

SEO Audit by Local Service Spotlight

Executive Summary

Client Snapshot (American Classic Painters)

- **What they do:** Residential & commercial painting (interior, exterior, cabinets, HOA, multifamily).
- **Where they serve:** King County & Eastside (Kirkland, Bellevue, Issaquah, Sammamish, Redmond, Mercer Island, Seattle, etc.).
- **Website platform:** WordPress (likely).
- **Top Competitors:** HELLO Painting, CertaPro Painters of Eastside, Lines Painting.

Current SEO Position

- ~227 organic keywords indexed.
- 57 ranking pages; home page drives ~55% of traffic.
- Strength in branded searches; emerging traction in Issaquah, Bellevue, Mercer Island service pages.
- Some irrelevant blog traffic (e.g., "colorful houses in Italy").

Top Wins

- Already ranking #1 for branded terms.
- City pages exist for most major service areas.
- "Our Works" gallery + blog = trust signals and EEAT.

Biggest Gaps

- Weak interlinking between blogs ↔ service/city pages.
- Key service pages stuck in positions #11–20 (just outside page 1).
- Schema missing.
- Some generic/stock images.

SEO Score (BlitzMetrics framework): 67/100

- Content depth: strong.
- Local signals & on-page: need schema, better titles/metatags, stronger links.
- Authority: room to grow.

Next 30 / 60 / 90 Day Plan

- **30 days:** Implement 20+ internal links, add LocalBusiness + Service + FAQ schema, swap generic images for project photos.
 - **60 days:** Refresh Issaquah, Bellevue, Mercer Island pages with FAQs, neighborhoods, and case studies. De-optimize irrelevant Italy blogs and tie them into PNW color content.
 - **90 days:** Build out consistent city page framework, publish 1 new hyperlocal post/month, start small paid boosts of project videos.
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Snapshot

- **Business type:** Residential & commercial house painters (interior, exterior, cabinets, HOA/multifamily).
 - **Primary service area:** King County + Eastside cities (Kirkland, Bellevue, Redmond, Issaquah, Sammamish, Mercer Island, Seattle, Snoqualmie, Renton, Newcastle, Tukwila, Fall City, Medina).
 - **Platform (likely):** WordPress (WP-style URLs for /services/, /blog/, city pages; presence of standard WP patterns).
 - **Key pages found:** Home, Services (Interior, Residential, Exterior Commercial, Cabinets), Cities hub + dozens of city pages, About, Our Works, Blog, Contact.
 - **Free tools to size traffic/keywords:** Similarweb (traffic/top keywords), Screaming Frog (crawl up to 500 URLs free), Google's Rich Results Test (schema check).
 - **Top local competitors:** HELLO Painting (Kirkland/Bellevue), CertaPro Painters of Eastside, Lines Painting (Kirkland).
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Ahrefs data highlights (provided)

Organic footprint - ~227 keywords indexed; 57 organic pages active in the last 6 months. - **Home page** drives ~55% of organic traffic on branded queries (positions #1 for "american classic painters/painting"). - Strong emerging pages: **Issaquah residential page** (positions #6-9 for Issaquah terms), **High-rise painting blog** (positions #5-7), **Burano/Italy color blog** (rankings unrelated to services), **Bellevue commercial/Residential service pages** (~#13), **Mercer Island commercial** (~#16).

What this means - You're already winning branded searches; next lift comes from **city + service combos** in Issaquah, Bellevue, and Mercer Island. - A few posts attract clicks for **off-topic Italy "colorful houses"** queries. These don't convert and can dilute topical focus.

Immediate actions 1) **Prioritize Issaquah/Bellevue/Mercer Island** pages for links, content refresh, and FAQs. 2) **Add in-content links** from the high-traffic blogs to money pages (see tables below). 3) **De-optimize or rework off-topic posts** to tie back to painting services (add PNW color guidance and internal links) or 301 to a relevant color-guide hub if thin. 4) **Boost underperforming service pages** just outside page-1 (positions ~11-20) with on-page tune-ups, FAQs, and 3-5 new internal links each.

Quick 5-minute audit

Wins - Clear CTAs ("Free estimate"), phone visible site-wide.

- Deep location coverage with dedicated city pages (great for local SEO).

- Proof assets: "Our Works" gallery and blog posts.

Gaps - Internal linking between blog → services/city pages is light. - Schema not confirmed; add LocalBusiness + Service + FAQ schema. - Some stock-looking hero images; swap for project photos with geotags.

High-impact fixes

Data-driven priorities from Ahrefs - Issaquah Residential (pos ~6-9): add 4-6 supporting links from related blogs + Issaquah case study; expand copy with neighborhoods and FAQ. - **Bellevue Commercial & Residential (pos ~13):** add 5+ internal links; include a Bellevue project from Our Works; tune title/meta with "Bellevue Commercial/Residential Painting Contractor." - **Mercer Island Commercial/Residential (pos ~16-26):** add cross-links from Mercer Island works posts; add HOA/condo copy; build an FAQ. - **Interior/Exterior Service Hubs:** add links from all city pages and top blog posts; surface a comparison chart (sheens, prep, warranties).

Foundational moves 1. **Interlinking for revenue pages** – add links from blogs and city pages to Interior/Residential/Exterior/Commercial/Cabinets. 2. **City page consistency** – unique intro, neighborhoods, 2-3 service links, project case. 3. **Schema** – add LocalBusiness, Service, FAQPage markup. 4. **Media** – replace generic stock photos with local project photos. 5. **Crawl & fix** – run Screaming Frog (free tier) to catch 404s, thin pages, missing metas.

Competitor comparison

Item	American Classic Painters	HELLO Painting	CertaPro Eastside	Lines Painting
Service area depth	Many city pages (Eastside + King County)	Strong Kirkland/Bellevue focus	Eastside coverage list on site	Kirkland focus page
Proof	"Our Works" gallery + blogs	Heavy review messaging	Brand trust; franchise authority	Localized content page
Opportunity	Add stronger in-content links + more city-specific photos	Compete on local case studies	Out-local them with hyperlocal content	Out-scale with more services/city pages

Internal-link strategy (20+ opportunities)

Below are concrete, in-content placements prioritized by traffic and proximity to page-1. Link only where the sentence does not already contain that target.

Source Page URL	Anchor Text	Sentence for placement	Where to place
/blog/high-rise-building-painting-planning-challenges-and-professional-solutions/	exterior commercial painting	<i>For property managers, our exterior commercial painting crews handle swing-stage work and after-hours schedules. → /services/exterior-commercial-painting/</i>	After first H2
/blog/high-rise-building-painting-planning-challenges-and-professional-solutions/	commercial case study	<i>See a recent commercial case study from Seattle condos for scope and timelines. → /works/exterior-painting-residential-building-mercero-island-wa/</i>	End of article
/blog/discover-the-colorful-charm-of-burano-island-in-italy-why-its-houses-shine-brightly/	Pacific Northwest exterior color guide	<i>Prefer local ideas? Start with our Pacific Northwest exterior color guide for weather-ready palettes. → /blog/gray-perfect-exterior-paint-color-for-your-home-pacific-northwest/</i>	After 2nd paragraph
/blog/discover-the-colorful-charm-of-burano-island-in-italy-why-its-houses-shine-brightly/	residential painting services	<i>When you're ready to paint, explore our residential painting services and warranties. → /services/residential-painting/</i>	Final paragraph CTA
/cities/issaquah-residential-painting-house-painters-near-me/	interior painters in Issaquah	<i>Updating rooms? Our interior painters in Issaquah keep dust and odor low for occupied homes. → /service/issaquah-interior-painting/</i>	After first section
/cities/issaquah-residential-painting-house-painters-near-me/	exterior house painting in Issaquah	<i>For curb appeal, see exterior house painting in Issaquah with rain-ready prep. → /service/issaquah-exterior-painting/</i>	After benefits list
/service/bellevue-commercial-painting/	Bellevue painting contractors	<i>Meet our Bellevue painting contractors for retail, office, and HOA work. → /cities/residential-bellevue-wa/</i>	Under intro
/service/bellevue-commercial-painting/	commercial maintenance painting	<i>Plan recurring commercial maintenance painting to extend coating life. → /blog/benefits-of-regular-painting-maintenance-for-commercial-properties/</i>	In maintenance section

Source Page URL	Anchor Text	Sentence for placement	Where to place
/service/bellevue-residential-painting/	interior painting in Bellevue	<i>See options for interior painting in Bellevue including low-VOC paints.</i> → /services/interior-painting/	After first paragraph
/service/mercerc-island-commercial-painting/	Mercer Island house painters	<i>Condo boards often ask our Mercer Island house painters for off-hours work.</i> → /cities/contractor-mercerc-island-wa/	After "HOA/Condo" line
/service/mercerc-island-residential-painting/	exterior painting on Mercer Island	<i>Waterfront homes need specialized primers—learn about exterior painting on Mercer Island.</i> → /works/stunning-blue-exterior-painting-project-in-mercerc-island-wa/	After materials paragraph
/works/amazing-exterior-painting-project-in-issaquah-wa/	request a free estimate	<i>Like this finish? Request a free estimate for your Issaquah home.</i> → /contact/	Above gallery
/about/	see recent projects	<i>Meet the crew, then see recent projects across King County.</i> → /our_works/	End of first section
/services/interior-painting/	cabinet painting	<i>For kitchens, pair wall updates with cabinet painting for a full refresh.</i> → /services/cabinets-painting/	After benefits list
/services/interior-painting/	Kirkland painting contractors	<i>Our Kirkland painting contractors protect floors and fixtures during prep.</i> → /cities/contractor-kirkland-wa/	Under "Need Your House Interior Painted?"
/services/residential-painting/	our recent residential projects	<i>View our recent residential projects to compare sheens and trim styles.</i> → /our_works/	After first paragraph
/services/residential-painting/	Kirkland house painters	<i>Live nearby? Our Kirkland house painters can visit for a color consult.</i> → /cities/contractor-kirkland-wa/	In "Neighborhoods We Serve"
/cities/contractor-issaquah-wa/	interior painting in Issaquah	<i>Looking inside? We handle interior painting in Issaquah with clean, low-odor products.</i> → /service/issaquah-interior-painting/	After city intro

Source Page URL	Anchor Text	Sentence for placement	Where to place
/cities/contractor-issaquah-wa/	exterior house painting	<i>For exteriors, see our exterior house painting process and warranty. → /services/residential-painting/</i>	Before CTA
/cities/contractor-redmond-wa/	Redmond house painters	<i>Our Redmond house painters know the local siding profiles and trim styles. → /services/residential-painting/</i>	After first paragraph
/cities/contractor-renton-wa/	office painters near you	<i>Need after-hours crews? Our office painters near you work nights and weekends. → /services/exterior-commercial-painting/</i>	After first H2
/cities/tukwila-wa/	commercial painting in Tukwila	<i>Shops near Southcenter—ask about commercial painting in Tukwila with off-peak scheduling. → /services/exterior-commercial-painting/</i>	After first paragraph
/blog/eggshell-vs-satin-paint-which-finish-is-best-for-kirkland-homes/	interior painting	<i>Once you pick a sheen, see our interior painting options and warranties. → /services/interior-painting/</i>	Final paragraph
/blog/seasons-exterior-house-painting-washington-seattle-residents/	exterior painting services	<i>Rain or shine, our exterior painting services include weather windows and moisture checks. → /services/residential-painting/</i>	After first H2

SEO & content optimization

- Rewrite titles & H1s with service + city + benefit.
- Write meta descriptions in plain language with CTA.
- Move recurring Q&As into FAQ blocks on service pages.
- Replace generic images with local project shots.
- Add internal links and breadcrumbs site-wide.

Local Service Page framework

For each city page: 1. 90–120 words of unique intro with neighborhood mentions. 2. 3 bullet benefits tied to housing/weather. 3. 2–3 internal links to services + blog posts. 4. Local project case from Our Works. 5. Clear CTA (phone + estimate).

Social amplification & paid boosting

- Cut 30–45s clips from project videos.
 - Boost to zip codes around each city page.
 - Retarget estimate form visits with low-budget social ads.
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Ongoing tracking

- Crawl & fix monthly with Screaming Frog.
 - Validate schema with Google's Rich Results Test.
 - Track traffic/keywords with Similarweb and Ubersuggest.
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BlitzMetrics SEO Score

Score: 67/100 - Tech basics: 14/20 - Content depth: 17/20 - Local signals: 12/20 - On-page: 12/20 - Authority: 12/20

Biggest lift: internal linking + city page upgrades + schema.

Tailored To-Do List

1. Implement 20+ internal link opportunities.
 2. Add schema (LocalBusiness, Service, FAQ).
 3. Replace stock images with local project photos.
 4. Standardize city pages with LSP framework.
 5. Run Screaming Frog crawl to fix errors.
 6. Publish 1 hyperlocal post/month linking to money pages.
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Next Steps

- Confirm priority service/city pages.
 - Approve internal linking updates.
 - Provide any preferred anchor text style (brand vs partial-match).
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Prepared by Local Service Spotlight