

# SEO AUDIT REPORT

[REDACTED BUSINESS]  
[redacted-domain.com]

Prepared by: [REDACTED]  
Prepared for: [REDACTED BUSINESS]

*Confidential*

## Executive Summary

This report presents a comprehensive SEO audit of [redacted-domain.com], the website for [REDACTED BUSINESS], a dermatology and acne treatment practice located at [REDACTED ADDRESS]. The audit evaluates technical SEO, on-page optimization, content quality, local SEO, and competitive positioning.

### Overall SEO Scores

Category	Score	Priority
Technical SEO	35/100	HIGH
On-Page SEO	40/100	HIGH
Content Quality	45/100	MEDIUM
Local SEO	50/100	MEDIUM
User Experience	45/100	MEDIUM
Off-Page SEO / Authority	30/100	HIGH

### Key Findings

- The website blocks automated crawlers (403 response), which may also affect search engine bots and significantly harm indexing.
- The site is built on a website builder platform which limits technical SEO control over meta tags, schema markup, and page speed optimization.
- Brand name creates keyword competition with practices in a similarly-named geographic region, diluting search visibility.
- Limited backlink profile and online authority for a relatively new practice.
- Duplicate/overlapping service pages dilute keyword authority and create internal competition.
- Google search results show incomplete or generic meta descriptions for several key pages.
- Positive patient reviews exist but are underutilized for SEO value.

# 1. Technical SEO Analysis

## 1.1 Crawlability & Indexing

Element	Status	Impact
Server Response	403 Forbidden (to crawlers)	<b>Critical — Blocks indexing</b>
Indexed Pages	~10 pages found via site: search	Low for a dermatology practice
robots.txt	Unknown (blocked)	Cannot verify configuration
XML Sitemap	Not verified	May be missing
Canonical Tags	Not verified	Risk of duplicate content
SSL Certificate	Active (HTTPS)	Good — Secure connection

The most critical technical issue is the 403 Forbidden response returned to automated crawlers. While the site does appear in Google search results (approximately 10 indexed pages), this server behavior may intermittently block Googlebot and other search engine crawlers, resulting in incomplete indexing and reduced search visibility.

## 1.2 Site Architecture

The site has a flat architecture with approximately 10 pages, which is typical for a small medical practice but could be expanded for SEO benefit:

URL Path	Page Title (from Google)
/	[REDACTED BUSINESS]
/ourteam	Our Team   [REDACTED BUSINESS]
/services	Rejuvenation   [REDACTED BUSINESS]
/services-1	Services   [REDACTED BUSINESS]
/services-products	Rejuvenation   [REDACTED BUSINESS]
/acne	Acne   [REDACTED BUSINESS]
/skin-cancer-screening	Skin Cancer   [REDACTED BUSINESS]
/officeinfo	Office Info   [REDACTED BUSINESS]
/contact	Contact   [REDACTED BUSINESS]
/blank	[REDACTED NAME] Bio   [REDACTED BUSINESS]

## 1.3 URL Structure Issues

- Inconsistent URL naming: /services, /services-1, and /services-products create confusion for both users and search engines.
- The /blank URL for a team member bio page is not descriptive and provides no SEO value.
- The /officeinfo URL could be more descriptive (e.g., /location or /directions).
- Missing separate pages for individual services limits keyword targeting opportunities.

## 2. On-Page SEO Analysis

### 2.1 Title Tags

Title tags are a critical ranking factor. The current titles show inconsistencies:

Page	Current Title	Assessment
Home	[REDACTED BUSINESS]   acne specialist near [REDACTED]   [REDACTED ADDRESS]	Too Long
Our Team	Our Team   [REDACTED BUSINESS]	Needs Keywords
Services	Rejuvenation   [REDACTED BUSINESS]	Misleading
Acne	Acne   [REDACTED BUSINESS]	Too Thin
Contact	Contact   [REDACTED BUSINESS]	Needs Location

Issues identified: The homepage title is excessively long (well over 60 characters), including the full address. Multiple pages use very thin titles with minimal keyword value. The brand name is used inconsistently across page titles.

### 2.2 Meta Descriptions

Based on search result snippets, most pages appear to lack optimized meta descriptions. Google is generating snippets from page content instead, which results in inconsistent and often suboptimal search listings. Custom meta descriptions should be written for every page targeting specific keywords and including a clear call-to-action.

### 2.3 Content & Keyword Analysis

Content analysis reveals several concerns regarding keyword optimization and content depth:

- Primary keywords (acne treatment, dermatology, and local geographic terms) appear to be present but not systematically optimized across the site.
- Service pages have thin content that may not satisfy search intent for users researching specific treatments.
- The homepage mixes multiple topics (acne, rejuvenation, skin cancer, about the practice) without deep treatment of any single topic.
- Missing long-tail keyword targeting for specific queries like "acne treatment [REDACTED CITY]," "rosacea treatment [REDACTED STATE]," or "blue light acne therapy near me."
- No blog or educational content section exists to capture informational search queries and build topical authority.

### 2.4 Heading Structure

From search engine data, page titles suggest that heading hierarchy may need attention. Best practices require a single H1 per page that matches the primary keyword target, followed by logical H2

and H3 subheadings that create a clear content outline for both users and search engines.

## 2.5 Internal Linking

The site has approximately 10 pages with limited opportunities for strategic internal linking. The overlapping service pages (/services, /services-1, /services-products) should be consolidated or clearly differentiated, with cross-linking between related treatment pages to distribute page authority and improve crawlability.

### 3. Local SEO Analysis

#### 3.1 Google Business Profile & Directories

The practice appears in several online directories, which is positive for local SEO:

Directory	Listed?	Notes
BBB	Yes	Not accredited; lists [REDACTED ADDRESS]
Yelp	Yes	Positive review(s); appears in top results
Fresha	Yes	Service booking platform listing
Practo	Yes	Medical directory listing

#### 3.2 NAP Consistency

A critical local SEO concern: the BBB listing shows a different address than the website. Inconsistent Name, Address, and Phone (NAP) data across directories confuses search engines and significantly undermines local search rankings. All directory listings must be audited and updated to reflect the current practice address.

#### 3.3 Brand Name Confusion

The practice name creates a significant local SEO challenge. Search queries containing the brand name frequently return results for practices in a similarly-named geographic region. This means the practice is competing for brand-name searches against an entire geographic area. To mitigate this, the site should consistently emphasize its actual city and state in titles, meta descriptions, schema markup, and content to anchor its local relevance.

#### 3.4 Reviews Strategy

Existing reviews are very positive. However, the total volume of reviews appears low. A proactive review generation strategy should be implemented, including review request emails, in-office signage, and follow-up processes to build a stronger review profile on Google, Yelp, and Healthgrades.

## 4. Competitive Landscape

The practice operates in a competitive landscape for dermatology services, with additional keyword competition from practices sharing similar brand-name keywords:

Competitor Type	Location	Overlap	Threat Level
Regional Name Competitors	Similarly-named region	Brand name keywords	<b>MEDIUM</b>
Local Dermatologists	Local metro area	Service + location keywords	<b>HIGH</b>
National Chains	Online / Multi-location	Generic service keywords	<b>LOW</b>

The primary competitive challenge is differentiating the practice in local search results where the brand name triggers results for a different geographic region. A strong local SEO strategy focused on the practice's actual city and state geo-modifiers is essential.

## 5. Prioritized Recommendations

### 5.1 Critical Priority (Immediate Action)

- 1. Fix server crawlability:** Ensure the server does not return 403 errors to search engine bots (Googlebot, Bingbot). Review security settings, CDN configuration, and any bot-blocking rules on the hosting platform.
- 2. Fix NAP inconsistencies:** Update the BBB listing and all other directories to reflect the current address. Conduct a comprehensive directory audit.
- 3. Optimize title tags:** Rewrite all page titles to be under 60 characters, include primary keywords, and follow the format: [Primary Keyword] | [Secondary Keyword] | [Brand] — [City, State].

### 5.2 High Priority (Within 30 Days)

- 1. Write unique meta descriptions:** Create compelling, keyword-rich meta descriptions (150–160 characters) for every page with clear calls to action like "Book your appointment today" or "Schedule a consultation."
- 2. Consolidate service pages:** Merge overlapping service pages into a clear, logical structure. Create individual pages for each major service (acne treatment, rosacea, skin cancer screening, rejuvenation treatments).
- 3. Implement LocalBusiness schema markup:** Add structured data (JSON-LD) for MedicalBusiness/Physician schema including NAP, hours, services offered, and accepted insurance plans.
- 4. Fix the /blank URL:** Rename to a descriptive URL (e.g., /team/[staff-name]) and ensure all team member bios are linked from the /ourteam page.

### 5.3 Medium Priority (Within 60 Days)

- 1. Create a blog/resources section:** Publish educational articles on acne treatment, skin care routines, rosacea management, and skin cancer prevention. Target informational keywords to build topical authority and attract top-of-funnel traffic.
- 2. Implement a review generation strategy:** Create a system for requesting Google and Yelp reviews from satisfied patients. Aim for 50+ Google reviews within 6 months.
- 3. Expand content depth on service pages:** Each service page should have at least 500–800 words covering what the treatment is, who it is for, what to expect, FAQs, and a call to action. Include before-and-after concepts and patient testimonials.
- 4. Build local backlinks:** Pursue links from local Chamber of Commerce, state medical associations, local health blogs, and community organizations.

### 5.4 Ongoing Optimization

- Monitor search rankings weekly for target keywords (acne treatment [city], dermatologist [city] [state], rosacea treatment [metro area]).

- Publish 2–4 blog posts per month targeting long-tail keywords and seasonal skin care topics.
- Track and respond to all online reviews within 24–48 hours.
- Conduct quarterly technical SEO audits to catch crawl errors, broken links, and indexing issues.
- Optimize images with descriptive alt text and compress for faster load times.
- Consider migrating to a more SEO-friendly platform (e.g., WordPress) for greater technical control if significant growth is a goal.

## 6. Recommended Target Keywords

The following keyword targets are recommended based on the practice's services, location, and competitive landscape:

Keyword	Volume Est.	Difficulty	Target Page
acne treatment [REDACTED CITY]	Low–Med	Low	/acne
dermatologist [REDACTED CITY] [REDACTED STATE]	Medium	Medium	/ (home)
acne specialist [metro area]	Low–Med	Low–Med	/acne
rosacea treatment [REDACTED STATE]	Low	Low	/acne
skin cancer screening [REDACTED CITY]	Low	Low	/skin-cancer
blue light acne treatment [REDACTED STATE]	Low	Very Low	/services
microdermabrasion [REDACTED CITY]	Low	Low	/services
botox [REDACTED CITY] [REDACTED STATE]	Low–Med	Medium	/services

## 7. Conclusion

The practice has a solid foundation with an experienced practitioner, positive patient reviews, and a clear niche focus on acne treatment. However, the website has significant SEO gaps that are limiting its online visibility and ability to attract new patients.

The most urgent issues to address are the server crawlability problem (403 errors to bots), inconsistent NAP data across directories, and the lack of optimized title tags and meta descriptions. These foundational fixes will provide the greatest immediate impact on search visibility.

The medium-term strategy should focus on content expansion, review generation, and local backlink building to establish the practice as the authoritative acne and dermatology resource in its local market area. By systematically implementing the recommendations in this report, the practice can significantly improve its search engine rankings, attract more qualified patient traffic, and grow its online presence.

**Disclaimer:** [REDACTED] A full technical audit with tools such as Google Search Console, Google Analytics, Screaming Frog, Ahrefs, or SEMrush would provide additional depth, including backlink analysis, keyword ranking data, page speed metrics, and Core Web Vitals scores. Scores are estimated based on available evidence and industry benchmarks. All identifying business information has been redacted for portfolio use.