



# Site Audit Report

A monthly health check of your website's search visibility and technical SEO.

BUSINESS

Quest Auto Detailing

WEBSITE

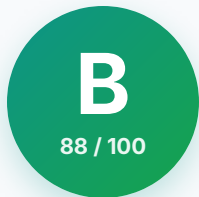
questautodetailing.com

REPORT DATE

June 9, 2026

PAGES AUDITED

6 pages



## Solid site with a clear path to an A.

Your pages are well structured and your meta tags are mostly in good shape. The single biggest opportunity is structured data: adding LocalBusiness schema to your homepage would unlock the rich Google results your competitors are already getting. A handful of quick meta fixes round out the list.

### EXECUTIVE SUMMARY

#### What we looked at, and what it means

Each month Oz reviews your live website the way a search engine sees it — the tags, the structured data, the content structure, and the social share cards — and scores it across four categories, then tells you exactly what to fix first.

This month your site earned a **B (88/100)**. That's a genuinely strong score: nothing is broken, your content is well organized, and your titles and descriptions are mostly dialed in. The gap between you and an A is concentrated in one place — **structured data** — where your homepage is missing the LocalBusiness markup that tells Google you're a local auto-detailing business with a name, address, phone, and hours. That one addition powers the rich result and map presence that drive local clicks.

Below you'll find your category scores, the prioritized fixes (each with step-by-step instructions), a per-page breakdown of every check we ran, and ready-to-use meta tag suggestions you can copy in.

### SCORE BREAKDOWN

#### Your four category scores

##### SEO meta tags

94

Titles and meta descriptions are present and well-written across almost every page. One title runs long and one page is missing its description — both quick fixes.

##### Structured data

80

Service-level schema is in place, but the homepage has no LocalBusiness markup — the foundational piece for local search. This is your highest-impact fix.

## Content structure

90

Clean heading hierarchy on most pages. One service page jumps straight to an H2 with no H1, which blurs what the page is about.

## Social share cards

88

Your homepage shares with a clean preview image. A few service pages are missing an og:image, so links to them show no thumbnail when shared.

### PRIORITY FIXES

## The 7 highest-impact things to fix

Ordered by impact. Each is scoped for a 30–60 minute slot, with the exact reason it surfaced and step-by-step instructions.

### HIGH Add LocalBusiness schema to your homepage

Your homepage has no structured data telling Google you're a local auto-detailing business. Adding LocalBusiness schema with your name, address, phone, and hours is the single highest-impact fix for local search — it powers the rich result and map presence competitors are already getting.

**Why this surfaced:** Structured data scored 80/100 — the homepage is missing LocalBusiness / AutoRepair JSON-LD.

#### How to fix

1. In your WordPress admin, open the Oz SEO Meta page.
2. Open the Home page and find the Structured Data section.
3. Choose the "Local Business" type and confirm your name, address, phone, and hours.
4. Save — Oz writes the JSON-LD into your homepage automatically.

### HIGH Write a meta description for your Services page

Your Services page has no meta description, so Google is guessing what to show under the link. A clear 150-character description with your city and core services will lift its click-through rate from search results.

**Why this surfaced:** Services page — "Has meta description" check failed (no description tag present).

#### Suggested description

1. "Interior, exterior, and ceramic detailing in Atlanta. Showroom-quality results, mobile service available. Book your detail with Quest today."

### MEDIUM Add a single clear H1 to your Ceramic Coating page

That page jumps straight to an H2, so search engines can't tell what it's primarily about. A single H1 like "Ceramic Coating in Atlanta" anchors the page for its most valuable keyword.

**Why this surfaced:** Ceramic Coating page — "Has exactly one H1" check warned (0 H1 tags found).

**MEDIUM** Add social share images to your top 3 service pages

When someone shares your service pages on Facebook or in a text, no preview image appears, which kills the click. Adding an Open Graph image — a clean before/after shot — makes shared links look professional.

**Why this surfaced:** Social cards scored 88/100 — 3 service pages are missing an og:image tag.

**MEDIUM** Tighten the internal links to your Ceramic Coating page

Ceramic Coating is one of your highest-value services but it's only linked from the footer. Adding a link from your Services page and homepage hero passes more internal authority to it and helps it rank.

**Why this surfaced:** Content structure review — Ceramic Coating page has 1 inbound internal link; comparable service pages average 4.

**LOW** Shorten the homepage title tag

Your homepage title runs past what Google shows, so the end gets cut off. Tightening it to about 60 characters keeps your business name and city fully visible in results.

**Why this surfaced:** Home page — "Title length 10–60 chars" check warned (72 characters; target is 10–60).

**LOW** Add descriptive alt text to your gallery images

Several before/after photos in your gallery have empty alt text. Describing each image ("ceramic coating on a black sedan") helps them surface in Google Images and improves accessibility.

**Why this surfaced:** Content review — 9 of 14 gallery images have empty or missing alt attributes.

**PER-PAGE BREAKDOWN**

**Every check, page by page**

The individual checks behind your category scores. Pass means it's in good shape; warn is a minor improvement; fail is worth fixing.

Home		
questautodetailing.com		
Title length 10–60 chars	<b>WARN</b>	Title is 72 characters; the tail will be truncated in results.
Has meta description	<b>PASS</b>	A 148-character description is present and on-topic.
Has exactly one H1	<b>PASS</b>	One H1 present: "Premium Auto Detailing in Atlanta".
LocalBusiness schema	<b>FAIL</b>	No LocalBusiness / AutoRepair JSON-LD found on the homepage.
Open Graph image	<b>PASS</b>	og:image present and reachable; clean preview when shared.

## Services

questautodetailing.com/services

Has meta description	FAIL	No meta description tag is present on this page.
Title length 10–60 chars	PASS	Title is 46 characters — within the ideal range.
Has exactly one H1	PASS	One H1 present: "Our Services".
Open Graph image	WARN	og:image is missing; shared links show no preview image.

## Ceramic Coating

questautodetailing.com/ceramic-coating

Has exactly one H1	WARN	No H1 found; the page opens with an H2.
Title length 10–60 chars	PASS	Title is 41 characters — within the ideal range.
Service / Product schema	PASS	Service schema present with name and provider.
Internal links in	WARN	Only 1 inbound internal link (footer); peers average 4.

## Paint Correction

questautodetailing.com/paint-correction

Has meta description	PASS	A 139-character description is present.
Has exactly one H1	PASS	One H1 present: "Paint Correction".
Open Graph image	WARN	og:image missing; add a before/after shot.
Image alt text	WARN	5 of 8 gallery images have empty alt text.

## About

questautodetailing.com/about

Has meta description	PASS	Present and on-topic.
Has exactly one H1	PASS	One H1 present: "About Quest Auto Detailing".
Open Graph image	PASS	og:image present.

## Contact

questautodetailing.com/contact

Has meta description	PASS	Present and on-topic.
Has exactly one H1	PASS	One H1 present: "Contact Us".
NAP consistency	PASS	Name, address, and phone match your Google Business Profile.

## READY-TO-USE META TAGS

### Copy-and-paste meta suggestions

Where a change would help, we drafted it for you. Where your current tag is already good, we left it alone.

#### Services — [questautodetailing.com/services](https://questautodetailing.com/services)

CURRENT DESC — none —

SUGGESTED **Interior, exterior, and ceramic detailing in Atlanta. Showroom-quality results, mobile service available. Book your detail with Quest today.**

The page has no meta description. The suggested copy leads with the services and city and ends on a clear call to action to lift click-through.

#### Home — [questautodetailing.com](https://questautodetailing.com)

CURRENT TITLE Quest Auto Detailing | Premium Car Detailing in Atlanta, GA (72 chars)

SUGGESTED **Auto Detailing in Atlanta, GA | Quest Auto Detailing (52 chars)**

The current title is 72 characters and gets truncated in results. The suggested title keeps the city and brand within the ~60-character limit; the description is already strong, so no change there.

#### Ceramic Coating — [questautodetailing.com/ceramic-coating](https://questautodetailing.com/ceramic-coating)

CURRENT DESC Long-lasting ceramic coating that protects your paint and keeps your car looking new.

SUGGESTED **Professional ceramic coating in Atlanta — years of paint protection and a deep gloss. Free quote and durability warranty. Book online.**

Adds the city and a concrete next step (free quote, warranty) to a description that was accurate but generic.

## SITE FOUNDATION

### The technical basics

Site-wide checks that affect how search engines crawl and trust your site.



#### robots.txt present

Crawlers can read your crawl rules.



#### XML sitemap found

14 URLs listed and reachable.



#### Served over HTTPS

Secure connection; no mixed content.



#### Mobile-friendly

Responsive layout; readable on phones.

## What happens next

Your Oz audit runs every month and lands in your inbox with your updated grade, the new top fixes, and this full breakdown — so you can watch your score climb as you act on the recommendations.

On the Site Adjuster plan, Oz can apply many of these fixes to your live site for you with one click.

[See plans at oz-analytics.questdigital.dev](https://oz-analytics.questdigital.dev)