

# Let's Get Optimising

## Baseline Report

**CBM**  
CHRISTIES BEACH MARINE



October 2023



 **Optimise**<sup>TM</sup>  
Targeted Marketing and SEO

# Baseline Overview

Based on our research, we have identified that <https://www.christiesbeachmarine.com.au/> website contents are not properly optimised for search engines. Google and other search engines might penalize your website that will result to low ranking score or will not be visible to search engines at all. Keywords are need to be refocused and optimised to drive traffic from your target market.

To address this, we will be executing a complete website audit to evaluate your website health performance and review key messaging, tone, industry jargon, layout and structure of content. We will identify new opportunities to address our key target market and create a content strategy to bring the website up to date.

The new content strategy will specifically address the Target Market '\_\_\_\_\_' and identify the following key areas:

- The key problems associated with the target market
- The key solutions associated with the target market
- Building trust and credibility in the form of customer testimonials, citations and case studies
- A call to action that gets online customers to convert on either a) the sign up/contact page or b) ring to book in a free showroom consult.

# Baseline Report

## Website Audit

### HEALTH SCORE



BETTER THAN 8% OF USERS

### ISSUE DISTRIBUTION



NOTICES (3223) WARNINGS (7576) ERRORS (2539)

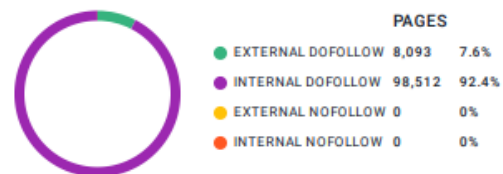
### PAGE INDEXATION



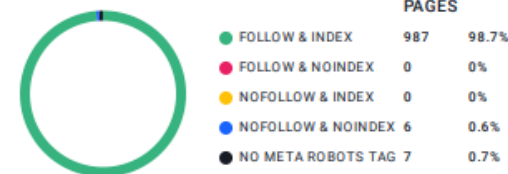
### TOP ISSUES

|                                   |     |
|-----------------------------------|-----|
| ⊗ 4XX images (Not Found)          | 992 |
| ⊗ Identical Title and H1 tags     | 790 |
| ⊗ Slow page loading speed         | 339 |
| ⊗ URLs with duplicate page titles | 171 |
| ⊗ Duplicate description           | 143 |

### LINK ATTRIBUTES



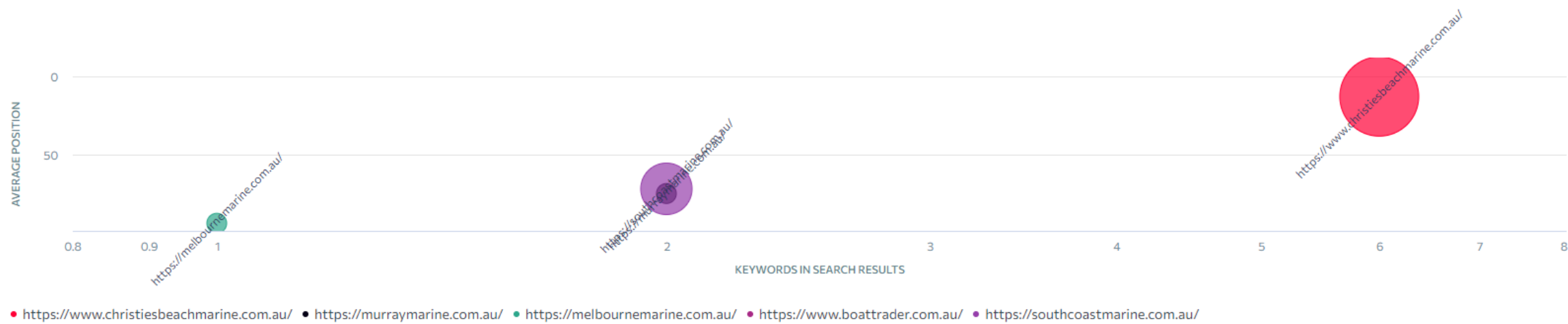
### META ROBOTS TAG



# Baseline Report

## Average Ranking Position

Christies Beach Marine average position vs organic competitors.



# Baseline Report

## Domain Metrics

| DOMAIN METRICS                                                                                      |     |                                                                                                     |       |
|-----------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------|-------|
|  Domain expiration | N/A |  Pages in Yahoo! | 1,310 |
|  Backlinks         | 235 |  Pages in Google | 955   |
|  Referring domains | 74  |  Pages in Bing   | NaN   |
|  Domain Trust     | 27  |                                                                                                     |       |