Comprehensive audit

https://www.golfcartsofatx.com/



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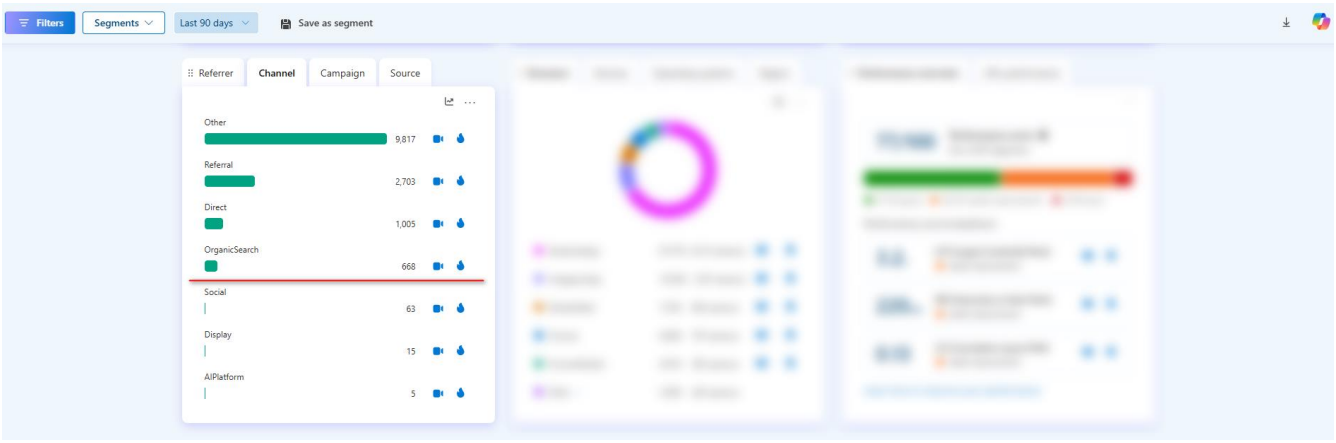
Behavioral Factors Analysis



Traffic sources

Behavioral Factors Analysis

The percentage of clicks to the site from search engines is lower than the percentage of clicks from other sources



Recommendations

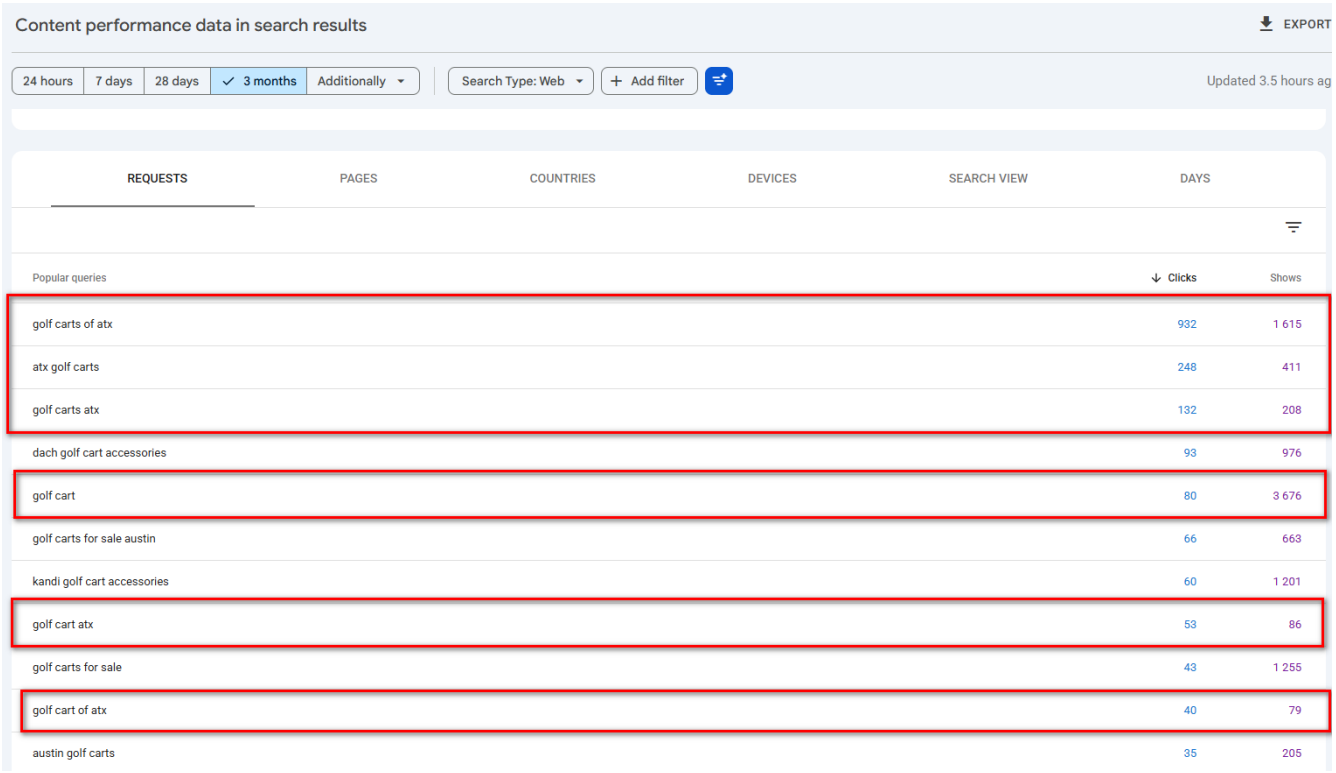
1. **Pay attention to the internal and external site optimization**
2. **Recommendations for improving the situation are indicated in the audit below**

Analysis of search queries for which users went to the site

Behavioral Factors Analysis

The phrases that lead visitors to the site are very general and do not always imply the user's desire to buy a golf cart or receive a service provided by the company.

For example:



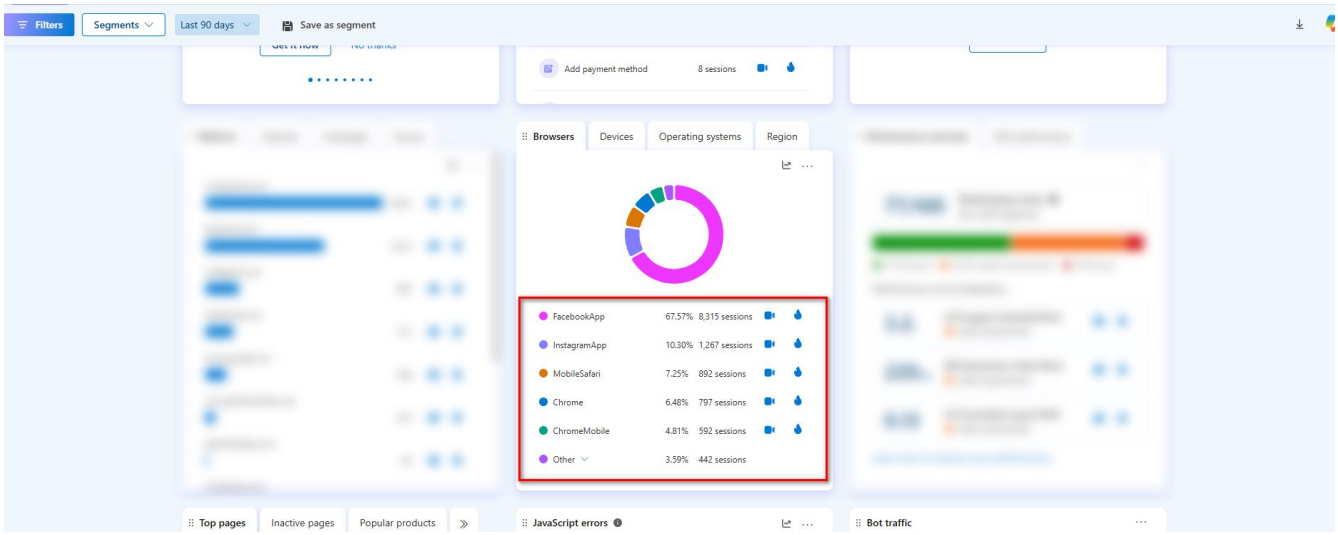
Recommendations

1. **Strengthen the promotion of commercial search queries**
2. **Collect an extended semantic core (list of search queries) with clustering by target pages**
3. **Optimize your website for new search queries**
4. **Recommendations for improving the situation are indicated in the audit below**

Browsers

Behavioral Factors Analysis

Main browsers used:



Recommendations

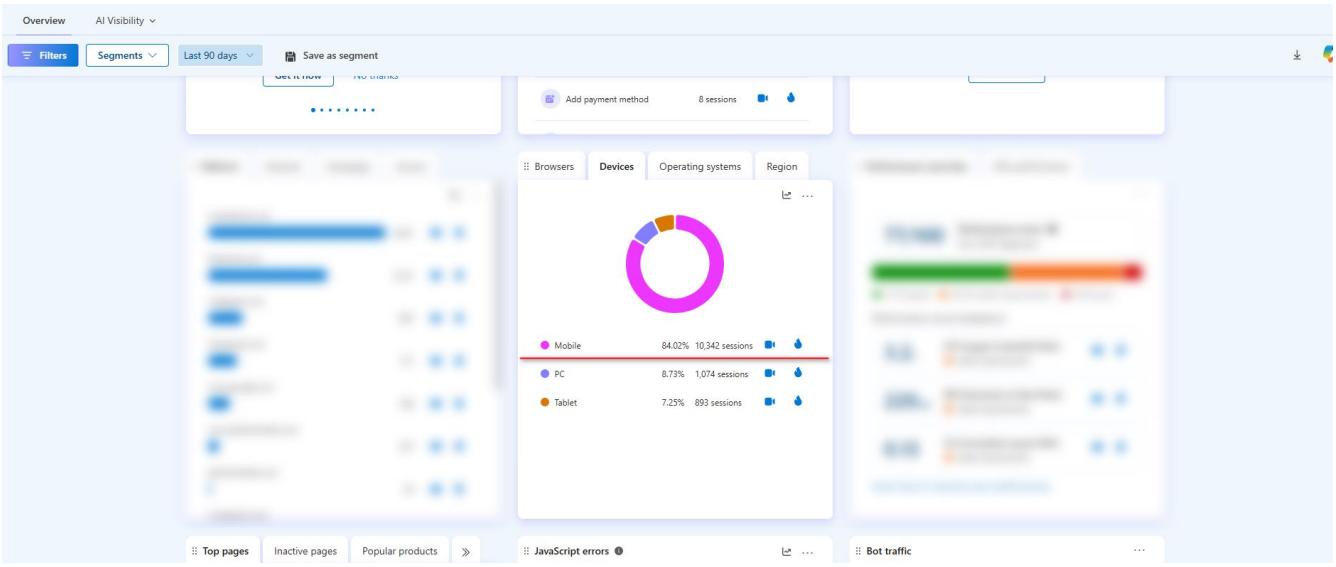
1. **Regularly monitor the correctness of the site display in the most popular browsers**

Main devices used

Behavioral Factors Analysis

The main devices used, from which users go to the site, are:

Smartphones + PC



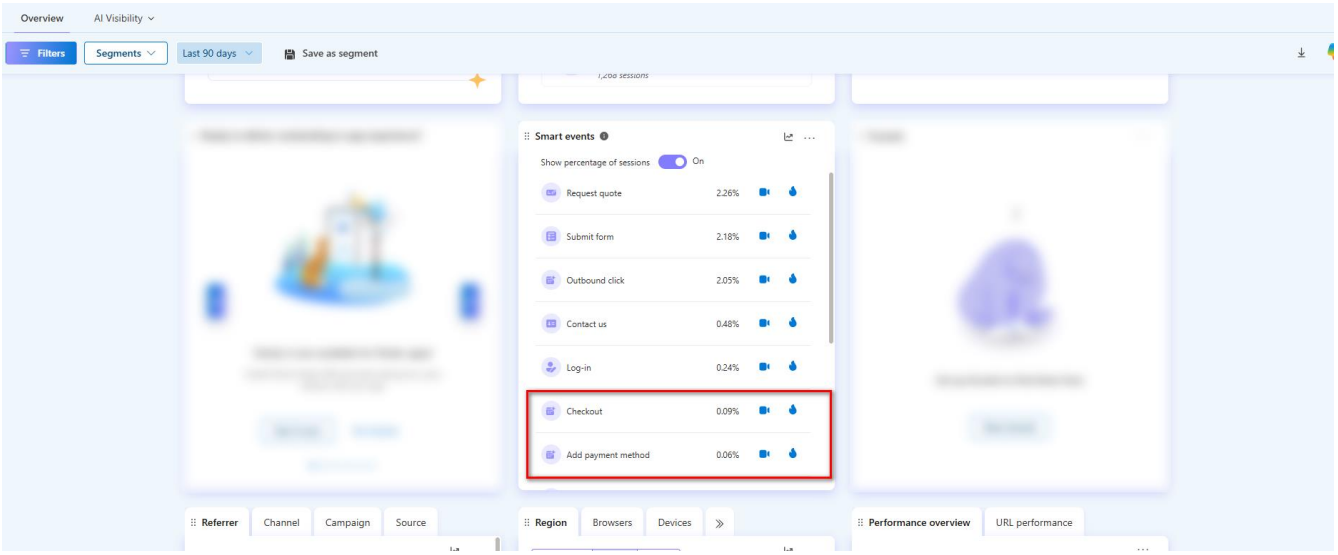
Recommendations

1. **Regularly monitor the correctness of the site display on smartphones + PC**

Performing targeted actions

Behavioral Factors Analysis

According to clarity.microsoft, the conversion rate is quite low with negative dynamics towards order placement and payment



Recommendations

1. **Recommendations are provided in the audit below.**

Scroll Map Analysis

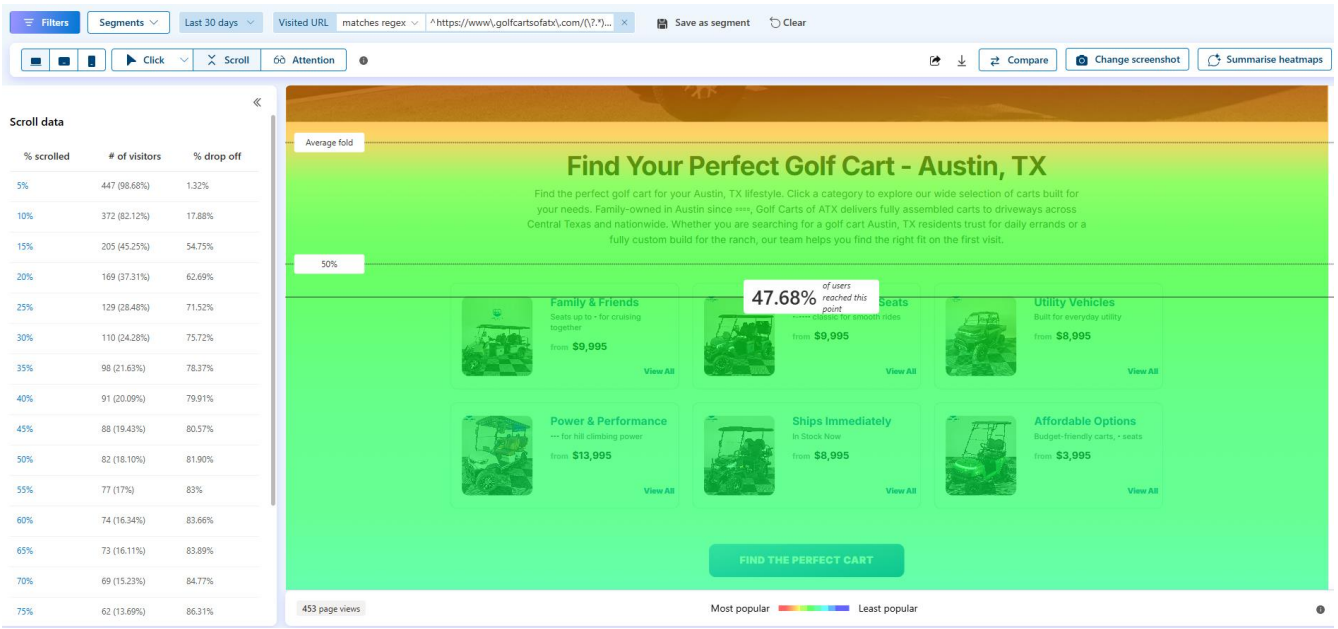
Behavioral Factors Analysis

When visiting a site, the user does not view the entire landing page of the analyzed site

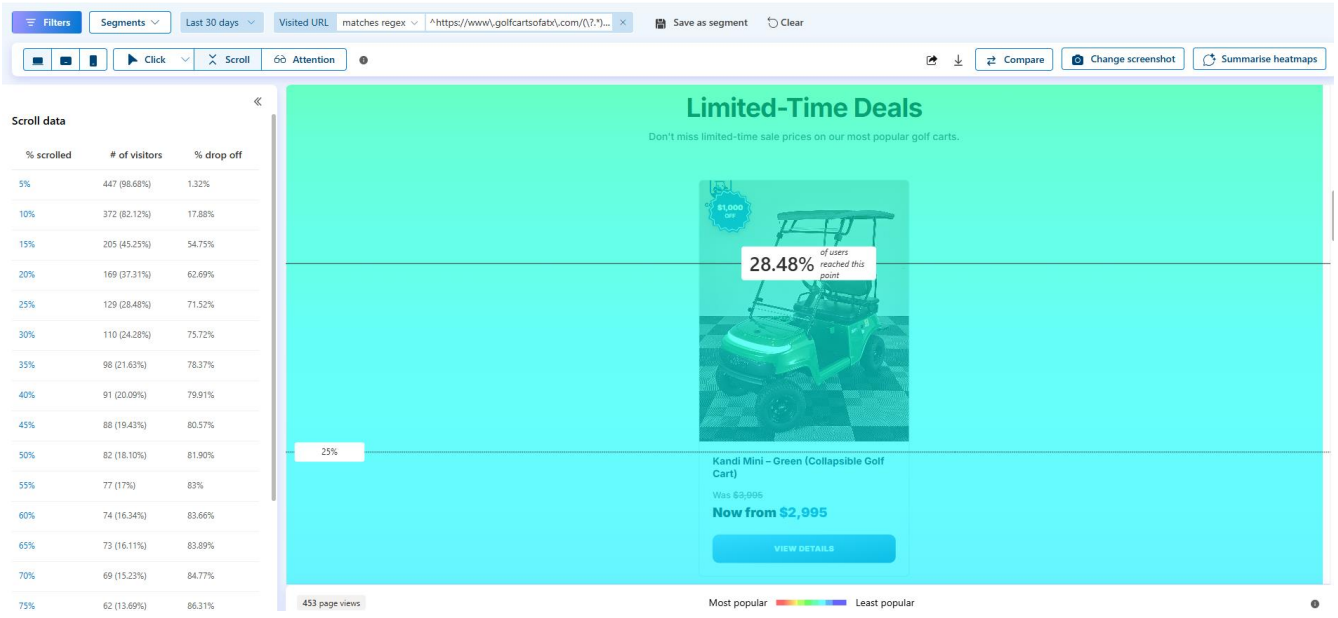
<u>Desktop version</u>

Home page

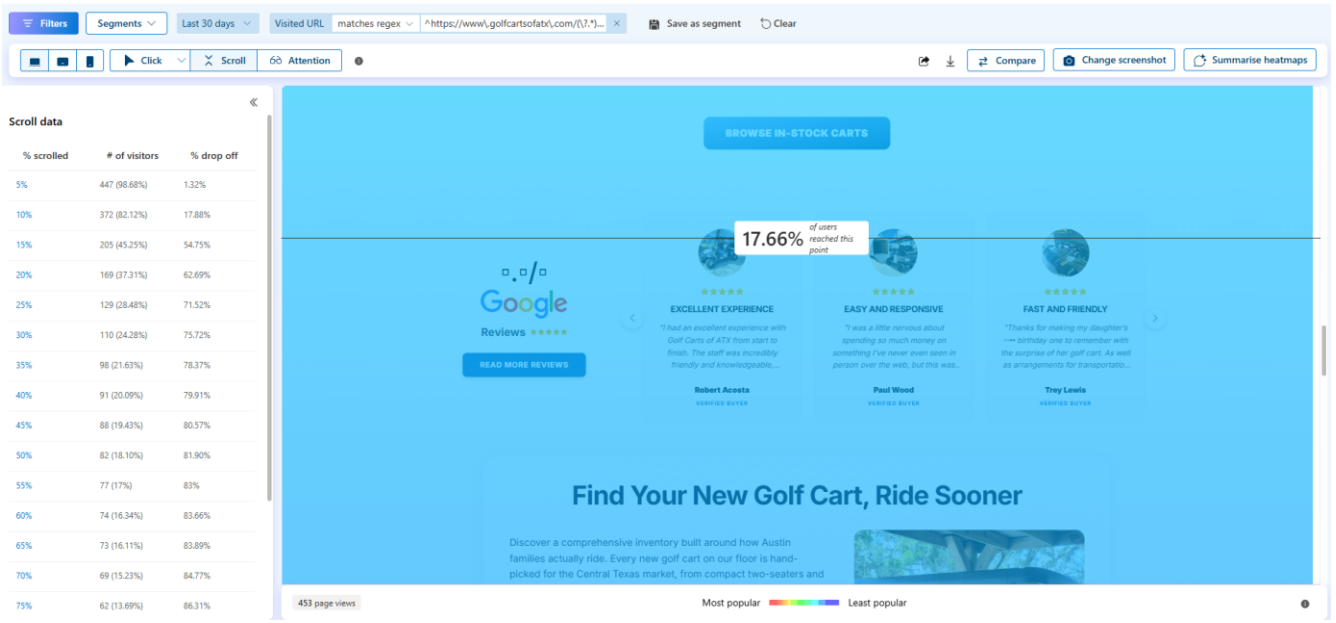
About 50% of users don't reach the second screen of a page



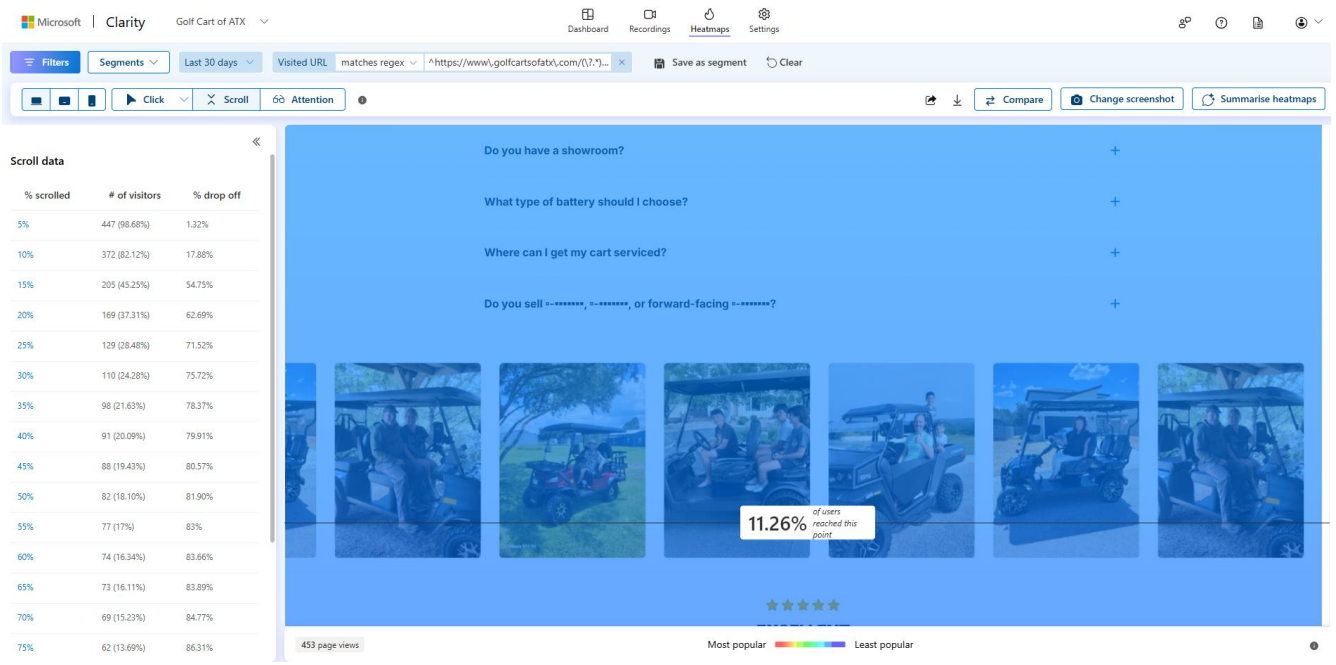
About 70% of users don't reach the "Limited-Time Deals" block.



About 80% of users don't reach the section with benefits and reviews.

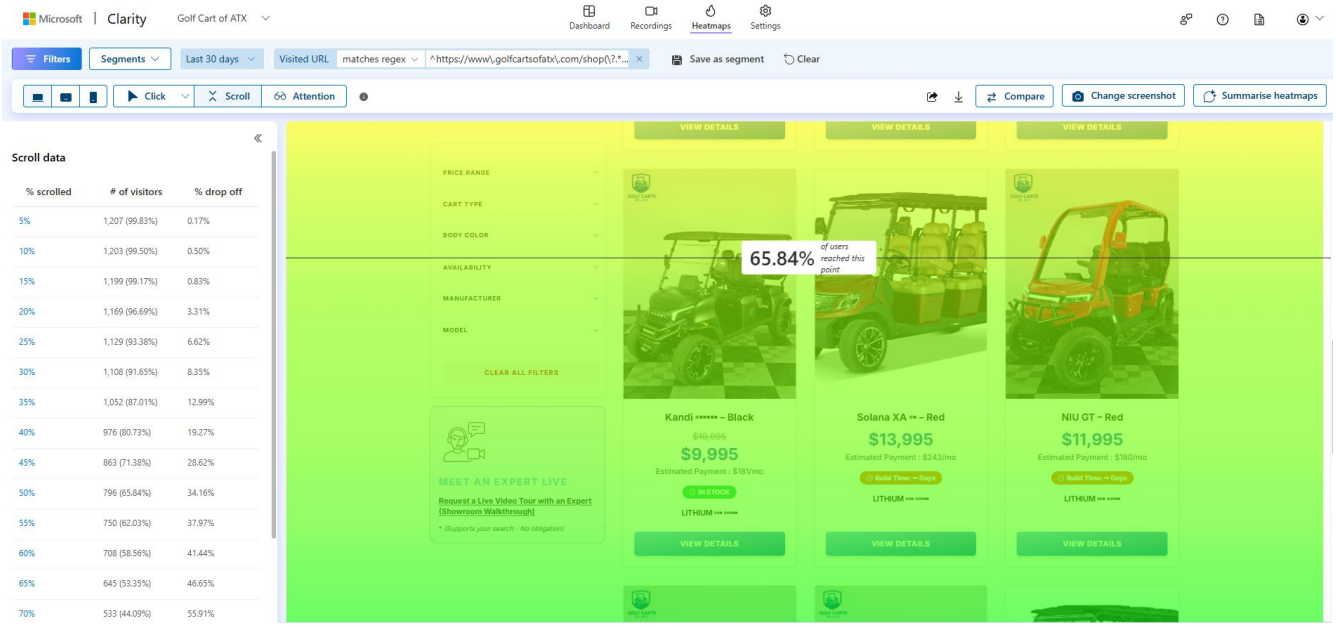


About 10% of users view the entire page.



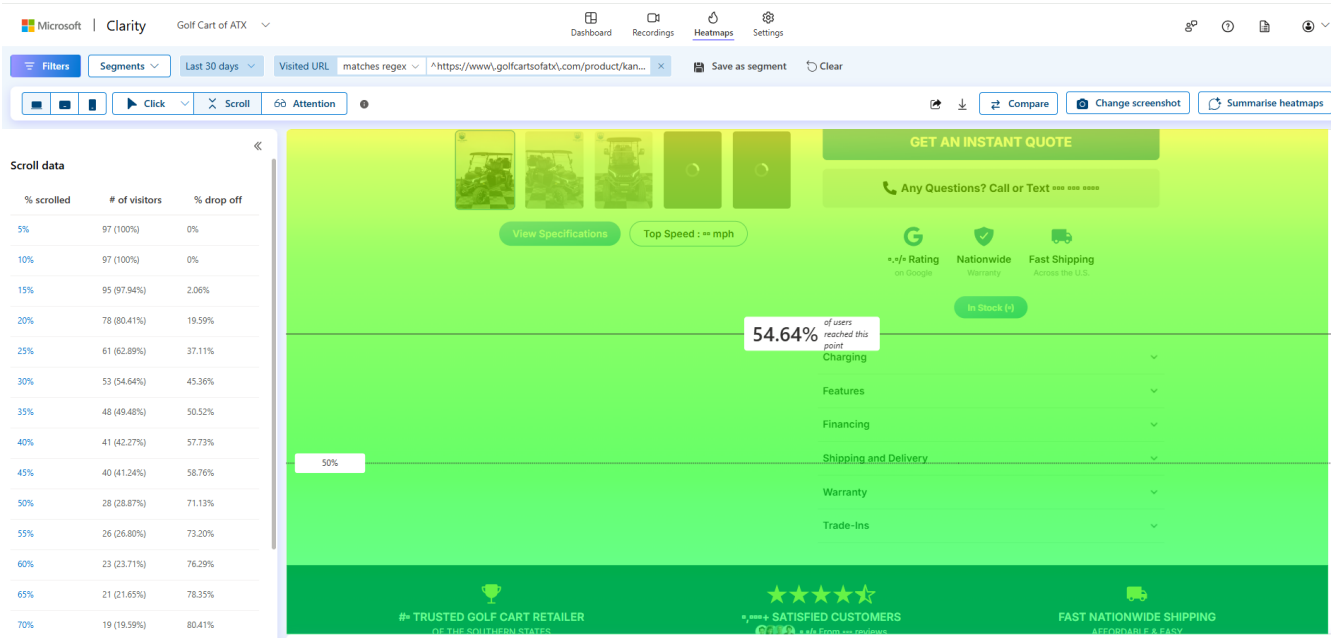
Category pages

Less than 30% of users reach the second row with product cards.

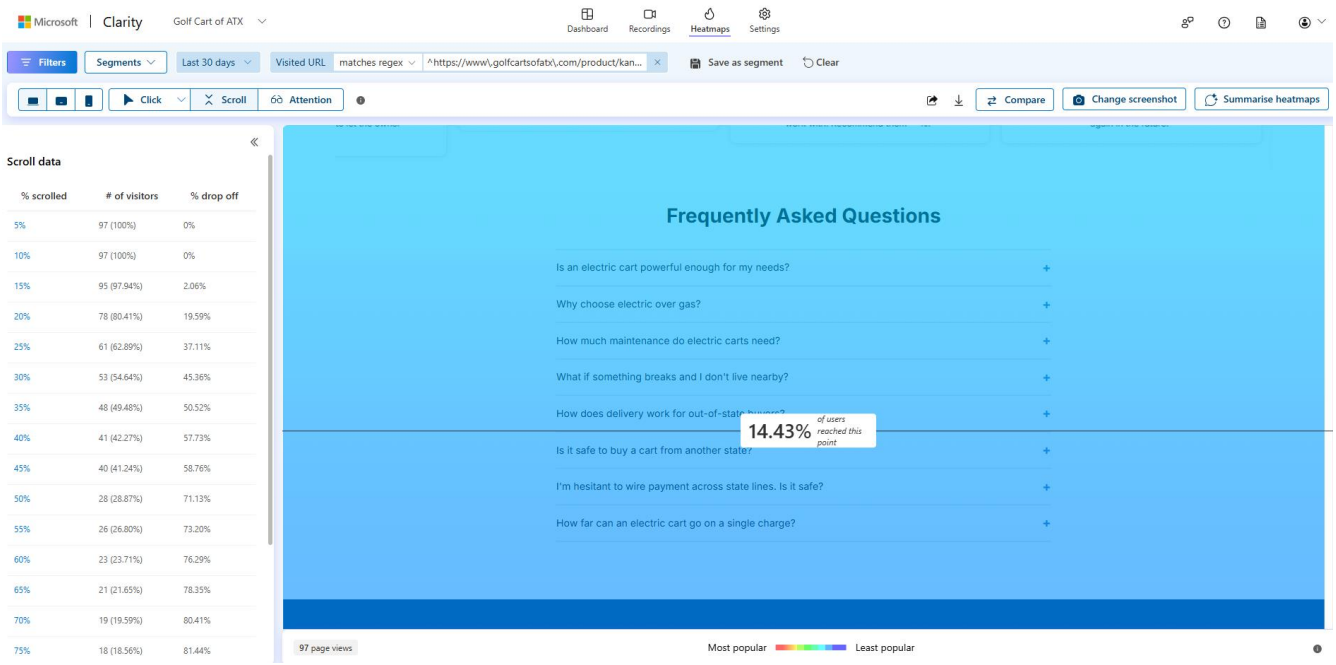


Product pages

About 50% of users reach the second screen of the page.



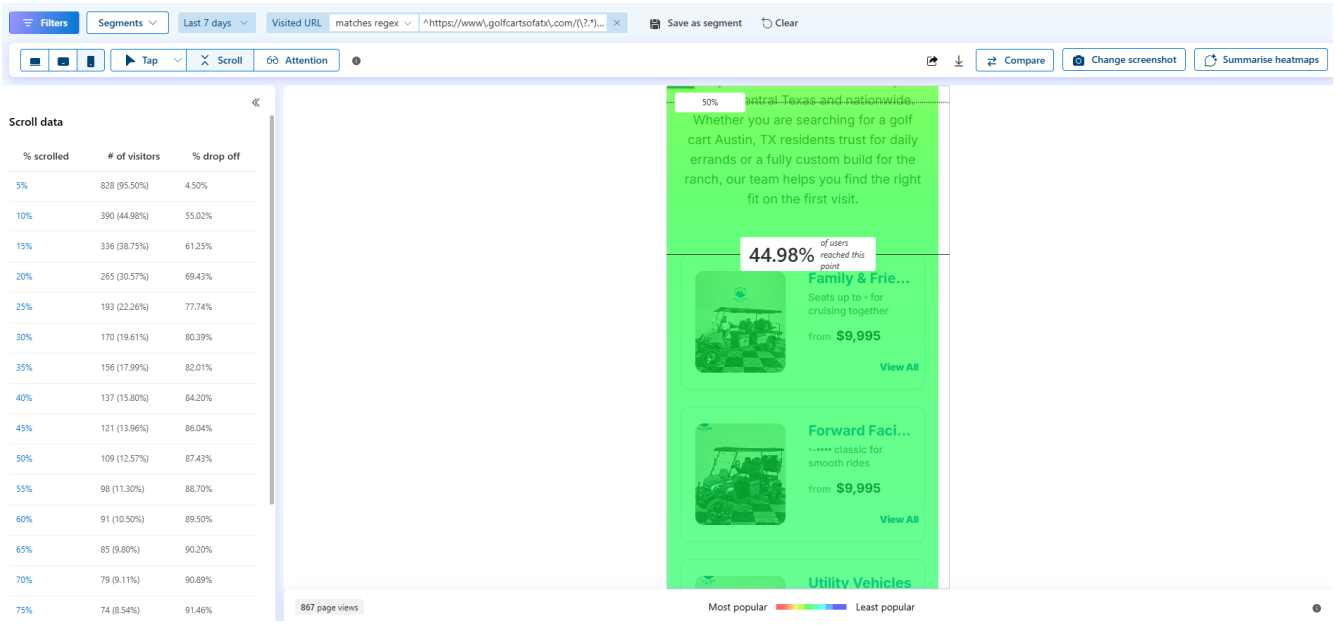
Less than 20% of people view the entire page



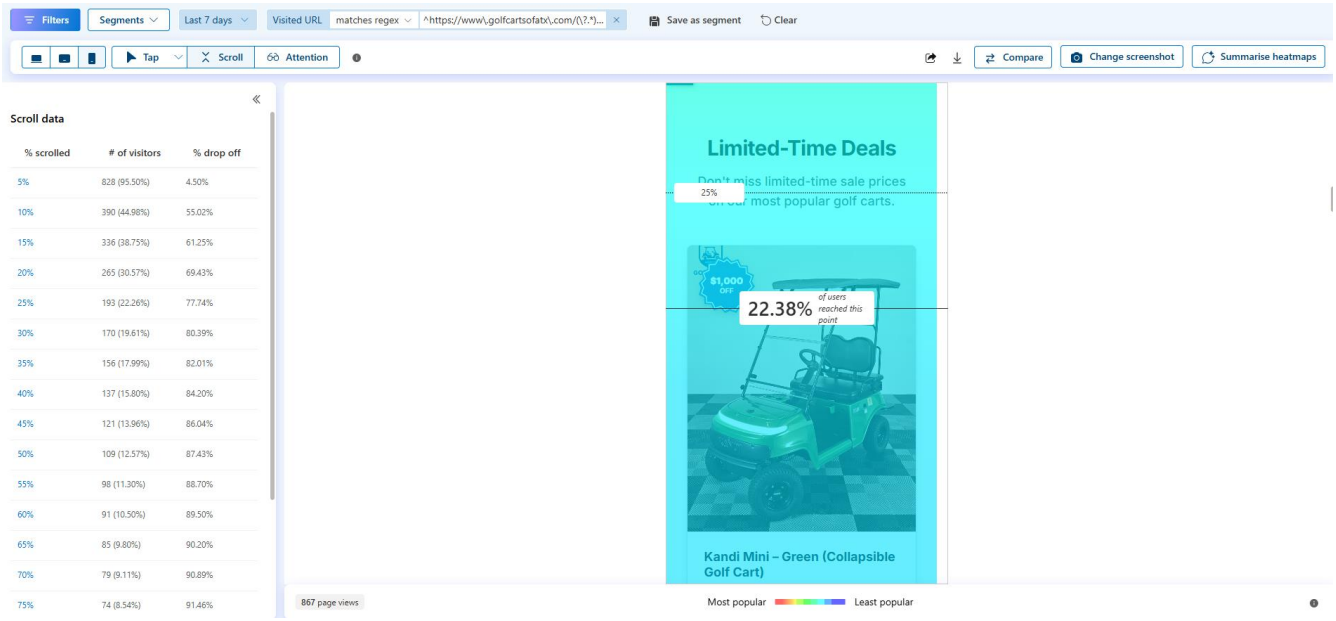
Mobile version

Home page

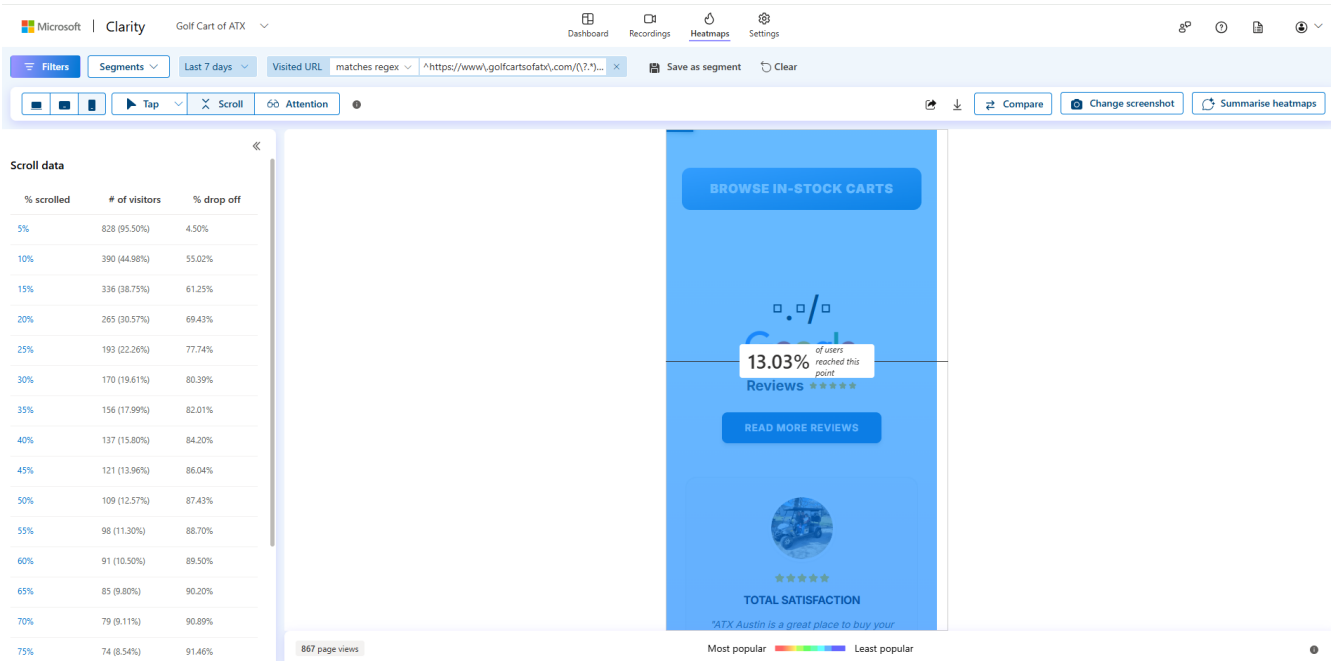
About 50% of users don't reach the second screen of a page.



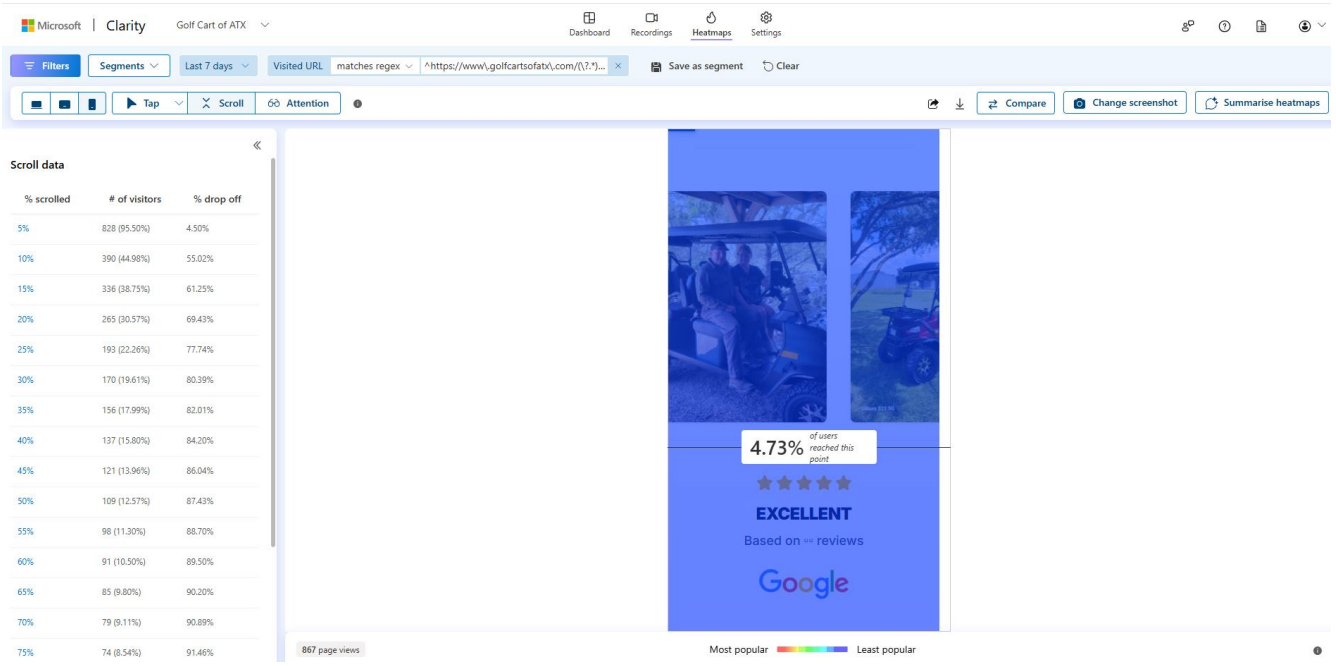
About 80% of users don't reach the "Limited-Time Deals" block.



About 85% of users don't reach the section with benefits and reviews

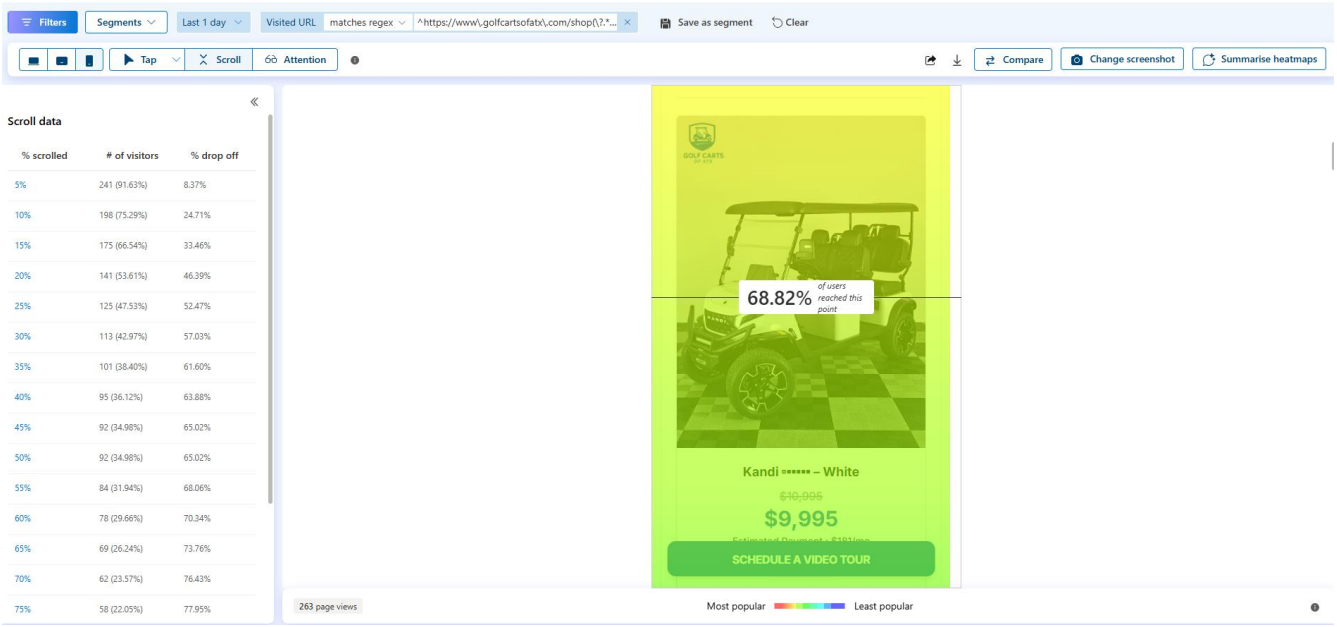


Less than 10% of users view the entire page



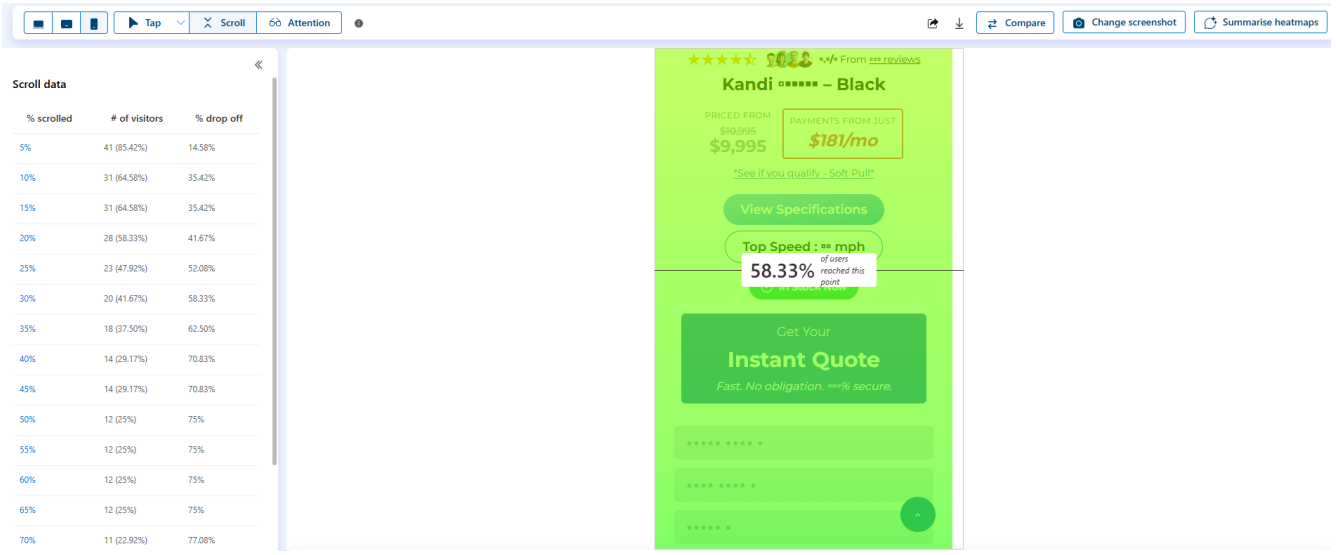
Category pages

Less than 70% of users reach product cards

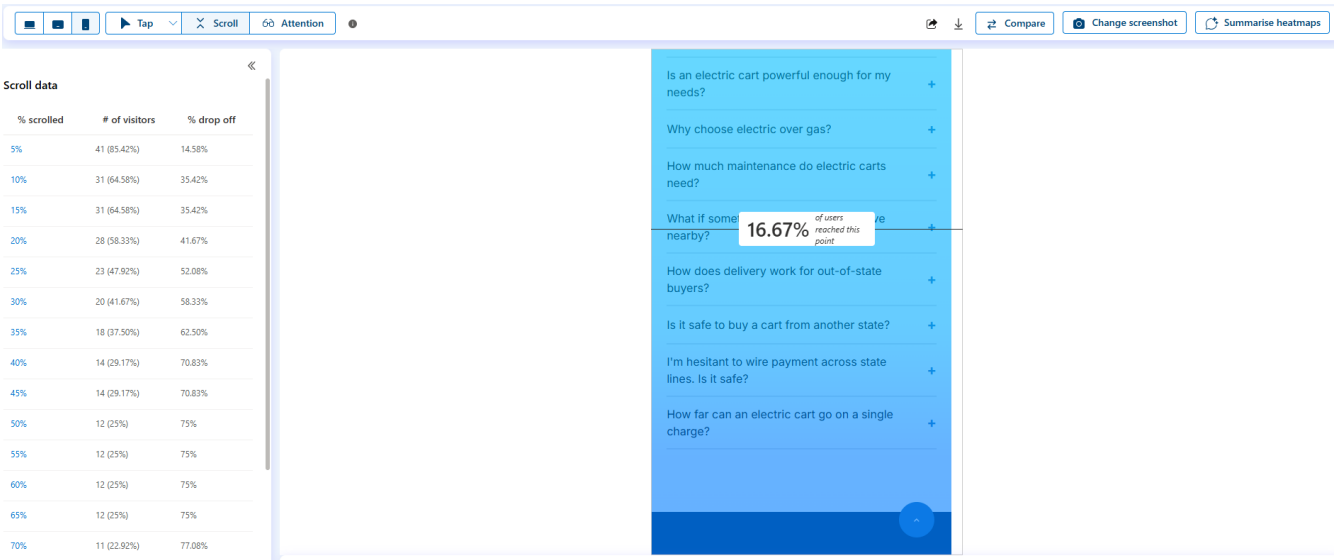


Product pages

About 60% of users receive product information



Less than 20% of people view the entire page



Recommendations

1. **Recommendations for improving the situation are indicated in the audit below**

Heat Map Analysis

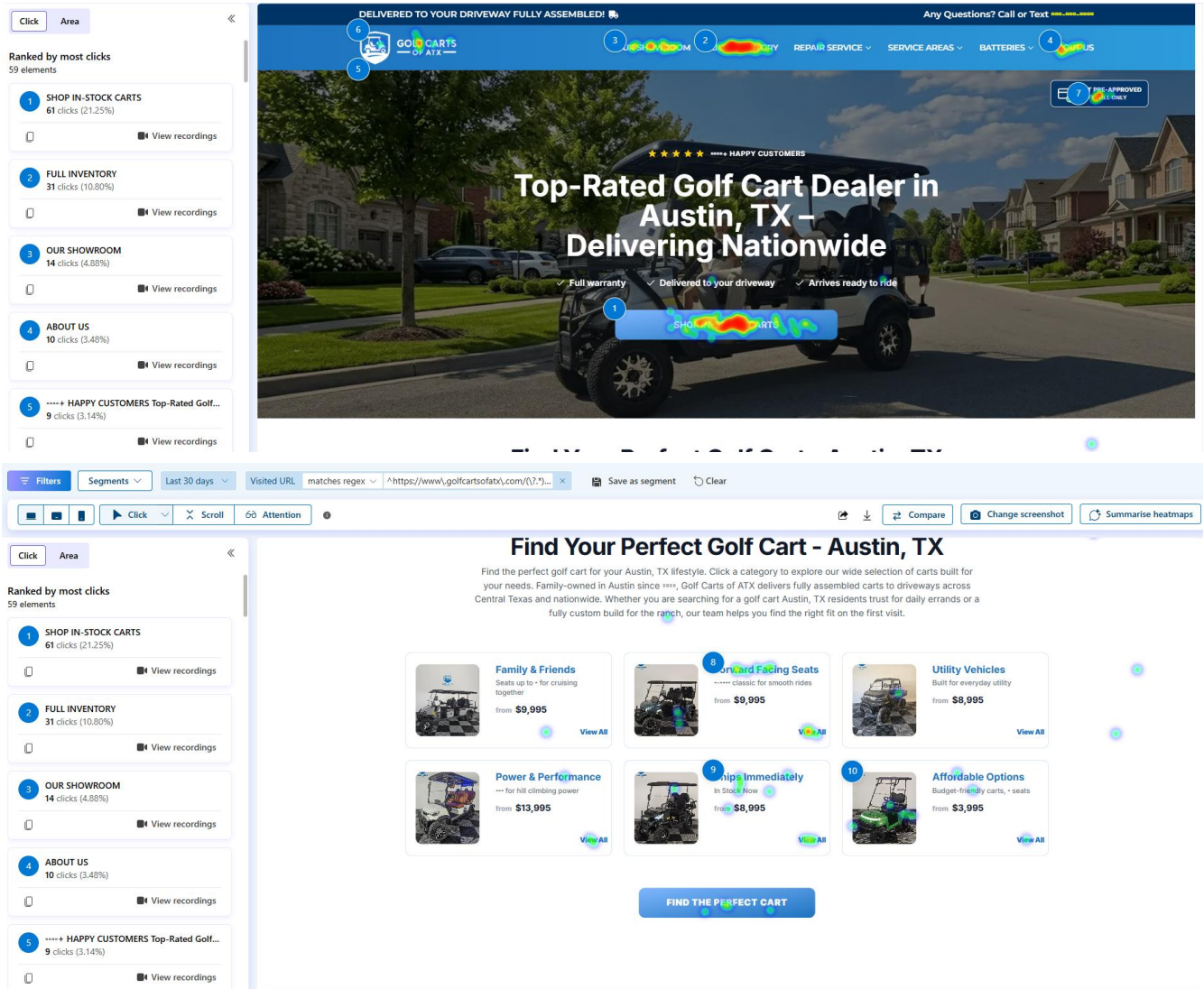
Behavioral Factors Analysis

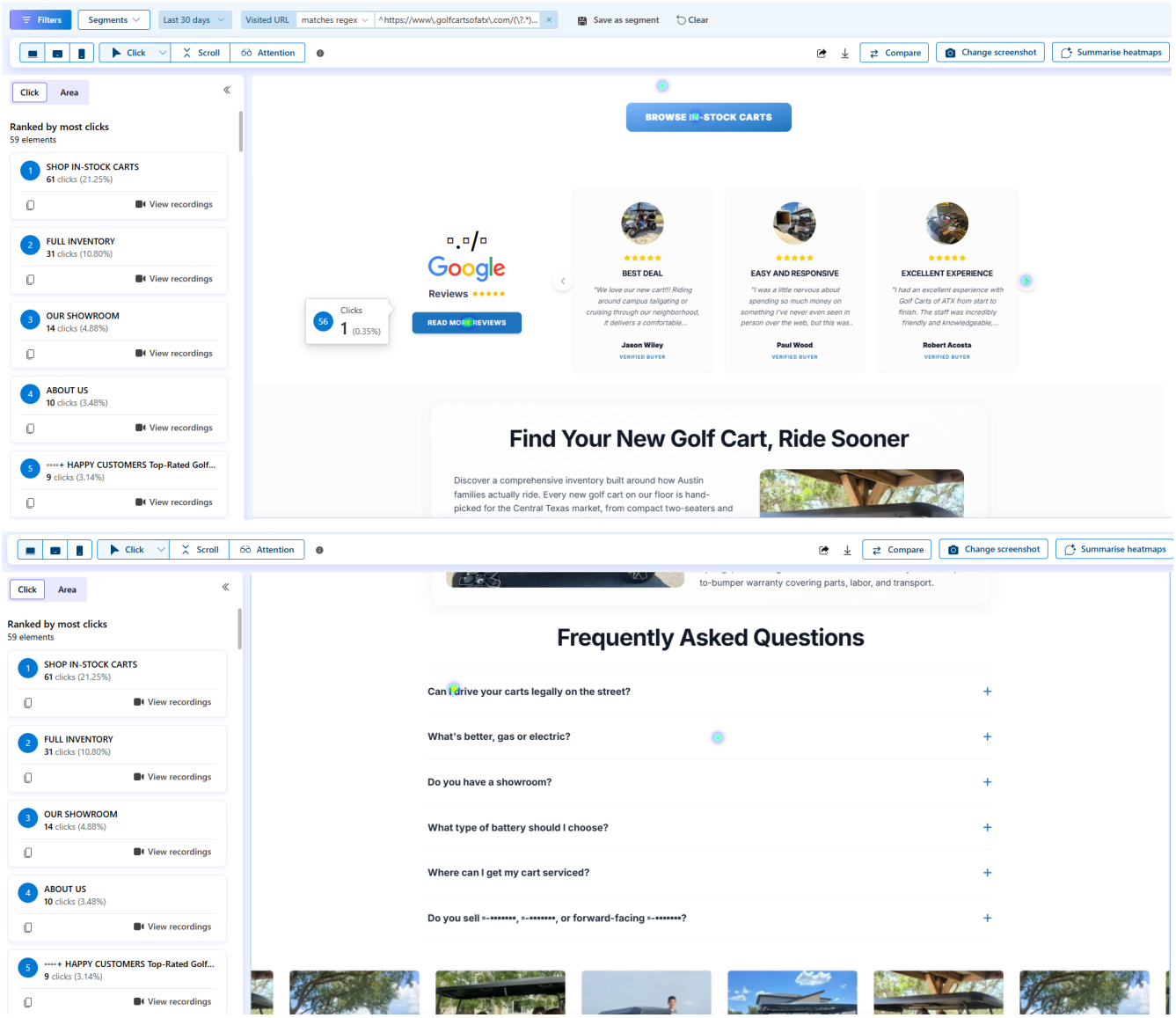
The user does not use all available functionality

<u>Desktop version</u>

Home page

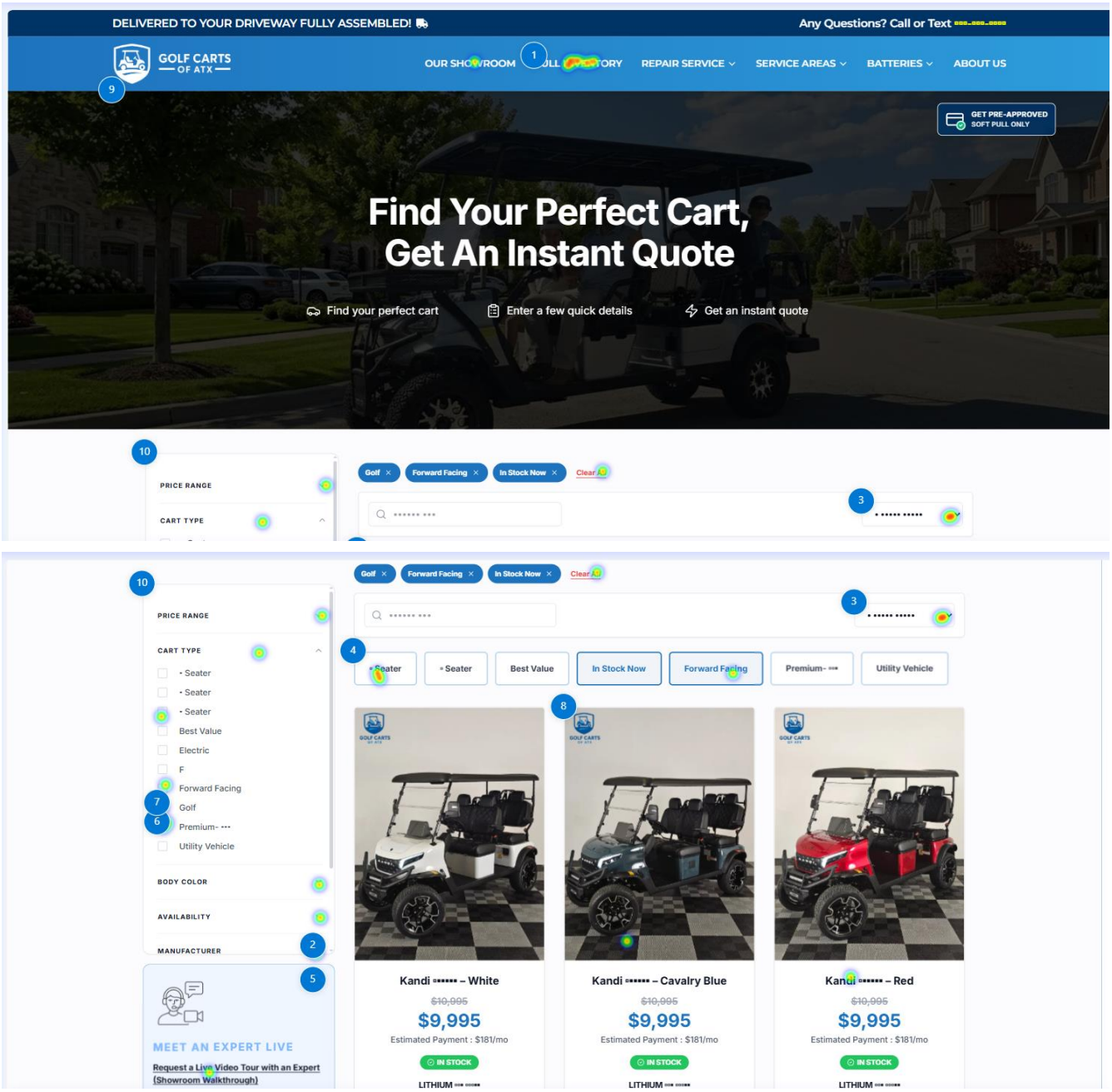
Users primarily interact with navigation elements and the first screen




Filters
Segments
Last 30 days
Visited URL
matches regex
Save as segment
Clear
Click
Scroll
Attention
Compare
Change screenshot
Summarise heatmaps
Click
Area
Ranked by most clicks
59 elements
1 SHOP IN-STOCK CARTS
61 clicks (21.25%)
View recordings
2 FULL INVENTORY
31 clicks (10.80%)
View recordings
3 OUR SHOWROOM
14 clicks (4.88%)
View recordings
4 ABOUT US
10 clicks (3.48%)
View recordings
5 ★★★★★+ HAPPY CUSTOMERS Top-Rated Golf...
9 clicks (3.14%)
View recordings
BROWSE IN-STOCK CARTS
Google
Reviews
READ MORE REVIEWS
Clicks
56
1 (0.35%)
BEST DEAL
Jason Wiley
VERIFIED BUYER
EASY AND RESPONSIVE
Paul Wood
VERIFIED BUYER
EXCELLENT EXPERIENCE
Robert Acosta
VERIFIED BUYER
Find Your New Golf Cart, Ride Sooner
Discover a comprehensive inventory built around how Austin families actually ride. Every new golf cart on our floor is hand-picked for the Central Texas market, from compact two-seaters and
to-bumper warranty covering parts, labor, and transport.
Frequently Asked Questions
Can I drive your carts legally on the street?
What's better, gas or electric?
Do you have a showroom?
What type of battery should I choose?
Where can I get my cart serviced?
Do you sell ▫-▪▪▪▪▪▪▪, ▫-▪▪▪▪▪▪▪, or forward-facing ▫-▪▪▪▪▪▪▪?

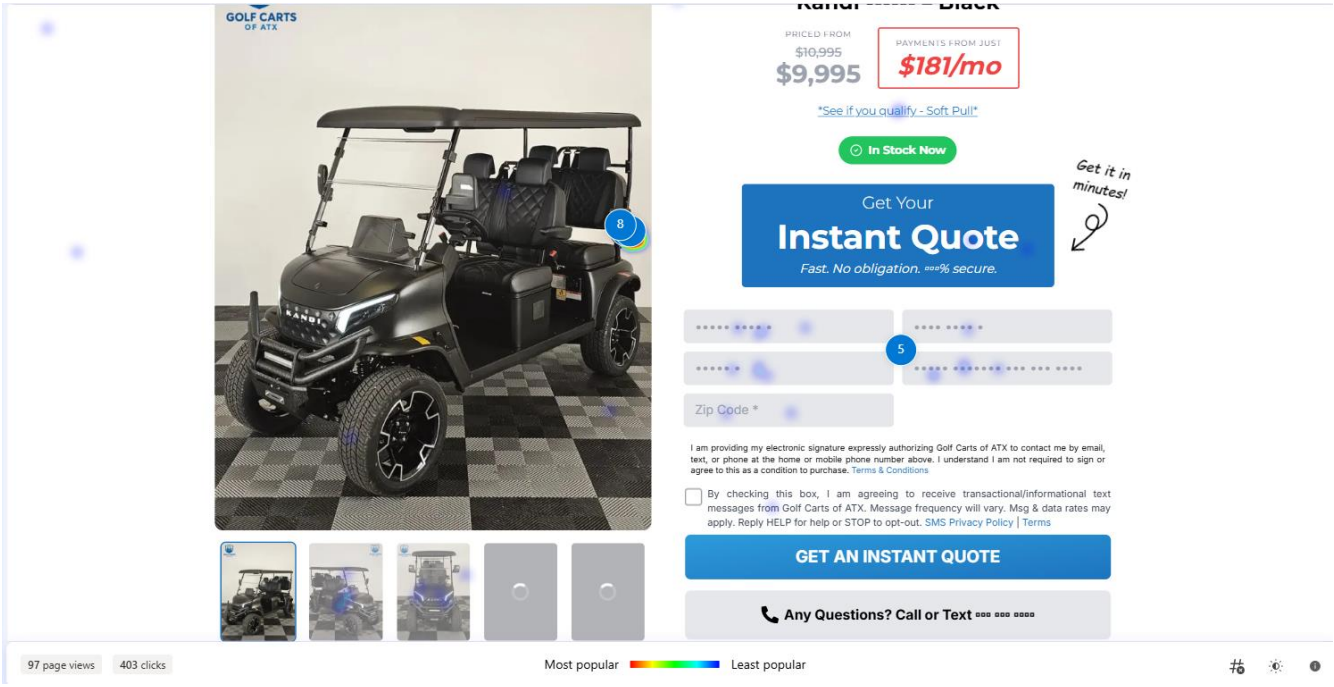
Category pages

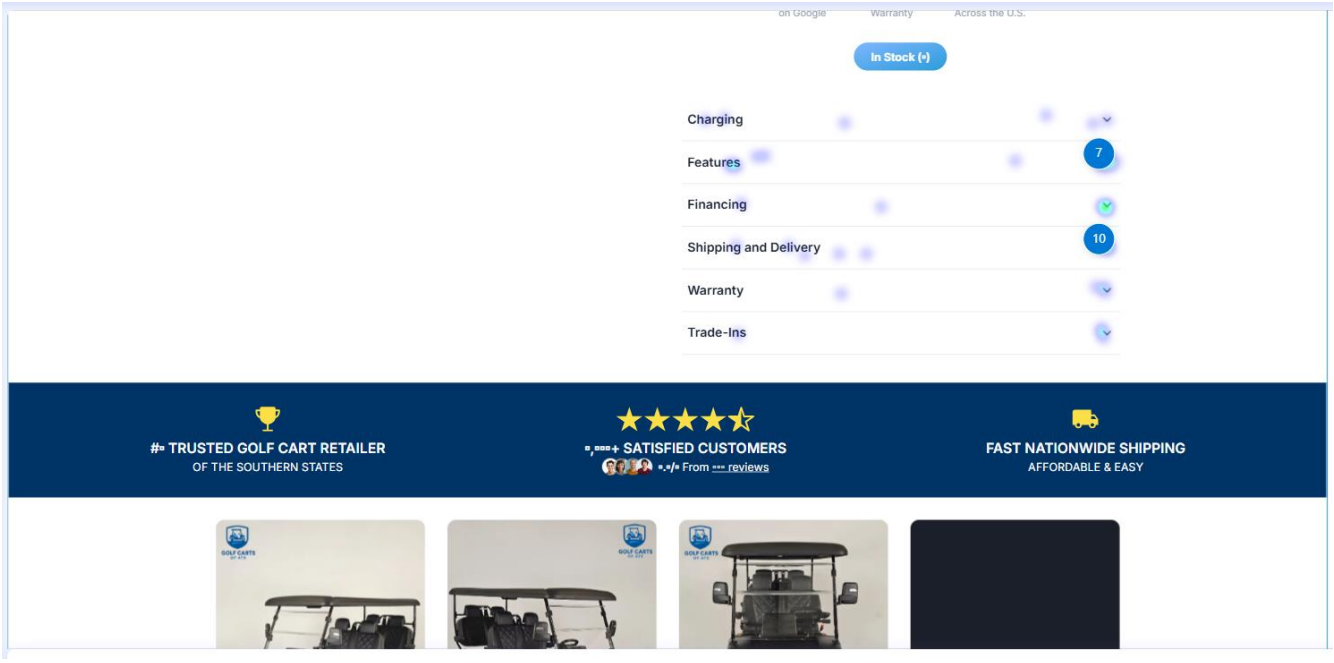
Users primarily interact with navigation elements and filters

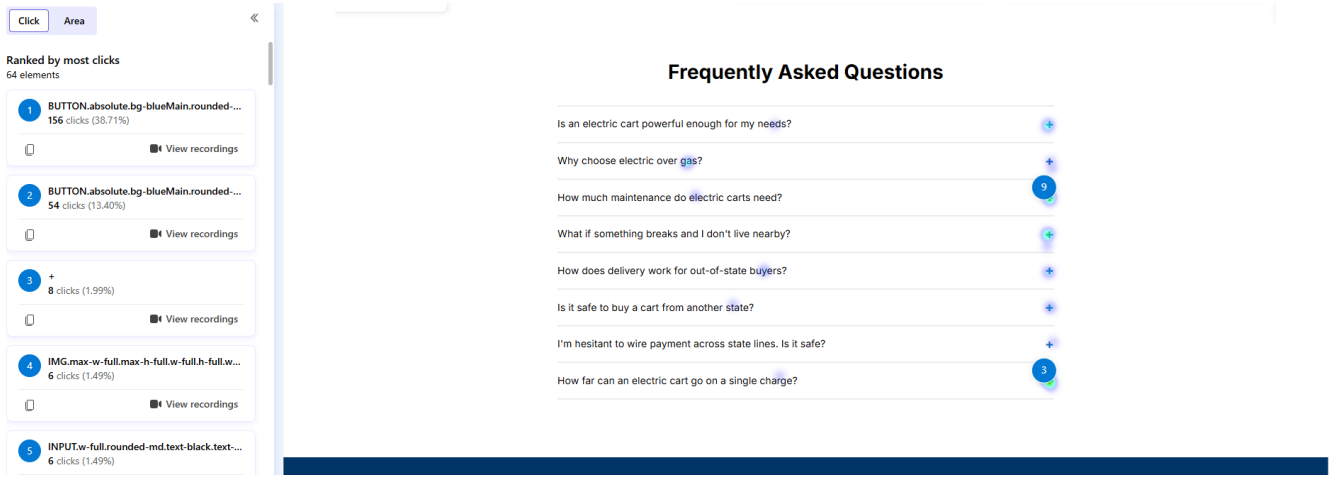


Product pages

Users mostly interact with the image block but do not interact with the conversion elements.



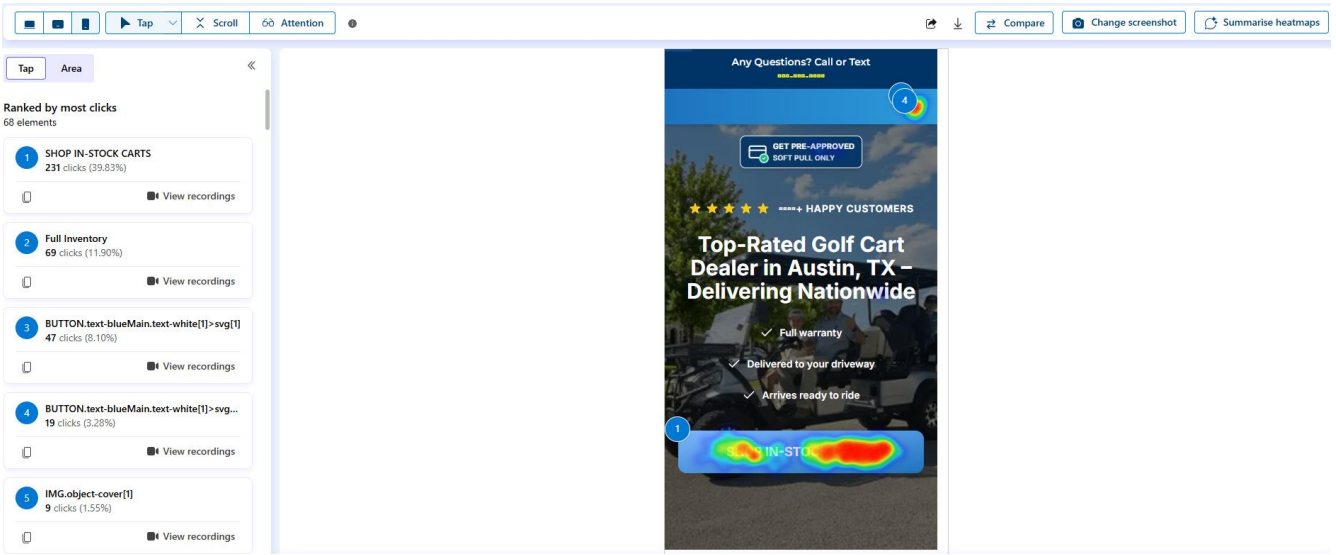


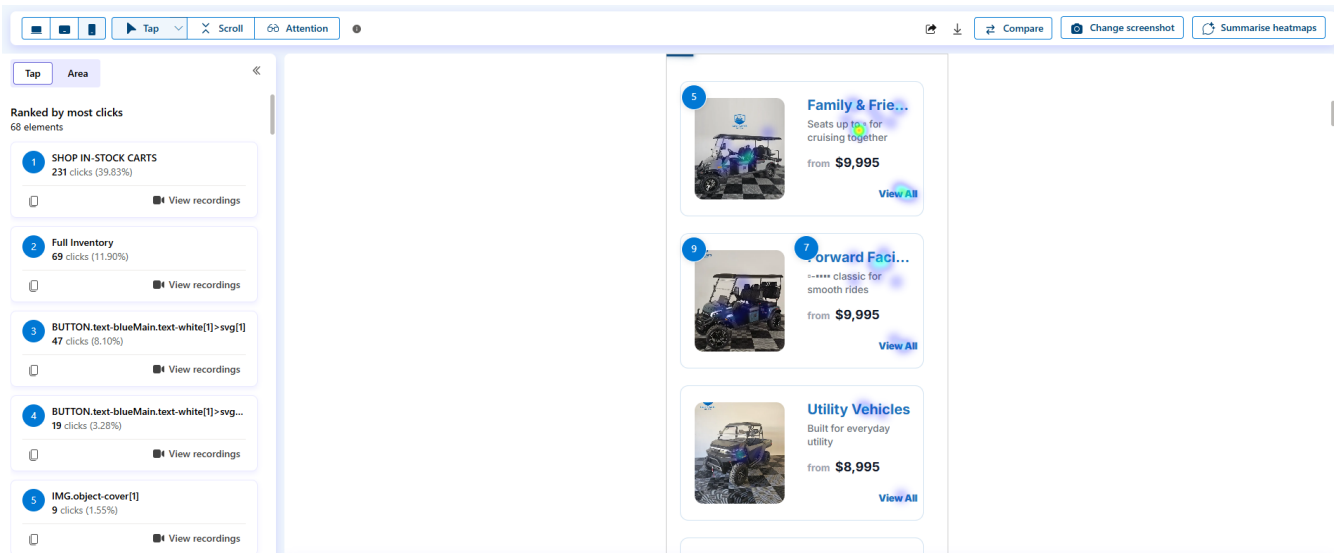


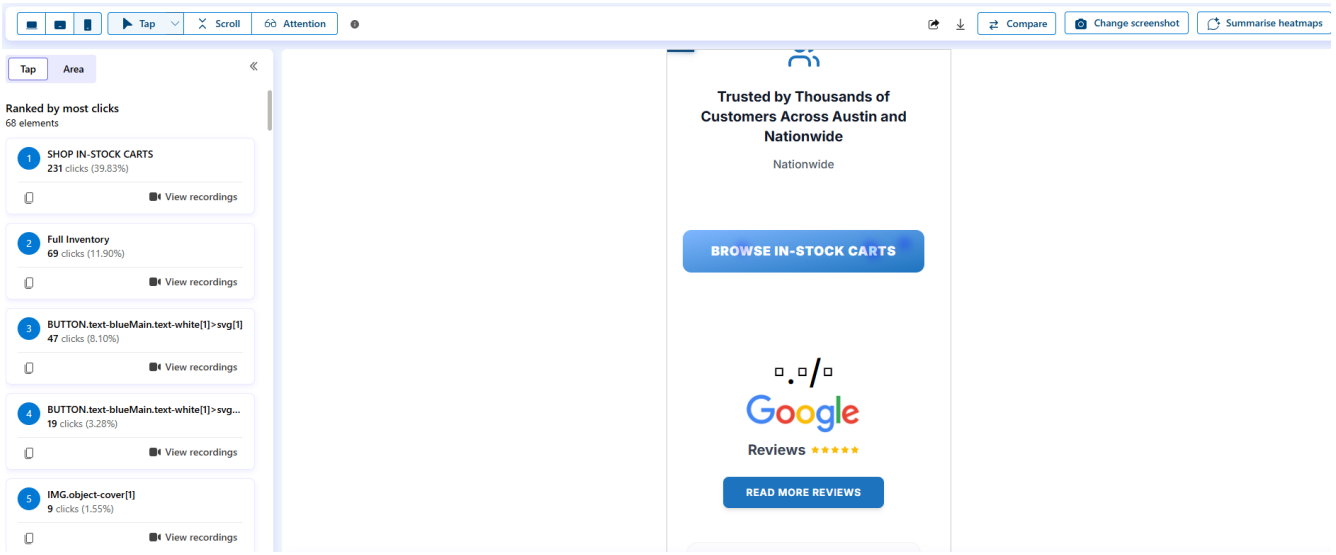
Mobile version

Home page

Users primarily interact with navigation elements and the first screen

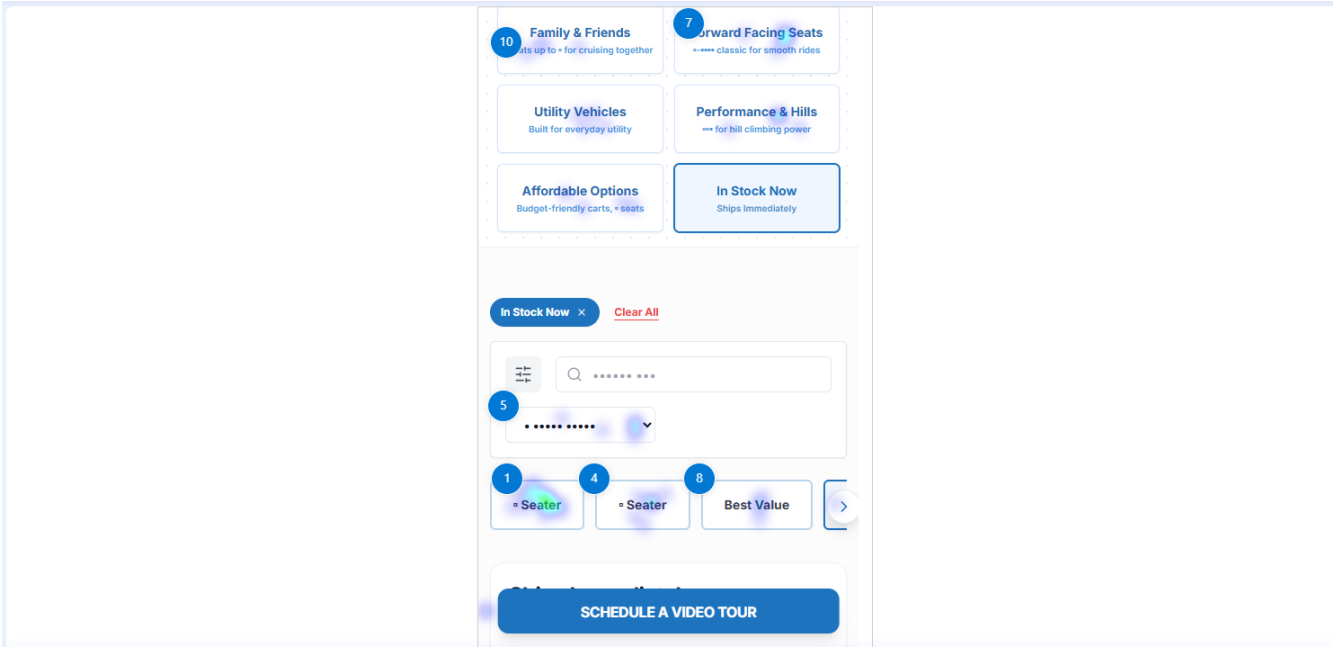


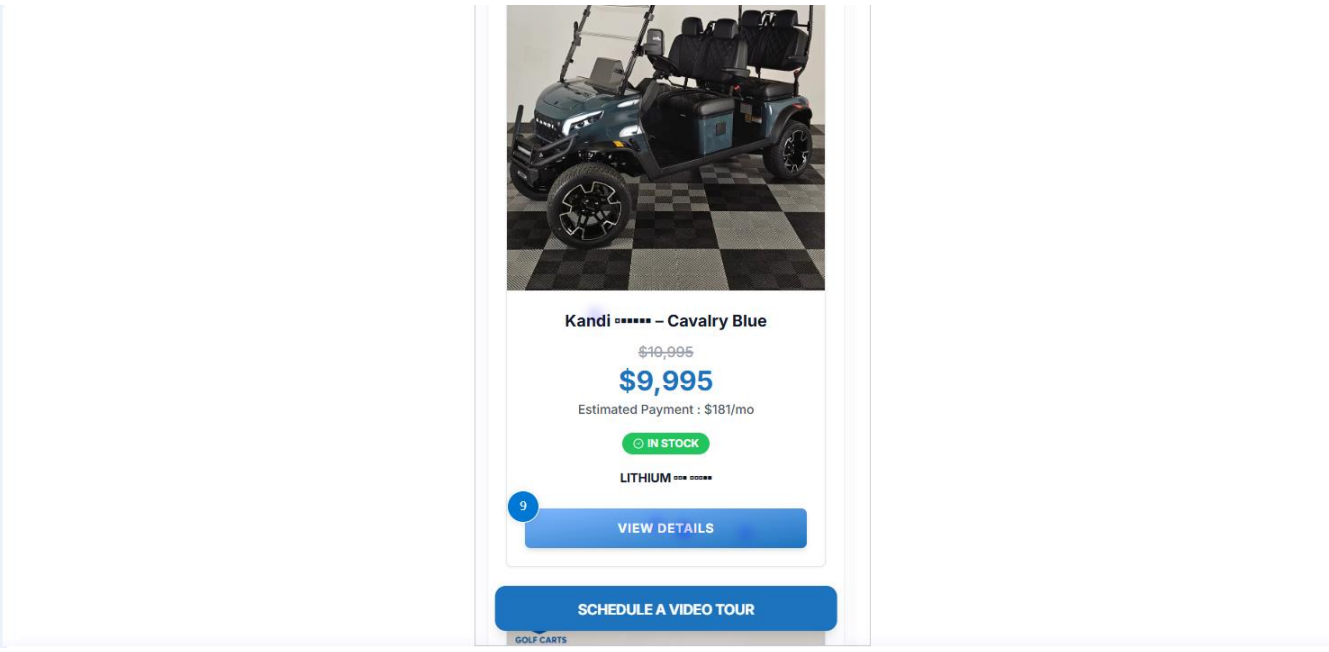




Category Pages

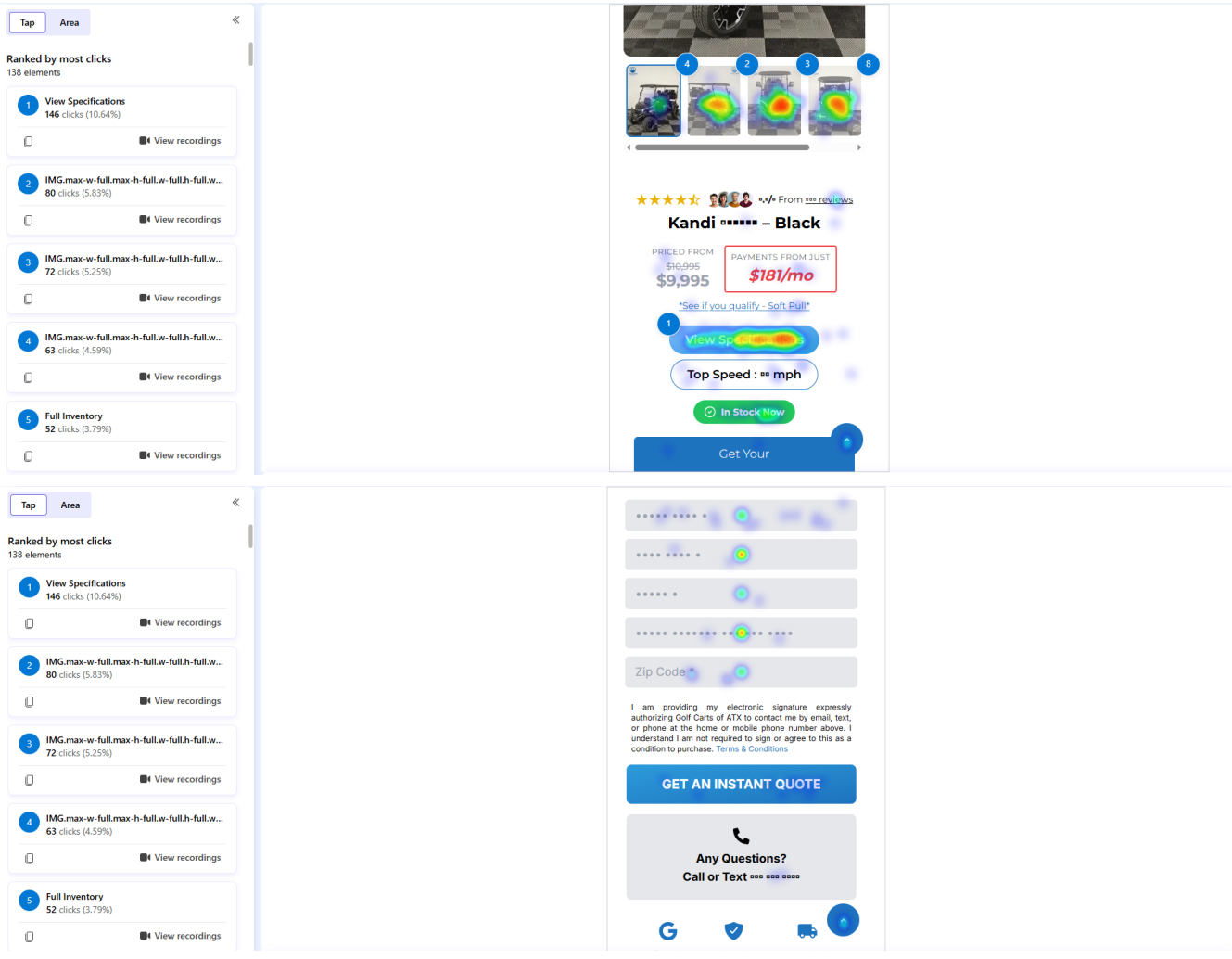
Users primarily interact with filtering elements

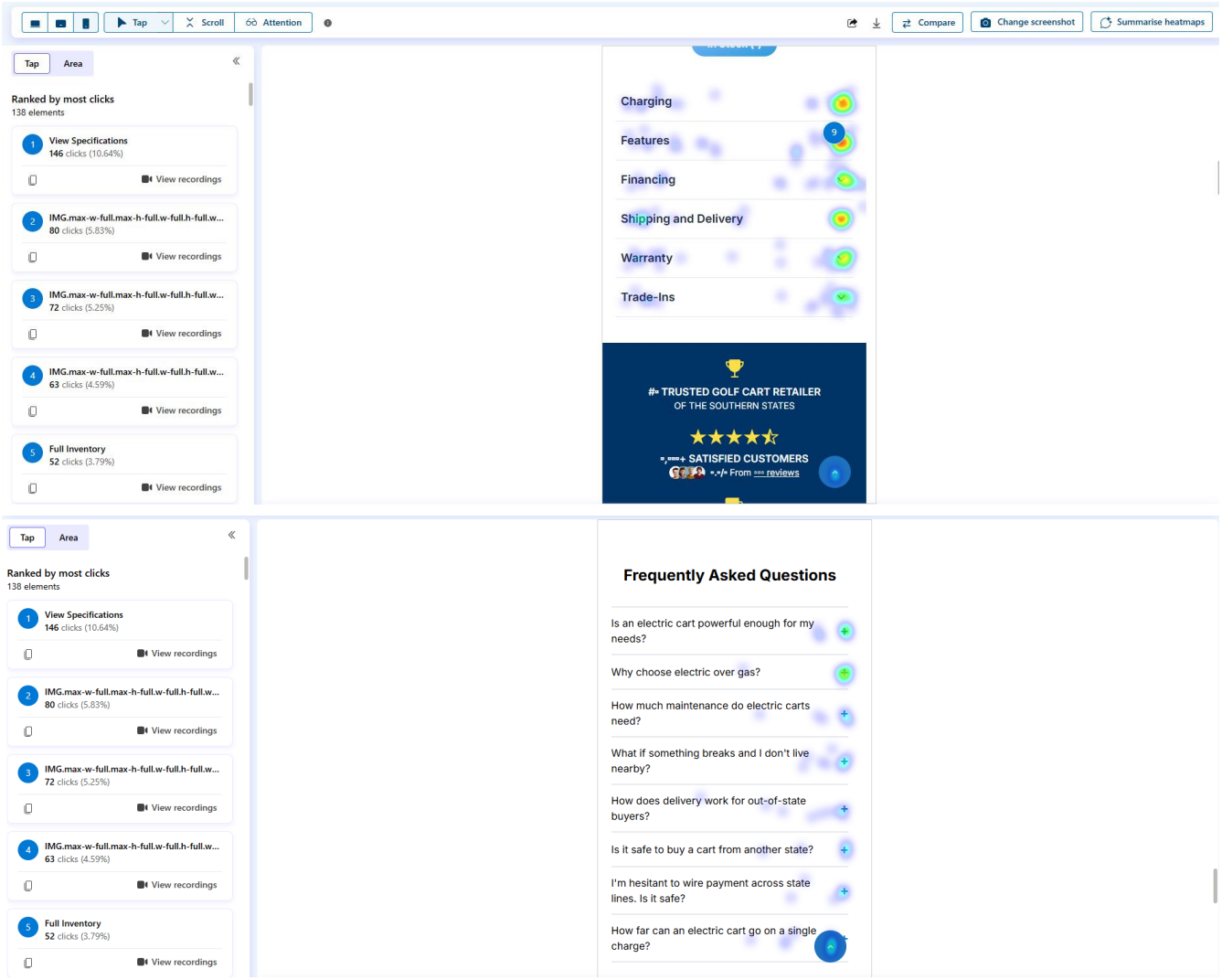




Product Pages

Users mainly interact with the block with images and elements for viewing characteristics but do not interact with conversion elements





Recommendations

1. **Recommendations for improving the situation are indicated in the audit below**

Usability (UX/UI) analysis



Website responsiveness for different screen resolutions

Usability (UX/UI) analysis (Desktop version only)

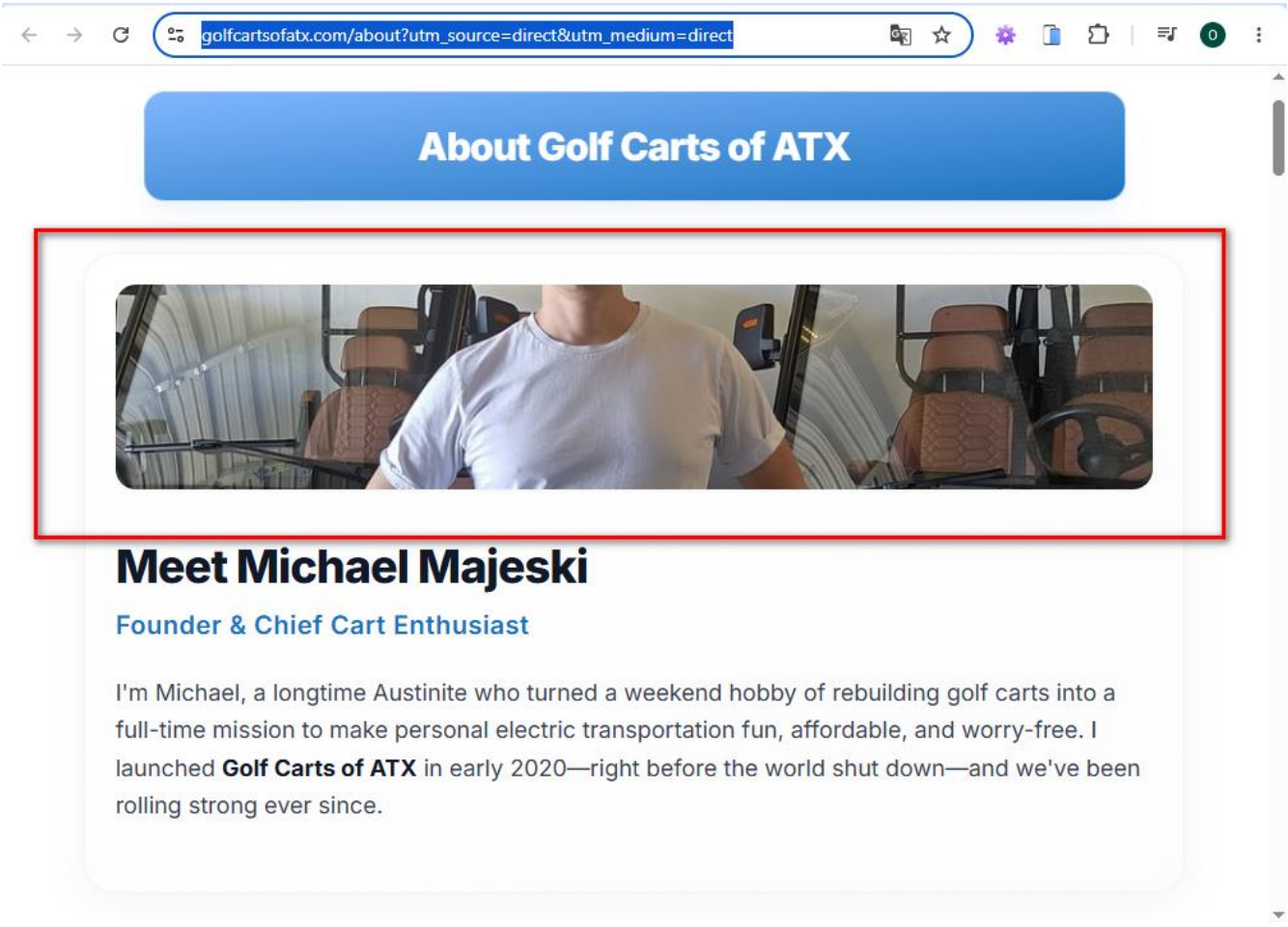
At small screen resolutions, blocks do not adapt

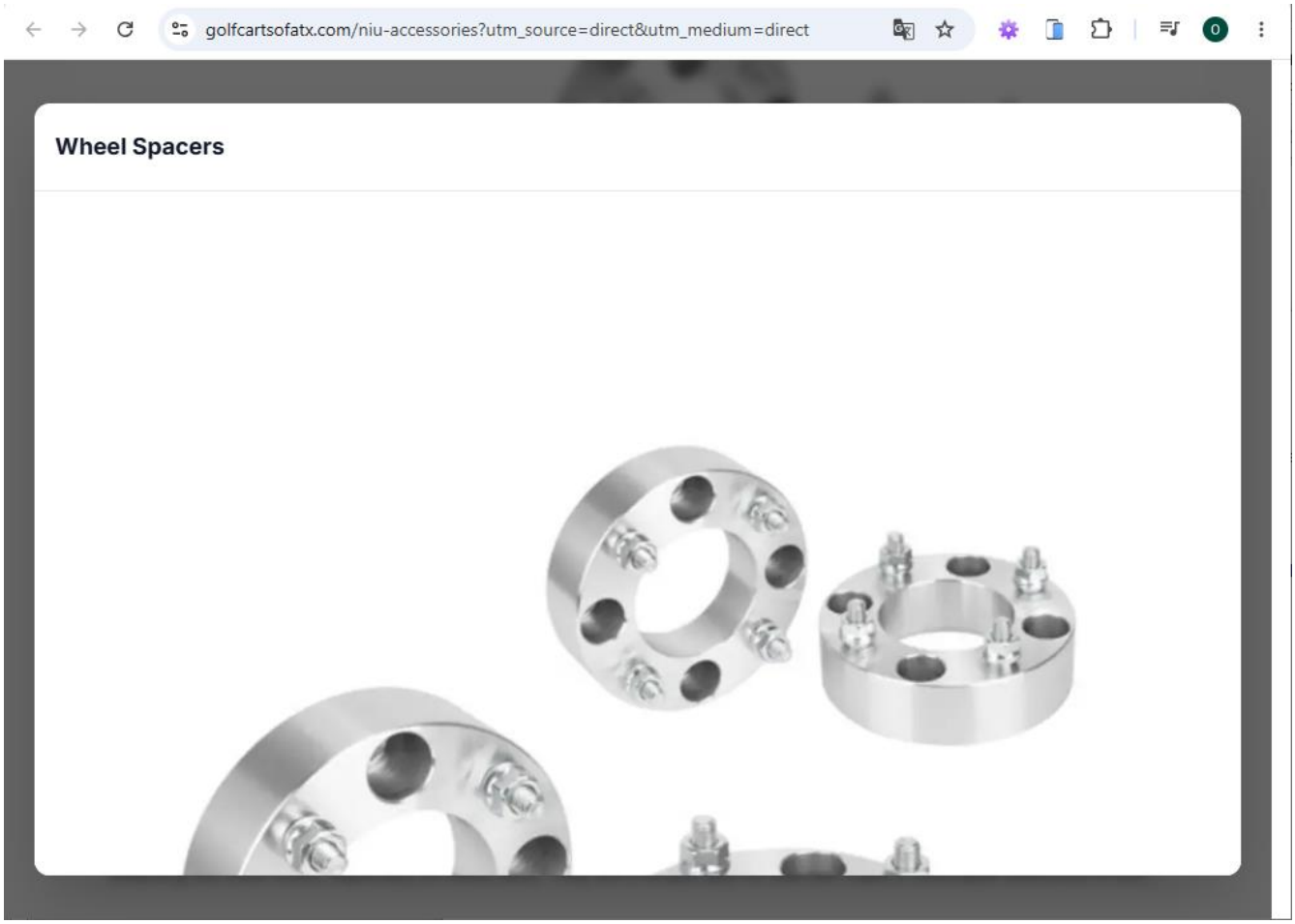
Desktop version

For example:

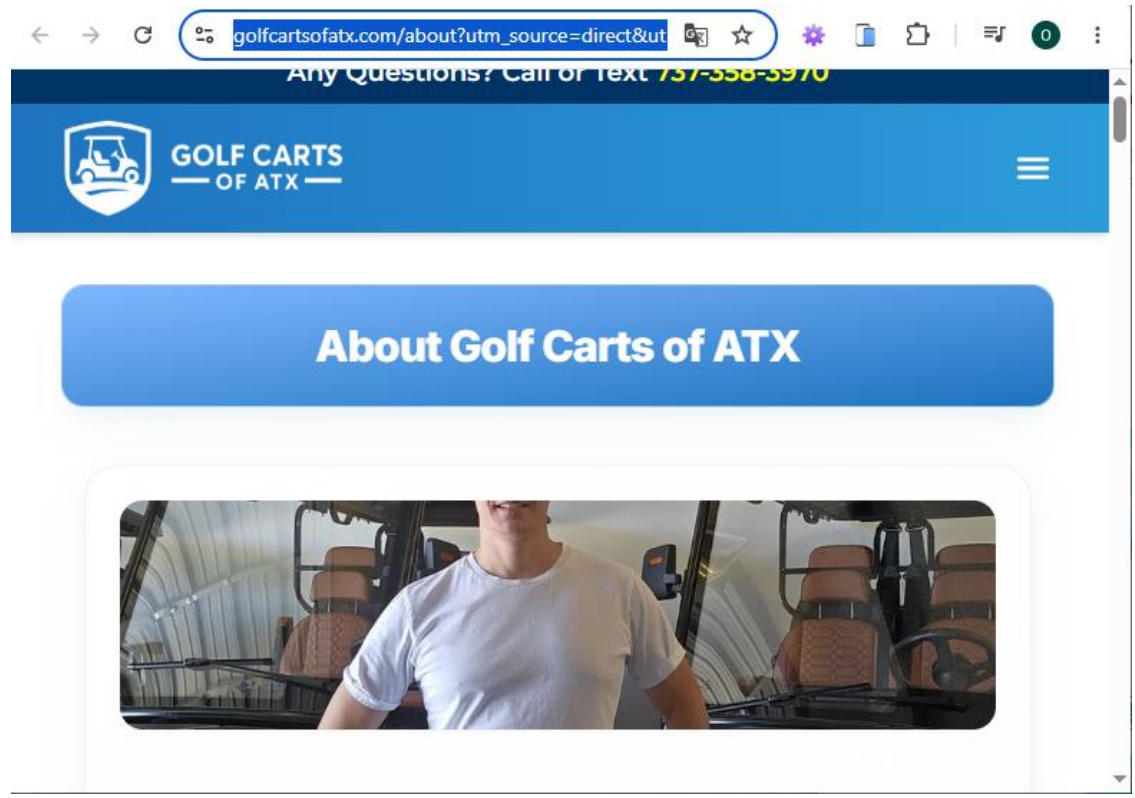
https://www.golfcartsofatx.com/about?utm_source=direct&utm_medium=direct **and accessories pages**

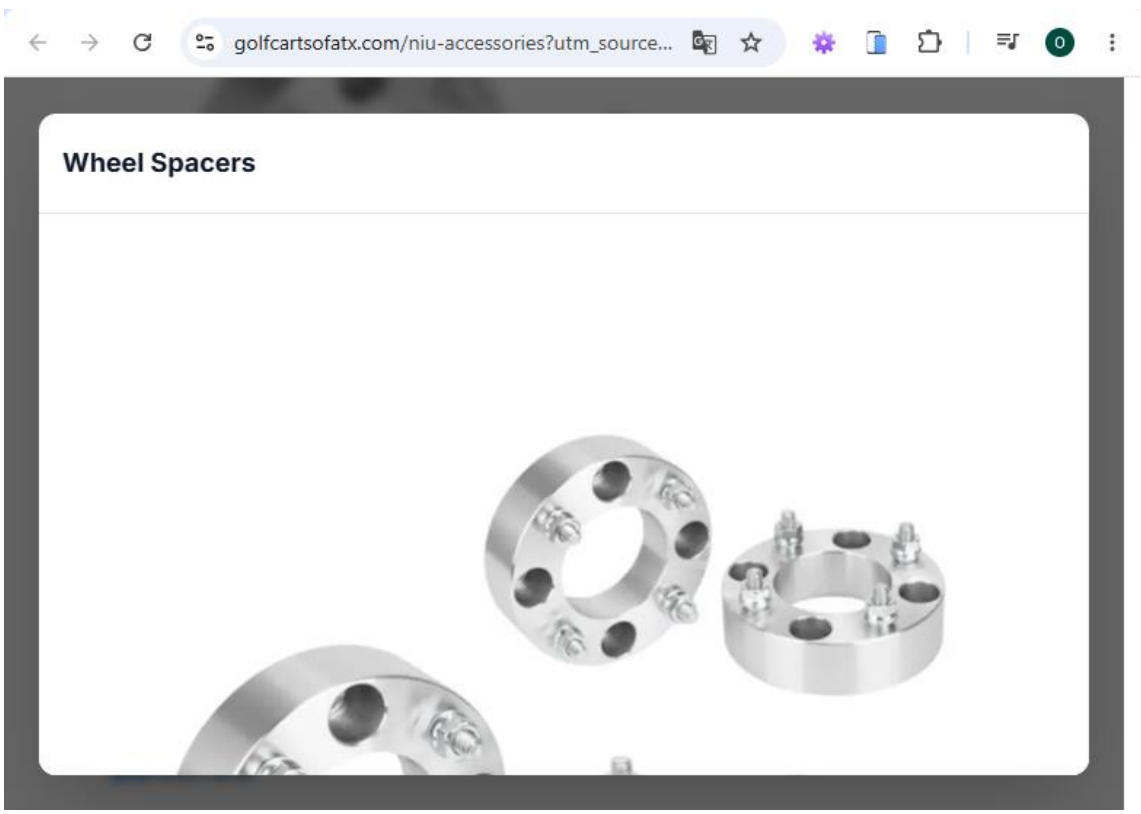
1024x768




golfcartsofatx.com/niu-accessories?utm_source=direct&utm_medium=direct
Wheel Spacers

800x600





Recommendations

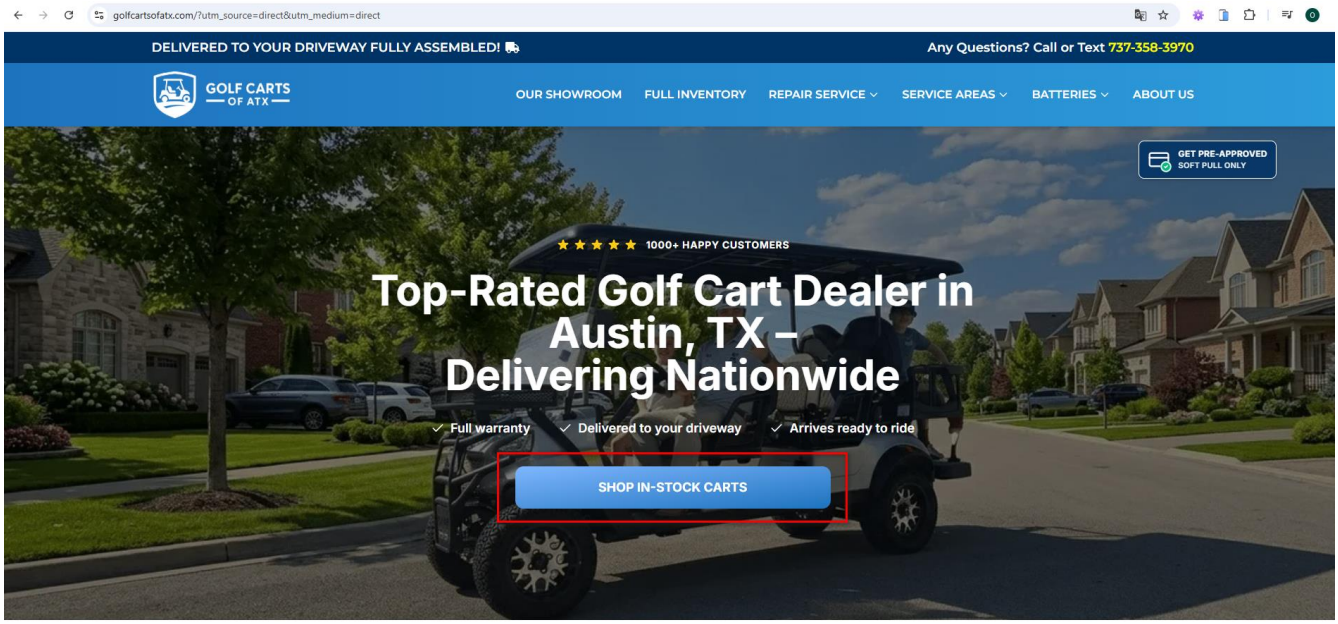
1. **Optimize site for small screen resolutions**

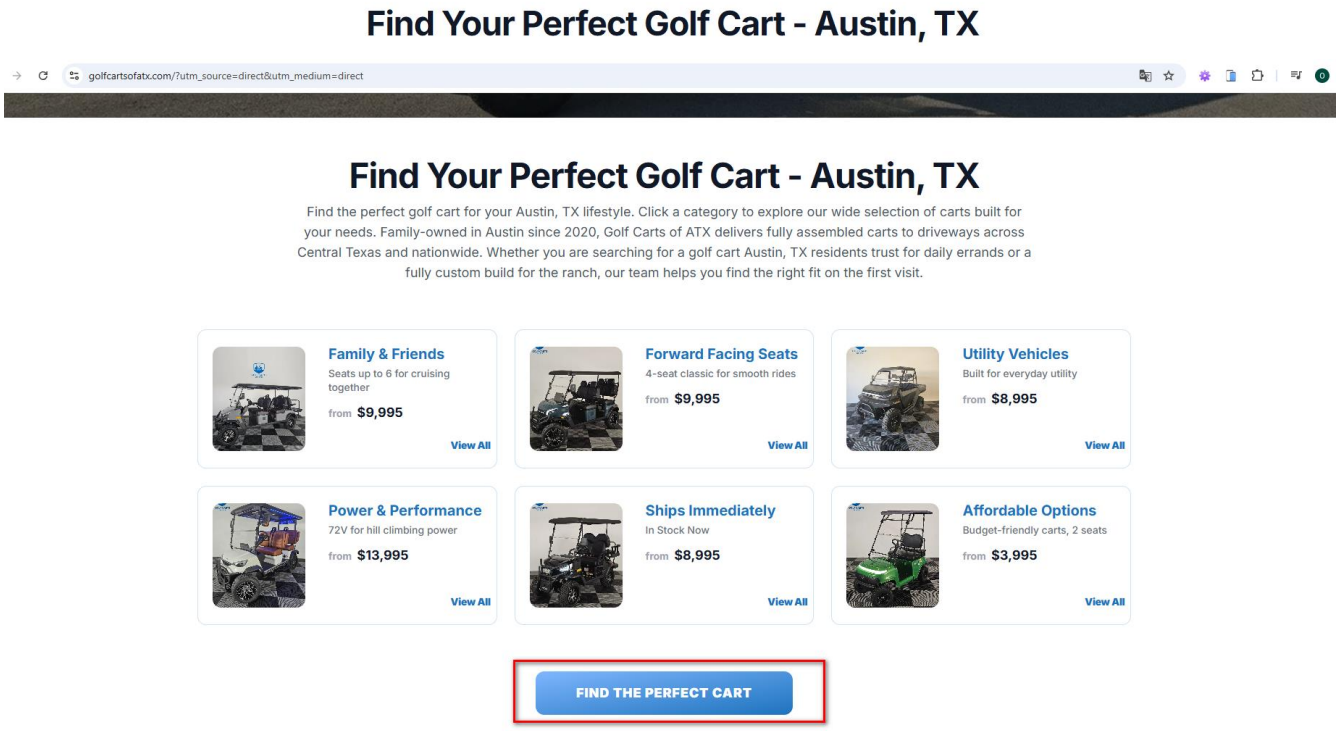
Highlighting buttons on mouse over

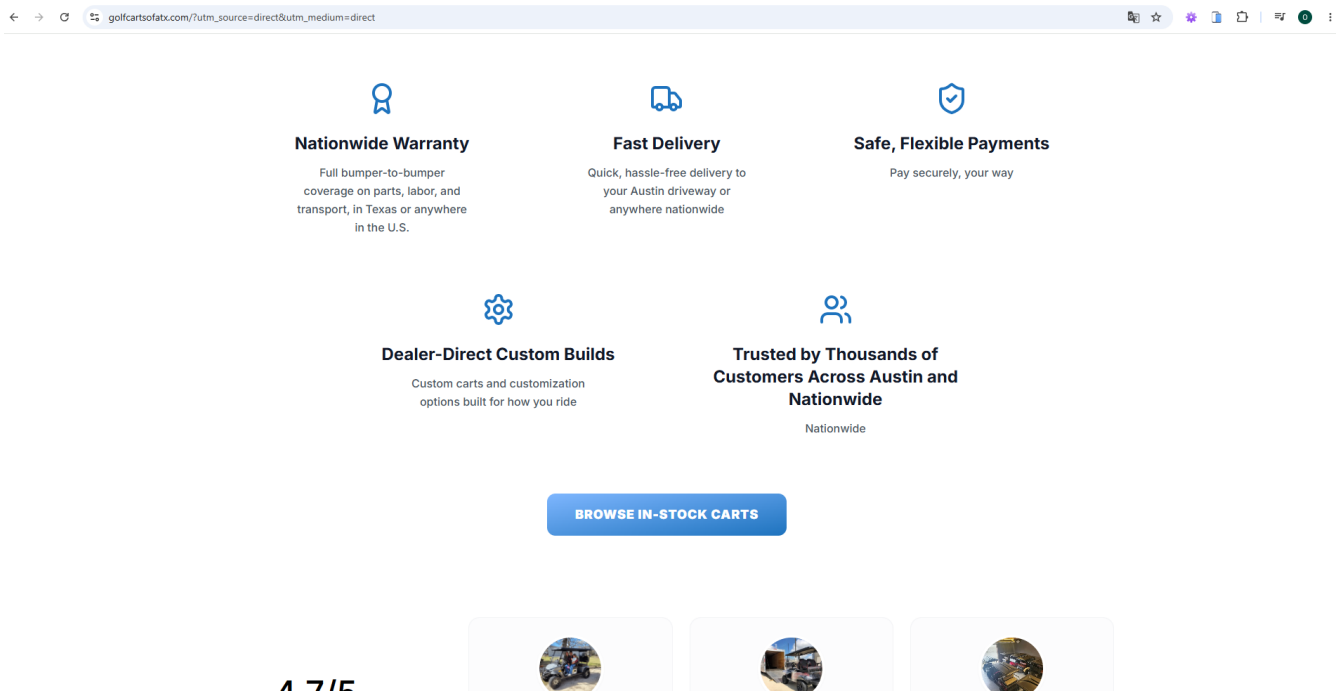
Usability (UX/UI) analysis (Desktop version only)

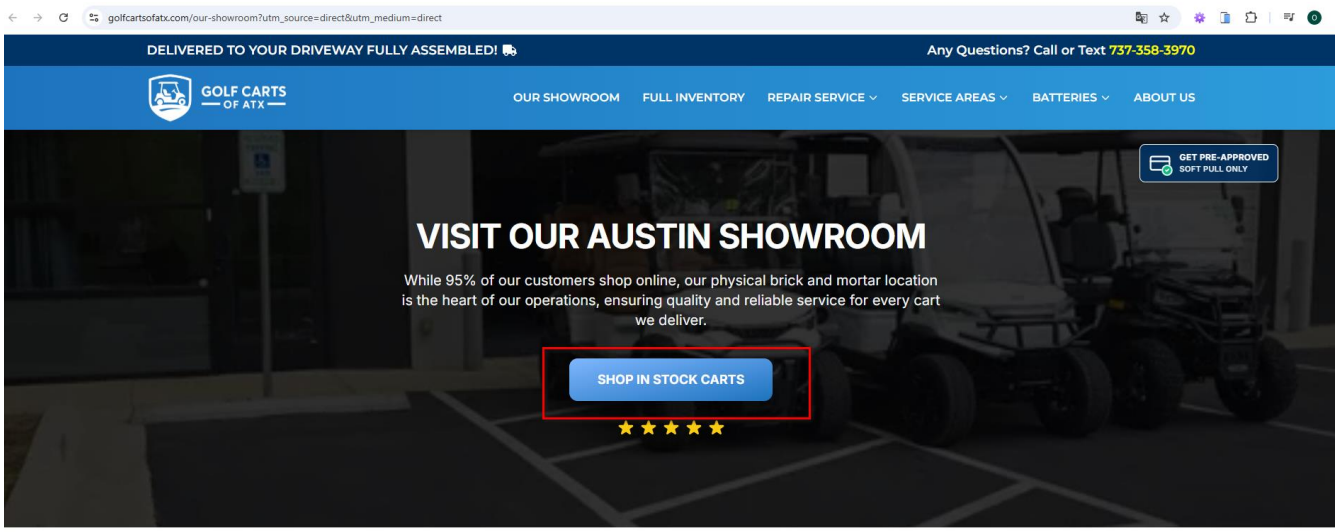
Not all buttons highlighted on mouse over

Desktop version











Recommendations

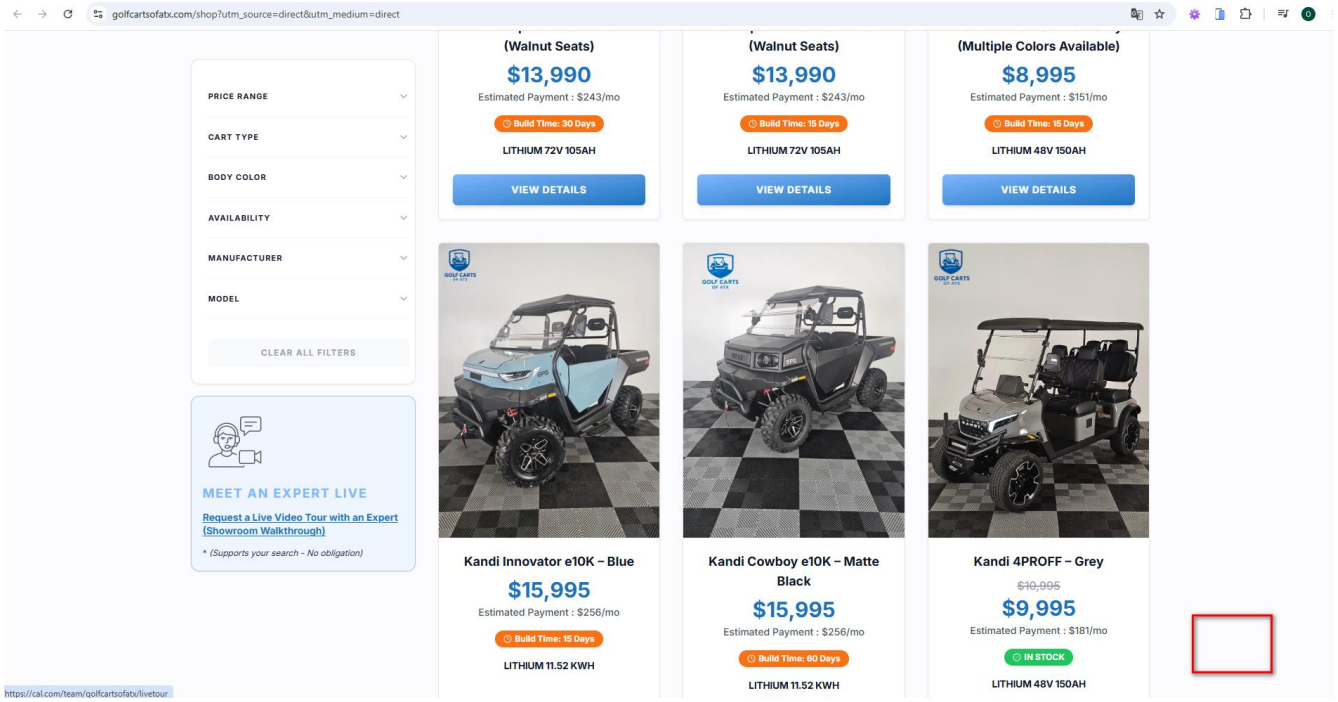
1. **Highlight all buttons on mouse over**

"Back to top" button

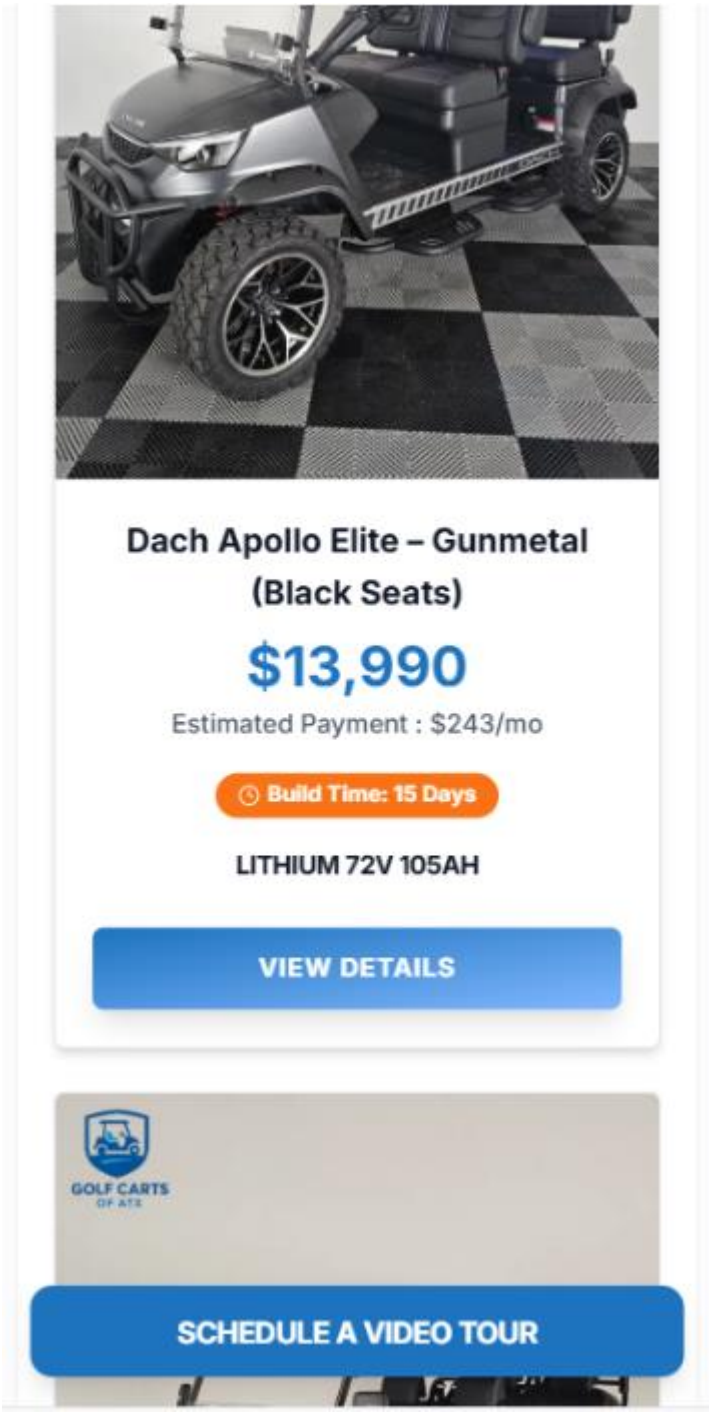
Usability (UX/UI) analysis (For desktop and mobile versions)

The site does not have an element to quickly return to the first screen of the current page

Desktop version



Mobile version



Recommendations

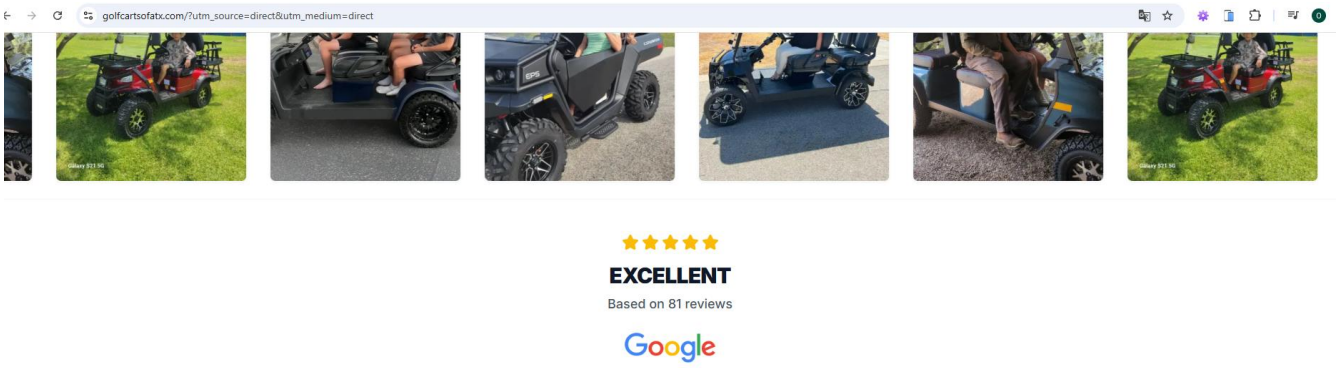
1. **Add a "Back to Top" button**
2. **Place the button in the lower right or left corner**
3. **Show items after scrolling through first two screens**

Copyright

Usability (UX/UI) analysis (For desktop and mobile versions)

The year is out of date in the copyright

Desktop version



Mobile version



Recommendations

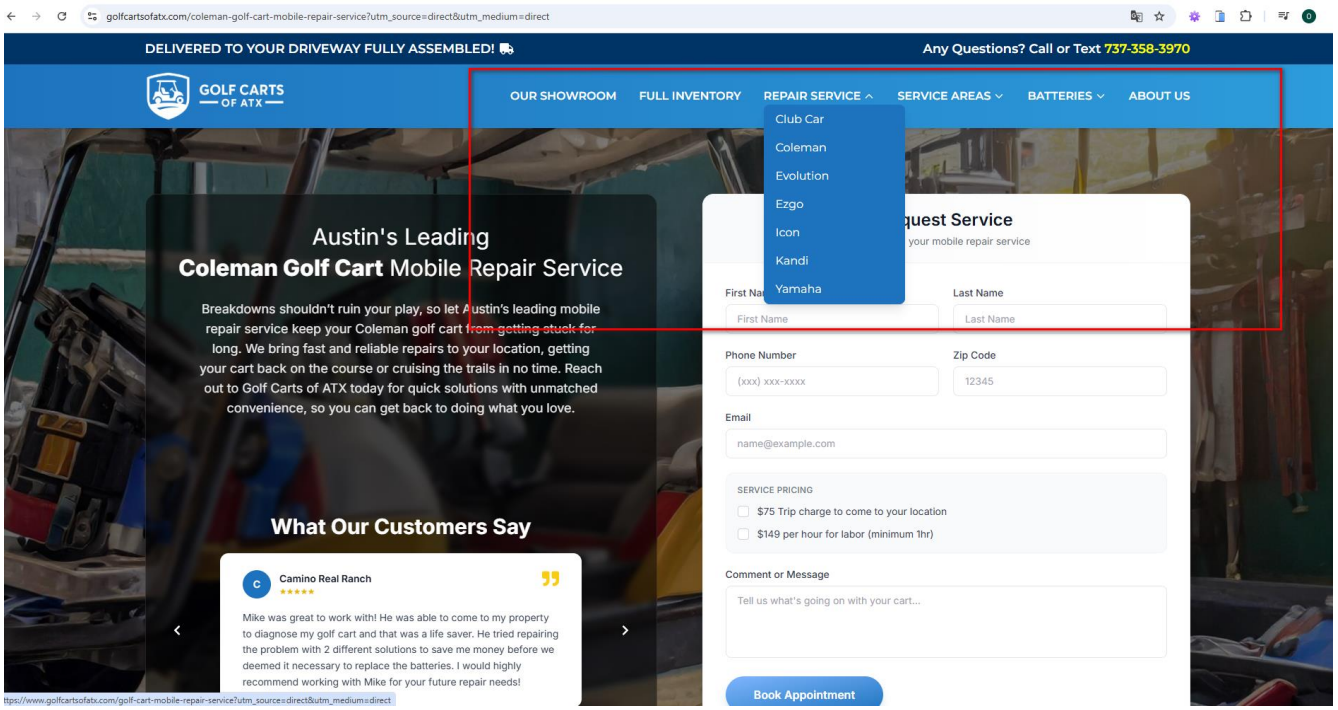
1. **Configure the dynamic formation of the year in copyright**

Current menu item

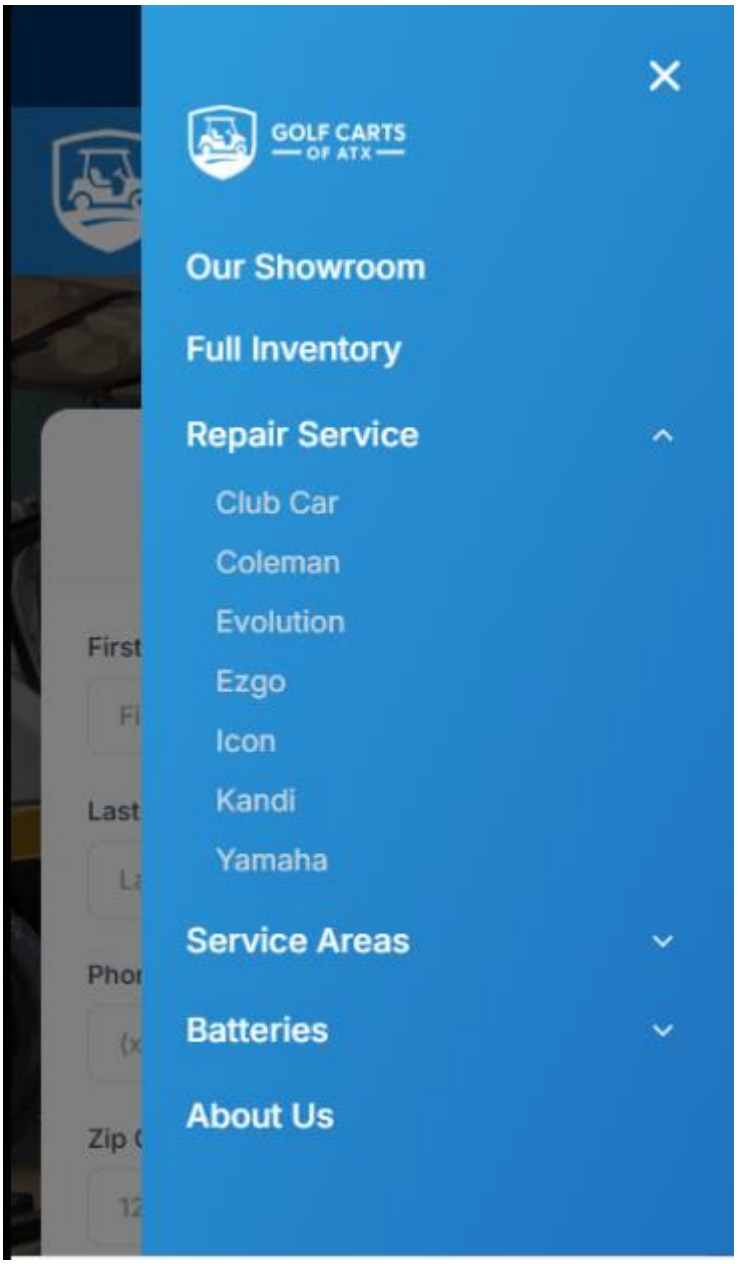
Usability (UX/UI) analysis (For desktop and mobile versions)

The menu item selected by the user is not highlighted and remains the active link

Desktop version



Mobile version



Recommendations

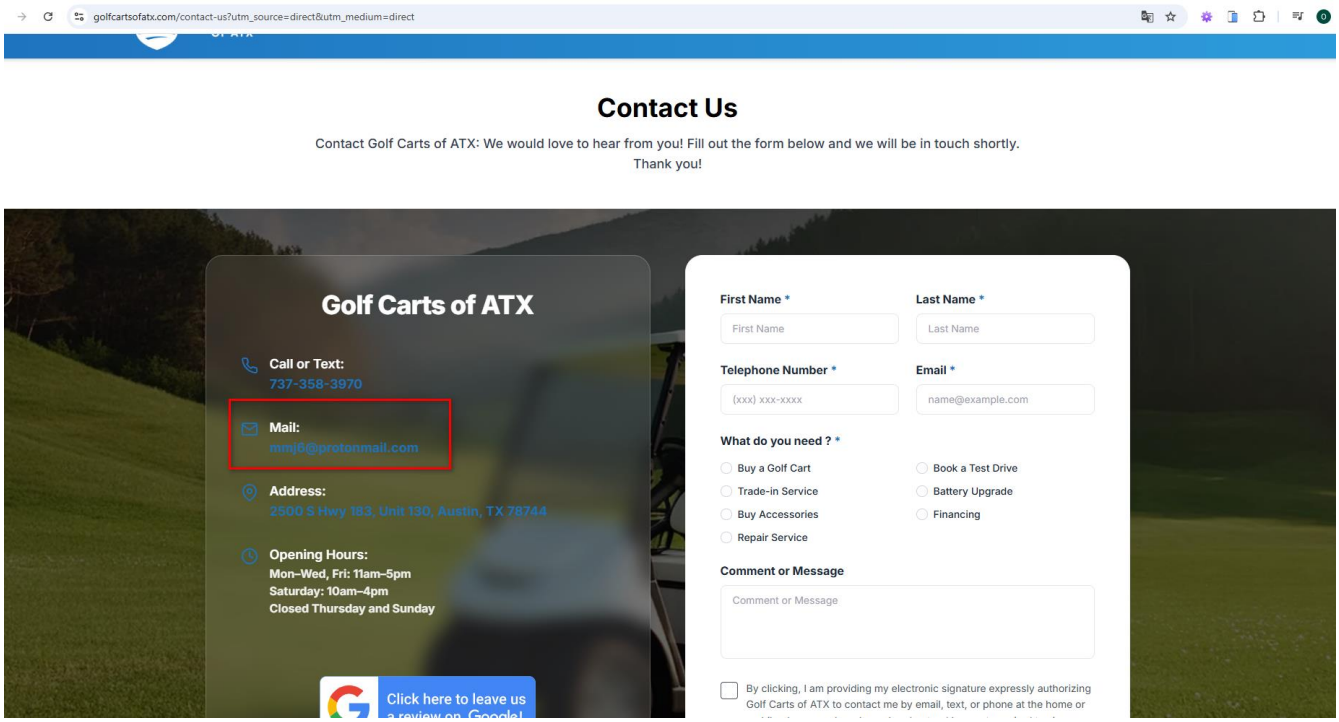
1. **Highlight the current menu item in which the user is located with color or highlight**
2. **Make the current menu item, in which the user is located, an inactive link**

Using a domain name in email address

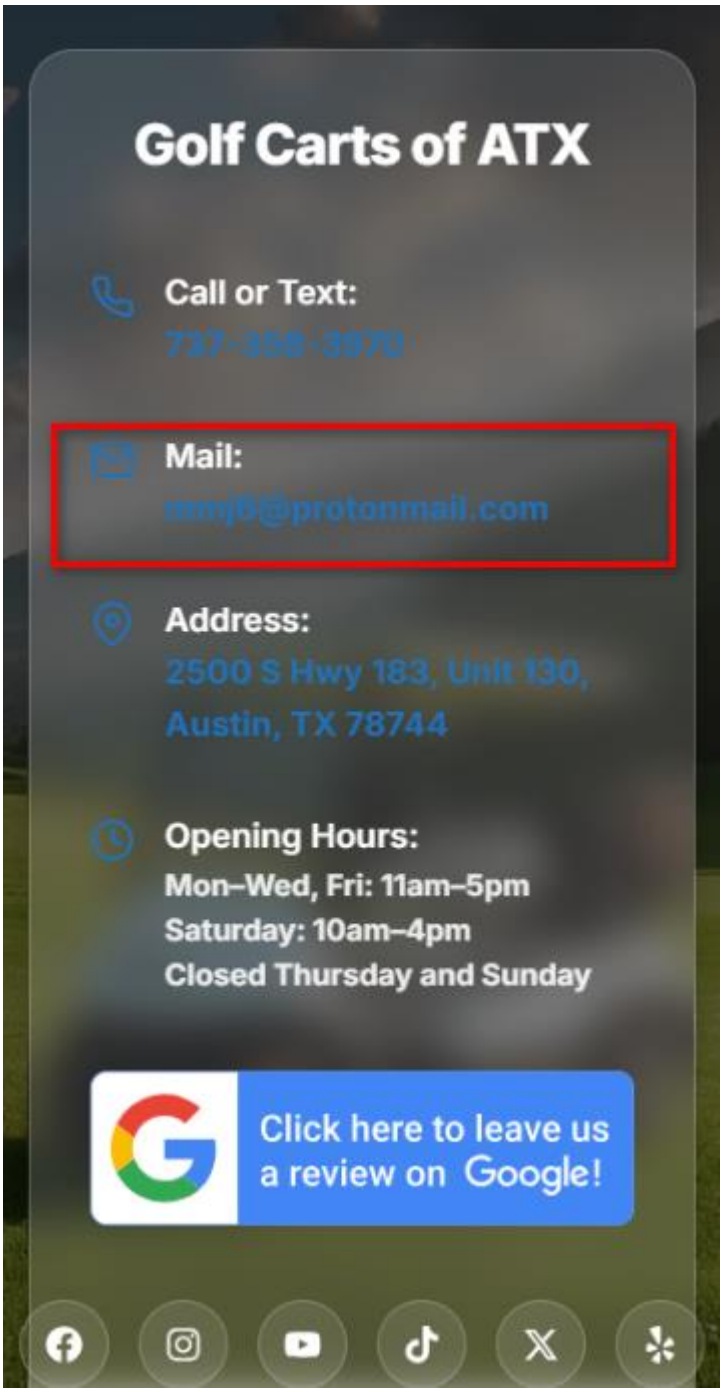
Usability (UX/UI) analysis (For desktop and mobile versions)

The site does not use e-mail on the domain

Desktop version



Mobile version



Recommendations

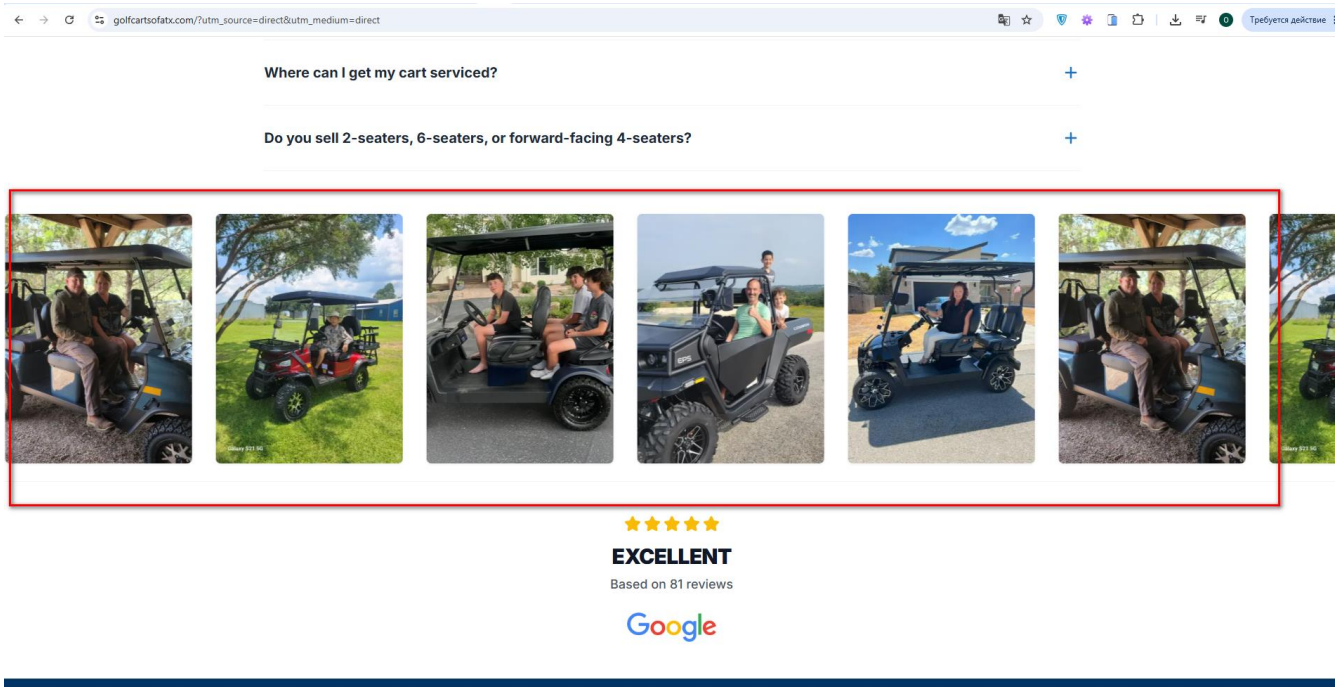
1. **Create e-mail on the domain**
2. **For convenience, link e-mail on the domain to popular mail services**

Home page. Block with image

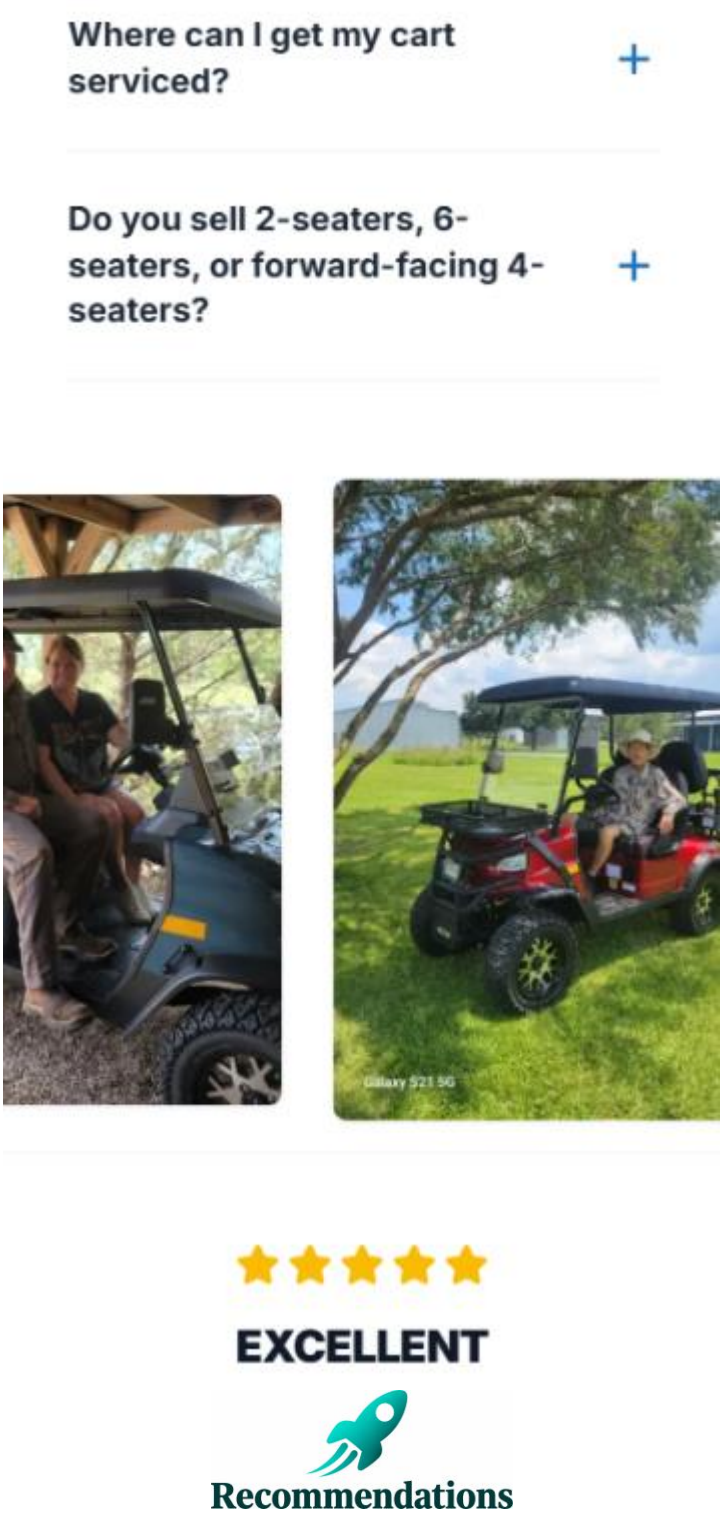
Usability (UX/UI) analysis (For desktop and mobile versions)

Images scroll automatically; there are no elements to scroll through images manually, the same thing on other pages

Desktop version



Mobile version



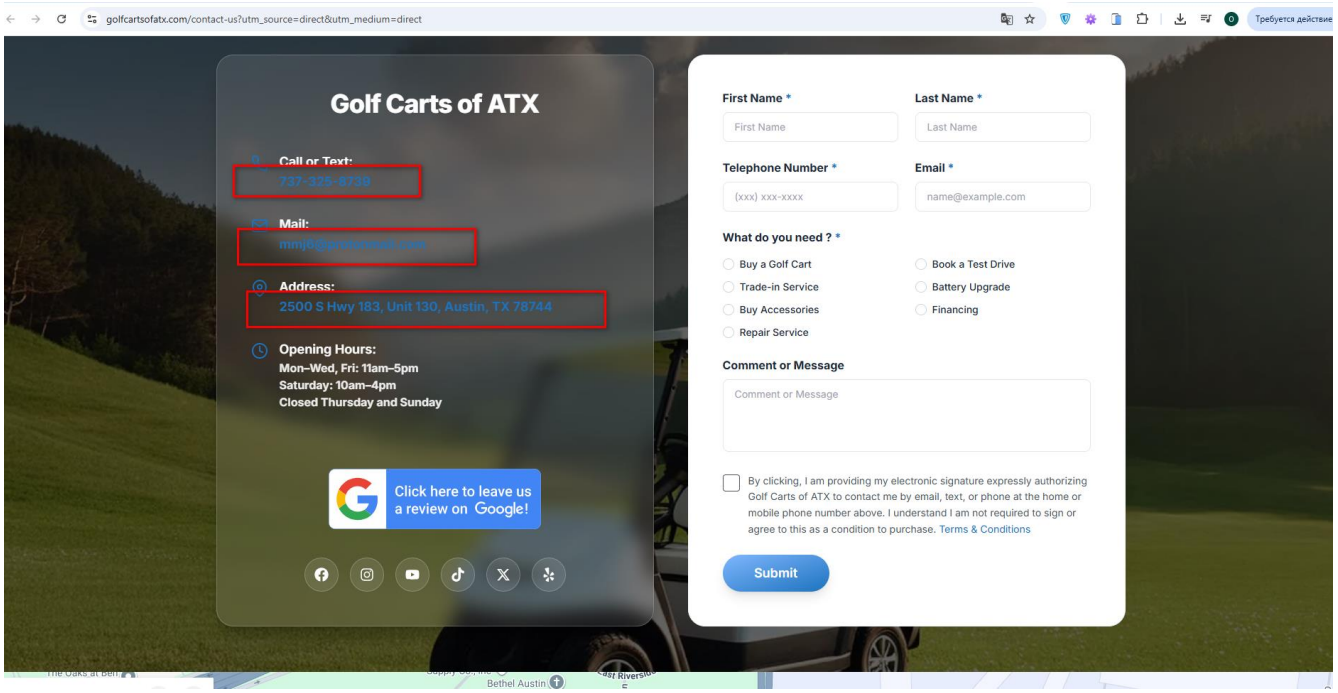
1. **Add elements for scrolling images**

Page «Contact»

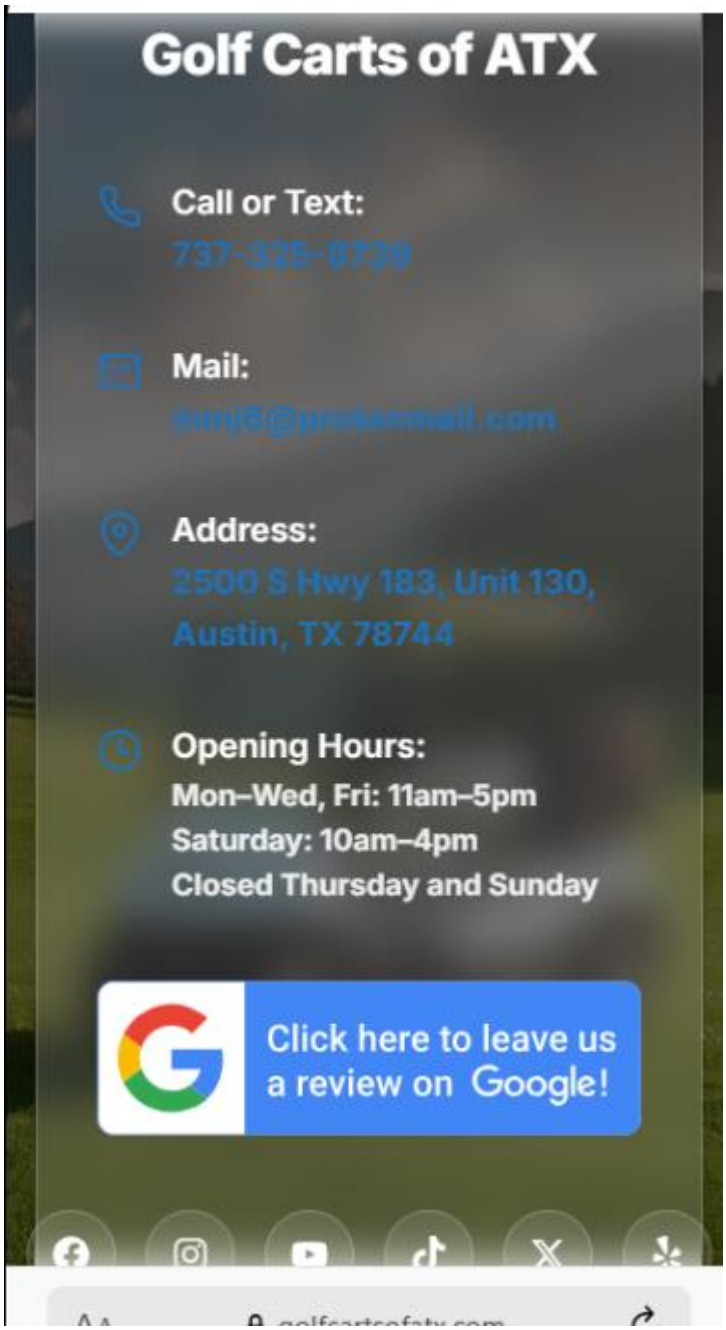
Usability (UX/UI) analysis (For desktop and mobile versions)

On the page, elements blend into the background

Desktop version



Mobile version



Recommendations

1. **Change the front or background color**

Site footer

Usability (UX/UI) analysis (Mobile version only)

The site footer is too big

Mobile version



Recommendations

1. **Reduce the footer height**
2. **To arrange links to main sections, arrange them in several columns**

Conversion elements (CRO) analysis

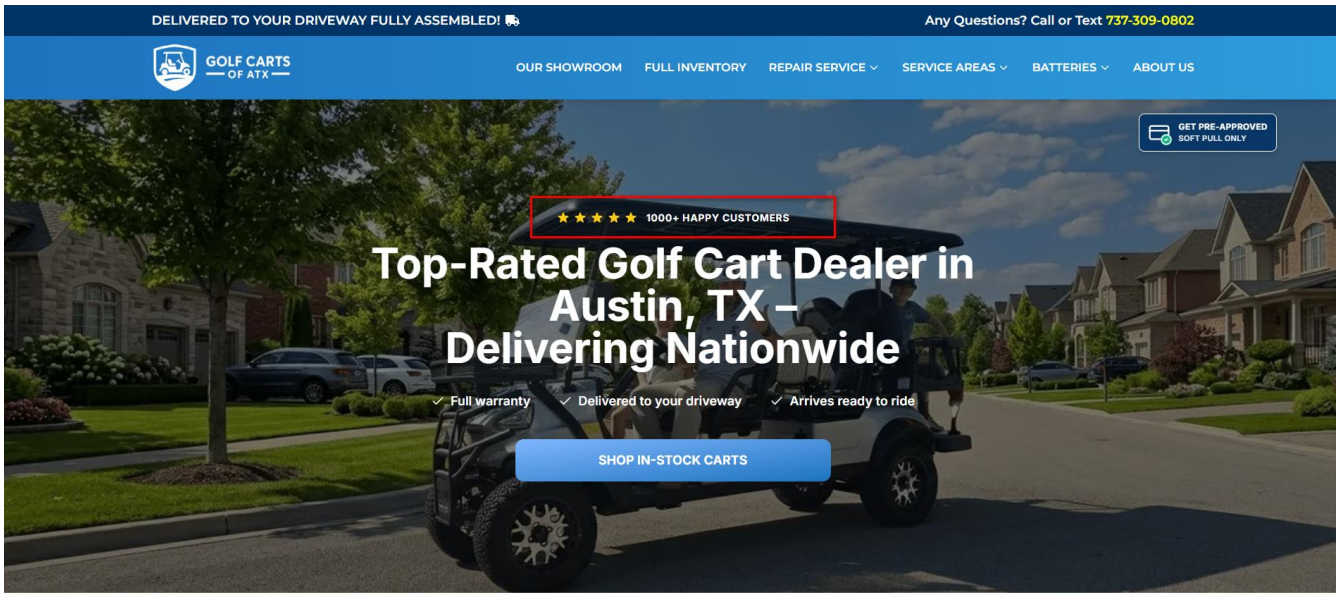


Home page. First screen. Information about reviews

Conversion elements (CRO) analysis (Desktop version only)

The reviews element is invisible

Desktop version



Find Your Perfect Golf Cart - Austin, TX

Recommendations

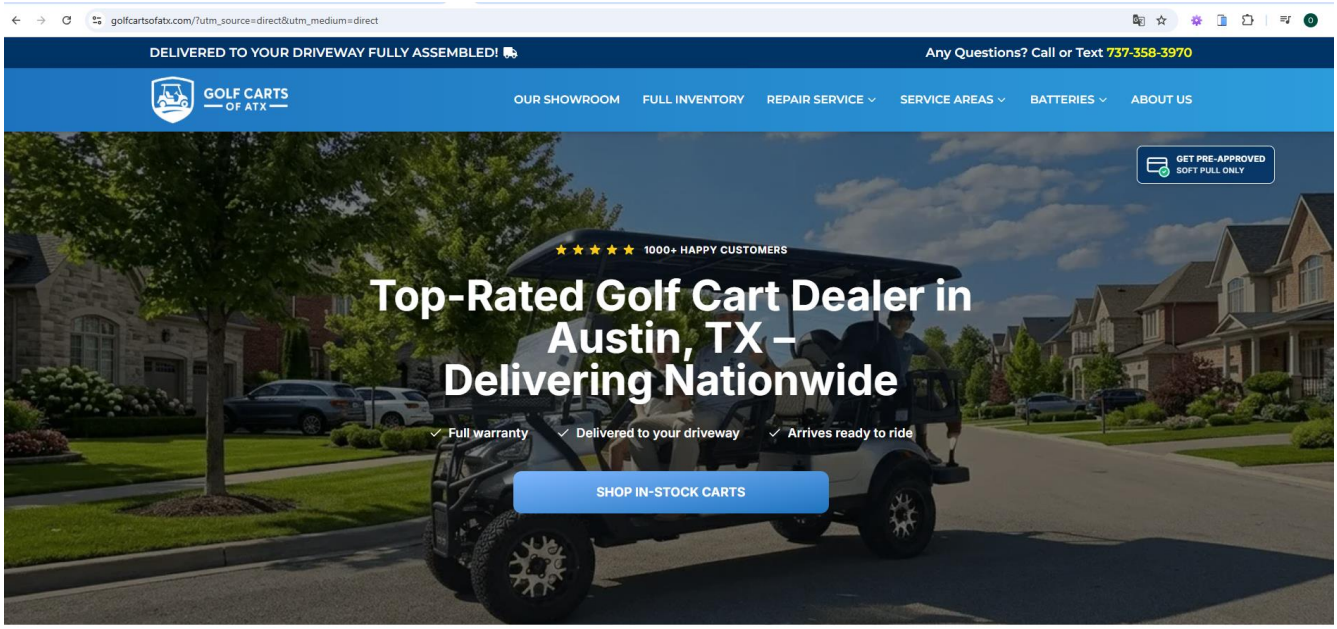
1. **Enlarge the element**

Online consultant

Conversion elements (CRO) analysis (For desktop and mobile versions)

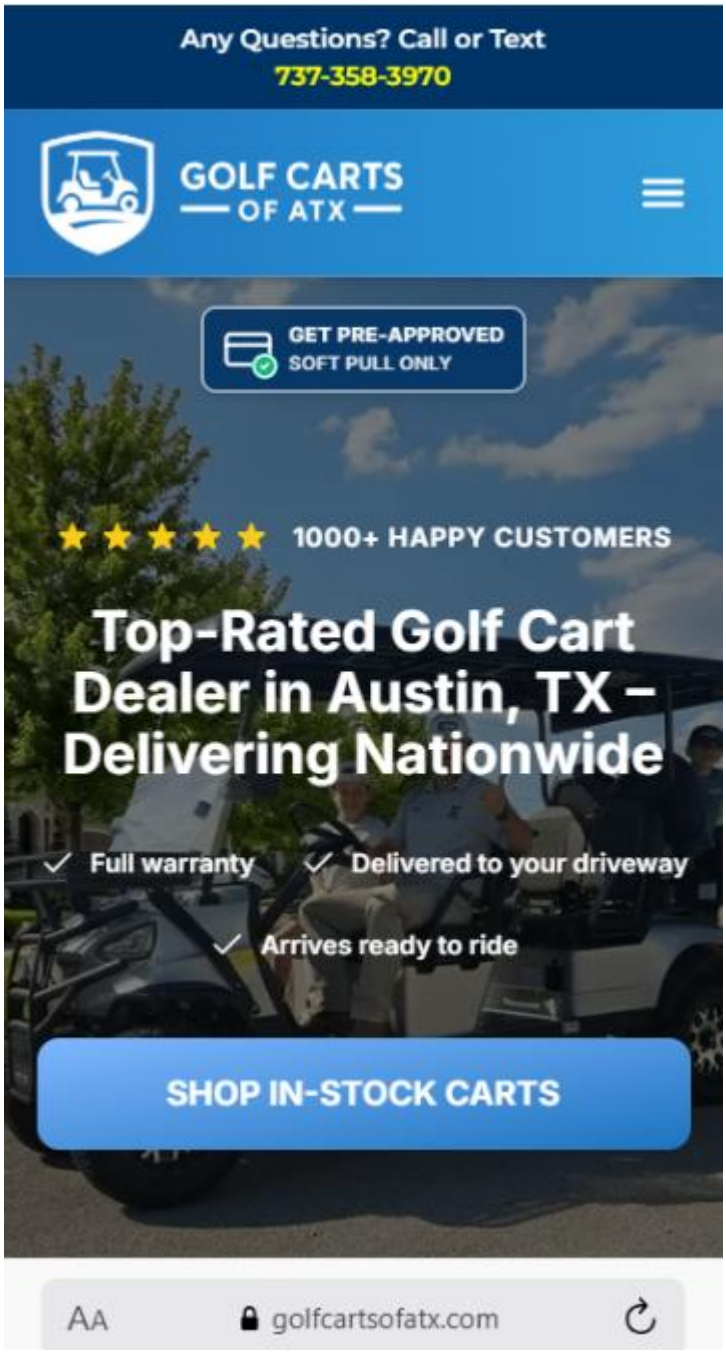
There is no online consultant on the site (with the ability to switch to messenger)

Desktop version



Find Your Perfect Golf Cart - Austin, TX

Mobile version



Recommendations

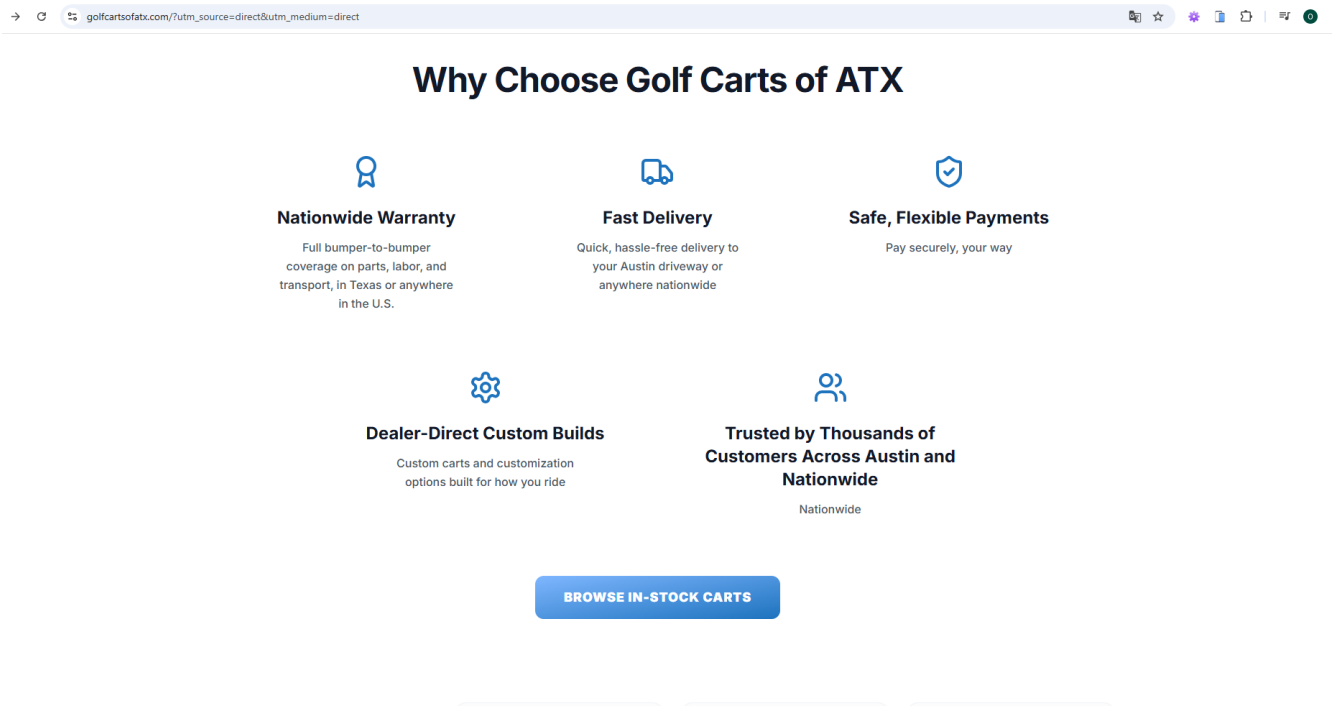
1. **Add an online consultant to the site (if there is a possibility of additional workload for site managers)**

Home page. Advantages block

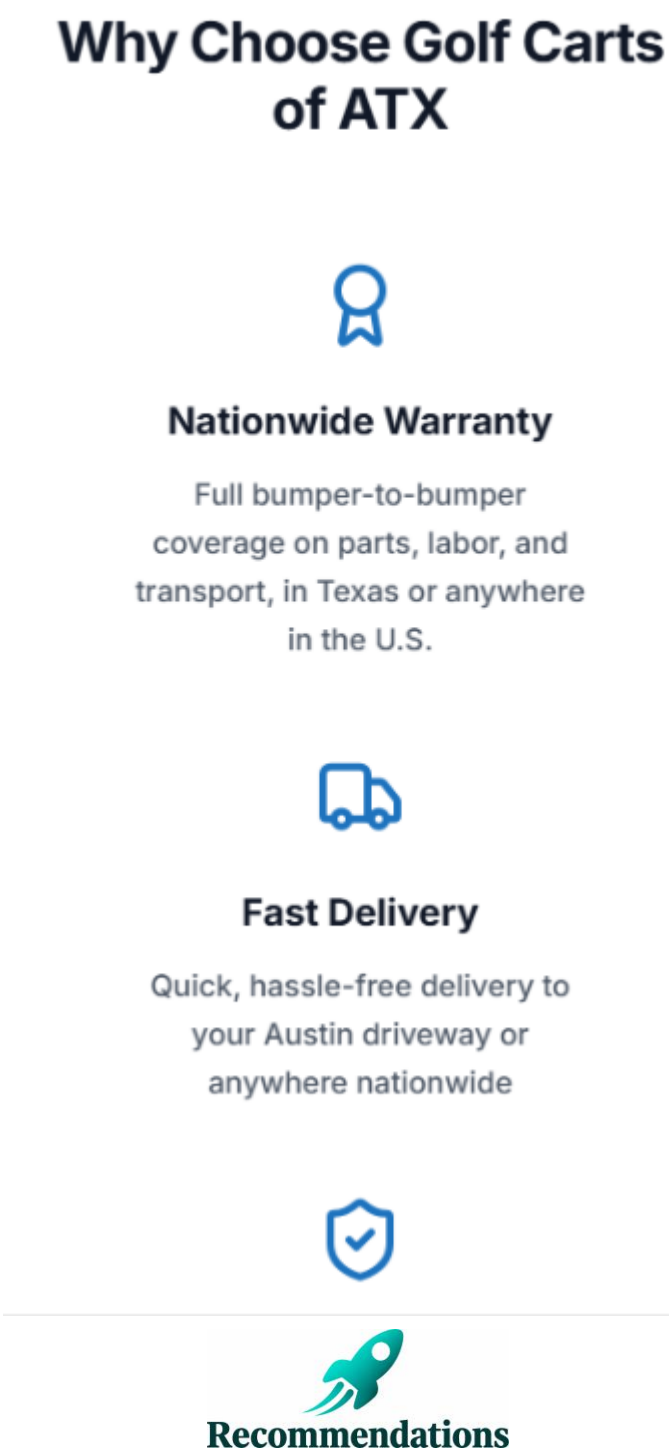
Conversion elements (CRO) analysis (For desktop and mobile versions)

The block with benefits is too far from the first screen and takes up too much space

Desktop version



Mobile version



Recommendations

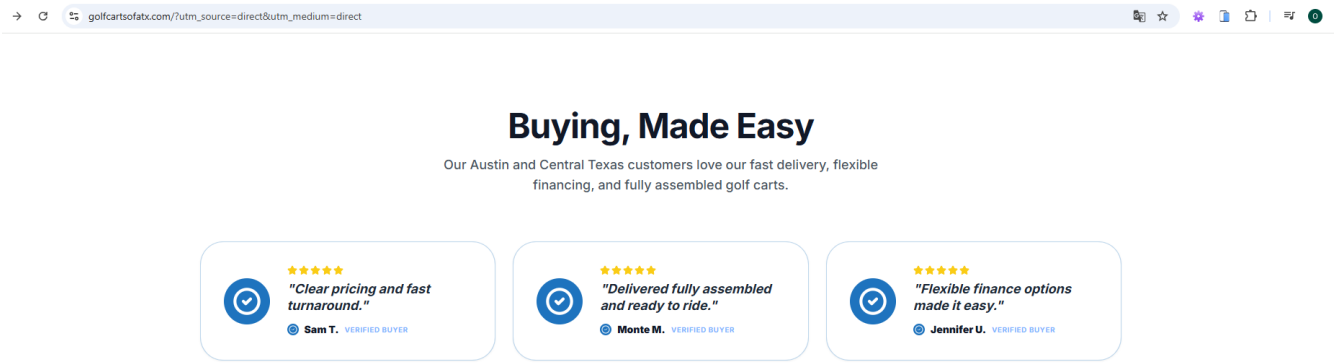
1. **Implement the block as a small horizontal block with infographics (icons with text)**
2. **Reduce block size in height**
3. **The final structure of the block arrangement is indicated in the audit below**

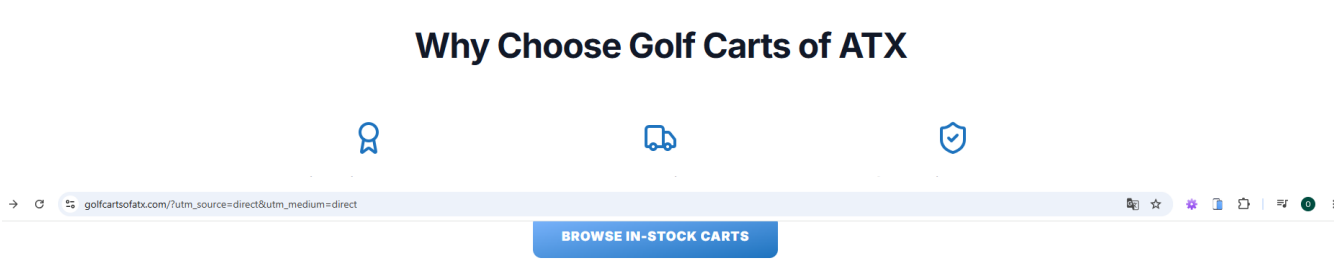
Home page. Reviews

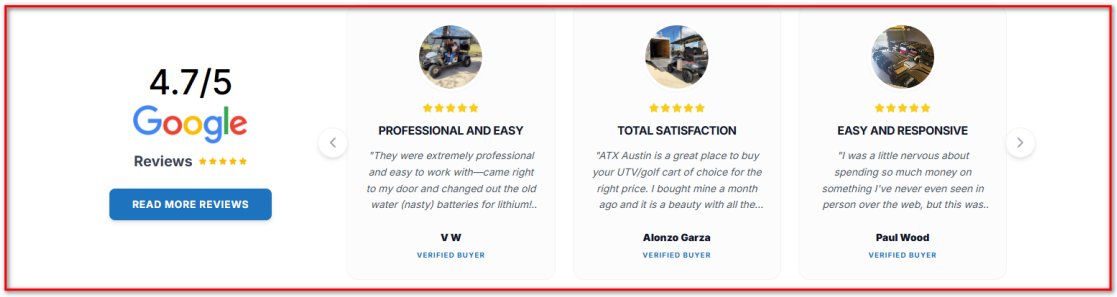
Conversion elements (CRO) analysis (For desktop and mobile versions)

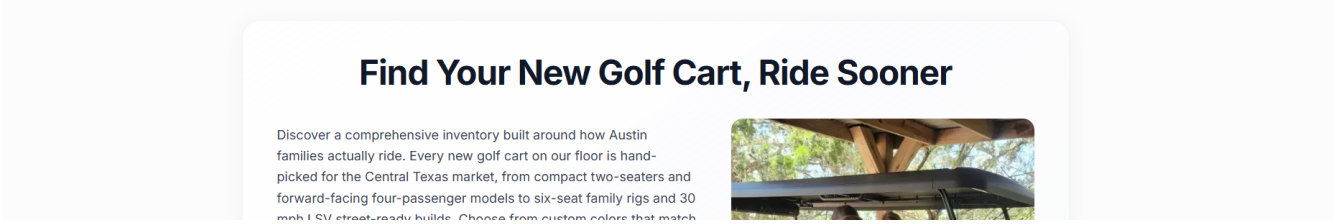
The block with reviews is not in its place; besides this block with reviews, there are several

Desktop version

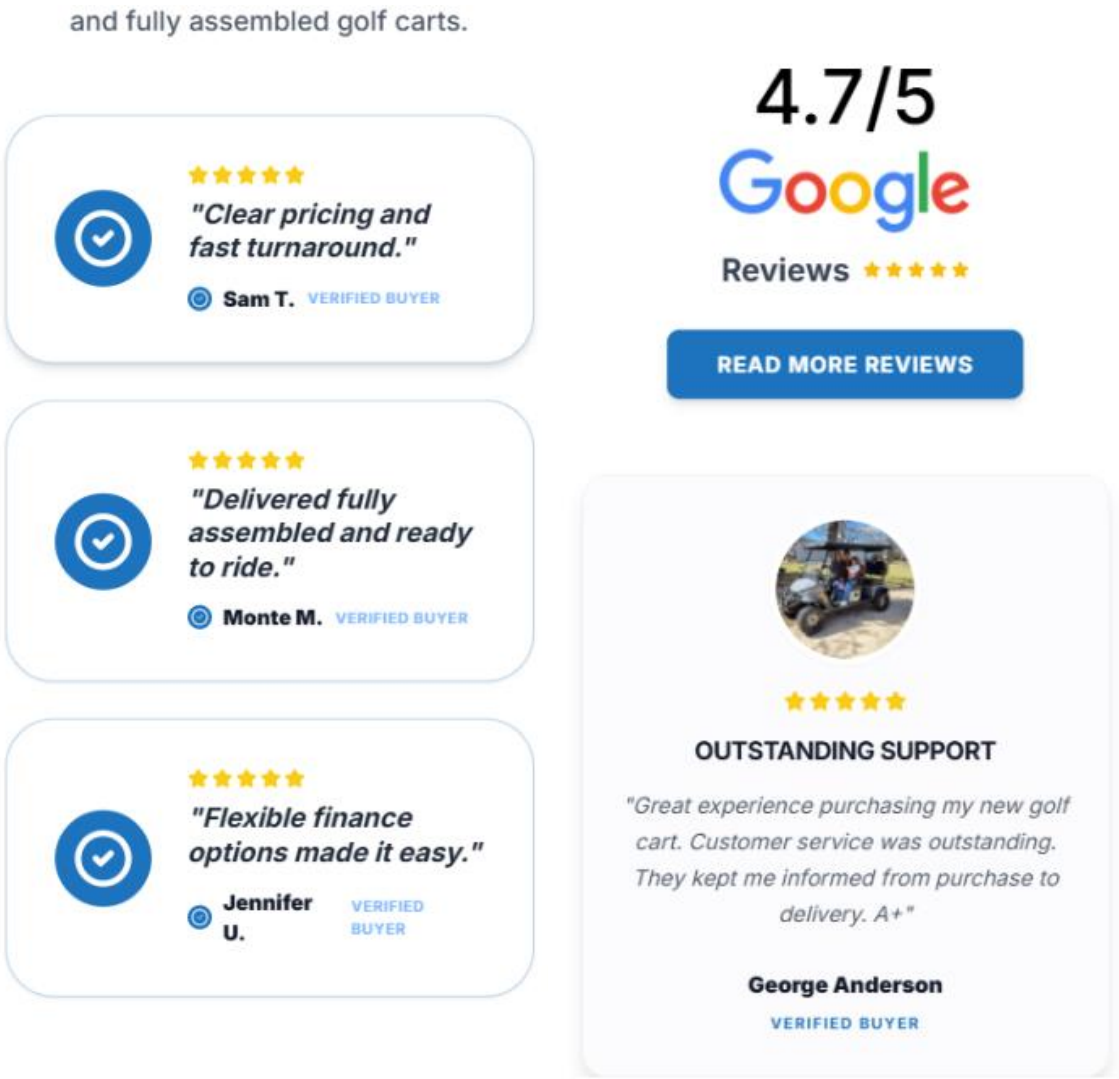








Mobile version



Recommendations

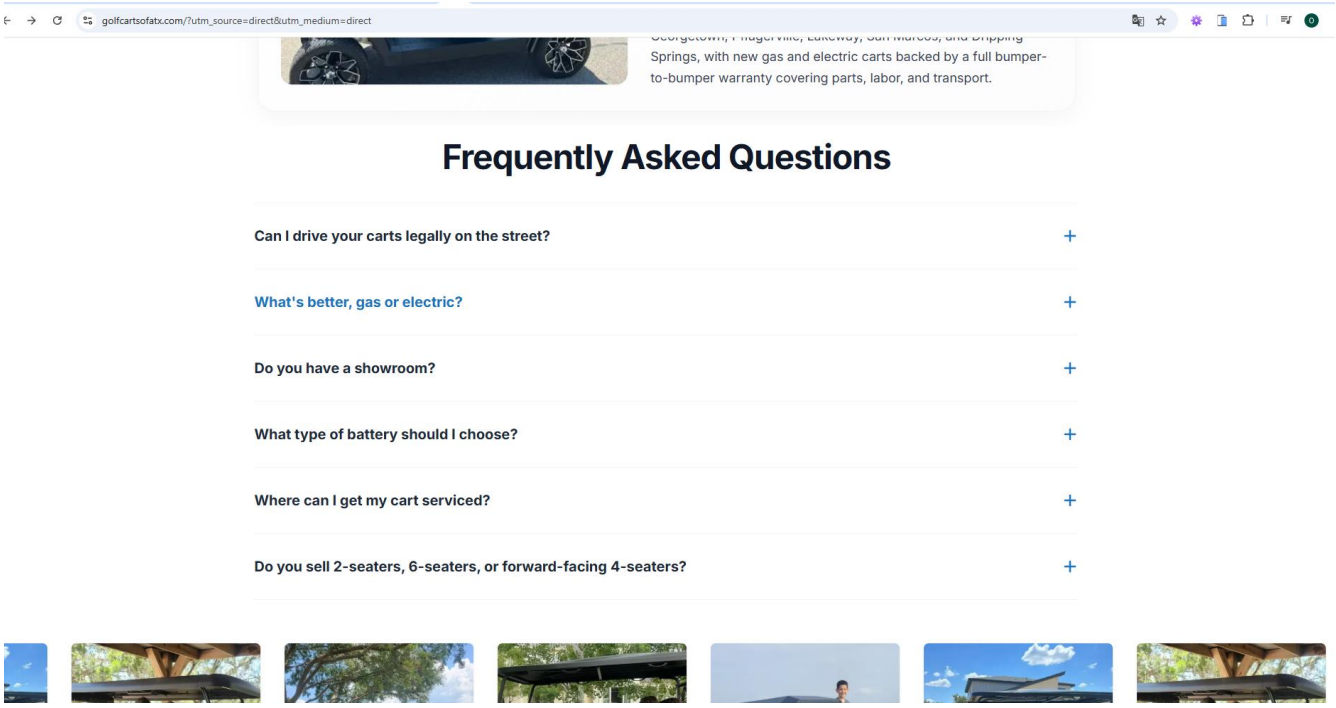
1. **Use one block with reviews**
2. **Place reviews above**
3. **The final structure of the block arrangement is indicated in the audit below**

Home page. Block “Frequently Asked Questions”

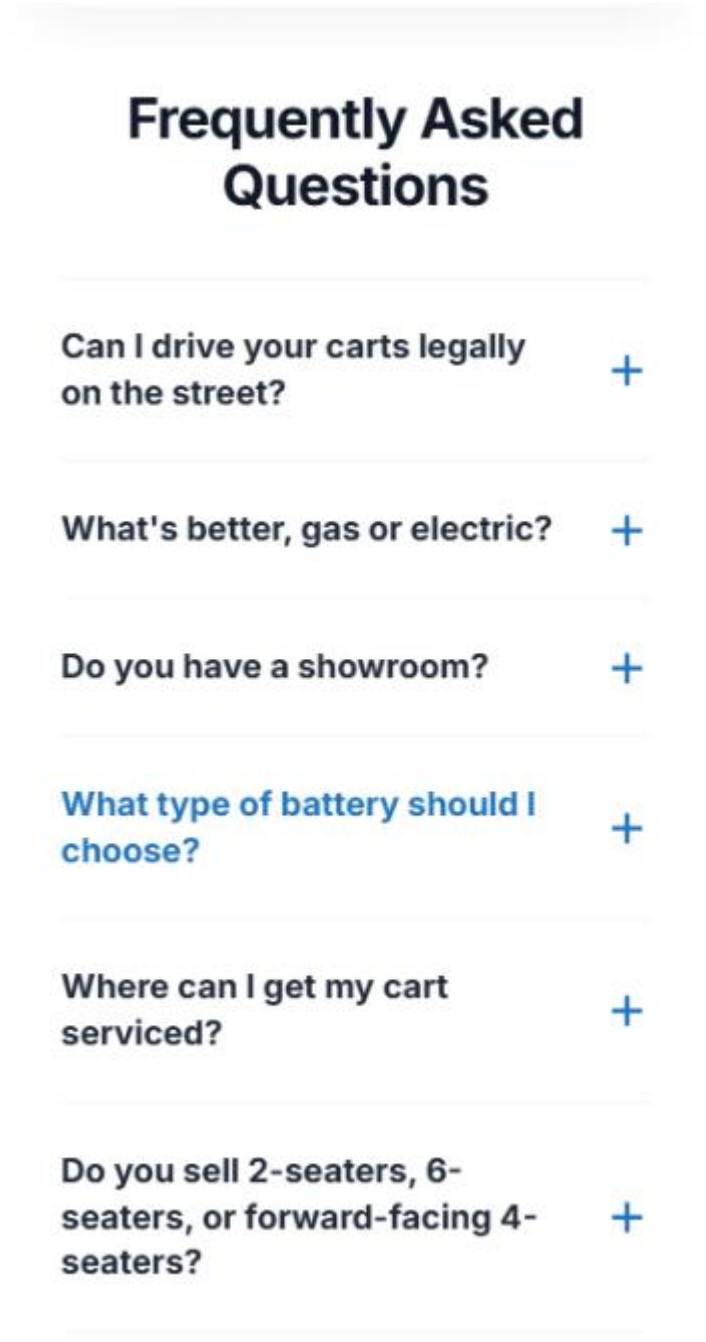
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no "Do you have any questions?" button in the block.

Desktop version



Mobile version



Recommendations

1. **Add a "Do you have any questions?" button.**
2. **When clicked, open a pop-up window with a form to fill out.**

Home page. Final structure

Conversion elements (CRO) analysis (For desktop and mobile versions)



Recommendations

Recommended home page structure:

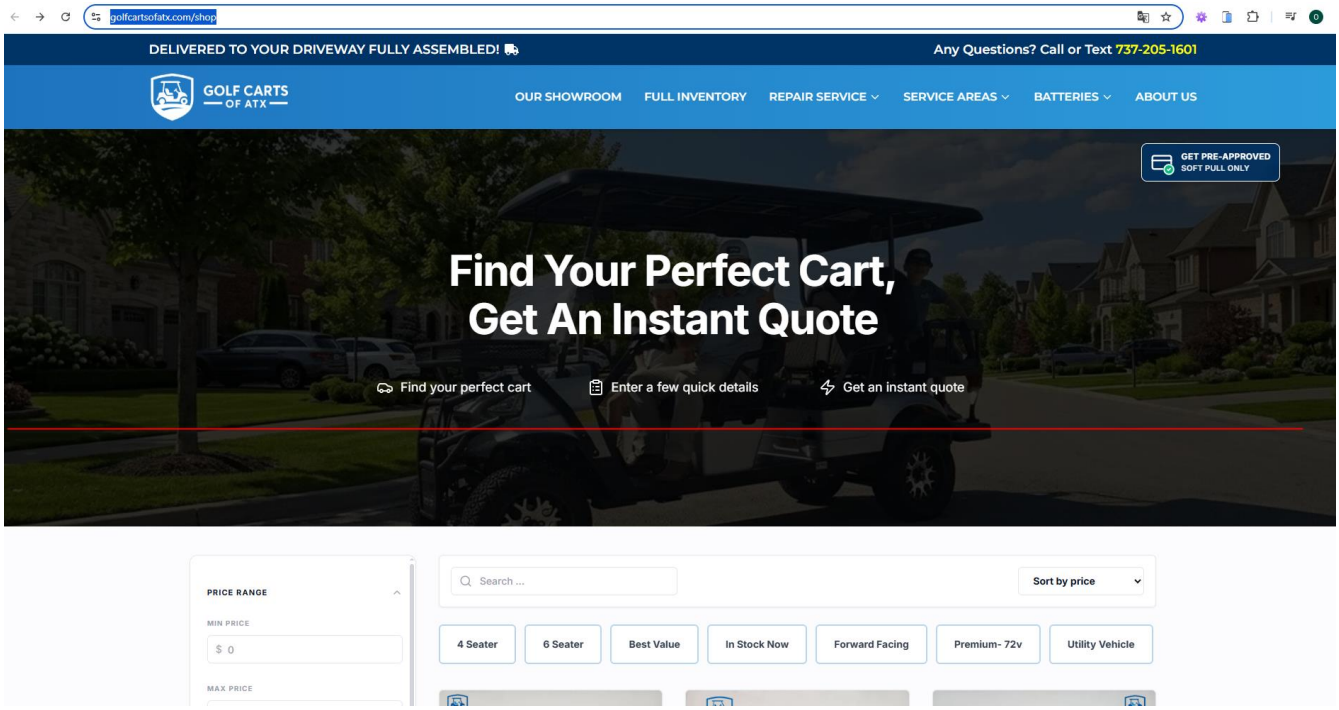
1. **Current first screen**
2. **Benefits block**
3. **Block with benefits**
4. **Block "Find Your Perfect Golf Cart - Austin, TX"**
5. **Block «Limited-Time Deals»**
6. **Block with reviews**
7. **Block «Find Your New Golf Cart, Ride Sooner»**
8. **Block "Live Video Tour with a Golf Cart / UTV Expert"**
9. **Block «Frequently Asked Questions»**

Category pages. First screen

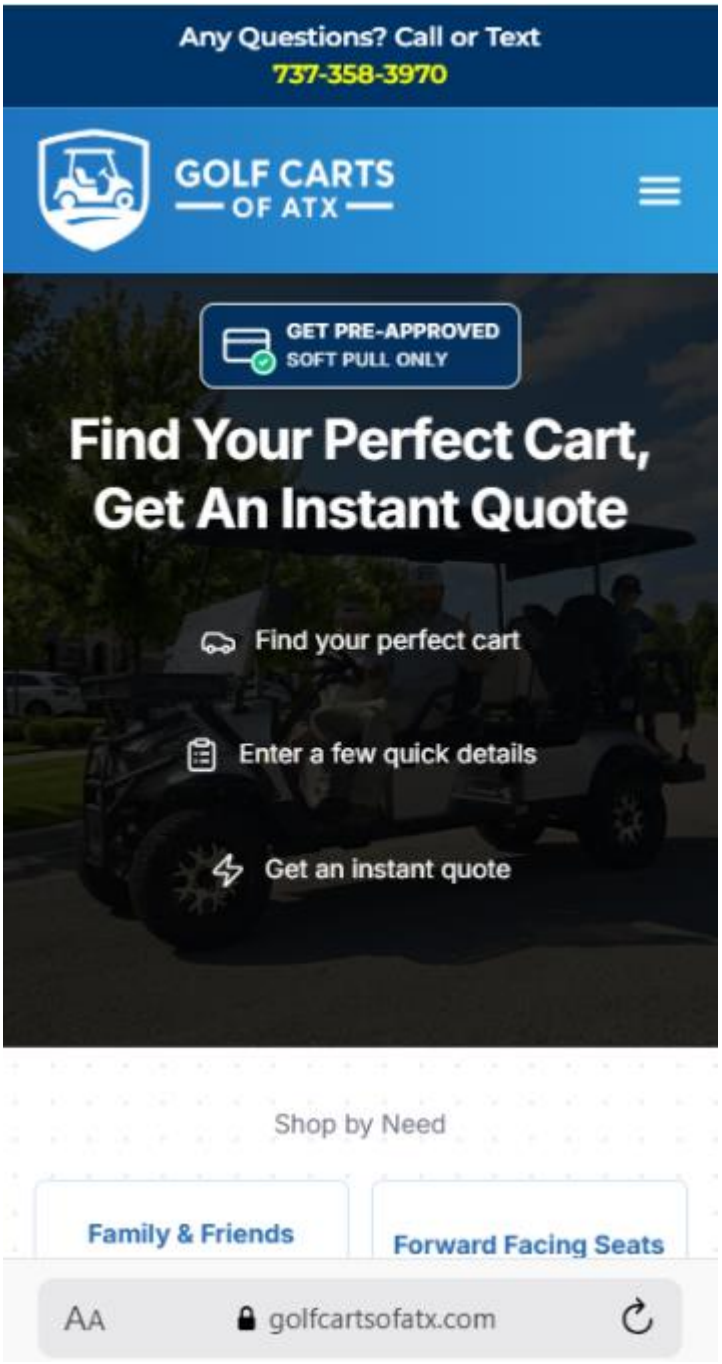
Conversion elements (CRO) analysis (For desktop and mobile versions)

The text on the first screen takes up too much space

Desktop version



Mobile version



Recommendations

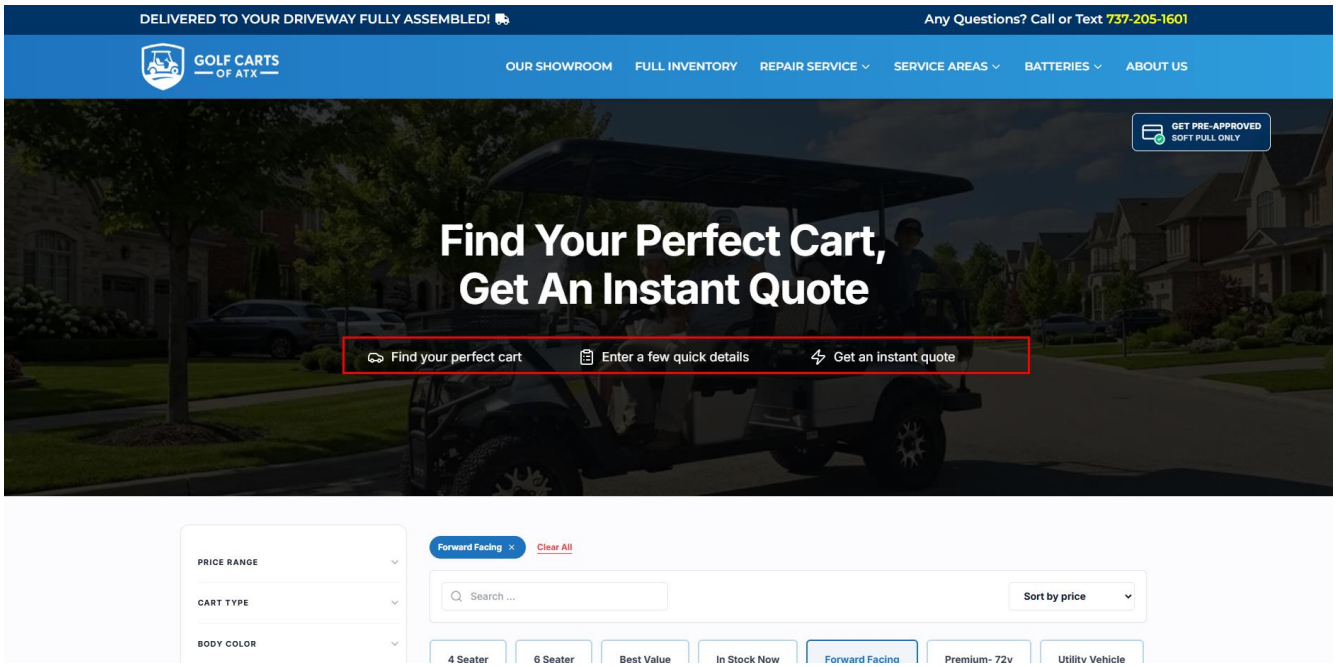
1. **Reduce the size of the block with the category name by height**

Category pages. First screen. Clickable elements

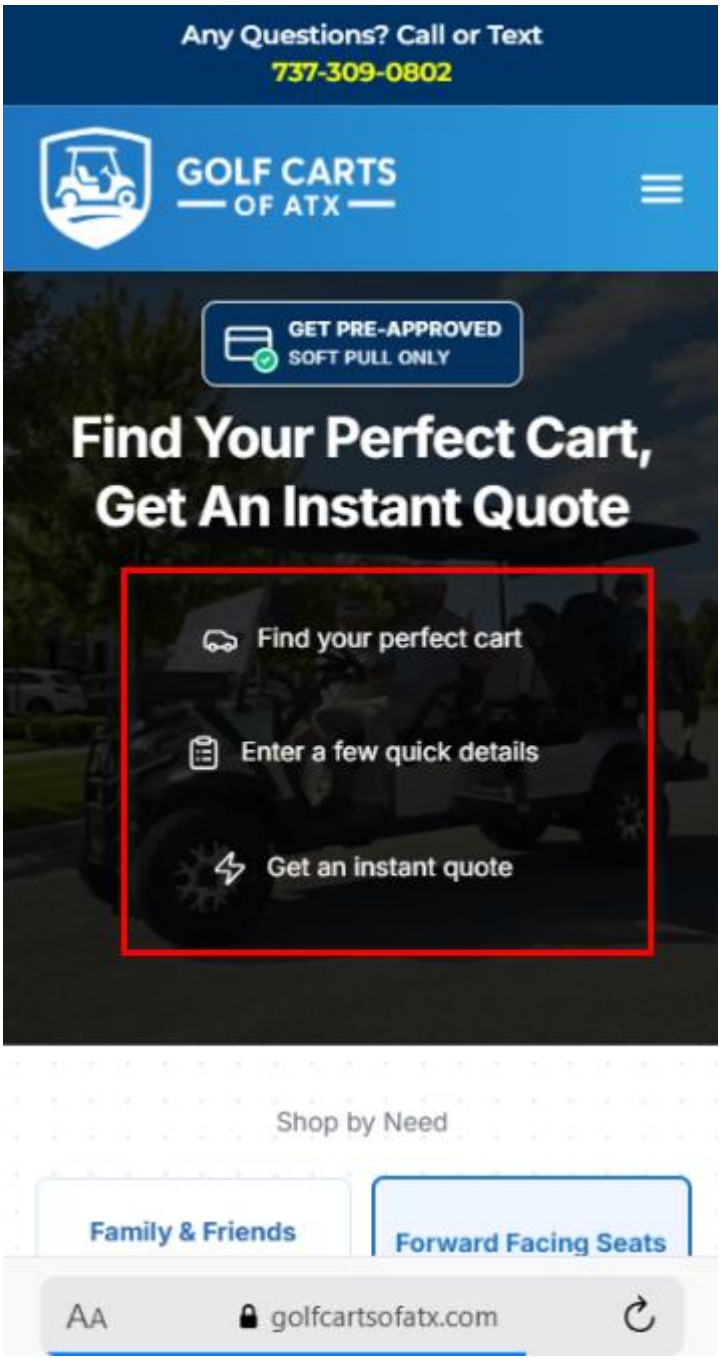
Conversion elements (CRO) analysis (For desktop and mobile versions)

On the first screen, it is difficult to understand that the elements are clickable and only one works correctly

Desktop version



Mobile version



Recommendations

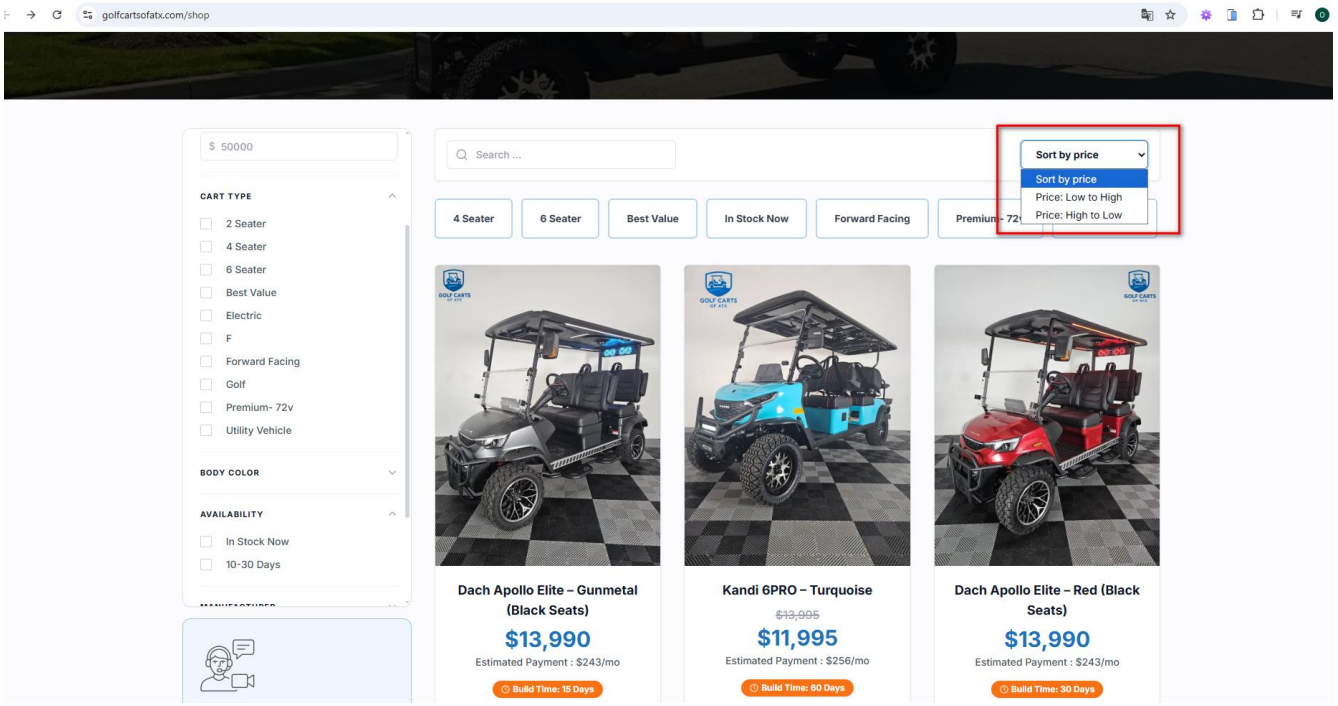
1. **Fix the behavior of elements**
2. **Highlight elements with color or use small buttons**

Category pages. Sorting

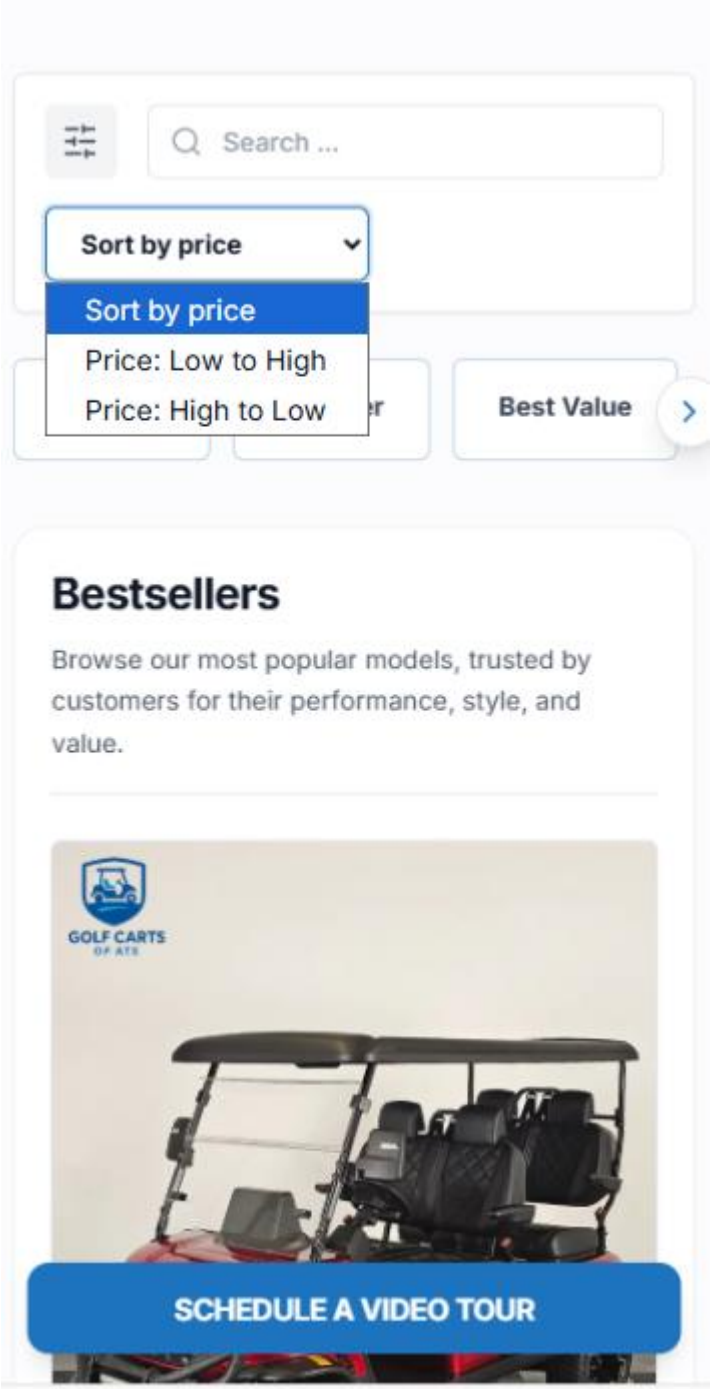
Conversion elements (CRO) analysis (For desktop and mobile versions)

The category page only allows sorting by price

Desktop version



Mobile version



Recommendations

1. **Add sorting by:**

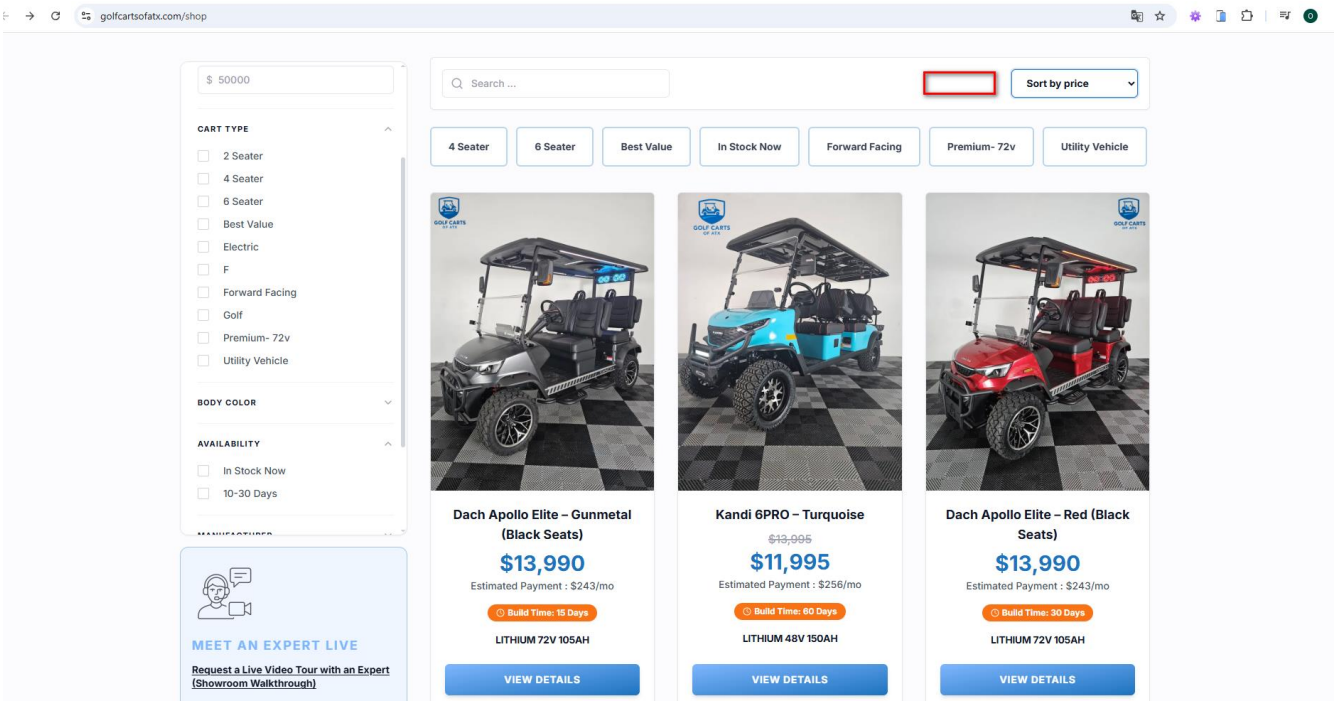
- **Best Seller**
- **Best Value**
- **Most Popular**
- **Recommended**

Category pages. Displaying the number of products per page

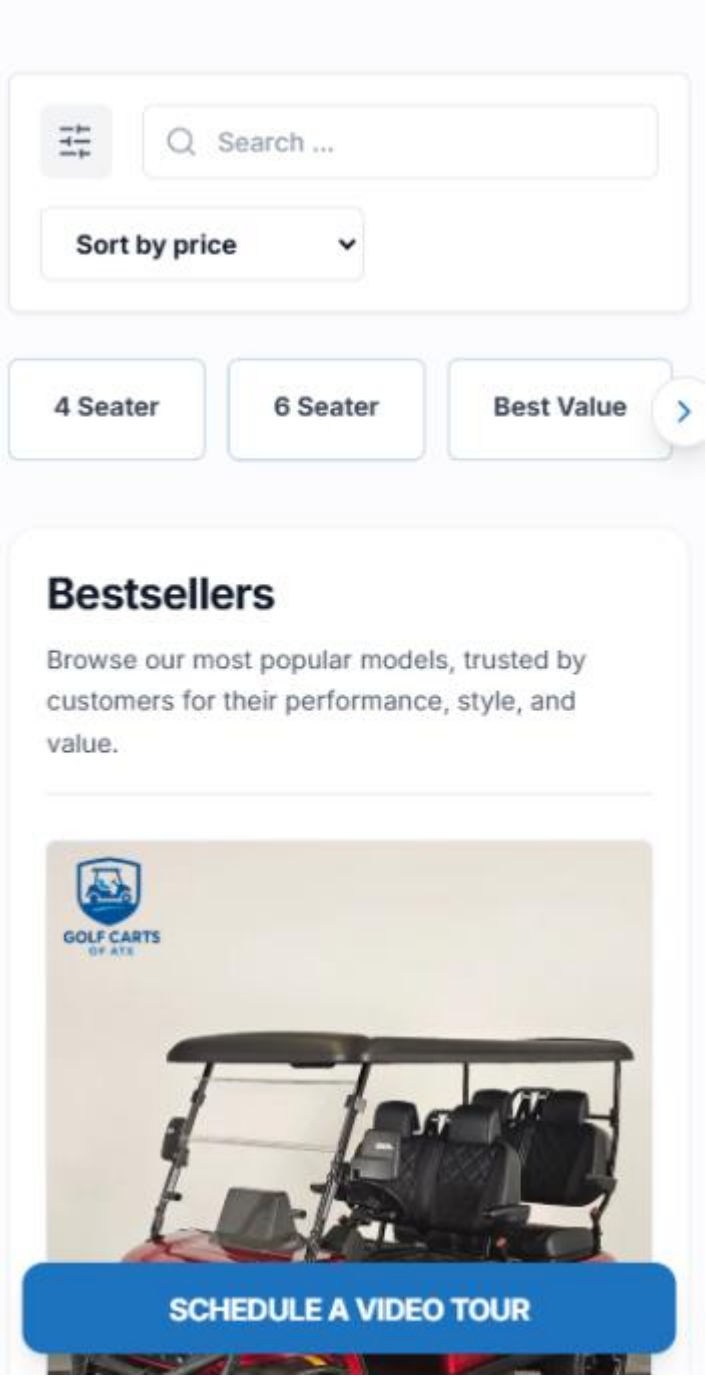
Conversion elements (CRO) analysis (For desktop and mobile versions)

On category pages, there is no option to select the number of products to display per page (and the page is very long)

Desktop version



Mobile version



Recommendations

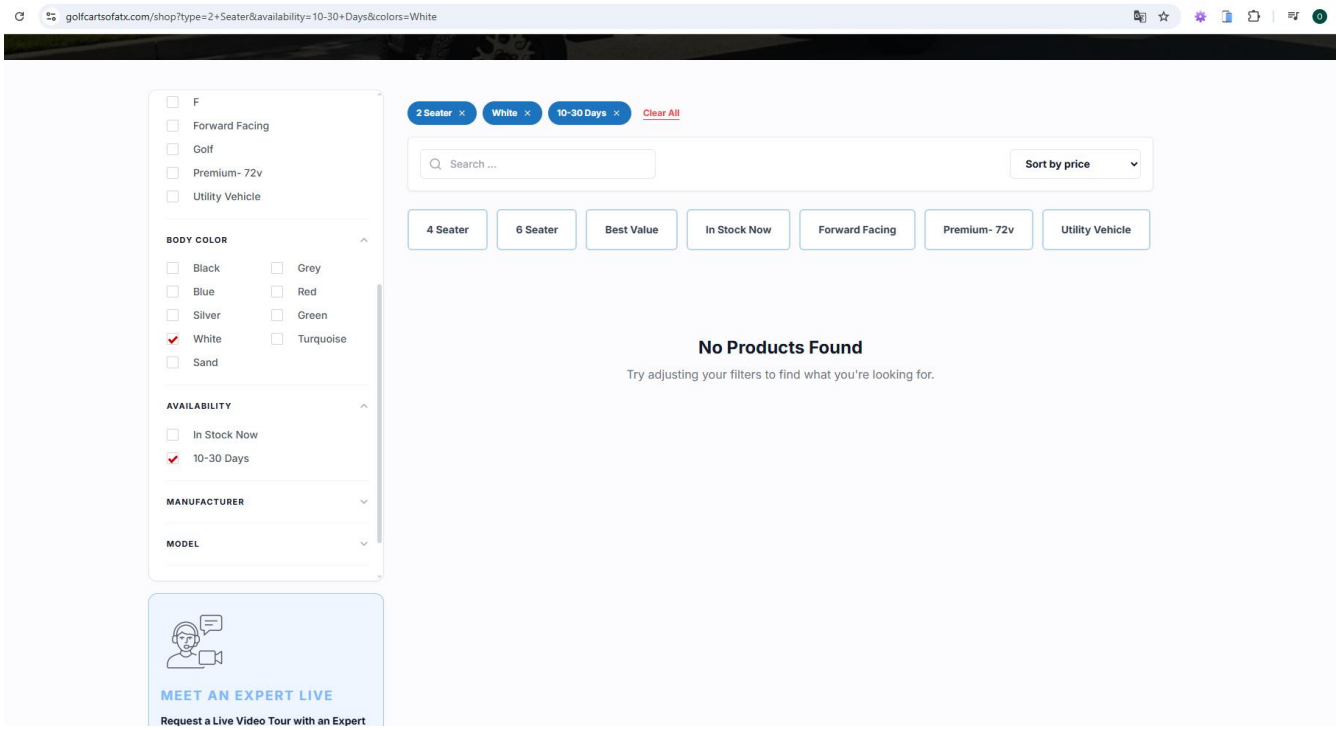
1. **Add an element to select the number of displayed products (10, 15, 25, etc.)**
2. **Use pagination elements**

Category Pages. Filters. Correctness of work

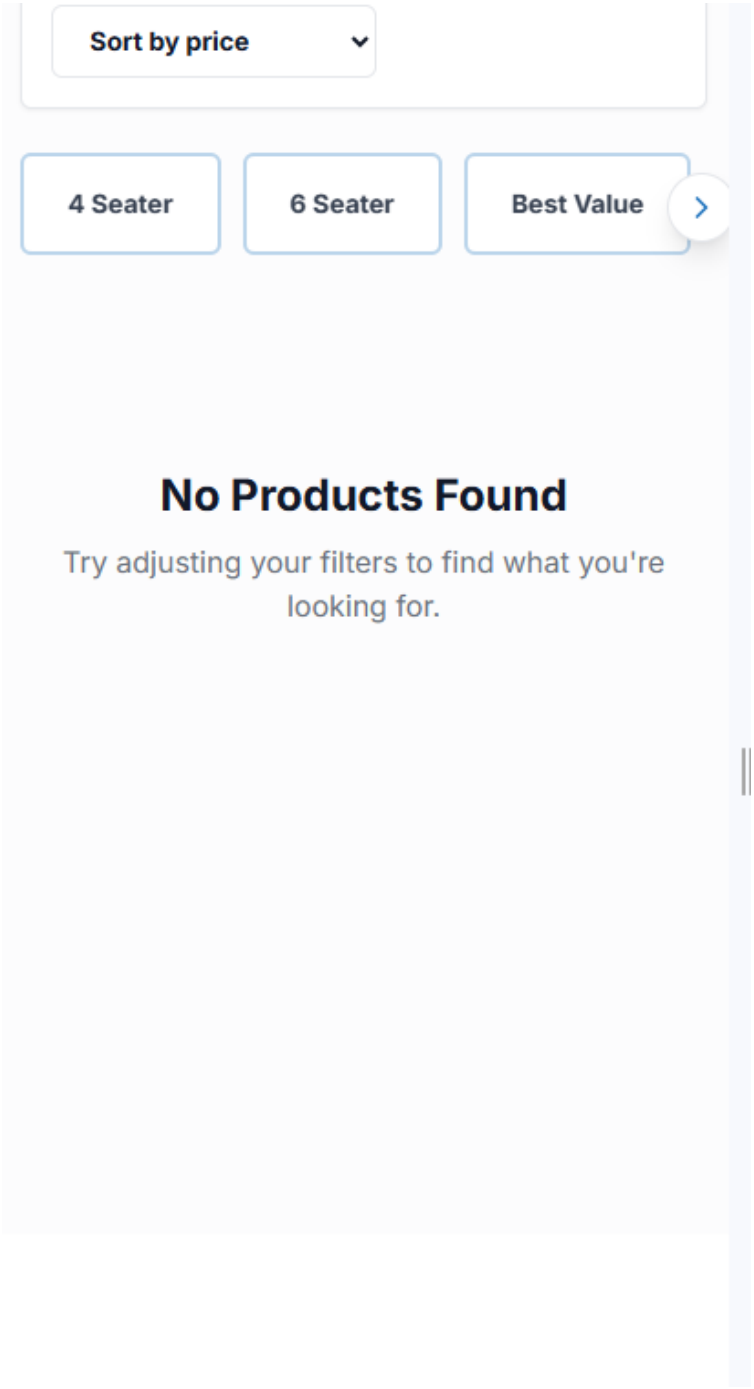
Conversion elements (CRO) analysis (For desktop and mobile versions)

In the filters, you can select parameters that do not display products

Desktop version



Mobile version



Recommendations

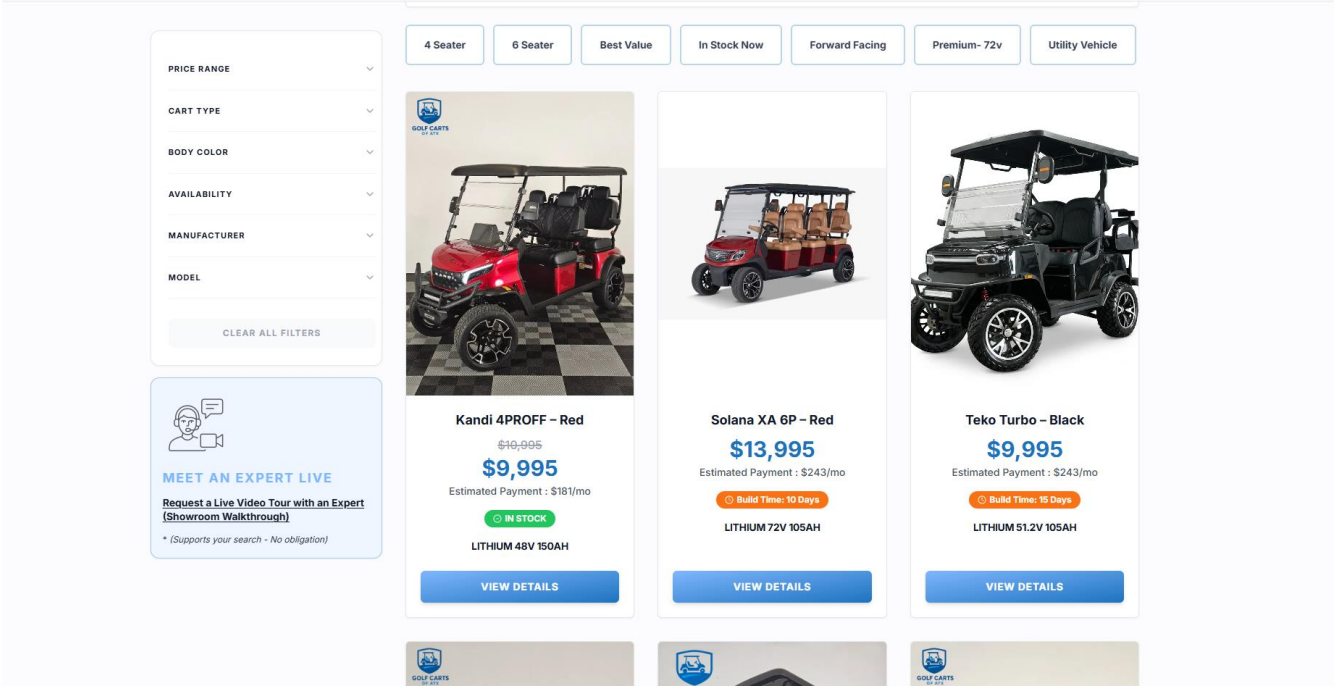
1. **When using one of the filter parameters, update the remaining filters so that the user cannot select from non-existent parameters**

Category pages. Product characteristics

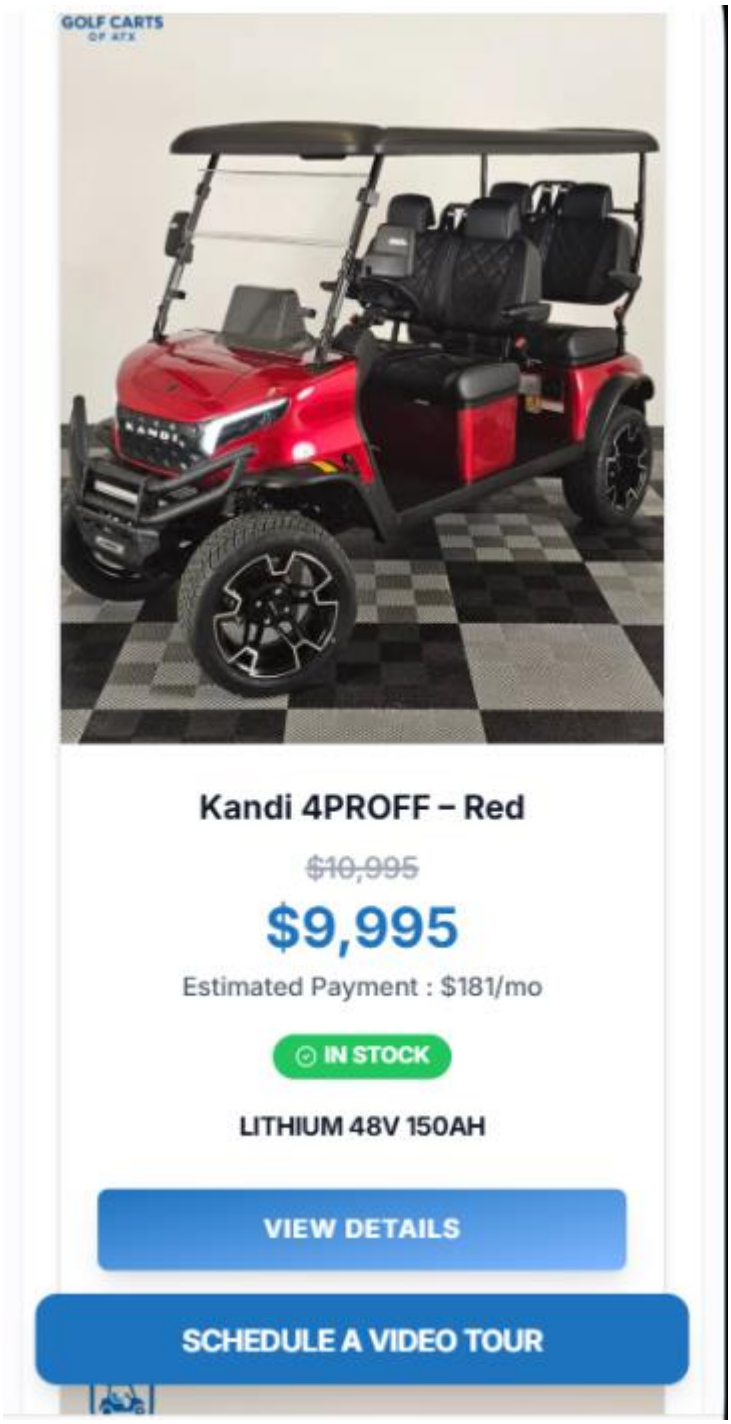
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are practically no technical characteristics of the products in the product cards

Desktop version



Mobile version



Recommendations

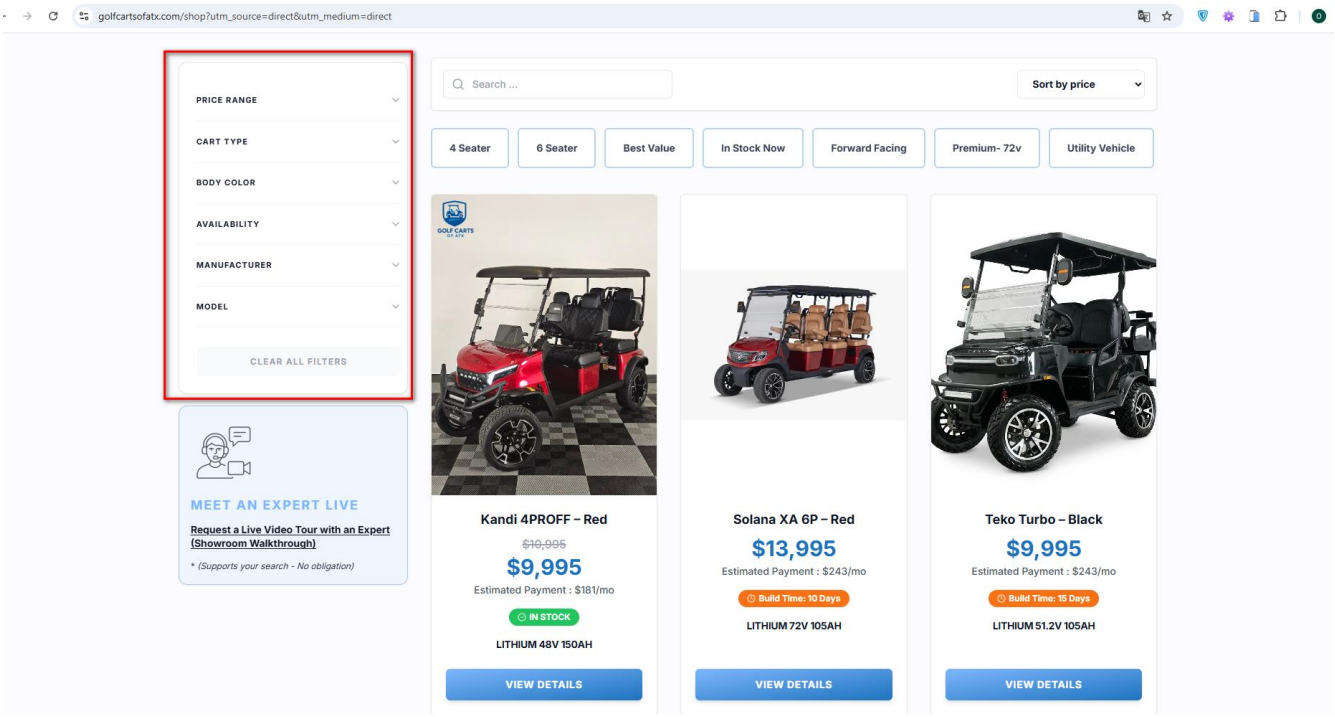
1. **Add basic technical specifications to product cards**

Category pages. Filters. Quantity

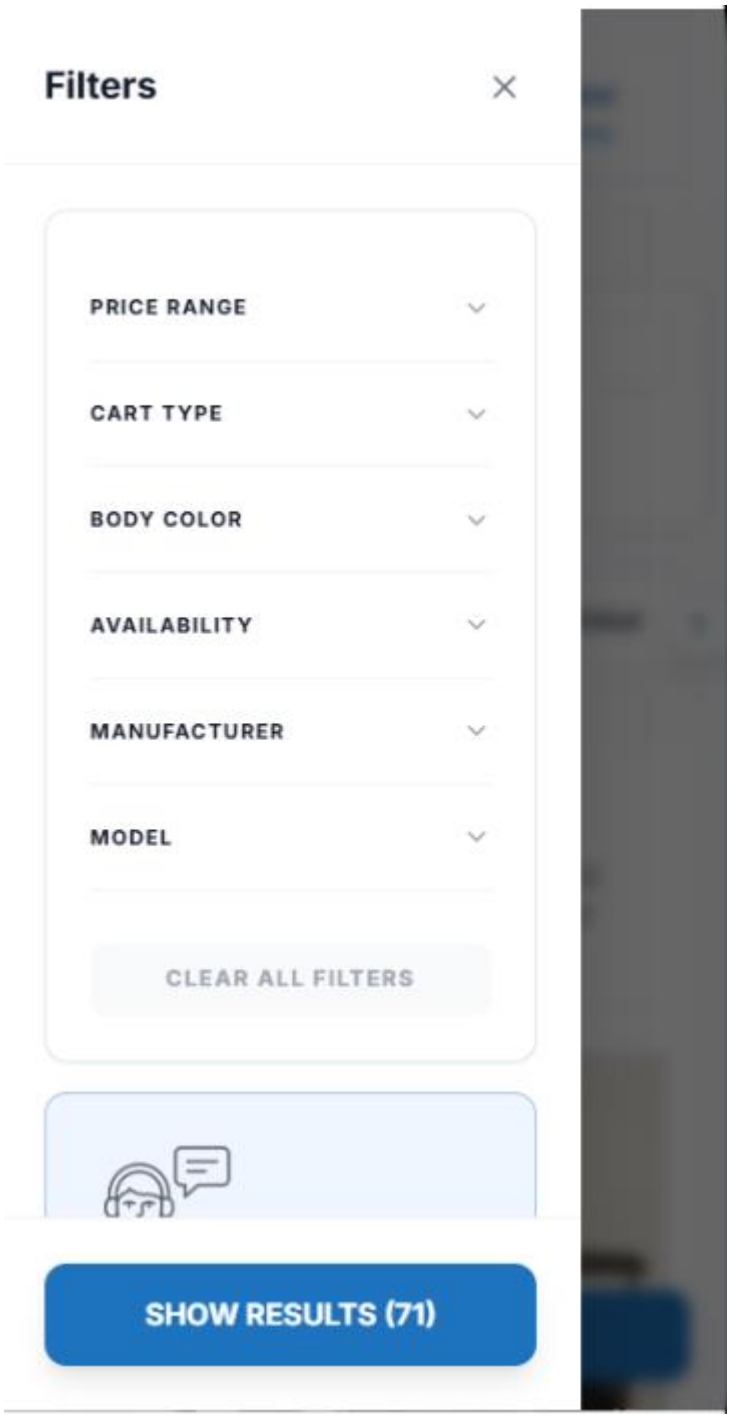
Conversion elements (CRO) analysis (For desktop and mobile versions)

The page does not use filters for technical characteristics of products.

Desktop version



Mobile version



Recommendations

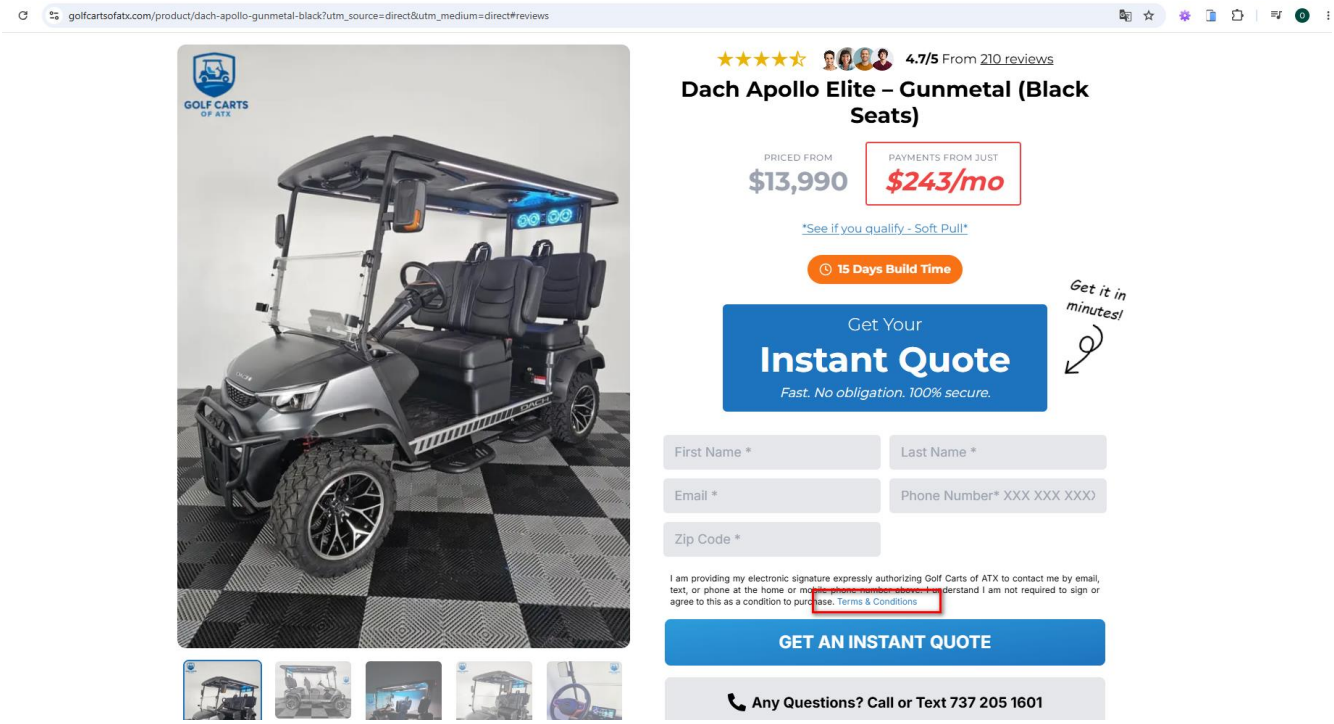
1. **Add filters by basic product characteristics**

Product cards. Links/buttons that take the user away from the landing page

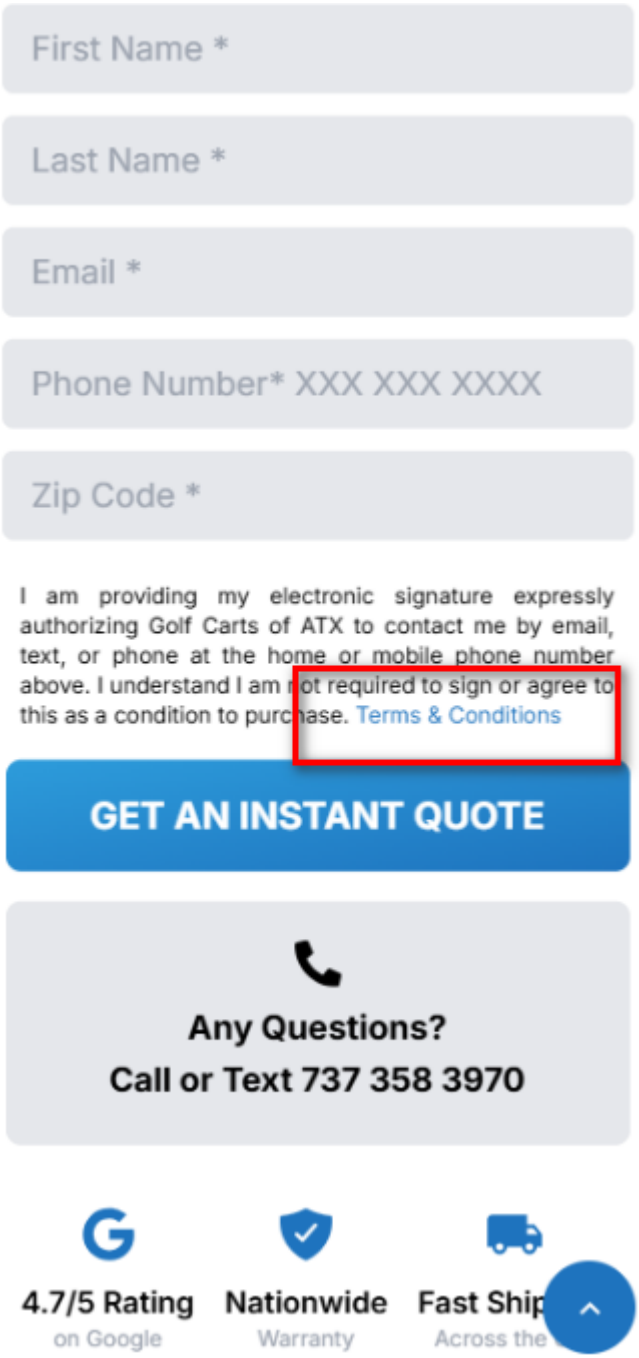
Conversion elements (CRO) analysis (For desktop and mobile versions)

When clicking on a link, the page opens in the current tab and the user leaves the target page

Desktop version



Mobile version



Recommendations

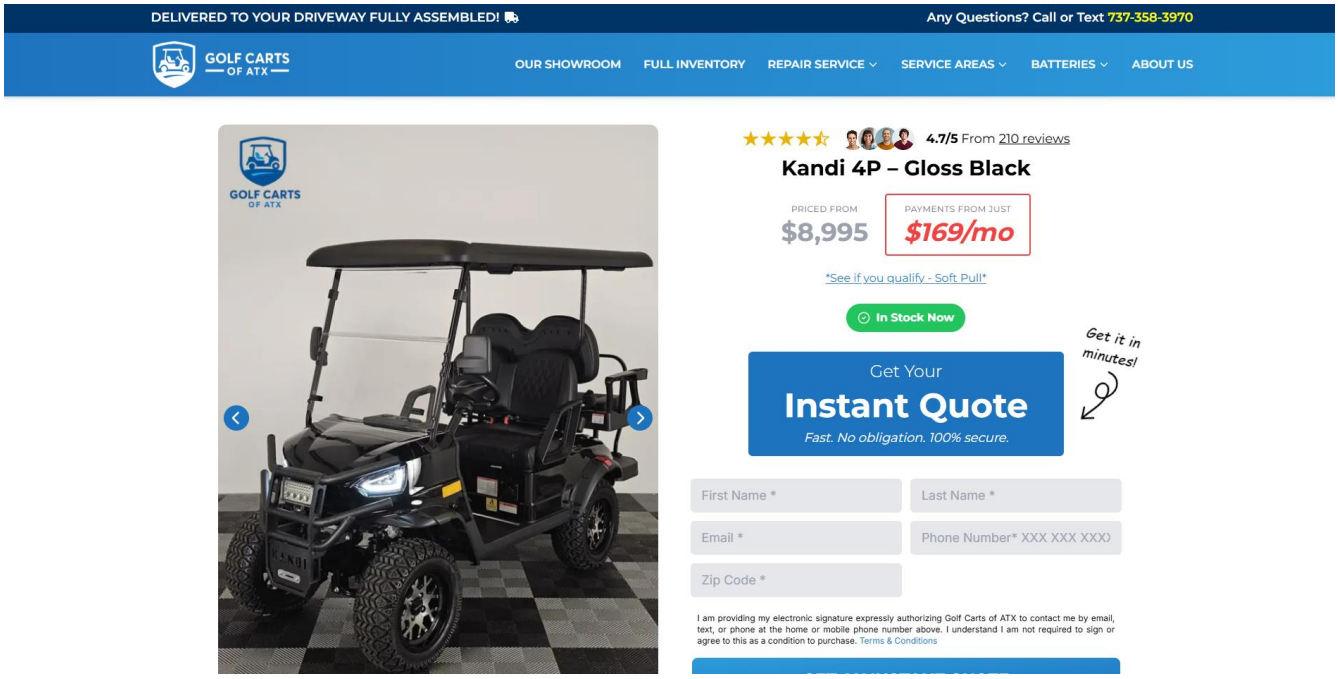
1. **When clicking on a link, open a page in a new tab**

Product cards. Enlarge/scroll images

Conversion elements (CRO) analysis (For desktop and mobile versions)

Images in product cards are not enlarged

Desktop version



Mobile version



Recommendations

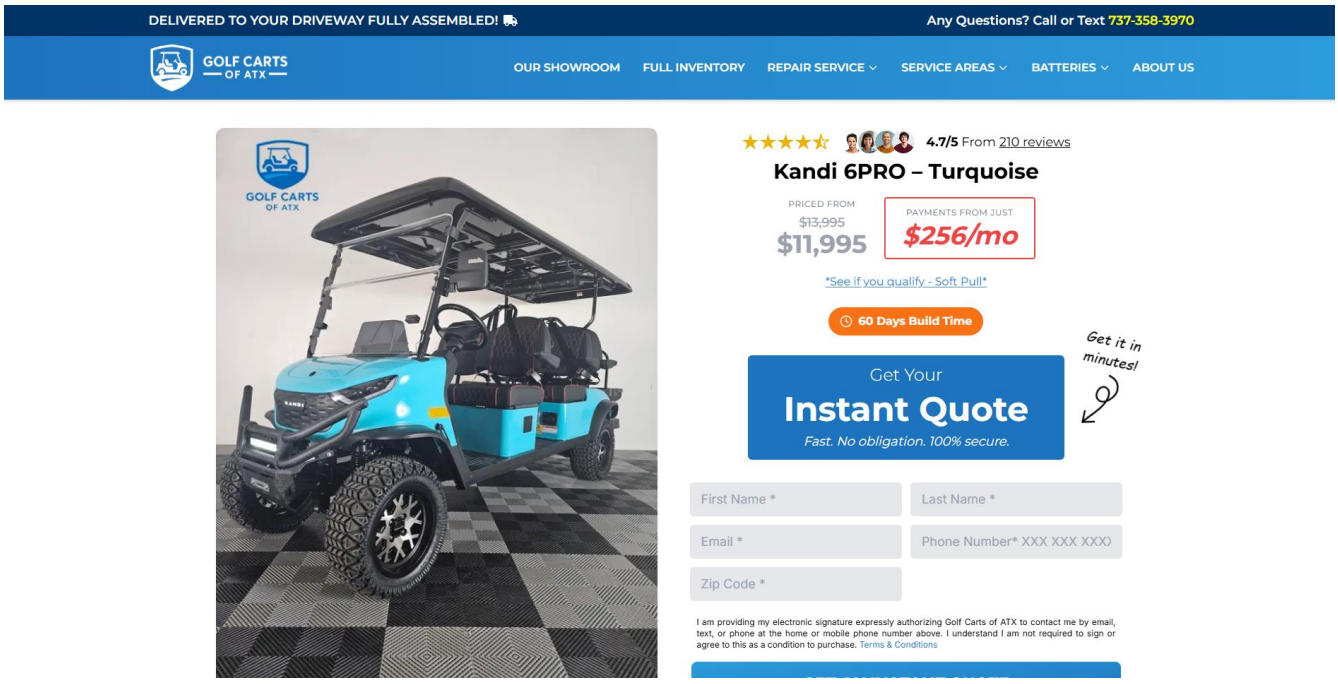
1. **Implement the ability to enlarge images**
2. **When clicking on an image, display a pop-up window with a larger image**
3. **Add a "cross" to the pop-up window to close/return the image to its original view**
4. **Implement the ability to scroll through enlarged images**

Product cards. Basic characteristics in the first screen

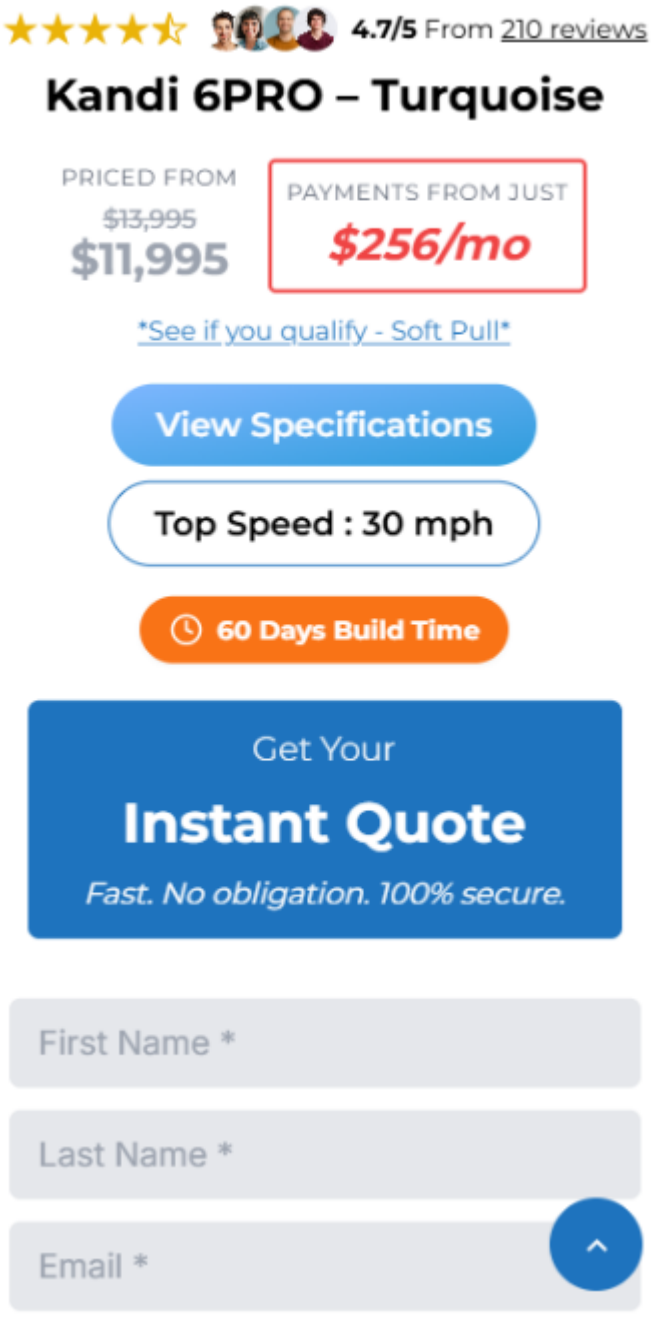
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are no basic characteristics in the first screen of the product card

Desktop version



Mobile version



Recommendations

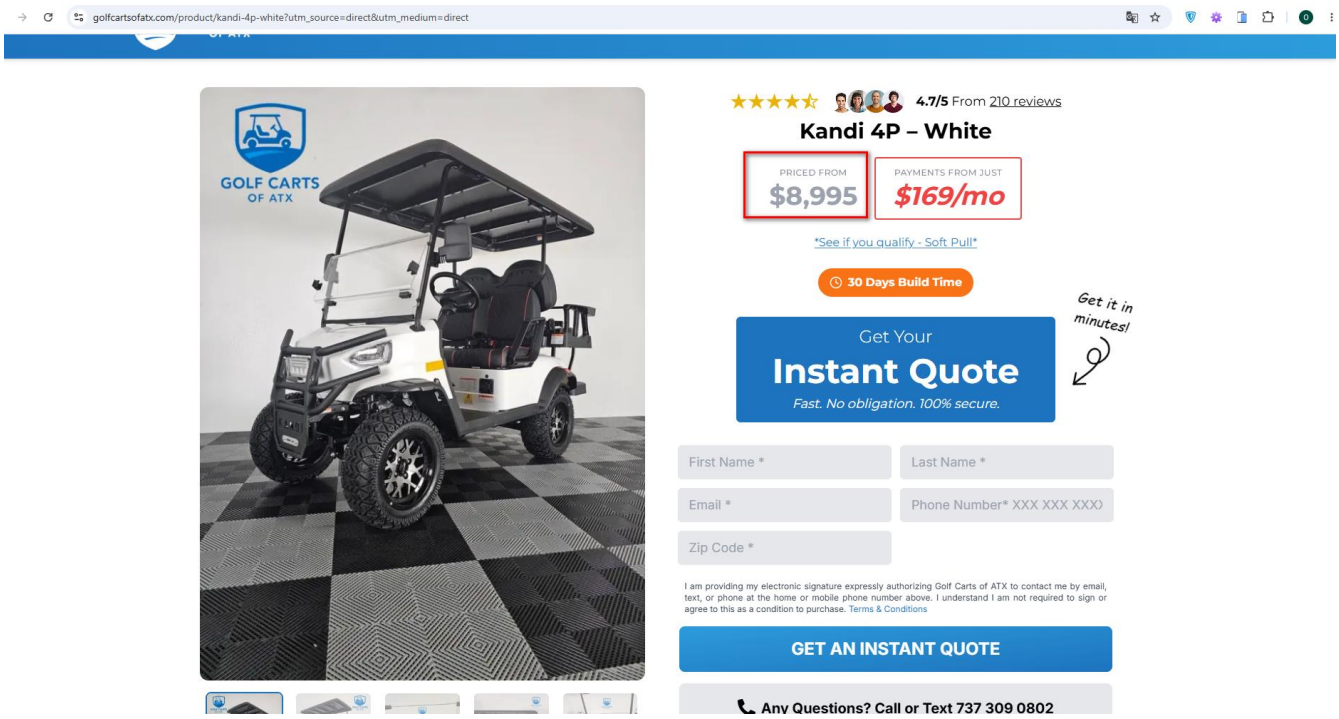
1. **Add basic characteristics in the first screen of the product card (for the mobile version on the second screen)**
2. **Add a "View All specifications" button under the basic specifications instead of the button under the image block**

Product cards. Product price

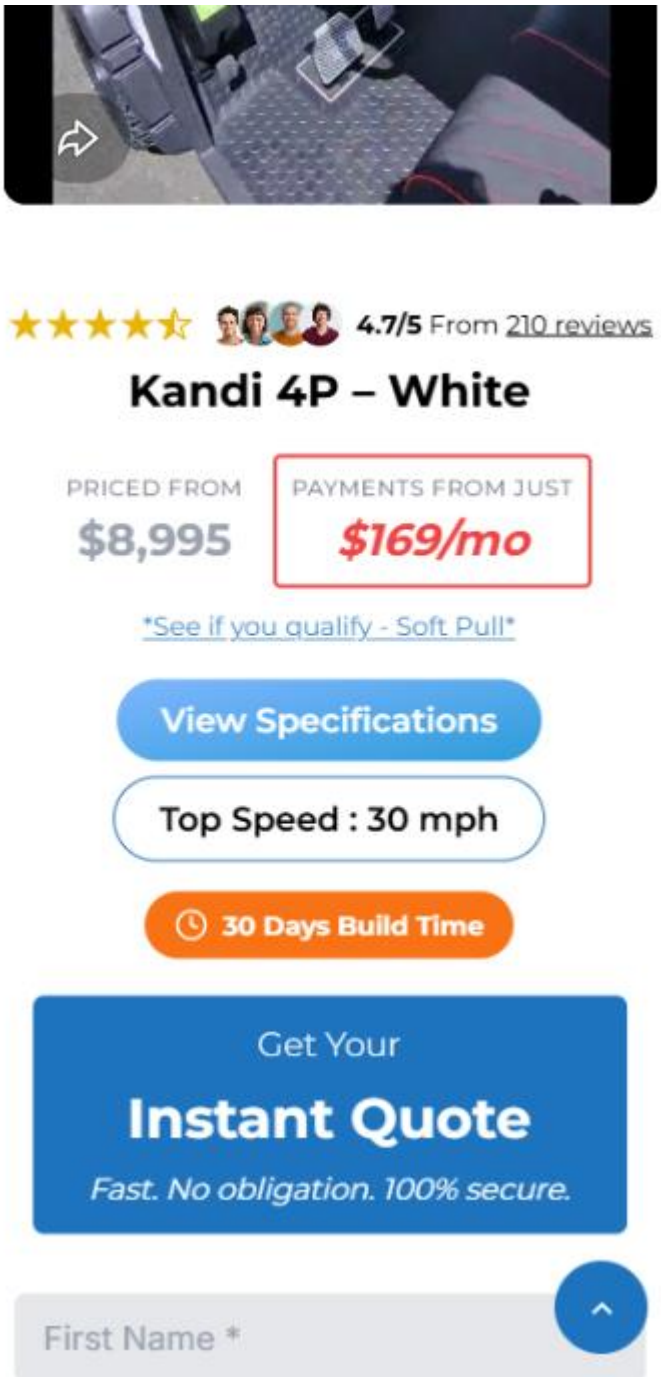
Conversion elements (CRO) analysis (For desktop and mobile versions)

The price of the product is indicated on the pages from ... dollars, and for clarification, a form for requesting a price is used, while the price remains the same when sending data in the form

Desktop version



Mobile version



Recommendations

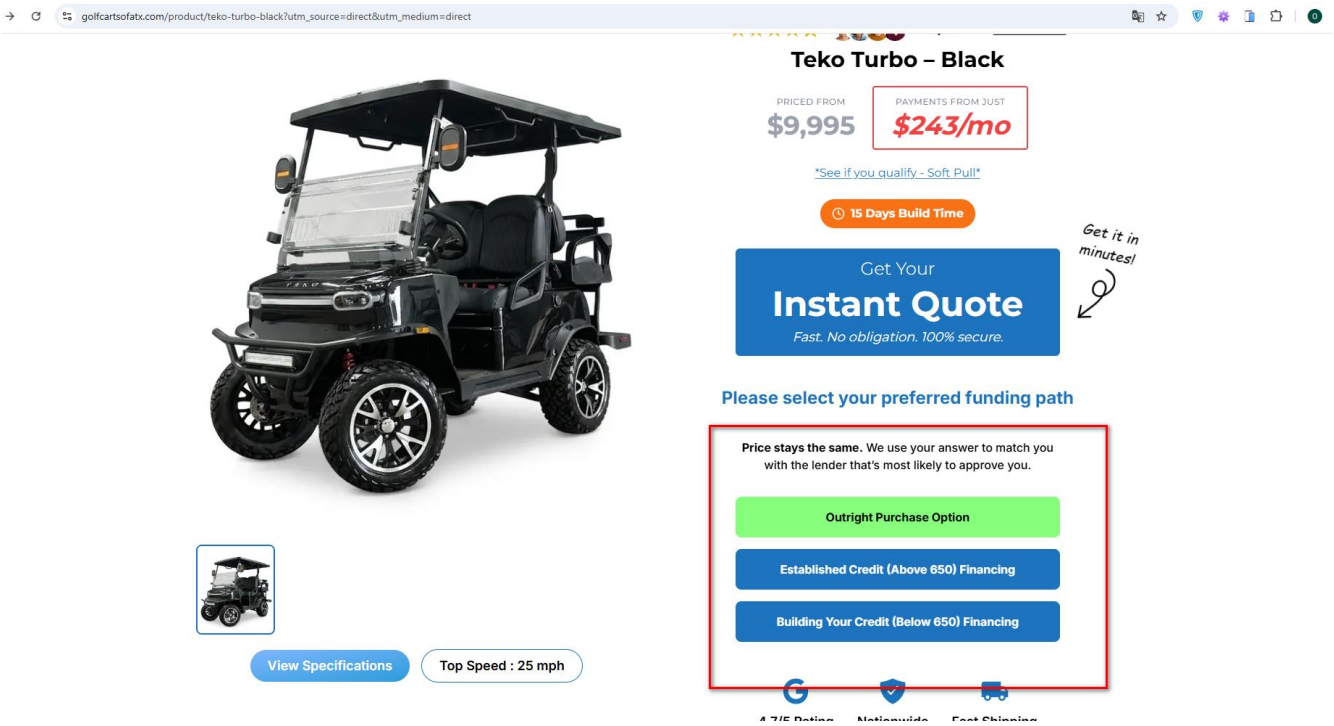
1. **Use a fixed price for the item**
2. **Add a hint next to the price that the price will remain unchanged if a $500 prepayment is made**

Product cards. Price Request Form

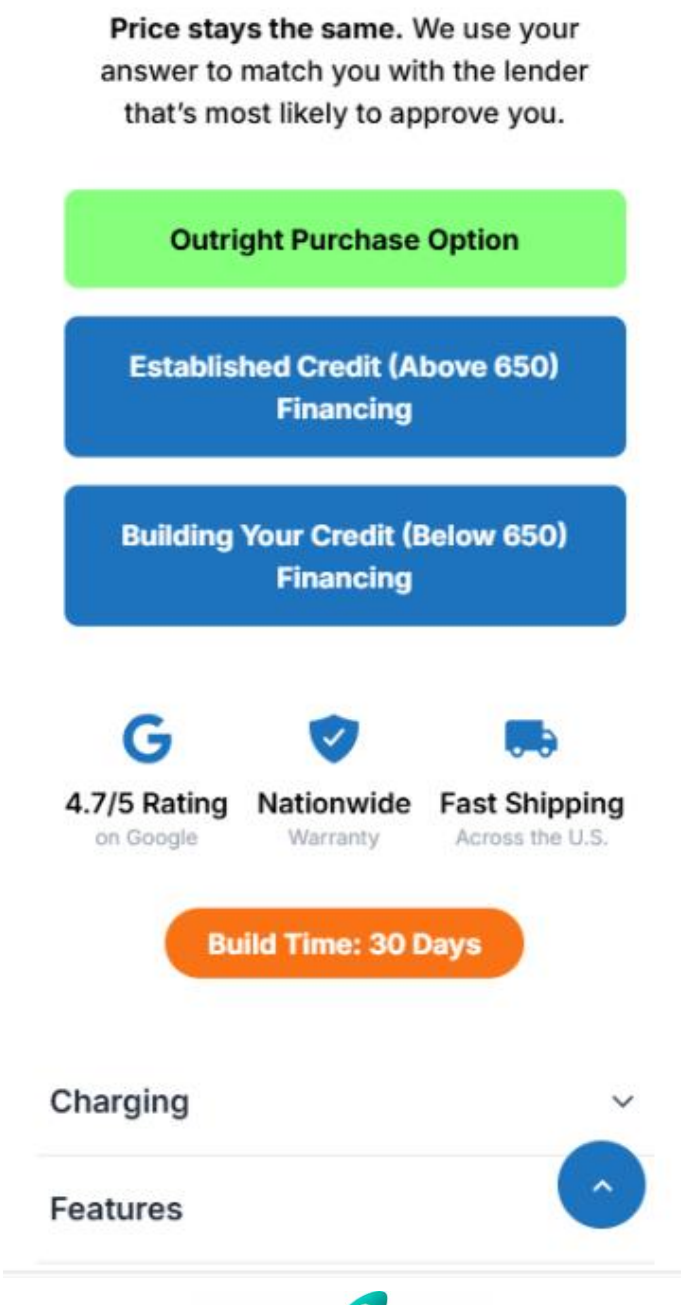
Conversion elements (CRO) analysis (For desktop and mobile versions)

1. **The form's logic forces the user to perform additional actions and make the same selection repeatedly, while it is initially unclear what will happen after the form data is submitted**
2. **After submitting the form, the user is offered a choice of three options: direct purchase and two financing options, with all options leading to another additional quote page, where the user must again make a choice**
3. **When selecting any financing option on the quote page, the user is taken to the same page, regardless of the rating.**
4. **With this logic, the user must constantly decide at each stage**

Desktop version



Mobile version



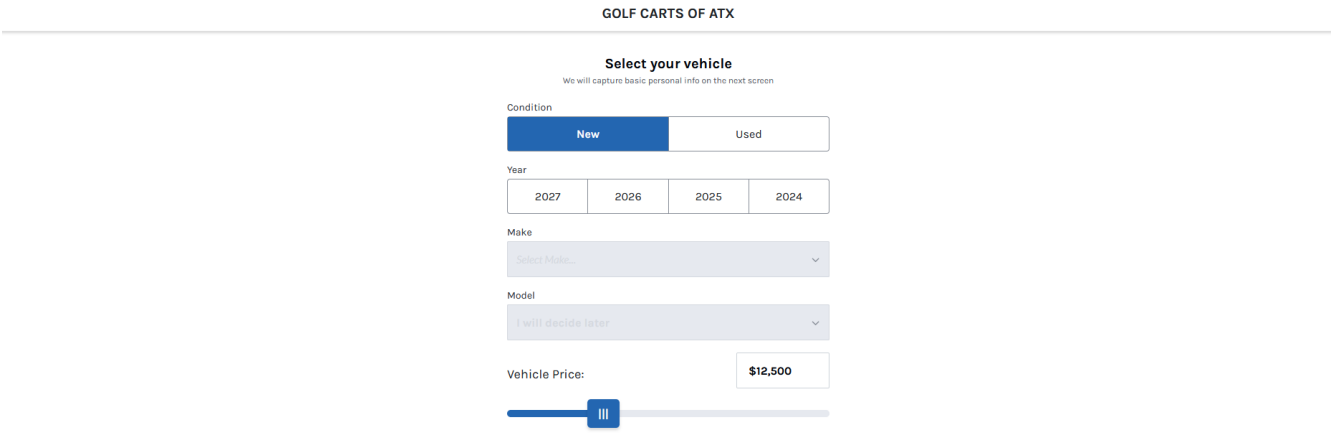
Recommendations

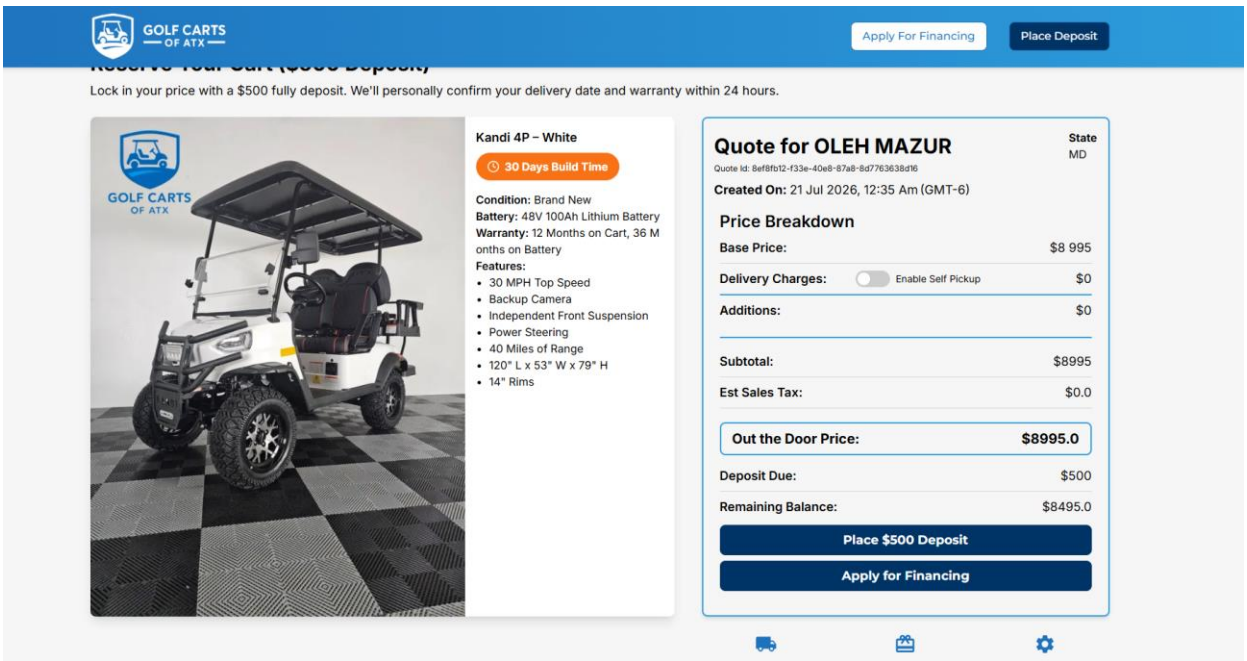
1. **Instead of a form, use two buttons: "Buy Now" and "Request Funding"**
2. **When clicking the "Buy Now" button, redirect the user to the payment or deposit page**
3. **When clicking the "Request Funding" button, redirect the user to a third-party service page to fill out the data. https://octane.co/flex/401946/**
4. **Remove the step with the quote page**

Product cards. octane.co

Conversion elements (CRO) analysis (For desktop and mobile versions)

When visiting the octane.co page, users are required to enter data, but it's unclear where to find this information. For example, the golf cart's year of manufacture isn't listed on the product page or on the quote page.





Recommendations

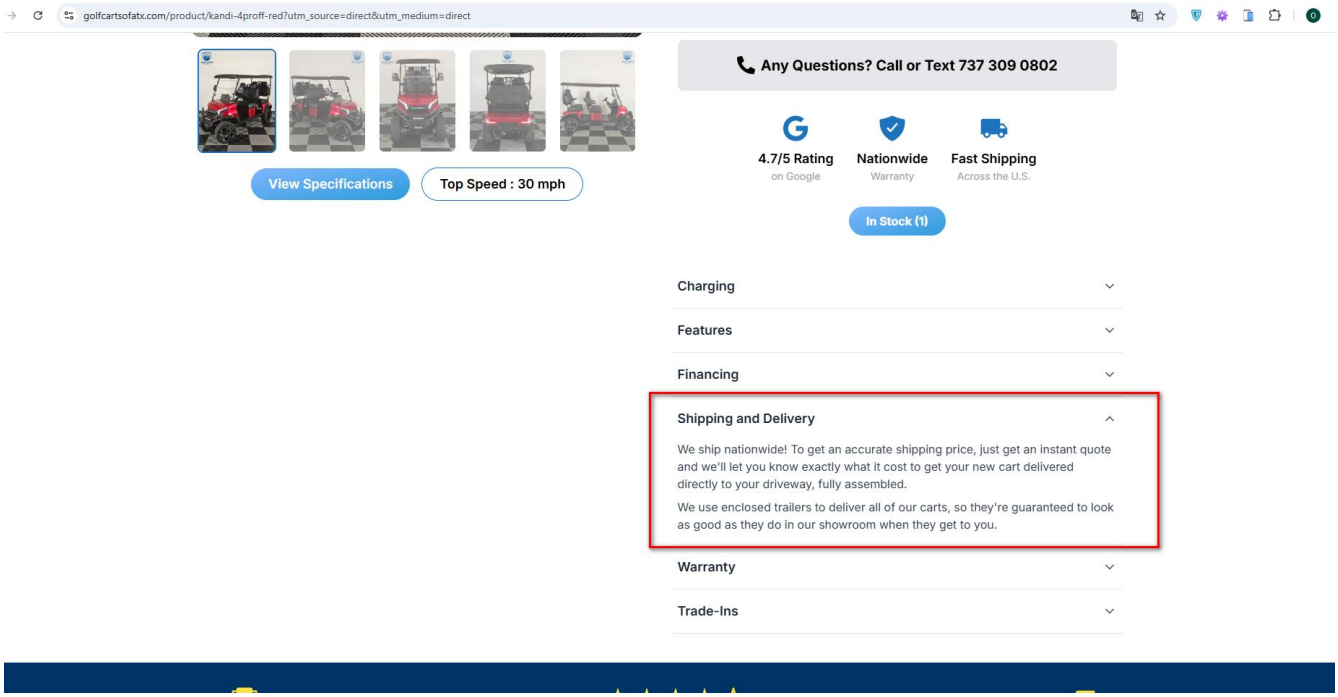
1. **Automatically insert data into the page https://octane.co/flex/401946/**
2. **Add the necessary information to the product card**

Product cards. Shipping

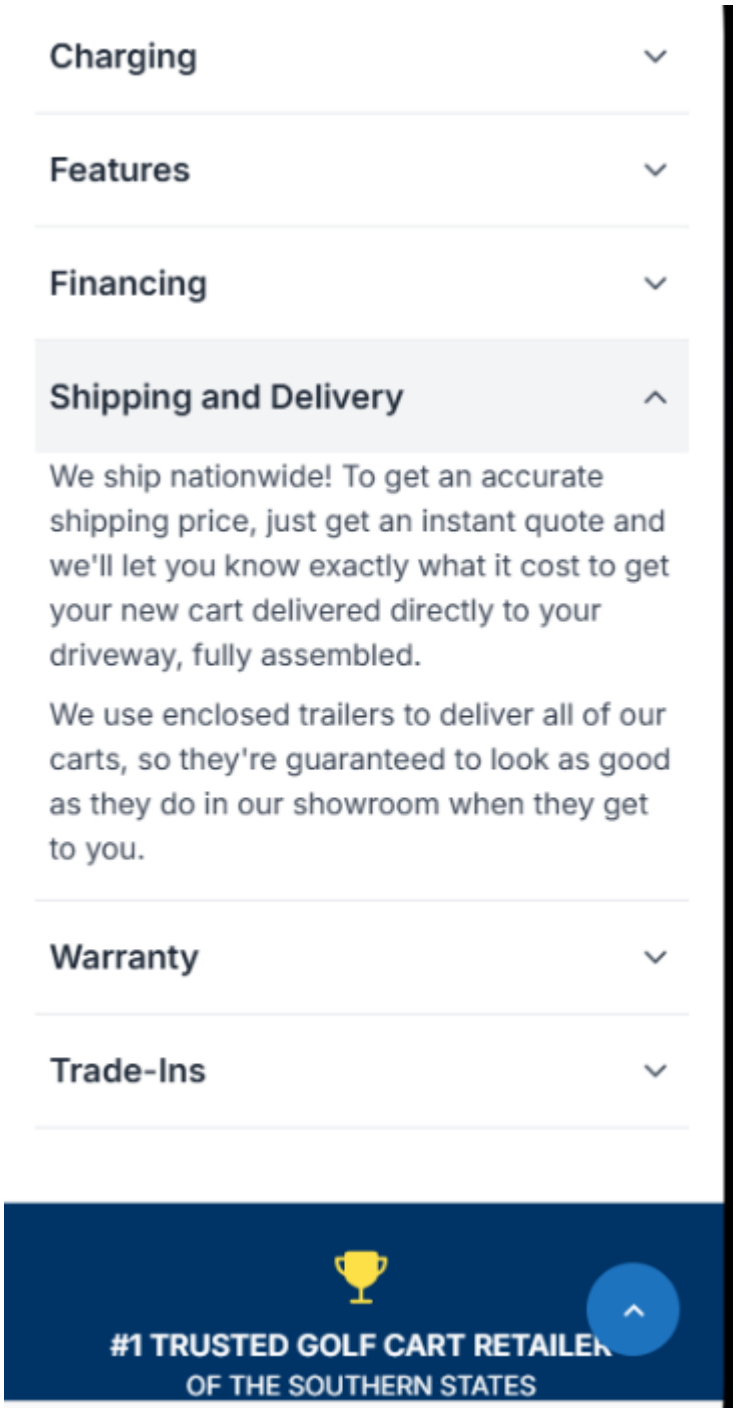
Conversion elements (CRO) analysis (For desktop and mobile versions)

The shipping cost can only be found out at the stage of payment for the goods or before requesting financing.

Desktop version



Mobile version



Recommendations

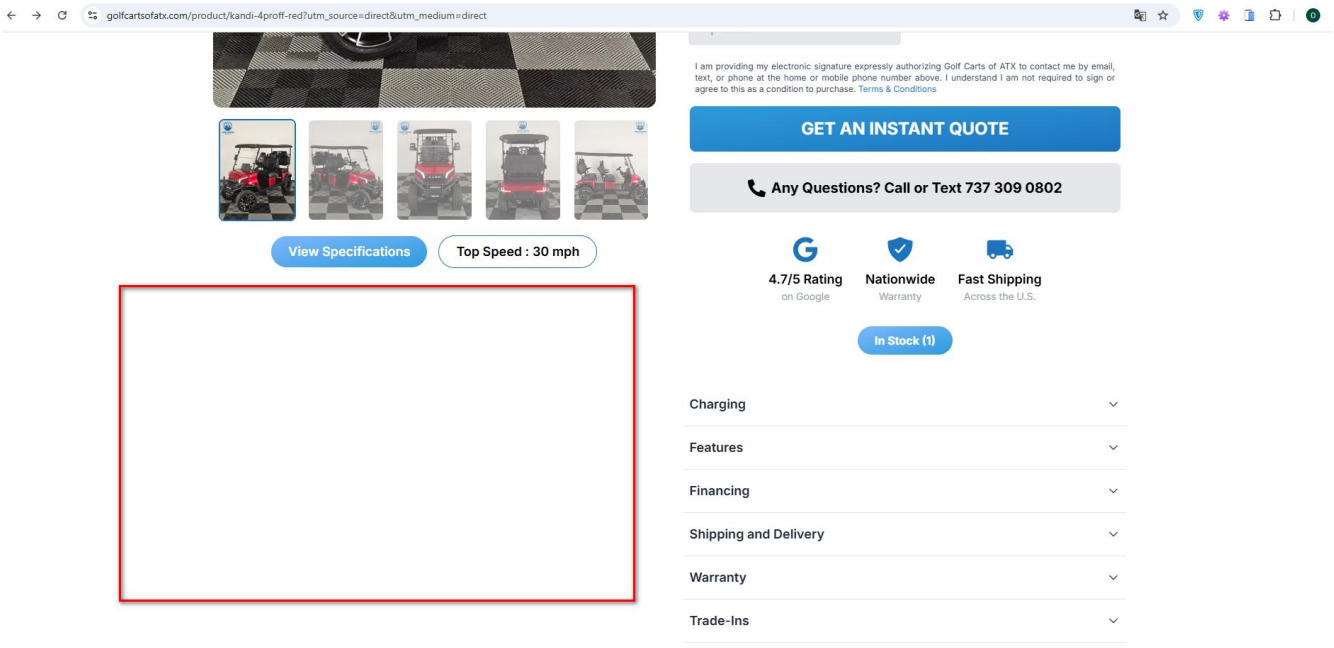
1. **Specify the average shipping cost price range from and to**

Product cards. Related/Recommended Products

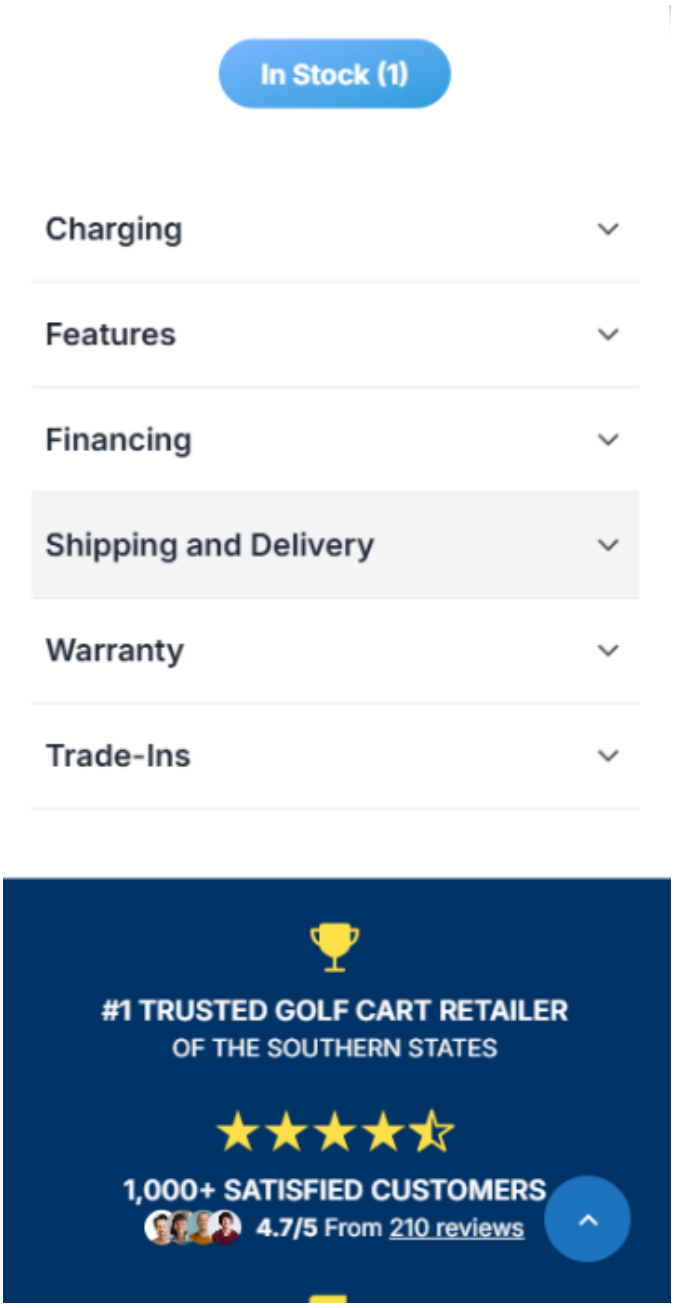
Conversion elements (CRO) analysis (For desktop and mobile versions)

The product page does not have a “Related/Recommended Products” block. Additional products are on the "Quote" page, but the user does not see them

Desktop version



Mobile version



Recommendations

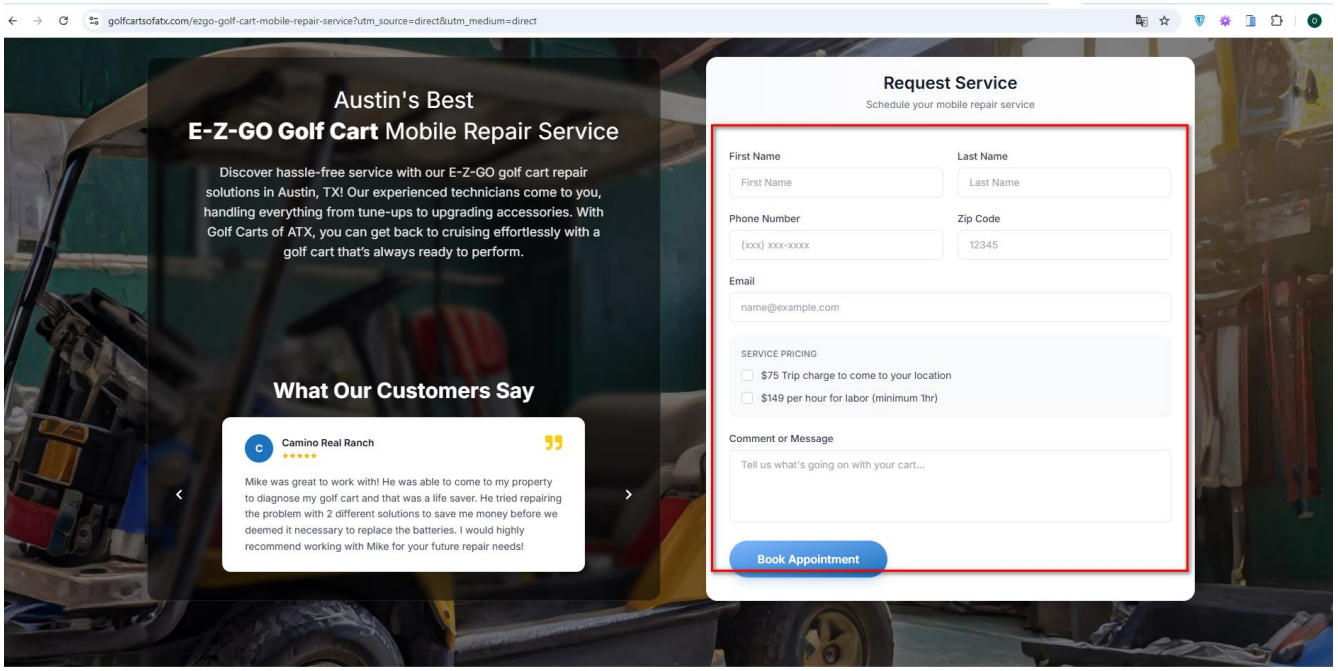
1. **Add a block "Related/Recommended Products"**
2. **Work out an algorithm for the selection of product according to the main indicators**
3. **Place the block below the main image block (for the desktop version)**
4. **For the mobile version, use the tab**

Service pages. First Screen

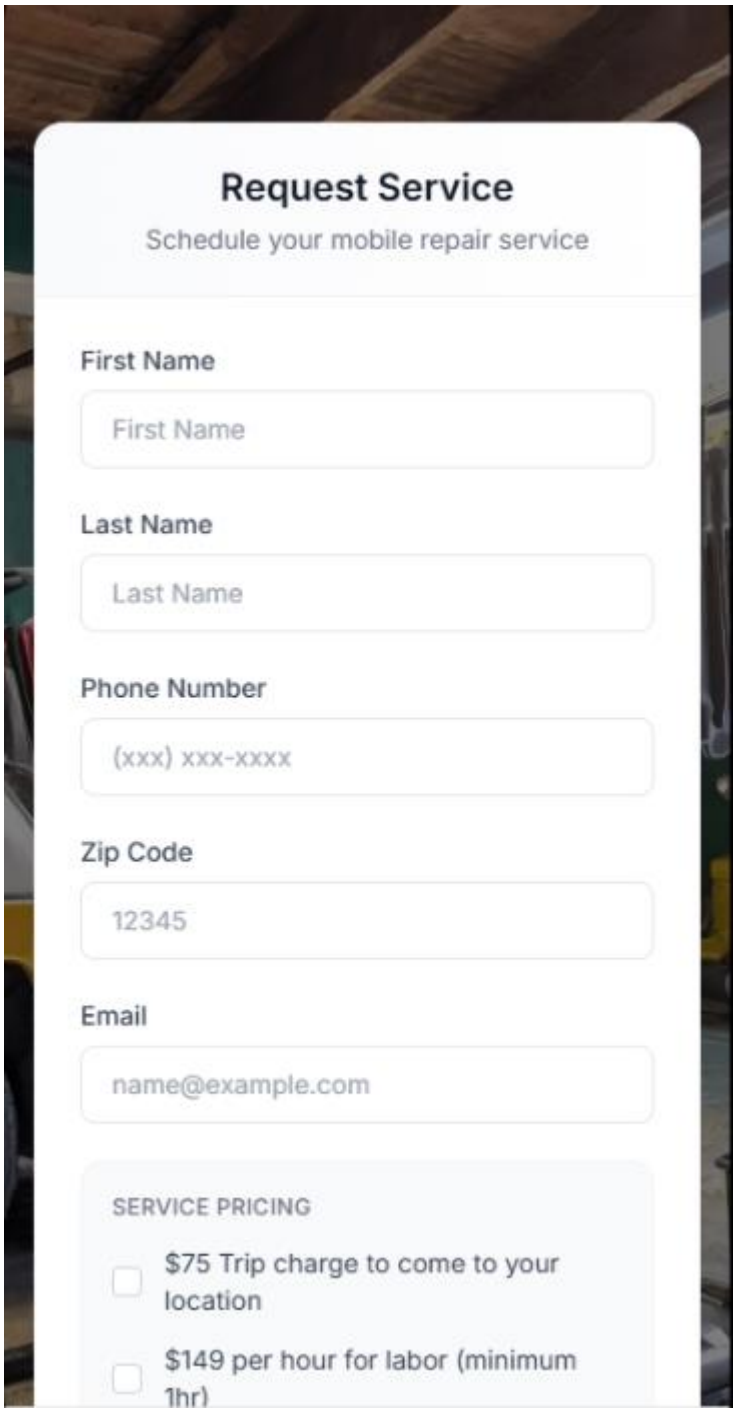
Conversion elements (CRO) analysis (For desktop and mobile versions)

The first screen form has too many fields, forcing the user to spend a lot of time filling out the form.

Desktop version



Mobile version



Recommendations

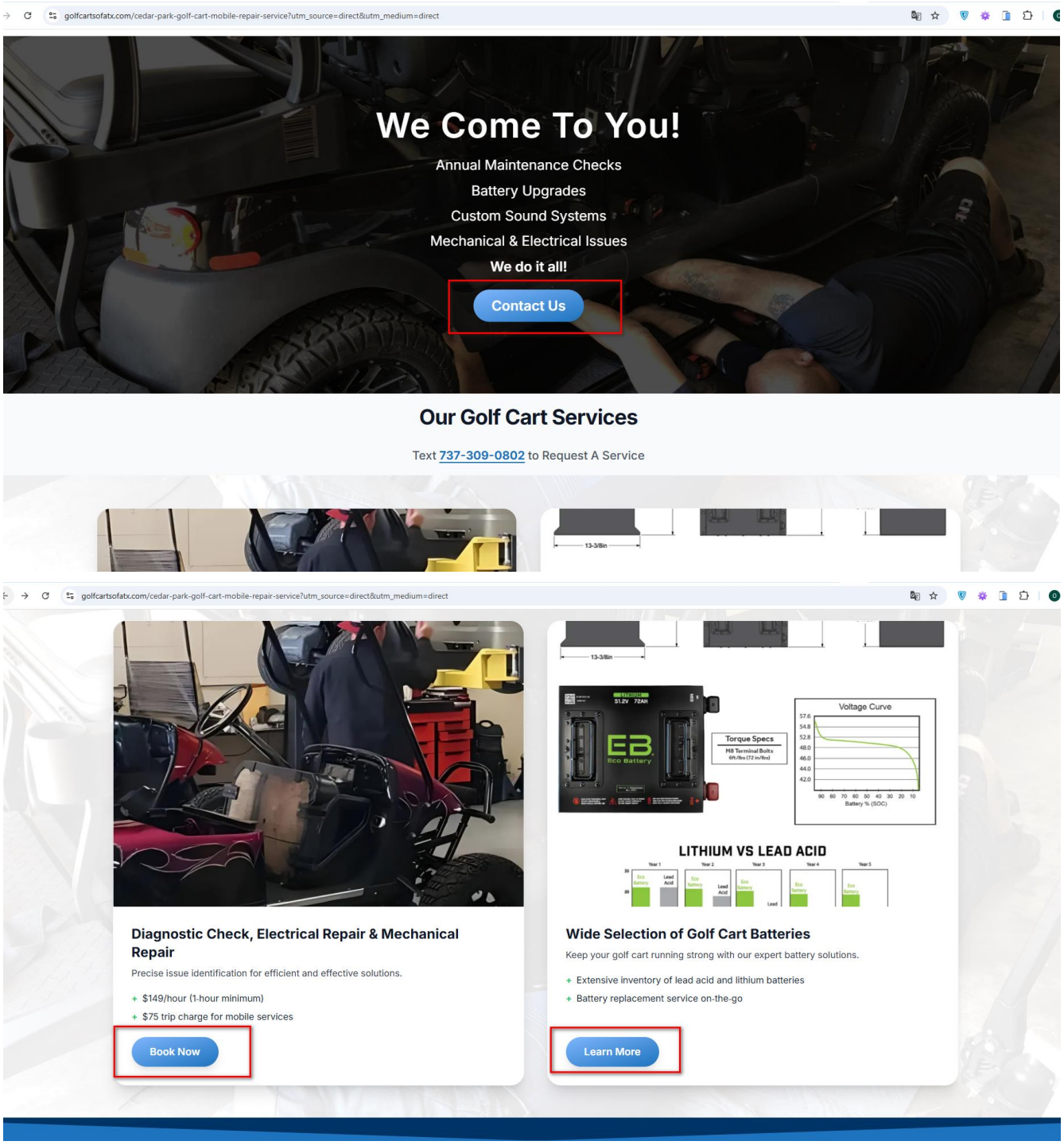
1. **Из формы удалить поля «Last name», «e-mail»**

Service pages. Buttons

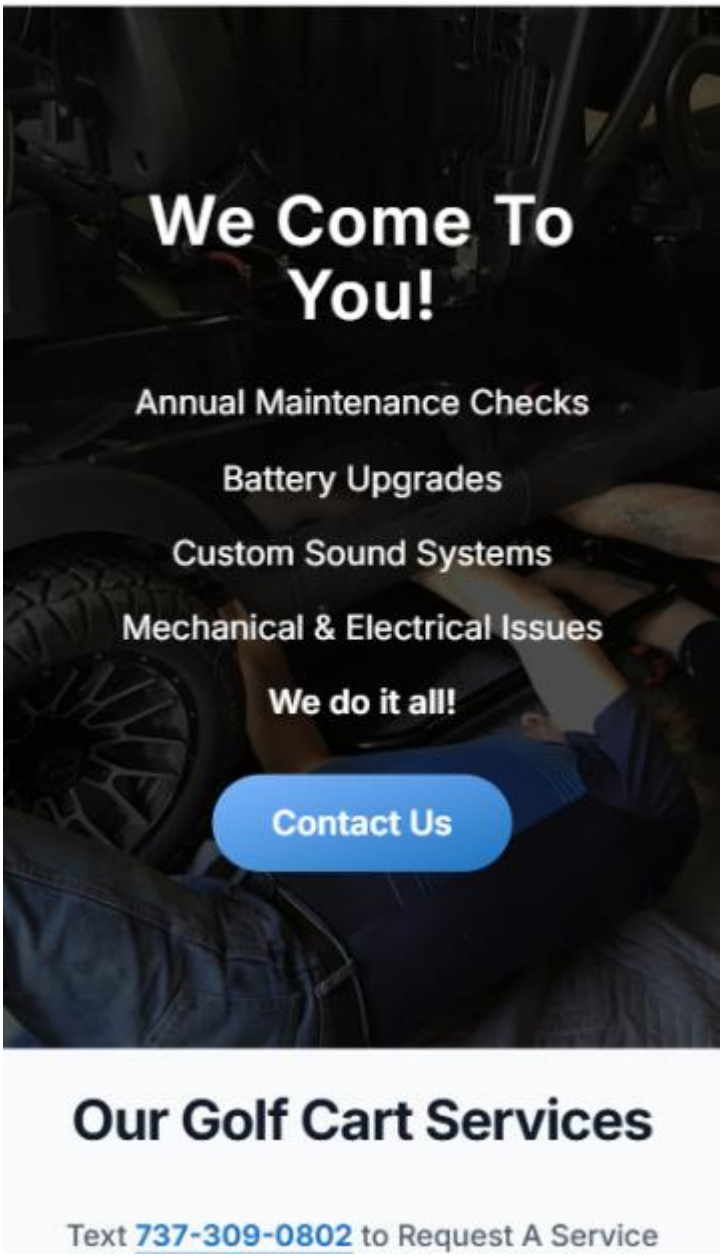
Conversion elements (CRO) analysis (For desktop and mobile versions)

Buttons take the user away from the landing page

Desktop version



Mobile version



Recommendations

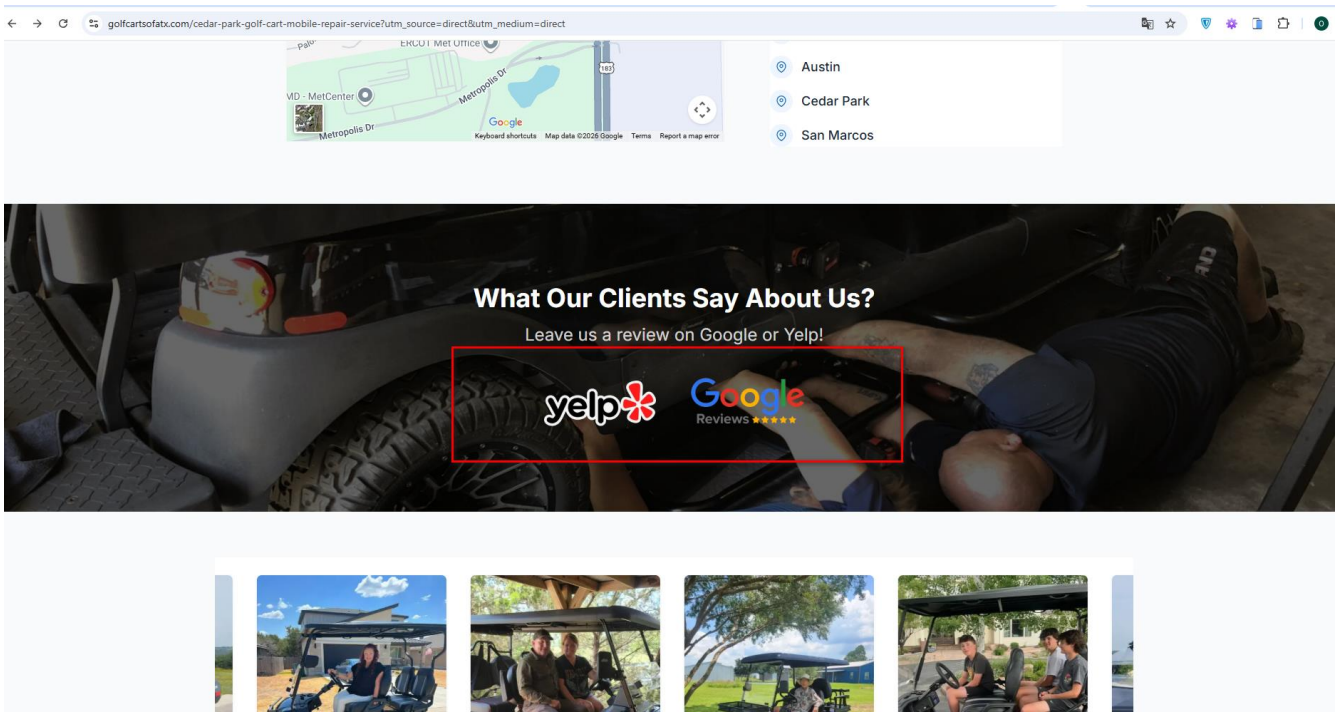
1. **Use pop-ups with elements**

Service pages. Reviews

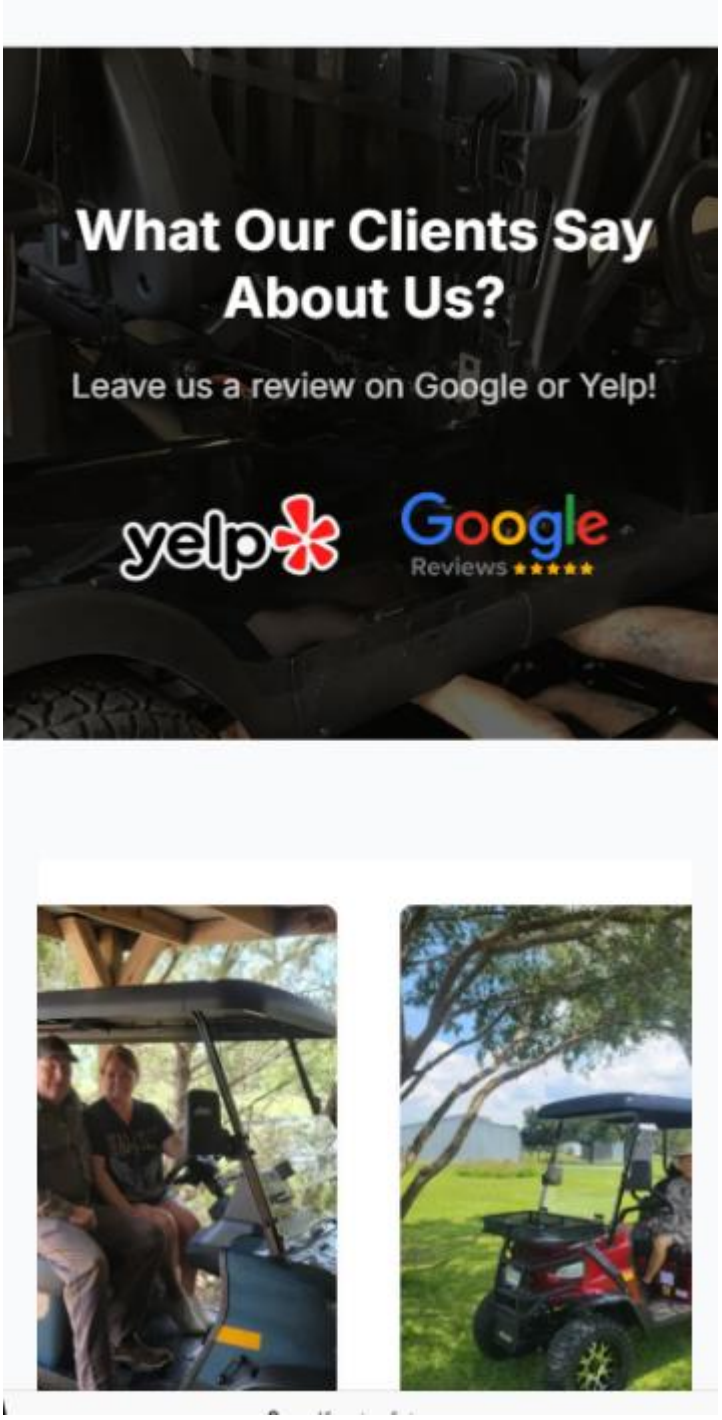
Conversion elements (CRO) analysis (For desktop and mobile versions)

When you click on elements, nothing happens

Desktop version



Mobile version



Recommendations

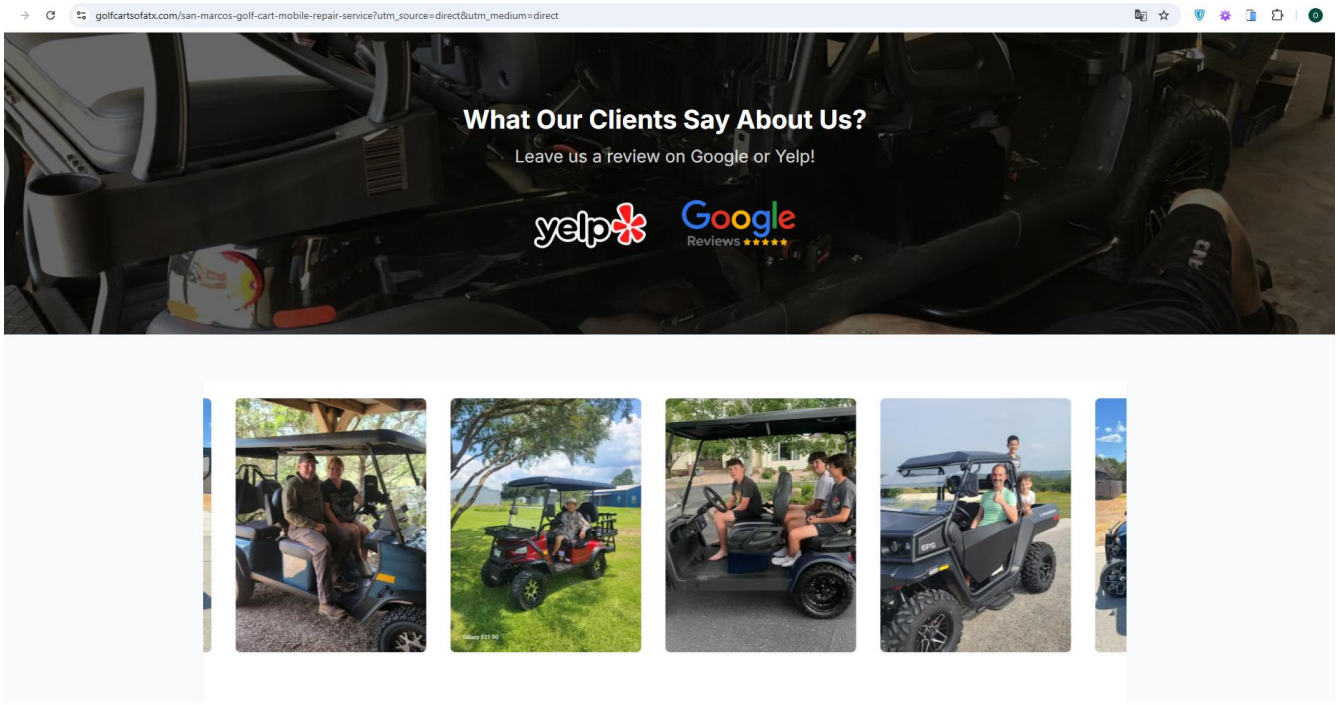
1. **Fix the operation of elements**

Service pages. Block “Do you have any questions?”

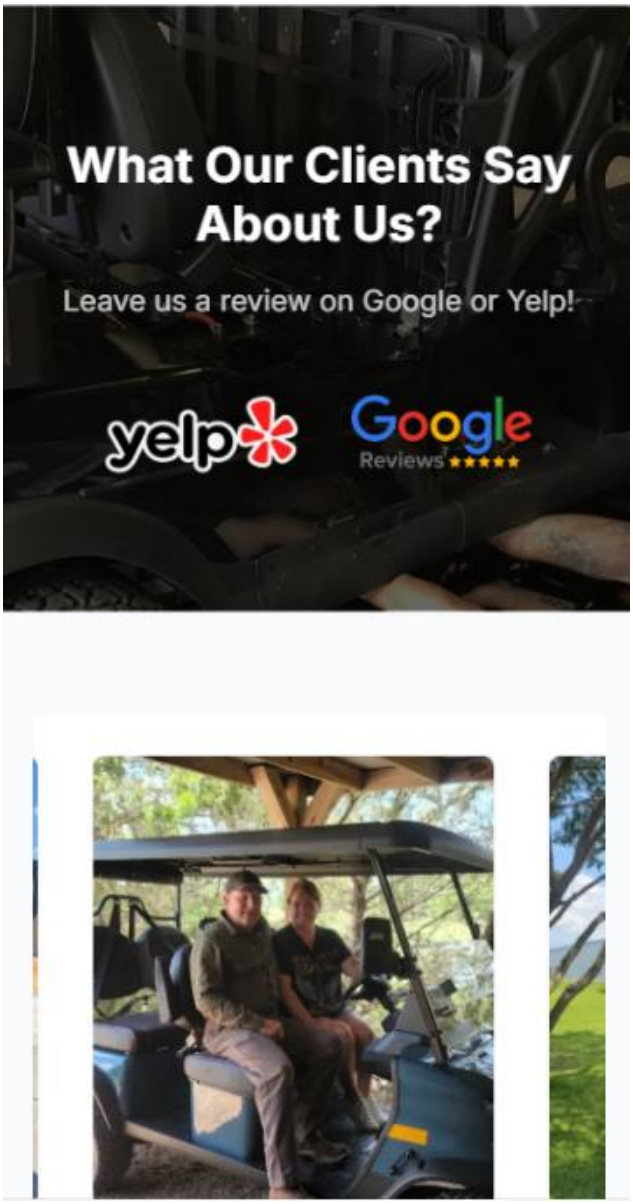
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no “Do you have any questions?” block on the service pages

Desktop version



Mobile version



Recommendations

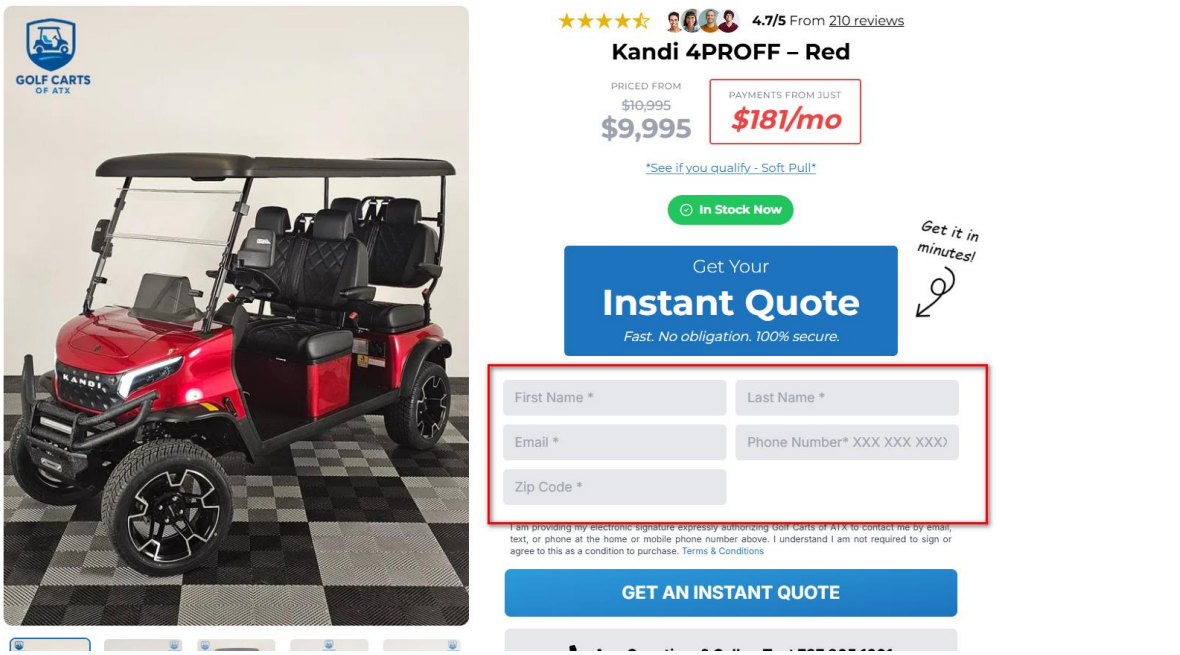
1. **Add a block "Do you have any questions?" with a form to fill out at the end of the service pages**
2. **Use the following fields in the form:**
    - **Name**
    - **Phone number**
    - **Message**
    - **Element for adding attached files (next to the element add information about the acceptable format and size of files for attachment)**

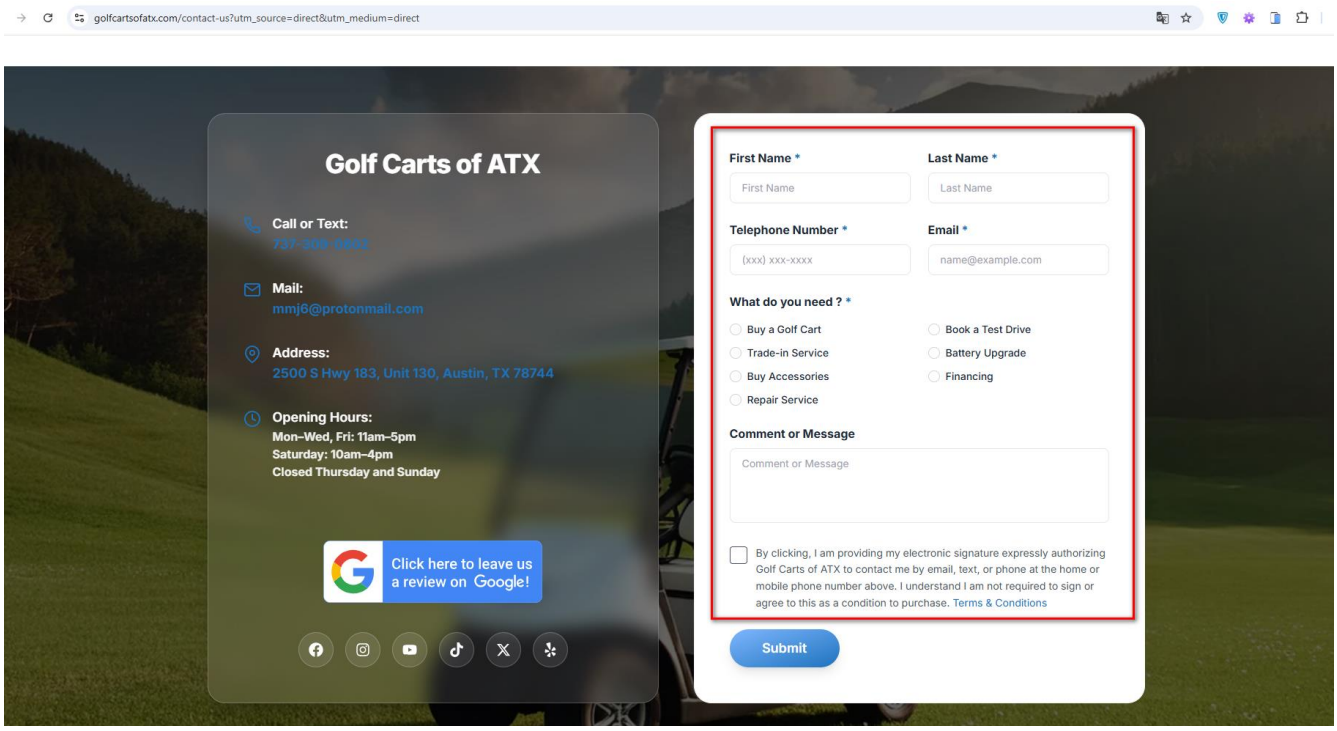
Forms to fill out. Required fields

Conversion elements (CRO) analysis (For desktop and mobile versions)

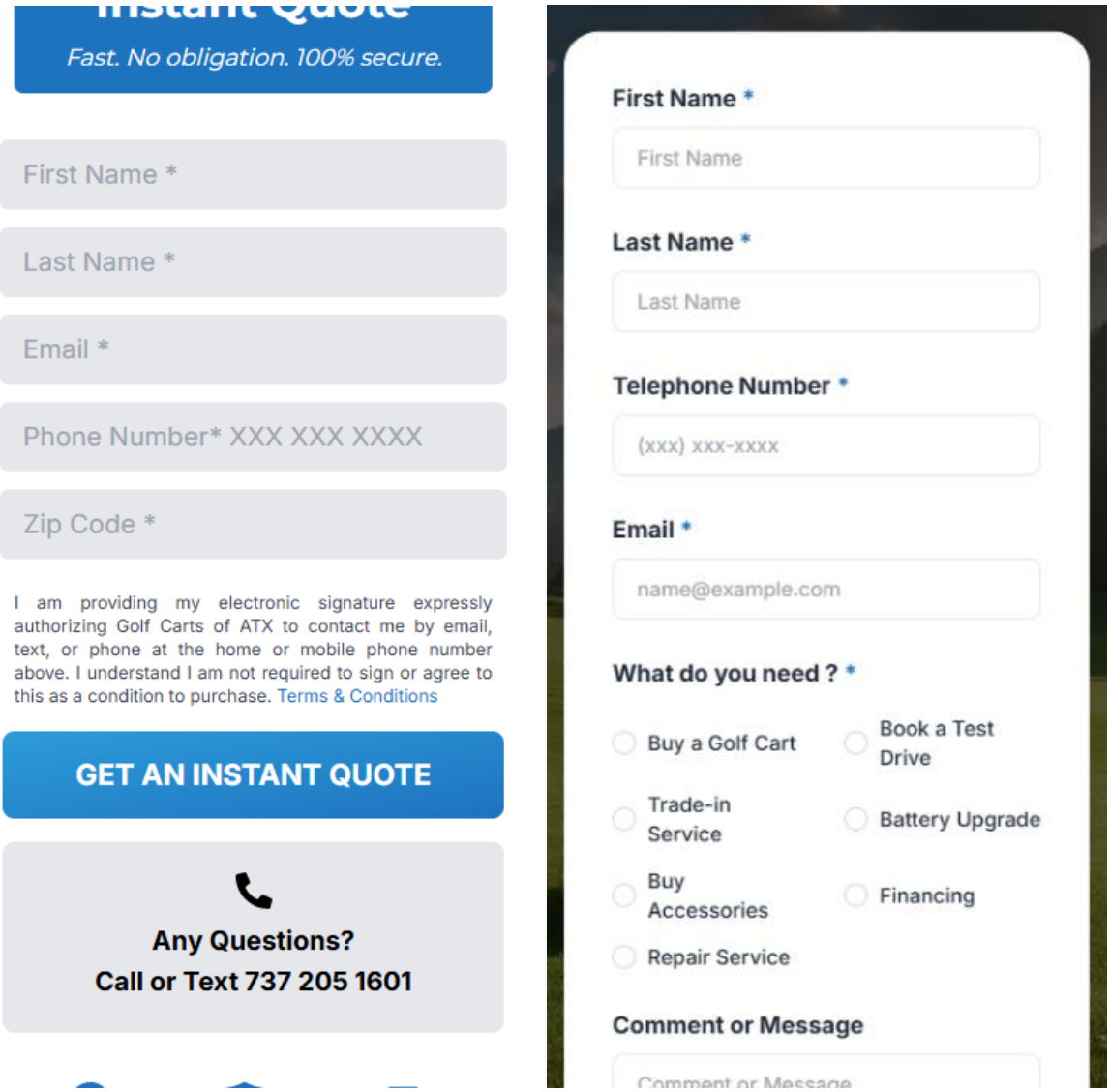
Required fields are marked, but there is no decoding that these marks indicate required filling

Desktop version



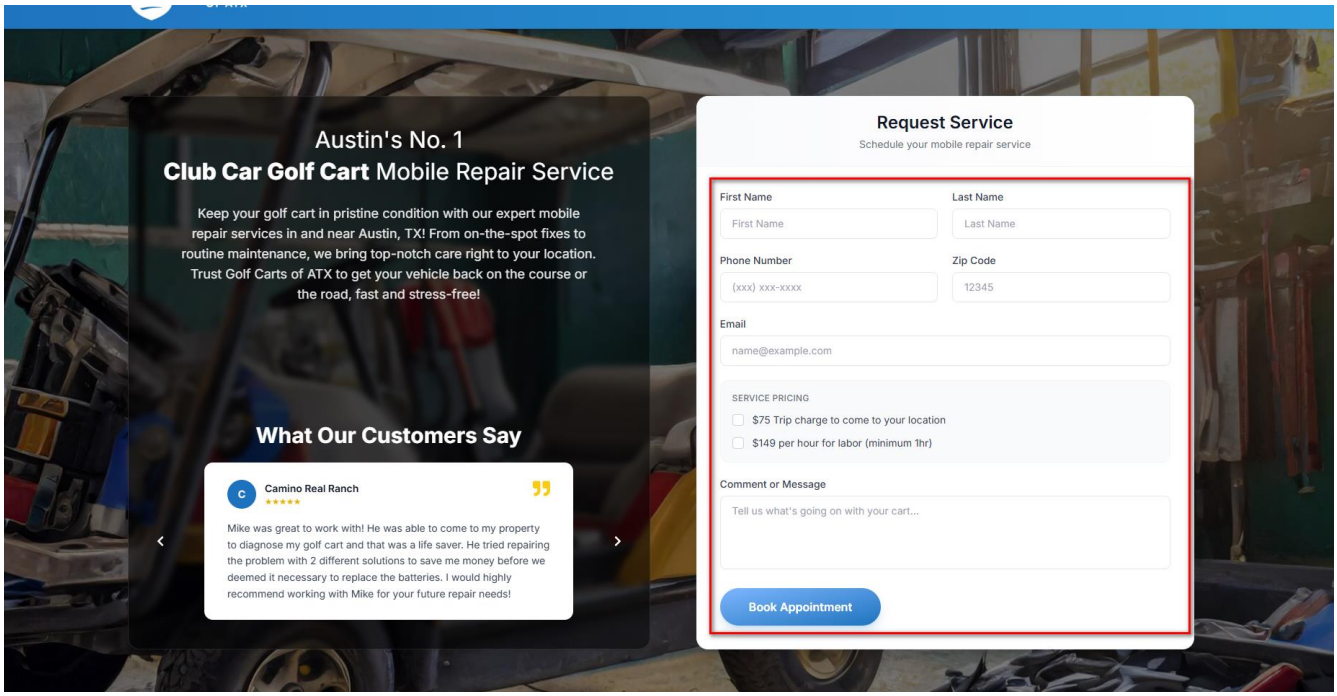


Mobile version

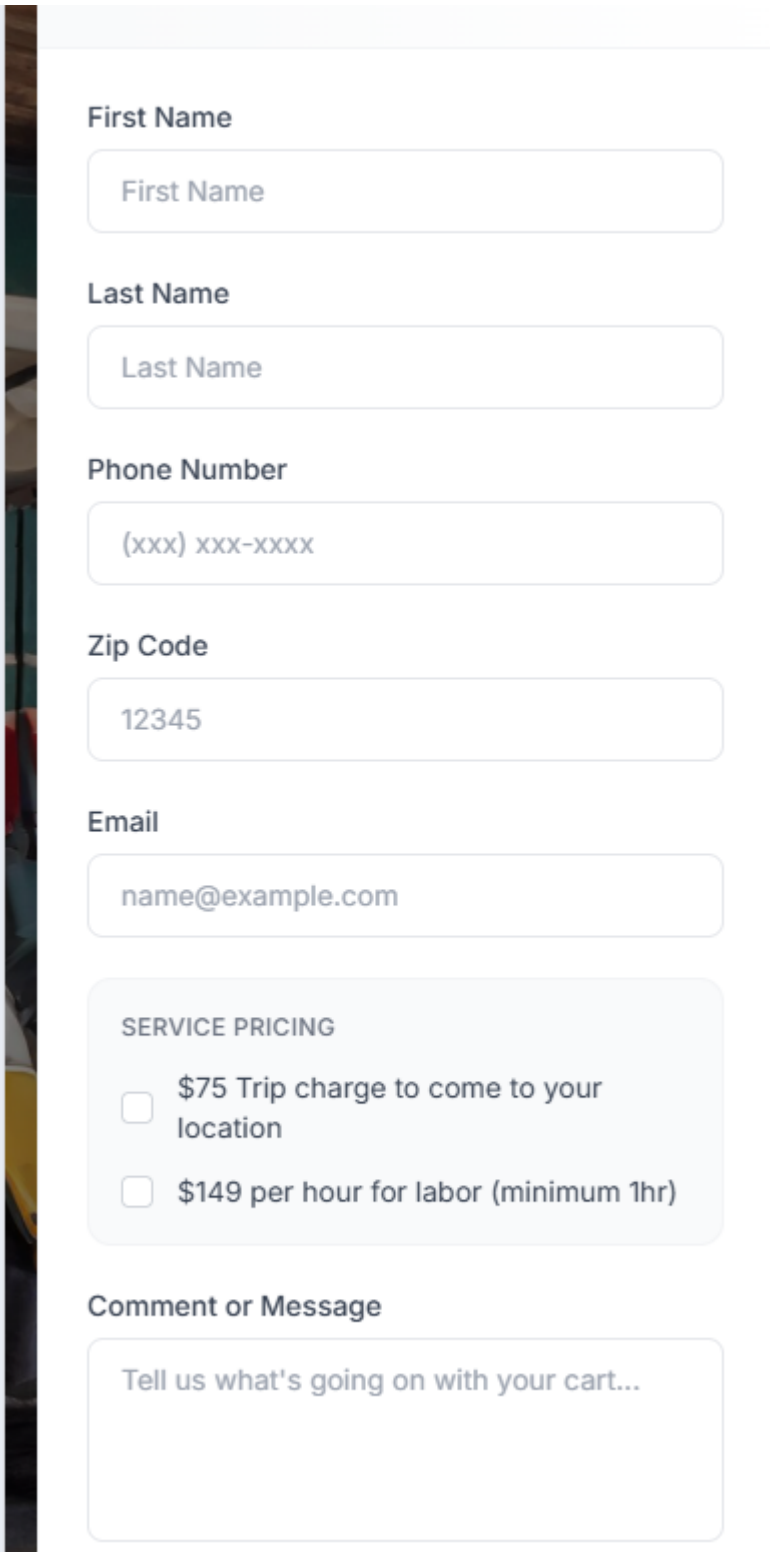


Required fields are not marked in any way

Desktop version



Mobile version



Recommendations

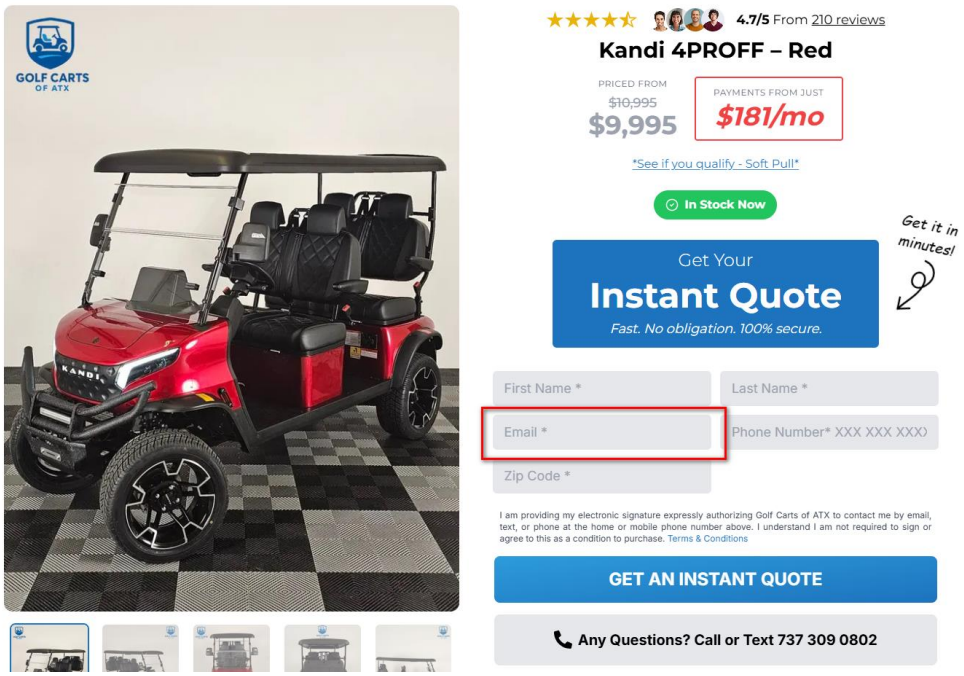
1. **Mark required fields with "*"**
2. **Above the form or below the form, add: "*" - required fields**

Forms to fill out. Information about the data that must be entered in the form field

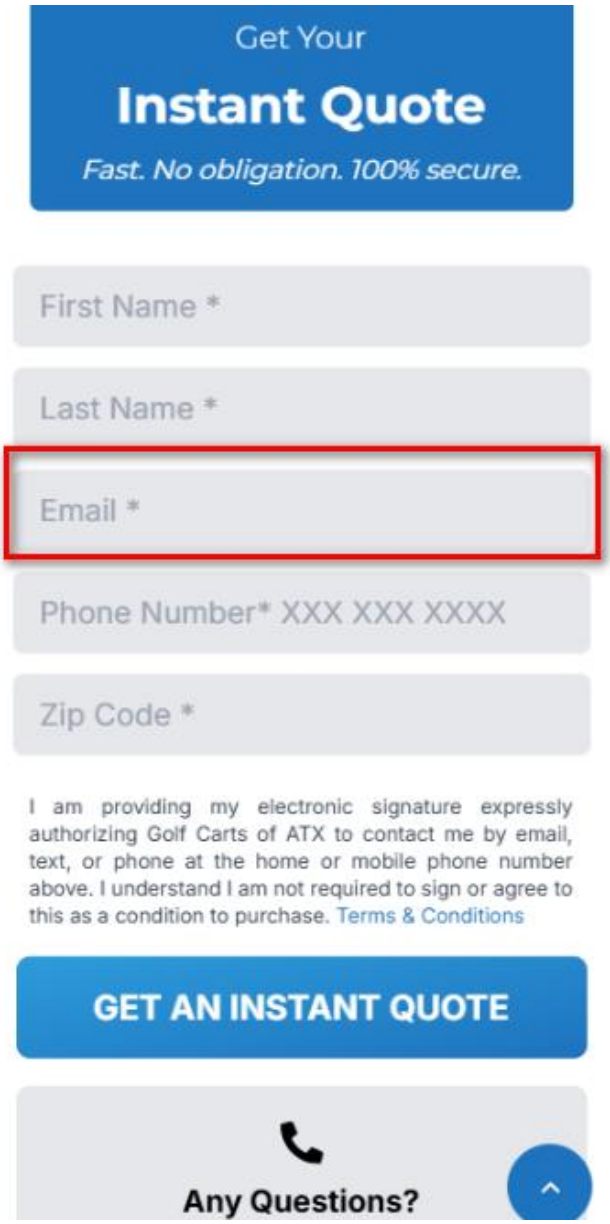
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no information on valid values when filling out the form

Desktop version



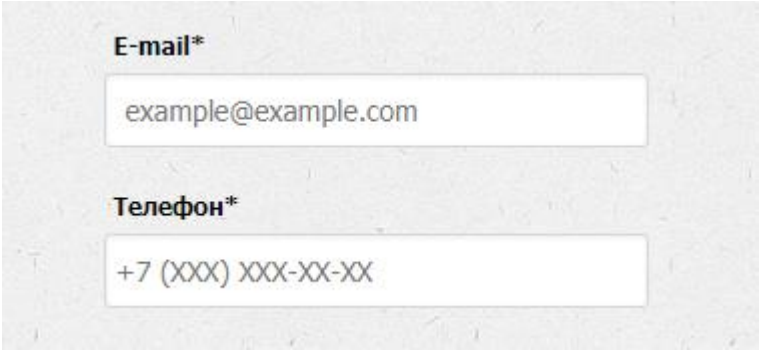
Mobile version



Recommendations

1. **Add an example of correct data entry in the required fields**

For example:

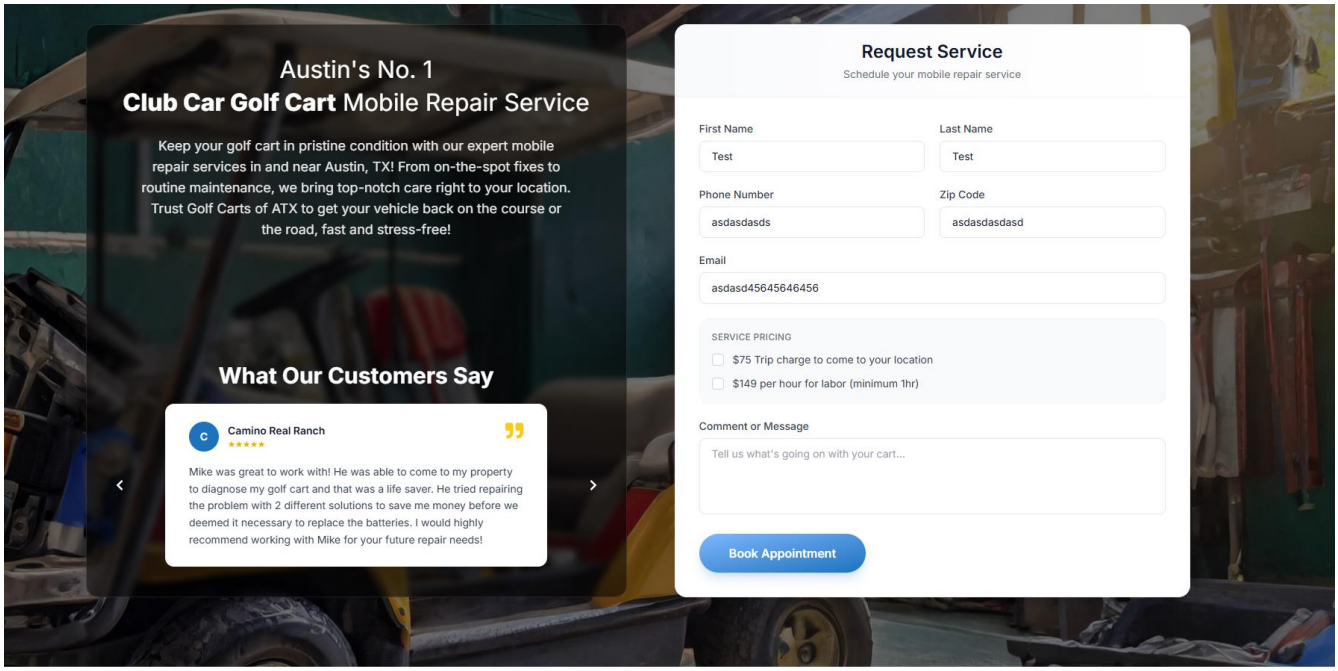


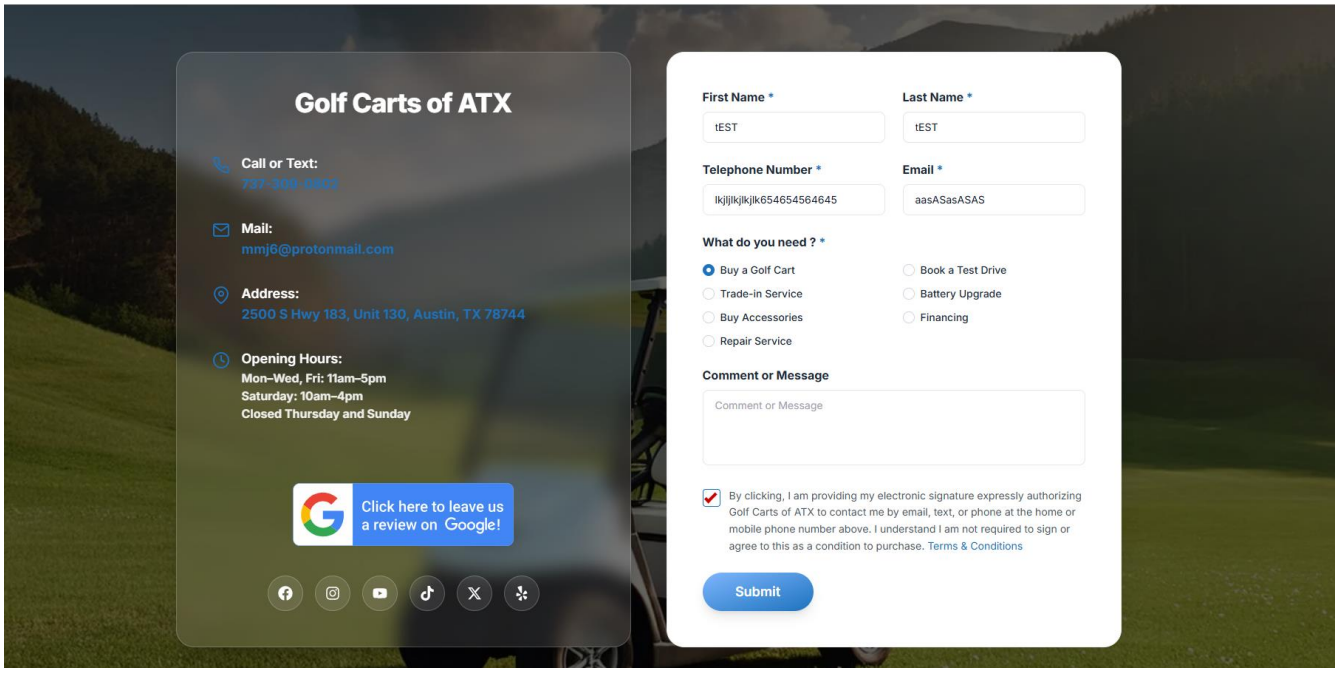
Forms to fill out. Validating form data before submitting it to the server

Conversion elements (CRO) analysis (For desktop and mobile versions)

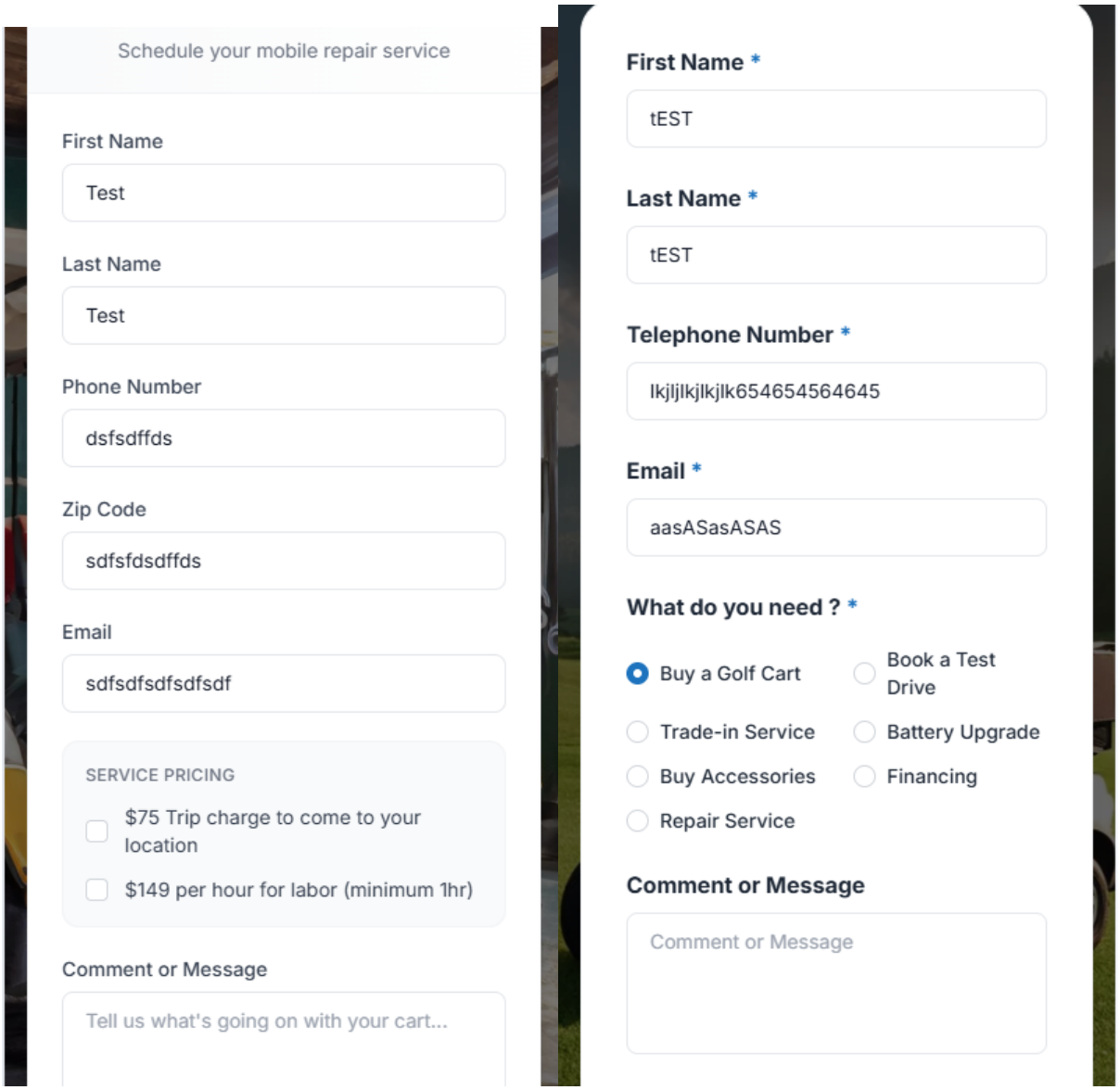
When filling out the form, the field values are checked after sending the data to the server

Desktop version





Mobile version



Recommendations

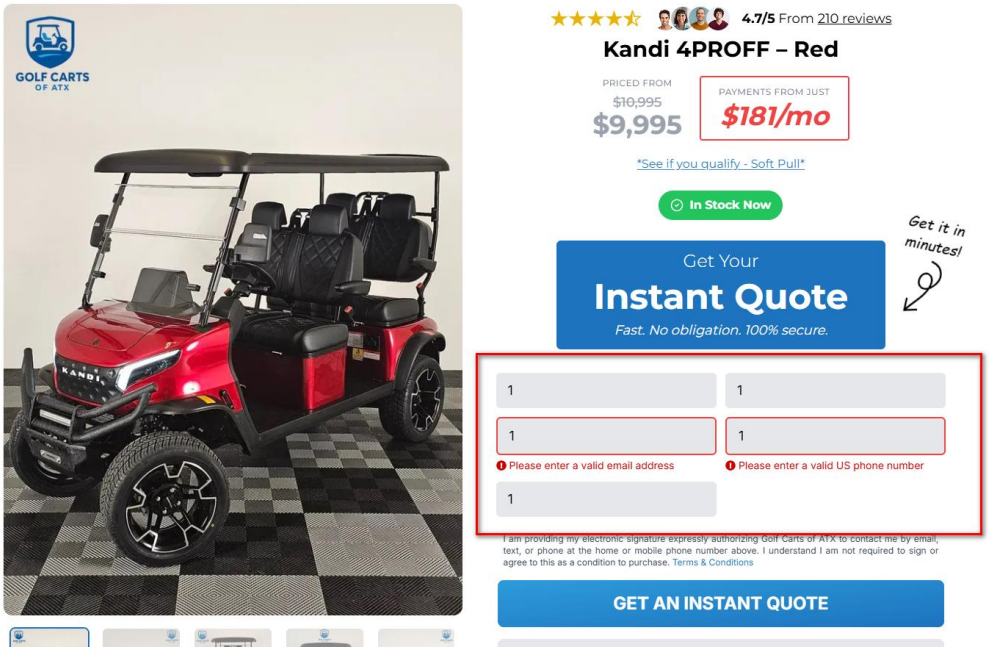
1. **Check all required fields while filling out the form**

Forms to fill out. Form field signature

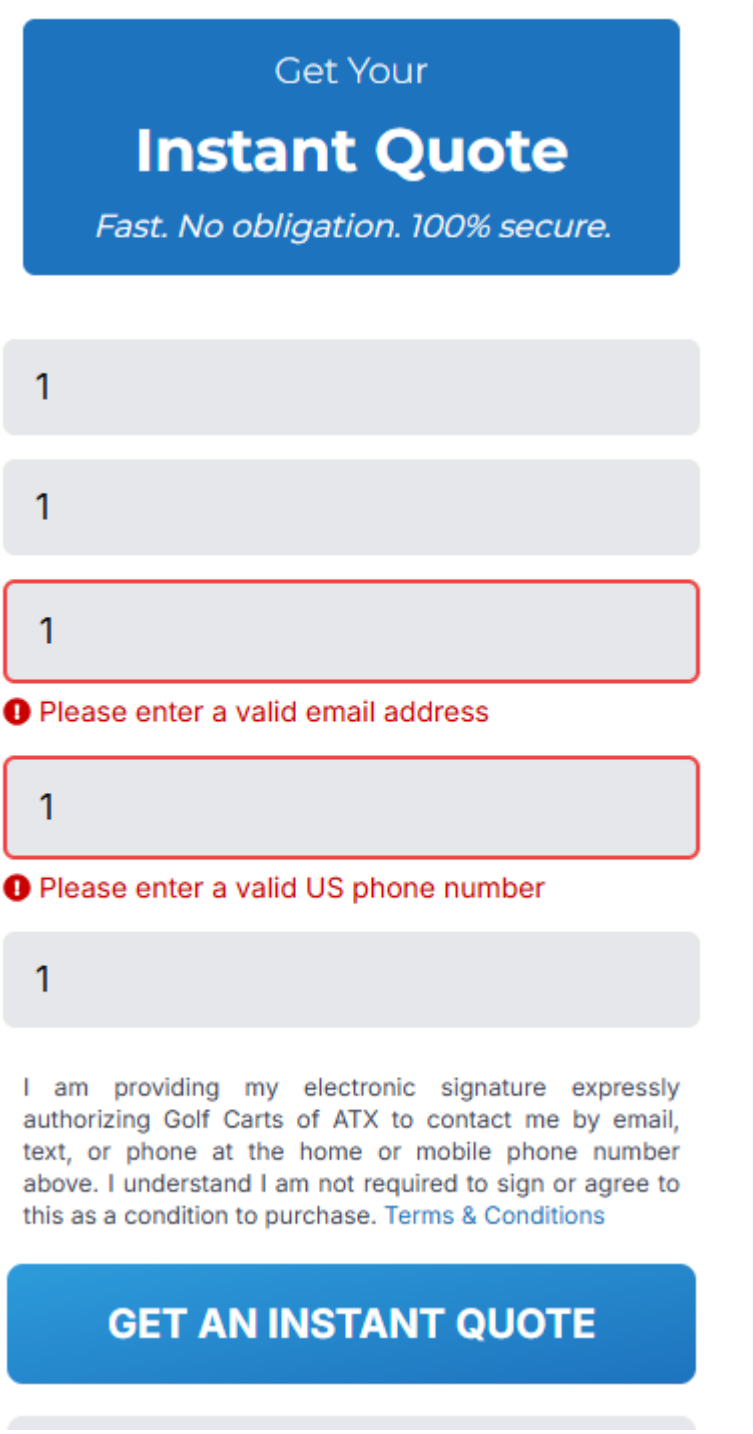
Conversion elements (CRO) analysis (For desktop and mobile versions)

When filling out the form, the text is replaced with the entered data

Desktop version



Mobile version



Recommendations

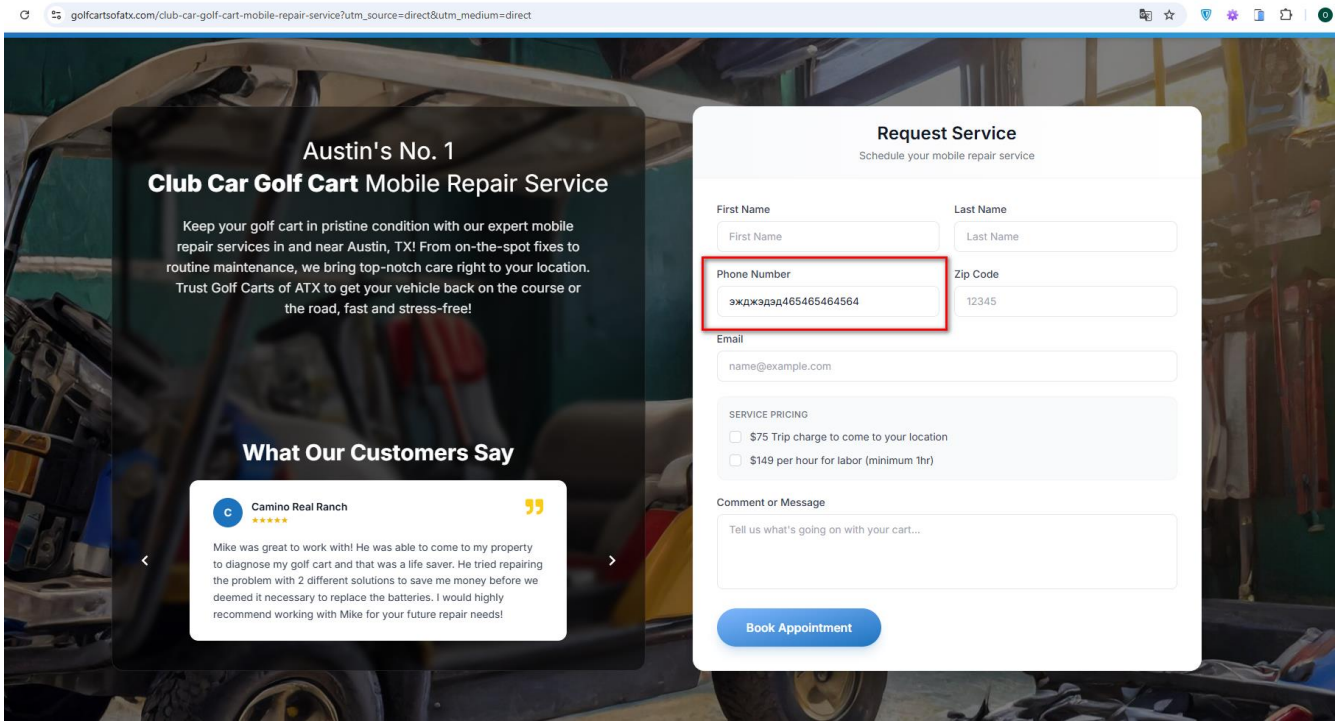
1. **Sign all form fields**
2. **Position signatures outside of form fields**

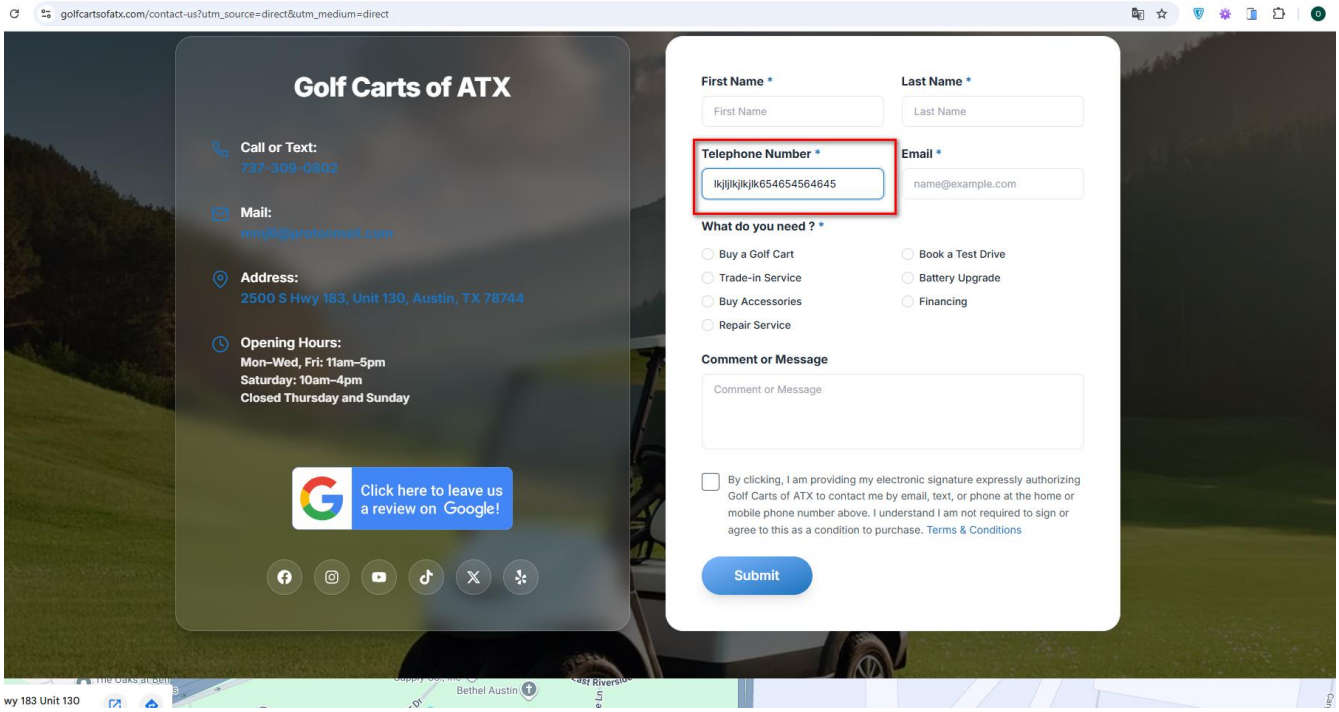
Forms to fill out. Field for entering a phone number

Conversion elements (CRO) analysis (For desktop and mobile versions)

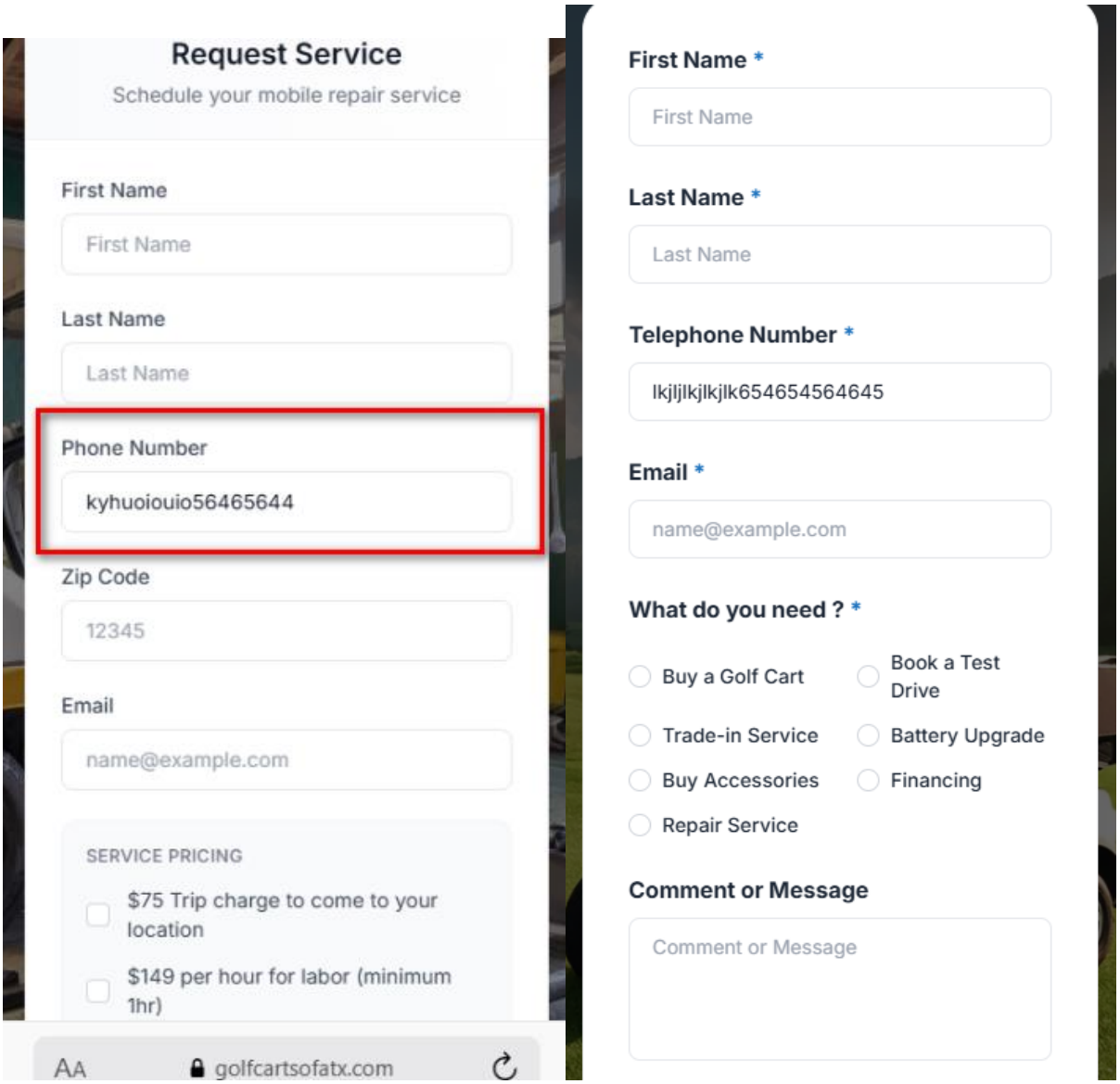
You can enter any value in the phone number input field.

Desktop version





Mobile version



Recommendations

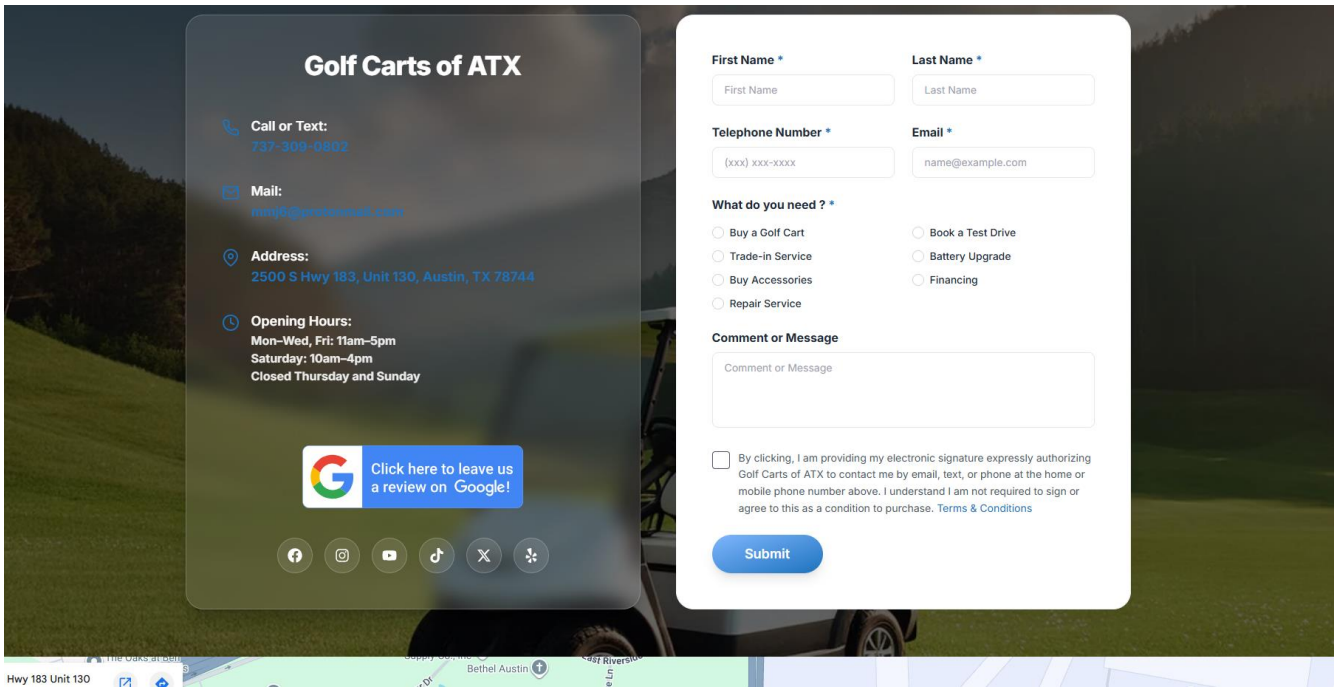
1. **In the field for entering a phone number, add a restriction to enter only numbers in a certain format**

Forms to fill out. Adding attachments

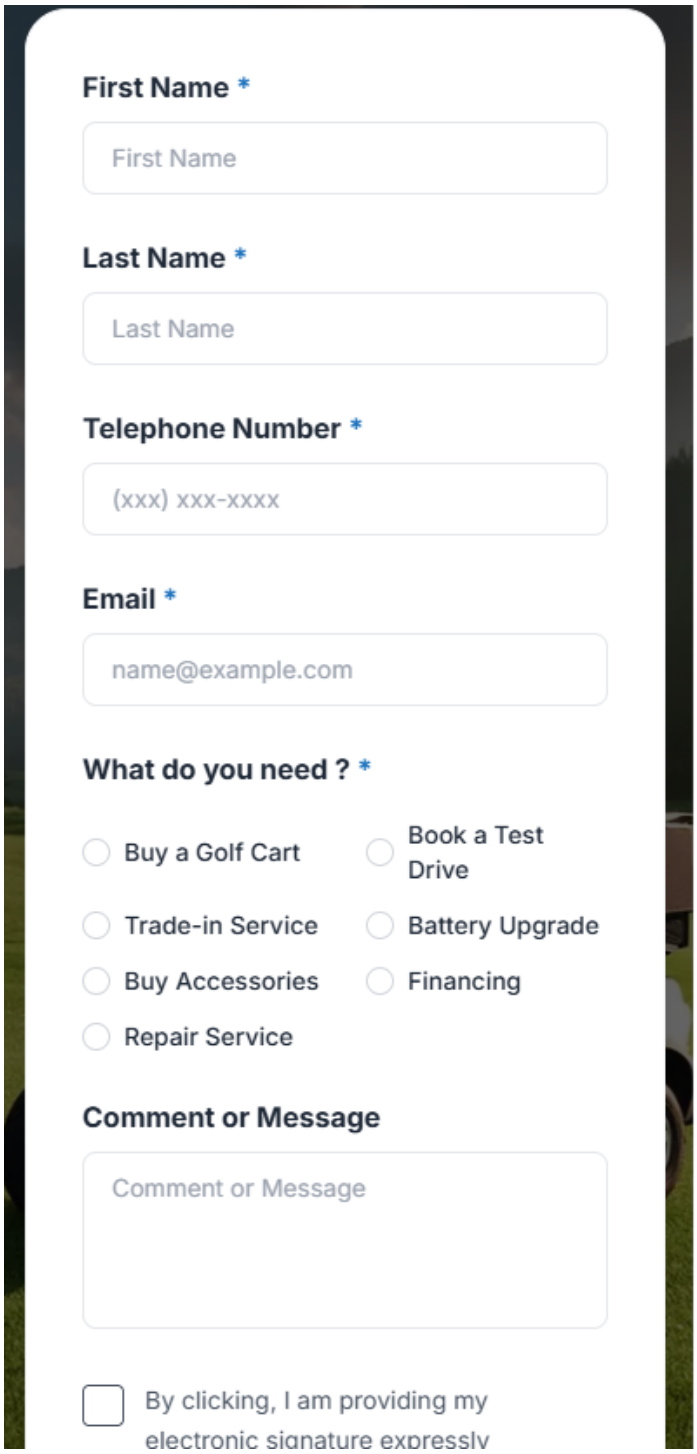
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no element for adding file attachments in the forms to fill out

Desktop version



Mobile version



Recommendations

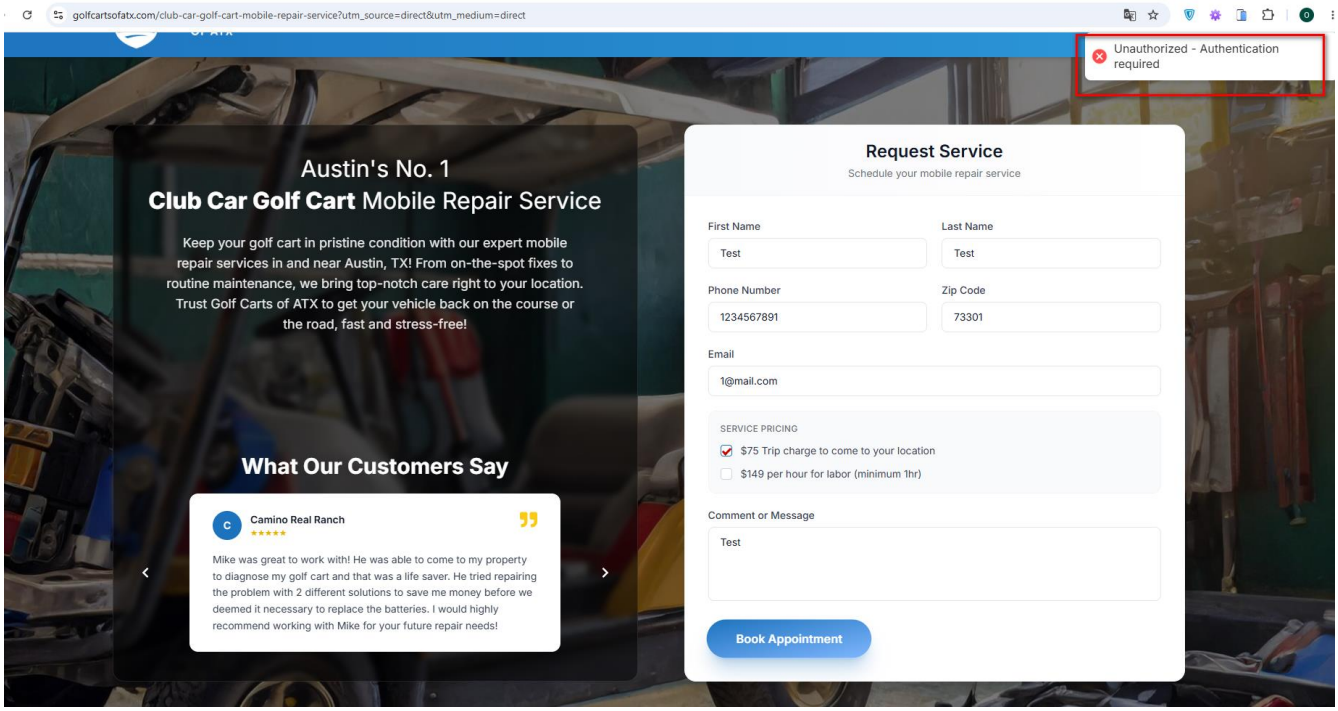
1. **Add an element for adding attached files**
2. **Next to the element for adding attached files, add information about the acceptable format and size**

Forms to fill out. Correctness of work

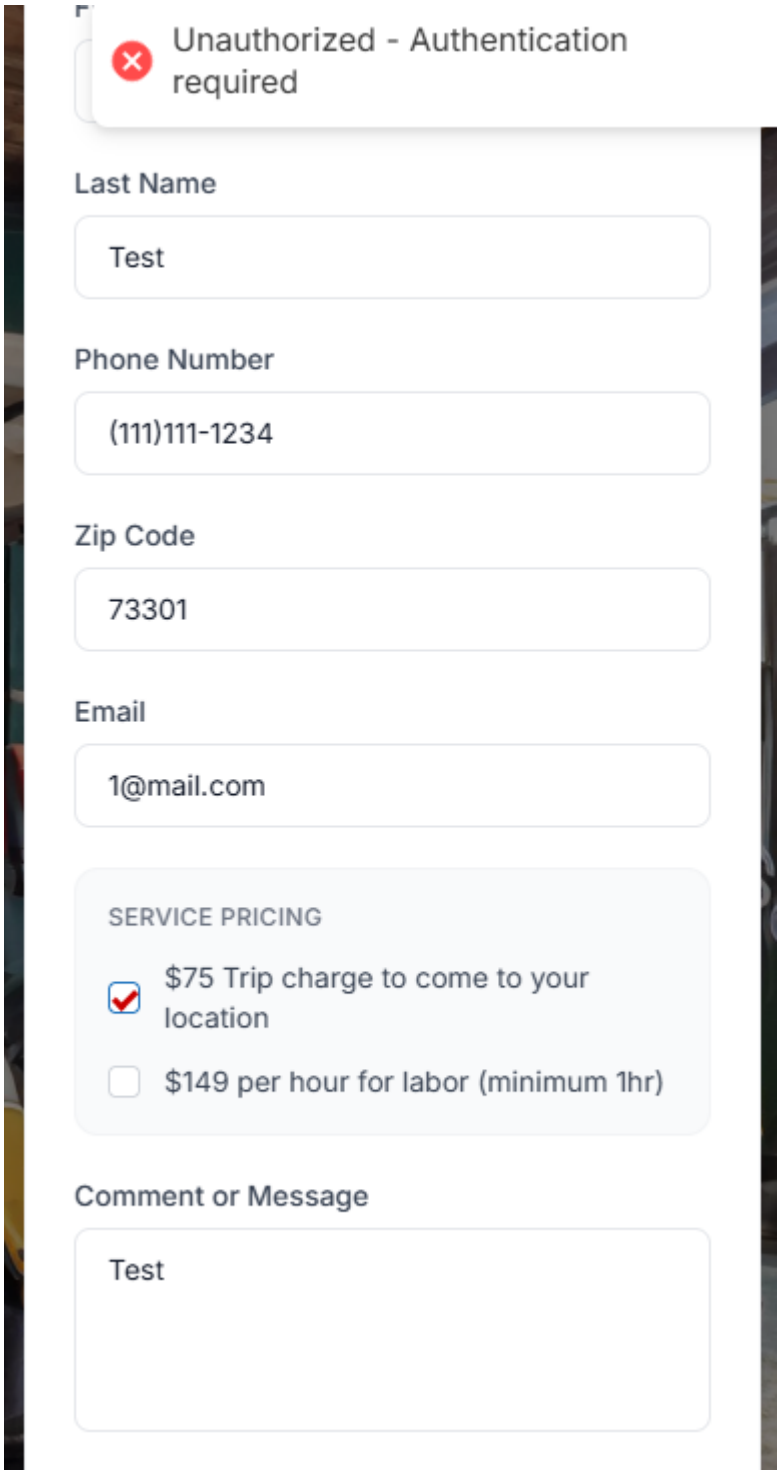
Conversion elements (CRO) analysis (For desktop and mobile versions)

The forms aren't working. After clicking the submit button, an error appears.

Desktop version



Mobile version



Recommendations

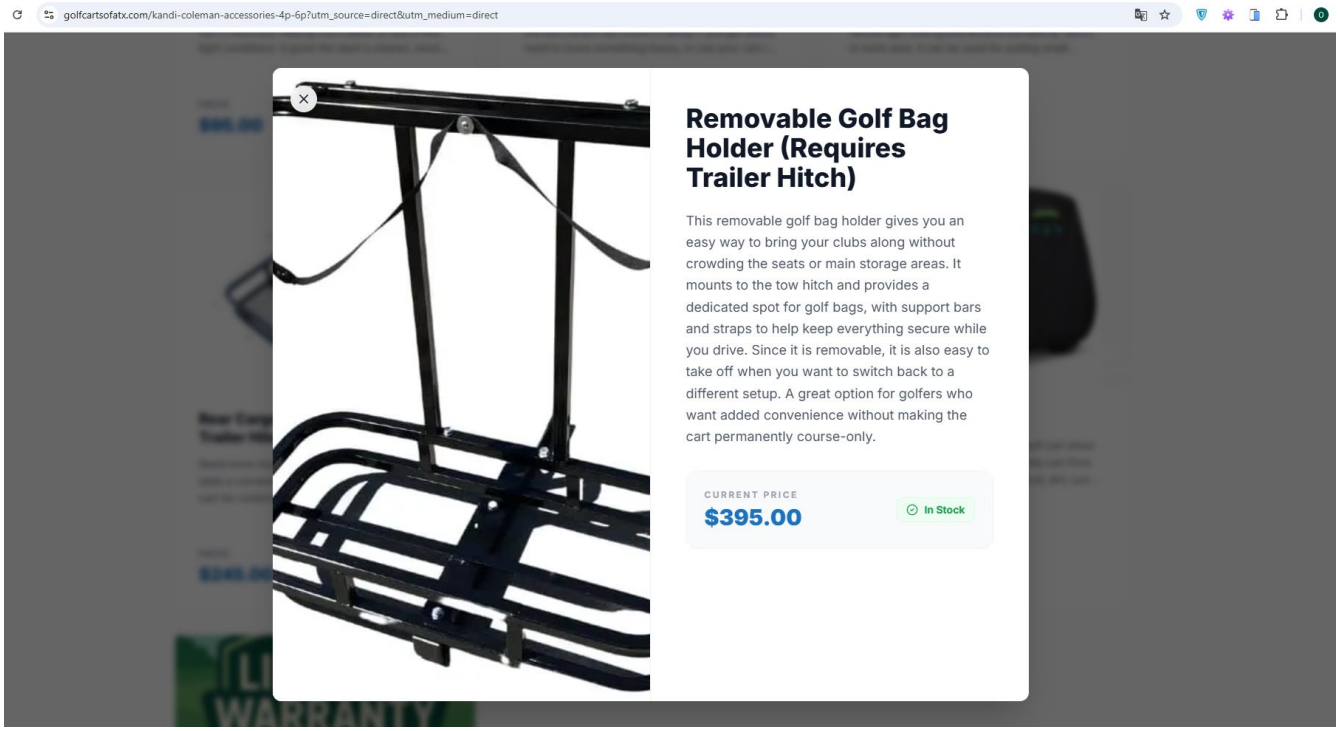
1. **Fix the work of forms**

Accessories pages

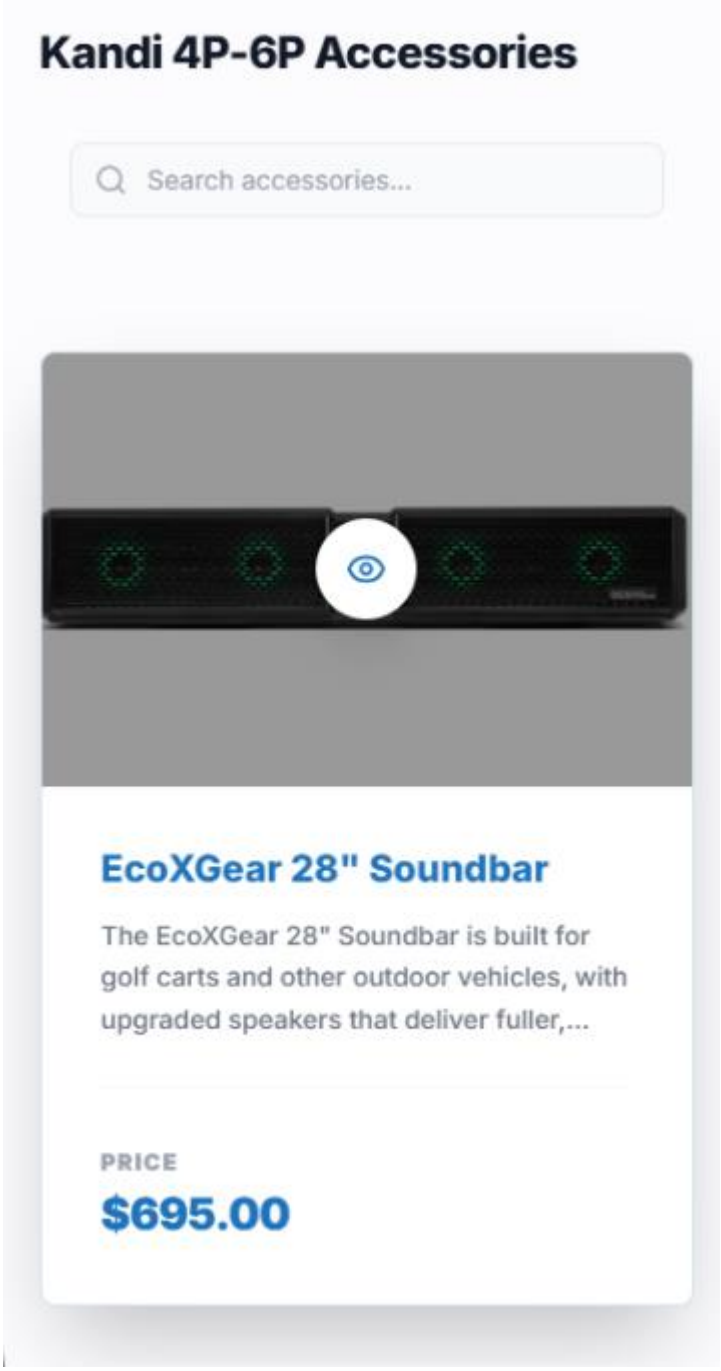
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are no items to order on the product page

Desktop version



Mobile version



Recommendations

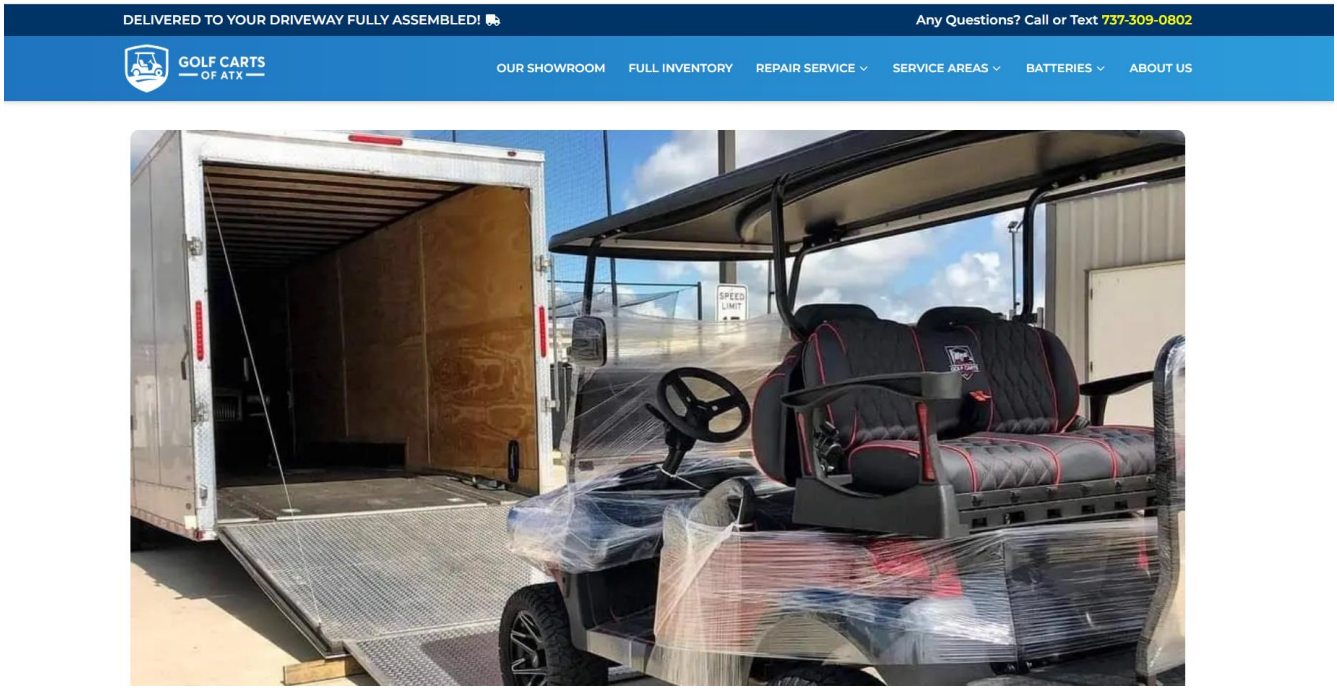
1. **Add items to order the product**

Page «Golf Cart Shipping»

Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no information on the product delivery on the page.

Desktop version



Mobile version







Recommendations

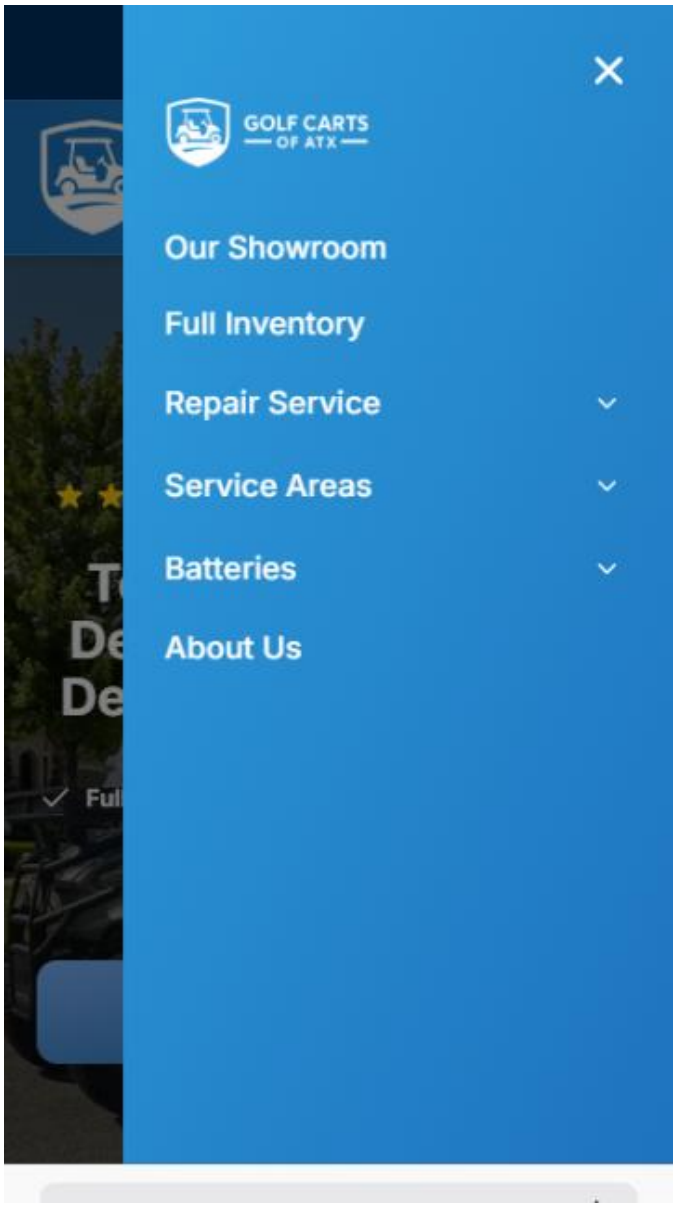
1. **Add shipping information**

Main menu. Contacts

Conversion elements (CRO) analysis (Mobile version only)

There is no contact information in the main menu

Mobile version



Recommendations

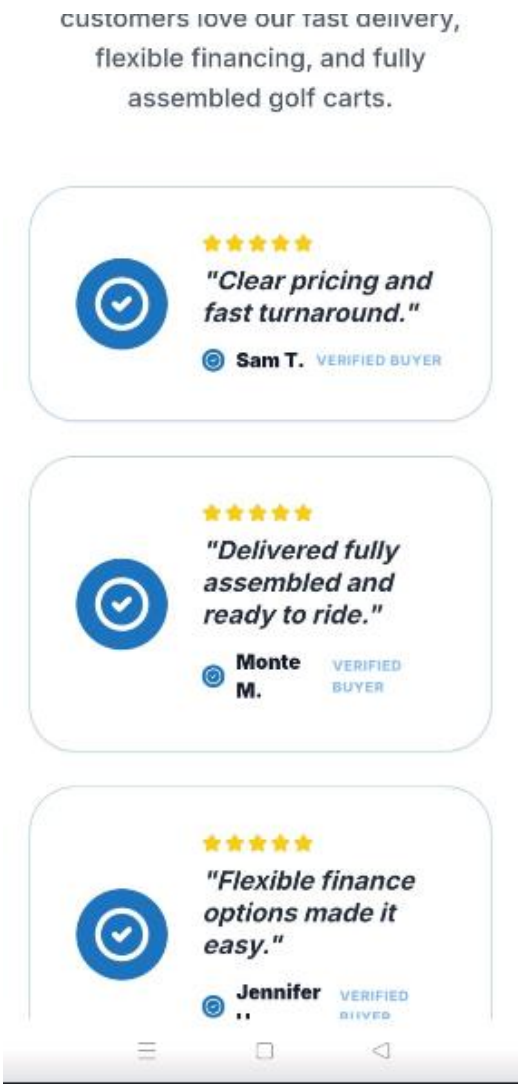
1. **Add contact information to the main menu**

Site header

Conversion elements (CRO) analysis (Mobile version only)

The site header with the main menu (burger) is not displayed when scrolling through pages

Mobile version



Recommendations

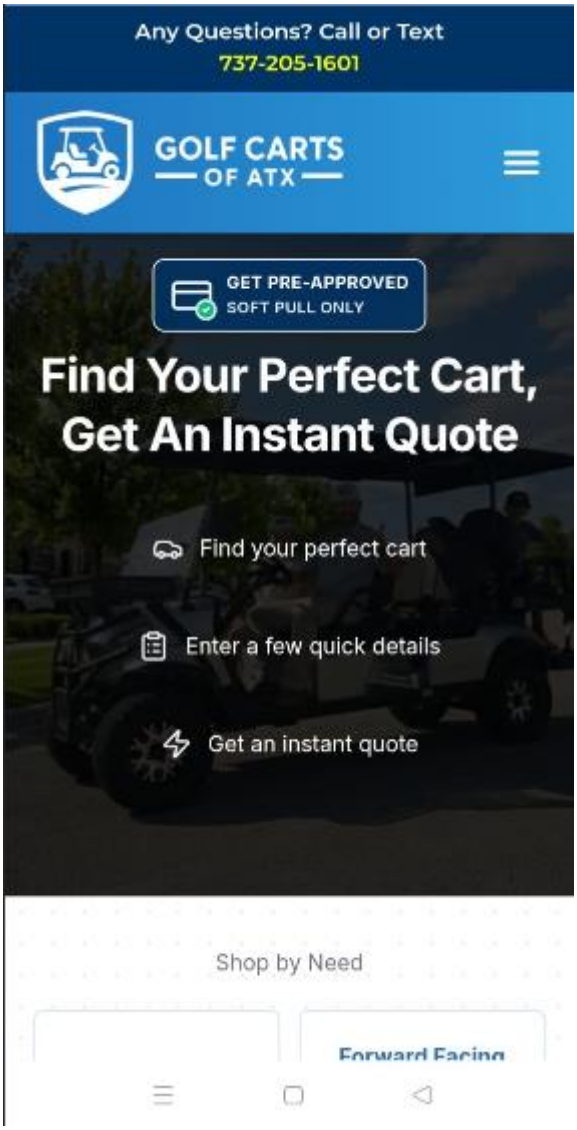
1. **The site header with the main menu should be implemented as a floating element**

Category pages. First screen

Conversion elements (CRO) analysis (Mobile version only)

The block takes up the entire first screen

Mobile version



Recommendations

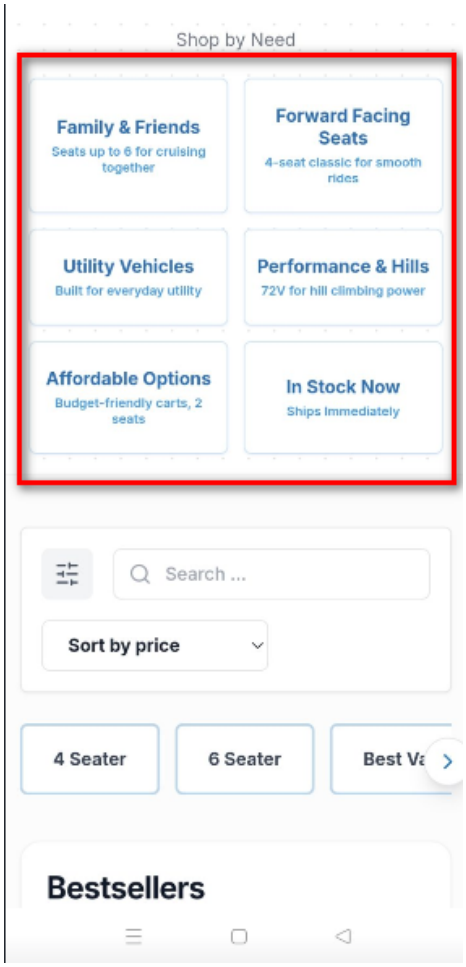
1. **Minimize the size of the first block**

Category pages. Subcategory elements

Conversion elements (CRO) analysis (Mobile version only)

Subcategory elements take up too much space; the user only sees product cards on the third screen

Mobile version



Recommendations

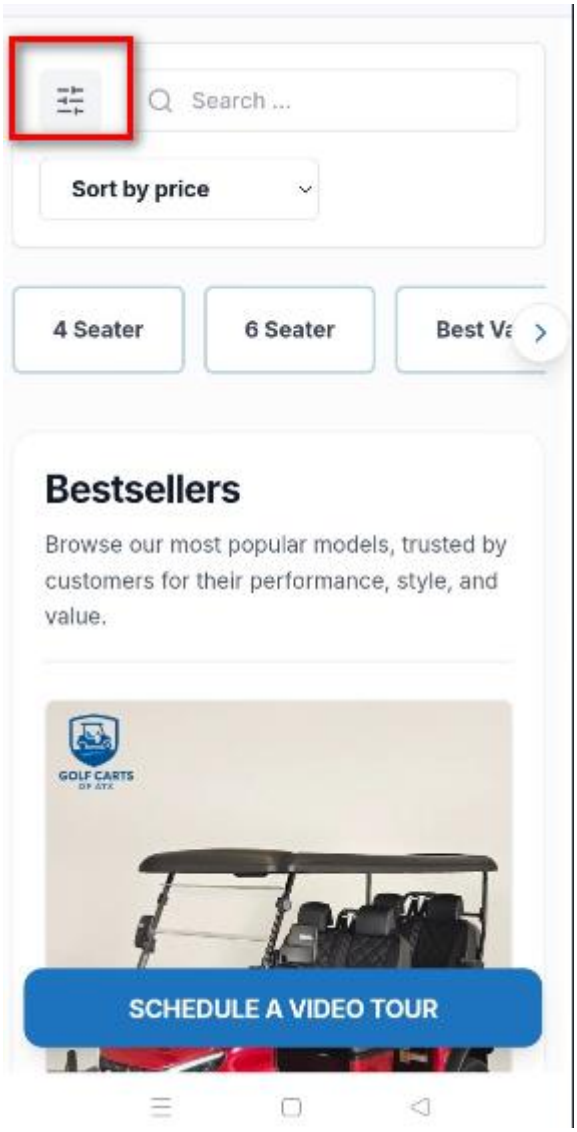
1. **Use a single-line scrollable block**

Category pages. Filters

Conversion elements (CRO) analysis (Mobile version only)

The filter element is invisible

Mobile version



Recommendations

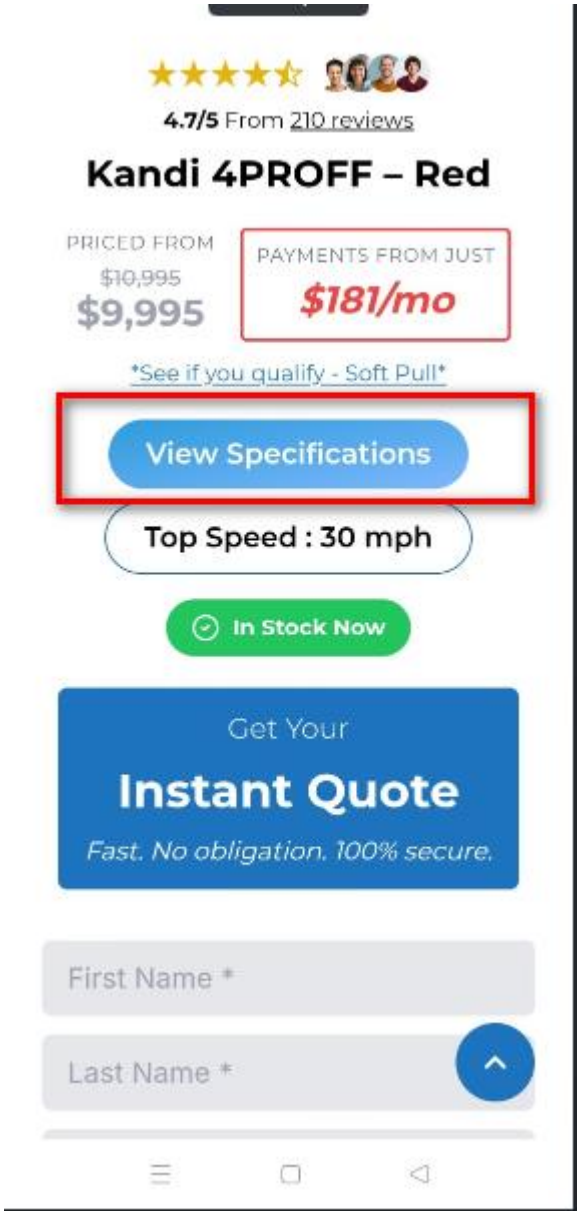
1. **Highlight the element with color or use the "Filters" button**

Product cards. "View Specifications"

Conversion elements (CRO) analysis (Mobile version only)

The "View Specifications" button does not work in the mobile version; it is not possible to view product specifications

Mobile version



Recommendations

1. **Fix the operation of the element**

Internal optimization (on-page) analysis

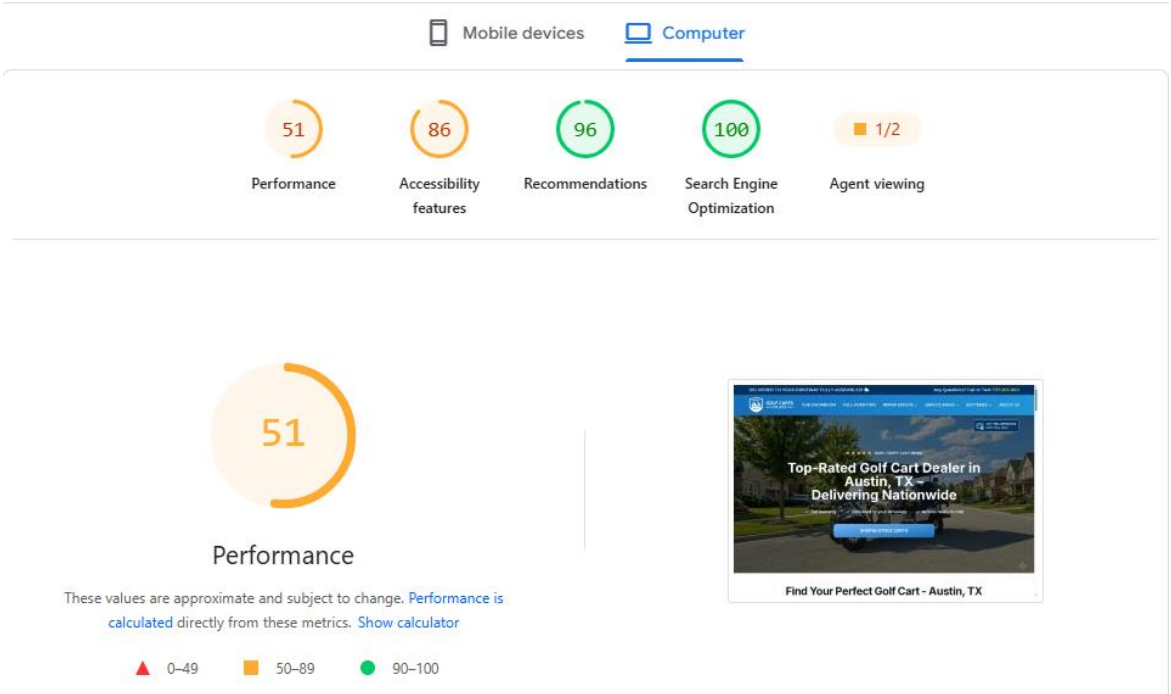


Website home page performance

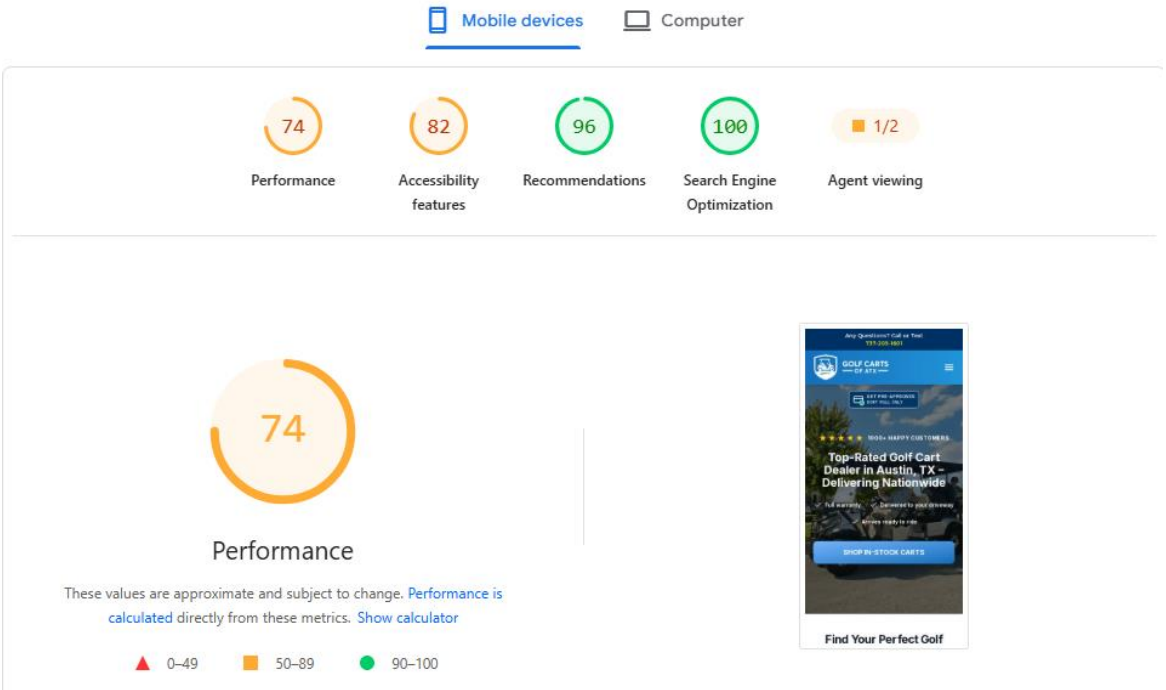
Internal optimization (on-page) analysis

The performance of the home page is below normal, but overall it is normal

Desktop version



Mobile version





Recommendations

1. **Recommendations for the desktop version:**

https://pagespeed.web.dev/analysis/https-www-golfcartsofatx-com/riw5imxwqk?form_factor=desktop

2. **Recommendations for mobile version:**

https://pagespeed.web.dev/analysis/https-www-golfcartsofatx-com/riw5imxwqk?form_factor=mobile



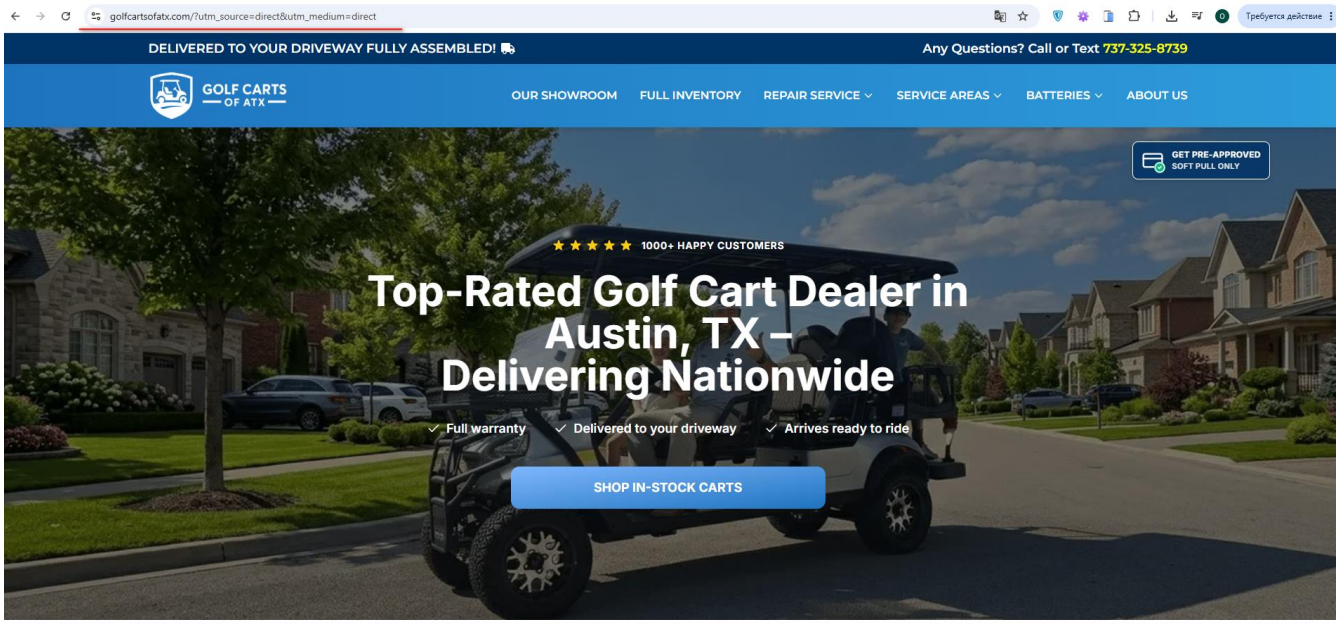
Why is it important

The faster the page responds, the more likely the user is to stay on it. Search robots read the data, analyze it and give the last lines of the search to slow sites. Accordingly, web resources with a quick response receive priority places in the search results, which increases their traffic

URL. Redirect

Internal optimization (on-page) analysis

The site uses URLs of the utm_source type, but the sitemap contains pages without utm_source



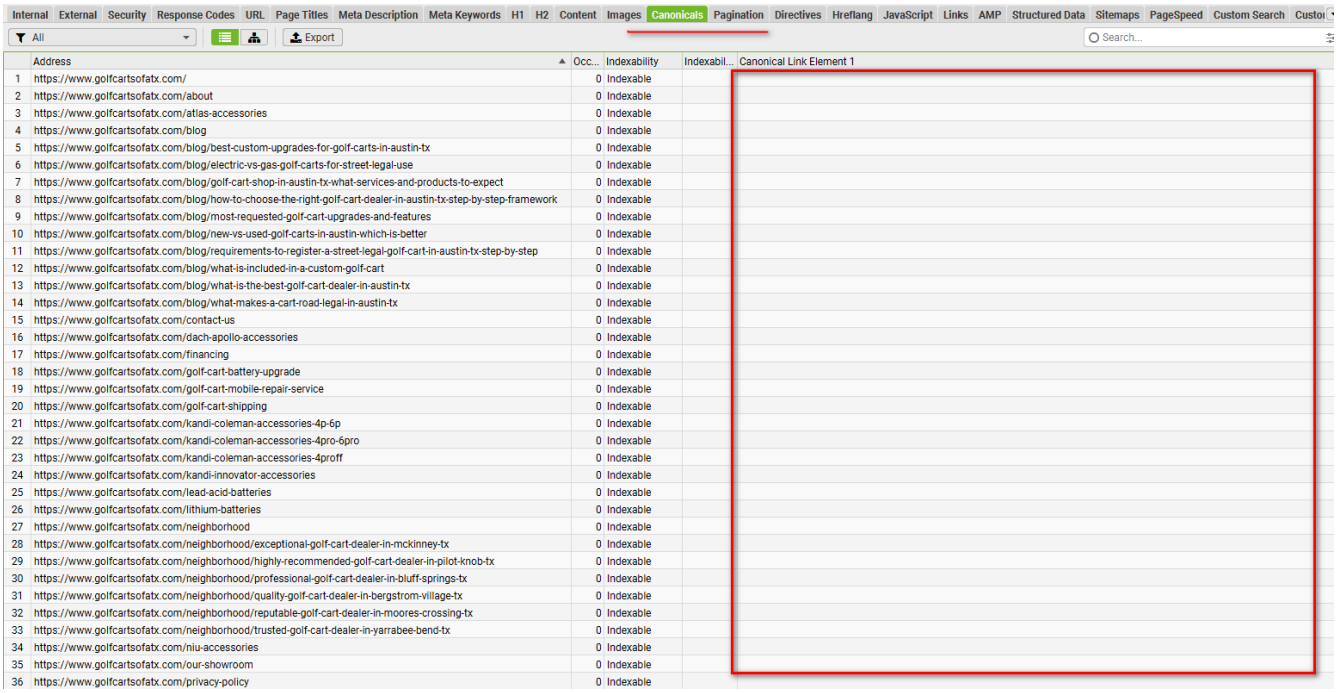
Recommendations

1. **Use URLs without utm_source**
2. **Use URLs with utm_source only for advertising campaigns**
3. **In the robots.txt file, prevent utm_source directives from being indexed**

Analysis of the use of the rel="canonical" attribute

Internal optimization (on-page) analysis

The pages do not use the rel="canonical" attribute

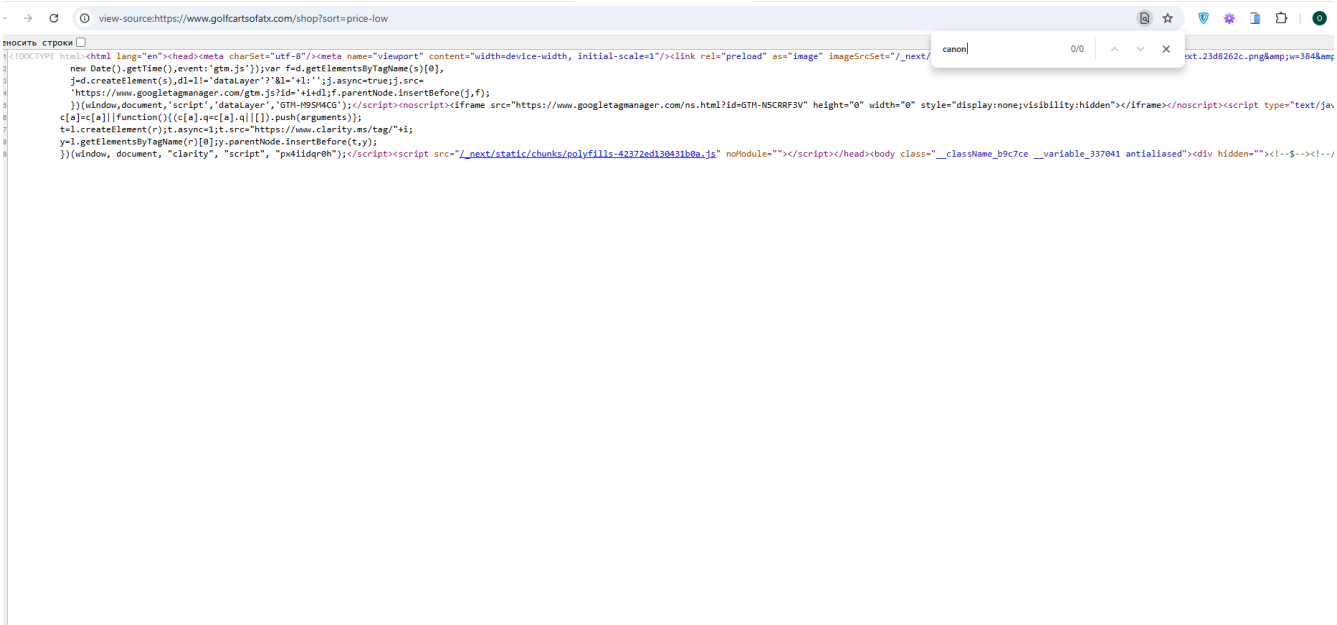


Internal | External | Security | Response Codes | URL | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Content | Images | Canonicals | Pagination | Directives | Hreflang | JavaScript | Links | AMP | Structured Data | Sitemaps | PageSpeed | Custom Search

All | Export | Search...

	Address	Occ...	Indexability	Indexabil...	Canonical Link Element 1
1	https://www.golfcartsofatx.com/	0	Indexable		
2	https://www.golfcartsofatx.com/about	0	Indexable		
3	https://www.golfcartsofatx.com/atlas-accessories	0	Indexable		
4	https://www.golfcartsofatx.com/blog	0	Indexable		
5	https://www.golfcartsofatx.com/blog/best-custom-upgrades-for-golf-carts-in-austin-tx	0	Indexable		
6	https://www.golfcartsofatx.com/blog/electric-vs-gas-golf-carts-for-street-legal-use	0	Indexable		
7	https://www.golfcartsofatx.com/blog/golf-cart-shop-in-austin-tx-what-services-and-products-to-expect	0	Indexable		
8	https://www.golfcartsofatx.com/blog/how-to-choose-the-right-golf-cart-dealer-in-austin-tx-step-by-step-framework	0	Indexable		
9	https://www.golfcartsofatx.com/blog/most-requested-golf-cart-upgrades-and-features	0	Indexable		
10	https://www.golfcartsofatx.com/blog/new-vs-used-golf-carts-in-austin-which-is-better	0	Indexable		
11	https://www.golfcartsofatx.com/blog/requirements-to-register-a-street-legal-golf-cart-in-austin-tx-step-by-step	0	Indexable		
12	https://www.golfcartsofatx.com/blog/what-is-included-in-a-custom-golf-cart	0	Indexable		
13	https://www.golfcartsofatx.com/blog/what-is-the-best-golf-cart-dealer-in-austin-tx	0	Indexable		
14	https://www.golfcartsofatx.com/blog/what-makes-a-cart-road-legal-in-austin-tx	0	Indexable		
15	https://www.golfcartsofatx.com/contact-us	0	Indexable		
16	https://www.golfcartsofatx.com/dach-apollo-accessories	0	Indexable		
17	https://www.golfcartsofatx.com/financing	0	Indexable		
18	https://www.golfcartsofatx.com/golf-cart-battery-upgrade	0	Indexable		
19	https://www.golfcartsofatx.com/golf-cart-mobile-repair-service	0	Indexable		
20	https://www.golfcartsofatx.com/golf-cart-shipping	0	Indexable		
21	https://www.golfcartsofatx.com/kandi-coleman-accessories-4p-6p	0	Indexable		
22	https://www.golfcartsofatx.com/kandi-coleman-accessories-4pro-6pro	0	Indexable		
23	https://www.golfcartsofatx.com/kandi-coleman-accessories-4proff	0	Indexable		
24	https://www.golfcartsofatx.com/kandi-innovator-accessories	0	Indexable		
25	https://www.golfcartsofatx.com/lead-acid-batteries	0	Indexable		
26	https://www.golfcartsofatx.com/lithium-batteries	0	Indexable		
27	https://www.golfcartsofatx.com/neighborhood	0	Indexable		
28	https://www.golfcartsofatx.com/neighborhood/exceptional-golf-cart-dealer-in-mckinney-tx	0	Indexable		
29	https://www.golfcartsofatx.com/neighborhood/highly-recommended-golf-cart-dealer-in-pilot-knob-tx	0	Indexable		
30	https://www.golfcartsofatx.com/neighborhood/professional-golf-cart-dealer-in-bluff-springs-tx	0	Indexable		
31	https://www.golfcartsofatx.com/neighborhood/quality-golf-cart-dealer-in-bergstrom-village-tx	0	Indexable		
32	https://www.golfcartsofatx.com/neighborhood/reputable-golf-cart-dealer-in-moores-crossing-tx	0	Indexable		
33	https://www.golfcartsofatx.com/neighborhood/trusted-golf-cart-dealer-in-yarrabee-bend-tx	0	Indexable		
34	https://www.golfcartsofatx.com/niu-accessories	0	Indexable		
35	https://www.golfcartsofatx.com/our-showroom	0	Indexable		
36	https://www.golfcartsofatx.com/privacy-policy	0	Indexable		

On pages of sorting, filters, etc. the attribute rel="canonical" is not used



view-source:https://www.golfcartsofatx.com/shop?sort=price-low

canon 0/0

```
<!DOCTYPE html><html lang="en"><head><meta charSet="utf-8"/><meta name="viewport" content="width=device-width, initial-scale=1"/><link rel="preload" as="image" imageSrcSet="/_next/
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-MPSM4CG');</script><noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-N5CRRF3V" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript><script type="text/ja
c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
})(window, document, "clarity", "script", "px4iidqr0h");</script><script src="/_next/static/chunks/polyfills-42372ed130431b0a.js" noModule=""></script></head><body class="__className_b9c7ce __variable_337041 antialiased"><div hidden=""><!--$--><!--/
```

Pagination pages do not use the rel="canonical" attribute



Recommendations

1. **Add rel="canonical" attribute to sorting and filtering pages**
2. **Add rel="canonical" attribute to pagination pages**
3. **Use the rel="canonical" attribute to specify the main page of the category/section as the canonical page**
4. **Add the rel="canonical" attribute to static pages, which specifies a link to itself.**

Why is it important

The rel="canonical" attribute eliminates duplicates by "gluing" pages that copy each other together, thus improving the site's ranking. But unlike the 301 redirect (Moved Permanently), which redirects users to the desired page, the rel="canonical" attribute is intended only for robots. It does not affect users' interaction with the site in any way.

Expires header

Internal optimization (on-page) analysis



Expires headers are missing

```
HTTP/1.1 200 OK
Age: 0
Cache-Control: private, no-cache, no-store, max-age=0, must-revalidate
Content-Encoding: gzip
Content-Type: text/html; charset=utf-8
Date: Sat, 11 Jul 2026 05:56:02 GMT
Link: ; rel=preload; as="font"; crossorigin=""; type="font/woff2", ; rel=preload; as="font"; crossorigin=""; type="font/woff2", ; rel=preload; as="style", ;
Server: Vercel
Strict-Transport-Security: max-age=63072000
Vary: rsc, next-router-state-tree, next-router-prefetch, next-router-segment-prefetch
X-Matched-Path: /shop
X-Powered-By: Next.js
X-Vercel-Cache: MISS
X-Vercel-Id: iad1::iad1::cbdlx-1783749361837-9927cb505b6a
Transfer-Encoding: chunked
```



Recommendations

1. **Set dates in header:**
    - **For the home page, the date must differ from the current date by no more than 5 days**
    - **For sections/categories, the date must differ from the current date by no more than 2 weeks**
    - **For products, the date must differ from the current date by no more than 1 month**
    - **For services, the date must differ from the current date by no more than 1 month**
    - **For articles, the date must differ from the current date by no more than 1 month**



Why is it important

By the date in the Expires header, search robots can understand when they need to visit the page and check how much it has updated. This will allow you not to waste time search robots crawling pages on which nothing has changed and focus their attention on the updated sections and pages

Last-Modified Header

Internal optimization (on-page) analysis

Last-Modified header is missing

```
Address: https://www.golfcartsofatx.com/blog/most-requested-golf-cart-upgrades-and-features?utm_source=direct&utm_medium=direct

Check date: 11.07.2026 08:54:24 MSK

-------------------------------------

Server response: HTTP/2 200 OK

Last-Modified: not found

>
```

⚠ The server is configured incorrectly. The "Last-Modified" header was not found!

Recommendations

1. **Set dates in header:**
   - **For the home page, the period is no more than 5 days before the current date**
   - **For sections/categories, the period is no more than 2 weeks before the current date**
   - **For goods, the period is no more than 30 days before the current date**
   - **For services, the period is no more than 30 days before the current date**
   - **For articles, the period is no more than 30 days before the current date**

Why is it important

Last-Modified data indicates the date when the content of the web page was last modified.

There are various programs and scripts that allow you to change this information automatically. The correct Last-Modified header content will help search engine crawlers select important pages to index

The Robots.txt file

Internal optimization (on-page) analysis

Robots.txt file is missing





Correct content of robots.txt file:

User-agent: *
Disallow: /admin
Disallow: *?availability=
Disallow: *?type=
Disallow: *?q=
Disallow: *?utm_source=
Disallow: *?sort=

User-agent: Googlebot
Disallow: /admin
Disallow: *?availability=
Disallow: *?type=
Disallow: *?q=
Disallow: *?utm_source=
Disallow: *?sort=

Sitemap: https://www.golfcartsofatx.com/sitemap.xml



Recommendations

1. **Create a robots.txt file**
2. **Place the file in the root folder on the server**
3. **Fill the file with the contents specified above**
4. **On sorting and filtering pages the rel= canonical attribute is used, but it is recommended to use the contents of the robots.txt file specified above**



Why is it important

The robots exclusion standard, also known as the robots exclusion protocol or simply robots.txt, is a standard used by websites to communicate with web crawlers and other web robots. The standard specifies how to inform the web robot about which areas of the website should not be processed or scanned

Broken links

Internal optimization (on-page) analysis

The site has links that point to non-existent or deleted pages

Location	Broken link	Status Code
https://www.golfcartsofatx.com/	https://www.golfcartsofatx.com/contact	404
https://www.golfcartsofatx.com/contact-us	https://www.golfcartsofatx.com/terms	404

Recommendations

1. **Remove or edit broken links**

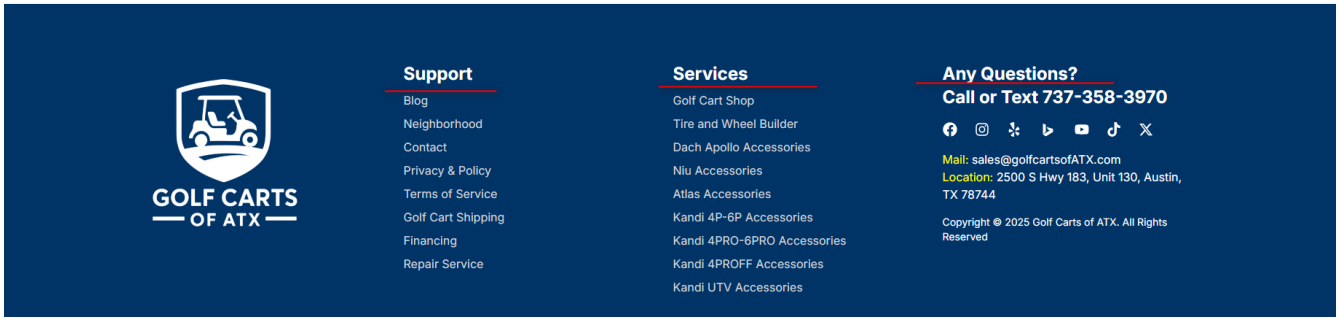
Why is it important

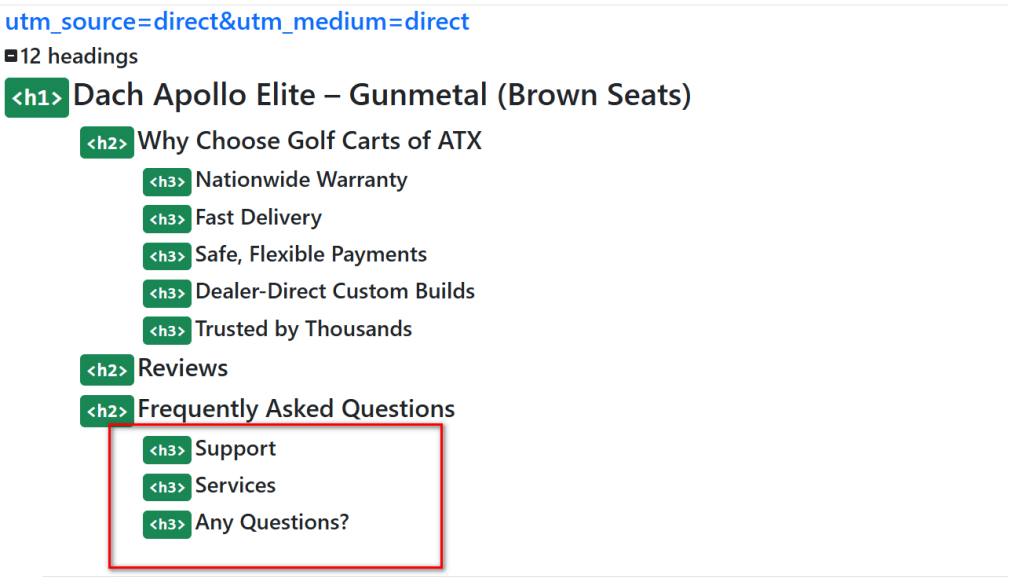
Broken links - links that lead to non-existent or deleted pages. Broken links impair navigation and make it difficult for search engine robots to index your site. It is recommended to timely remove or edit any broken links

Framing identical elements with heading tags h1, h2, h3, h4

Internal optimization (on-page) analysis

On the site, in the h3 tags, there are headings for menu items or technical elements that are the same on all pages





Recommendations

1. **Remove the headings h3 from through elements**

Why is it important

Using headings (h1, h2, h3, h4) on the page, you can highlight keywords for search engines. But the number of these headers must be monitored. Recommended number of headings: h1 = 1; h2 = 3; h3 = 5; h4 = 7 (for text of 5000 characters). The less text on the page, the fewer headings should be.

Schema.org markup

Internal optimization (on-page) analysis

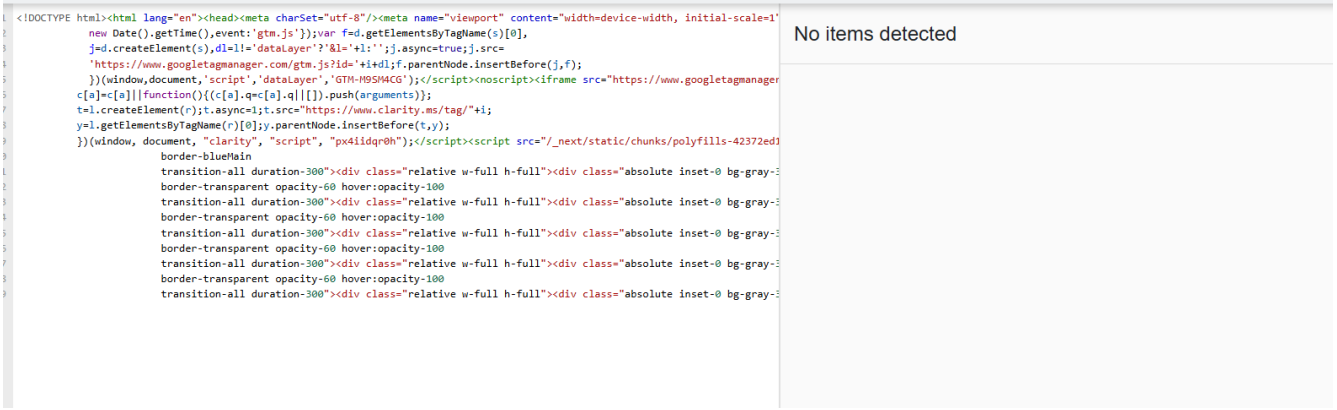
Schema.org markup not found on contact page (Organization)

https://www.golfcartsofatx.com/contact-us?utm_source=direct&utm_medium=direct



Schema.org markup not found on product pages (Product)

https://www.golfcartsofatx.com/product/dach-apollo-gunmetal-brown?utm_source=direct&utm_medium=direct



Schema.org markup not found on article pages (Article)

https://www.golfcartsofatx.com/blog/most-requested-golf-cart-upgrades-and-features?utm_source=direct&utm_medium=direct



Recommendations

1. **Add Schema.org markup to the contact page (Organization)**
2. **Add Schema.org markup to product pages (Product)**
3. **Add Schema.org markup to article pages (Article)**
4. **Fix errors in Schema.org markup**

Why is it important

Microformats allow search engines to better identify content on site pages, turning it into structured blocks of information. They are used to highlight certain types of content. The number of microformat types for different types of content is constantly increasing. Therefore, it is recommended to use all possible microformats for your site.

Meta-tag "TITLE"

Internal optimization (on-page) analysis



Some meta tags title on your site are too long

https://www.golfcartsofatx.com/blog/how-to-choose-the-right-golf-cart-dealer-in-austin-tx-step-by-step-framework

https://www.golfcartsofatx.com/blog/requirements-to-register-a-street-legal-golf-cart-in-austin-tx-step-by-step

The site has too short meta tags title

For example:

https://www.golfcartsofatx.com/niu-accessories

https://www.golfcartsofatx.com/product/kandi-4p-blue

https://www.golfcartsofatx.com/product/kandi-6pro-red

https://www.golfcartsofatx.com/atlas-accessories

https://www.golfcartsofatx.com/product/kandi-4p-silver

https://www.golfcartsofatx.com/product/kandi-6pro-grey

https://www.golfcartsofatx.com/golf-cart-shipping

https://www.golfcartsofatx.com/product/solana-xa-6p-red

https://www.golfcartsofatx.com/product/solana-xa-4p-red

https://www.golfcartsofatx.com/product/kandi-4proff-red

https://www.golfcartsofatx.com/our-showroom

The complete list is in the additional file "Short titles"

Meta-tags Title on your site are duplicated

https://www.golfcartsofatx.com/contact-us

https://www.golfcartsofatx.com/privacy-policy

https://www.golfcartsofatx.com/financing

https://www.golfcartsofatx.com/shop

https://www.golfcartsofatx.com/golf-cart-battery-upgrade

https://www.golfcartsofatx.com/about

https://www.golfcartsofatx.com/terms-of-service

https://www.golfcartsofatx.com/golf-cart-mobile-repair-service

https://www.golfcartsofatx.com/lithium-batteries

https://www.golfcartsofatx.com/lead-acid-batteries

Meta tags Title are missing on pages

https://www.golfcartsofatx.com/product/dach-apollo-matte-black-black
https://www.golfcartsofatx.com/product/dach-falcon-blue
https://www.golfcartsofatx.com/product/dach-apollo-gunmetal-black
https://www.golfcartsofatx.com/product/niu-red
https://www.golfcartsofatx.com/product/kandi-cowboy-e10k-green
https://www.golfcartsofatx.com/product/kandi-4proff-white
https://www.golfcartsofatx.com/product/kandi-4p-white
https://www.golfcartsofatx.com/product/kandi-2pro-shadow-grey
https://www.golfcartsofatx.com/product/kandi-cowboy-e10k-matte-black
https://www.golfcartsofatx.com/product/kandi-4p-red
https://www.golfcartsofatx.com/product/dach-apollo-gunmetal-walnut
https://www.golfcartsofatx.com/product/kandi-4pro-ff-black
https://www.golfcartsofatx.com/product/dach-apollo-white-walnut
https://www.golfcartsofatx.com/product/campus-e1-white
https://www.golfcartsofatx.com/product/kandi-innovator-e10k-matte-black
https://www.golfcartsofatx.com/product/dach-apollo-red-beige
https://www.golfcartsofatx.com/product/solana-xa-6p-white
https://www.golfcartsofatx.com/product/cowboy-e10k-blue
https://www.golfcartsofatx.com/product/kandi-innovator-e10k-grey
https://www.golfcartsofatx.com/product/kandi-6p-silver
https://www.golfcartsofatx.com/product/dach-falcon-gunmetal
https://www.golfcartsofatx.com/product/kandi-cowboy-e10k-grey
https://www.golfcartsofatx.com/product/kandi-2pro
https://www.golfcartsofatx.com/product/kandi-cowboy-e10k-sand



Recommendations

1. **Collect the semantic core (list of search queries)**
2. **Make the length of the meta-tag title within 50-85 characters**
3. **Meta-tags title should not be duplicated on site pages**
4. **Create meta-tags title based on the semantic core and the keyword on the page**
5. **The search query or search phrase must be in the first place**
6. **Use additional keywords in title meta tags**



Why is it important

The meta tag Title is one of the main elements of internal optimization, it displays the main title of the page (page title) and is an important factor in the ranking of a site by search engines.

The meta tag Title should display the main content of the page. It is recommended that you use a unique <title> for each page on your site.

Use informative and engaging Titles to boost your CTR

Meta-tag «DESCRIPTION»

Internal optimization (on-page) analysis



The site has too short meta tags Description

https://www.golfcartsofatx.com/niu-accessories

https://www.golfcartsofatx.com/atlas-accessories

https://www.golfcartsofatx.com/kandi-innovator-accessories

https://www.golfcartsofatx.com/dach-apollo-accessories

https://www.golfcartsofatx.com/kandi-coleman-accessories-4p-6p

https://www.golfcartsofatx.com/kandi-coleman-accessories-4proff

https://www.golfcartsofatx.com/kandi-coleman-accessories-4pro-6pro

The site has no meta tags Description

For example:

https://www.golfcartsofatx.com/contact-us

https://www.golfcartsofatx.com/product/kandi-mini-green

https://www.golfcartsofatx.com/privacy-policy

https://www.golfcartsofatx.com/financing

https://www.golfcartsofatx.com/shop

https://www.golfcartsofatx.com/golf-cart-battery-upgrade

https://www.golfcartsofatx.com/about

https://www.golfcartsofatx.com/terms-of-service

https://www.golfcartsofatx.com/golf-cart-mobile-repair-service

https://www.golfcartsofatx.com/product/kandi-4p-silver

https://www.golfcartsofatx.com/product/dach-apollo-matte-black-black

The complete list is in the additional file "Missing Descriptions"

On the site, the Meta Description tags are adequate, but they can be increased to create a more attractive snippet

https://www.golfcartsofatx.com/blog/requirements-to-register-a-street-legal-golf-cart-in-austin-tx-step-by-step

https://www.golfcartsofatx.com/blog/how-to-choose-the-right-golf-cart-dealer-in-austin-tx-step-by-step-framework

https://www.golfcartsofatx.com/blog/most-requested-golf-cart-upgrades-and-features

https://www.golfcartsofatx.com/our-showroom

https://www.golfcartsofatx.com/blog/golf-cart-shop-in-austin-tx-what-services-and-products-to-expect

https://www.golfcartsofatx.com/blog/what-is-included-in-a-custom-golf-cart

https://www.golfcartsofatx.com/
https://www.golfcartsofatx.com/blog/what-makes-a-cart-road-legal-in-austin-tx
https://www.golfcartsofatx.com/blog/new-vs-used-golf-carts-in-austin-which-is-better
https://www.golfcartsofatx.com/neighborhood/trusted-golf-cart-dealer-in-yarrabee-bend-tx
https://www.golfcartsofatx.com/tire-wheel-builder
https://www.golfcartsofatx.com/blog/best-custom-upgrades-for-golf-carts-in-austin-tx
https://www.golfcartsofatx.com/neighborhood/quality-golf-cart-dealer-in-bergstrom-village-tx
https://www.golfcartsofatx.com/neighborhood/exceptional-golf-cart-dealer-in-mckinney-tx
https://www.golfcartsofatx.com/neighborhood/professional-golf-cart-dealer-in-bluff-springs-tx
https://www.golfcartsofatx.com/neighborhood/reputable-golf-cart-dealer-in-moores-crossing-tx
https://www.golfcartsofatx.com/neighborhood/highly-recommended-golf-cart-dealer-in-pilot-knob-tx
https://www.golfcartsofatx.com/blog
https://www.golfcartsofatx.com/neighborhood
https://www.golfcartsofatx.com/golf-cart-shipping
https://www.golfcartsofatx.com/kandi-coleman-accessories-4pro-6pro
https://www.golfcartsofatx.com/kandi-coleman-accessories-4proff
https://www.golfcartsofatx.com/dach-apollo-accessories
https://www.golfcartsofatx.com/kandi-coleman-accessories-4p-6p
https://www.golfcartsofatx.com/kandi-innovator-accessories
https://www.golfcartsofatx.com/atlas-accessories
https://www.golfcartsofatx.com/niu-accessories



Recommendations

1. **The length of the description meta tag should be from 150 to 200 characters, including spaces**
2. **The description meta tag must be unique for each page**
3. **Remove code fragments from Description meta tags**



Why is it important

The Meta Description tag is designed to display a short description of the page content. Search engines use it as a description of page content in search results. The content of the Description meta tag does not affect the ranking of the page, but properly composed, this tag can increase the number of clicks on the link from the search results.

H-1 headers

Internal optimization (on-page) analysis

On the pages there are several elements in the tag h1

https://www.golfcartsofatx.com/golf-cart-mobile-repair-service

H1 is missing on site pages

https://www.golfcartsofatx.com/golf-cart-shipping

Recommendations

1. **Heading h-1 should be one on the page**
2. **The length of the h-1 header must not exceed 70 characters, including spaces**
3. **The h-1 header must be unique for each page**
4. **The h-1 header should not duplicate the Meta title tag.**

Why is it important

Headings carry more weight to search engines than all other text on the page. Particular attention should be paid to the header h-1. This heading should be on every page and only one. Headings must be unique for each page. Avoid duplication of headers on multiple pages and don't place them in the page template

Alt attribute for images

Internal optimization (on-page) analysis

The site does not use search queries in the text of the Alt attribute of images

For example:

```
<div class="w-full flex flex-col space-y-2">flex
  <div class="relative w-full group">
    <img alt="Golf Cart Main Image" width="600" height="1200" decoding="async" data-nimg="1" class="w-full h-auto rounded-xl object-cover
    srcset="/_next/image?url=https%3A%2F%2Fmjpefhablbfauuijmdgj.supabase.co%2Fstorage…de-a22f-4439-8657-80ed8c8b7b2b%2Fcmkwg8jfb00k1b8fh2
    9bk.webp&w=640&q=75 1x, /_next/image?url=https%3A%2F%2Fmjpefhablbfauuijmdgj.supabase.co%2Fstorage…e-a22f-4439-8657-80ed8c8b7b2b%2Fcmk
    fb00k1b8fh2wkv49bk.webp&w=1200&q=75 2x" src="/_next/image?url=https%3A%2F%2Fmjpefhablbfauuijmdgj.supabase.co%2Fstorage…e-a22f-4439-86
    0ed8c8b7b2b%2Fcmkwg8jfb00k1b8fh2wkv49bk.webp&w=1200&q=75" style="color: transparent;"> == $0
    <button class="absolute left-2 top-1/2 -translate-y-1/2 bg-blueMain p-2 rounded-full opacity-0 group-hover:opacity-100 hover:bg-whit
    t-white hover:text-blueMain transition-opacity duration-300 md:block hidden">…</button>
    <button class="absolute right-2 top-1/2 -translate-y-1/2 bg-blueMain p-2 rounded-full opacity-0 group-hover:opacity-100 hover:bg-whi
```

Recommendations

1. **Use search queries in ALT attribute text**

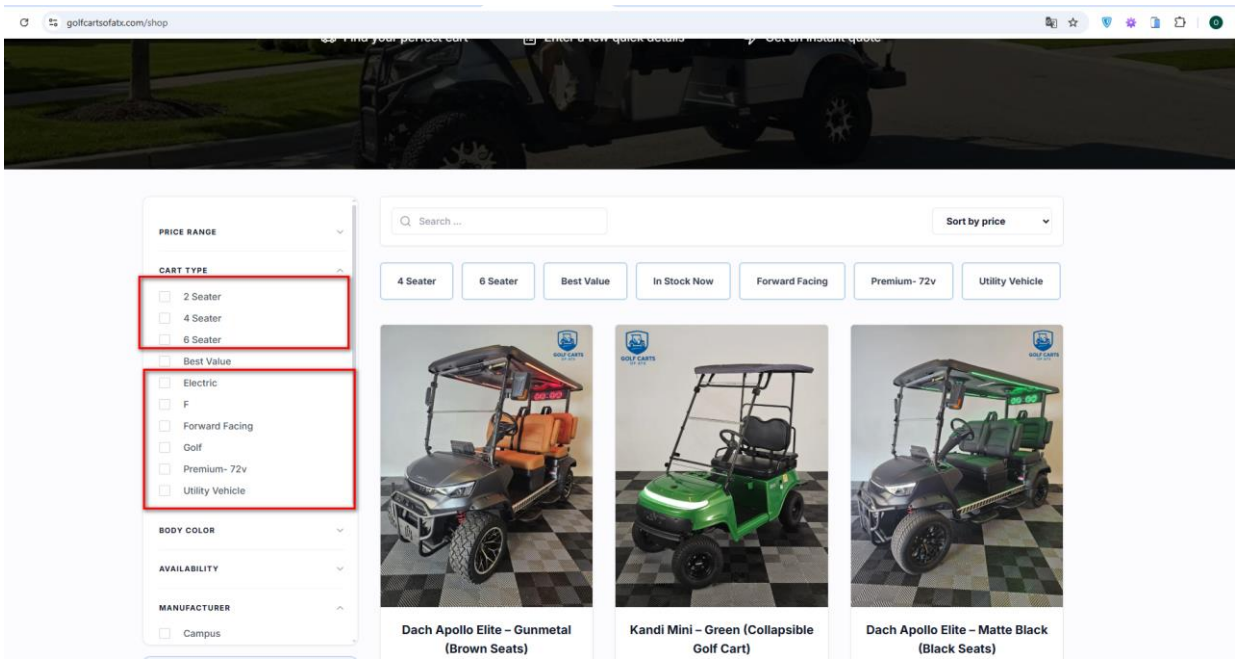
Why is it important

The Alt attribute is used to describe images that are located on the site. Keywords must be specified in the Alt attribute. This helps the search engine to quickly and more accurately determine what is displayed on it. In addition, it will improve the position of the site in the search engine results.

Site structure

Internal optimization (on-page) analysis

Some filters can be used as static landing pages/product subcategories to attract additional traffic



Recommendations

1. **Collect a semantic core (list of search queries)**
2. **Collect the frequency of collected search queries**
3. **Based on the semantic core, develop the structure of the site**
4. **If there are frequent search queries, add:**
   Static landing pages (instead of filters)

Why is it important

Building a website structure is an important stage of internal technical optimization of the website. The user behavior within the website and the bounce rate depend on how convenient and understandable the website structure is for users. The website structure is directly related to the usability of the website, which plays almost a decisive role in the purchasing process. The correct website structure will help to correctly distribute the link weight by priority. A simple and transparent website structure simplifies the route for search robots and contributes to faster and more extensive indexing of the website

Text on category pages

Internal optimization (on-page) analysis



There is no SEO optimized text on category pages

https://www.golfcartsofatx.com/shop



Recommendations

1. **Collect a semantic core (list of search queries) for category/subcategory pages**
2. **Based on the semantic core, add optimized SEO text to all category/subcategory pages**
3. **Search query density:**

   In exact match one or two mentions per paragraph

   In diluted match one or two mentions per paragraph
4. **Text length 700–1000 characters**
5. **Uniqueness from 80%**
6. **The text can be placed at the bottom of the page**



Why is it important

Texts that contain search queries on category pages have a good influence on the promotion of a category page or section by keywords. These should be texts describing the content of the category. They should not distract or disturb the user. The optimal text size is from 700 to 1000 characters

Google Search Console

Internal optimization (on-page) analysis



Recommendations

After making changes according to the audit recommendations of the “Internal optimization (on-page) analysis” section:

1. **Add a link to the new sitemap.xml file to the Google Search Console panel (section "Sitemaps")**
2. **Remove old XML sitemap links in Google Search Console**
3. **Manually add site pages for crawling by the search engine in Google Search Console ("Request indexing")**

External optimization (off-page) analysis



Using dofollow links

External optimization (off-page) analysis

More than 30% of external links are not dofollow links (according to ahrefs)



Recommendations

1. **Use dofollow links to increase link mass**

<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **DR not less than 10**
3. **High traffic**
4. **There should not be many times more outgoing links than incoming links.**
5. **Related topics**
6. **Use dofollow links**

Why is it important

Dofollow links are links on web pages that help improve your site's ranking in search engines by passing authority from one site to another. When Google sees these links, they take them into account when determining the importance and trustworthiness of your site.

The term dofollow is used to refer to a regular link that does not have the nofollow attribute and is not accompanied by additional SEO terms. It is important to note that dofollow passes link weight and emphasizes the authority of the page it points to

Mentioning the site in blogs

External optimization (off-page) analysis



To achieve the goals through this advertising channel, it is recommended to increase the number of backlinks from blogs and forums

General requirements for donor sites:

1. **Site age from 1.5 years**
2. **DR not less than 10**
3. **High traffic**
4. **There should not be many times more outgoing links than incoming links.**
5. **Related topics**
6. **Use dofollow links**



Why is it important

Blogs and forums have always been platforms that were in great demand among Internet users. Often they are divided by interests and other components, they are excellent places to promote the site and disseminate information among Internet users. The more the number of mentions of your site appears on these sites, the more people will go to your site. Importantly, such mentions of the site should be as natural as possible and not resemble advertising messages.

Links to the site from trust sites of similar subjects

External optimization (off-page) analysis



It is necessary to add positive information in the form of articles, reviews, comments or posts on trust resources

<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **DR not less than 10**
3. **High traffic**
4. **There should not be many times more outgoing links than incoming links.**
5. **Related topics**
6. **Use dofollow links**



Why is it important

Blogs and forums have always been sites that are in great demand among Internet users. Therefore, the more mentions of your site appear on these sites, the more people will go to your site to make sure that it really is as good as they say about it

Distribution of link mass

External optimization (off-page) analysis

Most external links lead to the home page

Pages that have many links

Destination Page	Incoming links	Sites with resource links
https://golfcartsofatx.com/	255	128
https://www.golfcartsofatx.com/shop	12	10

Recommendations

1. **Distribute links evenly across promoted pages**
2. **Increase the number of external links leading to promoted pages**

<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **DR not less than 10**
3. **High traffic**
4. **There should not be many times more outgoing links than incoming links.**
5. **Related topics**
6. **Use dofollow links**

Site link profile

External optimization (off-page) analysis



Recommendations

Final recommendations for increasing your link mass:

1. **Do not touch the current link mass**
2. **Smoothly increase the link mass to site pages**
3. **External links lead to all pages of the site selected for promotion, and not to the same ones**
4. **Use keywords in anchors leading to the page:**

- **Use both exact occurrences and diluted keyword combinations**

5. **General requirements for donors:**

- **Site age from 1.5 years**
- **DR not less than 10**
- **High traffic**
- **There should not be many times more outbound links than incoming links.**
- **Similar site topics**
- **Use dofollow links**

Search query analysis



Quality of the semantic core (list of search queries)

Semantic core (search query) analysis



The semantic core (list of search queries) is too small

golf carts for sale

golf cart dealer

golf cart repair

golf cart service

buy golf cart



Recommendations

1. **Collect an extended semantic core (list of search queries)**
2. **This can be done using:**
   Google's Keyword Planner
   Special services, for example: ahrefs.com
3. **Separately collect commercial search queries for category and product pages**
4. **Separately collect commercial search queries for service pages**
5. **Separately, collect information search queries for writing articles**
6. **Collect regionally specific search queries**
7. **Collect search query frequency by target region/area**
8. **Based on the semantic core (if there are frequent queries), work out the structure of the site and select/create landing pages for promotion**
9. **Distribute received search queries to landing pages**
10. **Search queries must be relevant to the content of the pages**
11. **Search queries must be unique for a specific page, that is, the search query should not be duplicated on other pages of the site**
12. **Select the main search queries for promotion, no more than 8 per page**
13. **Check the current positions of the site for the collected search queries**
14. **Based on the semantic core (list of search queries):**
    - **Create meta title tags**
    - **Use search queries in h-1 and h-2 headers**
    - **Write texts on promoted pages**
    - **Write articles**
    - **Use in anchors when linking from article pages**
    - **Use in anchors of external links leading to promoted pages**

Conclusion



After analyzing the site, we can draw the following conclusions:

The category page has a complex product selection process. The page is very long, and the product cards essentially differ only in their images. Filters don't allow sorting by product characteristics (maximum speed, range, Street Legal/LSV, etc.), and the product cards also contain virtually no product characteristics, meaning users can only select a product by image.

The next step takes users to the Quote page, where they must again decide whether to make a deposit or request financing. Ultimately, users first fill out the form without knowing what will happen next and then must make a decision again at each step. At the final stage, when going to the page https://octane.co/flex/401946/, the user needs to enter data that is not on either the product page or the quote page (year of production), and it is unclear where to get this information. In addition, all information must be entered manually. As a result, users spend a huge amount of time going through all the steps, and at the final stage, they are faced with having to re-find the product information and enter everything manually (If it is possible to set up integration with octane.co, then you should definitely do it.).

From an SEO perspective, the site contains almost all the basic errors

Thank you for using my services.

If you have any questions about the audit, I will be happy to give detailed answers to each of them.

Contact me

- **Website:** https://om-audit.com/
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- **Telegram:** @Om_audit (text messages only)
- **Upwork:** https://www.upwork.com/freelancers/omaudit
- **FL.RU:** https://www.fl.ru/users/auditshurik/portfolio/
- **LinkedIn:** https://www.linkedin.com/in/oleh-m-74476631b/
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