SAMPLE REPORT — PREPARED FOR MWORK.CA AND SHARED WITH THEIR PERMISSION. EVERY BOLDZEE AUDIT IS DELIVERED IN THIS FORMAT.

TECHNICAL & ON-PAGE SEO AUDIT

SEO Audit Report

A ground-up teardown of how Google sees your Microcement DIY Kit product page — technical health, on-page signals, keywords, content and rich-result readiness — with prioritized, plain-English fixes to grow organic rankings, traffic and online orders.

PAGE UNDER REVIEW
mwork.ca/store/p/customizable-microcement-kits

OVERALL SCORE



C

NEEDS WORK

Great content, undersold in the tags. The title and the deep DIY guide, FAQ and product copy are genuinely strong — but the meta description is a generic slogan, the share image is insecure, and a huge FAQ earns no rich result because there's no schema.

SUBJECT	DATE	DIMENSIONS ANALYZED
Microcement DIY Kit Product page · MWork.ca store	**Jul 2026** v1.0 deliverable	**12** scored 0–10 each

USING THIS REPORT

Three ways to get the most out of it.

Your audit is delivered in three formats so you can read, share and act on it however you work best. Everything below is included with your purchase.

INCLUDED

FORMAT 01

Interactive HTML

The living version. Slide through the annotated view of how Google sees your page — SERP snippet, head tags and heading outline — and revisit it any time as you ship the fixes.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-ready PDF

The same report, paginated and ready to forward to a partner or technician — or print and mark up by hand on the job.

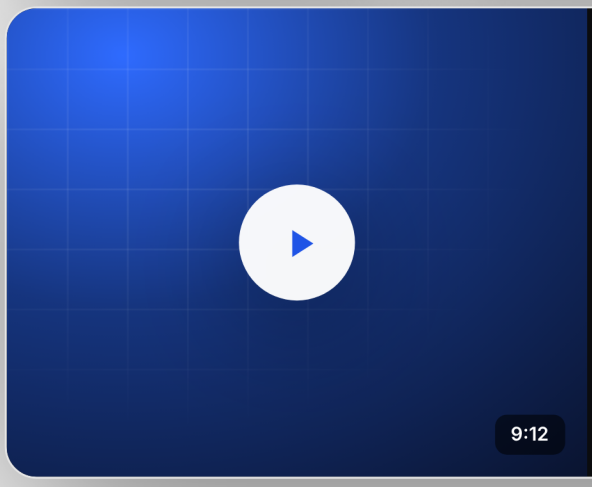
Download the PDF ↓

INCLUDED

FORMAT 03

Expert video walkthrough

A BoldZee SEO specialist records a screen walkthrough of your store and Google's view of it — explaining each ranking issue, why it matters, and which change to make first.



YOUR PERSONAL WALKTHROUGH

Watch us explain this report — in plain English

Our expert opens mwork.ca and Google's search results side by side, points at exactly what's keeping you off page one, and names the first three changes to make. No jargon.

▶ Play the walkthrough

HOW PRIORITIES ARE LABELLED

P0 — **Critical — fix first**
Costing you rankings right now. Address before anything else.

P1 — **High — this month**
Meaningful organic lift. Tackle once the P0 is done.

P2 — **Polish — next**
Refinement once the essentials are solid.

HOW EACH DIMENSION IS SCORED (0–10)

0–4 — **Critical gap**
Actively holding the page back in search.

5–7 — **Needs work**
Functional, but leaving results on the table.

8–10 — **Solid**
Working well — protect and build on it.

EXECUTIVE SUMMARY

Great content, let down by the meta tags.

This product page is one of MWork's strongest assets. The **title tag is keyword-rich** (“Select Your Perfect Microcement DIY Kit – Waterproof, Standard”), the H1 matches, and the body is genuinely deep — a full **step-by-step DIY guide**, an extensive **FAQ**, a “what is microcement” explainer and customer galleries. Google rewards exactly this kind of content. But the signals around it are weak: the **meta description is a generic slogan** (“Do It Yourself – Save Money...”) with no keywords and a stray **& encoding bug**, the **share image loads over insecure http://**, and that valuable FAQ and product data generate **no rich results** because there's no FAQPage, Product or Review schema. The page is also **very heavy** — the DIY guide, FAQ and 100+ gallery images put Core Web Vitals at risk on mobile. None of this touches your content — it's fixing the description, securing one image, adding schema and trimming weight.



NEEDS WORK — FIX THE SIGNALS

2
Priority 0 fixes — the meta description and the insecure share image

0
Keywords in the meta description — it's a generic marketing slogan

100+
Guide & gallery images on the page, most with empty or duplicate alt text

Top findings at a glance

RANKED BY RANKING IMPACT

01 **The meta description is a generic slogan.** “Do It Yourself – Save Money, Get It Delivered...” carries no keywords (no “microcement,” “kit,” “waterproof”) and includes a double-encoded `&` bug. Google has nothing relevant to show under your link. — P0 · CRITICAL

02 **The share image loads over insecure http://.** The og:image and twitter:image are served from `http://`, not https — a mixed-content flag that can blank your preview card on social and messaging apps. — P0 · CRITICAL

03 **A rich FAQ & product data, but no schema.** You have an extensive FAQ, a price and stock status on the page — yet no FAQPage, Product or Review structured data, so Google shows no expandable Q&As, price or stars. — P1 · HIGH

04 **The page is very heavy.** The DIY guide, full FAQ and 100+ gallery images make this a large page — a real Core Web Vitals (LCP) risk on mobile, where most buyers land. — P1 · HIGH

05 **Gallery & product images have empty alt text.** Dozens of product, guide and gallery images ship with blank or duplicate alt attributes — wasted image-search signals and an accessibility gap. — P1 · HIGH

SCORECARD

Twelve dimensions, scored.

Each dimension is rated 0–10 against current organic-search best practice for a commerce product page targeting buyer intent. Bars are colour-coded by band — the green is a real strength worth protecting.

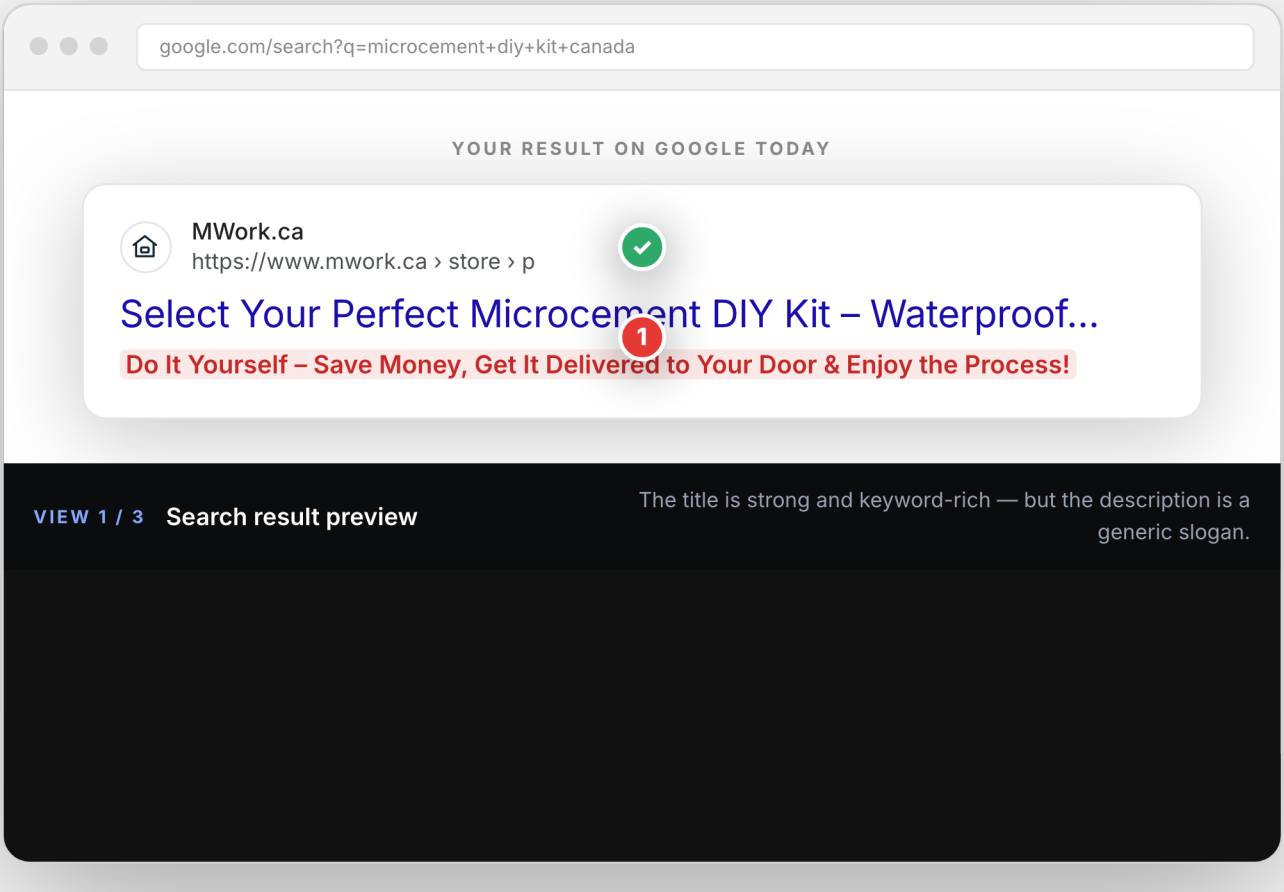
Technical SEO health **6** /10	Page speed & Core Web Vitals **4** /10
On-page SEO optimization **7** /10	Keyword targeting & gaps **7** /10
Content quality & relevance **8** /10	Meta tags & structure **4** /10
Internal linking strategy **7** /10	Backlink profile overview **4** /10
Indexing & crawlability **7** /10	Mobile SEO performance **5** /10
URL structure & hierarchy **7** /10	Competitor SEO insights **5** /10

0–4 · Critical gap 5–7 · Needs work 8–10 · Solid

VISUAL ANNOTATION

How Google sees your page.

Slide through a faithful recreation of your live search result, the head tags behind it, and the page's heading outline — with the findings pinned right where they happen. **Use the arrows to browse all views** — the printed PDF shows all three stacked.



1 **Slogan meta description**

Rewrite with 150–160 keyword-rich chars and fix the & encoding bug.

2 **Share image on http://**

Re-point og:image / twitter:image to the secure https:// URL.

3 **No FAQ / Product schema**

Mark up the FAQ, price and stock so Google can show Q&As, price and stars.

4 **H1 could be tightened**

Keep the keywords but trim the salesy phrasing and add “Canada / Vancouver” intent.

5 **Empty image alt text**

Give the 100+ product, guide & gallery images unique, descriptive alt.

✓ **Title & content are strong**

A keyword-rich title plus a deep DIY guide, FAQ and explainer — protect them.

Technical foundation

DIMENSION 01

Technical SEO health

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The Squarespace base covers the essentials: **HTTPS, a valid self-referencing canonical, a mobile viewport** and clean OG/Twitter tags with an auto-generated sitemap.
- Catalogue images are delivered via the **Squarespace CDN** with responsive `?format` sizing — a reasonable baseline.
- But the **og:image loads over insecure http://**, and there's no structured data (schema) anywhere on the page.

RECOMMENDED

- Fix the **og:image to https://** to remove the mixed-content flag and repair share previews.
- Add **Organization + LocalBusiness schema** at the site level for entity clarity.
- Confirm the sitemap is submitted in **Google Search Console** and every core page is indexed.

DIMENSION 02

Indexing & crawlability

7 /10

NEEDS WORK

WHAT'S HAPPENING

- The site is **indexable and crawlable** — products, folders and blog are reachable from the main nav, and an active blog gives crawlers fresh signals.
- Squarespace **store & collection pages** are discoverable, helping the catalogue get indexed.
- Main risk is many **near-duplicate product variants** and no clear priority signal for the money pages.

RECOMMENDED

- Verify coverage in **Search Console** — confirm key product and category pages are indexed, not "discovered / not indexed."
- Keep the XML sitemap current and make sure no important collection is set to **noindex**.
- Give each core line (microcement, epoxy, plaster) a strong, **crawlable landing page**.

DIMENSION 03

URL structure & hierarchy

7 /10

NEEDS WORK

WHAT'S HAPPENING

- Squarespace produces **clean, readable slugs** (/epoxy-floor, /wallpaper, /granite-paint) — a genuine strength.
- But the structure is **flat**: no location hierarchy (e.g. /microcement/vancouver) to organise local intent.
- Some product URLs are opaque (**/store/p/lime-18l**), and breadcrumbs / BreadcrumbList schema are absent.

RECOMMENDED

- Build a clear path for service + city pages: **/microcement-vancouver**, **/epoxy-floor-coquitlam**.
- Add **breadcrumbs with BreadcrumbList schema** so Google understands the hierarchy.
- Give key products descriptive slugs and keep them **stable** — 301 any renamed ranking URL.

DETAILED ANALYSIS · 04–06

On-page & content

DIMENSION 04

On-page SEO optimization

7 /10

NEEDS WORK

WHAT'S HAPPENING

- The **title and H1 are keyword-led** ("Microcement DIY Kit – Waterproof, Standard") — the most important on-page slots are doing real work.
- The body is **deep and on-topic**: a DIY guide, extensive FAQ, a "what is microcement" explainer and galleries.
- The gaps are the **slogan meta description** and **empty alt text** across 100+ images.

RECOMMENDED

- Keep the strong title/H1; just **tighten the H1** and add "Canada / Vancouver" intent.
- Rewrite the **meta description** with keywords (see Meta tags & structure).
- Give the product, guide and gallery images **unique, descriptive alt text**.

DIMENSION 05

Meta tags & structure

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- The **title tag is strong** and keyword-rich — a genuine asset for this page.
- But the **meta description is a generic slogan** ("Do It Yourself – Save Money...") with a double-encoded **& bug** and no keywords.
- The **og:image is http://**, and there's **no FAQPage, Product or Review schema** despite a rich FAQ and price/stock on the page.

RECOMMENDED

- Description: **150–160 keyword-rich chars** — kit contents, use cases, "ships across Canada"; fix the encoding bug.
- Move the **og:image / twitter:image to https://**.
- Add **FAQPage, Product & Review schema** via Squarespace code injection.

DIMENSION 06

Content quality & relevance

8 /10

SOLID

WHAT'S HAPPENING

- This is the page's **standout strength**: a full step-by-step DIY guide, an extensive FAQ, a "what is microcement" explainer and customer galleries.
- It answers real buyer questions — **coverage, safety, textures, installation cost** — with strong topical depth.
- The only real gap is a **short keyword intro** up top, before the configurator.

RECOMMENDED

- Protect this content; add a **2–3 sentence keyword intro** above the configurator.
- Convert the FAQ into **FAQPage schema** to earn rich results (see Meta tags).
- Interlink to **service/city pages and how-to blog posts** to build a topic cluster.

Keywords, speed & mobile

DIMENSION 07

Keyword targeting & gaps

7 /10

NEEDS WORK

WHAT'S HAPPENING

- The page targets a **clear head term** — "microcement DIY kit" — across the title, H1 and body.
- It naturally covers strong modifiers: **waterproof, floor, bathroom, countertop, DIY**.
- The gap is **geo intent** ("microcement kit Canada / Vancouver") and buyer long-tails in the meta.

RECOMMENDED

- Add **geo qualifiers** ("ships Canada-wide," "Vancouver") to the title, description and intro.
- Target long-tails the FAQ already answers: **"microcement cost per sq ft," "microcement over tile."**
- Keep **one primary keyword** for this page so the kit doesn't compete with category pages.

DIMENSION 08

Page speed & Core Web Vitals

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- This is a **very large page**: a full DIY guide, an extensive FAQ and **100+ gallery images** across multiple sliders.
- Images use the Squarespace CDN, but the sheer volume puts **LCP and total weight** at real risk on mobile.
- Core Web Vitals directly influence mobile rankings — a ranking factor, not just UX.

RECOMMENDED

- **Lazy-load** the DIY-guide and gallery images; load galleries only when scrolled into view.
- Ensure images carry **explicit dimensions** to prevent layout shift (CLS).
- Test in **PageSpeed Insights**; target LCP under 2.5s on mobile.

DIMENSION 09

Mobile SEO performance

5 /10

NEEDS WORK

WHAT'S HAPPENING

- The Squarespace theme is **responsive** with a correct viewport, and the configurator works on phones.
- But under **mobile-first indexing**, this heavy, image-stacked page is the version Google ranks.
- The long guide and galleries push **the FAQ and buy actions far down** small screens.

RECOMMENDED

- Reduce the number of **gallery images** rendered on phones.
- Keep the **configurator and key info high** in the mobile order.
- Re-test **mobile usability** and PageSpeed after the image cleanup.

Authority & competition

DIMENSION 10

Internal linking strategy

7 /10

NEEDS WORK

WHAT'S HAPPENING

- Strong for a product page: **related tools, "You Might Also Like," add-ons** and a full nav give internal paths.
- But there's **no link to how-to blog posts or service/city pages** from the kit.
- Anchors lean generic ("Shop Now," "Quick View") — no keyword-rich internal anchors.

RECOMMENDED

- Link the kit to **microcement service/city pages and blog how-tos** with descriptive anchors.
- Add contextual links from the **DIY guide** to related products and tools.
- Build a **hub-and-spoke** so authority flows to and from the kit page.

DIMENSION 11

Backlink profile overview

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- Off-page authority is **thin** — primarily the brand's own LinkedIn, Instagram and Facebook, not editorial or local links.
- No visible **local citations** (directories, BBB, BC trade suppliers) building consistent NAP signals.
- Low domain authority makes even a perfect page hard to rank against established renovation and flooring sites.

RECOMMENDED

- Claim & complete the **Google Business Profile**, plus Yelp, Houzz, HomeStars and BC trade directories.
- Get listed on **supplier / manufacturer dealer pages** and local design-and-build directories.
- Pitch the showroom and finished projects to **local design blogs & press** for editorial links.

DIMENSION 12

Competitor SEO insights

5 /10

NEEDS WORK

WHAT'S HAPPENING

- Metro Vancouver microcement/epoxy is competitive; rivals rank with **dedicated service + city pages** and full Google Business Profiles.
- Competitors typically show **star ratings and Houzz / HomeStars profiles** — MWork currently shows little social proof in search.
- But MWork holds a rare edge: a **deep, own-brand product catalogue and a real showroom** most installers can't match.

RECOMMENDED

- Compete where you can win: **city-level product terms** and "buy microcement Canada," not just "microcement."
- Match rivals' **page-per-service and page-per-city** coverage, then out-content them with the catalogue depth.
- Benchmark the **top 3 local map-pack results** and close their schema, review and citation gaps.

PRIORITIZED FIXES

The roadmap, sequenced by impact.

Start at the top. The two P0 items are quick tag edits — they don't touch your excellent content. Impact and effort are rated 1–4 dots.

P0 Critical · do now | **P1** High · this month | **P2** Polish · next

#	FIX	PRIORITY	IMPACT	EFFORT
01	**Rewrite the meta description** Replace the slogan with 150–160 keyword-rich chars — "Waterproof microcement DIY kits with primer, mesh, sealer & topcoat. Ships across Canada." And fix the `&` encoding bug.	P0	●●●●	●
02	**Fix the share image to https://** Re-point og:image and twitter:image from http:// to the secure https:// URL to clear the mixed-content flag and repair share previews.	P0	●●	●
03	**Add FAQPage schema to your FAQ** You already have an extensive FAQ — mark it up so Google can show expandable Q&As directly in search results.	P1	●●●●	●●
04	**Add Product & Review schema** Structured data for price, availability and ratings — unlocks price and star rich results for the kit in search.	P1	●●●●	●●
05	**Add unique alt text to key images** Describe the product, DIY-guide and gallery images (finish, colour, application) — wins image search and fixes accessibility.	P1	●●●	●●
06	**Trim page weight for Core Web Vitals** Lazy-load the DIY-guide and gallery images (100+), add explicit dimensions; target LCP < 2.5s on mobile.	P1	●●●	●●●
07	**Sharpen the H1 & title length** Keep the keyword-led H1 but tighten it — e.g. "Microcement DIY Kit — Waterproof & Standard | Ships Canada-wide"; keep the title ≤60 chars so it doesn't truncate.	P2	●●	●●
08	**Add BreadcrumbList schema** A Store › product breadcrumb already exists on the page — mark it up so Google shows the trail in results.	P2	●●	●
09	**Add a short keyword intro up top** A 2–3 sentence intro above the configurator ("waterproof microcement kit for bathrooms, floors & countertops") gives Google keyword context early.	P2	●●	●●
10	**Interlink to service & blog content** Link the kit to microcement service/city pages and how-to blog posts with descriptive anchors to build a topic cluster.	P2	●●	●●

2
P0 fixes — the meta description and the insecure share image —

P0–P1
The first 6 items address every ranking-critical & high-priority gap

59 → 82+
Realistic scorecard ceiling once the P0–P1 set is implemented

METHODOLOGY & NEXT STEPS

How this audit was built.

A structured, repeatable review across twelve SEO dimensions — grounded in this product page's head tags, headings, content and links, not assumptions.

01

Crawl

Your live page's head tags, heading outline, copy, internal links and image inventory were pulled and catalogued.

02

Score

Each of 12 SEO dimensions rated 0–10 against current organic-search best practice for a local specialty retailer with an online store.

03

Annotate

Issues pinned onto a recreation of your live SERP snippet, head tags and heading structure.

04

Prioritize

Findings sequenced by ranking impact vs. effort into a P0–P2 action roadmap you can work top-down.

You've built a great page. Now let's make Google show it.

Almost every fix here is a tag, heading or content change — not a rebuild. Pick the path that fits how you want to work — we'll take it from there.

DONE FOR YOU · FASTEST

Get my fix quote

We implement the P0–P1 fixes — title, social tags, schema and local pages. Email us and we'll reply with a quote.

Email us for a quote →

DO IT YOURSELF, THEN VERIFY

Book a re-audit

Prefer to handle it in-house? Work the roadmap, then send the page back. We'll re-score all 12 dimensions to confirm the lift.

Book a re-audit →

GROW THE WHOLE FUNNEL

Add a productized service

Ready to go further? Pair this audit with a done-for-you build or a deeper diagnostic — fixed scope, fixed price.

See what fits →

RECOMMENDED FOR YOUR MICROCEMENT KIT PAGE

Productized services to grow your business

Hand-picked next steps that build on this audit's findings.

Local SEO Package · Landing Page Audit · SEO Content Plan

Visit the Service Store ↗

Not sure where to start? **Watch your video walkthrough** — we point at the first three changes to make.

Questions about this report? **support@boldzee.com**