Free SEO snapshot: 72hourwebsites.com

Checked 2026-10-18. Sample report (our own site as the case study). Same format every free snapshot request gets.

The short version

Google can read the site fine. The problems are speed on phones and almost no clicks yet.

Check	Result	Verdict
Pages Google can reach	80 of 80 sitemap pages answer 200, none blocked	Good
Titles and descriptions	All present, no duplicates	Good
Structured data	78 of 80 pages have it (FAQ, Service, Article, Breadcrumb)	Good
Image alt text	52 of 52 images have it	Good
Mobile speed, home page	Lighthouse performance 34 of 100	Fix first
Google search, last 28 days	143 impressions, 1 click, avg position 10.5	Needs work

Top 3 fixes

1. **Make the home page fast on phones.** It weighs 4.4 MB and the phone is busy for 13 seconds before it can respond (Total Blocking Time 13,480 ms, Largest Contentful Paint 4.9 s). The biggest causes: the chat widget loads at once (3.4 s of blocking), reCAPTCHA loads on every visit (346 KB), and the demo-site previews pull in full-size photos (four 220 to 420 KB JPGs). Fix: load the chat widget and reCAPTCHA only when someone taps them, swap the preview photos for small WebP thumbnails, and give images a width and height.
2. **Turn impressions into clicks.** Google already shows the site about 5 times a day, often on page 1 (avg position 10.5), but people do not click. The home title reads "72 Hour Websites with Secure SSL Hosting & Self-Edit Features". It does not say "free" (the main offer) and "Self-Edit" promises something the care plan no longer sells. Suggested: "Free Small Business Website, Live in 72 Hours | 72 Hour Websites".
3. **Shorten long titles.** 71 of 80 titles run past 60 characters, so Google cuts them off. Put the search phrase first and drop the brand suffix where it does not fit.

What we checked

Can Google reach you?

- robots.txt: OK, points to the sitemap, blocks nothing.
- Home page: HTTPS, no redirect chain.
- Sitemap: 80 URLs, all 200, none marked noindex, every page has a matching canonical.

What every page says

- 80 titles, 80 meta descriptions, zero duplicates.
- Exactly one H1 on every page.
- 7 guide pages have descriptions outside the 70 to 160 character sweet spot (5 too long, 2 too short).
- 2 pages have no structured data: /pricing.html and /seo-audit.html. Adding an Offer or Service block helps them show prices in search.
- Median page length 848 words; no thin pages under 300 words.

How fast it feels (Lighthouse, mobile, 2026-10-18)

Page	Performance	SEO	Accessibility	Best practices	LCP	TBT
Home	34	100	98	96	4.9 s	13,480 ms
/seo.html	69	100	96	100	3.4 s	580 ms

These are lab numbers from one run on a simulated mid-range phone. Real-user data from Google (PageSpeed field data) was not available this run.

Google Search Console (ClickRank nightly pull)

- Last 28 days (2026-09-17 to 2026-10-14): 143 impressions, 1 click, average position 10.5.
- Since tracking began (2026-06-29): 685 impressions, 8 clicks.
- ClickRank snippet is live on the site, but its optimization endpoint has been returning errors (HTTP 500), so its automatic fixes are not reaching visitors right now.

What we would do

Package	Fits because
Local SEO Starter, $99	Titles rewrite (fix 2 and 3), schema on the 2 missing pages, Google Business Profile check
Local SEO Growth, $249	Adds the speed fixes (fix 1), 2 city or service pages and 2 local blog posts to turn page-1 impressions into clicks
SEO Monthly Care, $49/mo	Watch clicks and positions monthly, fix new issues as pages are added

After: fix 1 and fix 2 applied (same day, 2026-10-18)

We made the speed fix and the title fix on our own site, then measured again the same way.

What changed

- The live demo-site previews now show a small WebP screenshot first. The real live site loads only when a preview scrolls into view, or after the visitor's first tap or scroll for the three at the top.
- The chat widget (and the reCAPTCHA it brings with it) now loads on the visitor's first tap, scroll or key press, or about 6 seconds after the page has loaded. Nobody loses the chat; it just stops slowing the first screen.

- The E-Bike 904 demo photos are WebP in two sizes (960 and 1600 px wide) with width and height set, instead of four full-size JPGs.
- The Google Fonts stylesheet no longer blocks the first paint, and the top preview image is preloaded.
- New home title: "Free Small Business Website, Live in 72 Hours | 72 Hour Websites". The description now names the free build and the optional $59/mo Care Plan, and "Self-Edit" is gone.

Lighthouse, mobile, home page, median of 3 runs each, same machine

	Before	After	Change
Performance score	42	59	+17
First Contentful Paint	3.1 s	2.0 s	36% faster
Largest Contentful Paint	4.3 s	2.8 s	35% faster
Speed Index	7.2 s	5.5 s	24% faster
Page weight	4.3 MB	0.3 MB	93% lighter
Requests	103	16	84% fewer
Total Blocking Time	6.9 s	5.1 s	see note
Best practices	96	100	+4

Note on blocking time: the test machine was busy during the "after" runs (Lighthouse's own CPU benchmark scored it about a third slower than during the "before" runs), and blocking time grows with a slow CPU. In a side-by-side local test, run on equally fast CPU, the old page blocked for 1.4 to 2.0 s and the new page for 0.15 s. The morning's single run (score 34, 13.5 s blocking) used the same tool on a quieter moment, which is why our "before" median here reads 42.

What is still slow and the next step: most of the remaining blocking time is the browser laying out the home page itself the first time (one long page with web fonts). The next fixes are fewer font weights and lazily rendering the sections below the first screen.

How this was made

- Crawl: our snapshot script (`tools/snapshot.py`) read robots.txt, the sitemap and all 80 pages once, as a visitor would. No login, nothing changed on the site.
- Speed: Google Lighthouse 12, mobile profile, run 2026-10-18.
- Search numbers: Google Search Console via the ClickRank nightly pull.
- Not included this time: backlinks (SEO SpyGlass license not confirmed) and Google Business Profile (not checked this run).