cross-Origin Links	Warning	Low		7837.5%
Security: Protocol-Relative Resource Links	Warning	Low		7837.5%
Links: Internal Outlinks With No Anchor Text	Opportunity	Low		78100%
Images: Missing Size Attributes	Opportunity	Low		7373%
Images: Missing Alt Text	Issue	Low		6464%
H2: Missing	Warning	Low		5469.23%
H1: Non-Sequential	Warning	Low		5266.67%
Meta Description: Missing	Opportunity	Low		3443.59%
Security: Bad Content Type	Warning	Low		2813.46%
H2: Multiple	Warning	Low		1721.79%
H1: Duplicate	Opportunity	Low		1316.67%
Images: Missing Alt Attribute	Issue	Low		1212%
Meta Description: Over 155 Characters	Opportunity	Low		1114.1%
H1: Over 70 Characters	Opportunity	Low		1012.82%
H2: Non-Sequential	Warning	Low		810.26%
Meta Description: Below 70 Characters	Opportunity	Low		810.26%

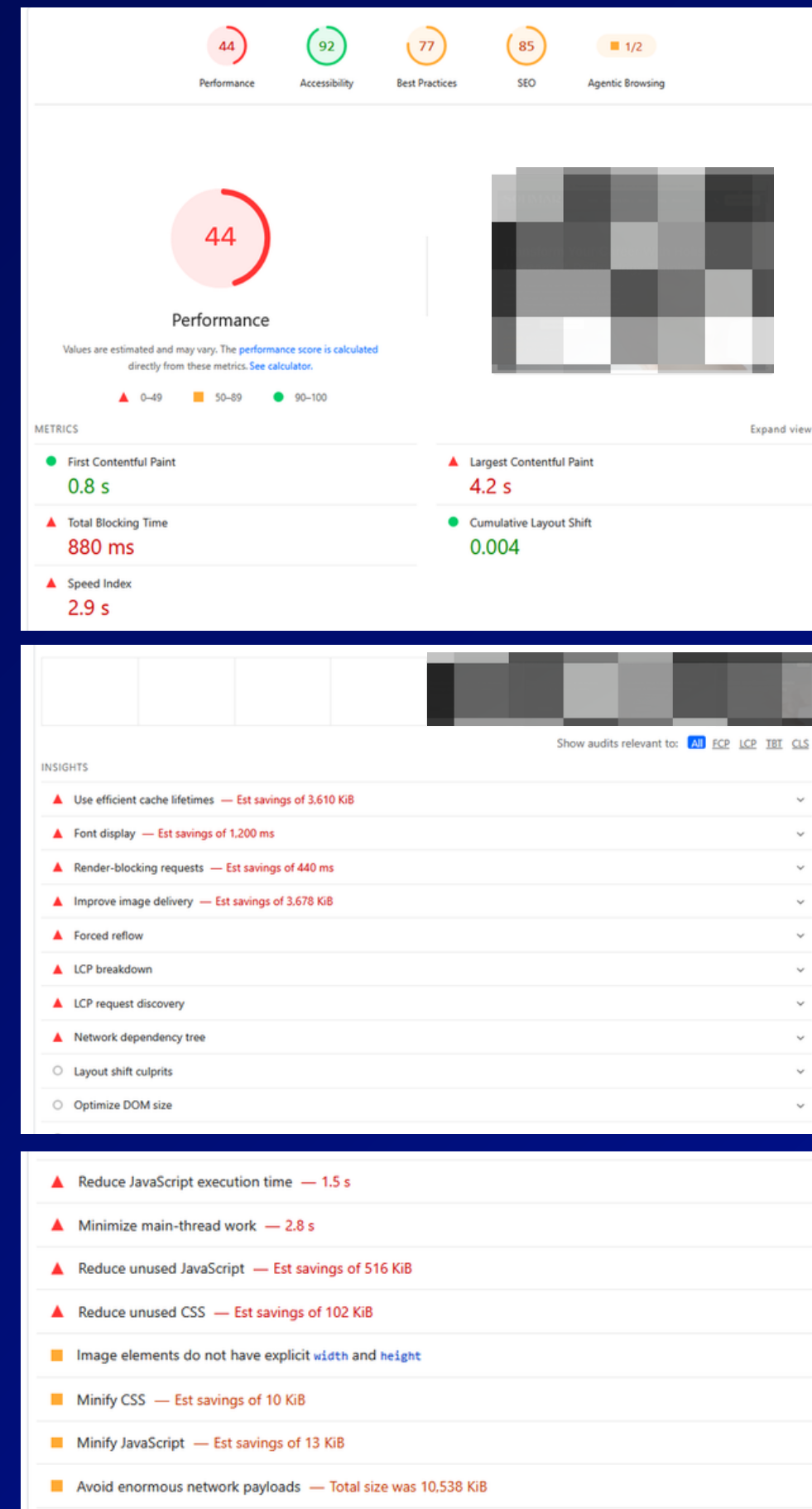
#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://www.site-threader.com/resources/blog/page/11/		url src	404
2	https://www.site-threader.com/resources/blog/page/8/		url src	404
3	https://www.site-threader.com/resources/blog/page/9/		url src	404

Status

COMPLETED!

Processed 78 web pages, found 3 broken links

Page Speed BottleNecks



High Impact

- 1. Unoptimized hero images
- 2. Render-blocking JavaScript
- 3. Missing browser caching
- 4. Oversized CSS bundles

Medium Impact

- 1. Unused CSS delivered on load
- 2. Third-party scripts
- 3. No font-display strategy
- 4. Images not lazy-loaded

Low Impact

- 1. Unminified HTML
- 2. Missing GZIP/Brotli compression
- 3. Excess DOM size
- 4. Redundant redirect chains

On-page SEO



URL	✓	The length of your URL is good (10 characters).
Title	🚩	Your title is missing! Add a descriptive title for the page to increase search visibility. Aim for 50-60 characters.
Meta Description	🚩	Your meta description is missing! Add a compelling description of the page to attract more clicks. Aim for 100-130 characters.
H1	🚩	Your H1 is missing! Add a main H1 heading to the page to improve search visibility and guide your visitors. Aim for 10-70 characters.
H2-H6 Structure	🚩	Your page structure is an issue. Key heading levels are missing, skipped, or over-used. Consider rebuilding your page structure with H2s, H3s, and H4s used to introduce sections and subsections. Avoid hierarchy gaps (e.g., H4s directly following H2s) and excess headings.
Image Alt	✓	Your images all have alt text.
Content	🚩	Your text-to-code ratio is too low (0%). Reduce any code bloat on your page and consider adding more content.
	🚩	Your content is too thin (0 words). Add more content to better inform users what your page is about. Aim for at least 500 words.
Keyword Density	✓	Analyze the keyword density report to ensure the highest density words and phrases are keywords you want to rank for.

AI visibility

AI visibility of https://[redacted] 🔗 Copy

https://[redacted] Competitors 🔒 Unlock competitor data in Brand Radar →

No AI mentions found for "https://[redacted]/"

This brand hasn't been mentioned in AI responses yet, or the data is still being collected.

Toxic Backlinks

100 high-risk links found

Scored 100 referring domains for [redacted]

High 100 (61-100) Medium 0 (31-60) Low 0 (0-30)

📌 Spam score is DataForSEO's per-link heuristic (0-100), not a Google penalty verdict. A high score is a signal to investigate, not proof of harm. Computed over your top 100 referring domains by authority (the free-tier cap).

📄 Download scored list (CSV)

Backlinks by spam score (100) 🔄 Reset selection to high-risk

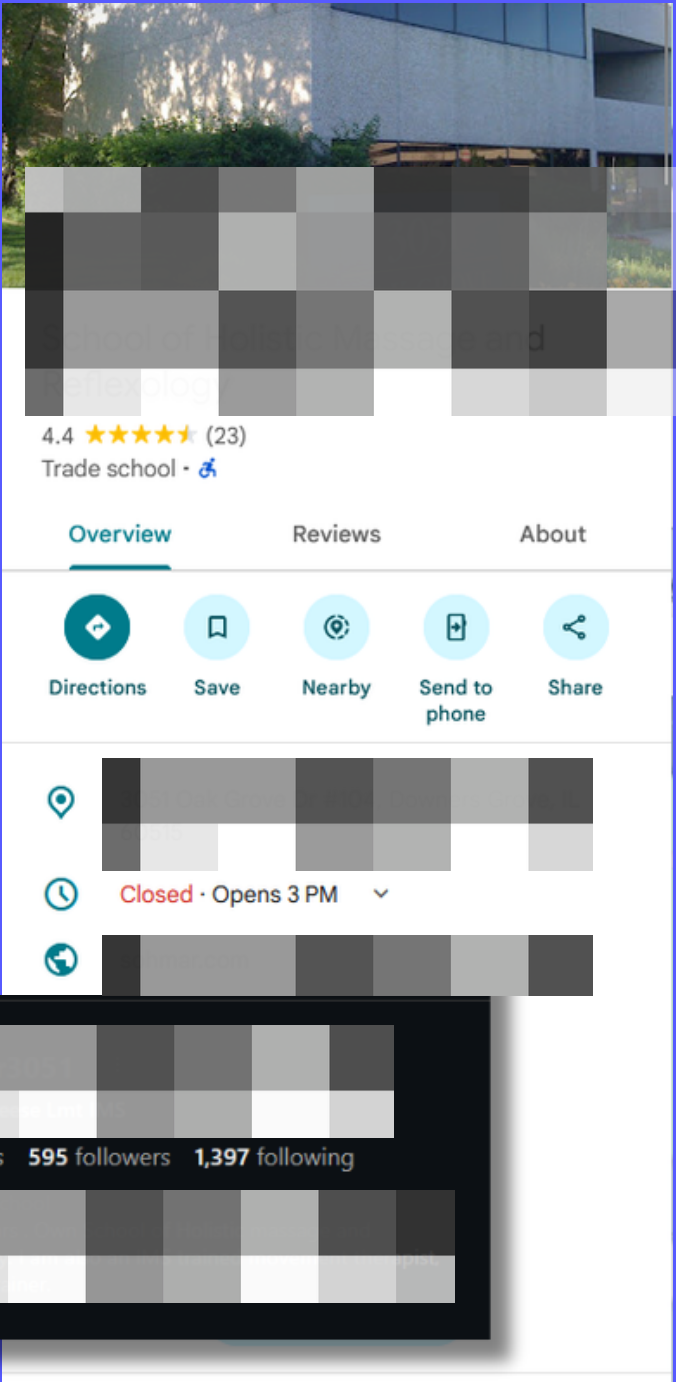
Check the links you want to disavow. Worst spam scores first.

	LINKING DOMAIN	SPAM	RISK	TYPE
✓	crackheadfe.blogspot.com	95	high	dofollow
✓	heavenarticle.com	95	high	dofollow
✓	wheretobuybest.link	80	high	nofollow
✓	p.eurekster.com	75	high	dofollow
✓	rankvancebacklinks.pro	75	high	dofollow
✓	rankvanceseo.info	70	high	dofollow
✓	australianwebdirectory.shop	70	high	dofollow
✓	australianwebdirectory.pro	70	high	dofollow
✓	topsiterankdirectory.com	70	high	dofollow
✓	businesswebsitesdirectory.com	65	high	dofollow
✓	webpostdirectory.com	65	high	dofollow
✓	mostrankingdirectory.com	65	high	dofollow
✓	seozonedirectory.com	65	high	dofollow
✓	worldsitedirectory.com	65	high	dofollow

Google Business Profile



- Categories 📉
- Description 📉
- Photos ✅
- Reviews ✅
- Services ✅
- Posts 📉
- Q&A 📉



Local SEO



- NAP ✅
- Local citations 📉
- Maps visibility ✅
- Local keywords 📉
- Reviews ✅

Social Media



- Branding ✅
- Bio optimisation ✅
- Posting consistency 📉
- Engagement 📉
- CTA 📉
- Links 📉

Recommendations

Category	Effort	Impact
Remove toxic backlinks	low	low
Build authority links	High	High
Improve citations	Med	High
Post Content using local SEO techniques & keywords	High	High
Collect more Testimonials	Med	Med
Fix social media presence & posting consistency	High	High
Improve Google Business profile	low	High

Security Recommendations



Security

- Activity logs.
- Anti-spam and contact form security.
- CDN security configurations.
- Cloudflare Turnstile / Google ReCAPTCHA.
- Core file integrity.
- Firewall.
- HTTPS / SSL.
- IP or country blocking.
- Login security / MFA.
- Malware scans and remediation.
- Security headers.



Maintenance

- Automatic backups.
- Backup restore testing.
- Broken links checks.
- Database cleanup and optimization.
- DNS security review.
- Ongoing maintenance, plugins, CMS, and theme updates with compatibility checks and CSS regeneration.
- Redirect management.
- Uptime monitoring.
- User role and permission review.
- WebP/image optimization and performance checks.



Compliance

- Accessibility review.
- Cookie banner / Privacy Policy.
- GDPR review.

Ongoing website management and security keeps your site secure, up to date, and performing well without taking time away from you. It also helps catch problems early, prevent security issues, maintain a professional online presence, and reduce the risk of disruptions affecting your business.

30 / 60 / 90-Day Action Plan

1. First 30 Days – Quick Wins

Category – Quick Wins	Effort	Impact
Remove toxic backlinks	Low	Low
Fix GBP categories, description & Q&A	Low	High
Add homepage value proposition & messaging	Med	High
Compress hero images & enable browser caching	Low	High
Fix meta descriptions & broken internal links	Low	Med

2. Next 60 Days – Growth

Category – Growth	Effort	Impact
Build authority backlinks & local citations	High	High
Redesign CTAs & contact forms	Med	High
Improve navigation & mobile experience	High	High
Launch consistent social & GBP posting cadence	Med	Med
Trim unused CSS, lazy-load images & audit scripts	Med	Med

3. Final 90 Days – Scale

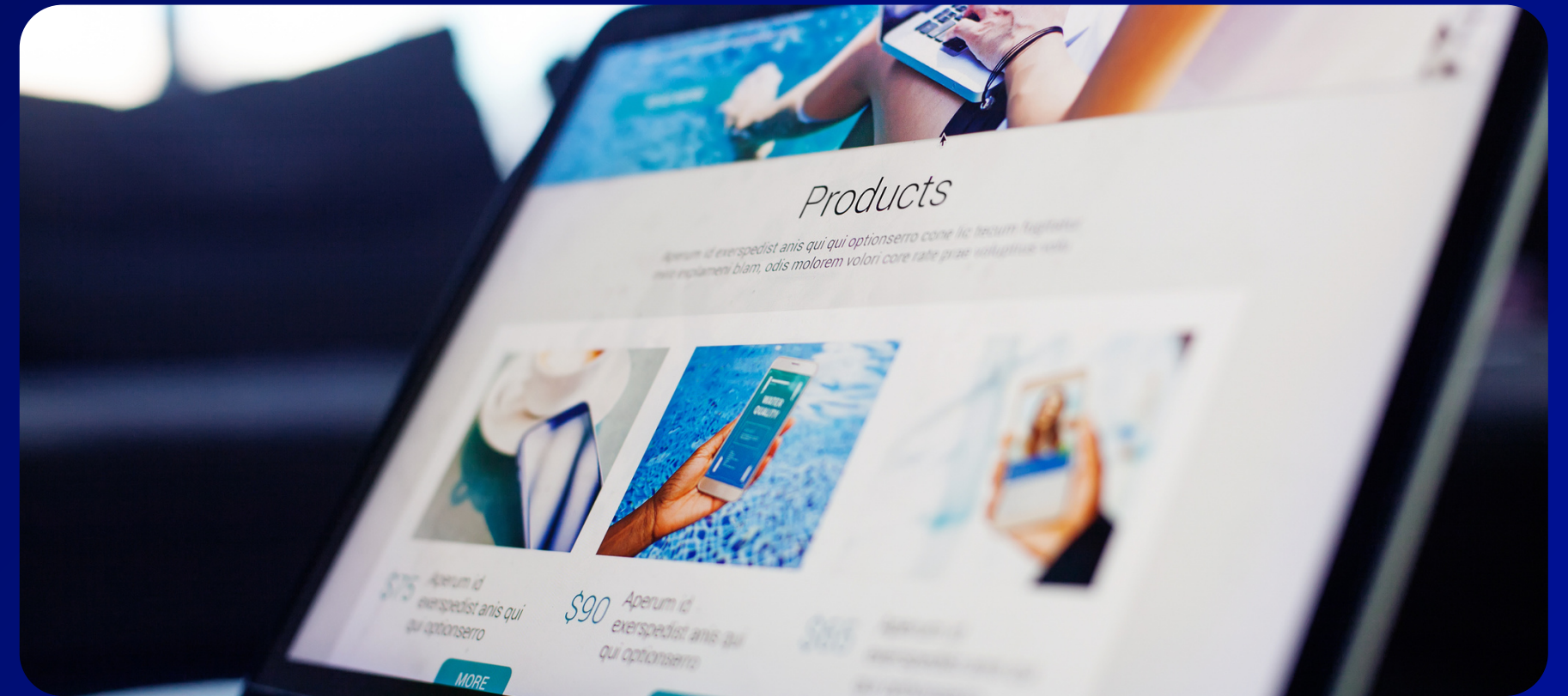
Category – Scale	Effort	Impact
Launch testimonials & trust-signal campaign	Med	Med
Build local-SEO content for target keywords	High	High
Improve AI visibility & answer-engine optimization	High	High
Fix low-impact speed items (minify, compress, redirects)	Low	Low
Formalize security, compliance & maintenance	Med	High

This action plan sequences the audit's findings by leverage. The first 30 days closes gaps like backlinks, GBP listings, and page speed basics. The next 60 days rebuilds conversion and visibility systems through better CTAs, navigation, and consistent posting. The final 90 days locks in longer-term SEO, AI visibility, content, and security programs that sustain growth.

Website:
sitethreader.com

Email Address:
support@sitethreader.com

Book a Meeting:
sitethreader.com/booking



Your Next Step:

Let's turn this audit into action.

Do you have any questions?

Which of the wins we found today matters most to you right now?
That's where we'll start. Ask about [our service plans](#) and let's map out how we get you there.

Thank You!
