

Sample report - fictional demonstration data



ARGUS SEO INTELLIGENCE - AUDIT REPORT

ACHIEVE MORE, RISK LESS

Online Visibility Review: Isle Bloom Floristry

Audit Date: 15 June 2026 | Auditor: Argus v2.0 | Scope: Homepage
+ Technical Structure | Layers: technical, performance, competitor,
ai-seo, social, local-seo



B

Good SEO Profile

What's in This Report

This review covers six key areas that affect how visible your business is online. Each section explains what we checked, what we found, and what you can do about it.

- | | |
|---|--|
| 1 Executive Summary
Key findings at a glance | 2 Technical SEO
How well your site is built for search |
| 3 Performance
Speed and mobile experience | 4 Competitor Analysis
How you compare to others in your area |
| 5 Local SEO & Social
Local listings and social media presence | 6 Action Plan
Prioritised steps to improve |

Scores are out of 100. Higher is better. Grades: A (90+), B (75-89), C (55-74), D (40-54), F (below 40).

EXECUTIVE SUMMARY

- **Good SEO Profile** 14 check(s) are performing well. Focus on the remaining areas to push into top-tier rankings.

- **Content Length:** Homepage has only 126 words
- **Title Tag:** Title: "Isle Bloom Floristry | Isle of Wight Flowers & Event Bouquets" (61 chars - slightly outside ideal range)
- **Meta Description:** Meta description: "Isle Bloom Floristry creates fresh bouquets, wedding flowers and sympathy arrang..." (143 chars)
- **H1 Tag:** H1: "Fresh flowers and arrangements on the Isle of Wight"

TECHNICAL SEO AUDIT

Technical SEO (41/43 - 95%)

CHECK	FINDING	SCORE	MAX
Title Tag	GOOD Title: "Isle Bloom Floristry Isle of Wight Flowers & Event Bouquets" (61 chars - slightly outside ideal range) → Adjust title to 50-60 characters for optimal display.	6	8
Meta Description	GOOD Meta description: "Isle Bloom Floristry creates fresh bouquets, wedding flowers and sympathy arrang..." (143 chars)	8	8
H1 Tag	GOOD H1: "Fresh flowers and arrangements on the Isle of Wight"	7	7
Heading Structure	GOOD 3 H2 headings found	5	5
Canonical Tag	GOOD Canonical: https://example-florist.co.uk/	5	5
HTTPS	GOOD Site served over HTTPS	5	5
Mobile Viewport	GOOD Viewport meta tag present	5	5

Crawl & Indexing (14/18 - 78%)

CHECK	FINDING	SCORE	MAX
robots.txt	GOOD <i>robots.txt present - with sitemap reference</i>	4	4
XML Sitemap	GOOD <i>sitemap.xml present with 3 URL(s)</i>	4	4
Schema Markup	NEEDS ATTENTION <i>Schema markup found: Florist, PostalAddress</i> → Consider adding more relevant schema types (LocalBusiness, Product, FAQPage).	3	6
llms.txt (AI SEO)	GOOD <i>llms.txt present (179 chars)</i>	3	4

Social & Links (15/19 - 79%)

CHECK	FINDING	SCORE	MAX
Open Graph	GOOD <i>OG tags: og:title, og:description, og:image</i>	4	4
Twitter Card	NEEDS ATTENTION <i>Twitter Card tags: card</i>	2	3
Internal Links	GOOD <i>4 internal links, 1 external links</i>	3	4
External Links	GOOD <i>1 external links</i>	3	3
Image Alt Text	NEEDS ATTENTION <i>3/4 images have alt text (75%)</i> → Add alt text to remaining images for accessibility and SEO.	3	5

Content & Authority (14/27 - 52%)

CHECK	FINDING	SCORE	MAX
Content Freshness	NEEDS ATTENTION <i>Seasonal services are present, but the sample site does not make recent updates or current buying periods obvious.</i>	3	5

CHECK	FINDING	SCORE	MAX
	→ Add current seasonal content for weddings, Mother's Day, Valentine's Day and summer visitor demand.		
Content Length	CRITICAL ISSUE Homepage has only 126 words → Significantly increase content - aim for 400+ words minimum.	1	5
E-E-A-T Signals	NEEDS ATTENTION The business looks credible, but owner background, flower sourcing, delivery process and customer reviews need stronger visibility. → Add a short owner profile, visible reviews, delivery promise and examples of recent arrangements.	3	5
FAQ / Conversational Content	NEEDS ATTENTION The site answers some service questions, but lacks a dedicated FAQ for delivery cut-offs, wedding bookings and sympathy orders. → Add a short FAQ section using natural questions customers ask before ordering flowers locally.	2	4
NAP / Local SEO	NEEDS ATTENTION Name, phone and town are visible, but address and opening-hour details need to be presented consistently. → Use the same business name, address, phone and opening hours across the footer, contact page and external profiles.	2	4
Keyword Density	GOOD Core florist and Isle of Wight phrases appear naturally, but town/service combinations could be stronger. → Add natural phrases such as "wedding flowers Cowes", "flower delivery Ryde" and "sympathy flowers Newport" in useful page sections.	3	4

PERFORMANCE (PAGESPEED INSIGHTS)

MOBILE

78

DESKTOP

91

CORE WEB VITALS	VALUE	ASSESSMENT
LCP (Largest Contentful Paint)	4.1 s	Needs Improvement
CLS (Cumulative Layout Shift)	0.02	Good
TBT (Total Blocking Time)	90 ms	Good
FCP (First Contentful Paint)	2.8 s	Needs Improvement

COMPETITOR ANALYSIS

You appear at position 7 of 7 tracked organic results for "florist isle of wight".

This gives a simple first-page benchmark against the domains currently visible around you.

POSITION	DOMAIN	SEARCH RESULT TITLE
1	islandpetals.example	Island Petals - Florist Isle of Wight
2	cowesblooms.example	Cowes Blooms - Wedding Flowers and Bouquets
3	newportflowers.example	Newport Flowers - Same Day Flower Delivery
4	wightfloralstudio.example	Wight Floral Studio - Event Flowers
5	localfloristsdirectory.example	Florists on the Isle of Wight

LOCAL SEO

This section checks whether the business sends clear local trust signals across its website, listings and Isle of Wight service-area content.

AREA	ASSESSMENT	FINDING	RECOMMENDATION
google Business Profile	NOT AUDITED	No Google Business Profile found	Claim and complete your Google Business Profile — it is the single most important local SEO signal. Add

AREA	ASSESSMENT	FINDING	RECOMMENDATION
		for this business.	accurate hours, photos, service areas, and regular posts.
NAP / Local SEO	NOT AUDITED	Could not check website for NAP information.	NAP information is limited or missing. Ensure your business name, address, and phone number appear prominently on your website and are consistent across Google Business Profile and all directory listings.
directory Listings	NOT AUDITED	Not found on any major UK directories.	Create listings on Yell, Scoot, Thomson Local, and FreeIndex as a minimum. Consistent NAP across directories is critical for local search visibility.
review Profile	NOT AUDITED	No review profile found for this business.	Encourage satisfied customers to leave Google reviews. Respond to all reviews, positive and negative.
service Area Pages	NOT AUDITED	Could not check website for service area content.	Ensure your website clearly lists the areas you serve, ideally with dedicated pages for each location.

Isle of Wight Signals

SIGNAL	FINDING	RECOMMENDATION
ferry Awareness	Could not check website for ferry references.	Keep this item under review.
visit low Listing	Visit IOW listing check applies to tourism/hospitality businesses.	Keep this item under review.
seasonal Content	Could not check website for seasonal content.	Keep this item under review.

SOCIAL MEDIA PRESENCE

This section checks whether public social profiles reinforce the same business identity, location and trust signals as the website.

- Could not check website for social media links.
- Only 1 social profile found — this limits your online visibility.

PLATFORM	ASSESSMENT	FINDING	RECOMMENDATION
Facebook	NOT AUDITED	No Facebook profile found for this business.	Create a Facebook profile and link it from your website.
Instagram	NOT AUDITED	No Instagram profile found for this business.	Create a Instagram profile and link it from your website.
LinkedIn	NOT AUDITED	No LinkedIn profile found for this business.	Create a LinkedIn profile and link it from your website.
Google Business Profile	NOT AUDITED	No Google Business Profile profile found for this business.	Claim and complete your Google Business Profile — it is critical for local search visibility.
X (Twitter)	GOOD	X (Twitter) profile found with consistent business name.	Link your X (Twitter) profile from your website's footer or contact page.

Recommended social actions

Expand your presence to at least 3 platforms for better visibility and brand consistency. · Ensure social profiles reference "Isle of Wight" or "IOW" in bios and about sections. · Post during Island-relevant times (morning and evening commute, weekend visitor peaks). · Cross-link between website and social profiles for consistency and SEO.

ACTION PLAN

High Priority

- **Content Length:** Significantly increase content - aim for 400+ words minimum.

Medium Priority

- **Schema Markup:** Consider adding more relevant schema types (LocalBusiness, Product, FAQPage).
- **Image Alt Text:** Add alt text to remaining images for accessibility and SEO.
- **Content Freshness:** Add current seasonal content for weddings, Mother's Day, Valentine's Day and summer visitor demand.
- **E-E-A-T Signals:** Add a short owner profile, visible reviews, delivery promise and examples of recent arrangements.
- **FAQ / Conversational Content:** Add a short FAQ section using natural questions customers ask before ordering flowers locally.
- **NAP / Local SEO:** Use the same business name, address, phone and opening hours across the footer, contact page and external profiles.

Low Priority (fine-tuning)

- **Title Tag:** Adjust title to 50-60 characters for optimal display.
- **Keyword Density:** Add natural phrases such as "wedding flowers Cowes", "flower delivery Ryde" and "sympathy flowers Newport" in useful page sections.

ONGOING VISIBILITY BEST PRACTICE

Use this checklist alongside the priority actions above. It gives you a simple routine for keeping your online presence healthy after the main fixes are complete.

- **Keep core details consistent:** use the same business name, address, phone number, opening hours and website link across your site, Google Business Profile, social profiles and directories.
- **Update seasonal pages early:** refresh important service pages 6-8 weeks before peak buying periods, local events or tourism seasons.
- **Show recent proof:** add fresh reviews, project examples, photos, testimonials or case studies so the business does not look inactive.
- **Write for real local searches:** include natural service and town combinations where they help the reader, such as the service offered, the location served and the problem solved.
- **Link every profile back to the right page:** send social and listing traffic to the most relevant service, booking or enquiry page, not always the homepage.
- **Check the basics monthly:** test the contact form, phone link, mobile layout, key pages, Google Business Profile and top social profile links.
- **Make AI answers easier:** explain clearly who you help, where you work, what you offer, what makes you credible and how people can contact you.



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