

# SEO Audit for Mojo Painting Company

By Ashley Canty



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

*Top suggestions that will improve Mojo Painting's organic visibility*

## **Summary/Overview**

### **What's Working Well**

- All pages have title tags and meta descriptions (none are missing).
- Header tags are present across the site, showing basic content structure.
- Blog articles include keyword-rich, long-form content—a great foundation for SEO.
- Internal links and calls to action (like “Book Estimate”) are in place and functional.

### **What Needs Attention**

- The “Services” menu link is broken and lacks dedicated landing pages for each core service.
- Several title tags and meta descriptions are too short and missing high-intent local keywords.
- Header tag structure has duplicates and some overly long tags that can confuse search engines.
- The site speed score is low (55), mainly due to large image sizes and unused JavaScript.
- There is only one broken link, but it's a script error from Google Tag Manager that should be fixed.
- No schema markup is in place, which limits how search engines interpret the site's business info.

### **Top Actions to Make the Most Impact**

- Create dedicated landing pages for key services: “drywall repair”, “pressure washing”, and “interior painting”. These pages should include 300–500 words of keyword-rich, helpful content to improve local SEO.
- Optimize title tags and meta descriptions to include keywords like “house painters in Montgomery County, PA,” staying within the ideal character length.
- Fix header tag issues by removing duplicates, shortening long H tags, and introducing structured H2/H3 hierarchy for clarity and SEO.
- Improve site speed by compressing images, lazy-loading non-visible content, and eliminating unused code.
- Add LocalBusiness schema markup to help search engines better understand and index key contact and service info.
- Strengthen backlink profile by earning links from local directories and industry-relevant sites.

# On-Page SEO

## Home Page Elements

**Value Proposition:** There is a value proposition that conveys what the business is about and the services offered. There are keywords that describe the business as being a company of “experts” and the “best”. However, the most effective unique keyword in the homepage is “affordable, yet it’s only mentioned at the bottom of the page.

**Solution:** An effective value proposition can benefit a business by explaining what service/products/promotions the business has to offer, as well as its location and how the customer’s quality of life can be improved. It can also provide context to the SERP and tell influence where the website ranks in the results.

**EX:**Mojo Painting Company delivers professional painting, drywall, and power washing services across Montgomery and Chester counties - on time and on budget. We specialise in drywall repair, pressure washing, and interior painting for homes and businesses throughout Montgomery County, PA. Our skilled interior painters are committed to delivering clean, high-quality results that transform your space.

**Site Navigation:** This website has links and dedicated landing pages for each menu item except for “services”, which links to nowhere. This website lacks any dedicated landing page for each of its services. This is a missed opportunity for both user experience and SEO.

**Solution:** Creating a dedicated **Services** page—and separate landing pages are for key offerings like drywall repair, pressure washing, and interior painting—would help communicate service relevance to Google, improve visibility in local search results, and increase the chance of ranking for high-intent keywords like “drywall repair”, “pressure washing services”, and “interior painters near me”.

**Internal Links:** The website has internal links throughout the website. The CTAs present are “Contact us” and “Book Estimate”.

**Solution:** Internal links represent the relationship between different landing pages within the website and provide more context to the SERP for ranking as well as to Google, so that it can gain a clear understanding of a page’s content as it crawls the website. CTAs are useful for encouraging visitors to take a specific action. In this case, the business wants to compel visitors to provide their contact information in exchange for a free estimate.

**EX:** Add a link from the Homepage to the [Bookings page](#), using the anchor text “Book an Estimate”

**Phone Number & Location:** The phone number and location are displayed at the bottom of the Homepage.

**Solution:** For the convenience of visitors and the SERP, it'd be more effective to also include the phone number and location at the top of the page. Listing a phone number and location helps SERP present your website/pages in the search results for relevant keywords, for local or region-specific traffic. The phone number should be clickable with "tel:" link for mobile users. Lastly, these two details should be in the markup schema to help search engines identify contact info more accurately.

**Copywriting:** There's a limited amount of copywriting. It'd be more effective to increase word count to 300-500 in the service descriptions and focus on core keywords such as "house painters near me", "drywall repair", and "power washing near me". There are a multitude of H2 tags being used throughout the Homepage. There's a blog with 5-7 articles and they are keyword-rich with sufficient long-form copywriting.

**Solution:** The website would benefit from adding more long-form copy, particularly in the services sections. Increasing each service description to 300-500 words allows for deeper keyword integration and helps Google understand what the business offers. This creates more opportunities to rank for relevant terms like "house painters near me", "drywall repair", and "pressure washing services". To further strengthen local SEO, I recommend adding context that answers common customer questions—such as "How much does interior painting cost?" or "How often should I pressure wash my home?" These types of topics can be used in both service pages and future blog content to increase keyword reach and boost organic visibility.

~~Long form content gives the opportunity to enrich your website with targeted keywords. The more keywords, then the more likely your website is to capture organic traffic for relevant keywords as it appears in SERP. Also, for optimal SEO, the H1 tag should be used once on a web page. H2 and H3 can be used multiple times, with H2 being used for major sections, and H3 as a subsection under each H2 section. This will help convey the hierarchy of information to the SERP.~~

## Keyword Analysis

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

[**drywall repair**]: This keyword tells Google what type of business it is and who their target audience is. The daily volume is 100 -1k and would be helpful for SEO if added to metadata.

[**pressure washing services**]: This keyword tells Google what the business specializes in and that the target audience is in Chester County, PA for power washing services. The daily volume is 100 - 1k and would be helpful for SEO if added to metadata.

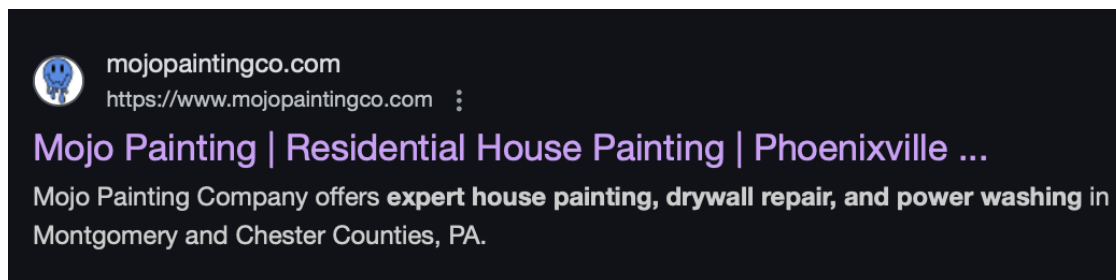
[**power washing near me**]: This keyword tells Google what type of service the business offers and signals that it should target high-intent searches from local audiences who want power washing. The daily volume is 100 - 1k and would be helpful for SEO if added to metadata.

[**interior painting companies near me**]: This keyword tells Google that the business provides painting services and shows that the webpage is relevant for localized, urgent painting requests. The daily volume is at least 100 -1k and would be helpful for SEO if added to metadata.

[**house painters near me**]: This keyword tells Google that the company offers residential painting services and is near the potential customers searching. This is a very common and competitive term, which can lead to more visibility and leads. The daily volume is at least 100 - 1k and would be helpful for SEO if added to metadata.

## Title Tags

A title tag is an html element that appears in the SERP and browser tab. For SEO, it provides a title for the web page and helps search engines understand the page's content.



|    |                                                                                                                                                                                             |   |                                                                            |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------------------------|--|
| 1  | <a href="https://www.mojopaintingco.com/blog/why-to-repaint-before-selling">https://www.mojopaintingco.com/blog/why-to-repaint-before-selling</a>                                           | 1 | 5 Reasons to Repaint Before Selling                                        |  |
| 2  | <a href="https://www.mojopaintingco.com/contact">https://www.mojopaintingco.com/contact</a>                                                                                                 | 1 | About Mojo Painting Co.   Who we are                                       |  |
| 3  | <a href="https://www.mojopaintingco.com/contact?hsCtaAttrib=182883878664">https://www.mojopaintingco.com/contact?hsCtaAttrib=182883878664</a>                                               | 1 | About Mojo Painting Co.   Who we are                                       |  |
| 4  | <a href="https://www.mojopaintingco.com/sam-and-elizabeth">https://www.mojopaintingco.com/sam-and-elizabeth</a>                                                                             | 1 | About Mojo Painting Company   Who we are                                   |  |
| 5  | <a href="https://www.mojopaintingco.com/blog/guide-to-painting-over-dark-walls">https://www.mojopaintingco.com/blog/guide-to-painting-over-dark-walls</a>                                   | 1 | A Guide to Successfully Painting Over Dark Walls                           |  |
| 6  | <a href="https://www.mojopaintingco.com/blog/benefits-of-hiring-experts-for-detailed-paint-jobs">https://www.mojopaintingco.com/blog/benefits-of-hiring-experts-for-detailed-paint-jobs</a> | 1 | Benefits of Hiring Experts for Detailed Paint Jobs                         |  |
| 7  | <a href="https://www.mojopaintingco.com/best-local-residential-house-painter-testimonials">https://www.mojopaintingco.com/best-local-residential-house-painter-testimonials</a>             | 1 | Best local residential house painter   testimonials and reviews   mojo     |  |
| 8  | <a href="https://www.mojopaintingco.com/blog">https://www.mojopaintingco.com/blog</a>                                                                                                       | 1 | Fresh Paint   Mojo Painting Company Blog   Phoenixville Painter            |  |
| 9  | <a href="https://www.mojopaintingco.com/blog/tag/diy">https://www.mojopaintingco.com/blog/tag/diy</a>                                                                                       | 1 | Fresh Paint   Mojo Painting Company Blog   Phoenixville Painter   DIY      |  |
| 10 | <a href="https://www.mojopaintingco.com/blog/tag/guides">https://www.mojopaintingco.com/blog/tag/guides</a>                                                                                 | 1 | Fresh Paint   Mojo Painting Company Blog   Phoenixville Painter   Guides   |  |
| 11 | <a href="https://www.mojopaintingco.com/blog/tag/maintenance">https://www.mojopaintingco.com/blog/tag/maintenance</a>                                                                       | 1 | Fresh Paint   Mojo Painting Company Blog   Phoenixville Painter   Maint... |  |
| 12 | <a href="https://www.mojopaintingco.com/blog/author/mojo">https://www.mojopaintingco.com/blog/author/mojo</a>                                                                               | 1 | Fresh Paint   Mojo Painting Company Blog   Phoenixville Painter   Mojo     |  |

## Issues noted:

- The website has **no missing title tags**, which is great for crawlability and page identification. However, there are **opportunities to improve keyword usage** within the existing titles. Title tags are one of the strongest on-page SEO signals for search engines—they help indicate what a page is about and influence whether users click on your link in search results.

Additionally, several title tags are **too short**, falling below the recommended 50–60 character range. This means the page isn't fully taking advantage of the space to describe its content and include target keywords. By expanding these titles to include more descriptive, keyword-rich phrases—such as *"Interior House Painters in Phoenixville | Mojo Painting"*—the site can improve both its ranking and its click-through rate in search engine results pages (SERPs).

### **Optimized Title Tag for the Homepage:**

**House Painting in Phoenixville PA: Power Washing & Drywall**

### **Meta Descriptions**

A meta description describes the content of the page to the SERP and helps capture organic traffic that comes from relevant keywords.



www.mojopaintingco.com

https://www.mojopaintingco.com

## Mojo Painting | Residential House Painting | Phoenixville ...

Mojo Painting Company offers expert house painting, drywall repair, and power washing in Montgomery and Chester Counties, PA. Contact us for a free ...

|                                                |                                                                                                                                                               |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title                                          | Mojo Painting   Residential House Painting   Phoenixville Pennsylvania                                                                                        |
| Description                                    | Mojo Painting Company offers expert house painting, drywall repair, and power washing in Montgomery and Chester Counties, PA. Contact us for a free estimate! |
| <button>Reset Title &amp; Description</button> |                                                                                                                                                               |

| URL Details | Inlinks | Outlinks | Image Details | Resources | SERP Snippet | Rendered Page | Ch |
|-------------|---------|----------|---------------|-----------|--------------|---------------|----|
|-------------|---------|----------|---------------|-----------|--------------|---------------|----|

|   |                                                                                  |   |                                                                             |
|---|----------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------|
| 1 | https://www.mojopaintingco.com/                                                  | 1 | Mojo Painting Company offers expert house painting, drywall repair, and...  |
| 2 | https://www.mojopaintingco.com/blog/how-often-should-you-repaint                 | 1 | Uncover the secrets to maintaining your home's beauty and durability wi...  |
| 3 | https://www.mojopaintingco.com/best-local-residential-house-painter-testimonials | 1 | Mojo Painting stands out as the top choice for local residential house p... |
| 4 | https://www.mojopaintingco.com/sam-and-elizabeth                                 | 1 | We're Mojo Painting Company, a husband and wife team in Phoenixville ...    |
| 5 | https://www.mojopaintingco.com/gallery                                           | 1 | Gallery of work for mojo painting company.                                  |
| 6 | https://www.mojopaintingco.com/contact                                           | 1 | Mojo Painting Co. best house painting services in Phoenixville, Collegev... |
| 7 | https://www.mojopaintingco.com/blog                                              | 1 | Mojo Painting Co.'s blog for sharing content related to marketing services  |
| 8 | https://www.mojopaintingco.com/blog/when-you-need-fresh-coat-of-paint            | 1 | Uncover the crucial signs that your home might need repairs beyond a s...   |
| 9 | https://www.mojopaintingco.com/blog/why-to-repaint-before-selling                | 1 | Discover how a fresh coat of paint can significantly boost your home's ...  |

### Issues noted:

- 0 missing meta descriptions
- Some meta descriptions are under-optimized

**Optimized Meta-Description for the Homepage:** Expert house painters in Phoenixville PA, offering drywall repair & power washing across Montgomery & Chester counties. Call for a free estimate!

### Header Tags

A header tag is an html element that adds structure and content hierarchy to web pages. It aids users in finding relevant information and helps search engines understand the page's context and relevance, potentially boosting rankings in the SERP.

|   |                                                                                                                                                                                             |   |                                                    |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------|
| 1 | <a href="https://www.mojopaintingco.com/blog/how-often-should-you-repaint">https://www.mojopaintingco.com/blog/how-often-should-you-repaint</a>                                             | 1 | How Often Should You Repaint Your Home?            |
| 2 | <a href="https://www.mojopaintingco.com/blog/when-you-need-fresh-coat-of-paint">https://www.mojopaintingco.com/blog/when-you-need-fresh-coat-of-paint</a>                                   | 1 | When You Need More Than a Fresh Coat of Paint      |
| 3 | <a href="https://www.mojopaintingco.com/blog/guide-to-painting-over-dark-walls">https://www.mojopaintingco.com/blog/guide-to-painting-over-dark-walls</a>                                   | 1 | A Guide to Successfully Painting Over Dark Walls   |
| 4 | <a href="https://www.mojopaintingco.com/blog/why-to-repaint-before-selling">https://www.mojopaintingco.com/blog/why-to-repaint-before-selling</a>                                           | 1 | 5 Reasons to Repaint Before Selling                |
| 5 | <a href="https://www.mojopaintingco.com/blog/house-painting-prep">https://www.mojopaintingco.com/blog/house-painting-prep</a>                                                               | 1 | How To Prep a Room for Painting                    |
| 6 | <a href="https://www.mojopaintingco.com/blog/benefits-of-hiring-experts-for-detailed-paint-jobs">https://www.mojopaintingco.com/blog/benefits-of-hiring-experts-for-detailed-paint-jobs</a> | 1 | Benefits of Hiring Experts for Detailed Paint Jobs |

### **Issues noted:**

- The website has **no missing header tags**, which is a good sign of structured content. However, I found **7 duplicate header tags**, all coming from blog articles. Repeating the same H1 or H2 tag across different posts can confuse search engines about the unique focus of each page, which can dilute keywords relevance and negatively impact rankings.

Additionally, **2 header tags exceed 70 characters**, which can reduce their clarity and effectiveness. Some search engines and users rely on headers to quickly understand a page's context. Overly long headers may get truncated in search previews or appear cluttered, especially on mobile devices. Shorter, more focused headers improved readability and keyword targeting, enhancing both user experience and SEP performance.

### **Optimized Header Tags for the Homepage:**

**H1:** House painting in Montgomery County PA | Mojo Painting

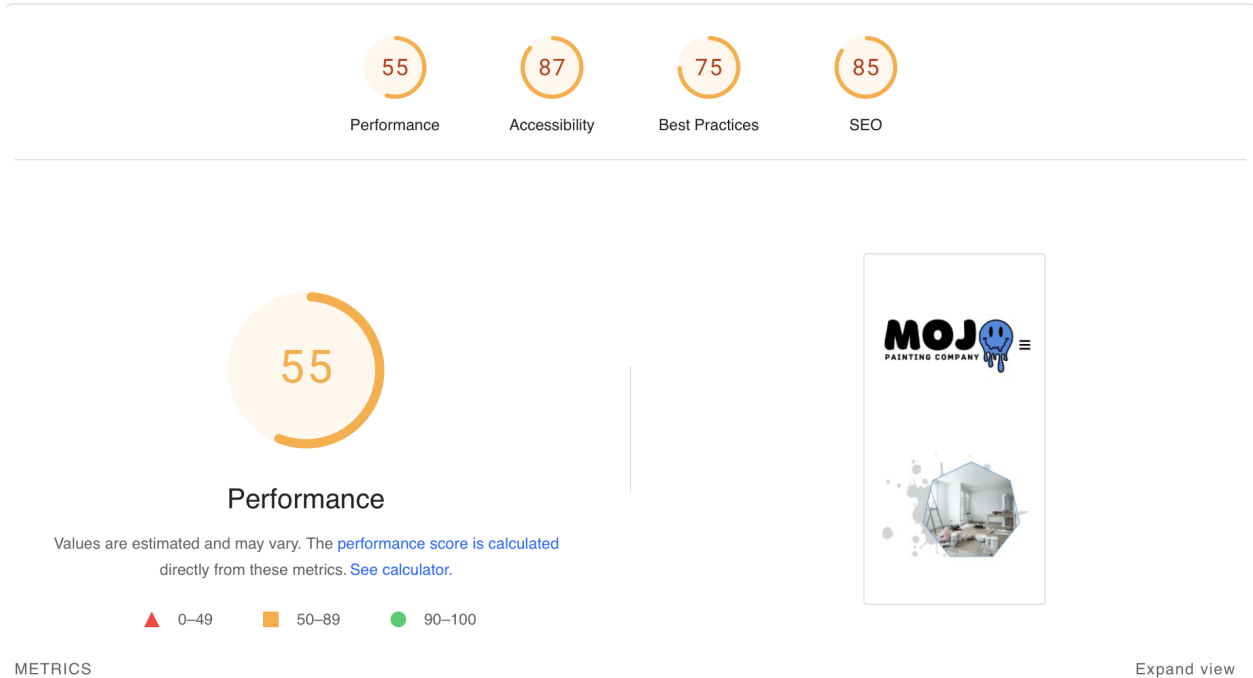
**H2:** Trusted House Painters in Montgomery & Chester Counties

**H3:** Why Choose Us for Your Next Interior or Exterior Paint Job?

## Technical SEO

### Site Speed Analysis

Site speed is important because if a site loads too slow, then it could lead to increased bounce rates because users. For SEO, Google uses site speed as a ranking factor. Faster loading times lead to higher ranking in search results. 3 seconds or less is optimal.



### Issues noted:

- Page Speed Insights indicates that the website has an average site speed but can be improved by reducing image sizes, lazy-loading offscreen and hidden images, serving images in next-gen formats, and reducing unused javascript.
- 55 for Performance indicates that the site loads slow and has inefficient code/assets that hurt user experience. This metric needs the most work.
- 75 for Accessibility also needs improvement. It means some users, particularly those with visual impairments, may have a harder time navigating the site.

**Solution:** Using properly sized images is one the biggest factors that will improve site speed for both mobile and desktop users. Add alt text for all images, verify that headings follow a logical order (e.g. H1 > H2 > H3), and make sure buttons/forms are accessible by keyboard.

### 404 pages or Broken Links

Error codes in the 400 range are client-related errors. A 404 response code indicates that the page or file you're trying to access does not exist at the specified address.

| Row | Address                                                                                                                         | Content Type             | Status Code | Status    |
|-----|---------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------|-----------|
| 1   | <a href="https://www.googletagmanager.com/gtag/js?id=G-SGX4162ZH9">https://www.googletagmanager.com/gtag/js?id=G-SGX4162ZH9</a> | text/html; charset=UTF-8 | 404         | Not Found |

### **Issues noted:**

- 1 broken link detected

### **Solution:**

- This link returns 404 and should be deleted. It's likely an error on the Google Tag Manager side: <https://www.googletagmanager.com/gtag/js?id=G-SGX4162ZH9>

## Schema Markup

Schema markup is structured information that provides context and meaning of web page content to search engines. It may appear as a visually appealing widget or snippet. It can improve SEO and bring better search results.

### Test results

**No items detected**  
No rich results detected in this URL. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

#### Details

Crawl

 Crawled successfully on Apr 9, 2025, 2:33:37 PM 

#### Additional resources

 Monitor Rich Results for your entire site [GO TO SEARCH CONSOLE](#)

### **Issues noted:**

- 0 schema markups detected
- 0 errors detected

### Solution:

- Organization Markup tells search engines about your business name, logo, address, contact, the organization's leadership, products or services, and affiliates. Using this scheme can enhance their online visibility, credibility by helping search engines understand and display their content more effectively. This can lead to higher CTR and more organic traffic.

## Competitive Analysis

By doing a quick search on Google for the keyword [house painting Phoenixville PA], here is Mojo Painting's top competitor for this term.

### Nolan Painting

| Showing results for<br>nolanpainting.com |                      |                  |            |
|------------------------------------------|----------------------|------------------|------------|
| Domain Authority                         | Linking Root Domains | Ranking Keywords | Spam Score |
| 33                                       | 2.2k                 | 639              | 1%         |

### Backlink profile for https://www.nolanpainting.com

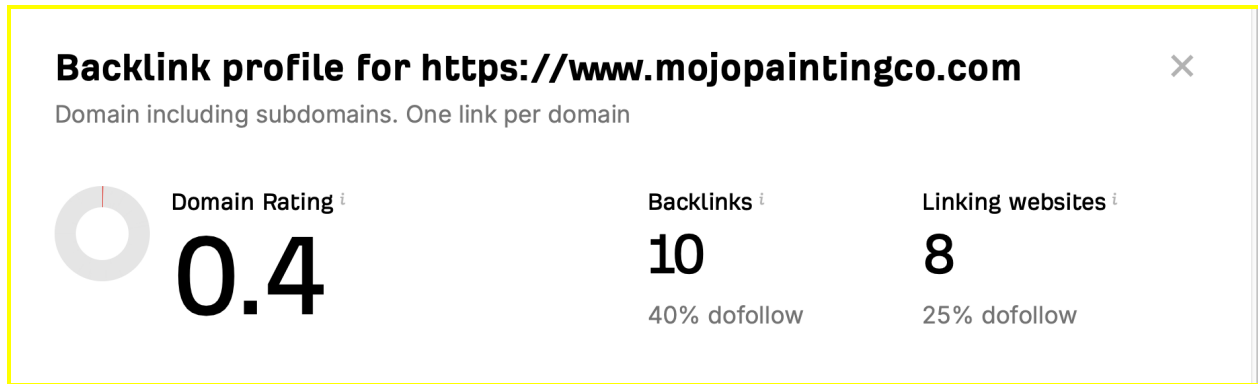


Domain including subdomains. One link per domain

| Domain Rating <sup>i</sup>                                                             | Backlinks <sup>i</sup> | Linking websites <sup>i</sup> |
|----------------------------------------------------------------------------------------|------------------------|-------------------------------|
|  50 | 2.0K<br>87% dofollow   | 281<br>78% dofollow           |

Here is how **Mojo Painting** compares to their competitor “Nolan Painting”.

| Showing results for<br>mojopaintingco.com |                      |                  |            |
|-------------------------------------------|----------------------|------------------|------------|
| Domain Authority                          | Linking Root Domains | Ranking Keywords | Spam Score |
| 1                                         | 1                    | 7                | --         |



**Domain Authority:** A metric that predicts how likely a domain is to appear in the search engine’s results page compared to its competitors. 100 is the highest possible value, signifying that a website is highly trusted/authoritative and will rank well in the results page.

**Solution:** Mojo Painting is currently ranked at 1, that means it still hasn’t built up enough trust in the eyes of search engines. This can be improved over time by earning backlinks from reputable websites, strengthening internal linking to drive traffic between pages, adding long-form keyword-rich content, and addressing technical SEO issues such as slow image loading, oversized image sizes, and broken links (or errors).

**Linking Root Domains:** A linking root domain is a unique website that links to your website - regardless of how many times it links to you. If [example.com](#) links to your website 5 times, it’ll count as a single linking root domain. It’s a count contributing backlinks to your site.

**Solution:** Mojo Painting currently has fewer backlinks compared to their competitor. This can be improved by earning backlinks from high-authority websites such as Yellow Pages, MuffinGroup.com, and FreshySites.com. These websites not only have strong domain authority and high traffic, but they also highlight quality house painter companies, and attract local audiences searching for interior/exterior painting, drywall repair, or power washing services.

**Ranking Keywords:** Refers to where a website or page ranks in the search engine’s results page for a specific keyword, indicating how visible the site’s content is to users searching for that term.

**Solution:** Mojo Painting currently ranks for only 7 keywords and has a limited amount of long-form copywriting, which impacts site visibility. This can be improved by using targeted keywords such as “drywall repair”, “power washing near me”, “pressure washing services” and “interior painters near me”. Expanding the on-page copy with more keyword-rich content, as well as creating a dedicated landing page for each service, will help capture more organic traffic from search engine results pages.