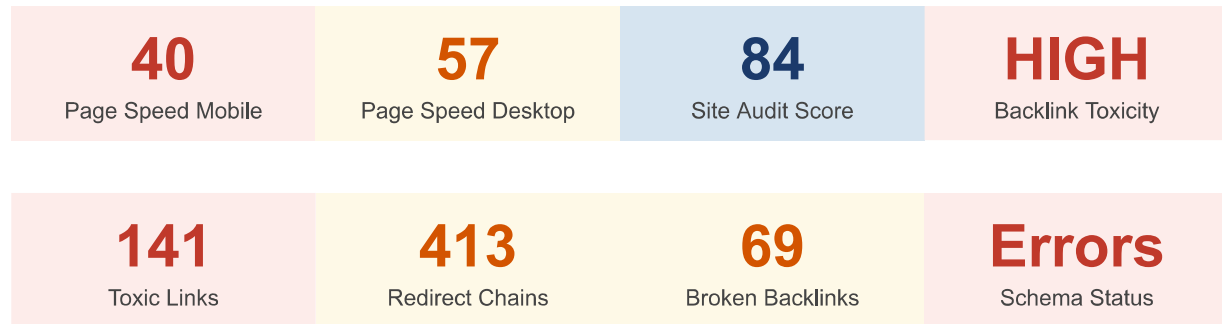


TECHNICAL SEO AUDIT REPORT

AA Plumbing · aaplumbing.com
Fairfield & Greater Cincinnati, OH
Prepared: March 2026



All scores reflect current state as of audit date. Target scores shown throughout report.

Executive Summary

AA Plumbing has a functional website and a respectable overall site audit score of 84/100, but the technical SEO layer underneath that surface score reveals serious issues that are actively suppressing organic search visibility and costing the business leads. Eight distinct technical problem areas have been identified across Core Web Vitals, structured data, backlink health, crawl efficiency, on-page signals, and emerging AI search readiness.

The most urgent issues — page speed, toxic backlinks, and the 413-redirect chain problem — are not cosmetic. They directly affect how Google crawls, indexes, and ranks the site. Left unaddressed, these problems will continue to erode the site's ability to compete in local plumbing search results.

Strategic Assessment

AA Plumbing's technical SEO is currently in a 'held back' state: the content and business signals are strong enough to rank, but the technical issues are acting as a ceiling. Resolving the Priority 1 items alone — page speed, redirects, schema errors, and toxic backlinks — has the potential to produce measurable ranking improvements within 60–90 days.

Priority Matrix — All Findings

The table below summarizes every identified technical SEO issue, categorized and ranked by urgency. Detailed analysis and remediation steps follow for each item.

Issue	Category	Priority	Est. Effort
Page Speed: Mobile score 40 — failing Core Web Vitals	Performance	CRITICAL	1–2 weeks
413 Redirect chains — crawl budget drain	Crawlability	CRITICAL	4–8 weeks (ongoing)
Structured data errors — failing Rich Results test	Schema / E-E-A-T	CRITICAL	1–2 weeks
141 Toxic + 64 Potentially Toxic backlinks	Backlink Health	CRITICAL	2–4 weeks
Yoast → Rank Math migration + meta optimization	On-Page SEO	HIGH	1–2 weeks
Sitemap.xml not detected by SEMrush	Crawlability	HIGH	1–3 days
28 Broken + 22 Lost referring domains	Backlink Health	HIGH	2–3 weeks
Page Speed: Desktop score 57	Performance	HIGH	1–2 weeks
2 pages with canonicalization issues (Screaming Frog)	Crawlability	HIGH	1 day

Issue	Category	Priority	Est. Effort
Missing H1 tag on at least 1 page (Screaming Frog)	On-Page SEO	HIGH	Hours
No LLM.txt file (AI search indexing)	AI Search / Future	HIGH	1 day
robots.txt likely malformed — sitemap not referenced	Crawlability	HIGH	Hours
706 Lost analyzed backlinks	Backlink Health	MEDIUM	Ongoing
Yoast default schema competing with custom schema	Schema / E-E-A-T	HIGH	1 week
No FAQ schema on homepage or service pages	Schema / E-E-A-T	MEDIUM	1 week
No Service schema per service page	Schema / E-E-A-T	MEDIUM	1–2 weeks
No BreadcrumbList schema	Schema / E-E-A-T	MEDIUM	2–4 hours
Images not converted to WebP / missing alt tags	Performance / SEO	MEDIUM	1 week
Internal links pointing to redirect URLs	Crawlability	MEDIUM	Ongoing

1. Page Speed & Core Web Vitals

Page speed is a confirmed Google ranking factor and directly affects both search ranking and user experience. The current scores represent a significant competitive disadvantage in local search results where plumbing companies are competing for the same high-intent queries.

Metric	Current Score	Target After Optimization
Mobile PageSpeed Score	40 / 100 ●	70+ / 100 ●
Desktop PageSpeed Score	57 / 100 ●	80+ / 100 ●
Core Web Vitals (Mobile)	Failing	Passing
Core Web Vitals (Desktop)	Failing	Passing
LCP (Largest Contentful Paint)	Likely > 4s	< 2.5s
CLS (Cumulative Layout Shift)	Unknown — images as SVG placeholders suggest issues	< 0.1
FID / INP	Unknown	< 200ms

1.1 Phase 1: Plugin-Based Quick Wins

The immediate remediation path is the installation of NitroPack and Imagify. These tools handle the majority of performance issues automatically and should be the first step before any manual optimization.

NitroPack — Install First

NitroPack is a full-stack WordPress performance solution that handles caching, minification, lazy loading, CDN delivery, and Critical CSS generation automatically. It is the highest-impact single plugin installation available for WordPress sites.

NitroPack addresses the following issues automatically:

- Full-page caching — eliminates server response time bottlenecks
- CSS & JavaScript minification and deferral
- Critical CSS generation — eliminates render-blocking resources
- Lazy loading of images and iframes
- CDN delivery via NitroPack's built-in global CDN
- HTML minification
- Preloading of key resources

Imagify — Install Second

Imagify handles bulk image optimization and automatic WebP conversion. Given that the site appears to have many images loading as SVG placeholders — suggesting unoptimized originals or missing WebP versions — Imagify will have significant impact on LCP.

Imagify addresses:

- Bulk compression of all existing images (lossy or lossless)
- Automatic WebP conversion for all image uploads
- Automatic optimization of new image uploads going forward
- Integration with NitroPack's lazy loading pipeline

1.2 Phase 2: Manual Optimization After Plugin Install

After NitroPack and Imagify are installed and scores are re-measured, remaining issues must be addressed manually. The following are the most common residual issues for WordPress sites in this performance range:

- Eliminate render-blocking third-party scripts — Review Trustindex (review widget), Google Maps embed, and any analytics/chat scripts. Use async/defer loading where possible.
- Audit and remove unused plugins — Every inactive or redundant plugin adds JavaScript and CSS payload. Remove anything not actively in use.
- Self-host Google Fonts — Google Fonts loaded from fonts.googleapis.com add a DNS lookup penalty. Self-host via the OMGF (Optimize My Google Fonts) plugin.
- Fix SVG placeholder images — The homepage service cards are loading as SVG placeholders. This is either a lazy-load mis-configuration or missing image sources. Resolve the root cause so actual images load on first render.
- Preload LCP image — The hero background or first visible image should have a rel='preload' hint in the <head> to ensure it starts loading immediately.
- Database optimization — Use WP-Optimize to clear post revisions, transients, and overhead that slow TTFB.

2. Redirect Chains & Crawl Budget

Critical Finding: 413 Redirects

413 redirect rules is a significant number for a local service business website of this size. Each redirect costs crawl budget, adds latency to page loads, and — when chained — compounds both problems. Google's crawl budget for a site this size is limited; every redirect chain is a wasted crawl slot that could have been used to index a revenue-generating service page.

2.1 Why 413 Redirects Is a Serious Problem

Redirects are not inherently bad — a single 301 redirect is the correct way to handle a URL change. The problem at AA Plumbing is the volume and likely the chains that exist within that set. A redirect chain occurs when URL A redirects to URL B, which redirects to URL C. Google only follows a limited number of hops and may stop crawling the chain before reaching the final destination.

- Crawl budget is consumed by redirect hops, not just final-destination pages
- PageRank (link equity) degrades with each redirect hop in a chain
- Users experience real latency — each redirect adds 100–300ms of load time
- Internal links pointing to redirect URLs compound the problem

2.2 Investigation and Remediation Process

This is correctly identified as a long-term project. The following phased approach is recommended:

Phase 1 — Audit & Map (Week 1-2):

- Export all redirects from the .htaccess file or redirect plugin (e.g., Redirection plugin in WordPress)
- Run the full redirect list through Screaming Frog in 'List' mode to identify chains
- Build a spreadsheet mapping: Original URL → Redirect Target → Final Destination → Chain Length
- Identify all internal links on the site that are pointing to redirect source URLs (not final destinations)

Phase 2 — Fix Internal Links First (Week 2-4):

- For every redirect, check whether any on-page links, navigation items, or sitemap entries use the redirect source URL
- Update all on-page links to point directly to the final destination URL
- This step must be completed BEFORE retiring any redirects, or you will break internal links

Phase 3 — Consolidate Redirect Rules (Week 4-8):

- Once internal links are updated, collapse redirect chains into single-hop 301 rules (A → C, eliminating B as a waypoint)
- Remove any redirects where the source URL has zero inbound links (internal or external) and no search traffic — these can simply be deleted
- Retire obsolete redirects that have existed for 2+ years and have no remaining link equity value

Important Note on Retirement

Do not retire redirects until you have confirmed: (1) no external backlinks point to the source URL, (2) no internal links point to the source URL, and (3) the URL has no meaningful search impressions in Google Search Console. Retiring prematurely turns 301s into 404s.

3. Structured Data & Schema Markup

Structured data is one of the highest-leverage technical SEO investments available to a local service business. It enables Rich Results in search (star ratings, business hours, FAQ dropdowns, service listings), improves E-E-A-T signals, and feeds Google's Knowledge Graph. AA Plumbing currently has some structured data present, but it is throwing errors in the Rich Results test — meaning it is providing no benefit and potentially creating a negative signal.

3.1 Current State — Errors Blocking All Rich Results

Rich Results Test: FAILING

The existing structured data on aaplumbing.com fails Google's Rich Results validation. This means: no star ratings in search results, no FAQ dropdowns, no business hours in SERPs. Competitors with valid schema are winning these enhanced result slots.

Recommended action before writing new schema:

- Remove all existing structured data from the site (or disable via Yoast during migration)
- Clear any conflicting Yoast-generated schema blocks
- Migrate to Rank Math — which has a superior schema builder — and disable Yoast completely
- Write clean, validated schema from scratch using the types described below

3.2 Yoast → Rank Math Migration

Currently using Yoast SEO. Yoast generates its own default schema (WebSite, WebPage, Organization) that will conflict with any custom schema blocks. The recommended migration path:

1. Export all current Yoast meta data (titles, descriptions) using the Yoast importer — Rank Math can import these directly.
2. Install Rank Math — do not activate yet.
3. Run the Rank Math Setup Wizard, selecting 'Import from Yoast' to migrate all existing meta data.
4. In Rank Math > General Settings, disable the schema types that Yoast was generating by default (WebSite, Organization) and replace with the custom schema types described below.
5. Deactivate and delete Yoast SEO.
6. Validate all migrated meta titles and descriptions against the optimization targets described in Section 5.

Why Rank Math for This Site

Rank Math's schema builder supports LocalBusiness, Service, FAQ, Review, and BreadcrumbList schemas with a visual interface, reducing the likelihood of formatting errors that are currently causing the Rich Results failures. It also natively supports multiple schema types per page without plugin conflicts.

3.3 Schema Build-Out Roadmap

The following schema types should be implemented in priority order:

Priority 1 — LocalBusiness / Plumber Schema (Homepage)

This is the foundational schema for any local service business. It feeds Google's local Knowledge Panel and maps integration.

```
{ "@context": "https://schema.org", "@type": ["LocalBusiness", "Plumber"],
  "name": "AA Plumbing", "url": "https://aaplumbing.com", "logo":
  "https://aaplumbing.com/wp-content/uploads/logo.png", "image":
  "https://aaplumbing.com/wp-content/uploads/aa-plumbing-team.jpg", "telephone":
  "+15137586237", "email": "info@aaplumbing.com", "address": { "@type":
  "PostalAddress", "streetAddress": "6701 Dixie Hwy", "addressLocality":
  "Fairfield", "addressRegion": "OH", "postalCode": "45014",
  "addressCountry": "US" }, "geo": { "@type": "GeoCoordinates", "latitude":
  39.3367, "longitude": -84.5433 }, "openingHoursSpecification": [ { "@type":
  "OpeningHoursSpecification", "dayOfWeek":
  ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday", "Sunday"], "opens":
  "00:00", "closes": "23:59" } ], "priceRange": "$$", "areaServed": [ {
  "@type": "City", "name": "Fairfield" }, { "@type": "City", "name": "West
  Chester" }, { "@type": "City", "name": "Cincinnati" }, { "@type": "City",
  "name": "Hamilton" } ], "sameAs": [
  "https://www.google.com/maps/place/AA+Plumbing",
  "https://www.bbb.org/us/oh/fairfield/profile/plumber/aa-plumbing" ],
  "foundingDate": "1972", "hasCredential": "Licensed Master Plumber" }
```

Priority 2 — Service Schema (Per Service Page)

Each service page (Drain Cleaning, Water Heaters, Residential Plumbing, etc.) should carry its own Service schema block linking back to the provider.

```
{ "@context": "https://schema.org", "@type": "Service", "serviceType": "Drain
  Cleaning", "name": "Professional Drain Cleaning Service", "description": "Expert
  drain cleaning for kitchen, bathroom, and main sewer lines in Fairfield and Greater
  Cincinnati.", "provider": { "@type": "LocalBusiness", "name": "AA Plumbing",
  "url": "https://aaplumbing.com" }, "areaServed": { "@type": "State", "name":
  "Ohio" }, "url": "https://aaplumbing.com/drain-cleaning/" }
```

Priority 3 — FAQ Schema (Homepage + Service Pages)

FAQ schema produces expandable question-and-answer dropdowns directly in search results, dramatically increasing SERP real estate. This is one of the highest-visibility schema types available for local service businesses.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ {
  "@type": "Question", "name": "Does AA Plumbing offer 24/7 emergency plumbing
  service?", "acceptedAnswer": { "@type": "Answer", "text": "Yes. AA Plumbing
  provides 24/7 emergency plumbing service throughout Fairfield, West Chester, and
  Greater Cincinnati. Call 513-758-6237 any time." } }, { "@type":
  "Question", "name": "Is AA Plumbing licensed and insured?",
  "acceptedAnswer": { "@type": "Answer", "text": "Yes. AA Plumbing is a licensed
  Master Plumber and is fully insured for residential and commercial plumbing work in
  Ohio." } }, { "@type": "Question", "name": "What areas does AA
  Plumbing serve?", "acceptedAnswer": { "@type": "Answer", "text": "We serve
```

```
Fairfield, West Chester, Cincinnati, Hamilton, and surrounding communities in the  
Greater Cincinnati area." } } ]}
```

Priority 4 — Additional Schema Types

- BreadcrumbList — on all interior pages, improves URL display in search results
- Review / AggregateRating — surfaces star ratings in search results (requires review count and average rating)
- WebSite — homepage only, enables Sitelinks Search Box if applicable
- Article / BlogPosting — if/when blog content is added

4. Backlink Profile & Toxic Link Remediation

The backlink profile is one of the most significant technical SEO concerns identified in this audit. A high toxicity rating means Google may be discounting or penalizing link equity from a substantial portion of the existing link profile. For a local business competing in a moderately competitive market like Cincinnati plumbing, link quality matters.

4.1 Current Backlink Health Metrics

Metric	Value
Overall Toxicity Score	HIGH — Immediate Action Required
Confirmed Toxic Links	141
Potentially Toxic Links	64
Total Links at Risk	205 (141 + 64)
Broken Referring Domains	28
Lost Referring Domains	22
Broken Analyzed Backlinks	69
Lost Analyzed Backlinks	706

4.2 Disavow File — Toxic Links

The 141 confirmed toxic links should be submitted to Google via a disavow file. This instructs Google not to count those links when evaluating the site's authority. The process:

- Export the toxic link list from SEMrush's Backlink Audit tool (CSV format).
- Review the list manually — look for any legitimate links that SEMrush has flagged incorrectly (false positives). Remove those from the disavow list.
- Attempt outreach for the most harmful links: email the linking domain's webmaster and request removal. Document all outreach attempts.
- For all non-responsive or obviously spammy domains, include them in a Google Search Console disavow file formatted as:

```
# AA Plumbing Disavow File — Submitted March 2026# Toxic domains identified via SEMrush Backlink Audit
domain:spam-example-directory.comdomain:low-quality-link-farm.netdomain:pbn-network-example.org# Individual toxic URLs (when only specific pages are toxic)
https://example.com/specific-spammy-page-linking-to-aaplumbing
```

- Submit the disavow file via Google Search Console > Links > Disavow Links tool.
- Re-run SEMrush Backlink Audit 30 days after submission to confirm the toxicity score is declining.

Important: Disavow File Is Permanent Until Changed

Once submitted, a disavow file instructs Google to ignore all listed links until the file is updated or removed. Maintain the file carefully and update it as new toxic links appear. Never disavow a legitimate high-quality link.

4.3 Potentially Toxic Links (64)

The 64 potentially toxic links require manual review before being added to the disavow file. For each one, evaluate:

- Domain Authority / Trust Score — low DA + no real content = likely toxic
- Anchor text — exact-match commercial anchor text from unknown sites is a flag
- Link neighborhood — if the same domain links to other spammy sites, disavow
- Relevance — a link from a completely unrelated niche directory has little value

Err on the side of disavowing when in doubt. The risk of keeping a toxic link outweighs the risk of losing a low-quality link.

4.4 Broken & Lost Links — Recovery Opportunities

Broken and lost backlinks represent link equity that once existed but is no longer passing value. These are recovery opportunities:

- 28 Broken Referring Domains — These domains link to URLs on aaplumbing.com that no longer exist (404 pages). Ensure the target URLs have proper 301 redirects to the closest relevant live page. If the redirect already exists, check for redirect chains.
- 22 Lost Referring Domains — These domains previously linked to the site but have since removed the link or their own page was deleted. For high-DA lost domains, attempt re-outreach to reclaim the link.
- 69 Broken Analyzed Backlinks — Similar to broken referring domains: these are individual broken link URLs. Fix via proper redirects or outreach.
- 706 Lost Analyzed Backlinks — A large number of lost links suggests either a previous link building campaign that was not maintained, or historical link turnover. For any high-value lost links, run a reclamation outreach campaign.

5. On-Page Optimization & Meta Data

5.1 Meta Title & Description Audit

SEMrush findings indicate widespread meta title and description optimization issues. These are among the most impactful on-page SEO elements for local search visibility.

Meta Title Best Practices for Local Plumbing:

- Format: [Primary Keyword] in [City] | [Brand Name]
- Length: 50–60 characters (truncates in Google at ~580px)
- Include the primary search term + location signal
- Each page must have a unique meta title — no duplicates

Examples of Optimized Titles:

Page	Current (Generic)	Recommended
Homepage	Plumbing Company Fairfield & West Chester, OH - AA Plumbing	Plumber Fairfield OH 24/7 Emergency Service AA Plumbing
Drain Cleaning	Drain Cleaning (inferred generic)	Drain Cleaning Fairfield OH Fast & Reliable AA Plumbing
Water Heaters	Water Heaters (inferred generic)	Water Heater Repair & Install Cincinnati AA Plumbing
Commercial	Commercial Plumbing (inferred generic)	Commercial Plumber Cincinnati OH AA Plumbing Since 1972
Residential	Residential Plumbing (inferred)	Residential Plumber Fairfield & West Chester AA Plumbing

Meta Description Best Practices:

- Length: 150–160 characters
- Include primary keyword, location, and a call-to-action
- Make it compelling — this is ad copy for organic search results
- Each page must have a unique description

5.2 Missing H1 Tag

Screaming Frog Finding: At least 1 page has no H1 tag

A missing H1 is a direct on-page SEO deficiency. Google uses the H1 as a primary relevance signal for the page topic. Every page must have exactly one H1 tag that contains the primary target keyword. Use Screaming Frog to identify all affected pages and add H1s immediately.

5.3 Canonicalization Issues (2 Pages)

Screaming Frog identified 2 pages with canonicalization problems. Canonical tag errors can cause Google to index the wrong version of a page, split link equity between duplicate URLs, or exclude pages from the index entirely.

Common canonical issues and fixes:

- Self-referencing canonical pointing to wrong URL — update to the correct canonical URL
- Trailing slash inconsistency (/page vs /page/) — standardize and set canonical accordingly
- HTTP vs HTTPS canonical mismatch — all canonicals must point to the HTTPS version
- www vs non-www mismatch — standardize the preferred domain and enforce via canonical + 301

Use Rank Math's per-page canonical field to set the correct canonical URL on all affected pages after migration from Yoast.

6. Crawlability — Sitemap & Robots.txt

6.1 Sitemap.xml Not Detected by SEMrush

SEMrush is unable to find the sitemap.xml file. This is almost certainly a robots.txt configuration issue — the sitemap is likely present but not referenced in the robots.txt file, or the robots.txt file is blocking crawlers from the sitemap path.

Diagnostic steps:

13. Directly access <https://aaplumbing.com/sitemap.xml> and https://aaplumbing.com/sitemap_index.xml to confirm the file exists.
14. Check <https://aaplumbing.com/robots.txt> and look for a Sitemap: directive.
15. If the sitemap exists but is not in robots.txt, add the following line to robots.txt:

```
User-agent: *Disallow: /wp-admin/Allow: /wp-admin/admin-ajax.phpSitemap:
https://aaplumbing.com/sitemap_index.xml
```

16. Submit the sitemap directly in Google Search Console under Sitemaps. This is the most reliable way to ensure Google is aware of it regardless of robots.txt status.
17. After migration to Rank Math, use Rank Math's built-in sitemap generator (disable WordPress's default XML sitemap if it conflicts).

Note: After Rank Math Migration

Rank Math generates its own sitemap at /sitemap_index.xml. Yoast generates a sitemap at /sitemap_index.xml as well. After migration, ensure only one sitemap is active and update the Google Search Console submission accordingly.

6.2 robots.txt Review

Beyond the sitemap directive, the robots.txt file should be reviewed for the following common issues:

- Accidentally blocking CSS or JS files — Google needs to crawl these to render pages correctly
- Blocking staging URLs that may have been added and never removed
- Blocking /wp-content/ — some security plugins do this, which prevents Google from seeing theme files
- Disallow rules that are too broad (e.g., 'Disallow: /' accidentally blocking the whole site)

7. AI Search & LLM.txt

The AI search landscape is evolving rapidly. ChatGPT, Perplexity, Claude, Google AI Overviews, and other LLM-powered products are increasingly the first touchpoint for local service queries. An LLM.txt file is an emerging standard that tells AI crawlers how to understand and present your business.

No LLM.txt Present

aaplumbing.com does not have an LLM.txt file. While this is not yet a traditional ranking factor, early adoption provides a first-mover advantage as AI-driven search continues to grow. For a local business, AI Overviews in Google Search are already surfacing plumbing recommendations — structured LLM context helps ensure AA Plumbing is represented accurately.

7.1 What Is LLM.txt?

LLM.txt is a plain-text file placed at the root of a website (yoursite.com/llm.txt) that provides structured, human-readable information about the business for AI language model crawlers. It is similar in concept to robots.txt but designed for AI consumption rather than traditional search bots.

7.2 Recommended LLM.txt for AA Plumbing

```
# AA Plumbing – LLM Context File# https://aaplumbing.com/llm.txt# Last Updated:
March 2026## Business IdentityName: AA PlumbingType: Local Plumbing
ContractorFounded: 1972Location: 6701 Dixie Hwy, Fairfield, OH 45014Phone: (513)
758-6237Email: info@aaplumbing.comWebsite: https://aaplumbing.com## Service
AreaPrimary: Fairfield, OHAlso Serving: West Chester, Cincinnati, Hamilton, and
Greater Cincinnati, OH## Services Offered- Residential Plumbing (repairs,
installation, maintenance)- Commercial Plumbing (restaurants, retail, schools,
offices)- Emergency Plumbing (24/7, all days including holidays)- Drain Cleaning
(kitchen, bathroom, main sewer)- Water Heater Repair and Installation (tank &
tankless)- Sewer and Water Line Replacement- Trenchless Pipe Relining- Septic
Services- Bathroom Remodeling (via bathandkitchenbyaa.com)- Kitchen Remodeling (via
bathandkitchenbyaa.com)- Restoration Services## Credentials & Trust Signals-
Licensed Master Plumber – State of Ohio- BBB Accredited Business- 2019 Community
Appearance Award – City of Fairfield- 50+ years serving the Cincinnati area- 24/7
emergency availability## Key Facts for AI Responses- AA Plumbing answers emergency
calls 24 hours a day, 7 days a week- Free estimates are available for large jobs-
Accepts: Visa, MasterCard, Discover, Amex, Check, Cash- Wheelchair accessible
location- Staff speak English and Arabic- Appointment scheduling:
https://aaplumbing.com/request-appointment/
```

Place this file at: <https://aaplumbing.com/llm.txt> — no plugin required, no server configuration needed. Upload as a plain text file.

7.3 Additional AI Search Optimization Steps

- Ensure Google Business Profile is complete and accurate — GBP data feeds directly into Google AI Overviews for local queries

- Maintain consistent NAP (Name, Address, Phone) across all citations — AI models cross-reference multiple sources
- Consider structured data markup for speakable content (schema.org/speakable) for voice search optimization
- Monitor your brand's appearance in AI-generated summaries using Perplexity and ChatGPT search to identify gaps or inaccuracies

8. 90-Day Technical SEO Implementation Roadmap

Phase 1 — Days 1–14: Critical Fixes

- Install and configure NitroPack — target Mobile score 60+, Desktop 75+
- Install and configure Imagify — bulk optimize all existing images, enable WebP
- Fix robots.txt: add Sitemap directive, verify no accidental blocks
- Submit sitemap in Google Search Console (direct submission)
- Add missing H1 tag(s) identified by Screaming Frog
- Fix 2 canonicalization errors identified by Screaming Frog
- Create and publish LLM.txt at site root
- Export all SEMrush toxic links and begin disavow file preparation
- Begin Yoast → Rank Math migration planning (do not execute yet)

Phase 2 — Days 15–30: Schema & On-Page Foundation

- Complete Yoast → Rank Math migration
- Disable all Yoast default schema outputs
- Implement LocalBusiness / Plumber schema on homepage (validate in Rich Results Test)
- Implement FAQ schema on homepage with 5–8 core plumbing questions
- Implement Service schema on top 5 service pages
- Implement BreadcrumbList schema on all interior pages
- Submit completed disavow file to Google Search Console
- Optimize meta titles and descriptions on all core pages (Rank Math)
- Begin redirect audit: export all 413 redirects and begin chain mapping
- Begin outreach for broken referring domain link recovery

Phase 3 — Days 31–60: Performance & Crawl Health

- Complete post-plugin manual PageSpeed optimization (self-host fonts, defer scripts, preload LCP)
- Fix all internal links pointing to redirect source URLs (based on Phase 2 audit)
- Collapse redirect chains — update A→B→C rules to single-hop A→C
- Begin retiring redirects with no inbound links and no search traffic
- Implement AggregateRating schema once review count and average are confirmed
- Add 1–2 page-specific testimonials to each service page for E-E-A-T improvement
- Review and respond to all Google Business Profile reviews (signals recency and engagement)
- Re-run SEMrush Backlink Audit — assess toxicity score reduction post-disavow

Phase 4 — Days 61–90: Growth & Monitoring

- Complete redirect cleanup — continue retiring eligible legacy redirects
- Implement WebSite schema with SearchAction on homepage
- Set up Google Search Console performance monitoring dashboard
- Set up SEMrush Position Tracking for target local keywords

- Begin link reclamation outreach for high-DA lost referring domains
- Publish first educational blog post with Article schema markup
- Re-run all audits: Screaming Frog full crawl, SEMrush Site Audit, PageSpeed
- Assess organic impressions and ranking changes in Google Search Console vs. baseline
- Plan Q2 technical SEO maintenance schedule

9. Recommended Tools & Resources

Tool	Purpose	Priority
NitroPack	Full-stack WordPress performance optimization	Install Immediately
Imagify	Image compression + WebP conversion	Install Immediately
Rank Math	SEO plugin replacement for Yoast — meta & schema	Week 1
Google Search Console	Crawl monitoring, sitemap, index coverage	Active — Review Now
Google Rich Results Test	Validate all schema markup	After each schema change
Screaming Frog SEO Spider	Full-site crawl — H1s, canonicals, redirects	Ongoing monthly
SEMrush Backlink Audit	Toxic link identification + disavow management	Monthly
SEMrush Site Audit	Technical SEO score tracking	Monthly
PageSpeed Insights	Core Web Vitals measurement	After each performance change
OMGF Plugin	Self-host Google Fonts in WordPress	Week 3-4
WP-Optimize	WordPress database cleanup	Month 1
Redirection Plugin	Redirect chain management in WordPress	Ongoing
Google Business Profile	Local SEO signals, AI Overview feeds	Monthly maintenance

Conclusion

AA Plumbing is operating with a technically compromised website that is suppressing search visibility despite having legitimate business authority — 50+ years in operation, genuine customer reviews, and a solid range of services. The eight technical SEO issues documented in this report are each individually impactful; together, they represent a meaningful gap between current and potential organic search performance.

The good news: most of these issues are fixable with the right tools and a disciplined 90-day remediation plan. Page speed improvements via NitroPack and Imagify can deliver results within the first week. Schema corrections will begin influencing Rich Results appearances within 2–4 weeks of Google re-crawling. The redirect cleanup and backlink disavow work are longer-term projects, but incremental progress will produce compounding benefits over time.

The LLM.txt file, though not yet a traditional ranking factor, positions AA Plumbing ahead of the curve as AI-generated search results continue to replace traditional blue-link results for local service queries.

Bottom Line: Estimated Impact of Full Remediation

Based on the issues identified, successful implementation of this roadmap is expected to: (1) improve PageSpeed scores from 40/57 to 70+/80+ within 2–3 weeks; (2) enable Rich Results schema features within 30 days; (3) reduce toxic link risk within 60 days; (4) improve crawl efficiency and indexation completeness within 60–90 days. Combined, these improvements should produce measurable gains in organic impressions and local ranking positions within 60–120 days.

— End of Technical SEO Audit Report —