Free SEO snapshot: thinkpcpro.com

Checked 2026-11-02. Sample report (our own IT-services site as the third case study). Same format every free snapshot request gets.

The short version

The site is fast and clean. What is missing is the local-business signal: two page titles are cut off in Google results, and no page tells Google the business address, hours and phone.

Check	Result	Verdict
Pages Google can reach	4 of 4 sitemap pages load, none blocked or noindex, no redirects	Good
Sitemap and canonical addresses	All 4 canonical tags match the sitemap address	Good
Titles and descriptions	All present, no duplicates; 2 of 4 titles are over 60 characters	Needs work
Structured data	4 of 4 pages have it (ProfessionalService, Service, Breadcrumb) but no LocalBusiness data	Needs work
Image alt text	No images on the 4 pages, nothing to fix	Good
Mobile speed, home page	Lighthouse performance 99 of 100 (median of 3 runs), 11 KiB downloaded	Good
Google search numbers	Not included in this sample	n/a

Top 3 fixes

1. **Shorten the two long page titles.** "Managed Backup Monitoring for Home and Small Offices | ThinkPCPro" is 65 characters and "Windows Server, Active Directory and VPN Support for Small Offices | ThinkPCPro" is 79. Google shows about 60, so the brand name and the end of the phrase get cut off in results. Fix: put the search phrase first and drop the filler, for example "Managed Backup Monitoring | ThinkPCPro". The home page (55) and remote IT support page (48) are already the right length.
2. **Add local business data.** The pages carry Service and breadcrumb data, but none says "this business is at this address, open these hours, call this number" in a form Google reads (LocalBusiness data). That is the data behind the business details Google can show next to a local search. Fix: add it once, site-wide, and check the Google Business Profile shows the same name, phone and hours.
3. **Fix the small contrast and label items Lighthouse flagged.** Some text has too little contrast against its background, and some elements have a visible label that does not match their accessible name (this matters for screen-reader users and counts toward accessibility, which scored 96 of 100). Both are quick CSS and markup edits.

What we checked

Can Google reach you?

- robots.txt: OK, points to the sitemap, blocks nothing.
- Home page: HTTPS, no redirect.
- Sitemap: 4 URLs, all load, none marked noindex, none redirect.

What every page says

- 4 titles, 4 meta descriptions (150 to 156 characters, all inside the 160 limit), zero duplicates.
- Exactly one H1 on every page.
- 2 of 4 titles longer than 60 characters (65 and 79).
- Page length: 866 words on the home page, 463 to 567 on the service pages. None under 300 words.
- 0 images on these pages, so no missing alt text.

How fast it feels (Lighthouse, mobile, 2026-11-02)

Page	Performance	SEO	Accessibility	Best practices	LCP	TBT	Downloaded
Home (median of 3 runs)	99	100	96	100	1.3 s	150 ms	11 KiB

These are lab numbers on a simulated mid-range phone; the three runs scored 99, 84 and 99 (the 84 run had 660 ms of blocking time because the test machine was busy). Real-user data from Google (PageSpeed field data) was not available this run: the keyless PageSpeed API answered 429.

What we would do

Package	Fits because
Local SEO Starter, $99 one time	Title rewrite for the 2 long pages (fix 1), local business data added (fix 2), sitemap sent to Google, Google Business Profile check
Local SEO Growth, $249 one time	Adds the contrast and label fixes (fix 3) and extra service or city pages for the towns you want calls from
SEO Monthly Care, $49/mo	Watch positions monthly and fix new issues as pages are added

A site that already scores 99 does not need a speed project. The honest gain here is the local signal, and that is a small one-time job.