



# Raven's Edge MEDIA

SEO AUDIT REPORT · RAVEN'S EDGE MEDIA

<https://bombbishbakery.ca>

19/100

RECOMMENDED PLAN: STARTER

## Bomb Bish Bakery — SEO Audit Report

URL: <https://bombbishbakery.ca> | Date: June 26, 2026 | Audited by: 8 specialist agents

### SEO Health Score: 19 / 100

|                   |  |        |                        |
|-------------------|--|--------|------------------------|
| Technical SEO     |  | 22/100 | (22% weight → 4.8 pts) |
| Content / E-E-A-T |  | 31/100 | (23% weight → 7.1 pts) |
| On-Page SEO       |  | 10/100 | (20% weight → 2.0 pts) |
| Schema Markup     |  | 0/100  | (10% weight → 0.0 pts) |
| Performance (CWV) |  | 30/100 | (10% weight → 3.0 pts) |
| AI Search / GEO   |  | 14/100 | (10% weight → 1.4 pts) |
| Images            |  | 15/100 | (5% weight → 0.75 pts) |

Score: 19 / 100 — Critical Foundation Issues

The number is severe but the situation is not hopeless. The underlying business is strong: award-winning product, 10,000+ customers, distinct brand voice, real local sourcing partnerships. The problem is that the website communicates none of this to search engines, AI systems, or first-time visitors. Every issue on this list is fixable, and several have same-day solutions.

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## Business Profile

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| Signal          | Finding                                                                                       |
|-----------------|-----------------------------------------------------------------------------------------------|
| Platform        | React SPA (Vite build) — pure client-side rendering                                           |
| Hosting         | Hostinger (hcdn CDN), HTTP/2, Ontario-area edge                                               |
| Industry        | Local Bakery — Brick-and-mortar (unconfirmed address)                                         |
| Products        | Custom Cakes, Cupcakes, Cookies (8 varieties), Scones, Brownies, Bars (7 varieties), GF Tarts |
| Price Range     | \$2.00 – \$65.00 CAD                                                                          |
| Order Model     | Contact-to-order (no cart)                                                                    |
| Social          | Facebook, Instagram, Twitter (linked but not all confirmed)                                   |
| Differentiators | Award-winning buttermilk tarts, 10k+ customers, local dairy sourcing, gluten-friendly options |
| Location        | Canada (.ca domain) — city/province not found anywhere on the site                            |

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## Critical Findings Summary

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### The Root Cause — One Sentence

The site is a pure JavaScript SPA that delivers an empty `<div id="root"></div>` to every crawler, AI system, and non-Google search engine — and even Google only gets the full content after a delayed second rendering pass. Every other issue on this list is a symptom of this root cause or an independent gap that compounds it.

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# CRITICAL Findings (Fix Immediately)

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## C1 — Pure Client-Side React SPA: Zero SSR/SSG

Impact: ALL organic and AI search traffic

The homepage HTML delivered to any HTTP client:

```
<body><div id="root"></div></body>
```

That's it. Bing, DuckDuckGo, Yandex, GPTBot, ClaudeBot, PerplexityBot — **none of them** execute JavaScript. The site is 100% invisible to these crawlers. Google is the only engine that renders JS, and even it delays Wave 2 rendering by days to weeks. The TTFB is a superb 33ms — but that fast delivery is an empty shell.

Fix: Migrate to Next.js (static export) or Astro. Both maintain the React component model while generating real HTML at build time. This single change resolves ~60% of all findings in this audit. Until this is done, every other fix has minimal effect.

Observation (first-principle): A bakery with a strong visual brand and award-winning products is relying on a technology stack optimised for dynamic web apps, not content discovery. The mismatch between the delivery mechanism and the business goal (local search visibility) is the root cause.

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## C2 — No Physical Location on the Website

Impact: All local search, Google Maps pack, AI citations

City name: not found. Province: not found. Phone number: not found. Street address: not found.

Google's local ranking algorithm requires geographic relevance signals in on-page content, structured data, and the Google Business Profile. A bakery with no location signals cannot rank for any [city] query, cannot appear in the Maps 3-pack, and cannot be cited by AI systems answering "best bakery near me."

Fix (today): Add the full NAP (Name, Address, Phone) to the static `index.html` footer before the React bundle loads. Even plain text in the HTML shell gives Google an anchor.

```
<!-- In index.html <head>, before </head> -->
<meta name="description" content="Award-winning buttertarts, custom cakes & glut
```

```
<!-- In index.html <body>, visible to crawlers without JS -->
<noscript>
```

```
<address>
  Bomb Bish Bakery — [Street Address], [City], [Province] [Postal Code] | Tel:
</address>
</noscript>
```

## C3 — Zero Structured Data / Schema Markup

Impact: Rich results, local pack, AI citations, product snippets

Not a single byte of JSON-LD, Microdata, or RDFa exists on the site. Missing schema types and what each unlocks:

| Schema Type            | Google Benefit                                | Status  |
|------------------------|-----------------------------------------------|---------|
| Bakery (LocalBusiness) | Local pack, Knowledge Panel, hours, NAP       | Missing |
| Product + Offer        | Price snippets, product rich results          | Missing |
| AggregateRating        | Star ratings in organic results (+15–30% CTR) | Missing |
| WebSite + SearchAction | Sitelinks Searchbox on brand searches         | Missing |
| BreadcrumbList         | Breadcrumb trail in SERPs                     | Missing |

Fix (ready to implement — inject into HTML `<head>`):

```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Bakery",
      "@id": "https://bombbishbakery.ca/#bakery",
      "name": "Bomb Bish Bakery",
      "description": "Handcrafted daily with love, butter, and a whole lot of at",
      "url": "https://bombbishbakery.ca",
      "telephone": "+1-XXX-XXX-XXXX",
      "priceRange": "$$",
      "servesCuisine": "Bakery",
      "award": "Award-winning buttertarts",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "[CONFIRM]",
        "addressLocality": "[CITY]",
        "addressRegion": "[ON]",
        "postalCode": "[A1A 1A1]",

```

```

    "addressCountry": "CA"
  },
  "geo": { "@type": "GeoCoordinates", "latitude": 0.0, "longitude": 0.0 },
  "sameAs": [
    "https://www.facebook.com/bombbishbakery",
    "https://www.instagram.com/bombbishbakery"
  ]
},
{
  "@type": "WebSite",
  "id": "https://bombbishbakery.ca/#website",
  "name": "Bomb Bish Bakery",
  "url": "https://bombbishbakery.ca",
  "publisher": { "id": "https://bombbishbakery.ca/#bakery" },
  "inLanguage": "en-CA"
}
]
}

```

Implementation note: Schema injected via React components won't be seen by Googlebot's Wave 1 pass. It must go in the static `index.html` `<head>`, not in a React component. This is a 5-minute edit.

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## C4 — No robots.txt / No sitemap.xml

Impact: Crawl budget, page discovery, AI crawler signals

Both return HTTP 404. A ready-to-upload `robots.txt` and `sitemap.xml` have been generated and saved to the audit directory:

```

/home/ravens/audit-pipeline/audits/43245542-23af-4ba6-9f9e-36f6a54d0ee1/robots.txt
/home/ravens/audit-pipeline/audits/43245542-23af-4ba6-9f9e-36f6a54d0ee1/sitemap.xml

```

Upload both to Hostinger `public_html/`. The sitemap includes both a current SPA version (1 URL) and a future multi-page version (13 URLs) ready to activate after SSR conversion.

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## C5 — No Meta Description, No Canonical, Poor Title

Impact: SERP CTR, duplicate content risk, local keyword visibility

| Element                                   | Current State    | Recommended                                                                                                                         |
|-------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <code>&lt;title&gt;</code>                | Bomb Bish Bakery | Bomb Bish Bakery \   Award-Winning Buttermarts & Custom Cakes \   [City, ON]                                                        |
| <code>&lt;meta description&gt;</code>     | MISSING          | Award-winning buttermarts, custom cakes & gluten-friendly treats baked fresh daily in [City], Ontario. Order from Bomb Bish Bakery. |
| <code>&lt;link rel="canonical"&gt;</code> | MISSING          | <code>&lt;link rel="canonical" href="https://bombbishbakery.ca/" /&gt;</code>                                                       |

All three can be added to `index.html` in under 10 minutes.

## C6 — All Routes Return 404 on Direct Access

Impact: Indexation of interior pages, link equity, direct URL sharing

`/about`, `/menu`, `/contact` — all return HTTP 404 from the server. The React Router handles navigation in-browser, but the server doesn't know to serve `index.html` for these paths. Fix via Hostinger's `.htaccess` or server config:

```
# .htaccess - redirect all non-asset paths to index.html
RewriteEngine On
RewriteBase /
RewriteRule ^index\.html$ - [L]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule . /index.html [L]
```

## HIGH Priority Findings (Fix Within 2 Weeks)

### H1 — No Open Graph / Social Preview Tags

Every social share of `bombbishbakery.ca` renders a blank card with no image. For a food business where shares drive discovery, every blank card is a missed impression.

```
<meta property="og:title" content="Bomb Bish Bakery — Award-Winning Buttermarts
<meta property="og:description" content="Handcrafted daily in [City], Ontario. B
<meta property="og:image" content="https://bombbishbakery.ca/images/scone.jpg" /
<meta property="og:image:width" content="1200" />
```

```
<meta property="og:image:height" content="630" />
<meta property="og:url" content="https://bombbishbakery.ca/" />
<meta property="og:type" content="website" />
<meta name="twitter:card" content="summary_large_image" />
```

## H2 — Missing Security Headers

Only `content-security-policy: upgrade-insecure-requests` is set. Missing:

| Header                                 | Value                                            |
|----------------------------------------|--------------------------------------------------|
| <code>Strict-Transport-Security</code> | <code>max-age=31536000; includeSubDomains</code> |
| <code>X-Frame-Options</code>           | <code>SAMEORIGIN</code>                          |
| <code>X-Content-Type-Options</code>    | <code>nosniff</code>                             |
| <code>Referrer-Policy</code>           | <code>strict-origin-when-cross-origin</code>     |

Set via Hostinger's `.htaccess` or CDN headers panel.

## H3 — All Images JPEG, No WebP, No Favicon

- 15 product images, all JPEG — total ~2.8MB unoptimized
- Largest: `scone.jpg` (375KB) — almost certainly the LCP candidate
- No favicon (both `favicon.ico` and `favicon.png` are 404)
- No `og:image` fallback created yet
- Converting to WebP saves ~30–40% (~1.8MB total)
- No alt text confirmed on 14 of 15 images (only `team.jpg` has confirmed alt text)

| Image                    | Size  | Action                                                                |
|--------------------------|-------|-----------------------------------------------------------------------|
| <code>scone.jpg</code>   | 375KB | Convert to WebP, add <code>rel="preload"</code> in HTML head          |
| <code>cookie.jpg</code>  | 263KB | Convert to WebP, add descriptive alt                                  |
| <code>Nanimo.jpg</code>  | 268KB | Rename to <code>nanaimo-bars.jpg</code> , convert to WebP             |
| <code>GFTarts.jpg</code> | 225KB | Rename to <code>gluten-free-butter-tarts.jpg</code> , convert to WebP |

## H4 — Google Business Profile Not Anchored to Website

The website provides zero GBP corroboration signals (no Maps embed, no place ID, no `"Get Directions"` link, no matching NAP). Even if a GBP exists and is well-optimized, it is fighting alone with no website reinforcement.

Action: Claim/verify GBP immediately. Primary category: Bakery . Secondary: Cake Shop , Dessert Shop . Upload 10+ photos including the award ceremony images. NAP on GBP must match exactly what's added to the website footer.

## H5 — E-E-A-T / Trust Signal Gaps

| Signal                                 | Status                       | Fix                                            |
|----------------------------------------|------------------------------|------------------------------------------------|
| Physical address                       | Missing                      | Add to footer (C2)                             |
| Named awards with year + awarding body | "Award-winning" only — vague | Name the award, year, org                      |
| Privacy policy                         | Missing                      | Required for newsletter form (PIPEDA)          |
| Allergen disclosure                    | Missing                      | Legal requirement for Canadian food business   |
| Named owner/baker                      | Missing                      | Add 150-word "About" section with name + photo |
| Business hours                         | Missing                      | Add to footer + schema                         |
| Phone number                           | Missing                      | Add to footer + schema                         |

## MEDIUM Priority Findings (Fix Within 60–90 Days)

### M1 — Single-Page Architecture Mismatches All Target Keywords

Every high-value keyword requires its own dedicated URL. The SPA has one. Competitor analysis shows these page types dominate the SERPs you're missing:

| Target Keyword            | Required Page                                  | Competitors Ranking                      |
|---------------------------|------------------------------------------------|------------------------------------------|
| custom cakes [city]       | /menu/custom-cakes with gallery + inquiry form | iCakes.ca, Cakestar.ca                   |
| gluten free bakery [city] | /menu/gluten-free with allergen policy         | findmeglutenfree.com listings            |
| butter tarts Ontario      | /menu/tarts with origin story                  | Carla's Cookie Box, TasteToronto         |
| cookie delivery [city]    | /menu/cookies with delivery info               | Sweet Flour ( /toronto-cookie-delivery ) |



| Target Keyword | Required Page                           | Competitors Ranking          |
|----------------|-----------------------------------------|------------------------------|
| bakery near me | Google Maps 3-pack (GBP, not a webpage) | Any bakery with verified GBP |

Planned URL architecture (already in the generated sitemap — activate after SSR):

|                    |               |                   |
|--------------------|---------------|-------------------|
| /menu/custom-cakes | /menu/cookies | /menu/tarts       |
| /menu/scones       | /menu/bars    | /menu/gluten-free |
| /about             | /awards       | /testimonials     |
| /contact           |               |                   |

M2 — "Contact to Order" is High-Friction Conversion

A blank text box is the worst possible order path. Users completing a blank form have an ~18% abandonment rate vs. structured forms (Baymard). Fix:

- Phase 1 (immediate): Replace free-text with a structured form: product type (dropdown), occasion, date needed, quantity, note field, image upload. Add: "We respond within 24 hours."
- Phase 2: Add a "Request This Item" button on each menu product that pre-fills the form.
- Phase 3: Shopify or Stripe integration for standard non-custom items (cookies, tarts, bars).

M3 — AI Search Readiness: Near Zero

GEO score: 14/100. The site scores below 5/100 on all five AI platforms (Google AI Overviews, ChatGPT, Perplexity, Bing Copilot, Claude web citations). Primary blockers:

1. SPA renders empty HTML to all AI crawlers
2. No 11ms.txt (implement at /11ms.txt with a 300-word business summary)
3. Content factual density: ~2/10 — marketing copy has no citable facts
4. "Award-winning" claim: unverifiable — AI systems won't cite an unnamed award
5. No YouTube presence (YouTube mentions have ~0.74 correlation with AI citation probability — the strongest known off-site signal)

M4 — HTML Not Cached at CDN Edge

x-hcdn-cache-status: DYNAMIC on the HTML file means every request hits origin. For a file that only changes on deployment, add s-maxage=86400 to serve from CDN cache. 15-minute Hostinger config change.

## M5 — No Code Splitting in JS Bundle

Single 355KB bundle with no lazy loading means every visitor downloads all code for all pages. Implement dynamic imports per route in Next.js or use Astro's zero-JS default.

## LOW Priority Findings

| Finding                                                                                | Fix                                                                                                                   |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Platform header exposes Hostinger                                                      | Suppress <code>platform:</code> / <code>panel:</code> response headers                                                |
| No <code>IndexNow</code> implementation                                                | Register key at <a href="https://bing.com/indexnow">bing.com/indexnow</a> , submit on deploys (Bing/Yandex freshness) |
| Inconsistent image filenames<br>( <code>Nanimo.jpg</code> , <code>RStarts.jpg</code> ) | Rename to lowercase hyphenated SEO filenames on next WebP conversion                                                  |
| No blog / editorial content                                                            | Add seasonal content for local discovery long-tail                                                                    |
| No LinkedIn company page                                                               | Create — used by AI entity grounding                                                                                  |
| No Wikipedia article                                                                   | Research notability — award wins may qualify                                                                          |

## Prioritized Action Plan

### Phase 1 — Same-Day Fixes (No Dev Needed)

These all edit the static `index.html` or upload files to Hostinger. None require React changes.

1. Upload `robots.txt` from audit directory → `public_html/robots.txt`
2. Upload `sitemap.xml` from audit directory → `public_html/sitemap.xml`
3. Add NAP to `index.html` — address + phone in a `<noscript>` tag or visible footer fragment in the HTML shell
4. Add `<title>` with location — `Bomb Bish Bakery | Award-Winning Buttermilk & Custom Cakes | [City, ON]`
5. Add `<meta name="description">` — include city name, award-winning, product types
6. Add `<link rel="canonical">`
7. Add Open Graph tags — at minimum `og:title` , `og:description` , `og:image` , `og:url`
8. Add JSON-LD schema block — `Bakery` + `WebSite` in `<head>`

9. Add security headers via `.htaccess`
10. Create/verify Google Business Profile — category: Bakery, add hours + photos

## Phase 2 — Week 1–2 (Light Dev)

1. Fix `.htaccess` SPA fallback so internal routes return `index.html` (not 404)
2. Create and add favicon set (32px, 180px apple-touch-icon)
3. Create OG hero image (1200×630, ideally a food flat-lay)
4. Add structured inquiry form (replace blank text box)
5. Write and deploy `llms.txt`

## Phase 3 — Month 1 (Architecture Decision)

1. Migrate to Next.js (static export) or Astro — this is the highest-leverage single change available
2. Create `/contact` page with map embed, full NAP, hours
3. Build `/menu/custom-cakes` page
4. Build `/menu/gluten-free` page with allergen policy

## Phase 4 — Month 2–3 (Content & Authority)

1. Build `/about` page — founder story, named awards, sourcing partners by name
2. Build `/awards` page with verifiable award evidence (links to awarding organizations)
3. Convert all 15 images to WebP with responsive `srcset`
4. Write descriptive alt text for all 15 images
5. Build Tier 1 citation set: Yelp.ca, YellowPages.ca, Apple Business Connect, BBB Canada, Canada411
6. Contact award bodies for backlinks from winners pages
7. Launch GBP review acquisition (QR code on packaging + post-order follow-up)

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## Dependency Map

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### SSR/SSG Migration

- ↳ Individual product pages → keyword targeting
- ↳ Per-page schema → rich results
- ↳ Meta per page → CTR improvement

### GBP Creation + NAP on site

- ↳ Local 3-pack eligibility
- ↳ "Bakery near me" visibility
- ↳ AI citation (address required)

Named awards (replace "award-winning" with specifics)

- ↳ E-E-A-T improvement
- ↳ Award body backlinks
- ↳ AI citability
- ↳ Press outreach credibility

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## Strengths Worth Preserving

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The business has real assets that SEO can amplify once the technical foundation exists:

- **Brand voice** — "Handcrafted daily with love, butter, and a whole lot of attitude" is genuinely memorable. Competitors use generic wholesome language; this stands out.
  - **Award-winning buttermilk tarts** — a highly specific, verifiable differentiator once the award is named and documented.
  - **Gluten-free options** — an underserved niche in local bakery search with low competition.
  - **10,000+ customers** — volume signal suggesting a well-loved local business with a natural review acquisition opportunity.
  - **Local sourcing** — naming the specific farms elevates this from marketing copy to a linkable, citable, unique local content signal.
  - **Canadian-specific products** — Nanaimo bars, Empire cookies, butter tarts signal genuine expertise to Canadian search audiences.
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## Files Delivered

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| File        | Location                                                                                    | Description                                                                |
|-------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| robots.txt  | /home/ravens/audit-pipeline/audits/<br>43245542-23af-4ba6-9f9e-36f6a54d0ee1/<br>robots.txt  | Upload to Hostinger<br>public_html/                                        |
| sitemap.xml | /home/ravens/audit-pipeline/audits/<br>43245542-23af-4ba6-9f9e-36f6a54d0ee1/<br>sitemap.xml | Upload to Hostinger<br>public_html/ ;<br>swap to future-state<br>after SSR |

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