



SEO & SEM AUDIT · THE LAST 6 MONTHS

How findable is Biozenic *really?*

A straight read on how your website has performed in search over the last six months — what's helping you get found, what's quietly working against you, and the surprising thing the data shows about the work already done this spring.

biozenic.com · reviewed Jan–Jul 2026

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The last six months, on the record

Here's the part most audits miss: your site wasn't sitting still. Someone made a real SEO investment this spring. The problem isn't that nothing was done — it's that the work got left *half-connected*, then stopped.

24

service pages & blog guides published Feb–Apr 2026

10+

pages Google has indexed and can show

0

conversion or ad-tracking tags installed

~2 mo

since the last content update — then silence

Jan 2026

● Steady, but stale

The homepage is still the original 2021 build — fake sample reviews and dead buttons already sitting on it.

Feb 24

➤ 11 service pages built & optimized

Indoor/outdoor plantscaping, green screens, vertical gardens, leasing, workshops, holiday décor — each with proper titles and descriptions. Real SEO groundwork.

Mar 26–29

➤ A dozen keyword-targeted guides

"Commercial plantscaping cost guide," "ROI of biophilic design," "living walls vs. faux," moss-wall guide — exactly the questions your buyers Google.

Apr 5–29

➤ Final posts, blog refreshed

The content push peaks. On paper, a genuine content-marketing engine is now running.

May–Jul

➤ It goes quiet

No new content since. And the two settings throttling all that new work — below — were never fixed. The investment is sitting there, leaking.

How search grades out

Six things that decide whether search sends you customers. Here's where each stands today.

C-

Real work done — and real leaks.

You paid for genuine SEO this spring, and the bones are good. But a handful of fixable settings are stopping that work from turning into calls, and there's no measurement in place to prove any of it is paying off.

C

Getting found & indexed

Google can see the site — but the homepage tells it not to pass credit inward.



B-

On-page SEO (titles, tags, alt text)

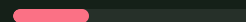
The new service pages are genuinely well-optimized. This is the bright spot.



D

Technical health

The "nofollow" setting, four page titles where there should be one, missing local-business info.



C

Content engine

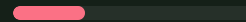
Started strong in spring, then stopped. Momentum is perishable in search.



D

Measurement & conversion tracking

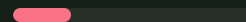
A tag manager is installed but empty — nothing counts leads, calls, or form fills.



D-

Paid search & LinkedIn (SEM) readiness

No ad tracking and no LinkedIn pixel — you couldn't run or measure a campaign today.



The three throttling **everything**

Each of these is undoing the spring investment. Fix these first — they're the difference between work that sits there and work that ranks.

● 1. Your homepage tells Google to ignore its own links

WHAT IT IS

The homepage carries a **nofollow** instruction — it says "don't pass any credit to the pages I link to." Your inner pages are set correctly (**follow**); it's the homepage, your most powerful page, that's holding back.

WHAT IT COSTS YOU

Your homepage has the most authority on the whole site — and it's refusing to share it with the 24 new service pages and guides. All that spring work is starved of the one thing that would rank it. This is almost certainly one accidental toggle.

● 2. Fake reviews & dead buttons are still on the page Google trusts most

WHAT IT IS

Three *"Lorem ipsum"* placeholder testimonials and six buttons that go nowhere (**href="#"**) are still live on the homepage — untouched through the entire spring push.

WHAT IT COSTS YOU

Google reads your homepage as the front door to everything else. Filler text and dead links tell both visitors **and** search engines the site is unfinished — dragging down the credibility of every page beneath it.

● 3. Nothing is being measured — you're flying blind

WHAT IT IS

A Google tag manager is installed, but there are **no** conversion tags, no lead tracking, no Meta pixel, and — important for you — no LinkedIn tracking of any kind.

WHAT IT COSTS YOU

You can't tell which pages, keywords, or posts actually produce inquiries — so you can't double down on what works. And you literally couldn't launch a measurable LinkedIn or Google Ads campaign today, because there's nothing in place to count who responded.

Quiet drags on your ranking

Not emergencies — but each one is friction between your work and the top of Google.

● 4. The content engine stalled in May

WHAT IT IS

After a strong Feb–April run, no new posts or pages have shipped in roughly two months.

WHAT IT COSTS YOU

Search rewards consistency. A site that publishes and then goes silent slowly slides back down — you lose the compounding return on the content you already paid for.

● 5. Missing "local business" signals for San Diego

WHAT IT IS

The site has basic business info in its code, but not the structured local-business details Google uses to rank you for "near me" and city searches — and no location schema tying you to Southern California.

WHAT IT COSTS YOU

For "office plantscaping San Diego"-type searches (where your buyers actually are), you're competing with one hand tied behind your back.

● 6. Slow, heavy pages hurt mobile ranking

WHAT IT IS

The site is built on page-builder plugins (Elementor + a slider) that load ~100 separate files, and your project photos are large uncompressed PNGs (up to **180KB each**) instead of modern web images.

WHAT IT COSTS YOU

Google now ranks partly on speed, especially on phones. A slow load pushes you down the results and turns visitors away before the page even finishes.

● 7. Leftover shop pages clutter what Google crawls

WHAT IT IS

Dormant e-commerce pages (cart, checkout, account) from an old shop are still indexable, and the social-share preview image is a broken-looking 2021 file.

WHAT IT COSTS YOU

Google spends its limited attention on dead pages instead of your money pages, and links shared on LinkedIn show a dated thumbnail — a small thing that reads as neglect.

What's genuinely working

An honest audit cuts both ways. This is real value already in the ground — the reason the fixes above are worth making, not starting over.



A real content library exists

Two dozen service pages and buyer-focused guides were built this spring. That's an asset most competitors don't have — it just needs to be un-throttled.



Titles & descriptions are sharp

Your page titles and search snippets are keyword-rich and location-aware ("Commercial Plant Design & Biophilic Spaces"). This is done right.



Images are labeled for search

Every image has descriptive alt text — good for accessibility and for Google Images. A common miss you don't have.

Google can find everything

A valid sitemap is live and 10+ pages are indexed. The doors are open — the issue is credit flow, not visibility.



Fast, secure foundation

Enterprise-grade hosting behind a global CDN, secure connection, quick server response (~0.5s). The infrastructure is a keeper.



Enterprise clients to rank on

JLL, CBRE, DPR, Cheesecake Factory — real credibility Google and buyers both reward, once it's actually featured.

The fixes, in order of payoff

Ranked by impact-per-effort. The top three recover the spring investment almost immediately.

- 1 Turn the homepage back to "follow"**
Unblocks link credit to all 24 new pages overnight.

1-MIN FIX

- 2 Replace fake reviews & fix dead buttons**
Restores trust on your most-crawled page.

QUICK WIN

- 3 Install real conversion & LinkedIn tracking**
So every lead, call, and campaign can finally be measured.

SETUP

- 4 Add local-business signals + restart content**
Compound the spring work with San Diego ranking + cadence.

ONGOING

🔗 TO SEE THE FULL PICTURE

This audit runs entirely on what's publicly visible — the site's code, its 6-month history, and how Google treats it. To show you the **actual numbers** (traffic trends, which keywords you rank for, and any ad spend & return), I'd need view-only access to:

- ▶ **Google Search Console** — real clicks, impressions & keyword positions over the last 6 months
- ▶ **Google Analytics** — visitor and traffic trends
- ▶ **Google Ads** (if any is running) — spend, clicks & conversions

You already paid for the *hard part.*

You didn't get nothing for your money this spring — you got a real content foundation. **The problem is that a couple of accidental settings are keeping it from ever paying off.** The site is publishing into a room with the door held shut.

The fix isn't "spend more on SEO." It's to connect what's already there, put measurement in place so you can finally see what works, and keep the engine running. That's a diagnosis-first job — and it's exactly where we'd start.

