

Made in the Shade Orlando

<https://madeintheshadeeastorlando.com/>

top menu too long, dont need HOME

Search for 'orlando' - not in H1, major areas

Chat - 10-15min response time

contact us page - generic/wrong info

Ahrefs - can't index/crawl pages (show errors in ahrefs)

Brightlocal - can't add/find

GMB set to service area, no base address (means you won't rank in 3pack)

<https://madeintheshadeblinds.com/locations/orlando/> who's this?

Content is not unique - Problem with most MITS sites. Content is re-used for all MITS sites.

Arizona Specialty Shutters & Blinds

<https://arizonaspecialty.com/>

Nice "looking" site but doesn't generate leads (per owner)

Phone number is too small, doesn't stand out

"Phoenix valley" probably not the right keywords to target

No keywords in meta titles, descriptions (show ScreamingFrog export)

https://docs.google.com/spreadsheets/d/1BWvmaBKhGNJEliv8rkmS4UMV8RfCBNvQO_sHFq9OOW8/edit?usp=sharing

Rankings loss (show ahrefs site explorer)

SEO Audit in ahrefs

Show top keywords/rankings (ahrefs)

Ranking for a good amount of keywords but needs an extra push. Onpage optimization should be improved

Has a "lot" of backlinks but might need an audit to make sure there are no spam links in there.

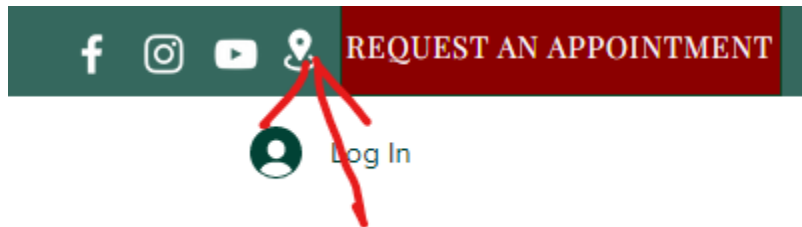
Saw a few backlinks from user accounts/sites unrelated to the niche/industry.

Coeur Window Coverings

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

No phone number (just an icon but most wont see that - i didnt)

Couldn't tell where they were located without some research (Idaho)



Not a fan of the form in-your-face as a welcome

Contact page - phone number not CTC

Ranking for a lot of keywords (430+) but only 16 traffic

- Onpage optimization needs to be improved

Mobile issues - shrink browser to show

Social media - nice job on FB, IG, YT

Show ahrefs SEO audit (88)

SEO ISSUES DISCOVERED	DIFFICULTY	SEO IMPACT
21 pages have a low word count What is this and how do I fix it? View Details →	Moderate	High
2 pages with duplicate meta descriptions What is this and how do I fix it? View Details →	Moderate	High
2 pages with duplicate <title> tags What is this and how do I fix it? View Details →	Moderate	High
13 pages are blocked from appearing in search engines What is this and how do I fix it? View Details →	Moderate	High
7 pages without a H1 heading What is this and how do I fix it? View Details →	Easy	Medium

Shades to You Orlando

<https://shadestoyou.windowblindsorlando.com/>

Why the subdomain?

Phone number stands out (great!) but not CTC

Form less intrusive than previous example

sticky header is nice

Show ahrefs site explorer

- Overview 2.0 numbers (losses)
- organic keyword growth is nice but backlink losses are big
- Switch to overview 1.0

Reviews are bad (show GMB and FB)

FB content old, not on target

FB related pages - shows that FB doesn't know what page is about

Marqi Blinds

<https://marqiblinds.com/>

Weird zip code form top right?

Phone number scrolls, not user friendly

Button hover colors need fixed

Proudly serving half the US (too broad, not localized, links don't go anywhere)

Our Products don't go to product specific pages

Phone number in footer goes to email

Overall - confusing to me