



Raven's Edge MEDIA

SEO AUDIT REPORT · RAVEN'S EDGE MEDIA

<https://ravensedgemedia.com>

46/100

RECOMMENDED PLAN: GROWTH

SEO Audit Report: ravensedgemedia.com

Date: June 14, 2026 | Business Type: B2B SEO Agency | Auditors: 9 parallel specialist agents

SEO Health Score: 46 / 100

Category	Weight	Score	Status
Technical SEO	22%	64/100	Needs Work
Content Quality	23%	38/100	Poor
On-Page SEO	20%	42/100	Poor
Schema / Structured Data	10%	58/100	Needs Work
Performance (CWV)	10%	38/100	Poor

Category	Weight	Score	Status
AI Search Readiness	10%	37/100	Poor
Images	5%	22/100	Poor

Weighted Total: 46/100

The Single Most Important Finding

Before the itemized audit: every specialist agent independently arrived at the same structural conclusion. This is a **single-page application** with exactly 1 indexable URL. Navigation to services, process, FAQ, and "why us" is via anchor links (`#services` , `#process` , `#faq`). These cannot be indexed, cannot rank independently, and cannot earn internal PageRank.

Every high-value keyword this agency needs — "B2B SEO agency," "technical SEO services," "local SEO agency," "AI search optimization" — is dominated in Google SERPs by dedicated 3,000–6,000 word service pages and 5,000–10,000 word comparison guides. The site has neither. It is architecturally excluded from ranking for its own business category.

Everything else in this audit is secondary to that finding.

PERCEIVE: What the Site Gets Right

Before the problems: the foundation is genuinely solid for a 7-month-old site.

Infrastructure (strong): – HTTPS enforced, HTTP/2 + HTTP/3 (QUIC) via Hostinger CDN — excellent – TTFB: ~34ms — best-in-class server response – robots.txt explicitly allows GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, Googlebot-Extended, Bingbot — proactive and correct – `11ms.txt` present at `/11ms.txt` (HTTP 200), well-formed with H1, blockquote, and H2 sections – Canonical tag correct and consistent with sitemap and OG URL – Meta description present (194 chars) and keyword-relevant – Title tag strong: "SEO Agency for Local & B2B Businesses | Raven's Edge Media" – Open Graph tags structurally complete (title, description, dimensions, type) – Schema: full `@graph` JSON-LD block with 7 nodes (Organization, WebSite, ProfessionalService, WebPage, Service ×3, FAQPage) – www → non-www 301 redirect correct – No horizontal overflow at any viewport

Positioning (right idea): – AI Search Optimization as a named service is genuinely differentiated — fewer established competitors at the "agency for local/B2B" intersection

- "No Long Lock-Ins" and pricing transparency (\$2K/month floor) directly address the top prospect objections - The transparency messaging is strategically well-placed for skeptical comparison shoppers

ANALYZE: The Gap Between Infrastructure and Substance

The GEO agent (37/100) and content agent (38/100) tell the same story from different angles: the infrastructure is correct; there is nothing to index or cite.

Every text passage on the site is 23–40 words. AI systems need 134–167 words per passage to generate a citation. The site can be accessed, parsed, and understood by every crawler — it just has no substantive content worth surfacing.

For an agency selling AI Search Optimization, this is the highest-stakes self-contradiction in the audit. A technically sophisticated prospect will Google "does Raven's Edge Media appear in AI Overviews?" before they book a call. The answer today is no.

The dependency chain that unblocks organic growth:

Service pages created

- can rank for service keywords
- creates linkable content assets
- enables backlink acquisition
- builds domain authority
- amplifies all future content

Blog/resource content

- awareness-stage visibility
- demonstrates expertise
- generates inbound links

Both together → domain authority → competitive SERP presence

The quick technical fixes are important but they cannot move the needle on organic traffic until pages exist to rank.

VALIDATE: Falsifiable Checks for Every Major Claim

Claim	How to Verify
Three.js is blocking LCP	

Claim	How to Verify
	PageSpeed Insights → LCP waterfall (Three.js will be 1st blocking entry)
OG image is 404	<code>curl -I https://ravensedgemia.com/og-image.jpg</code>
Social href="#" in footer	View source, search <code>href="#"</code> in footer block
FAQPage schema present (commercial site)	Google Rich Results Test → FAQ not eligible
llms.txt present	<code>curl -I https://ravensedgemia.com/llms.txt</code>
0 backlinks in CC	Ahrefs/Moz free check to confirm baseline
Service pages 404	<code>curl -o /dev/null -s -w "%{http_code}" https://ravensedgemia.com/services/technical-seo/</code>

ACT: Prioritized Findings

CRITICAL — Fix Immediately (Days 1–7)

1. Upload the missing OG image `/og-image.jpg` returns 404. Every social share — LinkedIn DMs, email, Slack, Twitter — shows a blank card. The meta tags are structurally perfect; the file doesn't exist. Verification: Check with Facebook Sharing Debugger after upload.

2. Add `defer` to Three.js script tag `<script src="https://cdnjs.cloudflare.com/ajax/libs/three.js/r128/three.min.js">` has no `defer` or `async`. This 603KB library blocks all HTML parsing and rendering before a single pixel paints. It's used only for decorative canvas animations.

```
<!-- Change to: -->
<script src="https://cdnjs.cloudflare.com/ajax/libs/three.js/r128/three.min.js" >
```

Leading indicator: PageSpeed Insights LCP score within 48 hours of deploy.

3. Fix H1 animation delay killing LCP The `<h1>` starts at `opacity: 0` with a `0.4s delay + 0.8s animation = ~1.2s` before it becomes visible. Google's LCP clock keeps running until the element is visible — this directly inflates LCP by over a second on every page load. Fix: Allow H1 to be visible by default; apply animation as progressive enhancement via JS class.

4. Remove fragment URLs from sitemap `#services`, `#process`, `#faq` in `sitemap.xml` are not crawlable resources — Googlebot strips fragments and treats all three as duplicates of `/`. This wastes crawl signals and may generate GSC coverage errors.

Corrected sitemap should have exactly 1 URL: `https://ravensedgemedia.com/` with `lastmod: 2026-06-10`.

5. Wire social footer links or remove them All four social icons (Facebook, Instagram, LinkedIn, X) link to `href="#"`. The `sameAs` schema correctly lists the real URLs — but the visible HTML goes nowhere. This is a trust signal failure that every prospect who inspects the footer will notice. Fix: Replace `href="#"` with real profile URLs, or temporarily remove icons until profiles are active. Also add X/Twitter to the `sameAs` array in schema.

6. Remove privacy-policy from sitemap `/privacy-policy` is correctly `noindex`ed in its meta robots, but it appears in the sitemap. This sends contradictory signals — remove it from the sitemap.

HIGH — Fix Within 2 Weeks

7. Add HSTS and security headers No `Strict-Transport-Security` header means browsers attempt plain-HTTP on repeat visits. Also missing: `X-Content-Type-Options: nosniff`, `X-Frame-Options: SAMEORIGIN`, `Referrer-Policy: strict-origin-when-cross-origin`, `Permissions-Policy`. All configurable in Hostinger's panel with no code changes.

8. Fix Organization schema logo (SVG → PNG) `logo.svg` in the Organization ImageObject returns 404 and SVG is not reliably processed by Googlebot for Knowledge Panel or AI entity cards. Replace with a PNG at minimum 160×160px.

9. Add `telephone` and city/state to Organization schema Both `Organization` and `ProfessionalService` nodes have `addressCountry: "US"` only. Add at minimum `addressLocality`, `addressRegion`, and a contact telephone (or booking URL as `contactOption` alternative). Required for Knowledge Panel population.

10. Add `SearchAction` to WebSite schema The WebSite node is present but missing `potentialAction`. Add a `SearchAction` for Sitelinks Search Box eligibility and AI engine site-structure signaling.

11. Lazy-load Calendly CSS `assets.calendly.com/assets/external/widget.css` is a render-blocking stylesheet in `<head>` for a modal that only opens on user interaction. Load it with the `media="print" onload="this.media='all'"` pattern.

12. Fix hamburger button tap target (32×24px → 48×48px) The mobile navigation toggle is critically undersized. Add `min-width: 48px; min-height: 48px` to the button element — Google's mobile-friendly guidelines require 48px minimum.

13. Move mobile hero CTA above the fold The primary "Get a Free SEO Audit" button sits 90px below the fold on 375px viewports due to `min-height: 1080px` hardcoded on the hero section. Change to `min-height: 100dvh` with responsive padding.

14. **Implement IndexNow** The site explicitly sells AI search services and lists Bing Copilot as a target platform — yet IndexNow is not implemented. Generate a key at `bing.com/indexnow`, place the key file at root, and wire submission to any future publish events.

15. **Add an About / Team page** No named humans are associated with the business anywhere on the site. For a B2B buyer evaluating a \$2K+/month commitment, an anonymous agency is a hard conversion blocker. A founder name, photo, professional background, and LinkedIn link is the minimum viable About page. Also add `Person` schema with `sameAs` to LinkedIn — directly improves E-E-A-T for Google AI Overviews.

16. **Add case studies and social proof** The site has zero testimonials, zero client results, zero before/after data. This is the most common conversion and E-E-A-T signal for agency sites, and it is entirely absent. Even one anonymized case study ("Regional HVAC company went from page 4 to the Local Pack in 90 days") outperforms 10 generic testimonials.

17. **Create a Clutch.co profile immediately** Clutch appears in every B2B agency comparison SERP analyzed. It is zero-cost and a direct third-party trust signal. Request reviews from current and past clients within the first week.

MEDIUM — Fix Within 30 Days

18. **Mobile font sizes below 16px minimum** Multiple elements render at 11.5–15.2px on mobile including body paragraphs, the CTA button text (13.6px), and copyright (12.48px). Set `font-size: 16px` as the mobile body base.

19. **Add `width` and `height` attributes to both `<img>` tags** Both logo images (`logo-mark-white.png` , `logo-white.png`) lack explicit dimensions. The browser cannot reserve layout space before they load, causing CLS in the sticky nav header.

20. **Add remaining Service schema nodes** Three of six services (Local SEO, Authority & Link Building, SEO Audits & Strategy) are missing `Service` schema nodes. Add them following the existing pattern with `name` , `provider` , `description` , `serviceType` .

21. **Fix FAQ schema mismatch** The FAQPage schema has 4 `Question` entities; the visible accordion has 5. Add the missing fifth question. Also: per current quality gates, FAQPage on a commercial site earns no Google rich result (restricted since Aug 2023) but retains AI/LLM citation value — retain the schema but note the Google limitation.

22. **Standardize contact email across all machine-readable surfaces** `llms.txt` lists `ravensedgemedia@outlook.com` ; schema `contactPoint` uses `support@ravensedgemedia.com` . Outlook.com address in a commercial context signals a micro-operation. Standardize on `support@ravensedgemedia.com` (or a non-support alias like `hello@`) across all touchpoints.

23. **Pause WebGL render loops when off-screen** Both Three.js animation loops call `requestAnimationFrame` unconditionally, competing with the main thread at 60fps even

- when the user is scrolled elsewhere. The site already uses `IntersectionObserver` — extend it to pause/resume each loop based on canvas visibility.
24. Create `llms-full.txt` The `llms.txt` is present and well-formed — but `llms-full.txt` is 404. Since the site has no long-form pages yet, this file is the primary mechanism for providing AI engines with extended citable content. Write 200–400 word descriptions for each service.
25. Add `twitter:site` meta tag `<meta name="twitter:site" content="@ravensedgemedia">` (or actual handle) is missing. Required for proper X/Twitter card attribution.
26. Remove dev-era comment from production JS `// REPLACE WITH YOUR REAL CALENDLY LINK` is present in the production JS bundle. Clean up before the site scales visibility.
27. Reduce Google Fonts weights 10 font weights loaded (Outfit: 300/400/500/600/700/800 + Plus Jakarta Sans: 400/500/600/700). Audit actual CSS usage — likely only 3–4 weights are used. Each saved weight reduces render-blocking font transfer size.
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LOW — Backlog

28. Add skip navigation link (`<a href="#main" class="skip-link">Skip to main content</a>`) — WCAG 2.1 2.4.1
29. Convert logo PNGs to WebP — 25–50% size reduction
30. Add `rel="preconnect"` for `fonts.gstatic.com` — preconnect for `googleapis` is present; `gstatic` is missing
31. Add HTML `Cache-Control` headers — CDN serving page as `DYNAMIC` adds origin latency; configure `public, max-age=300, stale-while-revalidate=600`
32. Update Three.js from r128 to current — r128 is circa 2021, ~40 versions behind; or replace with lighter canvas approach for decorative animations
33. Add `loading="lazy"` to footer logo and `fetchpriority="high"` to nav logo
34. Update `lastmod` in sitemap to actual server `Last-Modified` date (2026-06-10, not 2026-06-07)
35. Remove deprecated `<priority>` and `<changefreq>` tags from sitemap — both ignored by Google
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GROW: Strategic Architecture Roadmap

These are the items that will actually move organic traffic. Everything above is hygiene; this is the growth engine.

Phase 1: Build the Content Ecosystem (Months 1–3)

Page	Target Keywords	Minimum Length
		2,500 words

Page	Target Keywords	Minimum Length
/services/technical-seo/	technical SEO services, technical SEO agency	
/services/local-seo/	local SEO agency, local SEO services	2,500 words
/services/ai-search-optimization/	AI search optimization, GEO agency	3,000 words (your differentiator — go deep)
/services/b2b-seo/	B2B SEO agency, B2B SEO services	2,000 words
/services/seo-audit/	free SEO audit, SEO audit services	1,500 words
/services/content-seo/	content SEO, content strategy	1,500 words
/about/	—	800 words (founder bio, story, credentials)

Why the AI Search Optimization page is the priority: The SERP for this term is less saturated than "technical SEO agency" or "local SEO company." You have a genuine claim here. A 3,000-word methodology page explaining specifically how you get citations in AI Overviews — with structured data approaches, entity optimization strategy, and ideally before/after proof — would differentiate you from every generalist SEO agency.

Phase 2: Build Domain Authority (Months 2–4)

Zero-cost, immediate actions: – Claim Google Business Profile (enables map pack visibility, review collection) – Create Clutch.co profile and request reviews from current clients – Submit to DesignRush, UpCity, Agency Spotter directories – GoHighLevel agency directory listing (you're already on their platform)

Content-driven link acquisition: – Original data study: "AI Search Citation Analysis 2026" — what makes a B2B service page get cited in AI Overviews? This is linkable, shareable, and directly demonstrates the service you're selling – Guest posts on Search Engine Journal, Moz Blog, or marketing industry publications with founder byline

Phase 3: AI Visibility (Months 3–6)

Once pages and content exist: – Run `/seo geo` audit to verify AI Overview citability of new service pages – Capture drift baselines with `python scripts/drift_baseline.py` for continuous monitoring – Add `Person` schema with founder credentials and LinkedIn `sameAs` – Build out `llms-full.txt` as pages go live to always provide AI engines a current site map

Backlinks Summary

Common Crawl detected 0 referring domains — the domain was first indexed in November 2025 and no inbound links have been captured across five CC crawl cycles through May 2026. This is expected for a 7-month-old site with no blog and no content assets. The backlink profile cannot be meaningfully built until linkable content exists to point to.

Note: The CC backlinks agent reported some findings (no canonical, no schema, generic meta description) that conflict with the schema and technical agents' direct HTML inspection — those appear to be based on an earlier cached crawl version. The current site has canonical, schema, and a correct meta description.

Quick Wins Checklist (Do These This Week)

- [] Upload og-image.jpg to site root (1200x630px, branded)
- [] Add defer to Three.js <script> tag (1 word change)
- [] Fix H1 animation: remove opacity:0 default, apply via JS class
- [] Remove #services, #process, #faq from sitemap.xml
- [] Remove /privacy-policy from sitemap.xml
- [] Replace all footer href="#" with real social URLs (or remove icons)
- [] Add Strict-Transport-Security header in Hostinger panel
- [] Add X-Content-Type-Options, Referrer-Policy, X-Frame-Options headers
- [] Lazy-load Calendly CSS (media="print" onload pattern)
- [] Add width/height attributes to both tags
- [] Fix logo in schema: replace logo.svg (404) with logo.png
- [] Create Clutch.co profile and request reviews

Estimated time for all quick wins: 3–5 hours of dev time. Estimated LCP improvement from Three.js + animation fix alone: 1.5–2.5 seconds.

Score Trajectory

Milestone	Projected Score	Timeframe
Quick wins only	~55/100	Week 1
+ Security headers + schema fixes	~62/100	Week 2
+ 3 service pages + About page	~71/100	Month 2

Milestone	Projected Score	Timeframe
+ Blog started + Clutch reviews + GBP	~78/100	Month 3
+ 6 service pages + 10 blog posts + 15 referring domains	~85/100	Month 6