

Generated July 24, 2026

Non-Shopify (or undetected)

4.1/5

GOOD

Executive Summary

This audit evaluated **49 signals** across the rendered HTML, JavaScript app stack, robots.txt, sitemap.xml and mobile viewport.

29	1	3	0	0	12
PASS	CRITICAL	HIGH	MEDIUM	LOW	WARNINGS

Weakest area: **Structured Data** · Strongest area: **Analytics** · App stack: **2 detected**.

Section Scores

Analytics		5.0/5	2 pass · 0 fail · 0 warn
Email & Retention		4.3/5	0 pass · 1 fail · 0 warn
Mobile		5.0/5	3 pass · 0 fail · 0 warn
On-Page SEO		3.4/5	8 pass · 0 fail · 4 warn
Reachability		4.3/5	3 pass · 1 fail · 0 warn
Reviews		4.3/5	0 pass · 1 fail · 0 warn
Security		5.0/5	1 pass · 0 fail · 0 warn
Structured Data		1.8/5	3 pass · 0 fail · 8 warn
Technical SEO		3.5/5	9 pass · 1 fail · 0 warn

App Stack

Detected from runtime JS globals + DOM markers on the homepage.

Google Analytics 4

Meta Pixel

Mobile Rendering

Above-the-fold screenshots at 390×844, iPhone user-agent.

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Coupons



Reviews



Choate's Air Conditioning, Heating,
Plumbing & Electrical

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Plumbing and
Electrical
company serving
the Memphis, TN
area.

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Top Priorities

The highest-impact items, surfaced first.

Critical

CRITICAL robots.txt does not block / sitewide

? 15 min

Observed: Disallow: / blocks entire site

PROBLEM robots.txt has Disallow: / which blocks the entire site from crawlers.

WHY IT MATTERS No page on this site can be indexed by search engines while this rule is active — full traffic loss.

HOW TO FIX Remove the Disallow: / rule from robots.txt immediately. Verify in Google Search Console after the fix.

High Priority

HIGH Page reachable product

? 1 day

Observed: request failed: unknown

PROBLEM Chromium could not load this page (timeout or network error).

WHY IT MATTERS If our headless browser cannot reach it, neither can Googlebot — the page is effectively invisible to search.

HOW TO FIX Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.

HIGH Review platform installed sitewide

? 1 day

Observed: no review app detected (Judge.me, Yotpo, Loox, Okendo, Stamped)

PROBLEM No review platform (Judge.me, Yotpo, Loox, Okendo, Stamped) detected on the homepage.

WHY IT MATTERS Star ratings on PDPs increase conversion by 5–20%, and Review schema unlocks star snippets in Google SERPs.

HOW TO FIX Install a review app, configure post-purchase review request emails (14–21 day delay), and surface ratings near the buy box.

HIGH

Email marketing platform

sitewide

? 1 day

Observed: no major ESP detected (Klaviyo)

PROBLEM No major email platform (Klaviyo) detected on the homepage.

WHY IT MATTERS Without an ESP, you cannot run welcome / abandoned-cart / post-purchase flows — typically 15–30% of e-commerce revenue.

HOW TO FIX Install Klaviyo, set up popup with offer incentive, then build welcome (3 emails), abandoned-cart (3 emails), and post-purchase (Day 3, Day 14, Day 60) flows.

30 / 60 / 90-Day Roadmap

Week 1 — Stop the Bleeding (Critical)

- **robots.txt does not block /** sitewide 15 min

Remove the Disallow: / rule from robots.txt immediately. Verify in Google Search Console after the fix.

Week 2 — Trust & Conversion (High)

- **Page reachable** product 1 day

Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.

- **Review platform installed** sitewide 1 day

Install a review app, configure post-purchase review request emails (14–21 day delay), and surface ratings near the buy box.

- **Email marketing platform** sitewide 1 day

Install Klaviyo, set up popup with offer incentive, then build welcome (3 emails), abandoned-cart (3 emails), and post-purchase (Day 3, Day 14, Day 60) flows.

Month 2 — Growth Infrastructure

- **Title 30–60 chars** homepage

Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.

- **Meta description 120–160 chars** homepage

Trim or expand the description to 120–160 characters with a clear value proposition.

- **Single H1** homepage

Convert all but the most important H1 to H2 — keep exactly one H1 per page.

- **Organization · missing recommended field** homepage

- **WebSite · missing recommended field** homepage

- **Organization · missing recommended field** homepage

- **Organization · missing recommended field** homepage

- **Organization · missing recommended field** about

- **Organization · missing recommended field** about

- **Single H1** blog

Convert all but the most important H1 to H2 — keep exactly one H1 per page.

Organization · missing recommended field [blog](#)

- Organization · missing recommended field [blog](#)

Issues & Findings

Every issue includes the problem, why it matters, and a concrete fix.

Reachability

HIGH Page reachable product

? 1 day

Observed: request failed: unknown

PROBLEM Chromium could not load this page (timeout or network error).

WHY IT MATTERS If our headless browser cannot reach it, neither can Googlebot — the page is effectively invisible to search.

HOW TO FIX Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.

On-Page SEO

WARN Title 30–60 chars homepage

Observed: 64 chars: "HVAC, Plumbing & Electrical in Collierville & Memphis | Choate's"

PROBLEM Title length is outside the SERP-optimal 30–60 character range.

WHY IT MATTERS Short titles waste SERP real estate; long titles get truncated, hurting click-through rate.

HOW TO FIX Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.

WARN Meta description 120–160 chars homepage

Observed: 223 chars

PROBLEM Meta description is too short or too long for SERP display.

WHY IT MATTERS Short descriptions look underbuilt; long descriptions get cut off mid-sentence.

HOW TO FIX Trim or expand the description to 120–160 characters with a clear value proposition.

WARN **Single H1** homepage

Observed: 4 H1 tags

PROBLEM Multiple H1 tags detected on this page.

WHY IT MATTERS Multiple H1s dilute the topical focus signal and indicate poor template hygiene.

HOW TO FIX Convert all but the most important H1 to H2 — keep exactly one H1 per page.

WARN **Single H1** blog

Observed: 4 H1 tags

PROBLEM Multiple H1 tags detected on this page.

WHY IT MATTERS Multiple H1s dilute the topical focus signal and indicate poor template hygiene.

HOW TO FIX Convert all but the most important H1 to H2 — keep exactly one H1 per page.

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Structured Data

WARN **Organization · missing recommended field** homepage

Observed: Organization missing recommended field 'contactPoint'

WARN **WebSite · missing recommended field** homepage

Observed: WebSite missing recommended field 'potentialAction'

WARN Organization · missing recommended field homepage

Observed: Organization missing recommended field 'sameAs'

WARN Organization · missing recommended field homepage

Observed: Organization missing recommended field 'sameAs'

WARN Organization · missing recommended field about

Observed: Organization missing recommended field 'contactPoint'

WARN Organization · missing recommended field about

Observed: Organization missing recommended field 'sameAs'

WARN Organization · missing recommended field blog

Observed: Organization missing recommended field 'contactPoint'

WARN Organization · missing recommended field blog

Observed: Organization missing recommended field 'sameAs'

Reviews

HIGH Review platform installed sitewide

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