

MONTHLY DIAGNOSIS — JAN 2026

# Comprehensive SEO Audit & Diagnosis



**modern sense  
marketing**

digital marketing & public relations

# Table of Contents

<b>01</b>	Executive Summary	<b>08</b>	Analysis: Notices
<b>02</b>	Snapshot Review: Traffic	<b>09</b>	Analysis: Warnings
<b>03</b>	Search Pattern Behavior	<b>10</b>	Analysis: Errors
<b>04</b>	Referring URL's	<b>11</b>	Keyword: Overview
<b>05</b>	Snapshot Review: SEO	<b>12</b>	Keyword: Opportunities
<b>06</b>	Website Metrics Overview	<b>13</b>	Keyword: Position Changes
<b>07</b>	Common Issues	<b>14</b>	Keyword: Related Topics
		<b>15</b>	Next Steps

# Executive Summary

This SEO audit offers a clear snapshot of your website's current performance in search engines. The contents of this report will uncover the accessibility of your domain's content, how users are engaging with your content, and where there's room to grow. It's designed to highlight what's working, what's not, and what can be done next.

Inside, you'll find a high-level review of traffic trends, technical site health, and organic search performance. Key keywords are analyzed alongside competitor benchmarks to show where you're leading, where you're falling behind, and what terms are worth targeting. The findings point to specific opportunities to boost visibility, improve rankings, and strengthen your position in search engines across a wide and diverse target market.

**We look forward to serving you !**

PREPARED BY

Marcus Plummer,  
Modern Sense Marketing Agency, LLC

PREPARED FOR

John Doe  
Sample Client

# Snapshot Review

## Traffic Analytics

This section offers a snapshot of your domain's key metrics over the past 30 days, highlighting percentage-based changes compared to the previous reporting period.

**8.9K**

-46.05%

UNIQUE VISITORS

**5.08**

+136.81%

PAGES PER VISITS

**09:40**

+52.63%

AVG VISIT DURATION

**16.9K**

-18.63%

TOTAL VISITORS

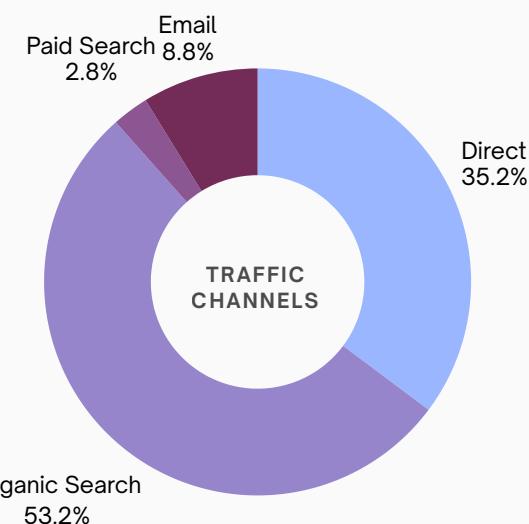
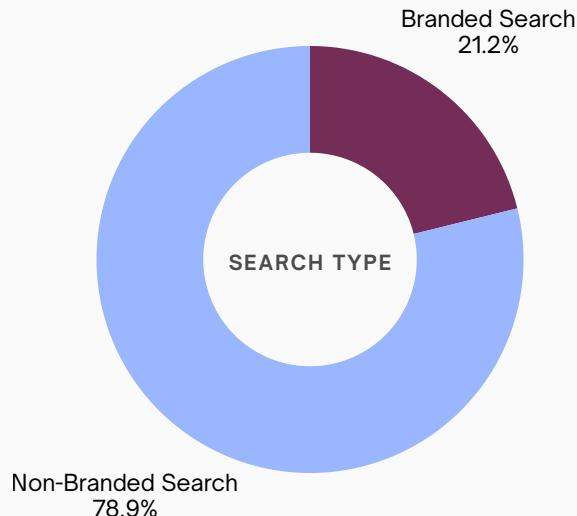
**49.92%**

-29.08%

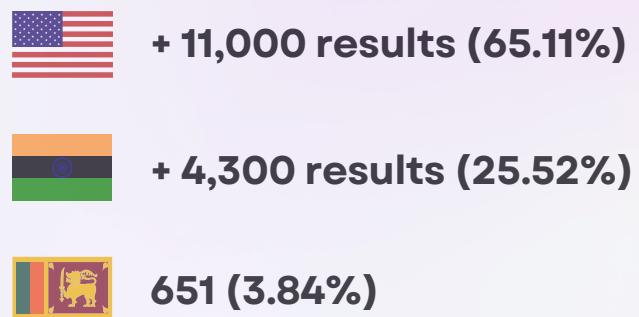
BOUNCE RATE

# Search Pattern Behavior

Organic traffic remained the dominant driver of consumer search behavior, accounting for over half of all inbound sessions. An estimated 79% of visitors arrived without a clear search intent, reflecting strong discovery-based engagement — most notably across the U.S., India, and Sri Lanka markets.



## Top Traffic Results by Country



# Top Referring URL's

This section reveals the top 10 URLs that are actively sending traffic to your website. These sources act as traffic funnels, showing you where visibility is already working in your favor. By understanding which pages are referring visitors, you can uncover patterns and leverage strategic keyword placement to help maintain organic direction.

Referring URL	Traffic %
<a href="https://www.lighthouselabservices.com/">https://www.lighthouselabservices.com/</a>	20.64%
<a href="https://www.lighthouselabservices.com/pitfalls-to-avoid-when-using-diagnosis-z-codes/">https://www.lighthouselabservices.com/pitfalls-to-avoid-when-using-diagnosis-z-codes/</a>	13.44%
<a href="https://www.lighthouselabservices.com/understanding-confirmatory-drug-testing/">https://www.lighthouselabservices.com/understanding-confirmatory-drug-testing/</a>	10.11%
<a href="https://www.lighthouselabservices.com/aetna-to-reduce-timely-filing-limits-for-non-par-providers-in-2022/">https://www.lighthouselabservices.com/aetna-to-reduce-timely-filing-limits-for-non-par-providers-in-2022/</a>	7.52%
<a href="https://www.lighthouselabservices.com/9-must-have-skills-for-your-lab-technician-resume/">https://www.lighthouselabservices.com/9-must-have-skills-for-your-lab-technician-resume/</a>	5.45%
<a href="https://www.lighthouselabservices.com/what-is-a-clia-lab-director-and-what-are-their-requirements/">https://www.lighthouselabservices.com/what-is-a-clia-lab-director-and-what-are-their-requirements/</a>	4.31%
<a href="https://www.lighthouselabservices.com/important-things-to-know-about-clia-and-cola-applications/">https://www.lighthouselabservices.com/important-things-to-know-about-clia-and-cola-applications/</a>	3.18%
<a href="https://www.lighthouselabservices.com/recruiting/employer-services/">https://www.lighthouselabservices.com/recruiting/employer-services/</a>	3.18%
<a href="https://www.lighthouselabservices.com/step-by-step-guide-to-starting-your-own-laboratory-business/">https://www.lighthouselabservices.com/step-by-step-guide-to-starting-your-own-laboratory-business/</a>	2.67%
<a href="https://www.lighthouselabservices.com/?utm_campaign=gmb">https://www.lighthouselabservices.com/?utm_campaign=gmb</a>	2.54%

# Snapshot Review

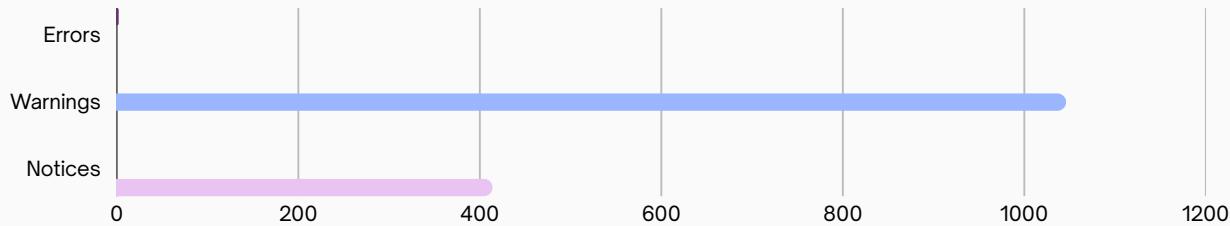
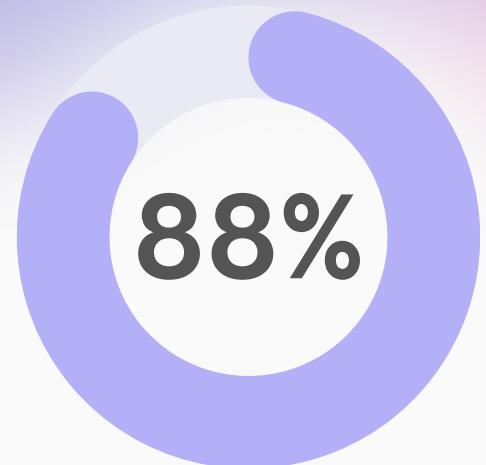
## Internal SEO Analysis

The website currently holds a health score of 88%, which is considered strong and within the optimal range for well-functioning sites. While this marks a -3% dip from the previous period, shifts under 5% are common and not typically cause for concern. Any significant declines would be clearly noted with suggested actions.

The scan flagged 2 critical errors, along with 1,048 warnings and 416 notices. For established domains, this is typical behavior, reflecting smaller technical items like outdated tags or minor inconsistencies with limited SEO impact. What's less typical is a noticeable spike in these numbers paired with performance issues like slower load times or mobile errors. When detected, we flag clearly for you, and recommend suggested changes.

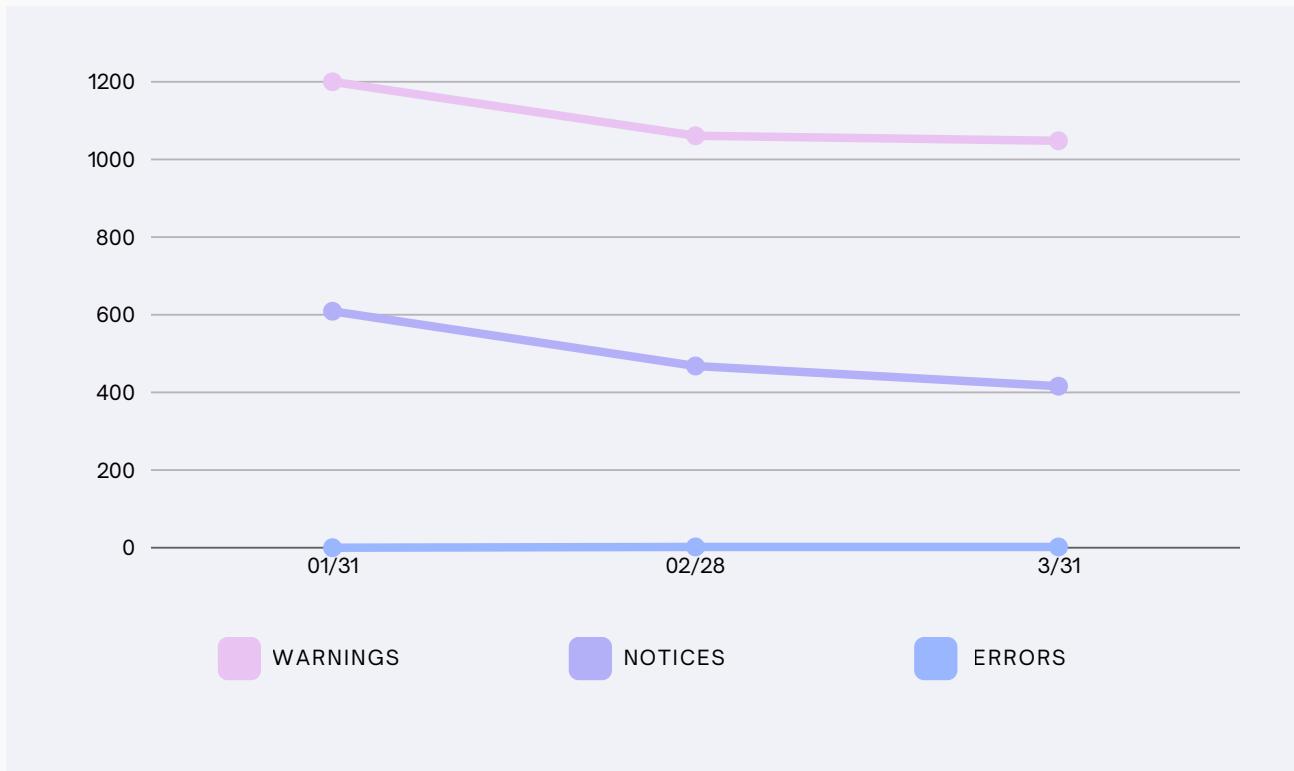
Encouragingly, both warnings and notices declined this period, down 13 and 52 respectively, indicating steady improvement. A target range of 85–95% is ideal, with scores above 95% reflecting top-tier technical health.

A detailed breakdown of these indicators follows, along with insights to guide your next steps.



# Website Metrics Overview

The chart below reflects a steady decline in domain-related issues, signaling clear progress in technical improvements since the last report. This downward trend in website faults indicate that recent adjustments are having a net-positive impact on overall domain health and stability.



Let's take a closer look at some of the issues contributing to the trends shown in the chart above.

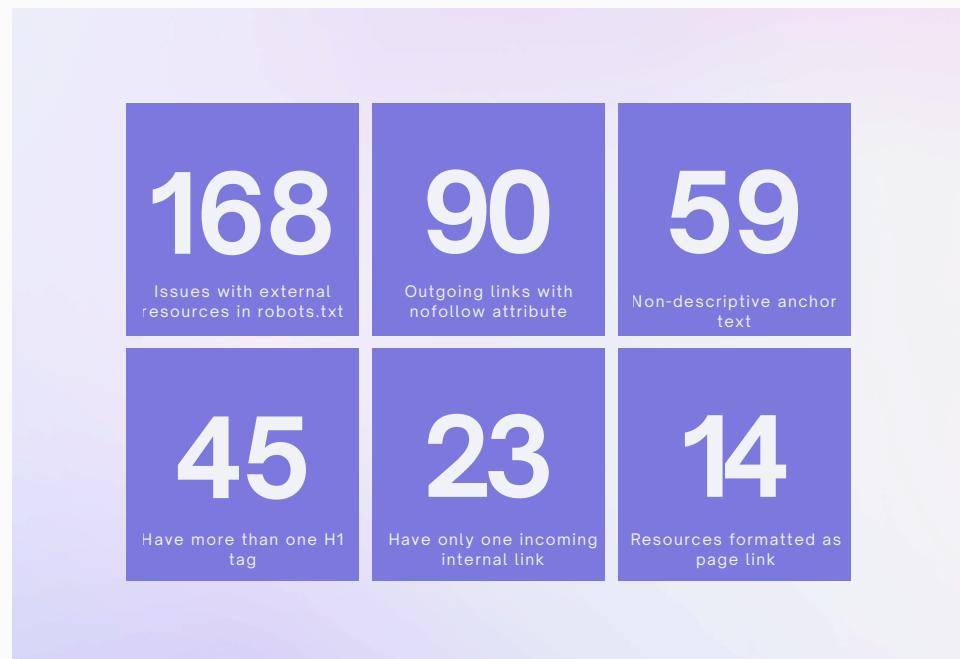
# Common Issues

Here are some of the leading attributes contributing to the majority of your domain issues. Each is outlined with its current significance and how it has changed since the last report, along with the appropriate percentage of your domain currently affected.

Category	Severity	Total %	Total amount	+/-
Issues with unminified JavaScript & CSS file	Warning	56%	818	-12
Issues with blocked external resources in robots.txt	Notices	11%	168	-2
Images without alt attributes	Warning	7%	98	-1
Outgoing external links without follow attribute	Notices	6%	90	0
Pages with low text-HTML ratio	Warning	6%	84	-1
Pages couldn't be crawled	Errors	0.1%	2	+2

# Analysis in Depth — Notices

This section showcases your top notices, along with suggested solutions to monitor or resolve them. While notices are typically low-impact, they should still be watched over time to prevent future issues.



## Performance Fixes

**Issues with blocked external resources in robots.txt:** Some parts of your site—like design files or scripts—are hosted elsewhere and currently blocked from search engines. This can interfere with how your pages are displayed and indexed, potentially lowering your visibility in search results.

If these blocked files are important to how your site looks or functions, consider reaching out to the site hosting them and ask if they can update their robots.txt settings. If they're not essential, you can safely ignore them.

**Outgoing links with no follow attributes:** Some links on your site are marked with a “nofollow” tag, which tells search engines not to follow them or pass any SEO value. If used unintentionally, this can limit how your pages are crawled and may affect search rankings.

Double-check that the “nofollow” tags weren’t added by mistake. If the links are important for SEO or navigation, remove the nofollow attribute to allow search engines to follow them.

**Non-Descriptive Anchor Text:** Some links on your site use vague phrases like “click here” or “read more,” which don’t tell users or search engines what the linked page is about. This reduces SEO value and can hurt the page’s ability to rank for relevant terms.

Update vague link text with clear, descriptive wording that reflects the content of the page it leads to—this helps both users and search engines understand the link’s purpose.

**Pages that have more than one H1 tag:** Some pages contain more than one H1 heading, which can confuse search engines about the main topic of the page. Stick to a single H1 tag per page to clearly signal its primary focus.

**Pages with only one incoming internal link:** Some pages on your site have very few (or no) internal links pointing to them, which can make them harder for users and search engines to find—reducing traffic and visibility.

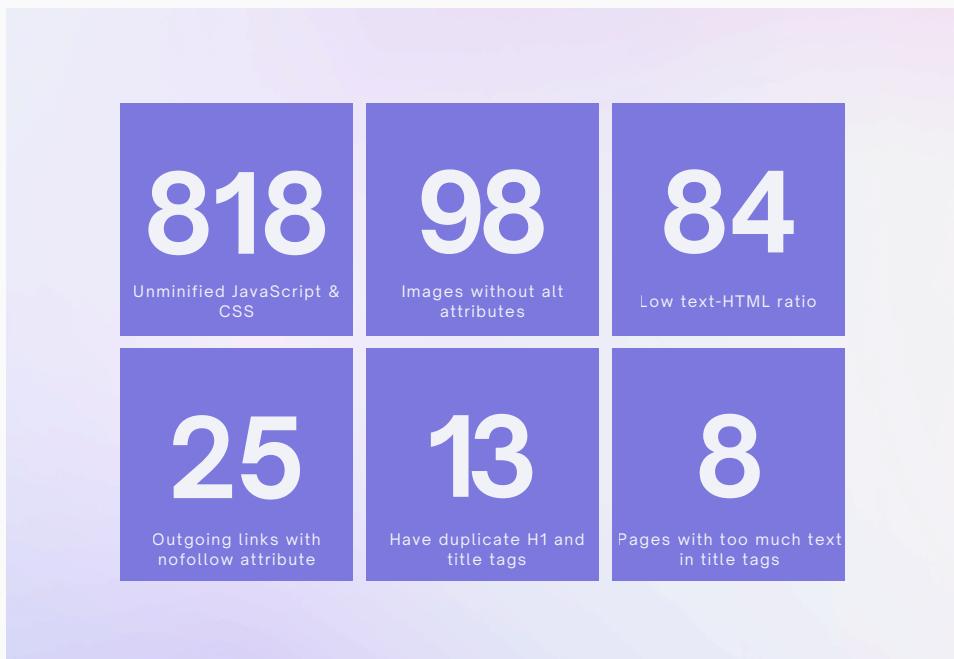
Add more incoming internal links to pages with important content.

**Resources formatted as page link:** Some links on your site are pointing directly to files like images or other non-page resources using standard page link formatting. This can confuse search engines and suggest poor site structure.

Review your links and make sure they’re formatted correctly. For example, use `<img>` tags (with alt text) for images instead of linking to them with `<a href>` tags meant for webpages.

# Analysis in Depth — Warnings

This section showcases warnings that appear within your website. It's imperative to monitor the nature of warnings in relation to your website's functionality to prevent lasting negative affects to your website's SEO.



## Performance Fixes

**Unminified JavaScript and CSS Files:** Some of your site's code contains extra spaces, line breaks, or comments that could be removed. This slows down page load times and can negatively impact both user experience and SEO.

Minify your JavaScript and CSS files to reduce their size and speed up your website. Most website platforms or performance tools offer built-in options to handle this automatically. If they don't interrupt page load time, ignore them.

**Missing Alt Attributes on Images:** Some images on your site don't include alt text, which helps search engines understand image content and improves accessibility for visually impaired users. Without it, you could miss out on image-based search traffic and create a less inclusive experience.

Add descriptive alt text to each image using the `<img>` tag. This helps search engines read your images and ensures accessibility for all users.

**Low Text-to-HTML Ratio:** Some pages have too much code compared to actual content, which can signal low value to search engines. A higher ratio improves load speed, crawlability, and your chances of ranking better in search results.

Check if your page contains more code than content. If so, review the HTML structure and consider cleaning it up—this includes moving scripts or styles to external files to streamline the page and boost performance.

**Nofollow Used on Internal Links:** Some internal links are marked with "nofollow," which blocks SEO value from flowing through your site. This can hurt your overall rankings and may prevent important pages from being properly crawled or indexed.

Double-check your internal links and remove any "nofollow" tags that may have been added by mistake. This ensures that link value flows freely across your site.

**Duplicate Title and H1 Tags:** Your page titles and main headers use the same text, which can look over-optimized to search engines and limits your ability to target additional keywords. Diversifying these elements can boost relevance and visibility.

Use different wording for your `<title>` and `<h1>` tags to expand keyword coverage and improve how search engines interpret your page.

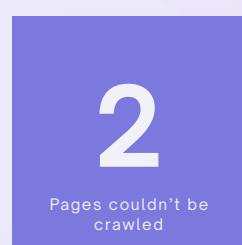
**Too much text in title tag:** Some of your page titles exceed 70 characters and may get cut off in search results, making them less readable and less likely to attract clicks.

Shorten your page titles to 70 characters or fewer so they display properly in search results and encourage more users to click.

# Analysis in Depth —

## Errors

This section outlines your most critical errors and provides direct solutions to fix them. Errors should be prioritized, as they can disrupt core site functionality and harm search visibility.



### Performance Fixes

**Pages couldn't be crawled:** Some pages on your site couldn't be accessed by search engines, which means they might be missing from search results and not contributing to your site's visibility.

Check for crawl-blocking issues like broken links, incorrect URLs, or restrictions in your robots.txt file. Fixing these will allow search engines to properly access and index the affected pages.

# Keyword Overview

From embedded text and H1 tags, to product descriptions and sourcing language; strategic keyword integration helps search engines understand your site, helping the right customers find you. When used effectively, keywords can increase visibility, *lower your reliance on paid ads*, and bring in traffic that's more likely to convert.

Understanding the nuances that make a keyword relevant (or not), is what separates you from the competition. To give yourself an edge as you explore this section, start by familiarizing yourself with the following definitions.

## Keyword

**A keyword is a specific word or phrase that people type into search engines when looking for information, products, or services.** Using the right keywords on your site helps match your content to what your audience is actively searching for—making it easier to attract qualified, organic traffic.

## Volume

**Search volume refers to the number of times a specific keyword or phrase is searched for in a given month.** High-volume keywords show strong demand, helping you identify what people are actively searching for—though pairing volume with relevance is key to driving the right traffic to your site.

## Traffic

**Traffic measures how many visitors are landing on your website, often as a result of search engine queries tied to specific keywords.** Tracking traffic shows how well your keywords are performing and reveals whether your site is successfully capturing attention.

## CPC

**Cost-per-click, or CPC, is the amount advertisers pay every time someone clicks on a paid search ad for a specific keyword.** Even if you're focused on organic traffic, knowing a keyword's CPC can signal how competitive or valuable that keyword is, giving you insight into what others are willing to spend to rank for, where you can show up organically.

## KD

**KD, or Keyword Difficulty, estimates how hard it would be to rank on the first page of search results for a specific keyword, based on current competition.** It helps you gauge how much effort or authority your site may need to compete effectively for that term.

- **0–29%: Easy** – Low competition, good for newer or lower-authority sites
- **30–49%: Achievable** – Moderate competition, possible with well-optimized content
- **50–69%: Challenging** – Requires strong SEO practices and domain authority
- **70–100%: Highly Competitive** – Dominated by high-authority sites and aggressive SEO

## RECOGNIZED KEYWORDS

Of the 3,500+ keywords that appear on your domain, these ten rank among the top percentile in search engine popularity.

KEYWORDS	VOLUME	TRAFFIC	TRAFFIC %	KD%
lighthouse lab services	720	576	12.27%	42%
lighthouse lab	210	168	3.57%	41%
fun facts about clia	1,600	111	2.36%	45%
lab director	390	96	2.04%	28%
z00.00	2,900	94	2.00%	25%
lighthouse laboratory	110	88	1.87%	46%
aetna timely filing limit	720	80	1.70%	30%
lighthouse laboratories	90	72	1.53%	37%
confirmatory test	480	63	1.34%	29%
lighthouse labs	480	63	1.34%	31%

This section showcases the keywords your domain is best known for including high-performing terms that consistently rank well and signal strong relevance in search engines. These are the phrases that are already working in your favor. By identifying your top recognized keywords, you can double down on what's driving results and build a stronger, more focused SEO strategy around proven strengths.

On the other hand, this section uncovers valuable keywords your competitors rank for, but you don't. These missed opportunities highlight search terms that are relevant to your audience but currently outside your reach. By identifying and targeting these unique keywords, you can expand your visibility, close competitive gaps, and tap into new traffic that's actively searching for what you offer.

## UNIQUE KEYWORD OPPORTUNITIES

These are keyword being leveraged by your competitors, but not by you.

KEYWORDS	VOLUME	KD%	CPC
labcorp near me	450K	77%	\$1.29
phlebotomist	165K	70%	\$2.66
phlebotomy	165K	75%	\$2.66
ati testing	110K	37%	\$0.51
ferritin	110K	84%	\$0.29
hemoglobin a1c	110K	97%	\$0.00
amp	90.5K	78%	\$0.62
medical assistant	90.5K	56%	\$6.52
payactiv	90.5K	52%	\$3.08
medical assistant salary	74K	47%	\$7.41

# KEYWORD POSITION CHANGES

This section tracks how your keyword rankings shift over time, highlighting which terms have improved, newly gained, and which may have dropped off. Monitoring these changes month to month helps you stay ahead of trends; spot emerging opportunities, and quickly respond to areas where visibility is slipping. It's a clear snapshot of how your SEO efforts are performing in real time.

## Top Improved Keywords

\*These are keywords you now rank higher for across search engine platforms.

KEYWORDS	PREV	CURRENT	DIFF	VOLUME	KD%	CPC
● dcls	25	21	+4 	12,100	35%	\$1.68
● clia certification	21	20	+1 	6,600	58%	\$2.40
● confirmatory	20	7	+13 	880	50%	\$0.00

## Top New Keywords

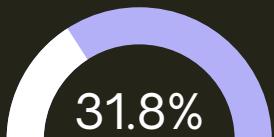
\*These are keywords you previously did not rank for across search platforms, but now do.

KEYWORDS	PREV	CURRENT	VOLUME	KD%	CPC
● path lab near me	N/A	97	720	82%	\$1.45
● ldt meaning	N/A	57	720	25%	\$0.00
● g0480	N/A	31	590	28%	\$0.00

## Top Lost Keywords

\*These are keywords that no longer index for your domain across search platforms.

KEYWORDS	PREV	CURRENT	VOLUME	KD%	CPC
● lab review icd 10	21	N/A	720	28%	\$0.00
● physician lab	37	N/A	320	17%	\$0.00
● what is a clia number	64	N/A	320	35%	\$0.00



AVG KEYWORD  
DIFFICULTY

## RELATED TOPICS

### TOTAL VOLUME

types of medical laboratory tests	269,790
laboratory accreditation and certification	17,600
clia compliance	99,530
laboratory director resources	134,400

These are additional, related keywords grouped by topic to help you expand your reach. Leveraging them across your domain can improve search rankings, diversify your content, and capture new traffic opportunities.

types of medical laboratory tests	Keyword Difficulty	Total Volume
drug screen vs drug test	15%	590
toxicology testing	50%	390
toxicology screen	62%	480
screen lab proof	38%	1,000
serology test	62%	1,900

laboratory accreditation and certification	Keyword Difficulty	Total Volume
medical laboratory scientist certification	41%	880
cls certification	41%	720
clinical laboratory scientist programs	39%	480
cls programs	46%	390
laboratory science certification	41%	590

clia compliance	Keyword Difficulty	Total Volume
clinical laboratory improvement amendments	61%	5,400
clia certification	51%	6,600
why was clia created	41%	1,600
clia number	39%	1,000
clia articles	26%	1,600

laboratory director resources	Keyword Difficulty	Total Volume
laboratory director jobs	17%	480
lab director jobs	19%	390
lab manager career	27%	320
lab director	32%	320
clia lab director qualifications	22%	140

# Next Steps

This concludes the overview of last month's SEO performance. Overall, your brand is showing positive momentum, with plenty of untapped opportunities waiting to be leveraged. Take a look at our recommendations below to help your domain grow stronger and rank smarter in the months ahead.

## 01 Prioritize On-Site Fixes

Start with the technical and functional improvements outlined in your audit. Cleaning up site structure, meta tags, and page speed can lead to quick wins in visibility.

## 02 Optimize High-Value Keywords

Focus on strengthening the keywords you're already ranking for—by updating content, refining headlines, or reinforcing internal links—to protect and grow your strongest traffic sources.

## 03 Leverage Recognized Keywords

Build new campaigns or pages around your top-performing keywords to reinforce authority and capture more search share.

## 04 Plan for Long-Term Content Strategy

Use the topic-based keyword suggestions to map out a content calendar that diversifies your SEO footprint while staying relevant to your core audience.

## 05 Monitor Progress Monthly

Track keyword movements, traffic sources, and site performance regularly to measure what's working and where to adjust. Consistent monitoring ensures you stay aligned with your goals and catch any drops or new opportunities early.

We thank you for your ongoing support!

📞 (609) 415 7202

✉️ [info@modernsensemarketing.com](mailto:info@modernsensemarketing.com)

👉 [modernsensemarketing.com](http://modernsensemarketing.com)