

SEO checkup report.

The homepage now reads as a local clinic rather than a brochure.

WEBSITE AUDITED

<https://harbourviewclinic.example>

REPORT DATE

July 2026

PREPARED FOR

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AUDIT TYPE

Monthly · Report #2

66/100

OVERALL SEO HEALTH

+8

Needs a little TLC

Where the site stands today

The homepage now reads as a local clinic rather than a brochure. Title and H1 are aligned. The biggest remaining gap is Core Web Vitals on mobile and missing Organization schema.

BIGGEST WIN

Meta description is in place (148 characters) and LCP dropped from 4.2s to 2.8s.

BIGGEST ISSUE

No JSON-LD Organization schema, and the services grid still overflows on a phone.

Category breakdown

TECHNICAL / 30	PERFORMANCE / 25	CONTENT / 20	MOBILE / 15	SECURITY / 10
22 +4	15 +6	11 0	10 -2	8 0

Since your last report

WHAT WE ADVISED LAST TIME

- Resolved:** Add a meta description (now 148 characters).
- Still outstanding:** Publish XML sitemap.

WHAT IMPROVED

- LCP 4.2s → 2.8s.
- Homepage title and H1 now match.

WHAT REGRESSED

- Mobile services grid overflows horizontally.

Checks, vitals, and how AI sees the site

Core Web Vitals: LCP 2.80s · CLS 0.04 · TBT 280ms · Desktop perf 74 · Mobile perf 58

TECHNICAL SEO

CHECK	STATUS	POINTS	EVIDENCE
Title tag length	PASS	4/4	Homepage title is 48 characters: “Harbourview Clinic GP in Sea Point”.
Meta description	PASS	4/4	Meta description is 148 characters.
Single H1 heading	PASS	4/4	Homepage H1: “Family GP care in Sea Point”.
Canonical URL	PASS	3/3	Canonical set to https://harbourviewclinic.example/.

CHECK	STATUS	POINTS	EVIDENCE
robots.txt	PASS	3/3	robots.txt is reachable at /robots.txt.
XML sitemap	FAIL	0/4	No XML sitemap discovered (robots.txt or /sitemap.xml).
Structured data (JSON-LD)	FAIL	0/4	No JSON-LD structured data on the homepage.
Broken internal links	PASS	4/4	No broken internal links found in the crawl sample.

PERFORMANCE

CHECK	STATUS	POINTS	EVIDENCE
Largest Contentful Paint	FAIL	0/6	LCP is 2.80s (good is ≤ 2.5s).
Cumulative Layout Shift	PASS	5/5	CLS is 0.04 (good is ≤ 0.1).
Total Blocking Time	FAIL	0/4	TBT is 280ms (good is ≤ 200ms).
Lighthouse performance score	PASS	10/10	Desktop Lighthouse performance is 74/100.

CONTENT & KEYWORD OPPORTUNITIES

CHECK	STATUS	POINTS	EVIDENCE
Topical depth	AI EVALUATED FAIL	2/4	Core pages describe the clinic but rarely answer condition-level questions.
Messaging clarity	AI EVALUATED FAIL	1/4	Offer is clearer than last month; first screen still mixes ‘wellness’ with GP care.
Citation readiness	AI EVALUATED FAIL	0/4	Few self-contained facts an answer engine could quote.
Homepage content length	PASS	4/4	Homepage has about 420 visible words (target ≥ 300).
Heading hierarchy	PASS	4/4	H1 count 1, H2 count 4.

HOW AI SEES YOUR WEBSITE

Search and answer engines can tell this is a local clinic, but they still have to guess the legal entity, hours, and service list from prose instead of structured facts.

The site has moved from a generic brochure to a place-based clinic homepage. The title and H1 now say the same thing, so a crawler no longer has to reconcile two different stories.

What is still thin is proof. There are few named conditions, little local context, and no machine-readable Organization block. That is why the score sits in “needs a little TLC” rather than fighting fit.

Performance is better than last month, but 2.8s LCP is still over the 2.5s line. Compressing the hero image is the shortest path to the next points.

Add extractable facts (address, hours, practitioner names) and a short FAQ so the clinic can be quoted, not just described.

MOBILE

CHECK	STATUS	POINTS	EVIDENCE
Viewport meta tag	PASS	5/5	Viewport meta tag is present.

CHECK	STATUS	POINTS	EVIDENCE
Mobile layout overflow	FAIL	0/5	Horizontal overflow detected on a mobile viewport — content is likely cut off or requires sideways scrolling.
Mobile Lighthouse performance	PASS	5/5	Mobile Lighthouse performance is 58/100.

SECURITY

CHECK	STATUS	POINTS	EVIDENCE
HTTPS	PASS	4/4	Site is served over HTTPS.
HSTS header	FAIL	0/2	No Strict-Transport-Security header.
Clickjacking protection	PASS	2/2	Protected via X-Frame-Options.
No mixed content	PASS	2/2	No mixed-content HTTP assets detected on crawled pages.

05 — ACTION PLAN

Your action plan for next month

WHAT TO DO	WHY IT MATTERS	IMPACT / EFFORT	SCORE
Add JSON-LD Organization schema on the homepage	Schema helps search engines and AI systems understand what the business is.	high / medium	+4
Fix mobile horizontal overflow on the services grid	Desktop-only layouts frustrate users and fail mobile-first indexing.	high / medium	+5
Get LCP under 2.5s by compressing the hero image	Slow main content is a Core Web Vital and a ranking signal.	high / high	+6
Publish XML sitemap FROM LAST MONTH	Sitemaps help search engines discover every important page.	high / medium	+4