

Let's Get Optimising

Baseline Report



September 2023

Baseline Overview

Based on our research, we have identified that <https://www.phillipislandmarine.com.au/> website contents are not properly optimised for search engines. Google and other search engines might penalize your website that will result to low ranking score or will not be visible to search engines at all. Keywords are need to be refocused and optimised to drive traffic from your target market.

To address this, we will be executing a complete website audit to evaluate your website health performance and review key messaging, tone, industry jargon, layout and structure of content. We will identify new opportunities to address our key target market and create a content strategy to bring the website up to date.

The new content strategy will specifically address the Target Market '_____' and identify the following key areas:

- The key problems associated with the target market
- The key solutions associated with the target market
- Building trust and credibility in the form of customer testimonials, citations and case studies
- A call to action that gets online customers to convert on either a) the sign up/contact page or b) ring to book in a free showroom consult.

Baseline Report

Website Audit

HEALTH SCORE



BETTER THAN 16% OF USERS

ISSUE DISTRIBUTION

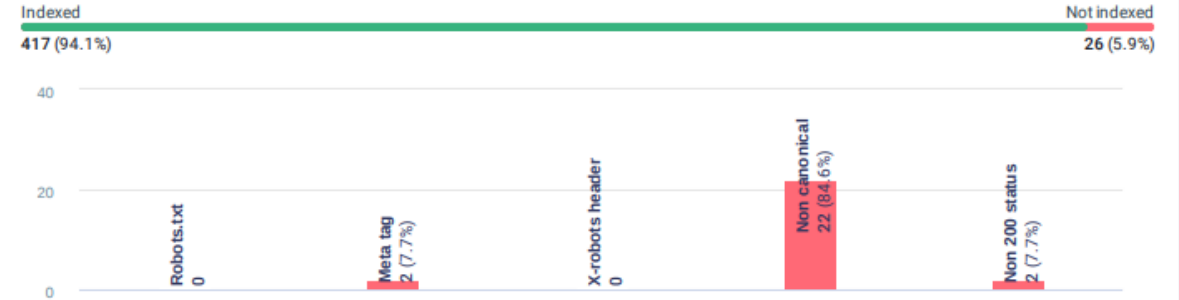


● NOTICES (1476) ● WARNINGS (2979) ● ERRORS (1131)

TOP ISSUES

⊗ External JavaScript and CSS files with 3XX, 4XX or 5XX	439
⊗ 3XX JavaScript file	439
⊗ Slow page loading speed	121
⊗ Duplicate description	54
⊗ URLs with duplicate page titles	48

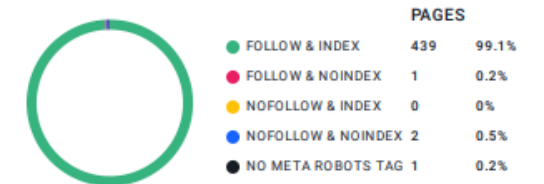
PAGE INDEXATION



LINK ATTRIBUTES



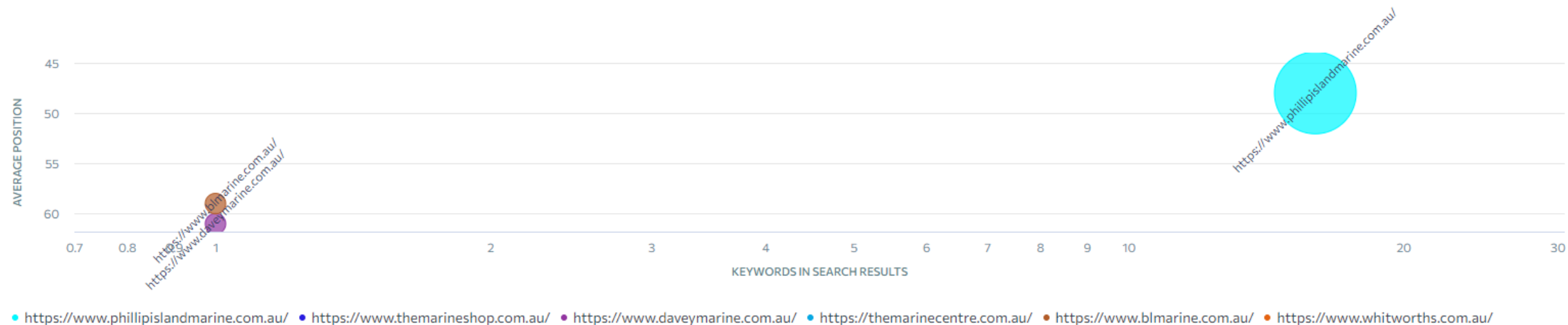
META ROBOTS TAG



Baseline Report

Average Ranking Position

Phillip Island Marine average position vs organic competitors.



Baseline Report

Domain Metrics

DOMAIN METRICS			
 Domain expiration	N/A	 Pages in Yahoo!	8
 Backlinks	120	 Pages in Google	20
 Referring domains	41	 Pages in Bing	NaN
 Domain Trust	22		