



Gravity Content Studio

Professional Website & Local SEO Audit

Prepared for: Southern Style Soft Wash / Alton's Southern Cleaning

Category	Score	Priority
Brand Consistency	5/10	High
Website Content	7/10	Medium
Local SEO	6/10	High
Trust Signals	6/10	High
Visual Content	4/10	High

Executive Summary

This review is based only on information that could be verified from the public website and online presence. The business already has a solid foundation, but several opportunities were identified that could improve local search visibility, customer trust, and lead generation.

Confirmed Findings

- Business name is inconsistent between the website and Google Business Profile.
- Business hours are not displayed on the website.
- No recent project photos were identified.
- Google Business Profile photos appear several years old.
- No before-and-after gallery showcasing completed work.
- Google Reviews could be featured more prominently throughout the website.
- Service pages and location pages can be expanded for stronger SEO.

- Branding should be standardized across all platforms.
- The business is not consistently dominating searches for its branded name.

Brand & Domain Recommendation

We discussed aligning the website domain more closely with the primary business brand ('Southern Style Soft Wash'). A domain that closely matches the business name can strengthen branding consistency, improve customer recognition, and simplify marketing across Google Business Profile, social media, vehicles, and printed materials.

Recommended Action Plan

1. Standardize the business name everywhere online.
2. Update Google Business Profile with new high-quality project photos every month.
3. Create before-and-after project galleries.
4. Expand individual service pages and service-area pages.
5. Display customer reviews on key pages.
6. Complete a technical SEO audit using Google Search Console, Analytics, and PageSpeed Insights once access is provided.

Prepared by

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