



## Website Content Audit Report

Prepared for: Franzese Plumbing | February 27, 2024

### Introduction

This report reflects a page-by-page review of your website [www.franzeseplumbing.com](http://www.franzeseplumbing.com) as it appeared on February 23, 2024. The review is based on how the site is currently written to attract and retain prospects who want to purchase plumbing services in Southwest Florida.

### Messages and Keywords

I evaluated how the messages presented on your website and the keywords used in the content support your business goals by looking at two main areas:

1. Whether or not prospects and customers can find your website in search engines, particularly with local searches in Southwest Florida. If so, are your messages relevant when you appear in rankings?
2. Whether or not prospects and customers can quickly answer these key questions from your site:
  - What exactly is Franzese Plumbing?
  - What main promise does this company offer me?
  - What kinds of products, services, and assistance are available?
  - How is Franzese Plumbing unique, offering me the best options for my plumbing needs?
  - How do I learn more, sign up for offers, or contact Franzese Plumbing with a question?

### Usability (Ease of use and navigation)

I measured each page of the website against a 21-point usability checklist, which formed the basis for the findings and recommendations presented herein.

### Overall Site Findings (Positives)

- The website employs internet-friendly colors.
- The website is simple to navigate.

### Overall Site Findings (Opportunities)

There are several opportunities to optimize your website, both for user-experience and for the search engines. They are detailed further in this report.

These opportunities exist in:

- creating new customer-focused, keyword-rich content that better reflects your brand promise and value proposition and increases your relevance in keyword searches
- employing best practices in basic coding and search engine optimization
- re-designing the website to be mobile responsive and ADA accessible

Thank you for this opportunity to review your website and provide recommendations. I have provided samples at the end of this report. I'd love to help you make your website an engaging and effective tool to grow your business!

Sincerely,

*Ginny Peterson*

Findings and Recommendations for the Home Page: <http://franzeseplumbing.com>

- 1) Use all your "real estate"** Unlike social media platforms, your website is the one place on the internet where you "own the real estate." You derive the most benefit from making the most of the space allotted to you. Your website does not span the entire width of the screen. Were you to maximize this space, you could bring customer-focused, keyword-rich, search engine optimized content "above the fold" (the content seen on the first screen, with no scrolling).
- 2) Header image** Your header image should be one illustrating your business. (Samples provided separately.)
- 3) Tag line** Your tag line is an opportunity to reinforce the benefit(s) of your offering. Suggested: "Your trusted local plumber since 1960" Eliminates the need to update the website every year, answers the prospects' pain point of finding a plumber they can trust by emphasizing your longevity in the community. It says "local" rather than "Cape Coral" or one of the other subset communities of Southwest Florida to expand the promise of trustworthy plumbing services to the 5-county area known as "Southwest Florida."
- 4) CTA** This is the perfect spot for a Call to Action button for prospects to click if they have a plumbing emergency, with appropriately urgent language such as "Get Help NOW!"
- 5) Main navigation** This should be placed at the top of the image where it could be seen immediately.

The screenshot shows the Franzese Plumbing website home page. At the top right, there is a navigation menu with links for Home, About Us, Contact Us, and Newsletter. The main header features the Franzese Plumbing logo on the left, which includes a wrench icon and the text 'SERVING SOUTHWEST FLORIDA FOR OVER 50 YEARS'. To the right of the logo is the phone number (239) 574-4121 and the slogan 'Our shop to your door 24 hours a day!'. Below the header is a horizontal navigation bar with links for HOME, PRODUCTS, NEW CONSTRUCTION, REPIPE, SERVICES, REQUEST SERVICE, COUPONS, and COMMUNITY. The main content area is divided into two columns. The left column contains the headline 'Southwest Florida's "BEST PLUMBER" for over 50 Years' and two paragraphs of text describing the company's history and services. The right column features a photograph of a white service truck with the Franzese Plumbing logo and phone number on its side, with a technician standing next to it. The footer contains a secondary navigation menu, copyright information, and contact details including the address, phone, fax, and email.

1. Home | About Us | Contact Us | Newsletter

2. (239) 574-4121  
"Our shop to your door 24 hours a day!"

3. Franzese PLUMBING  
SERVING SOUTHWEST FLORIDA FOR OVER 50 YEARS

4. (239) 574-4121  
(321) 659-0577

5. HOME : NEW CONSTRUCTION : REPIPE : SERVICES  
PRODUCTS : REQUEST SERVICE : COUPONS : COMMUNITY

6. Southwest Florida's "BEST PLUMBER" for over 50 Years

7. Franzese Plumbing is a complete plumbing service company that is ready to handle all of your plumbing repair and installation needs. With over 50 employees servicing all of Lee, Collier and Charlotte counties, we take pride in our friendly and qualified staff to help you through any and all of your plumbing situations. We believe in premium service and quality of work.

Family owned and operated since 1960, Franzese Plumbing stands today ready to continue serving our customers with the highest quality of service. Let our reputation of 50 years of Southwest Florida's premier plumbing business speak for itself!

Home | New Construction | Repipe | Services | Products | Request Service | Coupons | Community | About Us | Contact Us | Newsletter

© Franzese Plumbing  
907 Country Club Blvd.  
Cape Coral, FL 33990  
RF 0037691

Tel: (239) 574-4121  
Fax: (239) 574-4854  
[Service@franzeseplumbing.com](mailto:Service@franzeseplumbing.com)

Web Site & Hosting by: [Gulf Web Services](#)

## Findings and Recommendations for the Home Page (Cont'd.)

**6) Content** The amount of content needs to be increased for the optimum SEO. With only 107 words, the page has a Flesch Reading Ease score of 41.4 and a Flesch-Kincaid Grade Level score of 12.3.

The Flesch Reading Ease score measures the readability of the text. It uses two variables to determine the readability score:

- the average length of the sentences (measured by numbers of words)
- the average number of syllables per word

A good benchmark to aim for is a **score of 60 or above**, equivalent to an 8th-grade reading level. This level generally indicates that your content is relatively easy to understand. Your Home page content scored 41.4, rating it difficult to read.

The Flesch-Kincaid Grade Level is a widely used readability formula which assesses the approximate reading grade level of a text. To be understood by the vast majority of the reading public, **this score should be 8 or below**. On your home page the FK score is 12.3, meaning the content is best understood by a high school graduate.

Adding easy-to-read content is highly recommended to improve those scores.

Headlines and subheadings should be used to break up the content and organize it for search. Applying header tags during the development of the page will help SEO. Header tags, in decreasing numerical order, inform Google of the hierarchy, or importance, of content. Breaking up content with subheads adds to its readability.

Remembering that people search the internet for answers to their problems, or “pain points,” the content on your home page should be written with that focus, using lots of “you” language. The “we” language should be reserved for the “About Us” page.

**7) Footer** Every website should have a Privacy Policy, indicating what, if any, information gathered from the website visitor during their visit is shared with or sold to third parties. The website lacks a Privacy Policy. (Sample is provided separately.)

## Meta Data

Meta data, in combination with visible content, is used by search engines to return the most relevant results for a search query. Although programmed “behind the scenes,” this data is often displayed in the search results.

Page title tags should be **no more than 60 characters** (with spaces). Your home page title tag has 65 characters.

Meta descriptions should be **no more than 150 characters** (with spaces). Your home page meta description has 188.

There is only one headline on the home page.

In addition to SEO, using ALT tags on images is critical in meeting ADA accessibility requirements. The one photo used throughout your website does not have an ALT tag.

The screenshot displays a 'SUMMARY' tab of a website analysis tool. It lists various meta data points for the website 'Franzese Plumbing'. The 'Title' is 65 characters long, and the 'Description' is 188 characters long. The 'Keywords' list includes 'cape coral plumber, plumbing, cape coral, fort myers, ft. myers, ft myers, southwest florida, plumbing, plumber, repair, installation, residential, commercial, full service, re-pipe, repipe'. The 'URL' is 'https://franzeseplumbing.com/index.php'. Other fields like 'Canonical', 'Robots Tag', 'Author', 'Publisher', and 'Lang' are marked as missing or not defined. At the bottom, there are tabs for 'H1', 'H2', 'H3', 'H4', 'H5', 'H6', 'Images', and 'Links'.

Field	Value
<b>Title</b> (65 characters)	Franzese Plumbing is a full service plumber located in Cape Coral
<b>Description</b> (188 characters)	Franzese Plumbing in Cape Coral is a complete plumbing service company that is ready to handle all of your plumbing repair and installation needs for any residential or commercial project. <a href="#">Close</a>
<b>Keywords</b> (16 values)	cape coral plumber, plumbing, cape coral, fort myers, ft. myers, ft myers, southwest florida, plumbing, plumber, repair, installation, residential, commercial, full service, re-pipe, repipe
<b>URL</b>	https://franzeseplumbing.com/index.php
<b>Canonical</b>	Canonical URL is not defined.
<b>Robots Tag</b>	Robots meta tag is not defined.
<b>Author</b>	Author is missing.
<b>Publisher</b>	Publisher is missing.
<b>Lang</b>	Lang attribut of HTML element is missing.

The subpages all have similar findings. The recommendation is to employ best practices in creating keyword-rich meta data for all page titles, page descriptions, links, and image alternative descriptions (ALT tags). This should greatly improve your search engine results.

**Findings and Recommendations for the About Page:** [https://franzeseplumbing.com/about\\_us.php](https://franzeseplumbing.com/about_us.php)

This is where you need to tell your story of the history and legacy of Cape Coral’s first plumbing company. At 124 words, this page has a Flesch Reading Ease score of 32.9 and a Flesch-Kincaid Grade Level score of 14.7. With 500 – 600 words being the optimal minimum content for a web page, there is plenty of room to build in more keyword-rich content and to connect with your readers by telling your story.

Home | About Us | Contact Us | Newsletter

**Franzese** PLUMBING  
SERVING SOUTHWEST FLORIDA FOR OVER 50 YEARS

(239) 574-4121  
"Our shop to your door 24 hours a day!"

HOME PAGE : NEW CONSTRUCTION : REPIPE : SERVICES  
PRODUCTS : REQUEST SERVICE : COUPONS : COMMUNITY

### About Us

For almost 50 years, Franzese Plumbing has served customers in Southwest Florida for all of their plumbing repair and installation needs. Family owned and operated since 1960, Franzese Plumbing was among the first Southwest Florida plumbing businesses in our area.

In 1960, Frank Franzese established Franzese Plumbing in Lee County, FL and ran the company until his passing in 1979. Since then, Franzese Plumbing’s growth and operation have continued under the direction of his son, Barry Franzese as president and license holder, and his daughter, Linda Franzese Thompson as Vice President. Together they have steered the company in its success for nearly 5 decades of quality serve and guaranteed customer satisfaction in Southwest Florida’s Lee, Collier, and Charlotte counties.

Home | New Construction | Repipe | Services | Products | Request Service | Coupons | Community | About Us | Contact Us | Newsletter

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Web Site & Hosting by: [Gulf Web Services](#)

**Findings and Recommendations for the New Construction page:**  
[https://franzeseplumbing.com/new\\_construction.php](https://franzeseplumbing.com/new_construction.php)

As with the other pages, this page also lacks enough content to generate responses for search terms. It, too, has a low readability score and a high grade-level score. There is ample opportunity here to build out the website with case studies on various new construction projects.



## Findings and Recommendations for the Repipe Page: <https://franzeseplumbing.com/repipe.php>

Again, plenty of opportunity to increase search engine results and engage viewers with images and testimonials.

## Findings and Recommendations for the Services Page: <https://franzeseplumbing.com/services.php>

Rather than a bulleted list of services, here is an opportunity to greatly expand the SERP of the website while improving the UX (User Experience). Submenus could be employed for each of the services, or an on-page photo gallery linking to a subpage, or accordion-style pull-out text. **This page is your sweet spot for SEO.**

## The Competition

Google “Plumbers in Cape Coral, Florida” and over 3,000,000 results are returned! Stripping away those companies that do more than plumbing (i.e. HVAC, general construction), the sponsored listings and the aggregate listings (i.e. Angie’s List), I chose three companies that appeared near the top of the search results (as did Franzese Plumbing). They offer services similar to those of Franzese Plumbing, are based in Cape Coral, and have been in business more than 30 years. I evaluated the websites of those three companies using the 5C’s™ and graded them from A to F, A being the best. I used four search terms and all three websites returned on page 1 in Google search, along with Franzese Plumbing:

- “plumbers in Cape Coral Florida”
- “Southwest Florida plumber”
- “Fort Myers plumber”
- “Lee County plumber”

The competitive business I chose were:

Aztec Plumbing | <https://www.aztecplumbing.net> | Est. 1991 (31 years) | Grade: **C**

Bergau Plumbing | <https://bergauplumbing.com> | Est. 1973 (51 years) | Grade: **B**

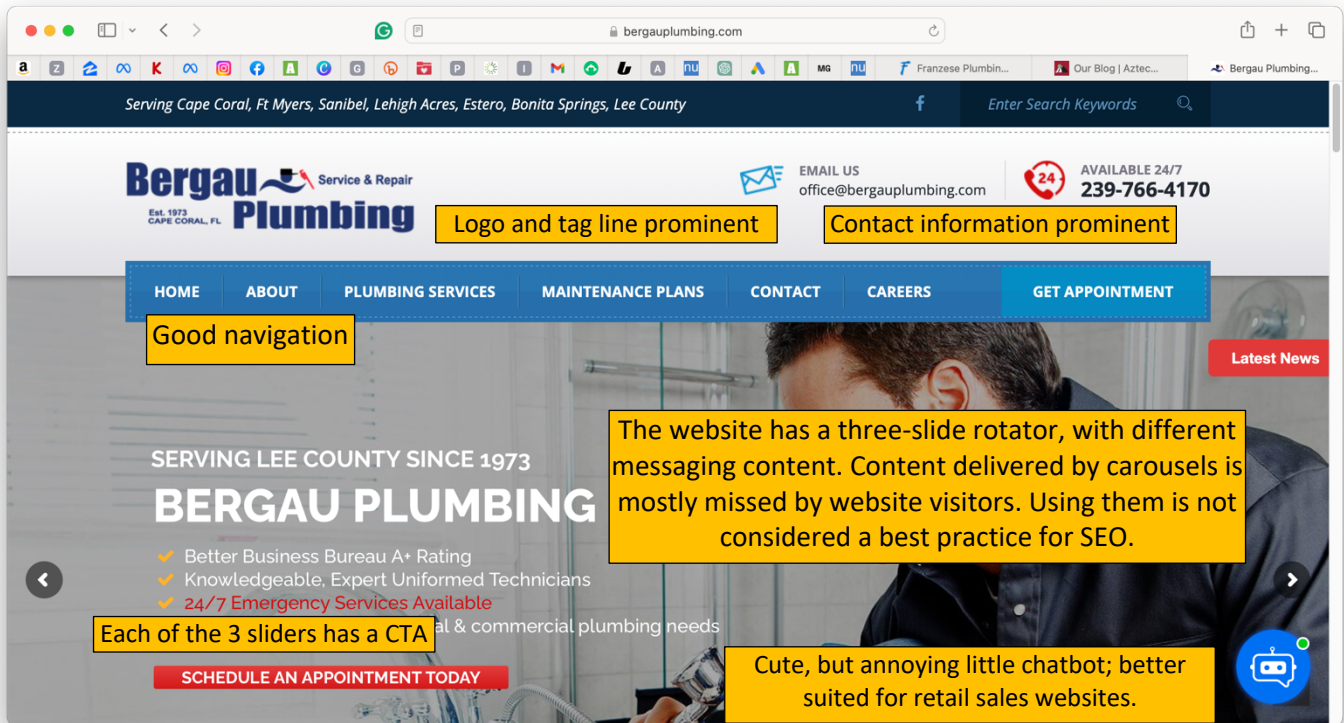
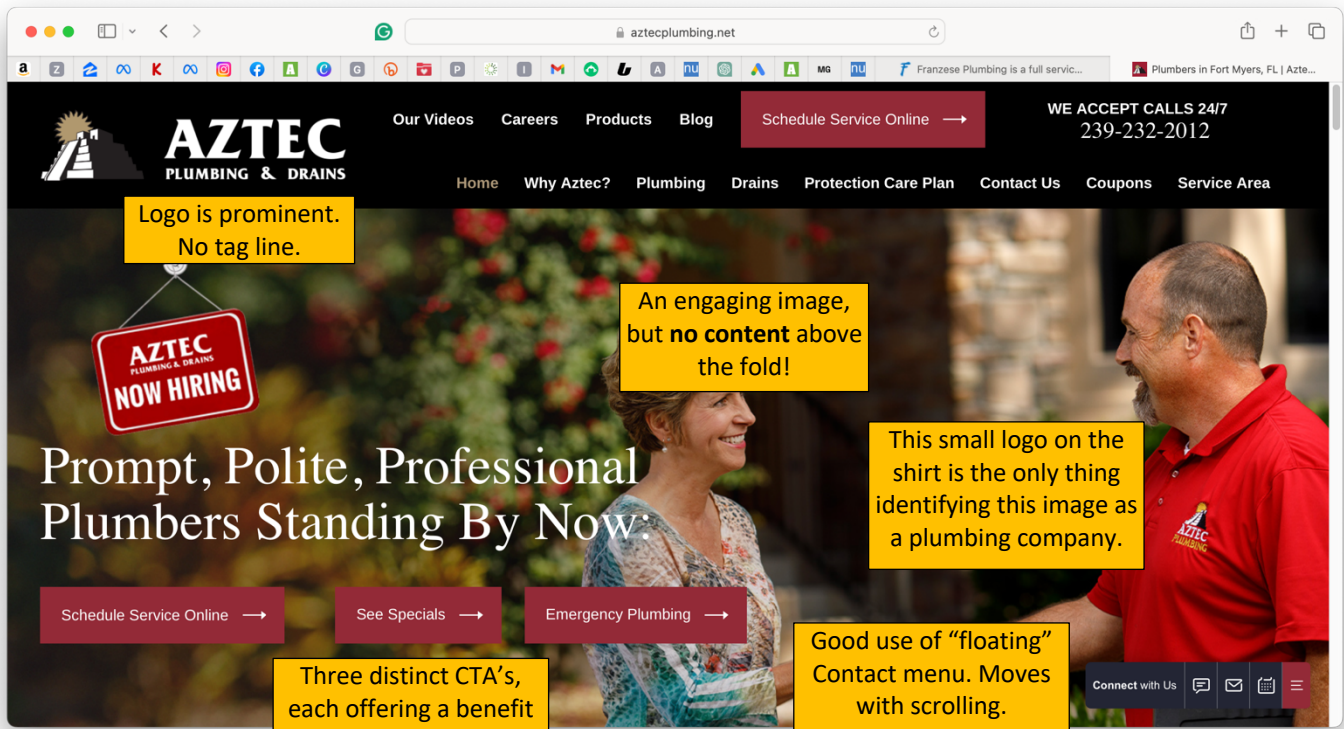
Cape Coral Plumbing | <https://www.capecoralplumbing.com> | Est. 1983 (41 years) | Grade: **D**

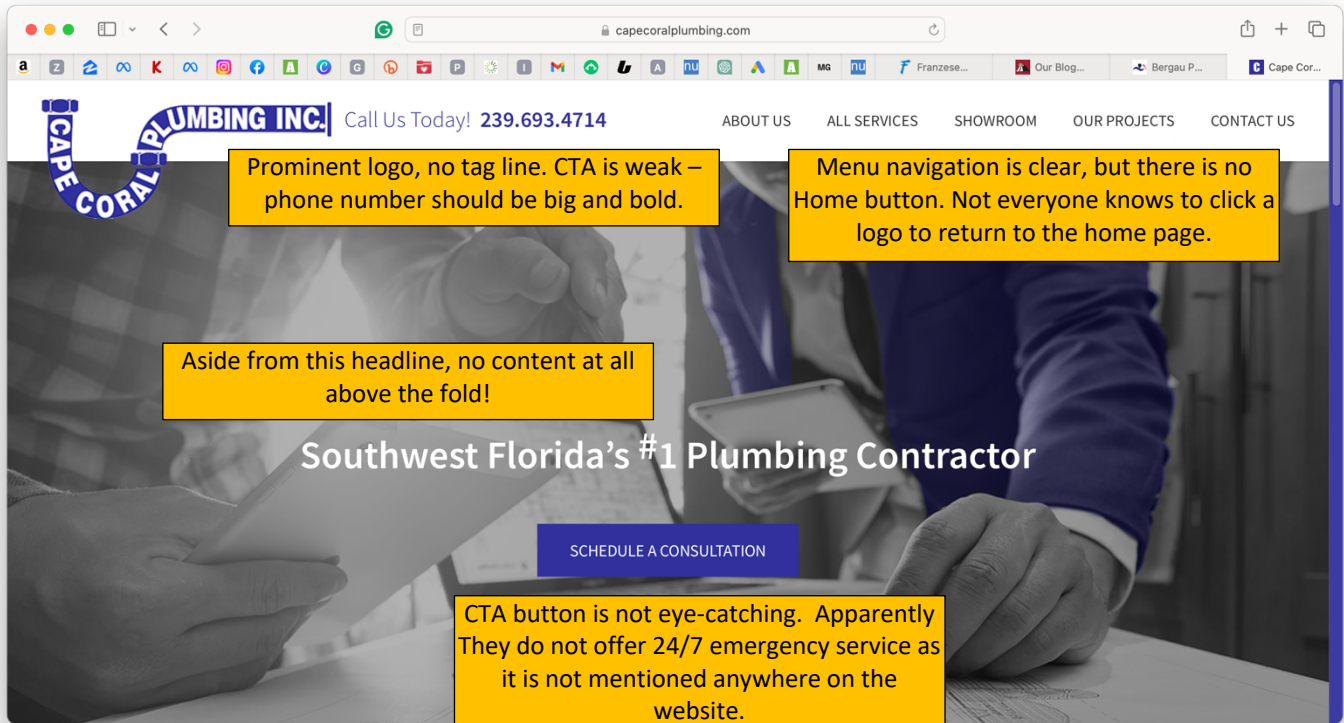
Some general observations:

- All three competitor websites were mobile-friendly.
- All three sites made the most of their “real estate” in their design, presenting ample opportunity for increasing their SEO through keyword-rich content. Sadly, none of them take that opportunity.
- The Aztec Plumbing and Bergau websites have a robust footer section with contact information, navigational links, applicable social media links. Cape Coral Plumbing does not.
- None of the competitors offered sign-ups for newsletters, offers, or any other lead generation piece. All three had incorporated blogs into the websites, with Aztec Plumbing the only competitor that updated their blog on a regular basis. Blogs make it easy to add new, fresh content (a Google plus).
- All three websites were secure sites (using https://). **Franzese Plumbing is not.** Necessary only in order to provide safe, secure online shopping, nevertheless having a secure website reassures visitors that any contact information they submit will be protected.
- Aztec Plumbing makes good use of SEO best practices on their website. Their meta data is within acceptable parameters and headers are properly employed. However, they have not employed ALT tags on their images, so they are missing that avenue for search results. There are no keywords designated.
- Bergau Plumbing’s title tag is slightly over the acceptable 60 character maximum. There are no keywords designated. They use header tags, but incorrectly, assigning header importance to content that is merely paragraph text. None of the 60 images on their home page have titles, only 11 have ALT tags.
- Cape Coral Plumbing also has a longer-than-maximum title tag. They have made better use of header tags, although the home page is missing a primary <H1> header tag. None of the 6 images on the home page have ALT tags or titles.

## A Closer Look at the Competition

Here's a closer look at the home pages of the competing websites, viewed "above the fold."





Prominent logo, no tag line. CTA is weak – phone number should be big and bold.

Menu navigation is clear, but there is no Home button. Not everyone knows to click a logo to return to the home page.

Aside from this headline, no content at all above the fold!

Southwest Florida's #1 Plumbing Contractor

SCHEDULE A CONSULTATION

CTA button is not eye-catching. Apparently They do not offer 24/7 emergency service as it is not mentioned anywhere on the website.

## Your Opportunity

Each of these competing websites has their strengths and weaknesses.

Where they all lack, and where you can overtake them in search engine results and positioning, as well as in providing a more enjoyable user experience, is in adding engaging, optimized, keyword-rich content above the fold and in maximizing your meta data.

## 21-Point Checklist: How Your Website Performed

I conducted an in-depth review of your website's performance against these key metrics.

Criteria	Description	Yes	Sort of	No	Notes
<b>MOBILE-RESPONSIVE</b> Google indexes "mobile-first"	Mobile-responsive (Google penalizes if not)			X	Site is not mobile responsive.
	Short headlines			X	There are no headlines, no hierarchy of content.
	Most important information first			X	
	Appealing, inviting CTA above the fold			X	
<b>INSTANT SITE IDENTITY</b> Where am I? What is this?	Company name, logo prominently displayed	X			
	Name, address, phone if local business	X			Address not important, this is not a retail business
	Customer-focused tag line			X	Business-focused tag line
	Headline informs what's there for visitor		X		Obviously a website for a plumbing company
<b>COMPANY INFORMATION</b> Who is the company? Build trust.	About Us: what it means to visitor		X		Can infer that longevity = trust; expand on story, need photos
	Contact information (not just a boilerplate form)	X			Contact page has both
	Footer w/name, address, phone	X			
	live link to email link to privacy policy	X		X	
<b>CLEAR CONTENT</b> You have 8 seconds to get attention	What company does	X			
	Why it offers the best solution			X	No WIIFM content
	How to find...			X	
	What to do next...			X	
	Is text readable?	X			Dark colored on font on white background; clear sans serif font
<b>CUSTOMER-FOCUSED CONTENT</b>	Speaks to one visitor at a time			X	Content is all generic, biographical, "we" - focused. No mention of potential pain points.
	Instantly solves a need w/persuasive copy			X	
	Shows the way to success			X	
<b>COMPETITIVE CONTENT</b> Reasons to choose THIS company	Search results/descriptions	X			High SERP for "Plumber Cape Coral"; moderate for other locales
	"Why choose us?" is answered			X	None of these points are addressed in the copy.
	Copy sets client apart from competition			X	
	Best solution			X	
	Invitation to act			X	
<b>ENOUGH CONTENT</b>	500 - 600 words minimum per page			X	Home page: 107 words; About page: 122 words;
	Enough information to help in a Google search			X	New Construction: 122 words; 41 words; Services page: 117
	New content added regularly			X	words; Products page: 125 words
<b>CONTENT EASY TO SCAN, ABSORB</b> Organized content flows to guide reader	Relevant, solution-focused headlines			X	
	Short paragraphs			X	
	Benefit-rich, benefit-first bullets			X	
	Recap why visitor should choose this now			X	
	Strong, clear Call To Action			X	
	Readability: FK 7 or below			X	FK score is above 12 for Home, About, and New Construction
<b>CONTENT INVITES ENGAGEMENT</b>	Watch a demo			X	
	Sign up for a newsletter			X	There is a newsletter page, but no newsletter
	Join a social media channel; icons displayed			X	Facebook content is sparse, inconsistent
	Participate in a survey			X	
<b>CURRENT CONTENT</b>	Content is current, fresh, topical, timely			X	Content does not change
	Give readers reason to come back for more			X	
<b>CONTENT FLOW</b>	Advertising does not disrupt flow				N/A no advertising on site
	Images, graphics support main content flow			X	One image throughout; except for Community page
<b>CONSISTENT CONTENT</b>	Voice, tone, and flow are consistent	X			
	If taking visitor offsite, make that clear			N/A	
	All content areas are consistently formatted	X			
<b>CONVERSION-OPTIMIZED CONTENT</b>	Reason to act, to DO something			X	
	CTA includes big benefit, HOW to act			N/A	N/A there is no CTA
	CTA uses big, bold button, "Get my" language			N/A	N/A there is no CTA
<b>CONTENT LINKS</b>	Standard color, underlining used for links	X			
	In-text links used sparingly; don't distract	X			
	Link text is specific; uses keyword/phrase			N/A	There are no in-text links
	Indicate where visitors are going			N/A	



Criteria	Description	Yes	Sort of	No	Notes
<b>CONTENT NAVIGATION</b>	Primary navigation along top or on left			X	Currently beneath header image
	Group similar items together			X	No grouping
	Use standard naming conventions	X			
	If using shopping cart, access in upper right			N/A	
<b>GRAPHICS</b>	Optimize graphics to web-appropriate sizes			N/A	
	Use relevant, content-supporting images			N/A	
	Where possible, use real people images	X			Images of community events participants
	Add SEO captions to photos			N/A	
	Do graphics interfere with readability?			N/A	
<b>VIDEO AND AUDIO</b>	Should be in the off position			N/A	
	Give visitor option with a clear PLAY button			N/A	
	Include MUTE button for sound			N/A	
	Appropriate thumbnail image or title slide			N/A	
<b>READER-FRIENDLY FONTS</b>	Limit font styles to two or three per site	X			
	Is site "over-designed to distraction"?			X	
	Use special styles sparingly (CAPS, bold, italics)	X			
	Use black (dark) type on white (light) background	X			
<b>ACCESSIBILITY AND COMPLIANCE</b>	Accessible to assistive technologies			X	
	Includes appropriate PDFs, transcripts, etc.			N/A	
	Is site ADA compliant?			X	
<b>SEO ESSENTIALS IN THE CONTENT ON EVERY PAGE</b>	Headlines			X	Each page has 1 H1 headline
	Subheads			N/A	No subheads
	Bold text			N/A	The entire website is in bold text
	Link text			N/A	
	Captions			N/A	No caption on the one image
<b>SEO IN TAGS ON EVERY PAGE</b>	Title tag: 60 character/space maximum			X	Only 3 title tags are ≤ 60 characters
	Meta description: Up to 150 characters/spaces			X	Only 3 Meta descriptions used on entire site; 188, 306, 128
	Alt tags: on all images, graphics			X	None

## Additional Findings

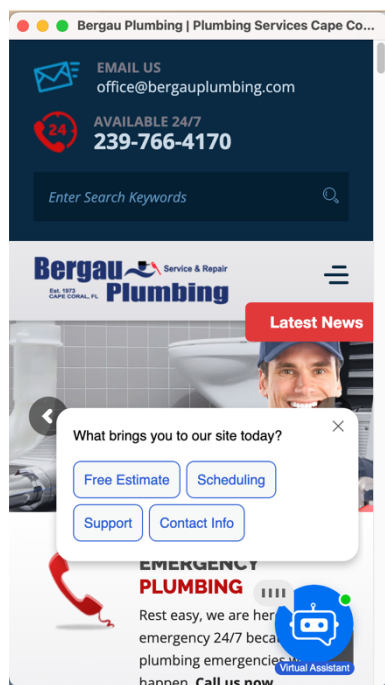
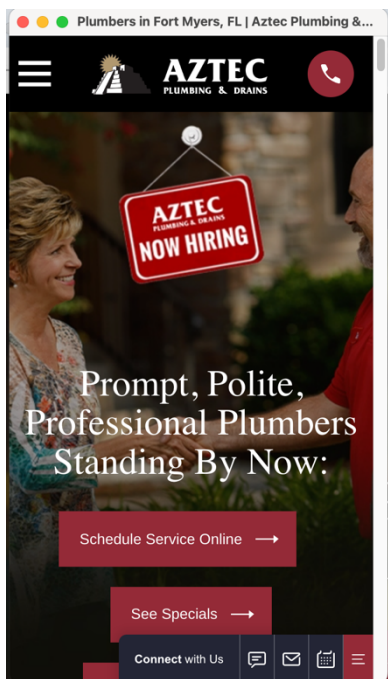
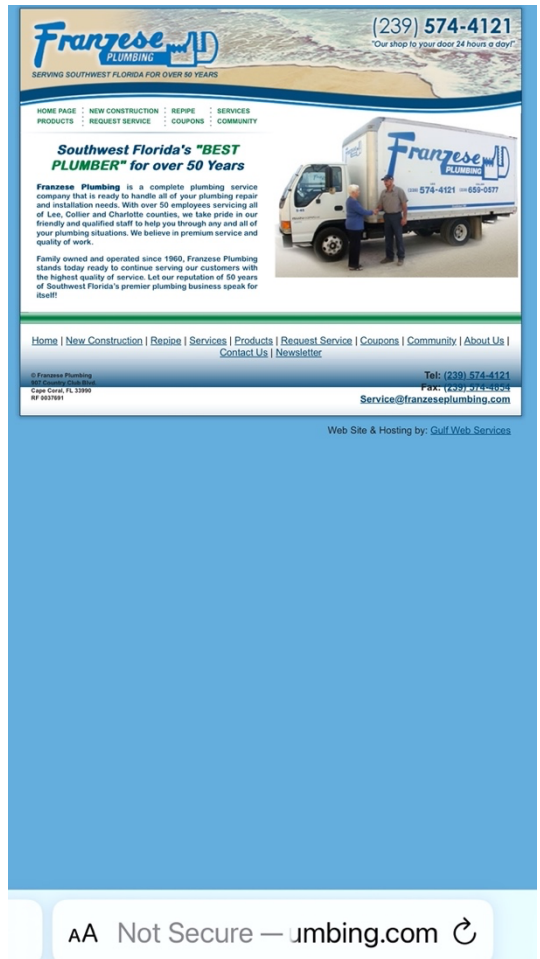
**Mobile responsiveness.** Why is it important to have a mobile responsive website? This explanation is [from Google itself](#): "Google predominantly uses the mobile version of a site's content, crawled with the smartphone agent, for indexing and ranking. This is called mobile-first indexing. While it's not required to have a mobile version of your pages to have your content included in Google's Search results, *it is very strongly recommended.*" (italics mine) I tested your website with Google's Search Console with the result being that the Home page, from where all other searches would start, is not mobile-friendly.

The same result was returned when checked on [www.websiteplanet.com/webtools/responsive-checker](http://www.websiteplanet.com/webtools/responsive-checker) and on [www.browserstack.com/responsive](http://www.browserstack.com/responsive).

The inset photo is a screenshot of the home page as viewed on an iPhone 14ProMax. It is rendered at 100% of the actual width. The content is difficult to read, and the website is hard to navigate.

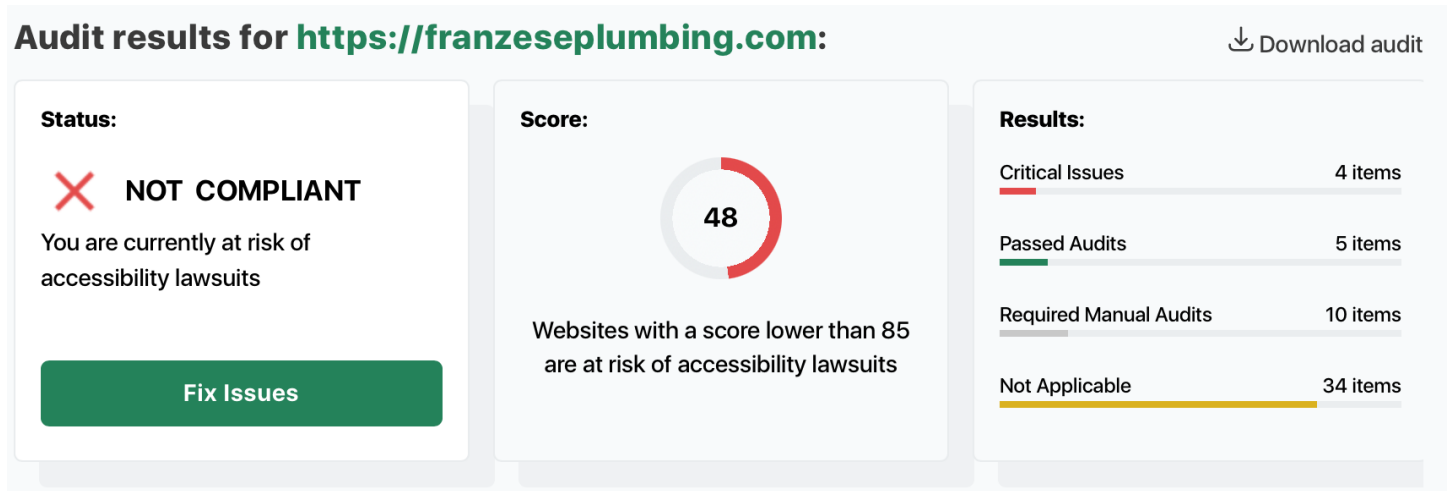
Although the competitors' mobile sites rendered below are 2/3 of their actual size, their mobile-friendly design makes the content easier to read and navigation easier to accomplish.

It is understood that the new website design will be designed to be mobile-friendly.



## Additional Findings (Cont'd.)

**Accessibility.** The Americans with Disabilities Act (ADA) requires all businesses open to the public (Title III) to have web content that is accessible to the disabled and [offers guidance](#) on how to make that content accessible. Accessibilitychecker.org indicates the Franzese Plumbing website is not ADA compliant.



Although these are technical items, most of them are in the purview of best practices for SEO website content writing and can be easily addressed. I will be happy to share the full report with your webmaster.

## In Summary

Thank you for the opportunity to review your website and offer these recommendations for improvement. May I add one more? If you will instruct that your new website be built on a content management system (CMS) such as WordPress, it will be a simple task for you or your webmaster to apply these recommendations and others, as well as to keep the website updated with fresh content, as in the case of a blog. I find WordPress to be a delightfully easy platform on which to work.

I look forward to working with you to create a great online experience for your prospects! To that end, I have attached a proposal to complete the work described in this audit.

Best regards,

**Ginny Peterson**

Ginny Peterson Copywriting

239-297-3638

**\*Bonus** Another way to continually add new content to your website would be through a Testimonials page. Solicit testimonials (with photos if possible!) that speak to your keywords and rotate them on and off the site.