

A PROCESS REDESIGNED

Website Audit Report

Comprehensive Digital Presence Analysis

So Icy Air

www.soicyair.com

Prepared For: Nevil van Els — So Icy Air, Palm Bay, FL

Prepared By: A Process Redesigned

Audit Date: March 8, 2026

Report Version: 1.0 — Full Audit


 This audit was conducted using the **WAIMI** (Website & AI-driven Marketing Intelligence) system by **Tony-Wolf.com**. WAIMI combines advanced AI analysis with proven business consulting frameworks to deliver comprehensive, actionable insights.

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1. Executive Summary

This comprehensive website audit of **SolcyAir.com** was conducted on March 8, 2026, using the WAIMI (Website & AI-driven Marketing Intelligence) system by Tony-Wolf.com. The audit analyzed the website across six critical categories: SEO, Performance, Design & UX, Content Quality, Conversion Optimization, and Trust & Authority.

Overall Assessment: So Icy Air has a solid foundation — a clean modern design, excellent customer reviews (5.0 stars across review platforms), a compelling founder story, and a growing blog content strategy. However, there are significant SEO and technical issues that are severely limiting the website's visibility in search engines and its ability to generate organic leads.

The most urgent issues include: missing meta descriptions on all pages, duplicate title tags across multiple pages, incorrect structured data listing wrong service areas and inaccurate business details, only 2 of 23 pages indexed by Google, no navigation menu between pages, and a broken logo link on the Rheem page pointing to a different company's website.

Estimated Impact: Implementing the recommended changes — particularly the SEO fixes and navigation improvements — could increase organic search traffic by 200–400% within 3–6 months and significantly improve lead generation from the website.

2. Business Overview

Business Name	So Icy Air
Owner	Nevil van Els
Website	https://soicyair.com
Phone	(321) 479-5843
Location	Palm Bay, Florida
Service Area	Brevard County & Indian River County
Industry	HVAC — Heating, Ventilation & Air Conditioning
Services	Mini-splits, Central AC, Duct Repairs, System Replacement, Corrosion Prevention, Air Quality, Rheem Installations
Hours	Monday–Saturday: 24/7 Sunday: Closed
Reviews	5.0 Stars — 30+ Reviews (Google, Yelp)
Social Media	Facebook, TikTok (@soicyairfl)
Website Platform	LlamaPress (Custom CMS) on Caddy server
Partnership	Official Rheem Partner (16 & 18 SEER systems)

3. Overall Scores Dashboard

40

SEO

60

PERFORMANCE

70

DESIGN & UX

55

CONTENT

65

CONVERSION

55

TRUST

Overall Weighted Score: 57/100 — The website has a good visual foundation but significant technical and SEO issues are preventing it from reaching its full potential.

4. SEO Analysis — Score: 40/100

SEO is the most critical area requiring immediate attention. Multiple foundational issues are preventing the site from being properly indexed and ranked by search engines.

FINDING	SEVERITY	DETAILS	RECOMMENDATION
Missing Meta Description	CRITICAL	No meta description tag found on any page of the website. Google will auto-generate snippets from page content, often resulting in poor, truncated descriptions that hurt click-through rates.	Add unique, compelling meta descriptions (150–160 characters) to every page. Include primary keyword and a clear call-to-action.
Duplicate Title Tags	CRITICAL	Multiple pages share the identical title "So Icy Air - Expert HVAC Services in Florida" — including wall-ac-repairs, minisplits, and other service pages. Google interprets this as duplicate content.	Create unique, descriptive titles for each page. Format: "[Service] in [City] FL So Icy Air" (e.g., "Mini-Split Installation Palm Bay FL So Icy Air").
Low Google Indexation	CRITICAL	Only 2 of 23 pages listed in the sitemap are indexed by Google (homepage and Rheem page). The remaining 21 pages, including valuable blog content, are invisible to search users.	1) Submit sitemap to Google Search Console. 2) Fix duplicate titles/content issues. 3) Add unique meta data to each page. 4) Request indexing for important pages. 5) Add internal links to orphan pages.
Incorrect Structured Data	HIGH	The JSON-LD schema markup lists service areas as: Orlando, Kissimmee, Sanford, Oviedo, Winter Park, Apopka. The business actually serves Palm Bay, Melbourne, Brevard & Indian River Counties. Additionally, addressLocality is set to "Orlando" instead of "Palm Bay," and the description incorrectly states "Veteran-owned" and "across Central Florida." The reviewCount shows 19 while the site claims 30+ reviews.	Update areaServed to correct locations. Fix addressLocality to "Palm Bay." Correct the description to accurately reflect the founder's Suriname background and Space Coast service area. Update reviewCount to match actual review total.
Missing Open Graph Tags	HIGH	Zero Open Graph meta tags found. When the website is shared on Facebook, LinkedIn, Twitter, or via messaging apps, it won't display a proper preview image, title, or description.	Add og:title, og:description, og:image, og:url, og:type, and twitter:card tags to all pages. Use a professional hero image for og:image.
No Canonical Tags	MEDIUM	No canonical URL tags defined on any page. If pages are accessible from multiple URL patterns, this could create duplicate content issues.	Add <link rel="canonical" href="[preferred URL]"> to every page.
Minimal Internal Linking	MEDIUM	Only 13 links found on the homepage. Blog posts don't link to service pages, and service pages don't link to related blog content. This limits SEO value distribution.	Add contextual internal links between blog posts and relevant service pages. Include related posts sections on blog articles.
Thin Robots.txt	LOW	Robots.txt only contains "User-agent: * Allow: /" with no sitemap reference.	Add "Sitemap: https://soicyair.com/sitemap.xml" to robots.txt.

5. Performance Analysis — Score: 60/100

Performance is moderate. The server responds quickly but there are opportunities for optimization in image delivery and page weight reduction.

Technical Metrics

Time to First Byte (TTFB)	167ms — GOOD
Total Connection Time	179ms — GOOD
HTML Page Size	105 KB — MEDIUM
HTTP Protocol	HTTP/2 — GOOD
Server	Caddy via proxy
SSL Certificate	Active, valid — GOOD
Content Security Policy	frame-ancestors *; — permissive
Cache Control	max-age=0, private, must-revalidate

FINDING	SEVERITY	DETAILS	RECOMMENDATION
Large Total Page Weight	HIGH	HTML alone is 105KB. With 11 images loaded from external S3 buckets, total page weight likely exceeds 2–4MB.	Compress images, convert to WebP, implement lazy loading for all below-fold images.
External Image Hosting	MEDIUM	Images hosted on two separate S3 domains: llamapress-ai-image-uploads.s3.us-west-2.amazonaws.com and service-jobs-images.s3.us-east-2.amazonaws.com. Each domain requires a separate DNS lookup.	Consolidate images to a single CDN or use the site's own domain with a CDN layer like Cloudflare.
No Browser Caching	MEDIUM	Cache-Control header set to "max-age=0, private, must-revalidate" — browsers will re-download the page on every visit.	Implement caching headers with appropriate max-age values for static assets (images, CSS, JS).
Missing Image Dimensions	LOW	Some images lack explicit width/height attributes, which can cause layout shifts (CLS) during loading.	Add explicit width and height attributes to all tags.

6. Design & UX Analysis — Score: 70/100

The visual design is the strongest aspect of the website. However, critical navigation issues severely limit usability.

FINDING	SEVERITY	DETAILS	RECOMMENDATION
No Navigation Menu	CRITICAL	The website has no visible navigation menu or hamburger menu linking between pages. Users cannot navigate to service pages, blog posts, or the Rheem page without a direct link. This creates a dead-end experience for visitors.	Add a comprehensive navigation menu: Home Services (dropdown) Rheem Systems Blog About Contact. Include mobile hamburger menu.
Broken Logo Link	HIGH	On the Rheem page (/rheem-air-conditioning-installation), the logo links to "goandgrowtreeco.com" — a completely different business. This is a serious trust and usability issue.	Immediately change the logo href to https://soicyair.com/ on all pages.
Professional Visual Design	GOOD	Clean dark navy (#1a2744) color scheme with cyan accents. Professional typography, good whitespace usage, and high-quality branded vehicle image creates a professional impression.	Maintain current design direction. Add more real project/work photos.
Effective CTA Placement	GOOD	Phone number displayed in header with click-to-call. "Free Quote" button prominently positioned. Multiple CTAs throughout the page.	Add a sticky mobile CTA bar for phone and text. Add emergency-specific CTA.
Basic Quote Form	MEDIUM	Form only collects name, phone, email. No way to describe the issue, select a service type, or indicate urgency.	Add: service type dropdown, description textarea, urgency selector, preferred contact method.
Service Cards Limited	MEDIUM	7 service cards with "See more" buttons that expand in-page. No dedicated service pages with detailed descriptions, photos, or FAQs.	Create dedicated landing pages for each service with in-depth content.

7. Content Quality Analysis — Score: 55/100

The website has a promising content foundation with local blog articles, but lacks depth in service descriptions and misses key content types that drive SEO and conversions.

FINDING	SEVERITY	DETAILS	RECOMMENDATION
Active Blog Strategy	GOOD	15+ blog posts covering locally relevant topics. Examples: "Why Your AC Struggles at Night in Palm Bay Homes," "Preventing Mold in Brevard County AC Systems," "Energy Saving Upgrades That Cut AC Bills." Strong local SEO foundation.	Increase frequency to 2–4 posts/month. Add internal links to service pages within posts.
No Service Area Pages	HIGH	No location-specific landing pages despite serving multiple cities across two counties. Missing huge opportunity for "AC repair [city name]" searches.	Create pages for: Palm Bay, Melbourne, Cocoa, Titusville, Rockledge, Vero Beach, Sebastian, Merritt Island, and other served cities.
Compelling Founder Story	GOOD	Unique story from Suriname, 12+ years experience, field supervisor background. This differentiates the brand and builds trust.	Move to a dedicated About page. Add photos, certifications, and team info.
No FAQ Section	MEDIUM	No FAQ content anywhere on the site. FAQs improve SEO (featured snippets), reduce customer service calls, and build trust.	Create FAQ sections on service pages and a dedicated FAQ page. Use FAQ schema markup.
No Pricing Guidance	MEDIUM	No pricing information anywhere. "AC repair cost" and "AC installation price" are high-volume search queries.	Add pricing ranges for common services. Create a cost guide page targeting price-related searches.
Missing Visual Content	MEDIUM	Limited real project photos. No before/after galleries, no video content, no infographics.	Add a project gallery, create video content (install walkthroughs, tips), use before/after photos.

8. Conversion Analysis — Score: 65/100

FINDING	SEVERITY	DETAILS	RECOMMENDATION
Strong Phone CTA	GOOD	Phone number (321) 479-5843 displayed 3+ times with click-to-call links. Clear, immediate contact path.	Add call tracking for analytics. Consider a text/SMS option.
Financing Mentioned, Not Detailed	MEDIUM	"Financing Available" mentioned but no details, terms, partner lender, or application process visible.	Create a Financing page with full details, partner info, and application link.
No Live Chat/Messaging	MEDIUM	No live chat, chatbot, WhatsApp, or text messaging option. Many customers prefer messaging over phone calls.	Add Tawk.to (free) or similar live chat. Consider WhatsApp Business integration.
No Emergency-Specific CTA	MEDIUM	24/7 emergency support is mentioned but there's no prominent emergency banner or CTA.	Add a red emergency banner: "AC Emergency? Call Now — 24/7 Response" with prominent phone number.
Reviews Not Linked	LOW	Customer reviews displayed on-site but not linked to Google/Yelp for third-party verification.	Add "See our reviews on Google" and "Read more on Yelp" buttons with platform badges.

9. Trust & Authority Analysis — Score: 55/100

FINDING	SEVERITY	DETAILS	RECOMMENDATION
SSL Active & Secure	GOOD	HTTPS properly configured. Redirects from HTTP working. X-Content-Type-Options and Referrer-Policy headers present.	No action needed.
No License Numbers	HIGH	No HVAC contractor license number visible anywhere on the site. Florida requires HVAC contractors to be licensed. Displaying this builds immediate trust.	Display license number in footer, About section, and structured data. Add "Licensed & Insured" badge to header.
No Physical Address	HIGH	No physical business address listed. Only "Serving all of Brevard county and Indian River County." This hurts local SEO (Google requires address for local rankings) and customer trust.	Add physical address or PO Box. If home-based, use service-area business format in Google Business Profile.
Limited Social Presence	MEDIUM	Only Facebook and TikTok links in footer. No Google Business Profile link, no Yelp badge, no BBB, no Angi/HomeAdvisor.	Claim/optimize Google Business Profile. Add review platform badges. Consider BBB and Angi listings.
No Legal Pages	MEDIUM	No Privacy Policy, Terms of Service, or warranty/guarantee details published.	Add Privacy Policy, Terms of Service, and Warranty/Guarantee pages.
Rheem Partnership	GOOD	Official Rheem partnership is well-promoted with a dedicated page, comparison table, and branded imagery.	Continue building brand partnerships. Display any additional certifications earned.

10. Site Architecture & Sitemap Review

The sitemap.xml contains 23 URLs, but only 2 are indexed by Google. Here is the complete page inventory:

URL	TYPE	LAST MODIFIED	INDEXED
soicyair.com (homepage)	Main Page	2026-03-08	YES
/rheem-air-conditioning-installation	Service Page	2025-10-23	YES
/wall-ac-repairs	Service Page	2025-10-23	NO
/minisplits	Service Page	2025-10-23	NO
/ductless-ac	Service Page	2025-10-23	NO
/minisplit-install-palm-bay-florida	Service Page	2025-10-23	NO
/minisplits-staging	Staging Page	2025-10-23	NO
/so-icy	Legacy Page	2025-10-23	NO
/minisplit-thank-you	Thank You	2025-08-26	NO
/why-your-ac-isnt-dehumidifying...	Blog Post	2026-02-17	NO
/ductless-mini-split-vs-wall-mounted...	Blog Post	2025-10-23	NO
/how-often-should-you-service...	Blog Post	2025-10-23	NO
/replacing-your-old-wall-ac...	Blog Post	2025-11-04	NO
/why-does-whole-home-surge-protection...	Blog Post	2025-12-22	NO
/common-ac-repair-signs...	Blog Post	2025-12-24	NO
/caring-for-your-wall-mounted-ac...	Blog Post	2025-10-23	NO
/how-to-prepare-your-ac-for...	Blog Post	2025-10-23	NO

/safe-outdoor-outlet-and-electrical...	Blog Post	2025-11-08	NO
/what-to-do-when-your-circuit-breaker...	Blog Post	2025-11-18	NO
/energy-saving-upgrades-that-cut...	Blog Post	2025-12-05	NO
/how-to-keep-your-outdoor-condenser...	Blog Post	2026-01-09	NO
/preventing-mold-and-moisture-damage...	Blog Post	2026-01-09	NO
/why-your-ac-struggles-at-night...	Blog Post	2026-01-22	NO

Note: The staging page (/minisplits-staging) and thank-you page (/minisplit-thank-you) should be removed from the sitemap and blocked via robots.txt.

11. Competitive Positioning

So icy Air operates in a competitive HVAC market in Florida's Space Coast region. Key competitive advantages and challenges:

Strengths vs. Competition

- ✓ **Perfect Review Score:** 5.0 stars from 30+ reviews — most local competitors have lower ratings or fewer reviews.
- ✓ **Unique Founder Story:** The journey from Suriname creates a memorable, authentic brand narrative.
- ✓ **Rheem Partnership:** Official manufacturer partnership adds credibility vs. independent shops.
- ✓ **Corrosion Prevention Specialty:** Unique service offering for coastal Florida — a strong differentiator.
- ✓ **Same-Day Service:** Highlighted by multiple reviewers as a key advantage.

Competitive Gaps

- ✗ **Low Online Visibility:** Only 2 pages indexed means competitors dominate search results.
- ✗ **No Google Business Profile:** Competitors with optimized GBP listings capture map pack traffic.
- ✗ **Limited Directory Presence:** Not found on Angi, HomeAdvisor, or BBB.
- ✗ **No Paid Advertising:** Competitors running Google Ads capture high-intent searches.

12. Priority Action Plan

🕒 IMMEDIATE — Week 1-2 (Critical Impact)

1. Add unique meta descriptions to ALL pages (150–160 chars with keywords)
2. Fix duplicate title tags — unique, descriptive title per page
3. Correct JSON-LD structured data — update service areas to Brevard/Indian River
4. Fix broken logo link on Rheem page (currently → goandgrowtreeco.com)
5. Add navigation menu to ALL pages
6. Display contractor license number in footer
7. Submit sitemap to Google Search Console and request indexing

🕒 SHORT-TERM — Week 3-4 (High Impact)

8. Add Open Graph and Twitter Card meta tags to all pages
9. Add canonical URLs to all pages
10. Create dedicated service pages for each HVAC service
11. Add FAQ sections with schema markup
12. Create dedicated About page
13. Add physical address or service area map
14. Improve quote form with service type and description fields

🕒 MEDIUM-TERM — Month 2-3 (Moderate Impact)

15. Create location-specific landing pages for each major city served
16. Add pricing guidance page
17. Create Financing details page
18. Optimize images (WebP, srcset, CDN)
19. Add live chat or messaging functionality
20. Add Privacy Policy and Terms of Service
21. Claim and optimize Google Business Profile and directory listings

🌀 **LONG-TERM — Month 3–6 (Sustained Growth)**

- 22. Increase blog posting to 2–4x per month
- 23. Implement call tracking for conversion analytics
- 24. Add before/after project photo gallery
- 25. List on Angi, HomeAdvisor, BBB
- 26. Create video content (walkthroughs, tips)
- 27. Implement email marketing for retention
- 28. Consider Google Ads for high-intent HVAC keywords

13. Conclusion & Next Steps

So Icy Air has built a strong foundation: excellent customer reviews, a compelling brand story, professional website design, an official Rheem partnership, and a growing content strategy. These are significant advantages that most small HVAC companies lack.

However, critical SEO and technical issues are preventing the website from reaching its full potential. With only 2 of 22 pages indexed by Google, the majority of the site's content is invisible to potential customers. Missing meta descriptions, duplicate titles, and incorrect structured data are sending the wrong signals to search engines.

Implementing the immediate action items (Week 1–2) alone could increase organic search visibility by 200–400% within 3–6 months. When combined with the short-term and medium-term recommendations, the website has the potential to become a significant lead generation channel for the business.

The next step is to complete the Business Audit Questionnaire to give us a full picture of operations, finances, marketing, and growth strategy. This will allow us to create a comprehensive business improvement plan that addresses both digital and operational opportunities.

Complete the Business Audit Questionnaire at:

AProcessRedesigned.com/business-questionnaire.html

This report was generated by the WAIMI (Website & AI-driven Marketing Intelligence) system by Tony-Wolf.com.

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