



SEO & Marketing Audit Report

Strategic Analysis & Recommendations

Executive Summary

Prepared For	Sample Plumbing Co. (sample report, fictional business)
Domain	sample-plumbing.example
Scan Date	October 05, 2026
Overall Performance Score	52%

Strong reviews, but the website gives Google and AI assistants little to work with. Four fixes below would make the business easier to find and easier to contact.

Key Findings

Metric	Score	Status
Google Business Profile	80%	4.8 stars, 120 reviews, claimed
Website Technical Health	58%	11 of 19 checks passed
Search Appearance	33%	Titles too short; descriptions duplicated
Tracking & Analytics	0%	No Google Analytics, Tag Manager or Meta Pixel found

Critical Issues Requiring Immediate Action

1. Every page shares the same description

Issue: All 5 pages use one identical meta description.

Impact: Google may rewrite or ignore it, so search results show unhelpful text.

Recommended Action: Write a unique one- to two-sentence description for each page.

Technology Stack Assessment

Technology	Status	Recommendation
Google Analytics 4	✗ Not found	Install GA4 to measure visitors and calls.
Click-to-call link	✓ Found	Keep the number tappable on mobile.

120-Day Strategic Plan

Weeks 1-2: Quick fixes

- Unique page descriptions
- Longer, specific page titles

Weeks 3-4: Measurement

- Install GA4 and Tag Manager

Critical Next Steps

- Fix the critical issues above, starting with the first one.
- Make sure your Google Business Profile is claimed, complete and up to date.
- Book a free walkthrough of this report with Connect Helm.

Questions? Talk to your Connect Helm contact: Connect Helm · (732)-554-0055 · connecthelm.com

This report reflects publicly visible information about sample-plumbing.example on the scan date (the business's Google listing and the website pages any visitor can open). Prepared by Connect Helm Technologies, connecthelm.com.