

WEBSITE MARKETING AUDIT

Report Generated On

Sep, 01 2025



Local
Visibility



On-Page
Optimization



Local
Reviews



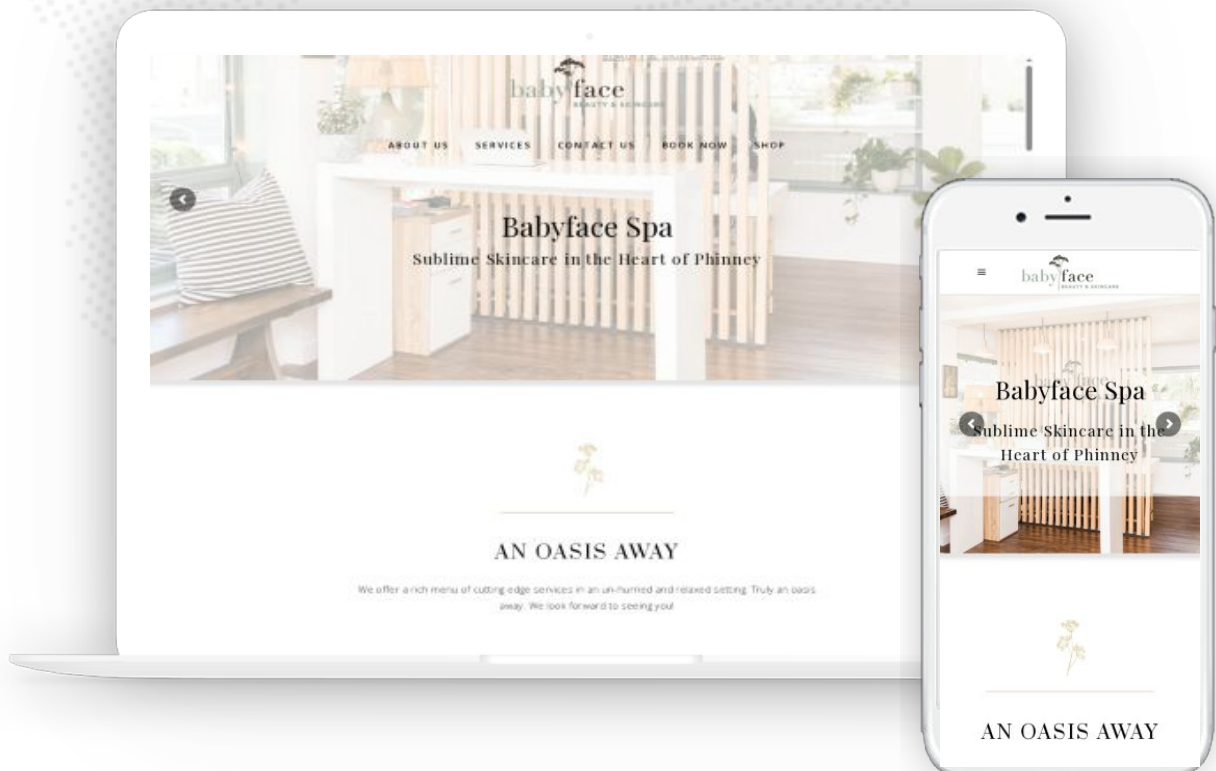
Off-Page
Optimization



Keyword
Report



Social
Media



| Website Audit Summary

- **Website SEO Issues**
 - Metadata missing or poorly optimized: No meta description detected; Google Analytics code missing.
 - High-priority on-page issues: H1 tag found, but homepage has low content (50 words).
 - Broken links or URL issues not identified but should be regularly checked.
- **Off-Page Optimization**
 - Domain authority is low (18 out of 100).
 - Backlink quality is average; 317 backlinks but only 86 unique referring domains.
- **Visibility**
 - Inconsistent local directory listings: Missing on platforms like Facebook and Bing.
 - Strong presence on Google and Yelp, which is positive for local SEO.
- **Mobile Optimization**
 - Mobile page speed is slow (score of 45).
 - Critical loading issues noted, including long largest contentful paint (17.6 seconds).
- **Actionable Insights**
 - Add a meta description and Google Analytics code to gather insights.
 - Increase content on the homepage to at least 250 words for better SEO ranking.
 - Improve mobile speed by optimizing images and reducing JavaScript execution time.
 - Focus on building backlinks from reputable sources to boost domain authority.
 - Ensure all local listings are consistent and complete.
- **Boost Your Visibility in AI Search**
 - Implement **FAQ sections** with schema markup for enhanced visibility.
 - Create conversational content for **natural language queries**.
 - Use **structured data** for improved AI understanding.
 - Develop in-depth content clusters to **build topical authority**.
 - Acquire **high-quality backlinks** from trusted, relevant sources.

Website Score Overview

On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

Mobile Speed Insights

Analyzes home page speed issues on mobile devices.

Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

Off-Page Optimization

This section monitors the strength of your domain using important metrics from third-party backlink intelligence tools such as Moz and ahrefs.

Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

Reviews

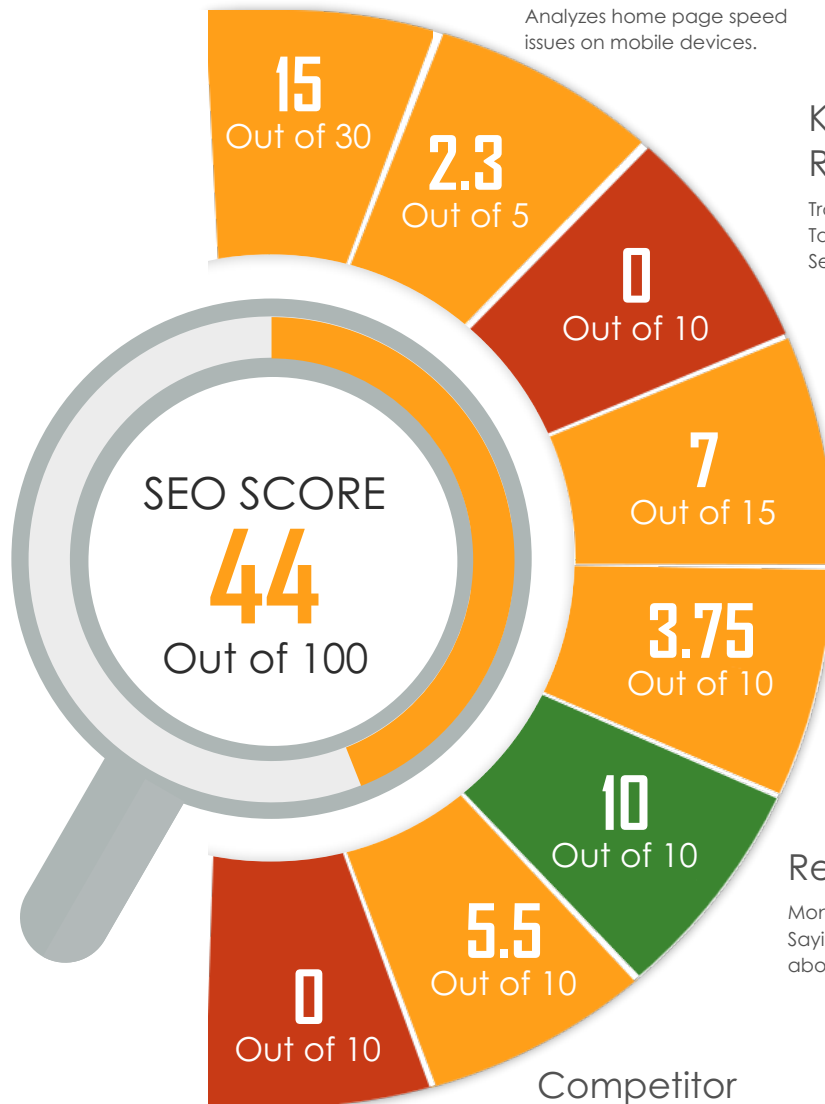
Monitor what Customers are Saying on Top Review Sites about your Business.

Competitor Analysis

Analysis of how your website compares with 3 other competitors.

Social

This section checks the presence of the businesses' Facebook and X profiles on the website.



3

High Priority Problems

0

Duplicate Title

1

Google Analytics Code Missing

0

Title Too Short

0

Page Title Missing or Empty

1

Description Missing or Empty

1

Schema Tags Missing

0

H1 Tag Missing

0

Medium Priority Problems

0

Slow Pages

0

Non SEO Friendly Urls

0

Title Too Long

0

Duplicate Meta Description

0

Image Alt Missing

0

Bad Response Code

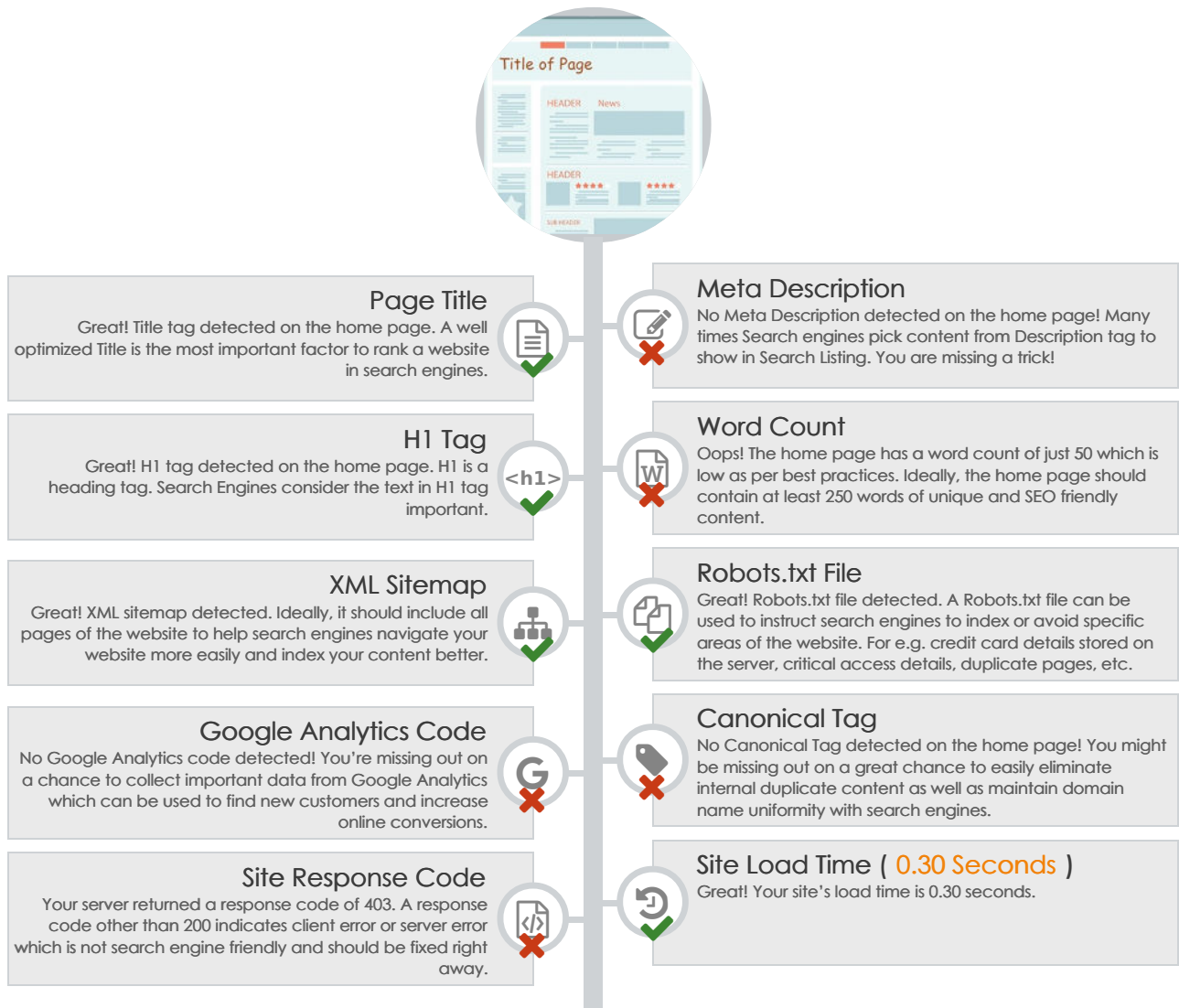
0

Low Priority Problems

0

Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.

Google Pages Indexed



67 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.

SSL Certificate Details



Secure website

Great, your website is SSL secured (HTTPS).

- ✓ Your Website's URL's redirect to HTTPS pages.
- ✓ Your SSL certificate expires in next 37 days.
- ✓ The certificate issuer is **Let's Encrypt**.
- ✓ The certificate is valid from **Jul 11, 2025** to **Oct 09, 2025**.
- ✓ The certificate uses **ecdsa-with-SHA384** algorithm.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

What is PageSpeed Insights?

PageSpeed Insights (PSI) by Google is one of the most used page speed measurement tools. It reports on the performance of your website on both mobile and desktop devices, and provides suggestions on how that page may be improved.

Why Is It Important?

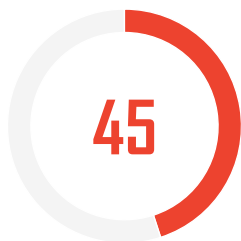
Website load time is critical. It's so important that Google has made it an actual ranking factor. PageSpeed Insights (PSI) can help you pinpoint key technical issues occurring on your site that may have a negative impact on its speed and performance. Resolving these issues will help to improve your site performance in the eyes of Google and thus boost your rankings.

How To Interpret PageSpeed Insights Score?

Green - Your website score is good with no significant issues found. Nice job!

Orange - Your website score is average but you still need to solve those errors to improve your website score further.

Red - Your website is slow. Fixing the issues should have a measurable impact on your website performance.



<https://babyfacespa.com/>

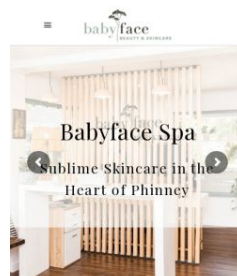
This speed score for your website is provided by Google.

Analysis time: Monday, September 1st 2025 at 8:30am

Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.



Origin Summary

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Lab Data

Analysis of the current page on an emulated mobile network. Values are estimated and may vary.

Cumulative Layout Shift	0.028	✓	First Contentful Paint	5.9 s	⚠
Speed Index	10.1 s	⚠	Total Blocking Time	470 ms	i













Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Reduce unused JavaScript	6.54 s 
2 Eliminate render-blocking resources	4.004 s 
3 Defer offscreen images	0.3 s 
4 Serve images in next-gen formats	0.3 s 
5 Reduce unused CSS	0.75 s 
6 Properly size images	0.3 s 

Diagnostics

More information about the performance of your application.

1 Avoid `document.write()`	
2 Minify CSS	Est savings of 4 KiB 
3 Largest Contentful Paint element	17,580 ms 
4 Lazy load third-party resources with facades	
5 Largest Contentful Paint image was not lazily loaded	
6 Avoid chaining critical requests	67 chains found 
7 Reduce the impact of third-party code	Third-party code blocked the main thread for 480 ms 
8 Avoid serving legacy JavaScript to modern browsers	Est savings of 8 KiB 
9 Avoid enormous network payloads	Total size was 6,184 KiB 
10 User Timing marks and measures	

Diagnostics (continued...)

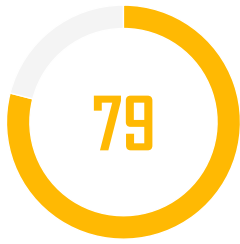
11	Serve static assets with an efficient cache policy	2 resources found	
12	Efficiently encode images		
13	Avoid multiple page redirects	Est savings of 780 ms	
14	Reduce JavaScript execution time	2.5 s	
15	Preconnect to required origins		
16	Image elements do not have explicit `width` and `height`		
17	Ensure text remains visible during webfont load		
18	Does not use passive listeners to improve scrolling performance		
19	Avoid large layout shifts	2 layout shifts found	
20	Resources Summary		
21	Preload Largest Contentful Paint image		
22	Minimize main-thread work	5.1 s	
23	Avoid an excessive DOM size	1,182 elements	
24	Avoid non-composited animations		
25	Avoid long main-thread tasks	17 long tasks found	
26	Largest Contentful Paint	17.6 s	

Passed audits

6 audits

1	Use video formats for animated content		
2	Minify JavaScript		
3	Remove duplicate modules in JavaScript bundles		
4	Initial server response time was short	Root document took 210 ms	
5	Has a <code><meta name="viewport"></code> tag with <code>width`</code> or <code>initial-scale`</code>		
6	Enable text compression		

PageSpeed Insights Desktop



<https://babyfacespa.com/>

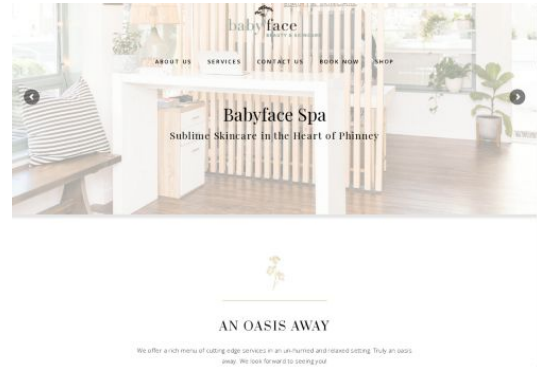
This speed score for your website is provided by Google.

Analysis time: Monday, September 1st 2025 at 8:30am

Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.







PageSpeed Insights Desktop

Origin Summary

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Lab Data

Analysis of the current page on an emulated desktop network. Values are estimated and may vary.

Cumulative Layout Shift	0.012 	First Contentful Paint	1.3 s 
Speed Index	3.0 s 	Total Blocking Time	170 ms 



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Properly size images	0.04 s 
2 Eliminate render-blocking resources	0.78 s 
3 Reduce unused JavaScript	0 s 
4 Reduce unused CSS	0.08 s 
5 Serve images in next-gen formats	0.04 s 
6 Defer offscreen images	0.04 s 

Diagnostics

More information about the performance of your application.

1 Avoid multiple page redirects	Est savings of 230 ms 
2 Reduce JavaScript execution time	1.8 s 
3 Preconnect to required origins	
4 Minify CSS	Est savings of 4 KiB 
5 Resources Summary	
6 Lazy load third-party resources with facades	
7 Largest Contentful Paint image was not lazily loaded	
8 User Timing marks and measures	
9 Serve static assets with an efficient cache policy	2 resources found 
10 Does not use passive listeners to improve scrolling performance	

Diagnostics (continued...)

11	Largest Contentful Paint	1.6 s	
12	Largest Contentful Paint element	1,600 ms	
13	Avoid chaining critical requests	67 chains found	
14	Avoid long main-thread tasks	14 long tasks found	
15	Ensure text remains visible during webfont load		
16	Avoid enormous network payloads	Total size was 6,091 KiB	
17	Preload Largest Contentful Paint image		
18	Avoid serving legacy JavaScript to modern browsers	Est savings of 8 KiB	
19	Avoid large layout shifts	2 layout shifts found	
20	Avoid `document.write()`		
21	Avoid an excessive DOM size	1,186 elements	
22	Efficiently encode images		
23	Minimize third-party usage	Third-party code blocked the main thread for 240 ms	
24	Avoid non-composited animations	2 animated elements found	
25	Image elements do not have explicit `width` and `height`		
26	Minimize main-thread work	4.1 s	

Passed audits

6 audits

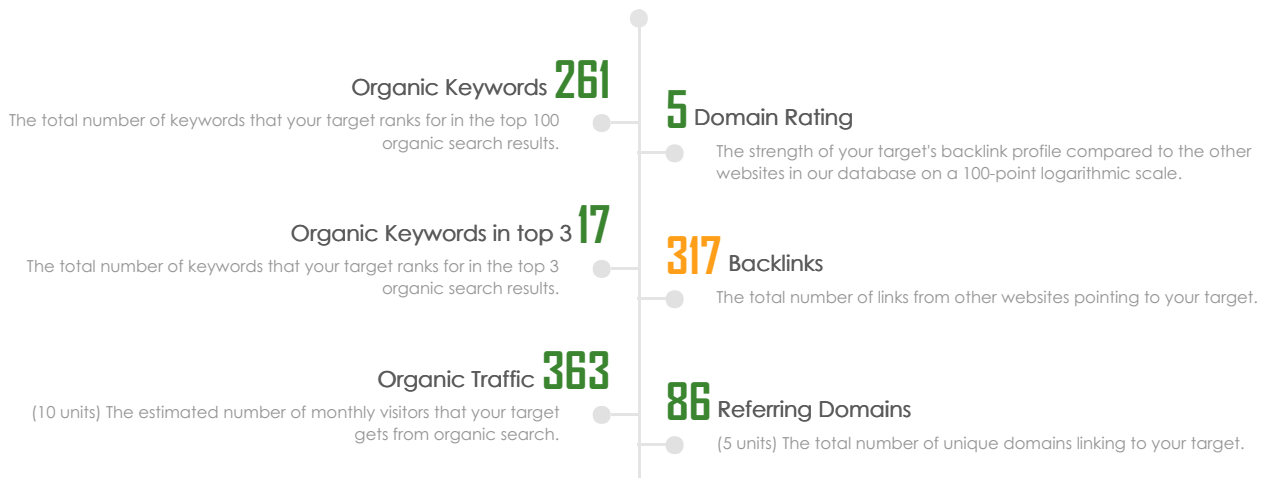
1	Remove duplicate modules in JavaScript bundles		
2	Minify JavaScript		
3	Has a <code><meta name="viewport"></code> tag with <code>width`</code> or <code>initial-scale`</code>		
4	Use video formats for animated content		
5	Initial server response time was short	Root document took 130 ms	
6	Enable text compression		

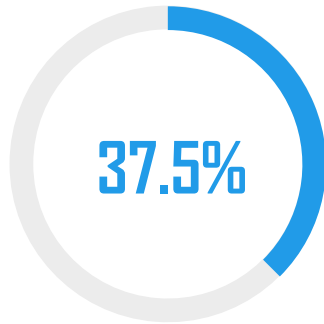


SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location city Seattle.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	skin care products seattle	10	Not in page 1	Not in page 1
2	skin care treatments seattle	Less than 10	Not in page 1	Not in page 1
3	laser hair removal seattle	1,000	Not in page 1	Not in page 1
4	massage therapy seattle	880	Not in page 1	Not in page 1
5	beauty salon seattle	20	Not in page 1	Not in page 1
6	seattle spa	2,400	Not in page 1	Not in page 1





VISIBILITY SCORE

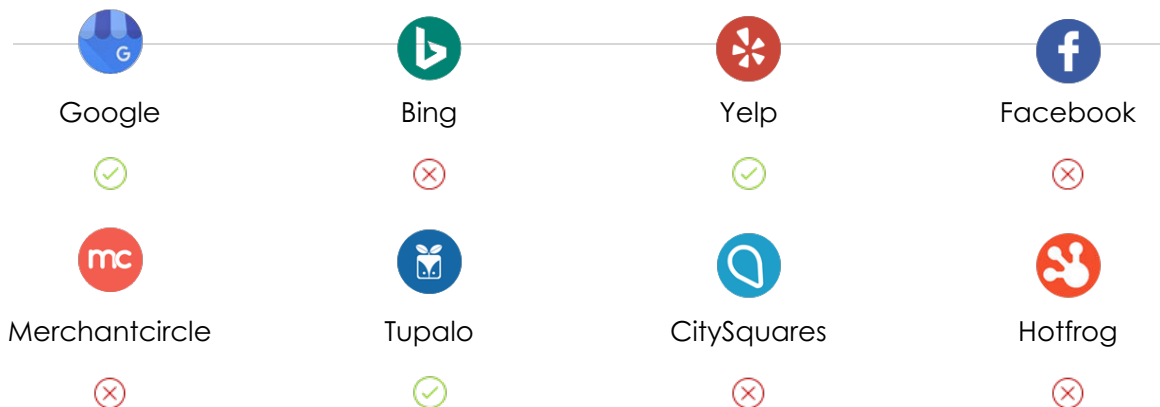
- ✓ Accurate
- i Possible Errors
- ✗ Missing

What is Local Visibility?

If you are a local business, you want people to find you when they search for something. When your business is visible, you will be the go-to resource when they look for answers to a problem. So, visibility is simply your overall presence in the local ecosystem. No matter how great your website is, if people can't find you locally, it's all for naught.

Why Does It Matter?

There are over 10 billion Google searches performed every single month. That's a lot. It's important to be as far up on the Google search results as possible. A perfect 100% visibility score would mean you are visible to users on all the top local directories out there. This also helps with improving your rankings in Google. Thus more traffic and leads to your business.



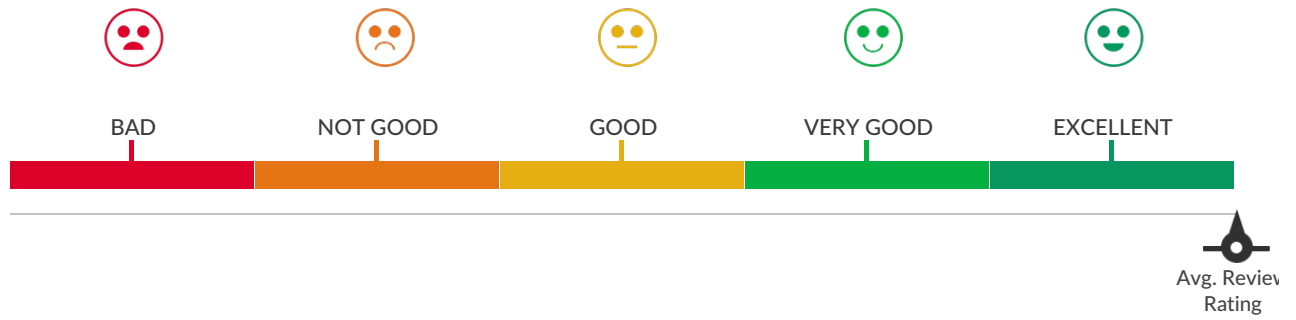


NAP details

Website Address:	https://www.babyfacespa.com
Business Title:	Babyface Spa
Business Category:	BEAUTY SALON/SPA
Business Address:	7104 Greenwood Ave N
City:	Seattle
State:	Washington
Zip Code:	98103
Country:	United States
Telephone Number:	(206) 380-6754

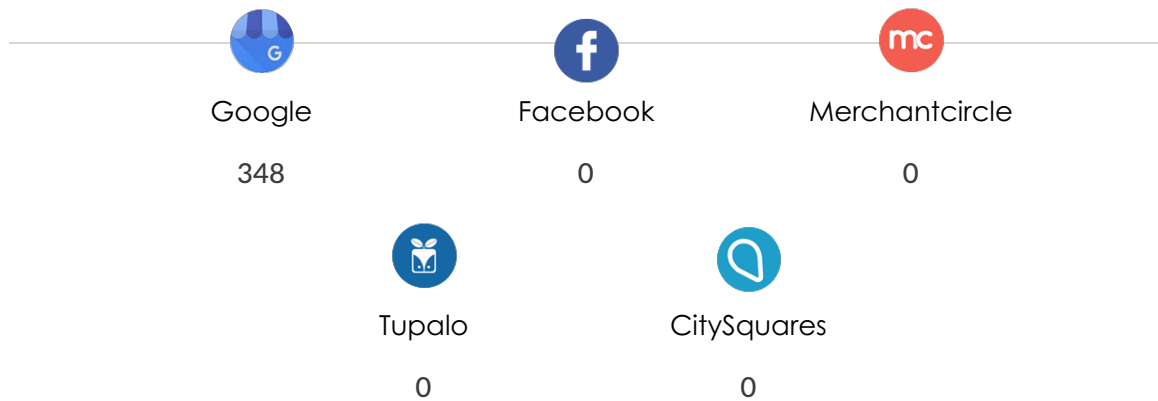
Reviews

10
Out of 10



Why Are Reviews Important?

Reviews can be the deciding factor whether a user buys from you or not. Customers crave knowledge from first-hand experiences. In fact, 97% of consumers use reviews to search for local services. If you don't have reviews or have less reviews, you may be missing an opportunity to grow your business.



Top 5 Reviews



Terietta M. Marshall
20-Aug-2025

I have been coming to Babyface Spa for over a year and I am so pleased with Jen's work. Sugaring is much less painful and less stressful than waxing. I love how much smoother my skin feels after



Elena Wiese
16-Jun-2025

I had a brow and lash tint, along with brow sugaring, with Jen and couldn't be happier with the results. She was incredibly detail-oriented and took a thoughtful approach, starting with a lighter tint and adjusting as needed to ensure the color didn't turn out too dark. As an introvert, I also r...



Erin Ballard
30-Jul-2025

Had my lash lift with Beth at Babyface, and I'm in love! The entire procedure was easy and comfortable. The tint used on my lashes makes a big impact and I love not having to wear any mascara and still look like I have makeup on. Thank you Beth!



Livia Bokor
21-Aug-2025

Cant recommend more highly! Beth is incredibly knowledgeable about the science of skin and has helped me so much with my acne. I have had many facials in my life and these are the best ones I've had.



Ellen Bruchmiller
30-Jul-2025

The absolute best facial! This is a beautiful space and the service is exceptional. My esthetician was extremely knowledgeable and knew exactly what my skin needed after a very brief assessment. My skin can be very sensitive, but I came out with glowy, smooth skin, and totally relaxed. Can't wait ...

Note: For Facebook, we are displaying recommendations only.

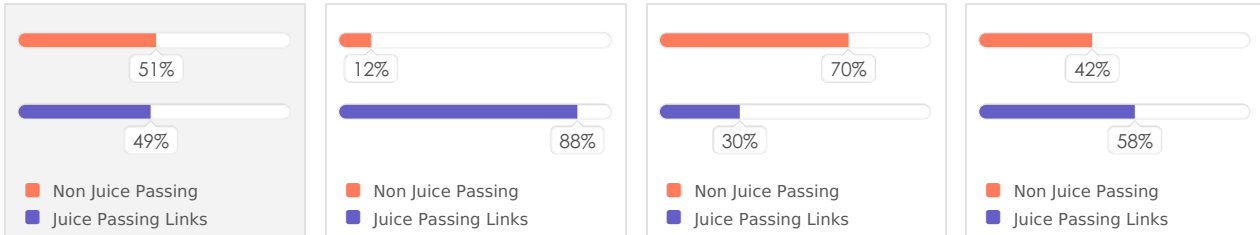
BABYFACESPA.COM

VAGARO.COM

SKINANDSAGESPA....

SPANOIR.NET

JUICE PASSING LINKS VS NON JUICE PASSING



LINK SATURATION

67
Google

1,530,000
Google

13
Google

13
Google

MOZ METRICS

18
Domain Authority

60
Domain Authority

4
Domain Authority

23
Domain Authority

106
Juice Passing Links

1,490,462
Juice Passing Links

6
Juice Passing Links

263
Juice Passing Links

218
Total Links

1,695,524
Total Links

20
Total Links

451
Total Links

AHREFS METRICS

86
Referring Domains

37,281
Referring Domains

56
Referring Domains

242
Referring Domains

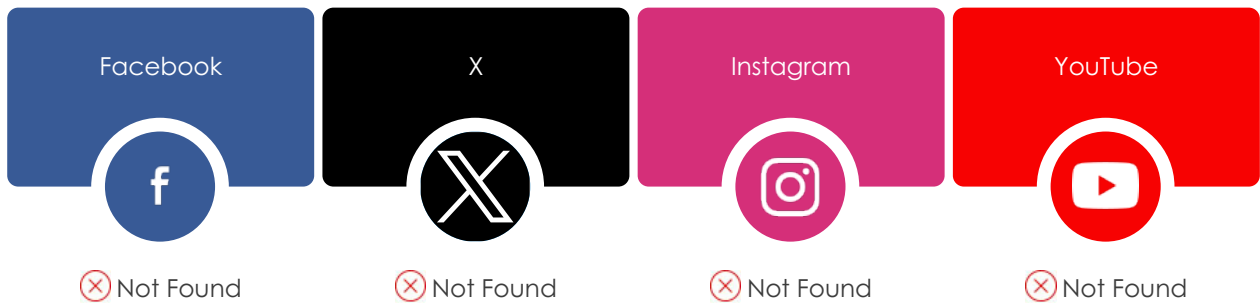
5
Domain Rating

91
Domain Rating

6
Domain Rating

24
Domain Rating

Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have become the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms. In addition, presence on social media boosts engagement and brings new visitors and traffic to your website.

Please note - For Facebook, X, Instagram and YouTube, we only track the presence of business profile links on the home page to these social networks.