

# WEBSITE

## MARKETING AUDIT

Report Generated On

May, 17 2026



Local  
Visibility



On-Page  
Optimization



Local  
Reviews



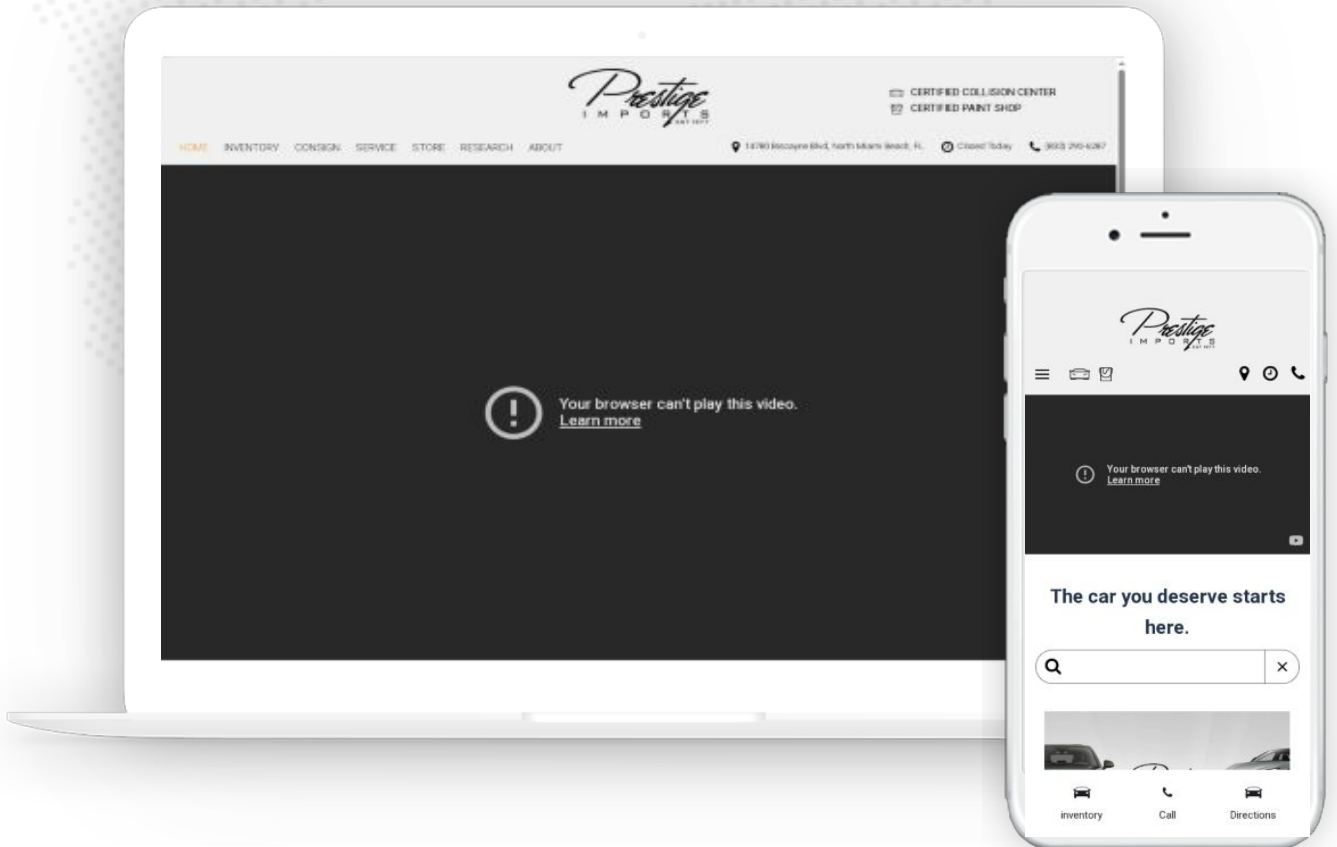
Off-Page  
Optimization



Keyword  
Report



Social  
Media



# Website Audit Summary

- **Website SEO Issues**

- Missing or poorly optimized metadata (titles and descriptions).
- Broken links and non-SEO friendly URLs.
- Duplicate title tags and missing schema tags need immediate attention.

- **Off-Page Optimization**

- High domain authority (47) and good backlink profile (15,332 backlinks).
- Focus on improving the quality of backlinks to further enhance authority.

- **Visibility**

- Inconsistent local directory listings on platforms like Facebook and Yelp.
- Limited visibility in AI search platforms, indicating a need for enhanced local SEO strategies.

- **Mobile Optimization**

- Slow mobile page speed (score of 48); users may face poor experiences.
- Key improvements needed: reduce JavaScript execution time and minimize main-thread work.

- **Actionable Insights**

- Optimize metadata and fix broken links to improve search visibility.
- Strengthen local SEO by ensuring consistent listings across major directories.
- Enhance mobile optimization by improving load speed and reducing payload size.

- **Boost Your Visibility in AI Search**

To enhance your presence in AI-driven search platforms such as ChatGPT, Perplexity, Grok, and Google AI Overviews, it is recommended to implement these high-impact activities:

1. FAQ sections with schema markup for enhanced visibility.
2. Conversational content for natural language queries.
3. Structured data (schema markup) for improved AI understanding.
4. In-depth content clusters to build topical authority.
5. High-quality backlinks from trusted, relevant sources.



# Website Score Overview

## On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

## Mobile Speed Insights

Analyzes home page speed issues on mobile devices.

## Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

## Off-Page Optimization

This section monitors the strength of your domain using important metrics from third-party backlink intelligence tools such as Moz and ahrefs.

## Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

## Reviews

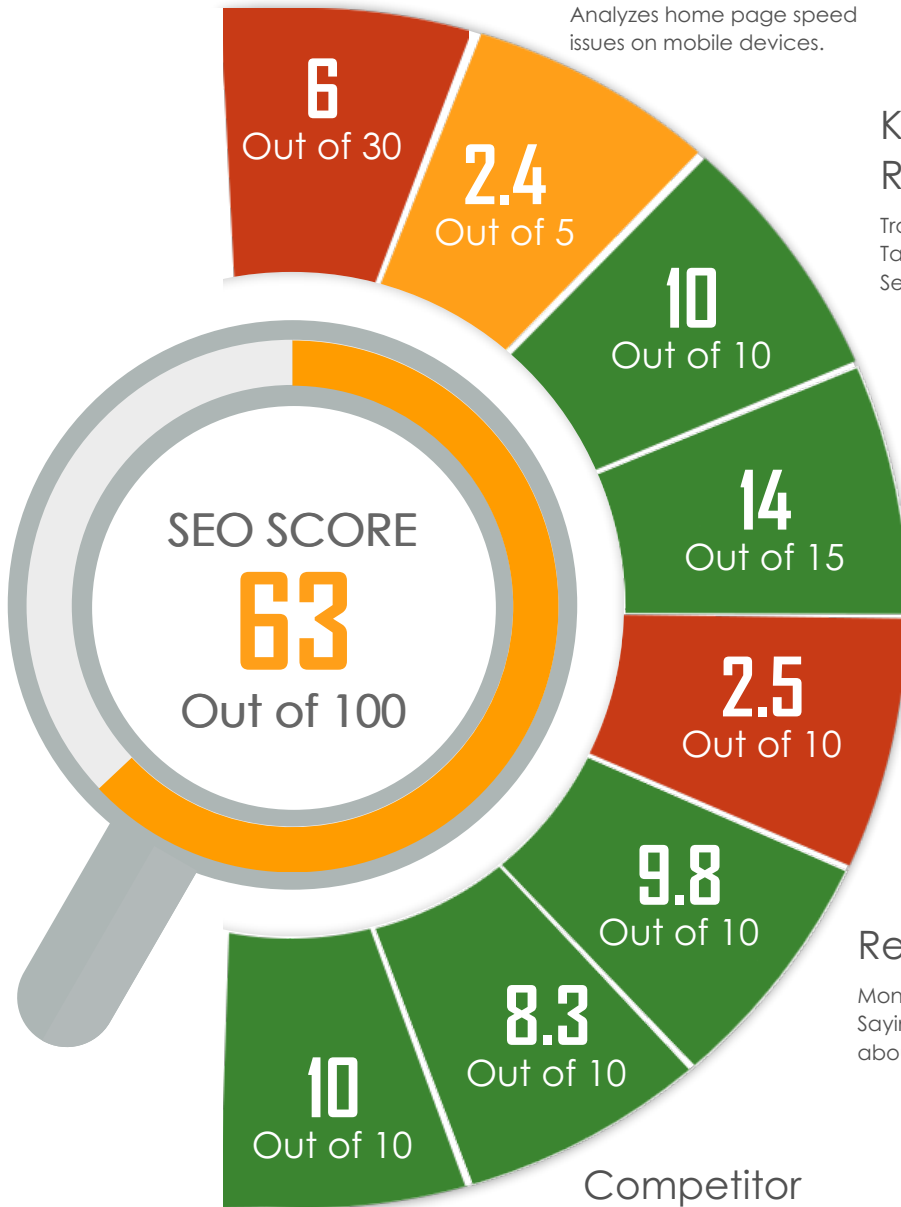
Monitor what Customers are Saying on Top Review Sites about your Business.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.

## Social

This section checks the presence of the businesses' Facebook and X profiles on the website.



## 4 High Priority Problems

- 10 Duplicate Title
- 2 Google Analytics Code Missing
- 0 Title Too Short
- 0 Page Title Missing or Empty
- 8 Description Missing or Empty
- 2 Schema Tags Missing
- 0 H1 Tag Missing

## 1 Medium Priority Problems

- 0 Slow Pages
- 16 Non SEO Friendly Urls
- 0 Title Too Long
- 0 Duplicate Meta Description
- 0 Image Alt Missing
- 0 Bad Response Code

## 0 Low Priority Problems

- 0 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.





## Page Title

Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.



## Meta Description

Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.



## H1 Tag

Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in H1 tag important.



## Word Count

The home page has a word count of 399 which is acceptable as per search engine best practices.



## XML Sitemap

Great! XML sitemap detected. Ideally, it should include all pages of the website to help search engines navigate your website more easily and index your content better.



## Robots.txt File

Great! Robots.txt file detected. A Robots.txt file can be used to instruct search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.



## Google Analytics Code

Great! Google Analytics code detected. Data from Google Analytics can be used to find new customers and increase online conversions.



## Canonical Tag

No Canonical Tag detected on the home page! You might be missing out on a great chance to easily eliminate internal duplicate content as well as maintain domain name uniformity with search engines.



## Site Response Code

Great! Your site returned a response code of 200 i.e. the site is up and running fine.



## Site Load Time ( 1.62 Seconds )

Great! Your site's load time is 1.62 seconds.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.



## Google Pages Indexed



68600 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.

## SSL Certificate Details



Secure website

### Great, your website is SSL secured (HTTPS).

- ✓ Your Website's URL's redirect to HTTPS pages.
- ✓ Your SSL certificate expires in next 44 days.
- ✓ The certificate issuer is R13.
- ✓ The certificate is valid from Apr 01, 2026 to Jun 30, 2026 .
- ✓ The certificate uses RSA-SHA256 algorithm.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.



## What is PageSpeed Insights?

PageSpeed Insights (PSI) by Google is one of the most used page speed measurement tools. It reports on the performance of your website on both mobile and desktop devices, and provides suggestions on how that page may be improved.

## Why Is It Important?

Website load time is critical. It's so important that Google has made it an actual ranking factor. PageSpeed Insights (PSI) can help you pinpoint key technical issues occurring on your site that may have a negative impact on its speed and performance. Resolving these issues will help to improve your site performance in the eyes of Google and thus boost your rankings.

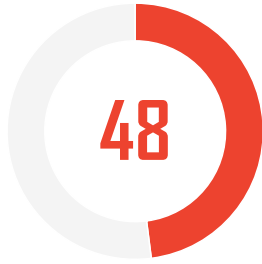
## How To Interpret PageSpeed Insights Score?

**Green** - Your website score is good with no significant issues found. Nice job!

**Orange** - Your website score is average but you still need to solve those errors to improve your website score further.

**Red** - Your website is slow. Fixing the issues should have a measurable impact on your website performance.





https://www.prestigeimports.com/

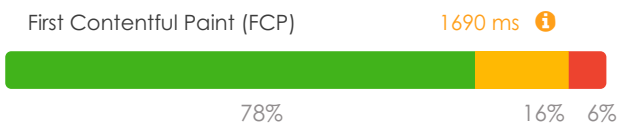
This speed score for your website is provided by Google.

Analysis time: Sunday, May 17th 2026 at 10:59am

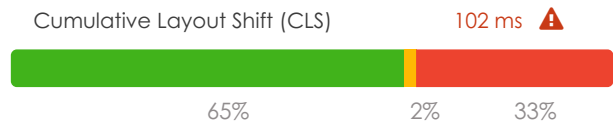
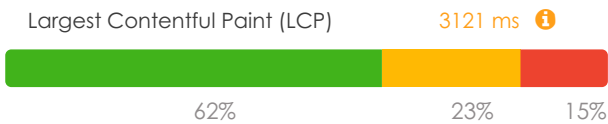
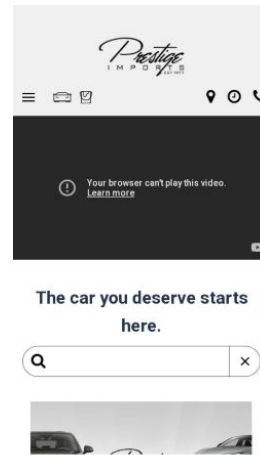
Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

## Field Data

Over the last 30 days, the field data shows that this page has a SLOW speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.

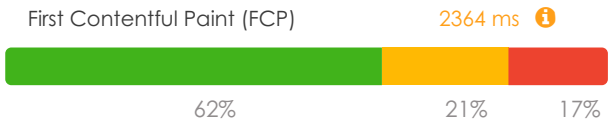


First Input Delay (FID) ms

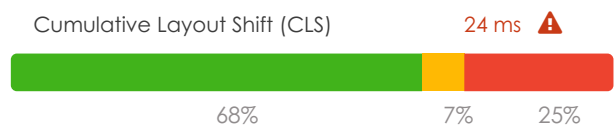
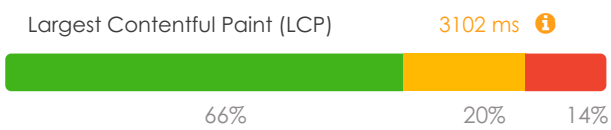


## Origin Summary

Over the last 30 days, the field data shows that this page has a **AVERAGE** speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.



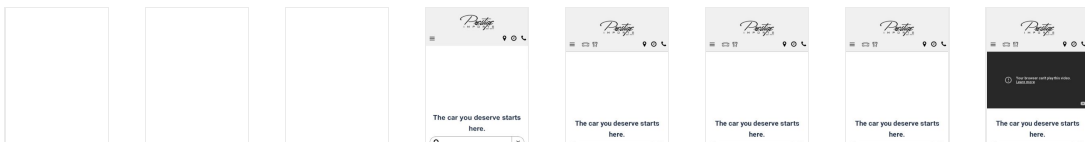
First Input Delay (FID) **ms**



## Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

Total Blocking Time	<b>2,770 ms</b> ⚠️	First Contentful Paint	<b>2.5 s</b> ⓘ
Cumulative Layout Shift	<b>0.038</b> ✓	Speed Index	<b>9.2 s</b> ⚠️



## Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Reduce unused CSS	0 s ⓘ
2 Reduce unused JavaScript	0 s ⓘ
3 Minify JavaScript	0 s ⓘ

## Diagnostics

More information about the performance of your application.

1 Reduce JavaScript execution time	5.4 s ⚠
2 Minimize main-thread work	8.5 s ⚠
3 Avoid enormous network payloads	Total size was 4,649 KiB ⓘ
4 Largest Contentful Paint	3.7 s ⓘ
5 User Timing marks and measures	41 user timings ✓
6 Avoid long main-thread tasks	20 long tasks found ✓
7 Minify CSS	✓
8 Image elements do not have explicit `width` and `height`	ⓘ
9 Avoid non-composited animations	13 animated elements found ✓
10 Resources Summary	✓



## Passed audits

1 audits

1 Initial server response time was short

Root document took 410 ms 



# PageSpeed Insights Desktop



https://www.prestigeimports.com/

This speed score for your website is provided by Google.

Analysis time: Sunday, May 17th 2026 at 10:59am

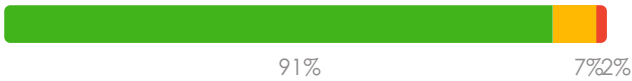
Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

## Field Data

Over the last 30 days, the field data shows that this page has a SLOW speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.

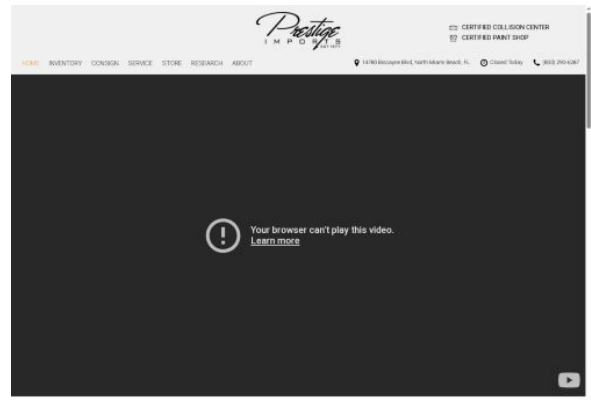
First Contentful Paint (FCP)

1247 ms ⓘ



First Input Delay (FID)

ms



Largest Contentful Paint (LCP)

2867 ms ⓘ



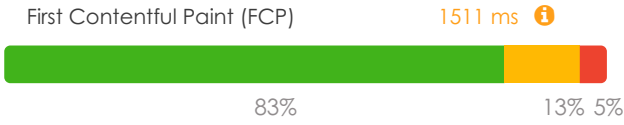
Cumulative Layout Shift (CLS)

77 ms ⚠

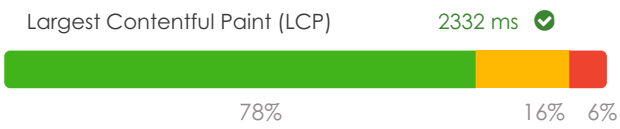


## Origin Summary

Over the last 30 days, the field data shows that this page has a SLOW speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.



First Input Delay (FID) ms



Cumulative Layout Shift (CLS) 100 ms ⚠



## Lab Data




Analysis of the current page on an emulated desktop network. Values are estimated and may vary.

Total Blocking Time	2,180 ms ⚠	Cumulative Layout Shift	0.765 ⚠
First Contentful Paint	0.9 s ✓	Speed Index	3.2 s ⚠



## Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Reduce unused CSS	0.08 s 
2 Reduce unused JavaScript	0.04 s 
3 Minify JavaScript	0 s 

## Diagnostics

More information about the performance of your application.

1 Minimize main-thread work	6.6 s 
2 Avoid non-composited animations	38 animated elements found 
3 Image elements do not have explicit `width` and `height`	
4 Avoid long main-thread tasks	20 long tasks found 
5 Largest Contentful Paint	1.6 s 
6 Resources Summary	
7 User Timing marks and measures	40 user timings 
8 Minify CSS	
9 Avoid enormous network payloads	Total size was 4,872 KiB 
10 Reduce JavaScript execution time	4.2 s 



## Passed audits

1 audits

1 Initial server response time was short

Root document took 410 ms 





### SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location city Miami.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	auto dealer north miami beach	Less than 10	1	Not in page 1
2	car dealer north miami beach	Less than 10	1	Not in page 1
3	used auto dealer north miami beach	Less than 10	1	Not in page 1
4	used car dealers north miami beach	Less than 10	1	Not in page 1
5	new car dealers north miami beach	Less than 10	1	Not in page 1
6	preowned car dealer north miami beach	Less than 10	3	Not in page 1



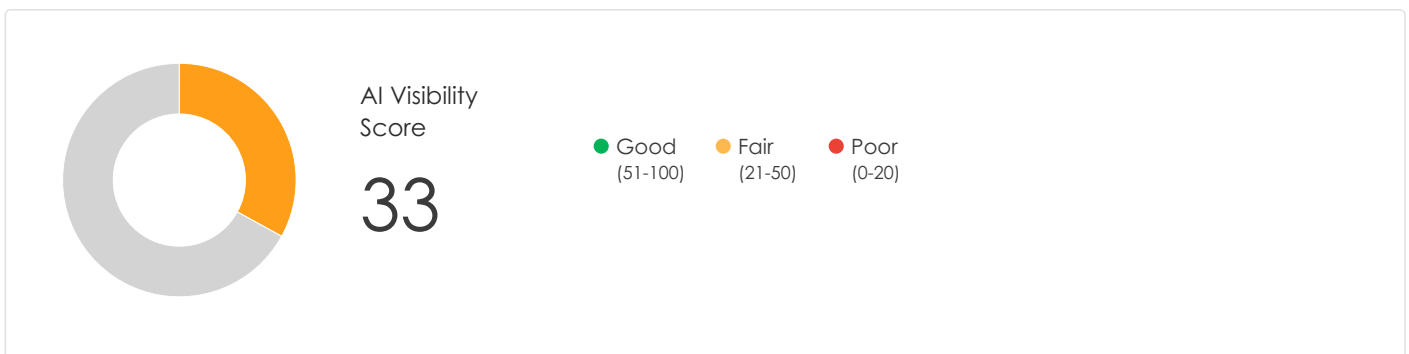
## AI Crawlability Checker

Can AI crawlers read your website ?

<b>60%</b> Confidence Score	SSL/HTTPS <b>YES</b>	Status <b>200 OK</b>	Load Performance <b>48</b>
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Robots.txt	Yes	Meta Robots NoIndex	No	Word Count	399
LLMS.txt	No	Schema Markup	Yes	CDN Blocking	No
XML Sitemap	Yes	FAQ Schema	No		

## AI Visibility Score















### Summary from AI

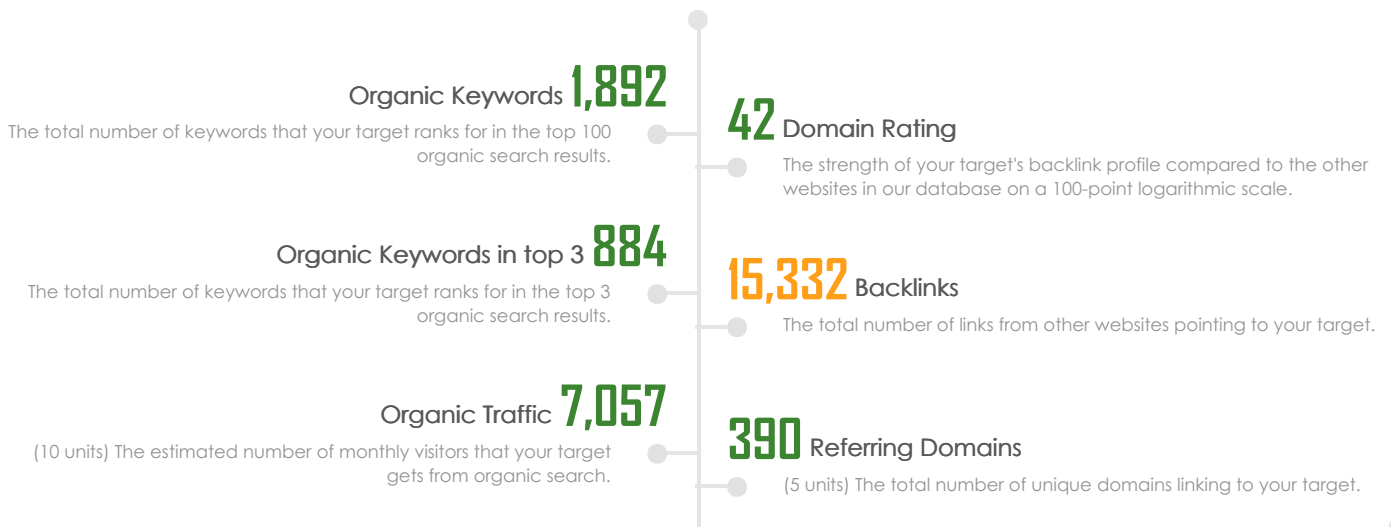
Across the top searches for auto dealers in North Miami Beach, the business shows consistent visibility only within the AI Mode engine. For all three queries, AI Mode successfully identifies the business, indicating strong alignment with its indexing or recommendation system. In contrast, both ChatGPT and Gemini fail to surface the business in any of the prompts, revealing a significant visibility gap across these major AI engines. This uneven coverage suggests missed opportunities for broader discovery and signals the need for improved optimization to enhance presence in ChatGPT and Gemini search or recommendation results.

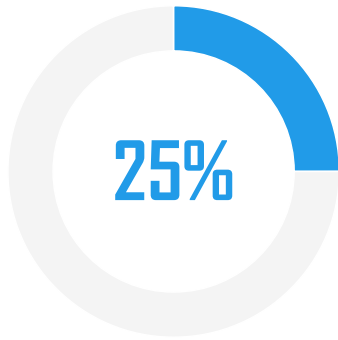


## Your Visibility for Top Searched Queries

Prompts	 ChatGPT	 AI Mode	 Gemini
Can you show me auto dealers in North Miami Beach?			
Where can I find car dealers in North Miami Beach?			
List some used auto dealers in North Miami Beach.			







### VISIBILITY SCORE









- ✓ Accurate
- ⓘ Possible Errors
- ✗ Missing

### What is Local Visibility?

If you are a local business, you want people to find you when they search for something. When your business is visible, you will be the go-to resource when they look for answers to a problem. So, visibility is simply your overall presence in the local ecosystem. No matter how great your website is, if people can't find you locally, it's all for naught.

### Why Does It Matter?

There are over 10 billion Google searches performed every single month. That's a lot. It's important to be as far up on the Google search results as possible. A perfect 100% visibility score would mean you are visible to users on all the top local directories out there. This also helps with improving your rankings in Google. Thus more traffic and leads to your business.

 Google ✓	 Bing ✗	 Yelp ✗	 Facebook ✗
 Merchantcircle ✗	 Tupalo ✓	 CitySquares ✗	 Hotfrog ✗





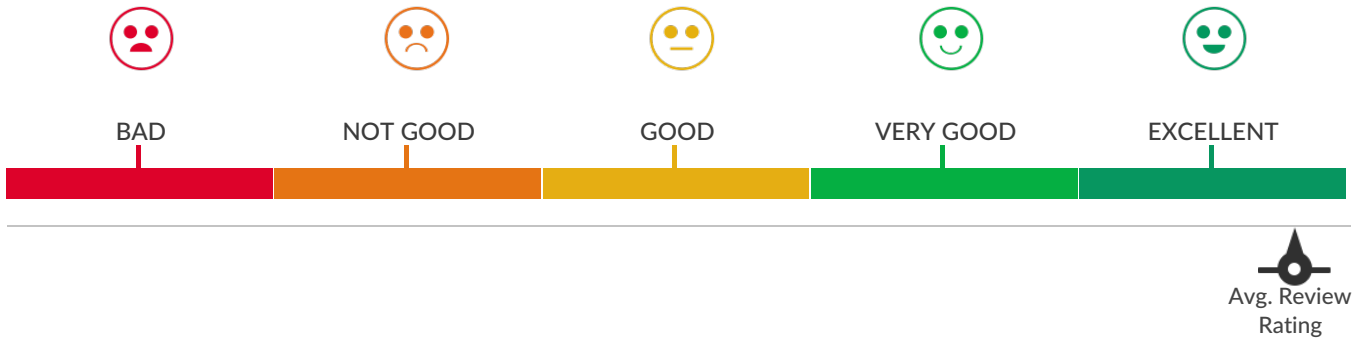
**NAP details**

Website Address:	<a href="https://www.prestigeimports.com/">https://www.prestigeimports.com/</a>
Business Title:	Prestige Imports Miami
Business Category:	AUTO DEALER
Business Address:	14800 Biscayne Blvd
City:	North Miami Beach
State:	Florida
Zip Code:	33181
Country:	United States
Telephone Number:	(833) 290-5687



# Reviews

9.8  
Out of 10



## Why Are Reviews Important?

Reviews can be the deciding factor whether a user buys from you or not. Customers crave knowledge from first-hand experiences. In fact, 97% of consumers use reviews to search for local services. If you don't have reviews or have less reviews, you may be missing an opportunity to grow your business.



Google

1461



Facebook

0



Merchantcircle

0



Tupalo

0



CitySquares


0




Top 5 Reviews

 **Bill Carballo**  
16-Feb-2026


Eduardo MOLKO... This is the 3rd automobile that I've purchased from these guys and loyalty is easy when you're dealing with people like these. Theyre honest, loyal, and easy to deal with. I will purchase all of my future cars from EDUARDO. Thank you guys for an amazing experience and I can...

 **Manny Roe**  
12-Dec-2025

Great experience. Very, very professional, went out of their way to make us feel welcome and comfortable. Emilio took all the time we need to make sure the car we bought was perfect for us. He followed through on get the car inspected and made sure all our questions were completely answered. He tha...

 **Alejandro Carvajal**  
02-Mar-2026

I had a great experience purchasing my Lotus Emira with Eduardo Molko. Very attentive, knowledgeable and willing to let me test drive not one, but TWO Emiras with different suspension configurations. Additionally, the online purchasing and signing experience was very smooth, and the handoff was spec...

 **Geo Madruga**  
04-Mar-2026

We had an outstanding experience working with Eduardo Molkov. His knowledge of luxury vehicles is truly impressive, and he made the entire process smooth and enjoyable from start to finish. Thanks to his professionalism and expertise, we were able to move forward with the purchase of our Bentley, a...

 **Mark Snow**  
09-Jan-2026

Emilio was fantastic, I called about a car they just listed and he found the right car, video chat me to show it and I bought it. They set up shipping to Scottsdale with enclosed carrier and everything went silky smooth.

Note: For Facebook, we are displaying recommendations only.

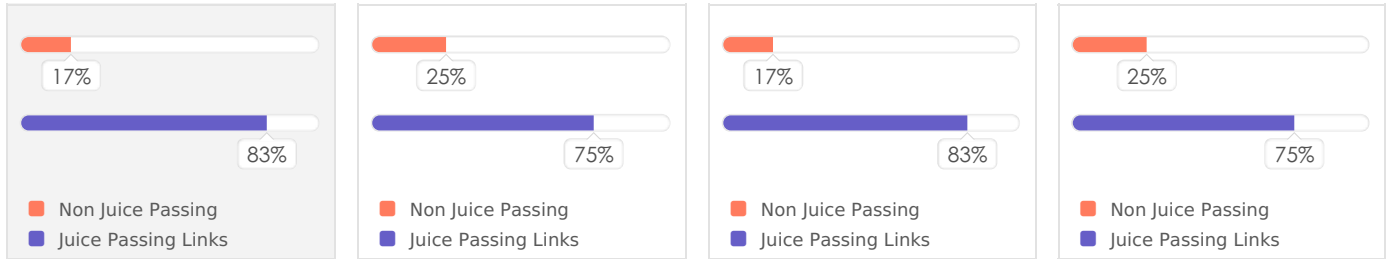


# Competitor Metrics

**8.3**  
Out of 10

PRESTIGEIMPORTS...	FLORIDAFINECARS...	PAGANIMIAMI.COM	BHMOTORGROUP.CO...
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## JUICE PASSING LINKS VS NON JUICE PASSING



## LINK SATURATION

68,600 Google	<b>88,700</b> Google	1 Google	0 Google
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## MOZ METRICS

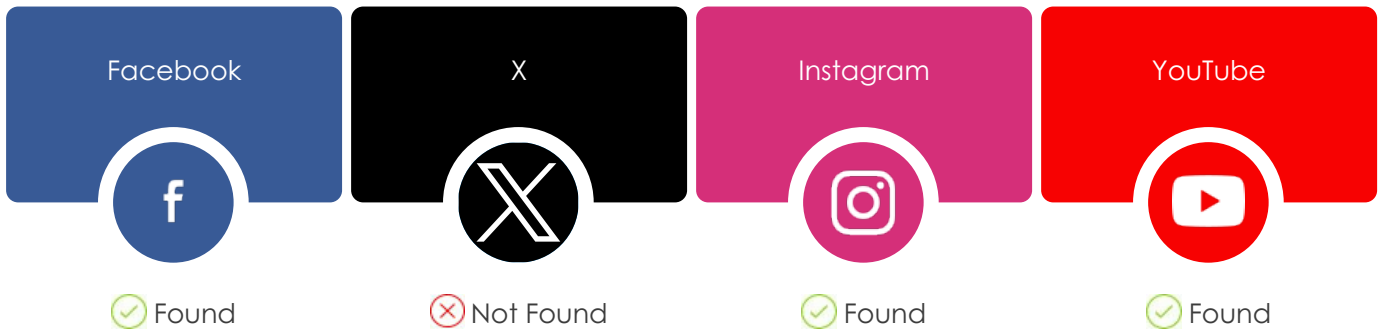
<b>47</b> Domain Authority	25 Domain Authority	14 Domain Authority	10 Domain Authority
<b>21,921</b> Juice Passing Links	17,714 Juice Passing Links	377 Juice Passing Links	16 Juice Passing Links
<b>26,270</b> Total Links	23,694 Total Links	454 Total Links	33 Total Links

## AHREFS METRICS

390 Referring Domains	<b>1025</b> Referring Domains	91 Referring Domains	102 Referring Domains
<b>42</b> Domain Rating	23 Domain Rating	2.4 Domain Rating	0 Domain Rating



Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have become the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms. In addition, presence on social media boosts engagement and brings new visitors and traffic to your website.

Please note - For Facebook, X, Instagram and YouTube, we only track the presence of business profile links on the home page to these social networks.



