

SEO Audit for Flourette Cake Atelier

<https://www.flourettecake.com/>

By Dita Tria Permata



Buttercream Cake Arts, Shortbreads and Dessert Jars

Cakes

Menu

Treats

Gallery

FAQs

Contact

Stories



SEO Audit Summary

What's Done Well

- **Visual appeal:** Strong product photos (cakes sell best visually).
- **Clear offering:** The site communicates custom cakes and special flavours.

What Needs Attention

1. **No Homepage** – H1, H2s, and meta tags aren't fully optimized with *local* + *service* keywords (e.g., "Custom Cakes in [City]").
2. **Thin content** – Product/service pages have short to no descriptions, missing opportunities for keyword targeting and storytelling.
3. **Site speed** – Large image files and scripts may slow the site, hurting rankings and user experience.
4. **Local SEO gaps** – Missing or under-optimized Google Business Profile, local schema, and location keywords.
5. **Blog/content strategy** – Limited educational or inspirational content (cake trends, celebration ideas, seasonal offers) that could attract organic searches.
6. **Consistent NAP:** Ensuring Name, Address, and Phone number are consistent across all listings.
7. **Use Keywords:** Incorporate relevant keywords in the business description

Suggestions for Optimization

1. Build and Optimize a Homepage

Create a clear, keyword-rich homepage with:

- **H1:** "Custom Wedding Cakes & Unique Flavours in Baulkham Hills"
- **H2:** Unique & Personalized Cake Designs for Every Celebration
- Engaging copy describing unique flavours, made-from-scratch quality, and local service (pick-up, delivery, etc)

Include CTAs: *Order Online*, *Enquire for Quote and Sizing*

Add internal links to key product/service pages.

2. Improve Local SEO

- Claim and optimize **Google Business Profile** (photos, reviews, services).
- Add **local schema markup** (LocalBusiness + Product schema for cakes).
- Create a "Cake Shop in [City]" landing page targeting local intent.
- Providing consistent NAP that can be easily viewed in the header or footer
- Submitting site to local directories to increase authority and visibility through backlinks

3. Content Expansion

- Build a blog or recipe/idea section: “How to Choose the Perfect Wedding Cake”, “Unique Cake Flavours Trending in 2025”.
 - Add detailed product/service descriptions with flavour options, sizes, and occasions.
 - 4. Optimize Technical Performance**
 - Compress and lazy-load images.
 - Defer/lazy-load non-critical JavaScript.
 - Ensure mobile-first, fast-loading design (Core Web Vitals).
 - 5. Build Trust Signals**
 - Showcase testimonials and 5-star reviews from social media on the website.
 - Highlight awards, media mentions, or certifications.
 - 6. Conversion Optimization**
 - Clear CTAs: “Order Online” / “Book a Custom Cake Consultation”.
 - Add click-to-call and quick enquiry forms.
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On-Page SEO

Home Page Elements

Value Proposition:

A value proposition is present, explaining the services they provide and also relevant keywords that tell the user about the business. What’s missing is characteristics that make them different from their competitors. EX: one-of-a-kind flavours, exotic flavours, freshly baked from scratch, best cake shop in North-west Sydney, moist and tender cake.

Solution: A value proposition is helpful for SEO because it tells customers what they have to offer whilst telling Google the intent of their business and what to rank for on the SERP.

EX: Celebrate your love story with a custom-designed wedding cake that’s as unique as your big day — handcrafted with premium ingredients and stunning attention to detail. Our cakes combine timeless elegance with unforgettable flavors, creating a centerpiece that tastes as incredible as it looks.

Site Navigation:

It would be good to have a separate dedicated page for Home, Customer Service, Shop (cake + flavours, petite desserts, party package, shortbreads, cupcakes) with included pricings, Cake Design (or can show off the designs on home page), About Us, with each page containing an FAQ section.

The About Us page can include subtopics such as

- Our pastry Chef
- About Flourette
- FAQs

Customer Service page can include subtopics such as

- Delivery / Pick Up
- Cake stand rental
- Special Dietary Requirements

Solution:

This is important because Google needs to easily crawl each page and identify its intent. As long as each page has a specific topic, Google can rank this website for differing terms: (flavors, cake/dessert types, delivery location, cake design, cake occasions)

Internal Links:

No home page with links going to different pages of the site, just simply a gallery of cake designs. However from the cake page and menu page, there are links with CTA directing customers to the contact page.

Solution:

Internal links are vital to SEO because they tell Google the relationship between different pages of the site, more visibility on the SERP and the anchor text is crawled to tell Google more about the site's content. A CTA (call to action), such as booking an appointment/service form, allows the site to gain contact information from the user and more potential for retaining customers.

EX:

Perhaps a homepage can be added, providing links that direct customers to different pages of the site. For example, on the gallery section of the homepage, the business can add a link to the contact page using the anchor text "Get a Quote" or "Enquire Now", as well as having links throughout the relevant sections of the website directing visitors to product or service page.

Phone Number & Location:

No phone number present. Location of the business is hard to find, it's hidden under the FAQs page.

Solution:

A phone number and address is vital for SEO because it allows the search engine to target the business' local audience and also rank for local terms, such as "cake shop in Baulkham Hills".

Copywriting:

There is no copywriting on the homepage.

Solution:

Create long-form copy to give more context to search engines on what the business is about and help rank for more relevant keywords. For instance, Four Paws can target the term "cake shop in Baulkham Hills" by writing about a brief description about the cake shop, what makes our cakes stand out, testimonials, visit our cake shop today (contact details and address).

Keyword Analysis

Here are **five** keywords that I would suggest the client target and improve their rankings on the Search Engine Results Page (SERP).

[Wedding Cake Baulkham Hills]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, about 100-1K monthly searches.

[Custom Cake Sydney]: This term tells Google what service the business has to offer. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, about 1-10K monthly searches.

[Wedding Cake Near Me]: This term tells Google what type of business this is, who their target audience is and where the business is located. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, about 100-1K monthly searches.

[Cake Delivery Near Me]: This term tells Google what service the business has to offer. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, about 100-1K monthly searches.

[Cupcakes Delivery]: This term tells Google what service the business has to offer. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, about 100-1K monthly searches.

Title Tags

A title tag is an HTML element displayed on the SERP that defines the title of a webpage. Search engines use a title tag to understand the content of a page, what the page is trying to rank for and also helps improve CTR if the user deems it relevant to their search.

Screenshot from Google showing the title tag of the homepage



Flourette Cake Atelier

<https://www.flourettecake.com> :

Flourette Cake Atelier – Wedding Cakes Sydney

Thoughtfully crafted custom **cakes** with a focus on flavour, elegance, and detail.

Screenshot from the Screaming Frog site crawl displaying some of the title tags of the website:

1	https://www.flourettecake.com/	1 Flourette Cake Atelier – Wedding Cakes Sydney
2	https://www.flourettecake.com/package	1 Party Package Flourette Cake Custom Cakes in Sydney
3	https://www.flourettecake.com/theartist	1 The Artist Flourette Cake Custom Cakes in Sydney
4	https://www.flourettecake.com/size-pricing	1 Cake Size & Pricing Flourette Cake Custom Cakes in Sydney
5	https://www.flourettecake.com/cookies	1 Shortbread Cookies Flourette Cake Custom Cakes in Sydney
6	https://www.flourettecake.com/contact-us	1 Contact Us Flourette Cake Custom Cakes in Sydney
7	https://www.flourettecake.com/aboutflourettecake	1 About Flourette Cake Custom Cakes in Sydney
8	https://www.flourettecake.com/party-bites	1 Party Bites Flourette Cake Custom Cakes in Sydney
9	https://www.flourettecake.com/gallery	1 Gallery Flourette Cake Custom Cakes in Sydney
10	https://www.flourettecake.com/menu	1 Flavours Flourette Cake Custom Cakes in Sydney
11	https://www.flourettecake.com/faqs	1 FAQs Flourette Cake Custom Cakes in Sydney

Issues noted:

- Title tags are optimized to support the intent of the page.
- Title tags should maximize their character count, 50-60 characters to improve content clarity.

Optimized Title Tag for the Homepage:

Custom Wedding Cakes & Specialty Cupcakes | **Baulkham Hills Cake Shop**

Meta Descriptions

A meta description is an HTML tag that summarizes a webpage's content on the SERP which allows search engines to understand its intent and lets users identify the site's relevancy.

Screenshot from Google showing the Homepage's meta-description on the SERP:



Flourette Cake Atelier

https://www.flourettecake.com :

Flourette Cake Atelier – Wedding Cakes Sydney

Thoughtfully crafted custom **cakes** with a focus on flavour, elegance, and detail.

Screenshot from Screaming Frog showing the site's meta-descriptions:

https://www.flourettecake.com/	1 Thoughtfully crafted custom cakes with a focus on flavour, elegance, an...
https://www.flourettecake.com/package	1 Our party packages are designed to save money on your dessert table! ...
https://www.flourettecake.com/theartist	1 Get to know Natasha, the artist behind Flourette Cake Atelier!
https://www.flourettecake.com/size-pricing	1 Size, serving and pricing guide for our bespoke cakes.
https://www.flourettecake.com/cookies	1 Our INFAMOUS shortbreads are unlike any other in Australia. Give them ...
https://www.flourettecake.com/contact-us	1 Want to get in touch or get a quote? Let's chat here..
https://www.flourettecake.com/aboutflourettecake	1 Who we are, what we do and why we do cakes!
https://www.flourettecake.com/party-bites	1 Flourette offers a wide range of yummy and pretty party bites, such as o...
https://www.flourettecake.com/gallery	1 Check out our sweet creations here!
https://www.flourettecake.com/menu	1 Fluffy and moist cakes filled with luscious filling. Premium natural ingred...
https://www.flourettecake.com/faqs	1 From enquiring, ordering and taking care of your cakes. We answer all t...

Issues noted:

- Each page has its own unique description, at least 150-160 characters, that describes the intent of the page, thus improving user-experience and potential for search engines to rank each page.
- The meta-description is optimized since it has keywords that describe the business and its services. However, the location could be changed to Sydney instead of Australia to be more specific.

Optimized Meta-Description for the Homepage:

We bake our custom cakes from scratch in Sydney. Premium ingredients, unique flavours, stunning designs, with cake delivery and pickup available for birthdays, weddings & more.

Header Tags

A header tag or H tag, is an HTML element used to define headings and subheadings on a webpage. Search engines use header tags to understand the hierarchy and relevance of content, helping to improve the page's visibility and ranking in search results.

Screenshot from Screaming Frog showing H1 title tags:

1	https://www.flourettecake.com/	0	
2	https://www.flourettecake.com/theartist	0	
3	https://www.flourettecake.com/package	0	
4	https://www.flourettecake.com/size-pricing	0	
5	https://www.flourettecake.com/cookies	0	
6	https://www.flourettecake.com/contact-us	1	Hello, nice to meet you!
7	https://www.flourettecake.com/party-bites	0	
8	https://www.flourettecake.com/aboutflourettecake	0	
9	https://www.flourettecake.com/gallery	0	
10	https://www.flourettecake.com/faqs	0	
11	https://www.flourettecake.com/menu	0	

Issues noted:

- There are 10 missing H1 tags which is an issue because search engines will not understand each page title of the website, thus decreasing the site's probability to rank for relevant terms.
- There are no duplicate H1 tags which is not ideal since search engines will not be able to differentiate the context of each page.
- There is only one H1 tag and it has no relevant keyword which decreases the likelihood of ranking for your target keywords.

Optimized Header Tags for the Homepage:

H1: Custom Wedding Cakes & Specialty Cakes in Baulkham Hills

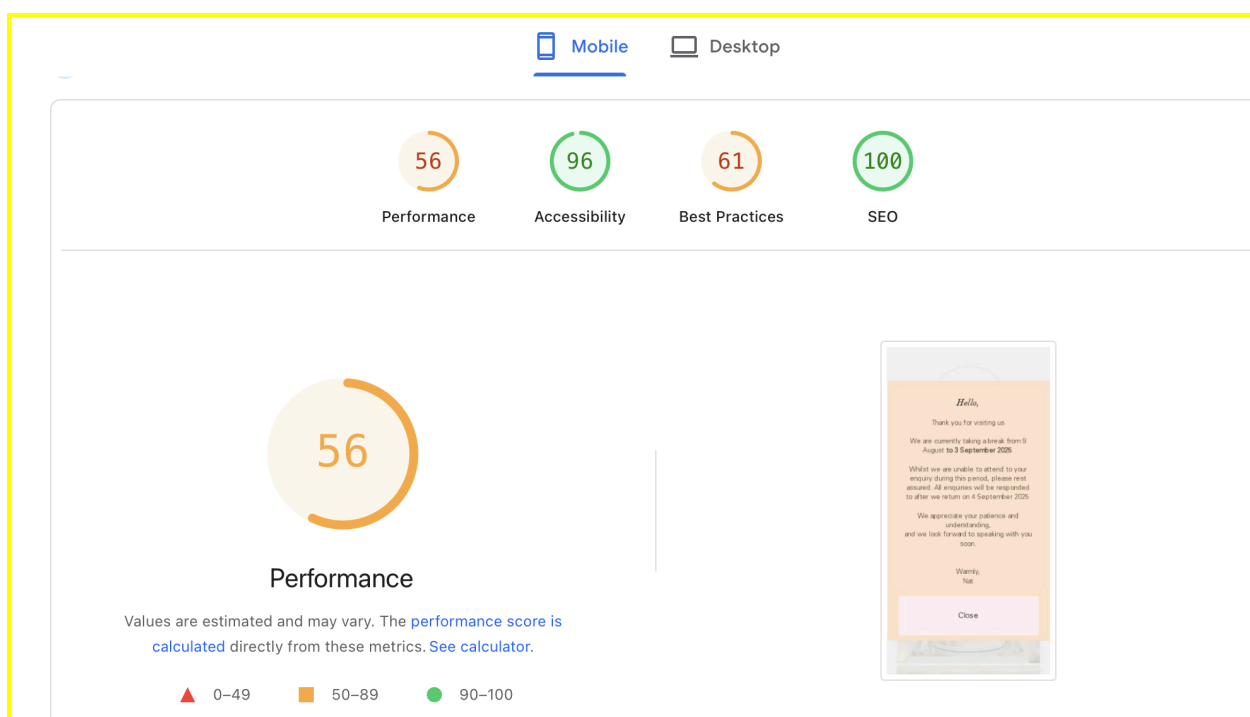
H2: Cakes for Weddings, Birthdays & Special Occasions with Sydney-wide delivery

H3: Handcrafted, Made-to-Order Cakes with Premium Ingredients

Technical SEO

Site Speed Analysis

Faster-loading websites provide a better user experience, reducing bounce rates and increasing user satisfaction. Search engines factor site speed as a ranking factor, influencing a site's position in search results. A fast-loading website is a page load time of 3 seconds or less.



Issues noted:



Page Speed Insights indicates that the website has an average site speed but can be improved by reducing unused Javascript, reducing JavaScript execution time and minimise main thread work.

Solution:

To reduce unused Javascript, reduce using lazy-load big components like carousels/maps to reduce the image download size.

404 pages or Broken Links

A 404 response code indicates that the requested webpage could not be found on the server. If a 404 is not resolved, this could lead to lower engagement to the site, bad user-experience and decreased potential to rank for target keywords.

Internal	External	Security	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2	Content	Images	Canonicals	Pagination	Dir
Client Error (4xx)				Internal & External	 		Export		Search...					
Row	Address							Content Type			Status Code	Status	Index *	

No data

Issues noted:

No broken links exist on the site.

Solution:

To resolve a 404 in the future, one solution is to determine if the link needs to exist on the site or has any potential for traffic. If not, the broken link can be removed from the site and de-indexed from the SERP.

Schema Markup

Schema markup/structured data is a code added to a webpage to provide search engines with additional context about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQ's, and other features displayed on the SERP.



2 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#)

[PREVIEW RESULTS](#)

Details

Crawl



Crawled successfully on Sep 5, 2025, 1:46:26 AM

Detected structured data



Local businesses

1 valid item detected

● Non-critical issues detected



Organization

1 valid item detected

● Non-critical issues detected

Issues noted:

-There are 2 schema markup types present with no errors, Local & Organization Schema Markup.

Solution:

Local schema markup uses tags to mark up names, addresses, phone numbers, opening hours, and other useful data. Not only does this help search engines find what they're looking for, but it also improves the chances of this business appearing in rich snippets within the SERP, Google's Local 3 Pack and Google Maps.

Competitive Analysis

By doing a quick search on Google for the keyword **[Wedding Cake Baulkham Hills]**, here is Flourette Cake Atelier's top competitor for this term.

The #1 competitor ranking for the primary keyword: **Exquisite Cakes Sydney**

Here is how Flourette Cake Atelier compares to their competitor Exquisite Cakes Sydney.

Exquisite Cakes Sydney

Showing results for
yourexquisitecake.com.au

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
15	2.7k	2	1%

Flourette Cake Atelier

Showing results for
flourettecake.com

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
6	23	1	1%

Domain Authority: This is the overall “popularity” or authority score that the site has on the SERP. The closer the DA score is to 100, the more potential there is for search engines to rank the site higher on the SERP.

Solution: Flourette Cake has a lower DA score than its competitor, however, updating its overall site structure, backlinks and content quality will improve their DA. For instance, Flourette Cake should include a main navigation menu which allows for better user experience and provides internal linking throughout the site.

Linking Root Domains: The number of unique root domains (distinct websites) that contain at least one backlink pointing to your website. The more diverse your backlinks are stemming from differing websites, the more potential for traffic and increased ranking on the SERP.

Solution: Flourette Cake has much less links compared to their competitor. However, this can be improved by gaining backlinks from sites such as Yellow Pages or ellaslist.com. This is because both sites have high-traffic performance and are targeting both local customers or parents/families who need cakes for different occasions such as wedding, gender reveal, etc.

Ranking Keywords: This is the number of keywords a website ranks for on the SERP. A website with a high number of ranking keywords captures more organic traffic.

Solution: Flourette Cake has a lower amount of ranking keywords. However, this can be improved by increasing long-form/quality content such as blog posts containing relevant keywords. The homepage can also have content explaining the cake services they offer, with internal links to product or service pages as well as improving local SEO through guest posting and directory backlinks.