

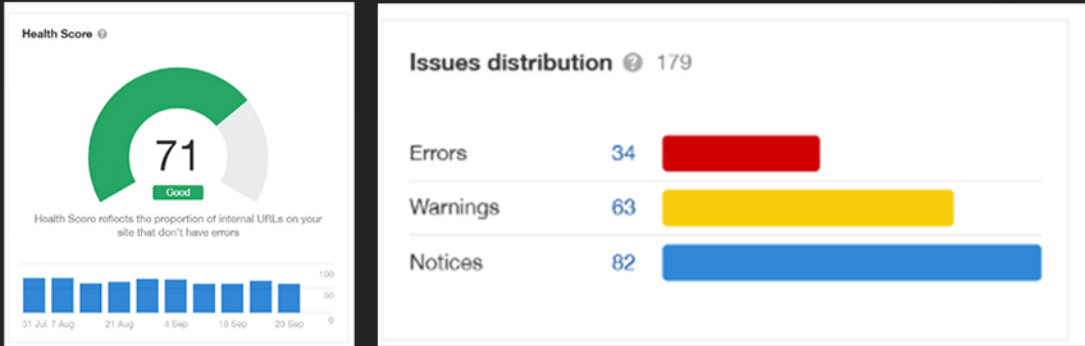


Report Period: July 2024 vs. May 2025

Before Optimization

In July, the website had several technical SEO issues that affected its overall health and search engine visibility. Below are the key findings from the Ahrefs site audit:

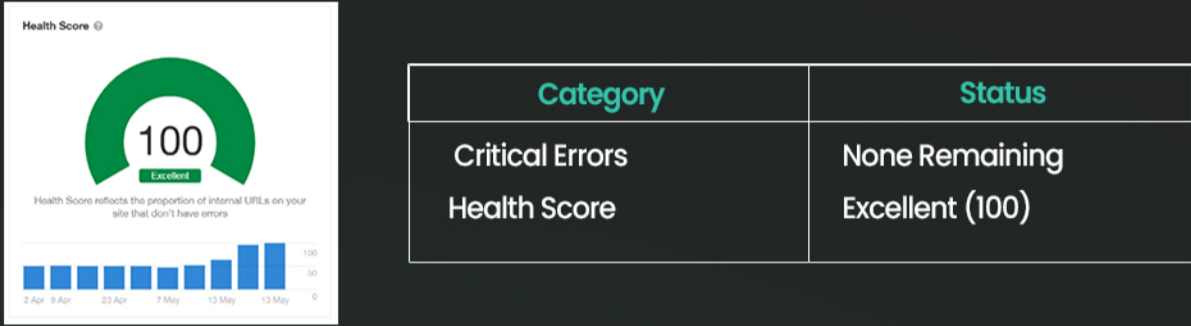
Overall Health Score: 71 (Good)



After Optimization

After a full website rebuild and technical fixes, a new scan conducted on May 13th, 2025, shows a significant improvement in overall SEO health and crawlability

Overall Health Score: 100 (Excellent)

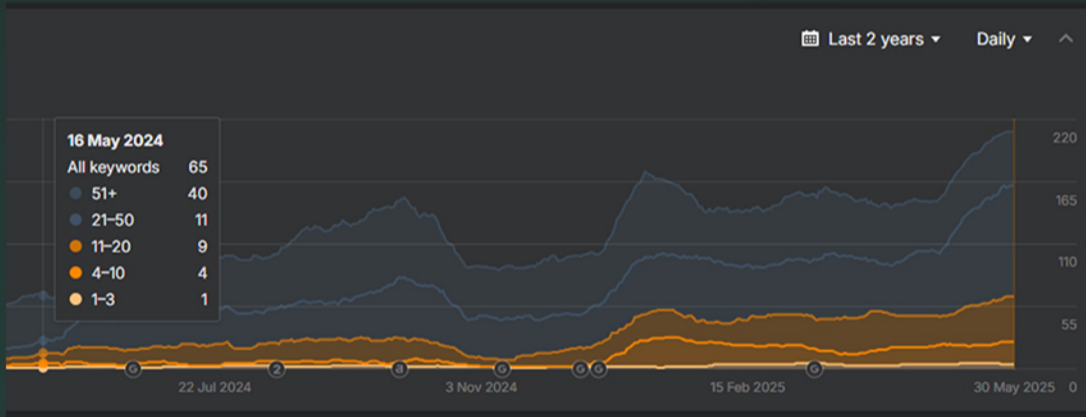


Health Score & Crawl Overview

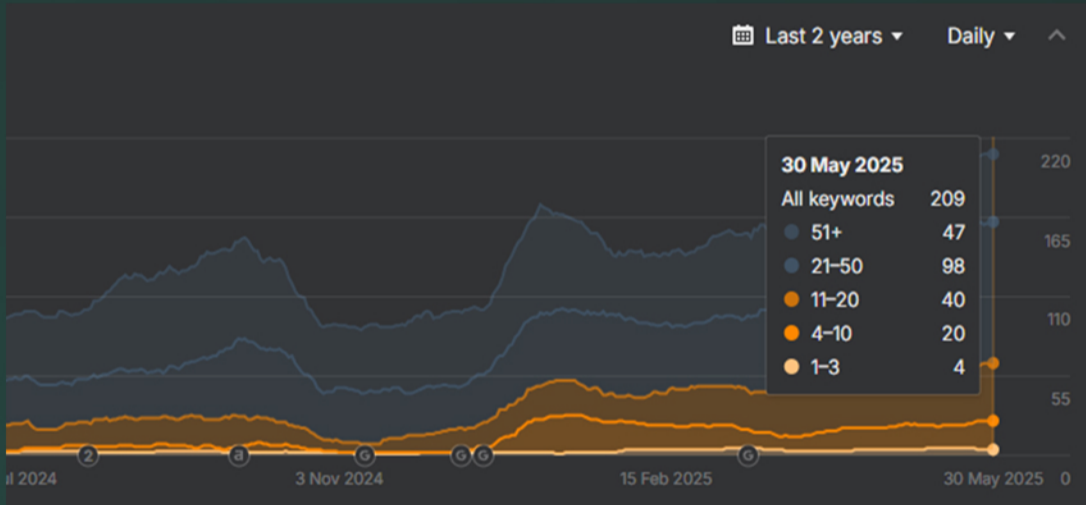
Category	July 2024	May 2025	Status
Health Score	Good (71)	Excellent (100)	✓ Improved
Broken Links (404)	Present	None Remaining	✓ Fixed
Image File Size	Several Too Large	Optimized	✓ Reduced
Missing Alt Text	Found on 24 Images	None Remaining	✓ Fixed
Redirect Chains (3XX)	Multiple	Resolved	✓ Optimized
Meta Description Issues	Length Errors & Gaps	Fully Updated	✓ Optimized
IndexNow Submission	Required	Completed	✓ Submitted

SERPS

Before

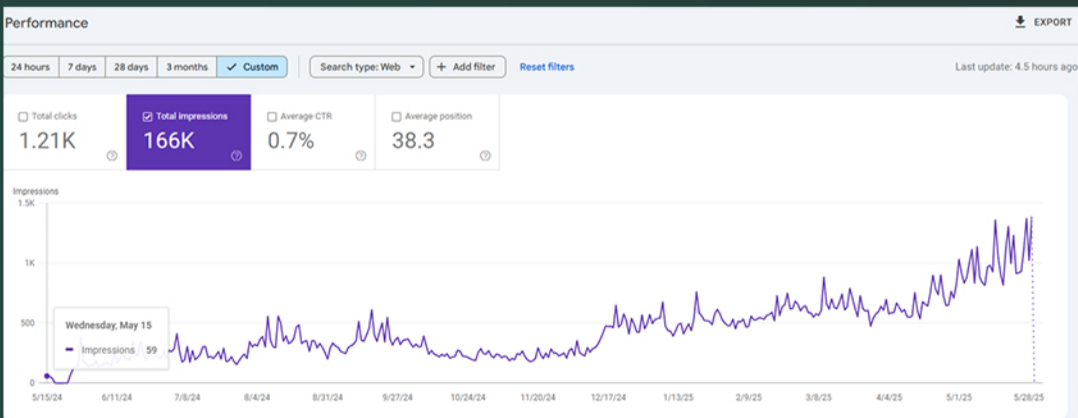


After



Search Console

Before



After

