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# Site Review

Website Health Assessment

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Prepared for:

**Champion Services Inc.**

[championservicesinc.com](http://championservicesinc.com)

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*Confidential - Prepared by Edge Digital*  
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## Executive Summary

Champion Services has built genuine trust over more than 25 years: an A+ BBB rating and hundreds of other websites linking to you. The opportunity is that your website is not yet set up to turn that reputation into search visibility. Today you show up in Google mainly when someone searches your name, not when they search for the services you actually offer. With a stronger foundation and consistent business listings, there is significant room to grow your traffic and leads.

## Online Visibility

Here is how search engines see your site today, measured with Ahrefs, an independent industry tool. These numbers show the visibility your site earns now and the room to grow.

|               |                  |                     |                   |
|---------------|------------------|---------------------|-------------------|
| <b>8</b>      | <b>4</b>         | <b>~13</b>          | <b>293</b>        |
| Domain Rating | Keywords Ranking | Est. Monthly Visits | Referring Domains |

In plain terms: these are the foundations search engines reward. Where a number is low or flat, it points to visibility you are leaving on the table - and that is exactly what a focused SEO program is built to grow.

## What's Behind These Numbers

Your business has earned real trust online: hundreds of other websites link to you and you hold an A+ BBB rating built over 25 years. The problem is that your website was never set up so search engines can connect that reputation to the services you actually sell. Right now Google can really only find you when someone searches your name, not when they search for roofing, gutters, or windows in your area. On top of that, your business appears under two different addresses in a few places online, which splits your visibility. The opportunity is large: the authority is already there, the site just needs to be built to capture it.

## Keywords You Rank For

These are search terms your site currently ranks for. Position is roughly where you appear on Google (lower is better); monthly searches is how often people look for that term.

| Keyword           | Position | Monthly Searches |
|-------------------|----------|------------------|
| champion services | 4        | 150              |

|                        |    |       |
|------------------------|----|-------|
| champion services inc  | 3  | 20    |
| champion home services | 37 | 1,400 |
| champion rock hill sc  | 1  | 3     |

## Page Health

We checked the pages on your site for technical problems that quietly cost traffic. Here is what we found:

| What we checked          | Count |
|--------------------------|-------|
| Healthy pages            | 19    |
| Pages that redirect      | 9     |
| Broken pages (not found) | 2     |
| Pages with server errors | 0     |

That is 2 pages a visitor or Google could land on and fail to load, each one a lost opportunity and a drag on your rankings.

## Site Structure and Navigation

Here is how your site is organized and how visitors and search engines move through it.

| Area              | Status            | Details                                                                                                                           |
|-------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| URL Structure     | <b>Needs Work</b> | Several of your page web addresses do not describe what is on the page, which makes them harder for search engines to understand. |
| Navigation Depth  | <b>Needs Work</b> | Your menu is long and mixes very different types of business together, which spreads your site's focus thin.                      |
| Internal Linking  | <b>Needs Work</b> | Your homepage does not clearly guide visitors and search engines toward your most important service pages.                        |
| Mobile Navigation | <b>Good</b>       | Your site adjusts properly to phones and tablets.                                                                                 |
| Sitemap           | <b>Good</b>       | Search engines are able to find and crawl your pages.                                                                             |

## Content and On-Page Quality

This looks at the words and behind-the-scenes details search engines read to understand your business.

| Area               | Status     | Details                                                                                                                         |
|--------------------|------------|---------------------------------------------------------------------------------------------------------------------------------|
| Page Titles (Meta) | Needs Work | Several of your page titles look unfinished or stuffed, which weakens how you appear in search results.                         |
| Heading Structure  | Needs Work | Some pages are missing a main heading or use generic ones, so search engines cannot easily tell what each page is about.        |
| Content Depth      | Needs Work | Your homepage is very thin and several service pages look very similar to one another, which limits how well each one can rank. |
| Meta Descriptions  | Good       | Your pages have meta descriptions in place.                                                                                     |
| Image Optimization | Good       | The images we checked include descriptive text for search engines.                                                              |
| Schema Markup      | Good       | Your site includes basic structured data that helps search engines read your business details.                                  |
| Hours Consistency  | Needs Work | Your business hours are not shown anywhere on your website, even though they appear on your Google listing.                     |

## Citation Snapshot

We checked the 10 most important online directories to see where your business is listed and whether your name, address, and phone number (NAP) are consistent. Inconsistent or missing listings can confuse search engines and cost you visibility.

Across the directories we checked, 0 are missing or incomplete and 3 show business information that does not match your Google listing. Each of these is a place a potential customer could find the wrong details, or fail to find you at all.

*We have the full platform-by-platform breakdown on our side and will walk you through it when we talk.*

## The Good News

We have pinpointed exactly what is holding your site back, and the encouraging part is that none of it is a lost cause: the hard-won authority your business has built over 25 years is still intact. The gap is in how your website is structured and how your listings line up, and that is precisely the kind of problem Edge Digital solves every day. We already have a clear plan to turn your existing reputation into real search visibility, traffic, and leads. Let us walk you through it.

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### **Ready to get started?**

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