

Website Audit: What Should Be Fixed First

A practical priority report focused on visibility, usability, and lost leads

THE BIG PICTURE

The site has a workable foundation, but the audit found several issues that should be addressed before spending time on minor SEO details. The biggest concerns are questionable indexable pages, missing search-result descriptions, weak or missing page headings, broad page titles, and slow server response on several pages.

Fix These First

#	Problem	Priority	Why It Matters
1	Questionable indexable pages	CRITICAL	Several ?page_id= URLs return 200, are indexable, and contain almost no useful content.
2	Missing meta descriptions	HIGH	All 25 crawled pages are missing meta descriptions.
3	Localize page titles	HIGH	Service titles use broad 'Utah' wording instead of stronger local service/location targeting.
4	Missing or weak H1 headings	HIGH	12 of 25 URLs have no H1; the homepage H1 is promotional rather than descriptive.
5	Investigate slow response times	HIGH	Several pages showed server response times around 3-4 seconds.

Recommended approach: Fix the problems that affect indexing, search visibility, and customer contact first. Then improve content depth, technical cleanup, and competitive positioning.

Priority Findings & Recommended Actions

The following items are arranged in the order they should generally be investigated and corrected.

1. Clean Up Questionable WordPress URLs **CRITICAL**

- The crawl found indexable URLs such as ?page_id=15, ?page_id=13, ?page_id=431, and ?page_id=447.
- These URLs return a 200 status but contain only about 20 words and have no title, meta description, or H1.

Recommended action: Determine whether these are obsolete, duplicate, or accidental WordPress pages. Redirect, canonicalize, noindex, or remove them as appropriate.

2. Add Meta Descriptions to Important Pages **HIGH**

- All 25 crawled pages are missing meta descriptions.
- Google can create its own search snippets, but custom descriptions give the clinic better control over how important pages are presented in search results.

Recommended action: Write unique descriptions for the homepage and major service pages first. Focus on the service, location, and a clear reason to click.

3. Improve Page Titles for Local Search **HIGH**

- Many service titles follow the same pattern: Service Name - Total Health Clinic | Wellness Center in Utah.
- Utah is broad for a local clinic and may not match the way nearby patients search.

Recommended action: Research the actual search terms for each major service. Where appropriate, use a specific service + city combination while keeping titles readable.

4. Fix Missing and Weak H1 Headings **HIGH**

- 12 of the 25 crawled URLs have no H1 heading.
- Important examples include Chiropractic, Meet the Team, About Us, Pregnancy & Pediatric Chiropractic, and Contact Us.
- The homepage H1 is "Be Happy, Live Pain Free !" which is more promotional than descriptive.

Recommended action: Give each important page one clear primary heading that immediately identifies the page topic. Consider a homepage H1 that clearly states the clinic type and location.

5. Investigate Slow Server Response **HIGH**

- Several pages showed response times around 3-4 seconds.
- Examples include Decompression, Platelet-Rich Plasma Therapy, Stem Cell Therapy, Epigenetic Hair Analysis, and Contact Us.

Recommended action: Confirm the problem with additional performance testing. If verified, investigate hosting, caching, plugins, database overhead, and server configuration before chasing cosmetic speed scores.

6. Strengthen Thin Service Pages **MEDIUM-HIGH**

- Several commercially important pages contain roughly 255-300 words.
- Word count alone is not a ranking factor, but health-related service pages should answer patient questions thoroughly and accurately.

Recommended action: Expand important pages with useful information: what the service is, who provides it, what patients can expect, common questions, qualifications, and appropriate trust information.

7. Add Canonical Tags **MEDIUM-HIGH**

- The crawl reports no canonical link element on all 25 URLs.

- Canonical tags are especially worth addressing because questionable parameter URLs are already appearing in the crawl.

Recommended action: Add appropriate self-referencing canonical tags to primary pages and verify that duplicate/parameter URLs point to the correct preferred URL when applicable.

8. Shorten Overly Long Titles MEDIUM

- Several titles are long, including Pregnancy Pediatric Chiropractic at about 80 characters.
- Other long examples include Platelet-Rich Plasma Therapy, Epigenetic Hair Analysis, and Electrical Stimulation.

Recommended action: Rewrite titles for clarity and local relevance rather than trying to fit the business name and broad wording into every title.

Simple Action Plan

The goal is not to fix everything at once. Start with problems that can interfere with indexing, search presentation, and customer inquiries.

PHASE 1 - FIX NOW

- Investigate and clean up the questionable ?page_id= URLs.
- Verify that contact forms, phone links, and important navigation work correctly.
- Correct missing or weak H1 headings on key pages.
- Add meta descriptions to the homepage and primary service pages.

PHASE 2 - IMPROVE SEARCH VISIBILITY

- Rewrite important page titles around relevant services and local search intent.
- Add appropriate canonical tags.
- Strengthen thin service pages with accurate, useful patient information.
- Review internal linking between related services.

PHASE 3 - PERFORMANCE & GROWTH

- Confirm and correct slow server response problems.
- Compare the clinic's pages with local competitors ranking above it.
- Review Google Business Profile optimization, local citations, backlinks, and service-area relevance.
- Continue building helpful content around the questions local patients actually search for.

What This Audit Does Not Yet Tell Us

This report is based primarily on an internal HTML crawl. It is useful for finding website problems, but it is not a complete local SEO audit.

- Whether the Google Business Profile is fully optimized.
- Whether the business name, address, and phone information are consistent across the web.
- The strength and quality of local citations and backlinks.
- Which search terms currently produce traffic and leads.

- Why specific local competitors outrank the clinic in Google Maps or organic results.

BOTTOM LINE

The website does not need dozens of random changes. It needs the highest-impact problems corrected in the right order. Cleaning up indexable junk pages, improving search titles and descriptions, fixing headings, and investigating slow response times will create a much stronger foundation for the next stage of local SEO work.