

Search

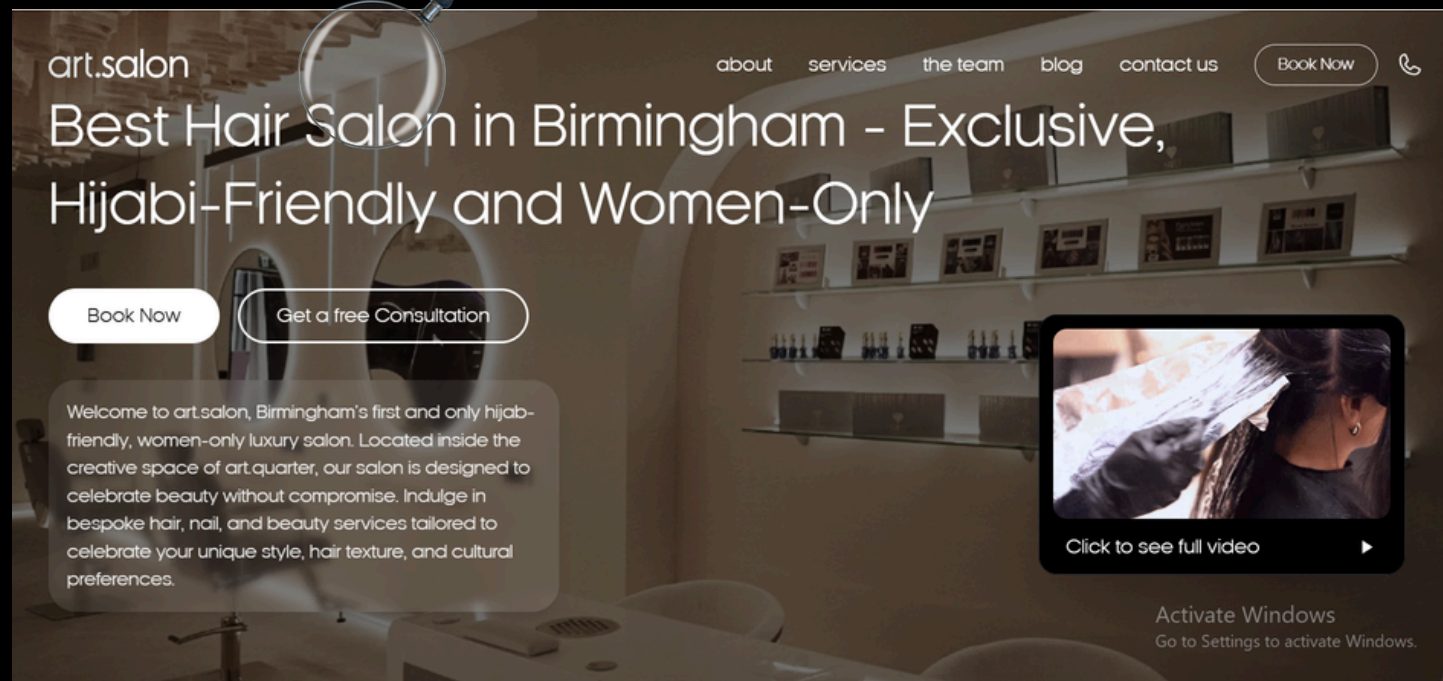
art.salon

Project Name: SEO and AI SEO Audit
Report for art.salon Website

Date: June 15, 2026

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0.1 Scope of Audit

This report covers the following key areas:

1. Technical SEO

The analysis of site pagespeed, mobile performance, domain configuration, indexing and page performance.

2. On-Page SEO

Evaluation of keyword targeting, metadata structure, and content alignment with SEO best practices.

3. Content Structure & Strategy

Analysis of existing content, keyword integration, and categorization for clarity and search relevance.

Note: This audit does not include a full backlink profile review, competitor benchmarking, and analytics traffic performance, though these are recommended for a comprehensive follow-up audit.

1. Introduction

1.1 Purpose



In today's beauty and wellness industry, SEO is no longer a luxury it is the foundation of sustainable, long-term visibility and client acquisition. Women searching for safe, private, and high-quality salon experiences are no longer waiting for ads to find them, they are actively searching using intent-driven queries such as "hijab friendly salon Birmingham," "women only hair salon near me," "bridal hair Birmingham," and brand-led searches like "Art Dot Salon."

Search Engine Optimization allows Art Dot Salon to capture demand that already exists — across its core services of balayage, bridal glam, hair extensions, and specialist colour — without paying for ads. This audit outlines a full digital marketing strategy covering keyword opportunities, on-page SEO, competitor positioning, content strategy, and local search visibility, with one goal: ensuring that the women who need Art Dot Salon most can find it first.



1.2 Relevance

Google is no longer the only gatekeeper. Platforms like ChatGPT, Perplexity, and Google's AI search are now part of how people discover businesses, and for an audience that's already specific and trust-driven, this is huge. When a brand speaks directly to its community with real, relevant content, AI platforms start recommending it. That's the kind of visibility no ad budget can replicate. Getting the SEO right means Art Dot Salon shows up not just on Google, but in the conversations AI is already having with the women looking for exactly what it offers.

Key Business Benefits of SEO for Art Dot Salon

- Zero ad spend to attract high-intent clients
- Continuous inbound bookings from organic search
- Strong brand visibility across Google and AI platforms
- Authority positioning within Birmingham's women

only beauty market.e market

A website should not exist just to look good. It should attract, educate, and convert visitors organically.

Currently, Art Dot Salon's website has not yet reached its full potential in this role, and that represents a significant growth opportunity.

2.0 Audit Summary: Current SEO Performance Snapshot

This report is based on data from Google PageSpeed Insights and SEMrush, focusing on technical performance, keyword visibility, and website accessibility.

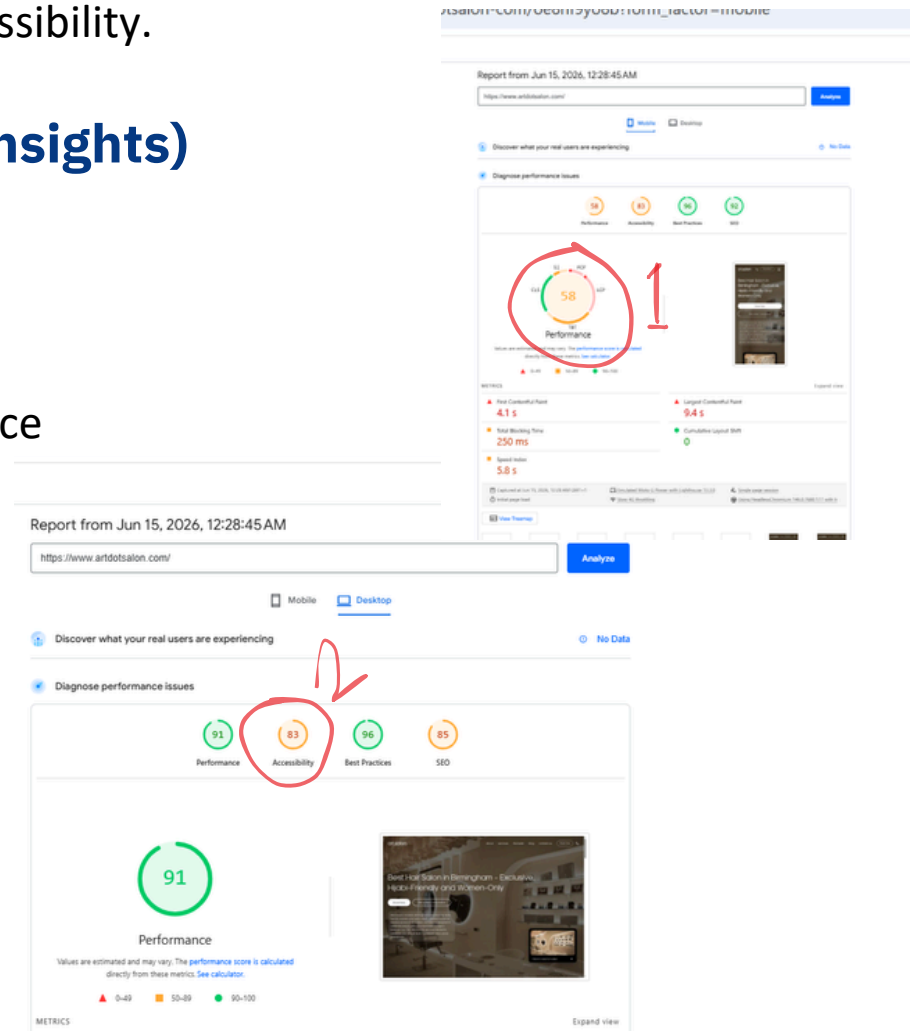
2.1 Technical Performance (Google PageSpeed Insights)

- Mobile Performance Score: 58/100
- Desktop Accessibility Score: 83/100

While the desktop experience is acceptable, mobile performance is below optimal standards, especially critical given that the majority of searches online happen on mobile devices.

Key Implications

- Slower load times reduce user engagement
- Poor mobile performance negatively impacts Google rankings
- Lower conversion rates from mobile visitors



Page Speed & Mobile Performance – Recommendations

- Eliminate render-blocking requests
- Use efficient cache lifetimes
- Reduce unused JavaScript: Scripts are being loaded that the page does not need, adding dead weight to load time.

Accessibility – Recommendations

Buttons lack accessible names

Browser errors logged to console

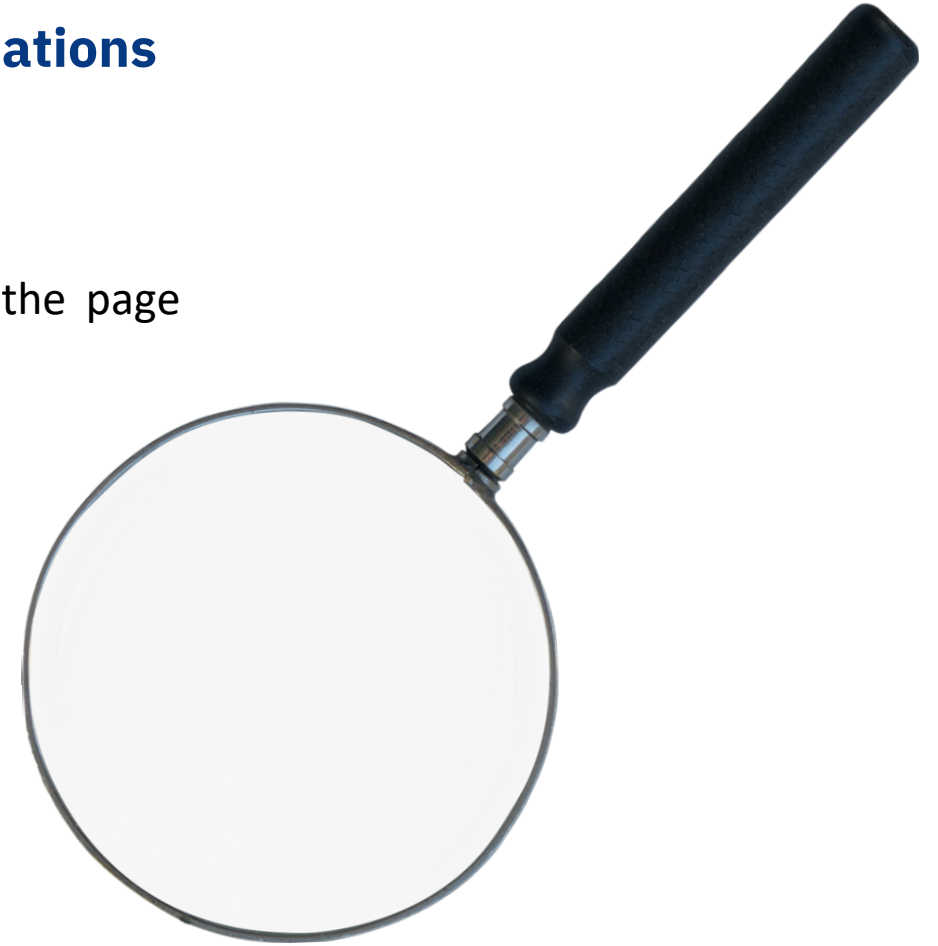
Links lack descriptive text

Missing source maps for large JavaScript files

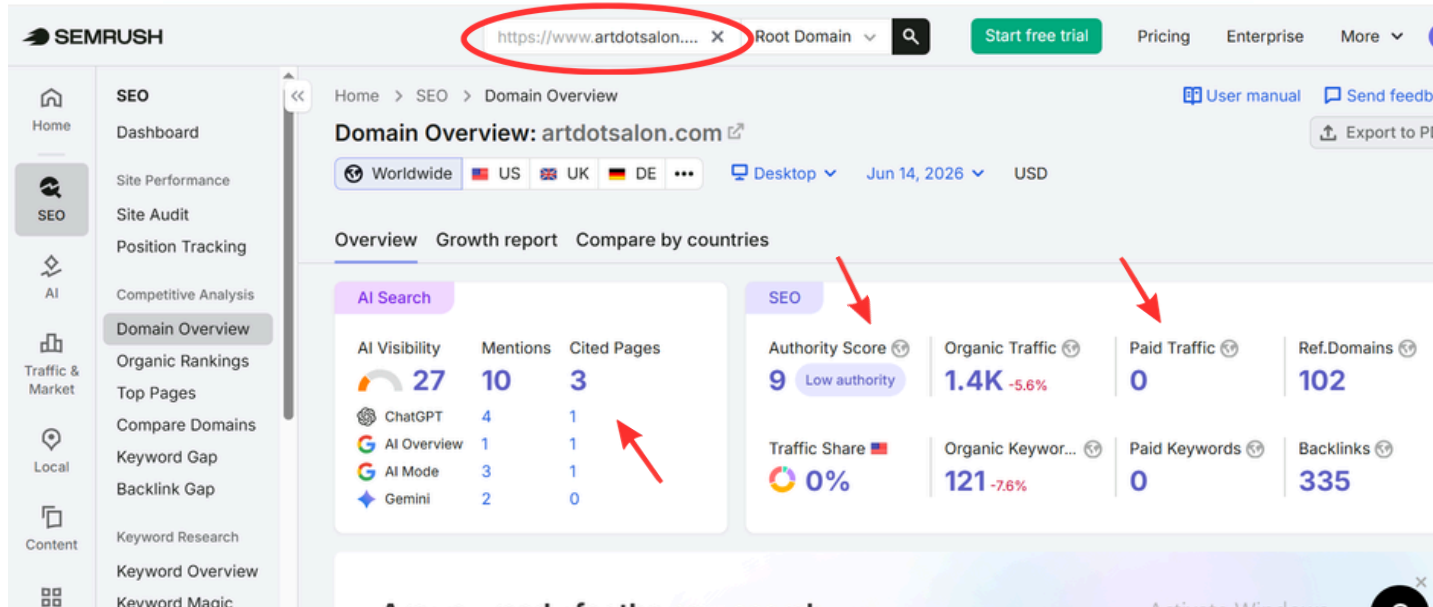
Touch targets are too small or too close together

Background and foreground colours lack sufficient contrast

Improving site speed directly enhances rankings, user experience, and conversion rates, especially for location-based real estate searches.



2.2 Keyword Visibility & Content Analysis (SEMrush))



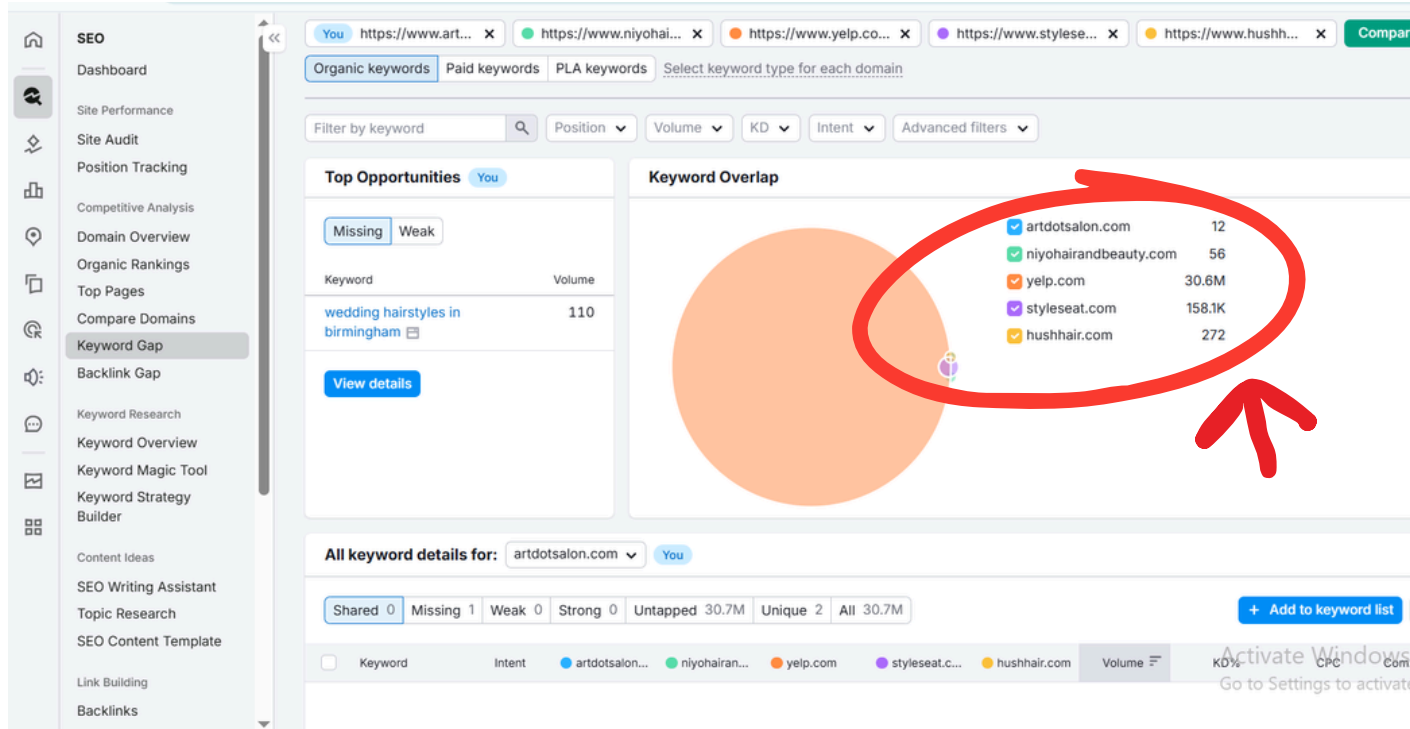
Current Status:

- The website is not ranking for any meaningful keywords.
- No visibility for high-intent search.
- organic traffic

This means women in Birmingham searching for a hijab-friendly salon, a private space for bridal hair, or simply somewhere they feel comfortable removing their scarf cannot find Art Dot Salon organically online — and that is clients walking straight to a competitor.

2.3 Keyword Gap & Competitor Benchmark (Yelp.com)

A keyword gap analysis comparing artdotsalon with Yelp.com reveals a significant disparity. This gap does not indicate impossibility — it highlights what is already proven to work in the market and where artdotsalon can strategically compete.



- Compass ranks for thousands of transactional and informational keywords
- Strong visibility for city-based, neighborhood-based, and buyer-intent searches
- Deep content ecosystem covering listings, guides, and market insights

2.4 Keyword Gap & Competitor Benchmark (Yelp.com)

- **Current Domain Authority: 9**

This signals that Google does not yet recognize artdotsalon as an authoritative brand within the Birmingham market.

What This Means

- Lower trust from search engines
- Difficulty ranking even with good content
- Limited visibility in competitive searches

Authority is built through:

- High-quality content
- Relevant backlinks
- Consistent topical coverage
- Strong technical foundation

Step 2: In-Depth Keyword Research (Google + AI Search)

Using advanced SEO tools, we identify:

- High-intent buyer and renter keywords
- Location-based Wisconsin
- Informational queries users ask before transacting
- AI-search-friendly semantic topics

This ensures content aligns with real demand, not assumptions.

Step 3: Advanced Technical Website Audit

Beyond PageSpeed, a full technical audit uncovers:

- Indexing and crawl issues
- Site architecture weaknesses
- Schema and structured data gaps
- Internal linking opportunities
- Mobile UX and conversion blockers

This creates a solid foundation for scalable growth.



Step 4: Content Development & Internal Linking

We develop high-quality, SEO-optimized content that:

- Answers real user questions
- Targets transactional intent
- Strengthens topical authority
- Internally links key pages for ranking power



Thank You

This report highlights clear, measurable growth opportunities for Art Dot Salon

If this aligns with your goals, let's schedule a call and move forward.



Further Information



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