

Detailed Client Report

SEO Issues	Priority
Title tags not optimized	High
Headers lacking keywords	High
Meta descriptions missing from pages	High
Not enough content diversity; images, video, infographics	Medium
Too much text content	Medium
Keyword focus missing in text content	High
No internal linking between pages	Medium
CTA (call-to-action) not always present on pages	Low

- **Low priority** will have minimal impact on the site. For example, this may have more of an indirect benefit such as boosting usability.
- **Medium priority** will have some impact, but it may be small or take a while to see the changes.
- **High priority** should be related to items that will have the biggest impact or are important elements of the site to optimize.

Project Overview

SkiMD is a ski repair shop run by an established race ski technician and offers ski tuning services; base repair, edge work, sharpening, waxing and binding, to Natick, Framingham and the Greater Boston area.

The business' website, SkiMD.com, has consistently low rankings in search engine results which negatively impacts its visibility and the amount of traffic it should be receiving.

For a typical search like: "ski tuning boston", SkiMD shows up in rank 10 at the bottom.

Overview of the User

The users of SkiMD.com are likely to be equal numbers male and female, with a slight skew to college-educated males over the age of 40. The vast majority of users are from the immediate regional area. Appealing to this target audience will require relevant keyword choice and an understanding of their search trends.

User/ Buyer Persona

Jerry Lowe is a 40-year-old male from Framingham, MA. He is college-educated and works as a real estate broker in the surrounding area. Jerry is not married but lives with his girlfriend and dog. Given his work, he has a flexible schedule and finds time for hobbies. He enjoys outdoor activities such as hiking, mountain-biking, nature photography, swimming, and skiing. While he is an advanced downhill skier and comfortable on Black Diamonds, he does not consider himself an expert. In order to get better on the slopes, he has joined a number of Facebook groups which organize ski outings and lessons. He is on Instagram and Pinterest as well. During the season, he has a pass at Nashoba Valley Ski Area which he frequents using an older pair of skis that he loves. His favorite pair of skis just turned 8-years-old and now he's looking for a serious tune-up or an upgrade.



Overview of Organic Competitors

Competitor 1: Yelp

The Yelp pages that rank well show an automatically-generated directory of businesses that's well-written, includes keywords and incorporates images. Its users respond well to its straightforward layout and wealth of information. Yelp has a domain authority of 93 which undoubtedly lends to its consistent high ranking as well.

Competitor 2: REI

REI ranks with an informational page about the ski and snowboard maintenance services they offer. Their title tag includes many valuable keywords although their headers are not formatted correctly; not H1 format. The content on the page is mostly text and shows an accordion menu of stores by state. REI benefits greatly from a high domain authority of 83. The page conveys minimal information and there are many issues with formatting, layout, and the depth of expertise provided.

Competitor 3: The Ski Monster

The Ski Monster ranks with a blog post that uses keywords, images and tables very effectively. The title tag and header do a great job to incorporate important keywords and there is definite keyword focus in the content of the post. The voice used in the blog posts is informal and laid-back which resonates with its audience. With a domain authority of 32, this page does a great job in terms of its on-page SEO.

Competitor 4: Ski & Sport Shack

Ski & Sport Shack ranks with their services page. The page is mainly text and tables, but it does have keywords, a call-to-action, and a no-nonsense yet friendly voice. The domain authority for this website is 18. This site does a lot right in terms of SEO but could use improvements in formatting as well as a refresh of its content with more images.

Technical Review

There are no technical SEO issues with SkiMD.com.

It has a robots.txt file. While it doesn't set any preferences, this is not an issue. It gives the green light for search engines to index all pages of the website. Since there is no sensitive information needed to be kept private on the website, no disallow or noindex directives are needed.

Nearly all pages are returning the correct status code of 200 which means they are loading properly. There is one 301 status code indicating a permanent redirect on the unsecured homepage of SkiMD (<http://>). It redirects to the secured homepage (<https://>). This redirect follows best practices and will eventually transfer that old page's trust to the new page.

Challenges Faced

- Backlink Profile: The website does not have a robust backlink profile and will take time to naturally develop this.
- Content diversity: The website has an abundance of text content to work with, but new image and video content may be time-intensive to create for this website.

Goals of the Project

- Improve ranking on SERPs
- Make website more readable and easier to navigate
- Increase traffic to site

Approach

The business' brand is centered around the unmatched expertise of the shop's owner, Mike. Our aim is to show his expertise in a more effective way than what is currently shown on the site.

First, SEO issues in relation to title tags, headers and meta descriptions, will be fixed. After that, we will fix SEO issues in the content. Lengthy text content will be shortened, keywords will be incorporated, and leftover text will be moved to a blog section that we will create. Internal links and calls to action will be added to each page as well.

After these changes are made to the website, we will monitor our goals for the website using Google Search Console.

In the following sections, we will go over changes to individual pages as well as the success metrics to monitor.

Content Recommendations

Recommendations for Existing Pages' Content.....4-14

Recommendations for New Pages' Content.....15-19

Page URL

<http://skimd.com/>

Current Page Settings			
Title Tag	Keyword	H1	Content
skimd.com	Not targeting any	WE BELIEVE IN CUTTING EDGE TUNING TECHNOLOGY so you can feel the difference!	Text, Image, Form, CTA
Recommended Changes			
Title Tag	Keyword	H1	Content
Ski Tune Up and Repair Shop in Natick SkIMD	ski tune up near me, ski repair shop	The Premier Ski Repair Shop offering Ski Tune Ups, Boot Fitting and Binding Services	Text, Images, Form, CTA

Recommended Meta Description

SkIMD is your ski repair shop in Natick and the Boston area. Come to us for all your ski tuning, boot fitting, binding services, and specialty orders!

Content Analysis

There is too much text content on this page which lacks keyword focus and direction. There are keywords on the page but they are not in the title tag or headings. There are no internal links on this page. The first CTA (“Find out more”) on the page links to an external site which is likely increasing bounce rate. There is one image—besides the banner image—and a contact form at the bottom. The CTA at the bottom is okay but could be better. This page does not adequately represent to a visitor what the site is about and where to navigate next.

Page URL

<https://skimd.com/about>

Current Page Settings			
Title Tag	Keyword	H1	Content
About skimd.com	Not targeting any	welcome to skimd craftsmanship	Text, Images
Recommended Changes			
Title Tag	Keyword	H1	Content
About SkiMD	Ski repair shop, ski tuning	SkiMD is more than a ski repair shop	Text, Images, Video, Links, CTA

Recommended Meta Description

SkiMD is a ski repair shop by experienced race ski technicians and offers high-tech ski tuning services, merging old school craftsmanship and new technology.

Content Analysis

There is too much text content on this page. There are a few keywords in the content, but no keywords in the title tag or headings. There are no internal links or CTA on this page. The page has 3 images. The text content lays out a good history of the owner/shop as well as a good case for why someone should trust their skis with SkiMD. The lengthy text obscures this though and is likely to be overlooked by users.

Page URL

<https://skimd.com/technology>

Current Page Settings			
Title Tag	Keyword	H1	Content
Technology skimd.com	Not targeting any	cutting edge tuning technology	Text, Images
Recommended Changes			
Title Tag	Keyword	H1	Content
Race Ski Technology SkIMD	Ski tuning equipment, ski sharpening	Cutting Edge Race Ski Tuning Technology	Text, Images, Videos, Links, CTA

Recommended Meta Description

Our ski technology and ski tuning equipment improves your performance on the slopes. Get better balance, confidence, stability and edge hold from your skis!

Content Analysis

There is still too much text content on this page. There are a few keywords in the content, but no keywords in the title tag or headings. There are no internal links or CTA on this page. The page has 3 images. The text content is interesting but unlikely to be read since it's so lengthy. This page could be condensed or nested under the broader "Tuning" page.

Page URL

<https://skimd.com/parameters>

Current Page Settings			
Title Tag	Keyword	H1	Content
Parameters skimd.com	Not targeting any	PARAMETERS	Text, Images
Recommended Changes			
Title Tag	Keyword	H1	Content
Ski Edge Parameters SkimD	Ski sharpening, ski tuning equipment	Dial in your Ski's base and edge finish	Text, Images, Videos, Links, CTA

Recommended Meta Description

We always ensure correct parameters on our ski tuning equipment. Quality ski repair work and sharpening depends on proper diagnosis of the base and edge finish.

Content Analysis

There is too much text content on this page. There are a few keywords in the content, but no keywords in the title tag or headings. There are no internal links or CTA on this page. The page has 3 images. The text content is interesting but unlikely to be read since it's so lengthy. It's unclear what the user should do on this page or how it's relevant to them. This page could be condensed or nested under the broader "Tuning" page.

Page URL

<https://skimd.com/process>

Current Page Settings			
Title Tag	Keyword	H1	Content
Process skimd.com	Not targeting any	tuning process	Text, Images
Recommended Changes			
Title Tag	Keyword	H1	Content
Ski Tuning Process SkiMD	Ski tuning, ski tune up near me	How are skis tuned?	Text, Images, Videos, Links, CTA

Recommended Meta Description

SkiMD follows an exact methodology and process for ski tuning. Let us give you the best ski tune up to carve up the mountains better this season!

Content Analysis

There is an okay amount of text content on this page. There is still a lack of keywords in the content. There are no internal links or CTA on this page. The page has 8 images. It is a nice informational page but, since it doesn't link onward, it's unclear what the user should do on this page or how it's relevant to them. This page could be condensed or nested under the broader "Tuning" page.

Page URL

<https://skimd.com/testimonials>

Current Page Settings			
Title Tag	Keyword	H1	Content
Testimonials skimd.com	Not targeting any	testimonials	Text
Recommended Changes			
Title Tag	Keyword	H1	Content
Testimonials SkIMD	Best ski tuning kit, how to make your skis faster	What our customers have to say about our ski tuning	Text, Images, Links, CTA

Recommended Meta Description

SkIMD provides consulting to ski shops, custom tunes to sponsored ski racers and exceptional customer service to the average skier! Hear what people are saying.

Content Analysis

There is way too much text content on this page. There are a few keywords scattered in the content, but no keyword focus. The testimonials are great but need to be curated for the user to actually weigh them in their buying decision. There are no images, internal links or CTA on this page. It could use other types of content to break up the wall of text; like images and video of the customers they have helped.

Page URL

<https://skimd.com/tuning>

Current Page Settings			
Title Tag	Keyword	H1	Content
Tuning skimd.com	Not targeting any	Ski tuning tips	Text
Recommended Changes			
Title Tag	Keyword	H1	Content
Ski Tuning SkiMD	Ski tuning, ski tune up near me, how to tune skis	Ski Tuning Tips for the Professional —or DIYer	Text, Images, Videos, Links, CTA

Recommended Meta Description

SkiMD's ski tuning guide will show you, the average skier or ski shop professional, how to tune your skis to maximize performance in the powder!

Content Analysis

There is too much text content on this page and it misses key opportunities to incorporate multimedia resources like images and videos. There are a few keywords scattered around in the content, but no keyword focus. There are no internal links or CTA on this page. The text content is interesting but unlikely to be read since it's lengthy and not adequately broken up. The information is valuable—it does answer the question of how to tune skis—but needs to be displayed better. This page could be grouped with Technology, Parameters and Process for better site navigation.

Page URL

<https://skimd.com/pro-glide>

Current Page Settings			
Title Tag	Keyword	H1	Content
Pro-Glide skimd.com	Not targeting any	skimd pro-glide waxing system	Text, Video, Image, Product Listing, CTA
Recommended Changes			
Title Tag	Keyword	H1	Content
Pro-Glide Ski Waxing System SKiMD	Ski wax for sale, waxing skis at home	Wax your skis at home with the Pro-Glide Ski Waxing System	Text, Video, Image, Product Listing, CTA, Downloadable PDF

Recommended Meta Description

The Pro-Glide Ski Waxing System is the best product for waxing your skis at home. SKiMD's Pro-Glide gives your skis optimal glide and base protection.

Content Analysis

There is too much text content on this page which lacks keyword focus and direction. There are keywords on the page but they are not in the title tag or headings. There are no internal links on this page. The page has two CTA ("Buy now") on the product listings for the Pro-Glide wax. There is a video at the top but the sound is distorted in it. It would be a great idea for SKiMD to have its own YouTube channel. This page does an okay job showing a visitor what this page is about.

Page URL

<https://skimd.com/dominator-wax>

Current Page Settings			
Title Tag	Keyword	H1	Content
Dominator Wax skimd.com	Not targeting any	dominator wax	Text, Images, Downloadable PDF
Recommended Changes			
Title Tag	Keyword	H1	Content
Dominator Ski Wax SkiMD	Ski wax for sale, waxing skis at home	Wax your race skis at home with Dominator Ski Wax	Text, Video, Image, Product Listing, CTA, Downloadable PDF

Recommended Meta Description

Dominator Ski Wax is for sale exclusively at SkiMD! Give your skis the absolute best glide and base protection, once reserved for professional ski racers.

Content Analysis

There is too much text content on this page which lacks keyword focus and direction. There are keywords on the page but they are not in the title tag or headings. There is one image and two downloadable PDFs. There are no internal links on this page. The page does not have a CTA, unlike the Pro-Glide page. It's unclear why this wax is not available for online purchase. This page informs users about this ski wax but not on how to purchase it.

Page URL

<https://skimd.com/contact>

Current Page Settings			
Title Tag	Keyword	H1	Content
Contact skimd.com	Ski service	Contact Us	Text, Map, Form
Recommended Changes			
Title Tag	Keyword	H1	Content
Contact - Schedule a Ski Tune Up SkiMD	Ski tune up near me, snowboard tune up near me	Schedule a Ski Tune Up	Text, Image, Map, Form

Recommended Meta Description

SkiMD is your service stop for ski tuning, boot fitting and binding services in Natick and the Boston area. Schedule a ski tune up or boot fitting appointment!

Content Analysis

This page's text content does a good job of describing the shop's location. It does have an external link to the bike shop next door. This should be removed or changed into a nofollow link. Keywords are not included in the title tag or headings. There are no internal links on this page. There is a CTA at the bottom ("Drop us a line!"). This brings out a contact form to fill out which is a nice touch. There is an interactive Google map but no images. This page provides good user experience and is straightforward to the user.

Content Recommendations

Recommendations for New Pages' Content..... 15-20

New Content/ Page URL

<https://skimd.com/blog>

Recommendations			
Title Tag	Keyword	H1	H2
Ski Tuning Blog SkiMD	How to tune skis, ski tuning guide	Learn from world class ski tuning experts	Professional's Ski Tuning Guide for DIYers
Content	Length of Content	Internal Links	CTA
Text, Images, Videos, Downloadable resources like PDFs	Medium - Long form	All pages on site Mainly to Tuning page	Read More, Learn More, Learn how to..., etc.

Recommended Meta Description

The Ski Tuning Blog from SkiMD answers your questions about how to tune skis, what ski boot is right for me, and others. Learn from the best ski tuners!

What issue does this page solve?

A blog page would be a great addition to SkiMD's website and it would assist its SEO efforts. Currently there is a lot of text content throughout the website. Having a blog would provide a place to put this text. SkiMD's technician is expertly skilled in ski tuning and a blog would be a great outlet to show off those skills and inform users. A blog would also provide great opportunities for SEO development by allowing SkiMD to publish fresh blog posts with great keyword focus.

New Content/ Page URL

<https://skimd.com/blog/how-to-wax-cross-country-skis>

Recommendations			
Title Tag	Keyword	H1	H2
How to Wax My Cross Country Skis SkIMD	How to wax my cross country skis, waxing skis at home	How to Wax Cross Country Skis at Home	Pro-Glide Ski Waxing System
Content	Length of Content	Internal Links	CTA
Text, Images, Videos, Downloadable resources like PDFs	Medium - Long form	Tuning page, Pro-Glide page	Read More, Learn More, Learn how to..., etc.

Recommended Meta Description

The Ski Tuning Blog from SkIMD answers your questions about how to tune skis, what ski boot is right for me, and others. Learn from the best ski tuners!

What issue does this page solve?

A blog post such as this one would help SkIMD's SEO efforts. This blog post answers a common question that a user may have when they are considering waxing their skis at home. It provides a great opportunity to draw traffic to the website and increase the domain authority of SkIMD.

New Content/ Page URL

<https://skimd.com/gallery>

Recommendations			
Title Tag	Keyword	H1	H2
Ski Gallery - Tuning Photos SkIMD	Ski service near me, ski tuning equipment	Ski Service Shop Walkthrough	Ski Tuning Equipment Photos
Content	Length of Content	Internal Links	CTA
Text, Images, Videos	Short - Medium form	Tuning, Process, Technology, Testimonials	Read More, See More, Learn how to..., etc.

Recommended Meta Description

View the SkIMD gallery to see our ski tuning equipment, ski service, and photos of satisfied skiers and racers who trust SkIMD with their skis!

What issue does this page solve?

SkIMD should have a gallery that has engaging photos of people skiing and buying skis in the shop. They should create an Instagram account and link it to this page. This would be a good way to create a positive social media presence and tie it into their site.

New Content/ Page URL

<https://skimd.com/blog/how-to-make-your-skis-faster>

Recommendations			
Title Tag	Keyword	H1	H2
How to Make Your Skis Faster SKiMD	How to make your skis faster, ski tuning	How to make your skis faster	Ski Tuning Tips
Content	Length of Content	Internal Links	CTA
Text, Images, Videos	Medium - Long form	Tuning, Process, Technology, Testimonials	Read More, See More, Learn how to..., etc.

Recommended Meta Description

The Ski Tuning Blog from SKiMD answers your questions about how to tune skis, what ski boot is right for me, and others. Learn from the best ski tuners!

What issue does this page solve?

Blog posts that answer long-tail question keywords are good for SKiMD's SEO strategy. Posts like this offer an opportunity to answer those questions in long-form and include valuable keywords within it.

New Content/ Page URL

<https://skimd.com/pricing>

Recommendations			
Title Tag	Keyword	H1	H2
Ski Service Pricing SkiMD	Ski repair, ski sharpening	Ski Repair Costs	Pro-Glide Ski Waxing System
Content	Length of Content	Internal Links	CTA
Text, Tables, Images	Short - Medium form	Tuning, Pro-Glide, Dominator	Call, Email, Buy, etc.

Recommended Meta Description

SkiMD offers competitive pricing on your ski repair job; ski sharpening, ski waxing, base repair, edge work, and more. Check out our prices and give us a call!

What issue does this page solve?

A pricing page that is clearly laid out with tables to show costs would be a great resource to provide users who are considering going to SkiMD for repairs. Since this page will list many of the common services SkiMD provides, there will be ample opportunity for keywords inclusion.

Success Metrics

1. Ranking
2. Traffic
3. Traffic source
4. User engagement
5. Click-through-rate
6. Time spent on page
7. Bounce Rate
8. Conversions

Increase Ranking

- Monitor location-based keywords such as “ski tuning boston” and “ski shops in boston”. Also monitor keywords that pages specifically target, e.g. “how to tune skis” for the Ski Tuning page.
- Be aware that improving the website will not cause an immediate increase in ranking. Search engines need time to crawl the edited pages and the algorithm needs time to adjust their page authority.

Increase Traffic

- Monitor if there is an increase in **traffic** and the **source** of new traffic; geographically and by device (desktop/ mobile).
- Monitor the breakup of new visitors to old visitors.

User Engagement

- Monitor **CTR** (click-through-rate), **time spent on page**, and **bounce rate** to get a good idea of user engagement.

Conversions

- Monitor if there is an increase in conversions on the site when it comes to their ski wax products.