



# SEO Audit Report *of* Magic Smiles Photo Booth

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# Overview

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# Design

## ✗ Design & Aesthetics Issues:

- Outdated layout lacking modern appeal
- Inconsistent button styles, fonts, and spacing
- Hero section includes placeholder text and unclear messaging
- Poor visual hierarchy and content organization

## ✗ User Experience Challenges:

- Navigation bar is overcrowded and not intuitive
- No strong call-to-action or tagline near the top
- Too many service sections without a clear structure
- Homepage is visually busy — hard to scan or engage



PHOTO  
booth



# Design Recommendations

- Redesign homepage with modern, clean layout and consistent branding
- Add a clear value proposition and call-to-action in the hero section
- Simplify navigation with dropdowns or grouped menu items
- Use consistent button styles and typography across the site
- Break content into visual sections with whitespace and icons for clarity





# SEO Part

## ✗ Problems:

- Several images are missing alt text and meta descriptions
- Some headings (e.g. H3 on homepage) have no content
- Empty header tags confuse search engines and hurt accessibility
- Blog pages lack optimized H1/H2 headings, reducing clarity and ranking potential

## 📌 Recommendations:

- Add descriptive alt text and meta info to all images
- Remove or rewrite empty headings (e.g. homepage H3)
- Structure blog content with clear, keyword-rich H1, H2, and H3 tags
- Ensure each page has a logical, SEO-friendly heading hierarchy

<H1> Photo Booth Rental Queens NY | NYC | Brooklyn | Bronx | long Island

<H3>

<H2> 360 Photo Booth Rental | Corporate Events | Brand Activations | Weddings

<H2> TYPES OF PHOTO BOOTHS

<H2> Party photobooth rental NYC

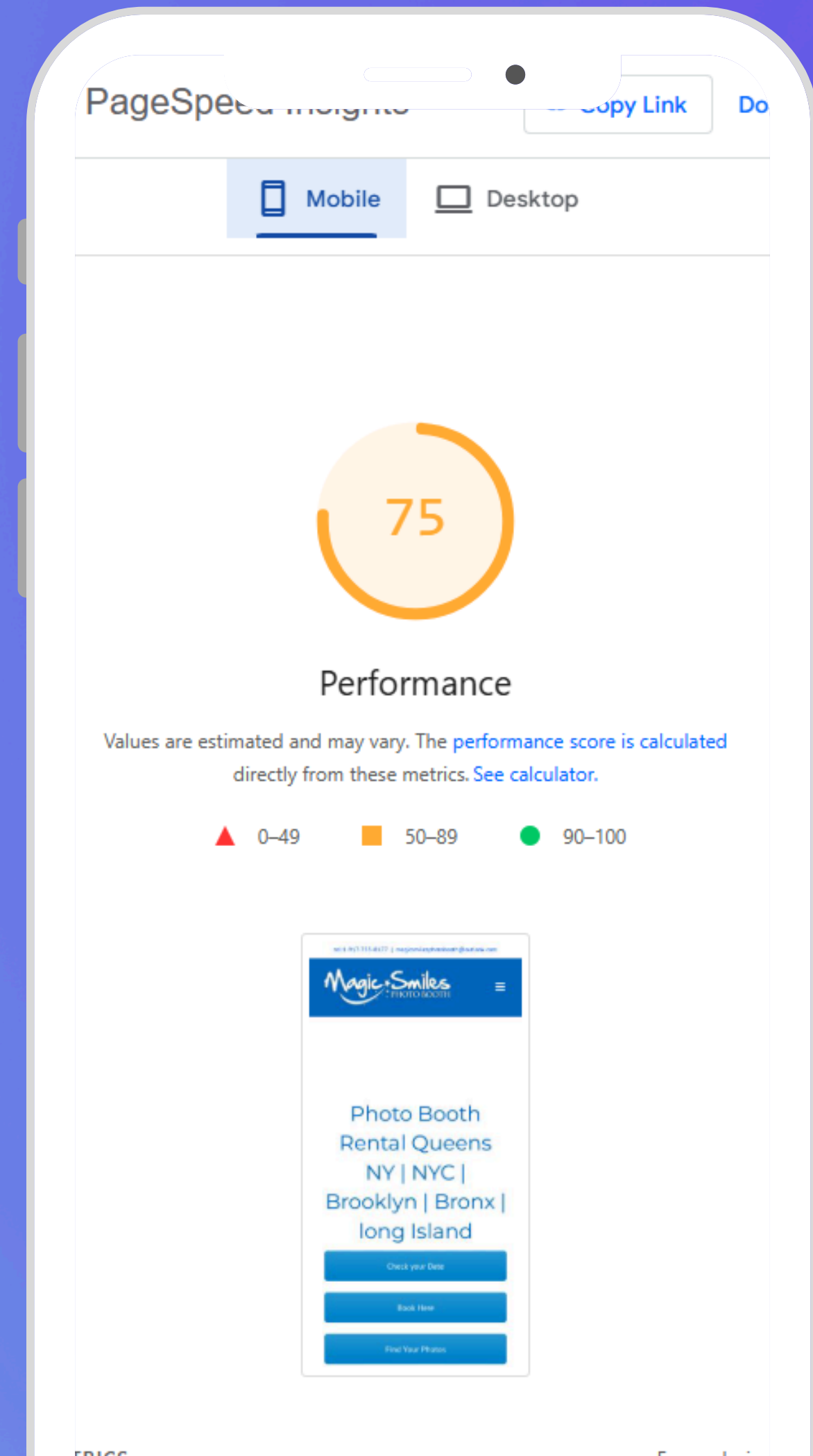
<H2> Magic Mirror Photo Booth

<H2> Digital Photo Booth Rental



# Technical SEO- Site Speed

- The site is too slow, making it harder for users to browse.
- Some images aren't loading properly, which looks bad.
- Fixing these will make the site smoother and easier to browse.





# Content/Blog

## ✗ Issues:

- Existing blog titles (e.g. “Local DJs in Queens Fuel the Dance Floor...” ) read like sales pages, not true blog posts
- Content is too promotional, lacks depth or informational value
- Few blogs address real user questions or problems

## 📌 Recommendations:

- Shift focus to high-quality, helpful, and informative content
- Answer user questions (e.g. "How to choose a photo booth?", "Top event planning tips in NYC")
- Use blog posts to educate, build trust, and support SEO
- Avoid overly salesy tone — aim for value-first writing





# Off-Page SEO- Backlinks

## What's Good:

- ~995 backlinks from 246 domains
- Links from sister site (e.g. SkylightHall.com)








## What Needs Work:

- Many backlinks lack authority and relevance
- Low diversity – mostly internal or low-impact sources
- Authority Score: 8 – room for improvement

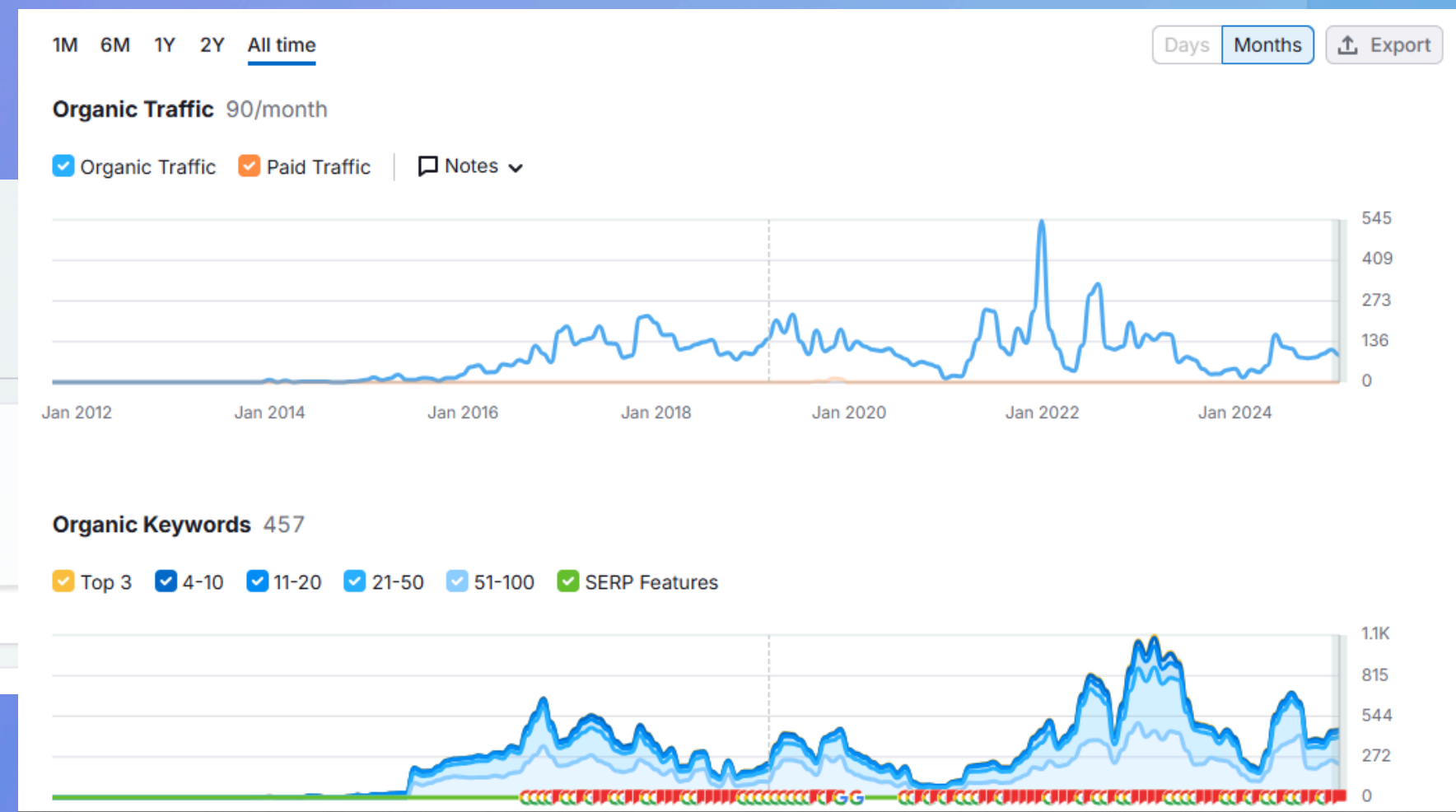
### Domain Overview: magicmilesphotobooth.com

Worldwide US UK DE ... Desktop May 19, 2025 USD

Overview Compare domains Growth report Compare by countries

Authority Score   8	Organic Search Traffic  90 -18% <a href="#">View details</a>	Paid Search Traffic  The domain may not be ranking right now. To get paid traffic, create a Position Tracking campaign.	Backlinks  995	Traffic Share  6%
Semrush Domain Rank 3.8M ↓	Keywords 457 ↑ 	<a href="#">Go to Position Tracking</a>	Referring Domains 246	Competitors 385

May 2025





# Off-Page Recommendations:

- We need more backlinks to boost search visibility
- Focus on high-authority, local & event-related sites
- Publish content worth linking to (e.g. guides, blog posts)
- Start outreach to blogs, vendors, directories
- Audit/disavow low-quality or spammy links





# GMB Part

- Your profile looks solid — clear description and all the key details in place.
- Over 100 reviews with an amazing 4.9-star rating (106 reviews!) — that really builds trust.
- Searching for “Magic Smiles Photo Booth” brings up your business right away, which is awesome for visibility.
- You’re regularly posting updates, which keeps things fresh and shows you’re active.

“We can add services on GMB to improve search results and attract more customers.”





## Final Words

- While the site demands attention, great results can be achieved through a well-executed SEO strategy.
- If you have any questions you may ask on Messenger or any other forum.



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# THANK YOU

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