

A PROCESS REDESIGNED

Executive Summary

Website Audit — Key Findings & Priority Actions

So Icy Air

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Prepared By: A Process Redesigned

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Document: Executive Summary (2 pages)

 This audit was conducted using the **WAIMI** (Website & AI-driven Marketing Intelligence) system by **Tony-Wolf.com**.

Performance Scores

40

SEO

60

PERFORMANCE

70

DESIGN & UX

55

CONTENT

65

CONVERSION

55

TRUST

Overall Score: 57/100

Top Strengths

- **Perfect 5.0-star rating** from 30+ customer reviews — exceptional social proof
- **Professional website design** with clean layout, strong branding, and clear CTAs
- **Compelling founder story** (12+ years experience, from Suriname) that builds trust
- **Official Rheem partnership** with dedicated product page and comparison table
- **Active blog strategy** with 15+ locally-relevant articles driving SEO value
- **Fast server response** (167ms TTFB) with HTTP/2 and SSL properly configured
- **Unique service offering** — corrosion prevention for Florida's coastal climate

Critical Issues (Top 7)

- **Missing Meta Descriptions:** No meta description on ANY page — severely hurts Google click-through rates
- **Duplicate Title Tags:** Multiple pages share the same generic title, confusing search engines
- **Only 2 of 23 Pages Indexed:** 91% of the site is invisible to Google searchers
- **Wrong Structured Data:** Schema markup lists Orlando-area cities instead of actual service areas; address set to Orlando instead of Palm Bay; description inaccurately states "Veteran-owned"
- **No Navigation Menu:** Users can't navigate between pages — critical usability failure
- **Broken Logo Link:** Rheem page logo points to a different company's website
- **No License Number Displayed:** Missing HVAC contractor license hurts trust and compliance

Priority Action Plan

● IMMEDIATE — Week 1-2

1. Add unique meta descriptions to ALL pages
2. Fix duplicate title tags with unique, descriptive titles per page
3. Correct structured data — update service areas to Brevard/Indian River
4. Fix broken logo link on Rheem page
5. Add navigation menu to ALL pages
6. Display contractor license number in footer
7. Submit sitemap to Google Search Console

● SHORT-TERM — Week 3-4

8. Add Open Graph and Twitter Card meta tags
9. Create dedicated service pages for each HVAC service
10. Add FAQ sections with schema markup
11. Create dedicated About page with licenses and certifications
12. Improve the quote form with service type and description fields

● MEDIUM-TERM — Month 2-3

13. Create location-specific landing pages for each major city
14. Add pricing guidance and financing details pages
15. Optimize images and add live chat/messaging
16. Claim and optimize Google Business Profile
17. Add Privacy Policy and Terms of Service pages

● LONG-TERM — Month 3-6

18. Increase blog frequency to 2-4x/month
19. Add before/after gallery and video content
20. List on Angi, HomeAdvisor, BBB
21. Implement email marketing and call tracking
22. Consider Google Ads for high-intent keywords

Estimated Impact

Implementing the Immediate (Week 1-2) action items alone could result in:

- 200-400% increase in organic search visibility within 3-6 months
- All 22 pages properly indexed and ranking in Google
- Significantly improved click-through rates from search results
- Better user experience and reduced bounce rates
- Increased lead generation from the website

Next Step

Complete the **Business Audit Questionnaire** to receive a comprehensive business operations analysis covering finances,

marketing, operations, customer experience, and growth strategy.

AProcessRedesigned.com/business-questionnaire.html

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