CHECK ENGINE

SEO & MARKETING AUDIT

Kerr & Company

https://builtbykerr.com/ 2026-11-10



This site is in good technical shape. The remaining items are refinements.

Fix everything in this report and this becomes 100/100: 17 items, worth 6 points.

2 findings are excluded from that: they describe something this audit could not measure rather than anything you did wrong, so there are no points to recover.

1 high | 3 medium | 11 low | 4 notices

74	99	15	34s
PAGES CRAWLED	CHECKS RUN	ISSUES FOUND	AUDIT TIME

THE FIVE THINGS THAT MATTER MOST

1. Meta (Facebook) Pixel is on the page but cannot fire: Put the real account ID into the snippet, then confirm it fires: load the page and check a request goes to the vendor, or use the platform's own helper (Meta Pixel Helper, Google Tag Assistant).
2. 4 pages are blocked from indexing: Review the list.
3. 8 pages across 4 groups target the same search as each other: For each group below, decide which page should own the search.
4. No customer reviews or testimonials on the 25 pages checked: Add a testimonials section pulling real reviews, and link to your Google Business Profile so customers can leave more.
5. Only 2 recognised profiles in sameAs: Add the remaining official profiles.

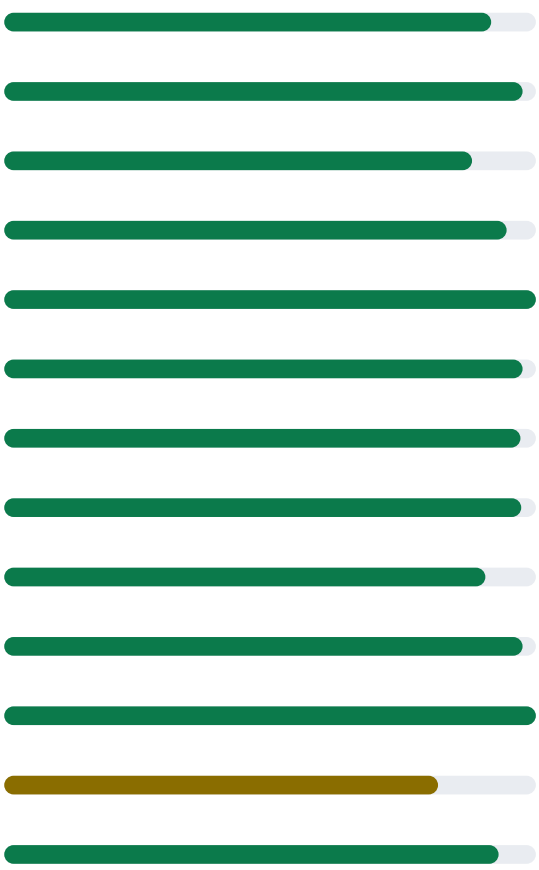
ABOUT THIS COPY

This public copy leaves out the addresses of 9 links to other sites; the full audit had 19 findings.

SCORECARD

Where the site stands

Each area is scored out of 100. Weighting reflects impact on organic performance: an area that blocks indexing counts for more than one that affects how a shared link previews.



How the score is calculated: each area starts at 100 and loses points per issue, weighted by severity and how much of the site it affects. The overall score is the weighted average of the areas that apply. Any critical issue caps the overall score at 55, because a site that cannot be indexed does not deserve a passing grade regardless of what else is right.

Health by section

Health is even across the 5 sections of the site and no one area is dragging the rest down.

SECTION	PAGES	WORDS	ISSUES	SCORE
Examples 4 pages are blocked from indexing	3	159	1	**92**
Legal 2 pages have no Open Graph tags; 4 pages are blocked from indexing	3	1500	3	**94**
Top-level pages 3 topics people search for that no page here covers; 4 images use JPEG/PNG instead of a modern format	5	581	2	**96**
Articles 8 pages across 4 groups target the same search as each other	43	2778	1	**96**
Services 8 pages across 4 groups target the same search as each other	17	2157	1	**99**

Sections are inferred from URL structure, which is the only signal available without a map of the site. Issues affecting nearly every page are excluded from this table so it shows what is different about each section rather than repeating what affects the whole site.

ACTION PLAN

What to do, in order

Ranked by impact against effort. Work top to bottom: the sequence is the recommendation. Each item states what is wrong, why it costs you, and exactly what to change.

QUICK WINS

High impact, low effort. Most of these take under an hour.

1 Meta (Facebook) Pixel is on the page but cannot fire

HIGH | Tracking & campaign readiness | Minutes

The Meta (Facebook) Pixel snippet is in the page source with no account ID reaching its init call. The usual cause is a placeholder behind a guard like `if (PIXEL_ID)` that was never filled in.

This is worse than having no pixel, because it looks installed. Nothing is sent, no error appears, and the platform reports zero conversions while spend continues. If a campaign is running or about to start, it is optimising against no data and no retargeting audience is building.

Fix: Put the real account ID into the snippet, then confirm it fires: load the page and check a request goes to the vendor, or use the platform's own helper (Meta Pixel Helper, Google Tag Assistant). If the pixel is staged deliberately until launch, that is fine. This finding is here so the state is a decision rather than a surprise.

AFFECTED

`https://builtbykerr.com/`

2 4 pages are blocked from indexing

MEDIUM | Crawlability & indexing | Under an hour | 4 pages

These pages return HTTP 200 and are linked internally, but carry a noindex directive. If any of them are meant to rank, they currently cannot.

Fix: Review the list. Legitimate noindex targets (cart, checkout, thank-you, internal search results) are fine. Anything else should have the directive removed.

AFFECTED

`https://builtbykerr.com/examples/roofing/`
`https://builtbykerr.com/examples/restaurant/`
`https://builtbykerr.com/examples/salon/`
`https://builtbykerr.com/legal/disclaimer.html`

BUILD

Worth real effort. Schedule once the quick wins are done.

3 8 pages across 4 groups target the same search as each other

MEDIUM | Content quality | A few hours | 8 pages

Google shows one result per site for most queries, so these pages compete with each other rather than with anybody else. The internal links and relevance that should back one page are split between several, and none of them ranks as well as a single page would. They are not duplicates. They are different pages aiming at the same thing, which is why they are easy to miss. Largest group: "Privacy Policy | Kerr & Co."; "Does a Contractor Website Need a Privacy Policy?".

Fix: For each group below, decide which page should own the search. Keep that one, fold anything worth keeping from the others into it, and redirect them to it. Where both pages must stay, make each target something genuinely different and rewrite the title to say so. Leave a group alone if it is a series of separate records that share a naming pattern (a monthly profile, a numbered session, one post per event) or a section and its own sub-pages: those share words on purpose, and this audit cannot tell them apart from pages that compete.

AFFECTED

```
https://builtbykerr.com/legal/privacy.html
https://builtbykerr.com/articles/does-a-contractor-website-need-a-privacy-policy.html
https://builtbykerr.com/services/local-seo-google-business-profile.html
https://builtbykerr.com/articles/how-much-does-google-business-profile-management-cost.html
```

...and 4 more

4 No customer reviews or testimonials on the 25 pages checked

MEDIUM | Local business SEO | A few hours

Reviews are one of the strongest local ranking factors and the single biggest driver of whether someone chooses you from a map result. AI assistants also lean heavily on review signals when recommending a business.

Fix: Add a testimonials section pulling real reviews, and link to your Google Business Profile so customers can leave more. Ask every satisfied customer. Review volume and recency both count.

AFFECTED

```
https://builtbykerr.com/
```

5 37 groups of near-identical colours in your CSS

LOW | Brand consistency | A few hours | 37 colour groups

These are colours close enough that no visitor could tell them apart, defined separately. That is what brand drift looks like in a stylesheet: a value gets copied and nudged rather than referenced, and a year later the brand blue has four spellings. Palette size is not the problem. A design system legitimately defines hundreds of values. Two of them being the same colour is.

Fix: Check whether each value in a group is doing a different job. If they are steps in an elevation or shade ramp (a surface and the surface above it) or the same colour tuned for a different theme, such as dark mode or high contrast, that is deliberate and there is nothing to fix; this audit cannot tell that apart from the same colour written twice. If they are two spellings of one colour, keep the one already referenced most often and point the others at it, so the next change moves all of them together.

6 3 topics people search for that no page here covers

LOW | Content quality | A few hours | 3 pages

These are real queries from Google's public autocomplete, for the subjects you gave. Nothing on this site answers them:

how to web design for beginners
how local seo increases profits
what is web design in high school

These are real queries from Google's public autocomplete, ordered by how commonly they are typed. That ordering is a popularity signal, not a search volume. This audit does not have volumes and will not invent them.

Fix: Pick the ones you can answer honestly and write a page for each, using the phrasing above as the title. One page per question beats one page listing all of them.

AFFECTED
`https://builtbykerr.com/`
...and 2 more

7 7 different typefaces across 73 pages

LOW | Brand consistency | A few hours | 7 typefaces

Counted from the CSS your pages actually load, ignoring system fallbacks. 1 is used site-wide; the rest appear on a handful of pages, which usually means an old template, an embedded widget or a landing page built outside the main site. Each extra typeface is also a font file the visitor downloads.

Fix: Settle on two typefaces (one for headings, one for body) and define them as CSS custom properties so a page cannot introduce a third by accident. Audit the outliers listed below first.

POLISH

Refinements for when the above are complete.

8 Only 2 recognised profiles in sameAs

LOW | AI search visibility | Minutes

More corroborating profiles make the entity easier for a model to resolve confidently. Currently linked: github.com, linkedin.com.

Fix: Add the remaining official profiles. LinkedIn and Google Business Profile carry the most weight for local businesses.

AFFECTED
`https://builtbykerr.com/`

9 No HSTS header

LOW | Security & trust | Minutes

Strict-Transport-Security tells browsers to use HTTPS for this site from now on, closing the window where a first visit over http:// could be intercepted.

Fix: Add the header at your web server or CDN: start with a short max-age, confirm nothing breaks, then raise it. If your host cannot send headers (GitHub Pages cannot), HSTS cannot be set at all. Unlike Referrer-Policy there is no meta tag browsers honour for it, so on such a host this one waits until you move somewhere that can send it.

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

AFFECTED

https://builtbykerr.com/

10 No postal code found on the 40 pages checked

LOW | Local business SEO | Minutes

A postal or ZIP code is a strong, unambiguous location signal and is used to match your site to your business listing.

Fix: Include the full address with postal code in the footer of every page.

AFFECTED

https://builtbykerr.com/

11 2 pages have no Open Graph tags

LOW | Social & sharing | Under an hour | 2 pages

When these URLs are shared on LinkedIn, Facebook, WhatsApp, Slack or iMessage, the preview is assembled by guesswork: often the wrong image and a fragment of navigation text. A bare link gets a fraction of the clicks a proper card does.

Fix: Add Open Graph tags to the base template so every page gets a correct preview.

```
<meta property="og:title" content="YOUR PAGE TITLE FOR SHARING">
<meta property="og:description" content="YOUR ONE-LINE DESCRIPTION FOR SHARING">
<meta property="og:image" content="(another site's address)">
<meta property="og:url" content="(another site's address)">
<meta property="og:type" content="website">
```

AFFECTED

https://builtbykerr.com/legal/privacy.html
https://builtbykerr.com/legal/terms.html

12 4 images use JPEG/PNG instead of a modern format

LOW | Speed & Core Web Vitals | A few hours | 4 images

Across 1 page. WebP and AVIF are typically 25–50% smaller at the same visual quality, and every current browser supports WebP.

Fix: Convert images to WebP (or AVIF with a WebP fallback). Most CMS platforms and CDNs can do this automatically on upload.

```
<picture>
  <source srcset="/hero.avif" type="image/avif">
  <source srcset="/hero.webp" type="image/webp">
  <img src="/hero.jpg" alt="…" width="1200" height="800">
</picture>
```

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https://builtbykerr.com/

...and 3 more

13 1 outbound link is broken

LOW | Links | Under an hour

Checked 60 of the site's outbound links (a sample, not every outbound link on the site; at most 8 links to any one site were checked) and 1 failed. Dead outbound links are a small quality signal and a direct annoyance for visitors. Example: (another site's address)

Fix: Update or remove each dead link. If the destination moved, link to its new home.

14 1 page is much slower than the rest of the site

LOW | Speed & Core Web Vitals | A few hours

The site is generally fast (median 0.15s) but these pages take over 1.8s. That pattern usually means one uncached template or an expensive query on a specific page type.

Fix: Profile these specific templates. The rest of the site is already fast, so the cause is local to them.

AFFECTED

https://builtbykerr.com/articles/how-many-google-reviews-to-rank-in-grand-rapids.html

15 1 link uses non-descriptive anchor text

LOW | On-page SEO | A few hours

Anchor text tells search engines what the linked page is about. Most common here: "this page" (1x)

Fix: Replace with the destination's topic: "Read more" becomes "our drain cleaning service".

AFFECTED

https://builtbykerr.com/legal/privacy.html

16 Missing 1 baseline security header

NOTICE | Security & trust | Minutes

Not set: x-content-type-options. These are low-risk to add and are checked by most security scorecards.

Fix: Add them at the web server or CDN. If your host cannot send headers (GitHub Pages cannot), then Referrer-Policy can be set in the page itself with a meta tag, which browsers honour. There is no meta equivalent for X-Content-Type-Options, so on such a host that one cannot be set at all and is not worth chasing.

```
X-Content-Type-Options: nosniff
Referrer-Policy: strict-origin-when-cross-origin

<!-- or, where headers are not available: -->
<meta name="referrer" content="strict-origin-when-cross-origin">
```

AFFECTED

https://builtbykerr.com/

17 1 marketing and analytics tool detected

NOTICE | Tracking & campaign readiness | Minutes

Detected on this site: Plausible.

Fix: No action needed. Listed so you know what is running and can remove anything you no longer use.

AFFECTED

https://builtbykerr.com/

18 5 outbound links could not be checked

NOTICE | Links | Minutes | 5 outbound links

5 of the 60 outbound links sampled refused an automated request: 400, 401, 403, 429 and similar, or a server that closed the connection without answering. That is a statement about this crawler, not about the link: the pages may be perfectly fine in a browser. They are neither reported as broken nor counted as working. Example: (another site's address)

Fix: Open a couple in a browser if you want certainty; nothing here needs fixing on the strength of this check.

19 One AI visibility control cannot be checked from outside, including by this audit

NOTICE | AI search visibility | Minutes

Google is testing a Search Console toggle that decides whether a site appears in, and helps ground, its generative AI Search features: AI Overviews, AI Mode and AI Overviews in Discover. In Google's words, "sites that opt out will not receive traffic or impressions from our generative AI features", and the control "will not be used as a ranking signal for search results outside of these generative AI Search features".

It publishes nothing. No response header, no robots.txt directive, no markup. A site that has opted out looks identical from the outside to one that has not, so no external audit (this one included) can tell you which you are. It is the only AI visibility input in this report that this audit cannot measure, and it is listed so a clean AI lane is not mistaken for a complete one.

Google began rolling this out to a subset of site owners in the UK before a global release, so it may not be in your account yet.

Fix: Open Search Console for this property and look under Settings. If the generative AI control is there, confirm it says what you intend, and check who changed it last if more than one person has access. If it is not there yet, there is nothing to do and nothing is wrong.

What an AI answer can replace

None of your pages are fully substitutable, and 50 give a visitor something an answer cannot: a transaction, a tool, data of your own, or a place to go. The other 19 are partly exposed: an assistant can deliver some of what they offer. (69 of the 73 pages that returned readable HTML carry enough content to be worth assessing.) The most common defence across the pages assessed (the visitor can act here, and an answer cannot transact) is on 65% of them.



Most exposed pages

0.75 https://builtbykerr.com/articles/why-do-plumber-website-prices-vary-so-much.ht
the title promises an explanation, which is exactly what an assistant returns without a click

0.50 https://builtbykerr.com/examples/salon/
short enough to be restated completely in an answer

What is holding the line

45 pages: the visitor can act here, and an answer cannot transact

20 pages: physically bound to a place a model cannot go

7 pages: data of your own, which an answer has to credit

1 page: value behind a login, so it is not in a training set

What changes the position

Build one thing the visitor operates: a calculator, a checker, a configurator. Interactive tools are the least substitutable content on the web, because the value is in the doing rather than the telling.

For everything that stays explanatory, compete to be the source that gets cited rather than the page that gets read: question-shaped headings, the answer in the first two sentences, and a named author.

This is not a traffic forecast. This audit cannot see your analytics and nobody knows how far AI answers will erode any particular site. What it separates is the pages with a reason to be visited from the ones without, which is the decision underneath every mitigation.

METHOD

What was measured

74 pages were crawled from https://builtbykerr.com, and 99 checks were run across 13 areas. 60 outbound links were sampled, at most 8 to any one site.

What this audit covers

Everything visible in the HTML and HTTP response a visitor or crawler receives: indexing and crawl configuration, on-page markup, content depth, structured data, internal and outbound links, transport security, social sharing metadata, local business signals, AI crawler access and citability, conversion elements on landing pages, and the analytics and advertising tags installed.

What it does not cover

Core Web Vitals (LCP, INP, CLS) are not measured directly: they come from real visitors, and PageSpeed Insights did not answer on this run. Findings in the speed area describe the markup and server patterns that cause poor values. Confirm the field values in Google Search Console or PageSpeed Insights. Keyword rankings, search volume and backlink profiles require third-party index data and are outside this tool's scope. Ad spend, click-through rate and return on ad spend live in your ad accounts; this audit covers the landing experience and tracking those campaigns depend on, not their performance figures.

Tags deployed through a tag manager

Tags fired by Google Tag Manager are injected at runtime by JavaScript and cannot be seen without executing it. Where a tag manager is present, this report says so rather than claiming the tags inside it are missing.

Privacy

The crawl and every check ran on this machine, and nothing about the findings in this report was transmitted anywhere. 5 optional services were contacted for data this machine cannot produce alone: Topic suggestions, Edge access (what the server tells each AI crawler), SEO knowledge refresh, Email deliverability (can your published addresses receive mail?), PageSpeed Insights (Core Web Vitals). Those requests carry the address being audited or this audit's own version number, and nothing else. Run the audit offline to use none of them.

Marketing tools detected

Plausible.