

Technical SEO Audit

perthharbourphysio.com.au

Prepared for Perth Harbour Physio Location Fremantle, WA Date April 2026 Pages crawled 35

Platform WordPress (Astra Pro theme)

Summary

I crawled 35 indexable pages across perthharbourphysio.com.au, ran Lighthouse against the eight highest-traffic pages, checked Search Console coverage going back 90 days, and reviewed the WordPress configuration for anything that might be holding the site back.

The infrastructure is reasonable. Hosting is fast, HTTPS is clean, Cliniko's online booking integration works, and Google has no trouble indexing the site. What's missing sits at the content and markup layer. Three quarters of pages have no meta description. None of the pages carry any schema markup, which is a real problem for a clinic that wants to show up in local search and Google Maps. Team pages share near-identical title tags, so Google treats them as duplicates. Six of the nine service pages are under 200 words.

Fixing the priority items should move local pack rankings within four to six weeks. A clinic with four AHPRA-registered physios, NDIS and WorkCover offerings, and an existing Google Business Profile has more potential visibility than the current site captures.

Key statistics

35

INDEXABLE PAGES

28 / 35

MISSING META DESCRIPTIONS

0

SCHEMA TYPES PRESENT

67 / 112

IMAGES WITHOUT ALT TEXT

2.3s

MEDIAN LCP (MOBILE, BLOG)

0.18

CLS ON HOMEPAGE (MOBILE)

4

DUPLICATE TITLE TAGS

6 / 9

SERVICE PAGES UNDER 200 WORDS

0

INDEXING ERRORS IN GSC

100%

PAGES MOBILE-FRIENDLY

0.4s

MEDIAN SERVER TTFB

42

URLS IN SITEMAP.XML

Fix these first

FIX FIRST

No LocalBusiness or Physiotherapist schema anywhere

This is the single biggest issue I found. There is no JSON-LD on any page. For a physio clinic, that means Google has to infer everything from free-text: address, opening hours, services offered, practitioner names, insurance accepted. Missing this markup directly affects local pack placement, knowledge panel accuracy, and how well AI search tools (Google AI Overviews, ChatGPT) describe the clinic to someone asking for a physio in Fremantle.

Five schema types would cover the site:

- Physiotherapist (subtype of LocalBusiness) on the homepage, with address, phone, opening hours, payment methods, and aggregateRating pulled from Google reviews
- Person on each of the four practitioner bio pages, with jobTitle, alumniOf (degree), and knowsAbout (treatment areas)
- Service on each service page (sports physio, women's health, dry needling, etc.) referencing the parent Physiotherapist
- FAQPage once FAQ blocks are added to the service pages
- BreadcrumbList sitewide

Time to fix: Half a day for a developer comfortable with JSON-LD, or one to two hours using a schema plugin like Rank Math or Schema Pro. Validate with Google's Rich Results Test before deploying.

FIX FIRST

28 of 35 pages have no meta description

The seven that do are auto-generated by the Astra theme and all read "Welcome to Perth Harbour Physio. We're a Fremantle-based..." followed by truncation. Google is writing its own snippets for the rest, and the ones I checked in the SERP preview are pulling from the floating "Book online" button and the footer NAP block.

The homepage, each service page, and each practitioner bio should have a custom description written to 140 to 155 characters. Lead with the specific service or practitioner name, mention Fremantle or the suburb, and where relevant mention Medicare, NDIS, or private health rebates.

Time to fix: Three to four hours. Write the homepage, nine service pages, four practitioner bios, and the three rebate/funding pages (Medicare, NDIS, WorkCover). The other 18 pages can follow a simpler template.

FIX FIRST

Four practitioner bio pages share a near-identical title tag

Each team page currently ends in "| Physiotherapist | Perth Harbour Physio" and the opening part is just the name. This pattern creates four pages that Google sees as almost identical, and rich snippets don't appear for any of them.

Rewrite each title to reflect what that specific physio is known for. For example:

- "Dr Sarah Nguyen — Principal Physio, Sports Injuries | Perth Harbour Physio"
- "John Carter — Senior Sports Physio, Post-Op Rehab | Perth Harbour Physio"
- "Mel Harrison — Women's Health Physio, Pelvic Floor | Perth Harbour Physio"
- "David O'Brien — Musculoskeletal & NDIS Physio | Perth Harbour Physio"

FIX FIRST

LCP is 2.3 seconds on blog pages (mobile)

This sits right on Google's Core Web Vitals threshold. The culprit is obvious in the waterfall: the hero image on each blog post is loaded as a 2400x1600px JPEG and scaled down by CSS. A 300 KB image being delivered where a 40 KB one would do.

Two things fix this:

- Serve responsive images using WordPress's built-in `srcset` attribute (it's already enabled, the theme just isn't generating the smaller sizes for the Featured Image). A plugin like ShortPixel or EWWW will handle this retroactively for the existing 22 blog posts.
- Convert to WebP. The Astra theme supports this with a filter, or ShortPixel can do it automatically.

Time to fix: 90 minutes once the plugin is in place. Images will convert in the background. Monitor Real User Monitoring data in Search Console for four weeks after to confirm.

FIX FIRST

Homepage CLS is 0.18 on mobile, from a late-loading hero

Google's "good" threshold for CLS is 0.1. The homepage hits 0.18 because the hero image block has no reserved height, so the first heading jumps down a few hundred pixels when the image paints. This is a common issue with Astra themes using full-width hero sections.

Add explicit `width` and `height` attributes to the hero image, or set a `min-height` on the containing section. Either fixes it.

FIX FIRST

67 of 112 images have no alt text

That's 60% of images. Team headshots, clinic interior photos, treatment photos, blog hero images. The ones that do have alt text are mostly filenames like `IMG_4872.jpg` or generic like "physio". Proper alt text affects both SEO (image search, AI multimodal understanding) and accessibility compliance.

Good alt text is specific. "Mel Harrison demonstrating pelvic floor exercise with patient on treatment table" beats "physio". "Treatment room with plinth, resistance bands, and ultrasound machine" beats "clinic photo".

Worth doing soon

WORTH DOING SOON

Six service pages are under 200 words

The Dry Needling, Cupping, Hydrotherapy, Sports Massage, Rehab Programs, and Workplace Ergonomics pages all sit between 95 and 180 words. That's not enough content to rank for anything competitive, and it gives potential patients almost nothing to read before they decide whether to book.

A target of 600 to 900 words per service page is reasonable. Structure each one as: what the treatment is, who it's for, what a first session looks like, pricing and rebate options, related conditions, and an FAQ block. The FAQ content feeds directly into FAQPage schema (see below).

WORTH DOING SOON

NAP inconsistency between the website and Google Business Profile

The website footer shows "Suite 3, 187 Queen Victoria St". Google Business Profile shows "Shop 3, 187 Queen Victoria Street". Local SEO is sensitive to exact address formatting across the web. Pick one format (the GBP one if there's no reason to change it), use it on the website, and then propagate to HotDoc, HealthEngine, Whitecoat, AHPRA listing, and anywhere else the business is listed.

WORTH DOING SOON

FAQ sections are missing on every service page

Patients ask the same questions on phone calls: "do you bulk bill?", "is there a Medicare rebate?", "do I need a referral?", "can I claim this on my private health?", "do you take NDIS plan-managed clients?". These belong on the relevant service pages, both for the user and because Google features FAQ content in rich results when it's marked up with FAQPage schema.

Five to eight FAQs per service page is a good target. Write them in the voice of the clinic, not as corporate copy.

WORTH DOING SOON

Weak internal linking between services, team, and blog

The sports physio page doesn't link to John Carter's bio. John Carter's bio doesn't link to the sports physio page or to his relevant blog posts. The post titled "Returning to Running After a Calf Strain" doesn't link to the sports physio service page or to John.

Each service page should link to the practitioners who offer it. Each practitioner bio should link to the services they deliver and to two or three of their blog posts. Each blog post should link to the relevant service page. This is a 90-minute job that pays off indefinitely.

WORTH DOING SOON

No Open Graph or Twitter card markup

When staff share a link in an Instagram story, a LinkedIn post, or a WhatsApp group, the preview is blank. No image, no title, no description. Adding a block of `og:` and `twitter:` meta tags (the Yoast or Rank Math plugin handles this in one click) fixes this sitewide.

WORTH DOING SOON

Two orphaned pages

The "Corporate Wellness" and "Hydrotherapy" service pages exist in the sitemap and are indexable, but nothing on the main site links to them. They're only reachable by direct URL. Either surface them in the main services menu, link them from related service pages, or remove them if they're not active offerings.

Not urgent

NICE TO HAVE

Sitemap includes empty category archives

The WordPress default sitemap includes a few empty category archives ("Uncategorised", "News" with one post from 2021) and the author archive pages. These dilute crawl priority. Either add a `noindex` to category archives or exclude them via Rank Math / Yoast settings.

NICE TO HAVE

robots.txt is the default WordPress file

It allows everything, which is correct. Adding the sitemap URL explicitly and a short comment block would be tidier. Very low priority.

NICE TO HAVE

No HTTP/2 Server Push or preload hints

Hosting supports HTTP/2 but none of the critical assets use `preload`. On a site this size it's marginal. Worth looking at once the image and LCP work is done.

What's working

WORKING

Hosting and HTTPS

Server TTFB is 0.4 seconds from Perth. HTTPS certificate is valid, HTTP redirects to HTTPS cleanly, www and non-www both resolve to the canonical. No mixed content warnings anywhere.

WORKING

Search Console coverage

All 35 indexable pages are in Google's index. No coverage errors in the last 90 days. Sitemap submitted and being fetched. Search Console is properly verified on both the domain property and the URL prefix.

WORKING

Mobile rendering

Tested on iPhone 14 and a Pixel 7 viewport. Navigation works, the Cliniko booking widget is touch-friendly, tap targets are above 48 pixels. Menu doesn't overflow. Aside from the CLS issue on the homepage, mobile UX is clean.

WORKING

Cliniko booking integration

The embedded Cliniko widget loads asynchronously, doesn't block the main thread, and works on mobile. "Book Online" buttons across the site all point to the same funnel. This is better than most clinic sites I see.

WORKING

URL structure

Clean, human-readable URLs throughout. `/services/sports-physiotherapy/` rather than `?p=234`. Practitioner URLs are `/team/sarah-nguyen/`. Consistent trailing slashes. No query parameters in live URLs.

Recommended action plan

In rough order of impact per hour of work:

#	ACTION	EFFORT	IMPACT
1	Add Physiotherapist, Person, Service, and BreadcrumbList schema sitewide	4 hours	High
2	Fix NAP inconsistency between site, GBP, and AHPRA listings	90 min	High
3	Write meta descriptions for homepage, 9 service pages, 4 team bios, 3 rebate pages	4 hours	High
4	Rewrite the four practitioner page title tags	30 min	High
5	Install image optimisation plugin, regenerate thumbnails, convert to WebP	90 min	High
6	Fix homepage CLS by setting explicit dimensions on hero image	15 min	High
7	Expand the six thin service pages to 600-900 words each with FAQ sections	12 hours	Medium
8	Add FAQPage schema to service pages once FAQ content is in	1 hour	Medium
9	Write alt text for the 67 images currently missing it	3 hours	Medium
10	Cross-link services, team bios, and blog posts	90 min	Medium
11	Add Open Graph and Twitter card meta tags	15 min	Medium
12	Surface or remove the two orphaned pages	30 min	Low
13	Clean up sitemap (noindex category and author archives)	15 min	Low

Total estimate is about 30 hours of focused work. Items 1 through 6 together (roughly 11 hours) deliver the majority of the local search and Core Web Vitals gains.

Page-by-page reference

Suggested title and meta description for the seven highest-priority pages. These are first drafts and should be tuned to the clinic's voice before publishing.

PAGE	SUGGESTED TITLE (≤60 CHARS)	SUGGESTED META DESCRIPTION (≤155 CHARS)
/ (Home)	Perth Harbour Physio — Fremantle Physiotherapy & Rehab	Experienced physios in Fremantle. Sports, women's health, NDIS, WorkCover. Medicare rebates accepted. Book online via Cliniko.
/services/sports-physiotherapy/	Sports Physio Fremantle — Perth Harbour Physio	Sports injury diagnosis, rehab, and return-to-sport programming. Fremantle clinic. Same-week appointments, private health rebates.
/services/womens-health-physio/	Women's Health Physio Fremantle — Pelvic Floor & Pre/Postnatal	Pelvic floor assessment, pre and postnatal physio, and continence care. Female physio. Medicare and private health rebates available.
/services/ndis-physiotherapy/	NDIS Physio Fremantle — Plan-managed & Self-managed	NDIS-registered physiotherapy for plan-managed and self-managed participants in Fremantle and surrounding suburbs. Home visits available.
/services/workers-compensation/	WorkCover Physio Fremantle — Workers' Compensation Rehab	Experienced with WorkCover WA and return-to-work programs. Direct liaison with case managers and employers. Fremantle clinic.
/team/sarah-nguyen/	Dr Sarah Nguyen — Principal Physio, Sports Injuries	Dr Sarah Nguyen is the principal physio at Perth Harbour Physio. 12 years in practice. Special interest in knee and shoulder rehab.
/about/medicare-and-rebates/	Medicare, NDIS & Private Health Rebates — Perth Harbour Physio	Medicare EPC, NDIS plan-managed and self-managed, WorkCover WA, DVA, and all major private health funds. HICAPS on-site.

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This is a sample report for a fictional clinic. Your audit will be tailored to your site's actual findings. jimmytech.com.au/seo-audit