

SEO Project for [The Little Piano Store Ltd]

A brief demonstration of some of my current search engine optimisation skills as of

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Introduction

I will be conducting an SEO audit for The Little Piano Store Ltd website. For reference, here is the link: <https://www.thelittlepianostoreltd.co.uk/>

[Note: since doing this mock audit in 2022, they have made changes to the website]

Site Map

+ LPS New Pages

This is the recommended URL stream to follow. It has the recommended pages to be built in the future based on what the store offers and what competitors use. Some existing pages have a poor URL structure and will be replaced with new ones; this will create a few 301 redirects, which will be fixed manually at a later date.

Keyword Research

+ Piano Keyword research

After learning what the client has on their website, I performed simple keyword research for the following areas:

- Piano refurbishment
- Piano stools
- Sell your piano
- Piano tuning
- Music Lessons
- Piano Lessons

Keyword research has been conducted for the essential existing and priority planned pages using a combination of Semrush, competitor research and using KeywordsEverywhere.

Meta Data

+ The Little Piano Store Meta Data

Meta Data has been created for essential existing and planned pages following SEO best practices.

This audit has been divided into 3 main sections of SEO:

- On-Page SEO
- Technical SEO
- Off-Page

On-Page SEO

Website Header and Home Page Elements

Add hero header banner including a value proposition

Add Phone number to top of page



 THE LITTLE PIANO STORE LTD



[Home](#) [For Sale](#) [Our Services](#) [About Us](#) [Contact](#) [FAQs](#)



Welcome to our website.

Here at The Little Piano Store we specialise in new and used pianos. With over 25 years experience playing the piano, we understand what a piano should offer for the pianist. That's why we take great pride when it comes to the quality of our instruments and spend many hours refining each piano to play as good, or even better than it left the factory.

We do everything from replacing parts, refinishing, tuning and fine regulation so you can guarantee a piano from us is of the best quality. All our pianos come with a 2 year warranty as standard and 5 years for our new pianos.

Remove this blank space

info@thelittlepianostoreltd.co.uk
07581264167
Suite 4, 25 New Street, Oadby, LE2 5EB

Issues noted: Outdated homepage design. No clear call to action (CTA) when opening the homepage and no phone number at the top. A CTA tells the visitor what to do next. Instead, you get images of pianos with no information. Image positions could be adjusted to make it more aesthetically pleasing and professional.

Further down the page, there is a paragraph describing what they offer. However, the user must scroll down to see this. The initial view of the page does not invite the user to scroll down. The text is quite small, resulting in a poor user experience. There is no value proposition either, nothing that really tells the visitor why they should use their services instead of a competitor.

While they have contact information, it is very far down. There is a large gap of the empty pages between the welcome paragraph and the contact information and location. It is very important for the location to be easily visible when you are a small business. This will encourage people searching for nearby services to contact you and enquire.

Solution: Add a call to action with a phone number. A value proposition within a hero banner, increase text size and rearrange the images (possibly with text next to them regarding services). Making it more aesthetically pleasing and informing the visitor better. Remove the white space between the homepage and the bottom of the page.

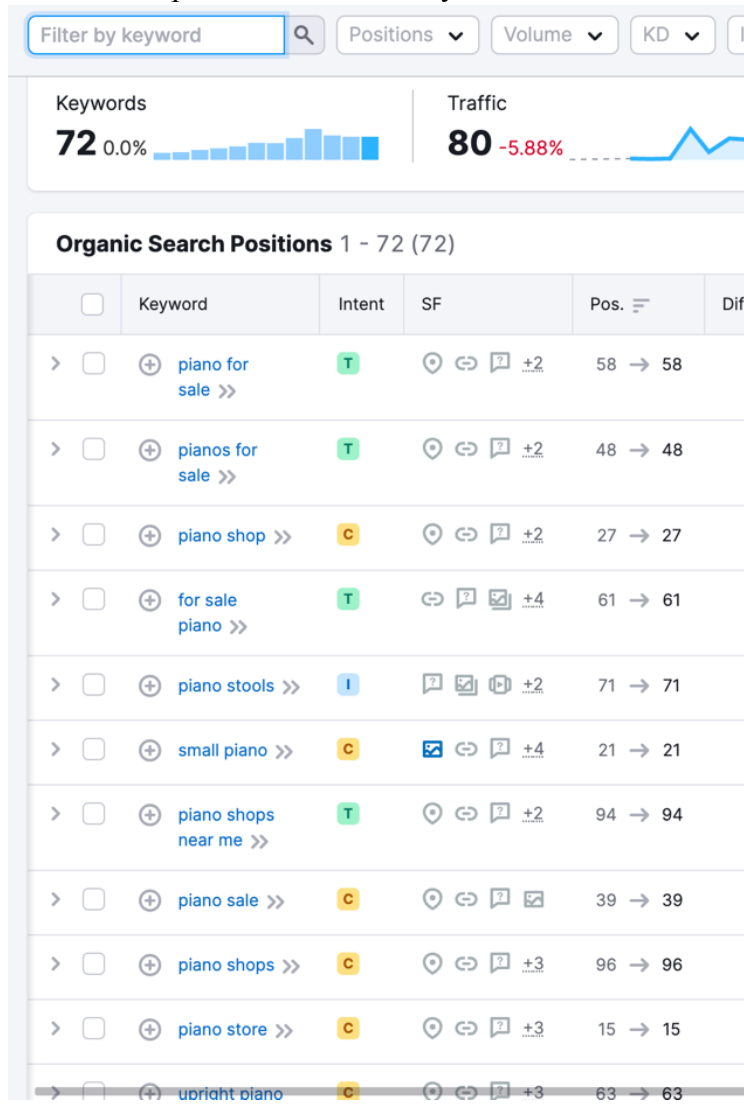
Colour Scheme
Navigation (Top Level)
Categories (Second Level)
Sub-Categories (Third Level)

Header Navigation Bar					
[Logo linked to Homepage]			info@thelittlepianostoreltd.co.uk 07581264167		Suite 4, 25 New Street, Oadby, LE2 5EB
For Sale	Our Services	Lessons	About Us	FAQ	Contact Us
Pianos For Sale	Refurbishment	Piano Lessons			
Piano Stools For Sale	Piano Tuning	Music Lessons			
	Sell Your Piano				

Footer Navigation			
Logo [Link to homepage]	For Sale	Our Services	Info
	Pianos For Sale	Refurbishment	About
Contact Us	Piano Stools For Sale	Piano Tuning	FAQ
[Phone Icon]: 07581264167		Sell Your Piano	
[Email]: info@thelittlepianostoreltd.co.uk			
		Lessons	
The Little Piano Store		Music Lessons	
Suite 4, 25 New Street,		Piano Lessons	
Oadby,			
LE2 5EB			
Monday Closed			
Tuesday 8am-2:30pm			
Wednesday 8am-2:30pm			
Thursday Closed			
Friday 8am-2:30pm			
Saturday 11:30am-4pm			
Sunday Closed			
[Insert Social Media Icons here]			

Keyword Research

This is a sample of some of the keywords the website already ranks for



Additional keywords for existing and new pages have been placed in the [Piano Keyword research document](#).

Header Tags

A header tag is an HTML element. These tags are used to identify heading and subheadings within the content from other types of text, such as paragraph text. This helps search engines understand the content and provide the most relevant results.

Address	Occurrences	H1-1
1 https://www.hwcollaborative.com/	0	
2 https://www.hwcollaborative.com/journal	0	
3 https://www.hwcollaborative.com/contact	0	
4 https://www.hwcollaborative.com/journal/page/2	0	

▼ H1		
All	101	100%
Missing	4	3.96%
Duplicate	0	0%
Over 70 Characters	0	0%
Multiple	0	0%
▼ H2		
All	101	100%
Missing	32	31.68%
Duplicate	0	0%
Over 70 Characters	0	0%
Multiple	3	2.97%

Address	Occurrences	H2-1
1 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/59nt4xudz76rorq9sn57eu82wk...	0	
2 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/8tsgviihw6e699nqu91gwz2f7j...	0	
3 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/n60h3zzen7jrzyp2upy5yrga4dfc...	0	
4 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/fg9uujc2dv863g8b5hvgwmbjvfj...	0	
5 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/zui0c9c1dxqzjrbmky731h10yh...	0	
6 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/zom3wej4n2schoini63qixisnhfjpl	0	
7 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/7potm24axbsp5j206y1oeyekel...	0	
8 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/2l6hdktv5q9gyamm8zmqb33...	0	
9 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/va8xgtu14a4vz3k6we88jocsk...	0	
10 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/hpvhenz3920pp9pmebmlmd2...	0	
11 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/tots5b93h6rvy9abs6fapizhsmsl5	0	
12 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/igl17g4gjakrct0co9zqzkwjja0	0	
13 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/swmf8lose0vmzpo5a9h39uy4x...	0	
14 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/2s9tbn3uso21wwf4goa7ad117...	0	
15 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/m2l6n68c9si6wk0yxeaooyke...	0	
16 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/8en0lh5d9120pynv28qb50apbg...	0	
17 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/ke7k6tchdy5kks56c7a6i7xpgi7...	0	
18 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/ouuq5iell6nkkdr8lk8jx7r0nrxth	0	
19 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/rcpb8xhn8t006meakvhm434ytl...	0	
20 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale/p/5sll78h6l63cmdz28bprny2qzkb...	0	

▼ H1		
All	63	100%
Missing	10	15.87%
Duplicate	6	9.52%
Over 70 Characters	0	0%
Multiple	0	0%
▼ H2		
All	63	100%
Missing	48	76.19%
Duplicate	4	6.35%
Over 70 Characters	0	0%
Multiple	3	4.76%

Issues noted: There are 4 missing H1 and 48 missing H2 tags that need to be addressed. There is also 6 duplicate H1 tags and 4 duplicate H2 tags to be addressed.

Solution: Below, I have laid out the recommended plan for content for the Home Page. I have outlined which H tag to use when.

New Content Guide

The new content has been segregated into different blocks with a particular focus e.g. a welcome block, about us block and a services block.

Written content

Title tags are outlined in **bold**, following the correct '**H**' tag to use.

Standard text is outlined below the relevant title following '**Text:**'

Call to action button links are outlined following '**CTA:**'

Internal or external links are outlined following '**Link:**'

Content colour scheme

Red: To be written as per instructions and inserting relevant keywords for that page where possible according to [Piano Keyword research](#) It is best to have the highest ranking, most relevant keyword in the Title tags where possible.

Green: To be done at a later date due to not having the necessary content yet.

Gray: Additional instructions.

Note: Only use keywords where it feels natural. Don't try to stuff your content with them as this can have a negative impact on your search ranking as well as the content not flowing to the reader.

Home Page Outline

I have outlined a new Home Page.

Welcome block

H1: The Little Piano Store

Text: Short 20-30 word description of welcoming the viewer to your website. Inserting Keywords where possible.

Products Block

Both H3s are adjacent to one another in boxes and link to the relevant product page. Each box has a relevant image as a background

H2: Pianos For Sale

Text: 30-50 words about the products The Little Piano Store sells. Inserting Keywords where possible.

Link: [Whole H3 is a link to /pianos-for-sale/]

H3: Upright Pianos For Sale

Text: Around 30 Word description of the types of upright pianos you sell. Inserting Keywords where possible.

Link: [Whole H3 is a link to /upright-pianos-for-sale/ **Once page is created**]

H3: Grand Pianos For Sale

Text: Around 30 Word description of the types of pianos you sell. Inserting Keywords where possible.

Link: [Whole H3 is a link to /grand-pianos-for-sale/ **Once page is created**]

H3: Piano Stools

Text: Around 30 word description of piano stools and the types you sell. Inserting Keywords where possible.

Link:[Whole H3 is a link to /Piano-stools/ **Once page is created**]

Services Block

H2: Services

Text: 30-50 word description of the types of piano-related services you offer. Inserting Keywords where possible.

Link:[Whole H3 is a link to /piano-services/ **Once page is created**]

Both H3s are adjacent to one another in boxes and link to the relevant service page.

H3:Piano refurbishment

Text: Around 30-word description of your piano refurbishment service. Inserting Keywords where possible.

Link:[Whole H3 is a link to /piano-refurbishment/ **Once page is created**]

H3: Piano Tuning

Text: Around 30-word description of your Piano Tuning services. Inserting Keywords where possible.

Link:[Whole H3 is a link to /piano-tuning/**Once page is created**]

Lessons Block

H2: Learn From Us

Text: Around 30-50 word description about learning from expert teachers. Inserting Keywords where possible.

Link:[Whole H3 is a link to /lessons/]

Both H3s are adjacent to one another in boxes and link to the relevant Lesson page.

H3: Music Lessons

Text: Around 30-word description of the music lessons you offer. Inserting Keywords where possible.

Link:[Whole H3 is a link to /music-lessons/]

H3: Piano Lessons

Text: Around 30-word description of the piano lessons you offer. Inserting Keywords where possible.

Link:[Whole H3 is a link to /piano-lessons/]

USP Block

H2: Why Us

Text: Short 50-word description of why choose The Little Piano Store above Competitors. Inserting Keywords where possible.

[3-4 USPs specific to your business]

[They are adjacent to one another in a single row, each separated into a box with a small icon above each H3]

H3:Expertise

Text: Around 10-word description

H3:Fast Turn Around

Text: Around 10-word description

H3:Competitive Pricing

Text: Around 10-word description

About Block

H2:Who Are We?

Text: Short 50-100 word description of who you are, e.g. values, your history e.t.c. Inserting Keywords where possible.

Testimonial or Portfolio Block

Google & visitors alike consider proof of quality a massive trust signal. Having three testimonials and/or a portfolio of work is a massive trust signal.

[To be done]

[Will be a row of 3-4 testimonials or examples of work with a button link to a portfolio page once a large amount of portfolio pieces have been gathered]

FAQ Block

Google considers having an FAQ block on relevant pages a ranking factor as it helps visitors with questions they may have. Also, Google favours pages rich in content; an FAQ block is a great way to increase the word count while simultaneously providing relevant information to readers. It can also be used to add internal links to relevant pages in answers to further improve internal linking and navigation on your site.

[Can use an identical copy of your current FAQ on your FAQ page]

[It is recommended to use a different FAQ layout, however, possibly a drop-down style]

Contact Block

[Following Content aligned to the left with a contact form aligned to the right]

H2: Get In Touch

Text: Have a question?

Text: Don't hesitate to get in touch

Link:[Phone Icon] 07581264167

Link:[Email Icon] info@thelittlepianostoreltd.co.uk

Links: [Social Icons in a row]

Text: Or alternatively come and visit us at our store.

Text: Suite 4,
25 New Street,
Oadby,
LE2 5EB

Meta Data Analysis

Address	Occurrences	Title 1
https://www.thelittlepianostoreld.co.uk/	1	The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianostools	1	Piano Stools – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/about-us	1	About 1 – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/sell-your-piano	1	Sell Your Piano – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale	1	Pianos For Sale – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/piano-tuning	1	Piano Tuning – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/faqs	1	FAQs – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/piano-lessons	1	Music Lessons – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/cart	1	The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/paintedpianos	1	About – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/contact	1	Contact – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/59nt4xud276rorq9sn57eu82wk...	1	Kemble CB10 (Yamaha Parts) – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/8ttsyvhwy699nq91gwz217f...	1	Reconditioned Yamaha U1G – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/n60h3zzen7jzyp2upy5rgta4dfc...	1	Ibach Upright Piano – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/f99uujc2dv863g8b5hvgwmbjvfj...	1	Kawai K-25EA (2004) – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/zuidc9c1dxqzjrbmkj731h1Dyh...	1	Yamaha U1N (2002) in Gloss White – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/zom3wej4n2scholin63qxisnhfjpi	1	2017 Yamaha B1 (Free Ground Floor Delivery) – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/7p0tm24axbsp5j206y1o6yekel...	1	Danemann Baby Grand DG-158 (New) With Stool – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/5cladhj5sk7o7q8kizfhuacRbp	1	Single Stool With Storage – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/2l6hdktev5q9yyamm8zmqb33...	1	New Steinhöven SU131 High Gloss Black/Brass Fittings – The Little Piano Store Ltd

Address	Occurrences	Title 1
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/tok1ykrhpbq6eht8mhmjzo246hp...	1	Fazer Upright Piano – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/oaugclu2itad69989wiz054m...	1	Fazer Upright Piano – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/mt9on9wdmu0wa55sidq3o39j...	1	Kemble Oxford – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/oyp7nyiegqzqvzfw1x109hchw...	1	Kemble Oxford – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/16v8xfaux5jvea0vr52jqk3ro2tkz	1	Reconditioned Yamaha U3M – The Little Piano Store Ltd
https://www.thelittlepianostoreld.co.uk/pianos-for-sale/p/1fx8fhuact2vrv4lq6g5he7zbiwqf	1	Reconditioned Yamaha U3M – The Little Piano Store Ltd

Issues noted: Several duplicates were identified. These negatively impact search engine results and need to be changed.

Address	Occurrences	Title 1
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/zuidc9c1dxqzjrbmkj731h1Dyh...	1	Yamaha U1N (2002) in Gloss White – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/zom3wej4n2scholin63qxisnhfjpi	1	2017 Yamaha B1 (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/7p0tm24axbsp5j206y1o6yekel...	1	Danemann Baby Grand DG-158 (New) With Stool – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/2l6hdktev5q9yyamm8zmqb33...	1	New Steinhöven SU131 High Gloss Black/Brass Fittings – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/va8qjt144v23k6we89qjcske...	1	Calisia Upright Piano - Purple (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/hx4y0eog7q0ruv36gdzut9w49f...	1	Petrof Upright Piano in Satin White – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/2s9t8m3uso21wwf4goa7ad117...	1	New Steinhöven SG148 Gloss White Baby Grand/Chrome Fittings – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/mi2l6n68c9e6i6wkd0syxaoecyke...	1	Rogers Upright Piano in 'Lamp Room Gray' – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/ben0h5d9120pvy28qb50apbg...	1	Zender Upright Piano - Green (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/oaug5leib6knk8d8k8jx70nrrh...	1	Kemble Upright Piano - Red (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/5fhg90ht2b3k3z1f114wkuoc0...	1	Heinrich Upright Piano - (Made in Japan) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/h578poeq7q0ruv36gdzut9w49f...	1	Bentley Upright Piano in Gloss Black – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/h578poeq7q0ruv36gdzut9w49f...	1	Chappell Upright Piano - Yellow (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/h578poeq7q0ruv36gdzut9w49f...	1	Fully Restored C.Bechstein Model III – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/qj7jh3dsvs3ud1w2khc9b3df...	1	Challen Baby Grand in Railings by Farrow&Ball – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/tesam3abh6za2mh511qpv8z8...	1	Eavestaff Upright Piano - Orange (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/tesam3abh6za2mh511qpv8z8...	1	Duet Adjustable Stool With Storage – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/4ef4ebaohtim7d1wp4p7b8jdfg...	1	Geyer Upright Piano - Blue (Free Ground Floor Delivery) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/2z2lk2b36j3q45yc3fer6cdk9j	1	Traditional Weber (Aeolian) Upright Piano (Rare) – The Little Piano Store Ltd
www.thelittlepianostoreld.co.uk/pianos-for-sale/p/ak1hoyjle4bpf6h75qr91c11	1	New Steinhöven SU113 High Gloss White/Chrome Fittings – The Little Piano Store Ltd

Issues noted: Many pages have title tags that exceed 60 characters. These are primarily the piano for sale piano pages, while they do include specific keywords likely to be searched by the relevant customer they are too long.

Pianos For Sale - The Little Piano Store Ltd

Sale Price:995.00 Original Price:1,095.00. sale. info@thelittlepianostoreltd.co.uk
07581264167. Suite 4, 25 New Street, Oadby, LE2 5EB.

<https://www.thelittlepianostoreltd.co.uk/contact>

Contact - The Little Piano Store Ltd

Info@thelittlepianostoreltd.co.uk. Call/Text/WhatsApp: 07581264167. Phone lines open 9am-2pm Monday- Friday. Visit Us. Suite 4, 25 New Street, Oadby, ...

<https://www.thelittlepianostoreltd.co.uk/about-us>

About 1 - The Little Piano Store Ltd

The Little Piano Store Ltd. Home · For Sale · Pianos For Sale · Piano Stools · Our Services · Refurbishment & Piano Stools · Sell Your Piano · Music Lessons.

<https://www.thelittlepianostoreltd.co.uk/sell-your-piano>

Sell Your Piano - The Little Piano Store Ltd

The Little Piano Store Ltd. Home · For Sale · Pianos For Sale · Piano Stools · Our Services · Refurbishment & Piano Stools · Sell Your Piano.

<https://www.thelittlepianostoreltd.co.uk/piano-lessons>

Music Lessons - The Little Piano Store Ltd

The Little Piano Store Ltd. Home · For Sale · Pianos For Sale · Piano Stools · Our Services · Refurbishment & Piano Stools · Sell Your Piano · Music Lessons.

<https://www.thelittlepianostoreltd.co.uk/pianostools>

Piano Stools - The Little Piano Store Ltd

For this option we charge £45. Please contact us for more information.

info@thelittlepianostoreltd.co.uk 07581264167. Suite 4, 25 New Street, Oadby, ...

Meta descriptions are needed for these site links. They will provide the user with essential information regarding that page and the products/services you offer.

Address	Occurrences	Meta Description 1
1 https://www.thelittlepianostoreltd.co.uk/pianostools	1	
2 https://www.thelittlepianostoreltd.co.uk/about-us	1	
3 https://www.thelittlepianostoreltd.co.uk/sell-your-piano	1	
4 https://www.thelittlepianostoreltd.co.uk/pianos-for-sale	1	
5 https://www.thelittlepianostoreltd.co.uk/piano-tuning	1	
6 https://www.thelittlepianostoreltd.co.uk/facts	1	
7 https://www.thelittlepianostoreltd.co.uk/piano-lessons	1	
8 https://www.thelittlepianostoreltd.co.uk/paintedpianos	1	
9 https://www.thelittlepianostoreltd.co.uk/contact	1	

Issue	Count	% of Total
Below 200 Pixels	0	0%
Same as H1	0	0%
Multiple	0	0%
Meta Description		
All	63	100%
Missing	9	14.29%
Duplicate	0	0%
Over 155 Characters	53	84.13%
Below 70 Characters	0	0%
Over 1,011 Pixels	53	84.13%
Below 400 Pixels	0	0%
Multiple	0	0%
Meta Keywords		

Issues noted: A number of missing meta descriptions were identified. Many of these pages contain important information about the business and the products and services they offer. Because meta descriptions have not been created random information is produced as an alternative. Most of which is not relevant to the sitelink for each.

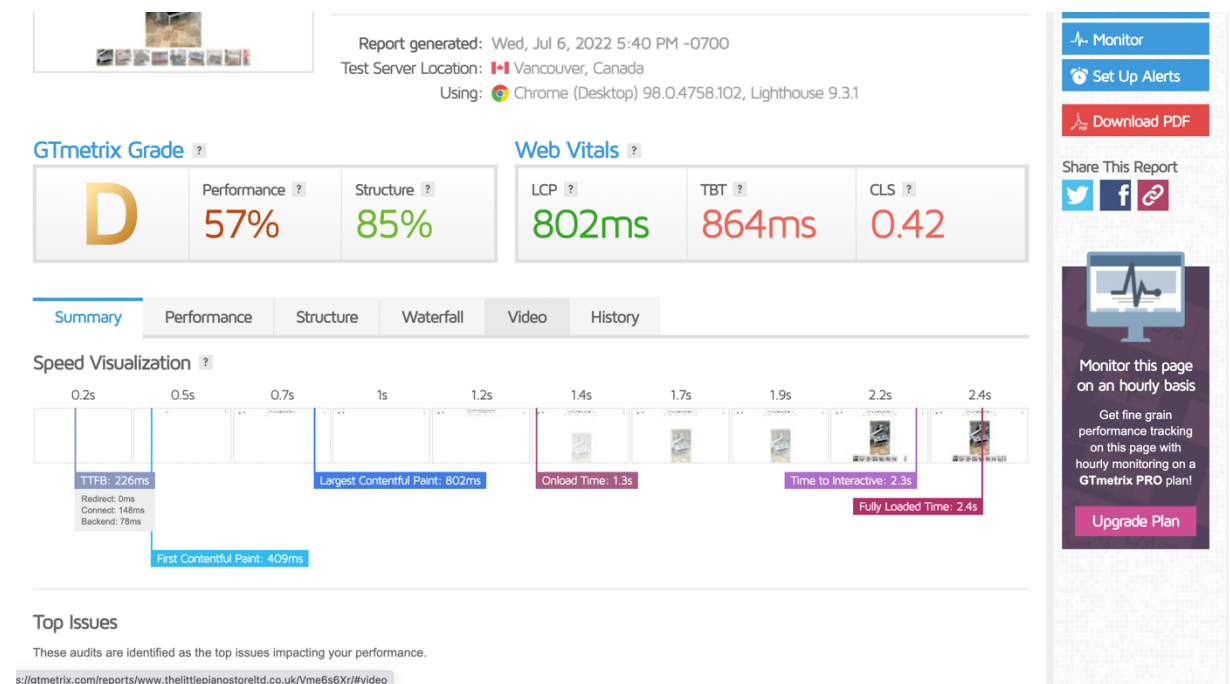
Solution: I have outlined Meta Titles & Meta Descriptions in the following document following best SEO practices.

[+ The Little Piano Store Meta Data](#)

Technical SEO

Site Speed Analysis

Google considers the time it takes for a site to load as a ranking factor. It is considered that a website that loads in 3 seconds or less ranks the best in this area. Lower than this it will negatively affect ranking on SERP. Users that do find this page are also more likely to click off the page if it is loading slowly. They are far more likely to look elsewhere for what they're looking for.



Issues noted: There are two issues with this website. Firstly, the Total blockage time (TBT) takes far too long. This is the period of time where no user input (e.g. click on a link on the page) will register. This is likely due to scripting issues. The second issue is the Cumulative layout shift (CLS), this is when there are unexpected shifts in the page layout when it loads e.g. a picture shifts downwards which then moves the text also.

Solution: To fix the TBT score we would likely take a look at Javascript optimizations first. They include the following:

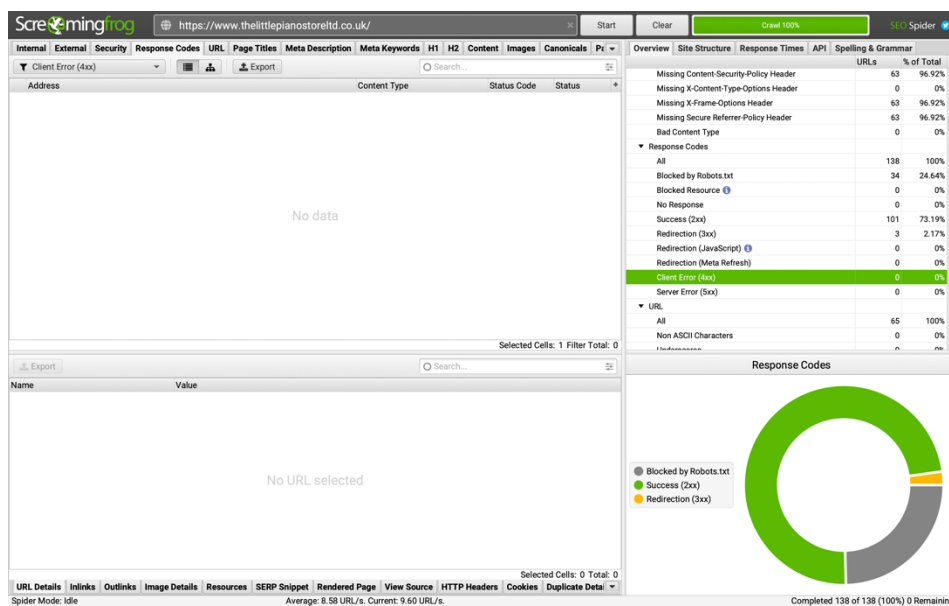
- Reducing javascript execution time or removing unnecessary Javascript
- Replacing large Javascript libraries with alternatives

For CLD optimisation, I would look at the following:

- Specify image dimensions so correct spacing is used
- Avoid inserting new content above existing content

404 pages or Broken Links

The 404 is the error code given to pages and links that are broken. Meaning the page cannot be found. This causes two issues. Firstly, this negatively impacts SEO as it makes it harder for the search engine to get through your website. Secondly, this will likely deter potential customers as you don't have a fully functioning website.



Issues noted: While no 404s there are two 302 redirects.

Solution: We would need to have access to the backend and find out what the reason is for the temporary redirect.

New URL Redirects

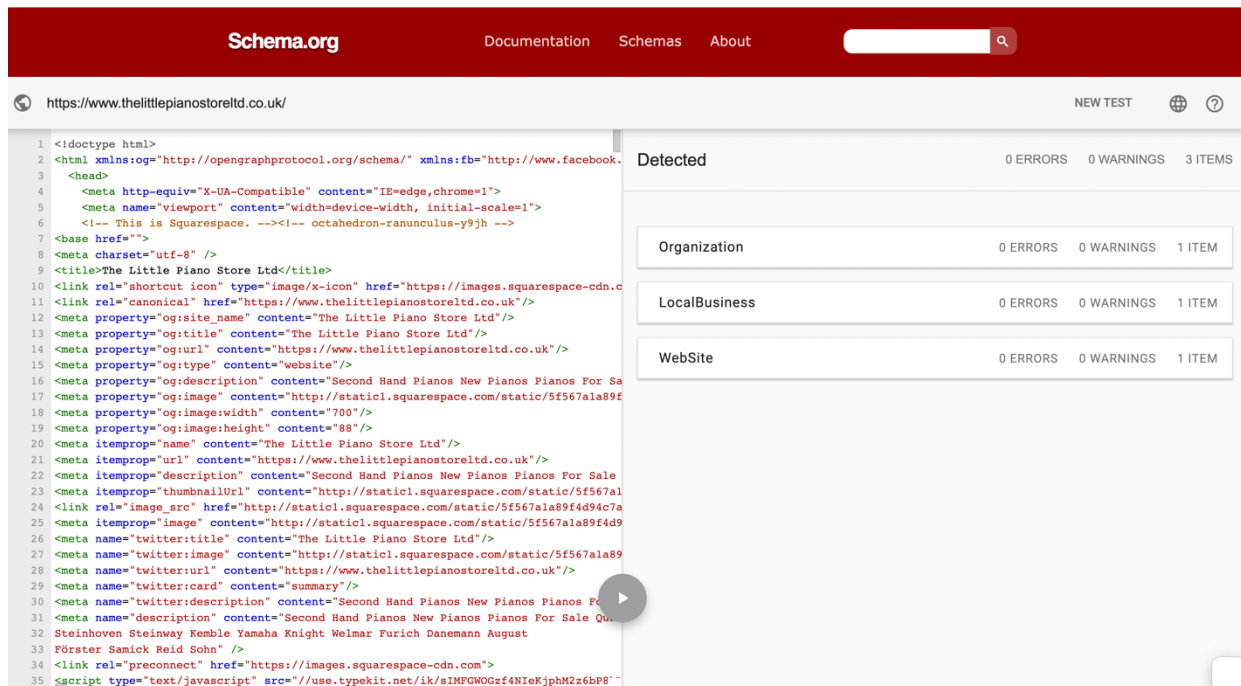
Several Pages will need to be redirected in the backend of the website, each URL affected is outlined in the [LPS New Pages](#) document.

Issue that will arise: Several 301s will be picked up after the redirects have taken place.

Solution: Fix 301s in the backend of the website manually. There should not be many based on there being very few links to the pages.

Schema Markup

Schema Markup is a code placed on a website. This helps search engines give users more informative results.



The screenshot shows the Schema.org tool interface. The top navigation bar includes 'Schema.org', 'Documentation', 'Schemas', and 'About'. The browser address bar shows the URL 'https://www.thelittlepianostoreltd.co.uk/'. The main content area displays the HTML source code with Schema Markup highlighted in green. On the right side, a 'Detected' panel shows the results of the scan:

Organization	0 ERRORS	0 WARNINGS	1 ITEM
LocalBusiness	0 ERRORS	0 WARNINGS	1 ITEM
WebSite	0 ERRORS	0 WARNINGS	1 ITEM

Issues noted: Schema Markup was detected with no errors

Solution: Not applicable

Off Page SEO

Domain ranking & Link Building

By doing a quick search on Google for the keywords **[piano shop Leicester]** and Moz's open site explorer, we can quickly see who the competition is for **[The little Piano Store Ltd]**.

Competitor in that area: **[IntaSound Music]**

<https://www.intasound-music.co.uk> > musical-instruments :
Leicester Piano and Keyboard Specialist - IntaSound Music
A large selection of New and Used Pianos and Keyboards available to buy online or in store at Leicesters oldest family music shop.

<https://www.thelittlepianostoreltd.co.uk> :
The Little Piano Store Ltd
Here at The Little Piano Store we specialise in new and used pianos. With over 25 years experience playing the piano, we understand what a piano should ...
[About Us](#) · [Pianos For Sale](#) · [Piano Stools](#) · [Refurbishment & Piano Stools](#)
You visited this page on 05/07/22.

Below is a screenshot of their stats on Moz Link Site explorer:

The screenshot shows the Moz Link Explorer interface for the domain intasound-music.co.uk. At the top, four key metrics are displayed: Domain Authority (17), Linking Root Domains (118), Ranking Keywords (71), and Spam Score (2%). Below this, there are two sections: 'Top Pages by Links' and 'Top Linking Domains'. The 'Top Pages by Links' section lists the most important pages on the site based on Page Authority (PA), with the highest PA being 31 for the homepage. The 'Top Linking Domains' section lists the top linking domains based on Domain Authority (DA), with the highest DA being 89 for webshopapp.com.

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
17	118	71	2%

Top Pages by Links

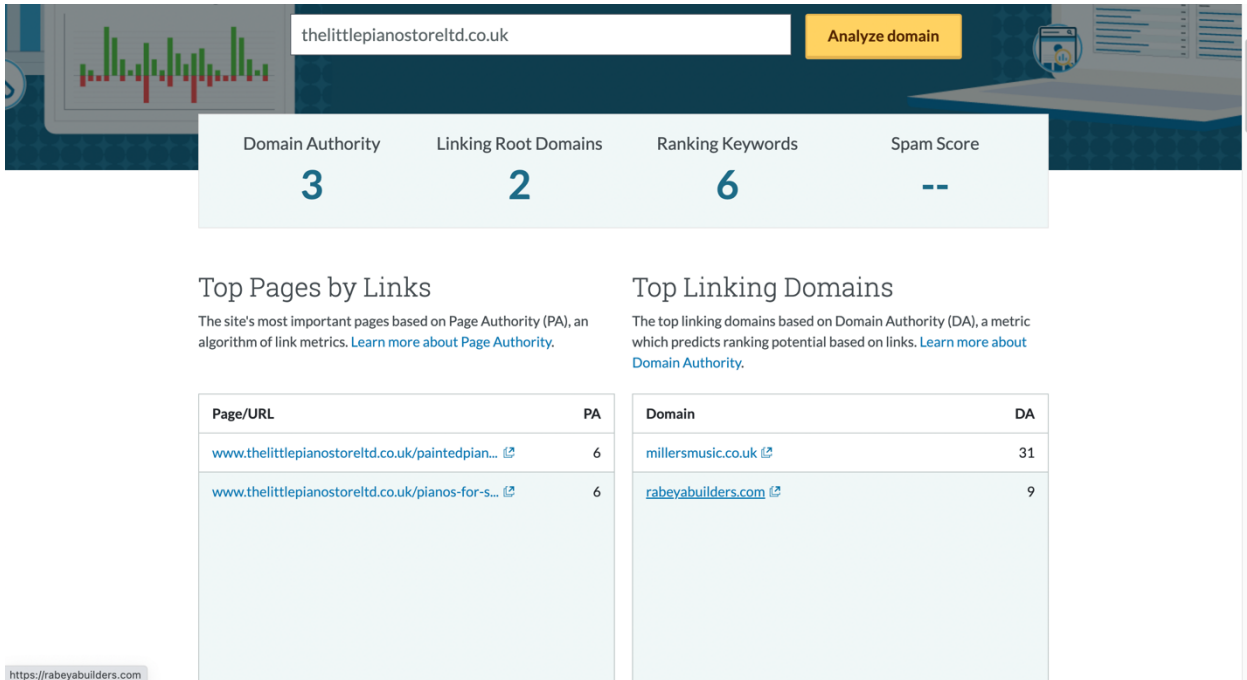
The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
www.intasound-music.co.uk/	31
intasound-music.co.uk/	26
www.intasound-music.co.uk/products/es-pau...	20
www.intasound-music.co.uk/service/about/	20
intasound-music.co.uk/music-instruments/ke...	19
intasound-music.co.uk/sound-lighting/live-pa/...	19
intasound-music.co.uk/account/register/	19

Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

Domain	DA
webshopapp.com	89
coventrytelegraph.net	81
derbytelegraph.co.uk	78
leicestermercury.co.uk	76
stokesentinel.co.uk	73
yell.com	72
plus.com	72



Issues noted: The Little Piano Store has a very low domain ranking.

Solution: We will need to improve the domain ranking. This is because of the off-site links our competitor has with other websites. To combat this, I advise we reach out to relevant websites that contain relevant content to your niche. You can provide valuable and relatable content to their website and in return can link to your website. We can also register your business to various free and paid directories to improve your site's ranking. Increased ranking keywords is also recommended, which I have outlined in my keyword research.

Google SEO Tools

Setup for various metrics

While not directly linked to improving your SEO score, the following several tools are essential in measuring various data on your website. This way, we can see what's working, what's not, how much traffic each page gets, what's the click rate, and what's the bounce rate.

Google Search Console (GSC)

<https://search.google.com/search-console/about>

Google Analytics 4 (GA4)

<https://analytics.google.com/analytics/web/>

Google Tag Manager (GTM)

<https://tagmanager.google.com/>

Google Data Studio (GDS)

<https://cloud.google.com/looker-studio>

Google My Business (GMB)

Google My Business is a great way to get your business showing locally if you qualify.

You currently have your Google My Business up and running with all recommended SEO practices which is great.

Issue: However one issue I did notice is on your contact page you are missing your Thursday hours. On your GMB profile it states you are closed so I presume it is your website that is incorrect.

Solution: Ensure all business details are identical on both the website and your GMB profile.

<https://www.thelittlepianostoreltd.co.uk>

The Little Piano Store Ltd

Second Hand Pianos New Pianos Pianos For Sale Quality Uprights & Grands Steinhoven Steinway Kemble Yamaha Knight Welmar Fürich Danemann August Förster ...
You visited this page on 05/07/22.

Pianos For Sale

Kemble Prestige in Satin Black. 2,995.00. 44F9D9FA-B7B8-44AD ...

About Us

After playing a digital piano for many years I (the owner) played ...

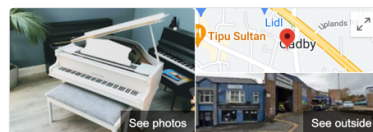
Contact

The Little Piano Store Ltd ... Info@thelittlepianostoreltd.co.uk ...

Sell Your Piano

Please use the form below to get in touch with us about selling your ...

[More results from thelittlepianostoreltd.co.uk »](#)



The Little Piano Store Ltd

[Website](#) [Directions](#) [Save](#) [Call](#)

4.7 ★★★★★ 39 Google reviews ⓘ

Piano store in Oadby, England

Service options: Delivery

Address: Unit 4, 25 New St, Oadby, Leicester LE2 5EB

Hours: Closed · Opens 8AM Wed ▾

Confirmed by this business 2 weeks ago

Phone: 07581 264167

Final Thoughts

Summary of this audit:

- The website's header and homepage elements are not optimized or user friendly.
- Header and Footer have been outlined for user experience and SEO
- New Homepage has been outlined for improved user experience and SEO
- Content needs to be written for Home Page
- Outline for new and existing pages need to be outlined (following similar layout to Home Page)
- Keyword research is good; however, additions to current and new pages have been recommended
- New Meta data needs to be entered for the relevant pages
- Site speed to be optimised
- There are no broken links however, 302 status codes need to be fixed
- New pages need to be redirected from old ones
- 301s from being redirect to be fixed after
- Schema markup is already optimized and does not need changes
- Setup all Google Metrics outlined
- Double check business details are correct on website and GMB profile.

Making the changes outlined in this audit will help to improve the website's traffic and potential customers. This will help the business.