

Hunter HydroTech LLC

Professional SEO & Technical Audit Addendum

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Purpose: This addendum documents additional findings verified using Google's Rich Results Test, Search Console, metadata validation tools, and a manual website review. These findings supplement the original audit with verified technical observations.

Executive Summary

Following the original audit, additional verification confirmed that the website is technically stronger than initially believed. The site is properly indexed in several areas, contains valid structured data, and is eligible for Google's Rich Results. The remaining opportunities center on improving crawl/index coverage, strengthening local SEO signals, and increasing visitor-to-lead conversion rather than rebuilding the website.

Verified Positive Findings

Item	Status	Notes
Google Rich Results	PASS	2 valid structured data items detected.
Local Business Schema	PASS	Recognized by Google.
Organization Schema	PASS	Recognized with one warning.
Metadata	PASS	Title, description and social preview tags present.
Sitemap	PASS	Submitted and successfully read by Google.
Search Performance	PASS	Site is receiving impressions and clicks.

Verified Opportunities for Improvement

Correct Organization Schema Email

Google reports an invalid email value in the Organization schema. Correcting the formatting will remove the warning.

Complete Local Business Schema

Add the optional address, priceRange, and representative image fields.

Resolve Search Console Indexing

Investigate pages marked as discovered or crawled but not indexed and improve internal linking.

Improve Internal Linking

Cross-link service pages with service-area pages to strengthen topical authority.

Conversion Optimization

Add additional trust signals, sticky mobile click-to-call, and stronger calls-to-action.

Professional Assessment

Based on the evidence reviewed, Hunter HydroTech has a solid technical SEO foundation. The website is functioning correctly in many important areas, including metadata, structured data, sitemap submission, and search visibility. The highest return on investment will come from ongoing SEO work focused on expanding indexed content, improving crawl efficiency, strengthening local authority, and increasing lead conversions—not from replacing the current website.

Overall Technical Rating

Technical SEO: A-

Content Quality: A-

Local SEO: B+

Conversion Optimization: B

Overall Website Health: 8/10