FREE RESOURCE 01

Website + SEO Self-Audit

A guided review of your search visibility, first impression, mobile experience and enquiry path. Plan for about 45 minutes.

INSIDE THIS RESOURCE

1. **A practical 16-point scorecard**
2. **Clear fixes for search and website experience**
3. **A priority plan you can act on this week**

A practical guide for service businesses

JESSICA CAPORO / 01 / 2026

Start with a baseline

This is a self-audit, not a diagnosis of your particular website. Open your site on a phone and laptop, then answer each check with Yes, Needs work, or Not sure. Use Search Console and PageSpeed Insights if you have access.

Your starting numbers

Website URL:

Primary service + location served:

Main action you want a visitor to take:

Monthly organic search clicks (Search Console):

Monthly enquiries from the site (CRM/form records):

Score each item honestly

01

Search visibility

Can you find your important service pages in Search Console, and are they eligible for indexing?

02

Clear first screen

Within five seconds, can a new visitor tell who you help, what you offer and the next step?

03

Mobile path

Can someone read, tap the main button and submit the form comfortably on a phone?

04

Working lead handoff

Does an enquiry reach the right inbox or CRM and receive a useful confirmation?

01 / Be findable

Search improvements begin with pages people can discover and understand. Search appearance can vary, and no single change guarantees ranking.

01

Indexable pages

Use Search Console URL Inspection on your homepage and key service pages. Check coverage before working on keywords.

02

Specific page titles

Give each important page a concise title describing its actual service or topic. Write headings that match what the page answers.

03

Helpful, original answers

Explain services, audience, location, process, pricing factors and common questions in your own words. Avoid pages made only to repeat keywords.

04

Descriptive links

Link between related service and FAQ pages with clear labels. Make it easy for visitors and crawlers to reach the page they need.

05

Images with purpose

Compress oversized images, add useful alternative text where images convey meaning, and retain readable text outside the image.

Try this: Search Console > Performance shows impressions, clicks, queries and pages. Compare pages that receive attention with the pages that produce actual enquiries.

02 / Earn the next click

Review your homepage and your most important service page as a first-time visitor. The goal is a clear decision, not more decorative sections.

06

One clear promise

Lead with the client problem and outcome, then name the service. Replace broad claims with concrete scope.

07

Proof near the claim

Place real projects, approved testimonials, examples or credentials close to the service they support.

08

Call to action

Use a specific button such as Request a Quote or Book a Consultation. Repeat it after important proof and near the end.

09

Friction-light form

Ask only for details required for the first response. Make errors clear and give a real success message.

10

Mobile speed and stability

Test in PageSpeed Insights. Google's Core Web Vitals assess loading (LCP), responsiveness (INP) and visual stability (CLS).

Good Core Web Vitals targets: LCP <= 2.5 s, INP <= 200 ms, CLS <= 0.1, based on real-user data where available. Treat lab tests as diagnostics.

03 / Turn interest into enquiries

A website can attract relevant visitors and still lose them at the final step. Test the full path with a fresh browser and an email address you control.

11

Every button works

Tap every primary CTA and confirm it opens the intended page, form or calendar on mobile and desktop.

12

Booking is usable

Check timezone, available slots, required fields, confirmation email, meeting link and reschedule path.

13

First response is useful

After the form, confirm what happens next and when the person should expect a reply.

14

Source is recorded

Capture the channel or campaign where possible, so you can compare qualified enquiries by source.

15

Privacy is clear

Place a short explanation near the form and link your privacy policy when collecting contact details.

16

Measurement is connected

Compare Search Console clicks with site enquiries. For GA4, generate_lead is the recommended event for a submitted request.

Your scorecard

Mark one response per check after reviewing your own site. If you have no measurement access, use Not sure and make verification your next task.

CHECK	YES	NEEDS WORK	NOT SURE
01 Indexable pages	☐	☐	☐
02 Specific page titles	☐	☐	☐
03 Helpful original answers	☐	☐	☐
04 Descriptive links	☐	☐	☐
05 Images with purpose	☐	☐	☐
06 One clear promise	☐	☐	☐
07 Proof near the claim	☐	☐	☐
08 Call to action	☐	☐	☐
09 Friction-light form	☐	☐	☐
10 Mobile speed and stability	☐	☐	☐
11 Every button works	☐	☐	☐
12 Booking is usable	☐	☐	☐
13 First response is useful	☐	☐	☐
14 Source is recorded	☐	☐	☐
15 Privacy is clear	☐	☐	☐
16 Measurement is connected	☐	☐	☐

Your 7-day fix plan

Choose three changes with the largest effect on visitor clarity and lead delivery. Quick fixes should be tested before adding more traffic.

Priority 1 / Fix a broken action

What fails or confuses visitors?

Owner + due date:

How will you verify the fix?

Priority 2 / Clarify the offer

Which page and headline need work?

What result should the visitor understand?

Priority 3 / Add proof

Which real project, result or testimonial can you show?

Where will it appear?

Score: Count Yes answers from the 16 checks. 0-7: address fundamentals; 8-12: strengthen gaps; 13-16: keep testing and measuring. This is a planning aid, not a search ranking score.

References + next step

These references underpin the technical guidance in this guide. Platform interfaces and reports can change; use the current official documentation when implementing.

SOURCE 01

Google Search Central / SEO Starter Guide

https://developers.google.com/search/docs/fundamentals/seo-starter-guide

SOURCE 02

Google Search Console / Performance report

https://support.google.com/webmasters/answer/7576553?hl=en

SOURCE 03

Google Search Central / Core Web Vitals

https://developers.google.com/search/docs/appearance/core-web-vitals

SOURCE 04

Google Analytics / Recommended events

https://support.google.com/analytics/answer/9267735?hl=en

READY TO APPLY THIS TO YOUR BUSINESS?

If you want a personalised review, Jessica can assess your actual website and turn the highest-priority gaps into a practical action plan.

Book a conversation: marketing.jessicacaporo.com/book-a-call-page