STRATEGIC SEO AUDIT

Goal: Performance Recovery & Conversion Optimization
Status: Phase 1 (Diagnostic) Complete | Phase 2 (Execution) Pending

The "Mobile Crisis" Diagnostic

Baseline metrics via Google PageSpeed Insights & Screaming Frog SEO Spider.

METRIC	VALUE	STATUS	BUSINESS IMPACT
Performance Score	36/100	CRITICAL	Overall health is in the "Red" zone.
Load Speed (LCP)	20.1s	CRITICAL	20s wait time = high abandonment risk.
Server Response	4.84s	POOR	Registration handshake exceeds exit threshold.
Visual Stability	0 CLS	GOOD	Design is stable; issues are purely technical.

Strategic Bottlenecks

- **Trust Gap:** Registration uses generic /1 slug → zero SEO value + reduced professional trust.
- **Discovery Gap:** 44% of core pages lack H1 headers → confuses local search crawlers.
- **Media Friction:** 89% of pages use oversized images (>100KB) → primary LCP driver.
- **Security Alert:** Identified 406 Error → potential server-level block on search indexing.
- **Local SEO:** Missing Bridgeport, CT keywords + image alt-text → lost local traffic.

30-Day Growth Roadmap

- **PHASE 1: STABILIZATION (WEEKS 1-2)**
  - **Speed:** Compress all images to WebP → target LCP < 3s.
  - **SEO:** Resolve H1 hierarchy + integrate Bridgeport-specific meta-data.
  - **UX:** Convert long text blocks into scannable bullets for mobile users.

- **PHASE 2: CONVERSION (WEEKS 3-4)**
  - **Funnel:** Migrate /1 URL to /baseball-registration with 301 redirect.
  - **Lead-Gen:** Move contact forms to top of mobile view + clarify Social CTAs.
  - **Analytics:** Validate tracking to capture all inquiry and engagement data.

PROJECTED OUTCOMES

- ↓ **40% Bounce Rate** via sub-3s load time optimization.
- ↑ **15% Registrations** by removing registration funnel friction.
- ↑ **Local Visibility** through Bridgeport-focused SEO alignment.