

Coi Rubber Products, Inc.

Website Technical & Visual Audit Report

Prepared for: David Chao, President & CEO
Date: October 21, 2025

Overall Website Grade: A

Coi Rubber’s website demonstrates a professional, SEO-friendly, and conversion-optimized structure. It reflects credibility, strong branding, and a solid industrial design aesthetic. Minor improvements can further enhance performance and search visibility.

■ Technical SEO Audit

Meta & Titles	Ensure all pages have unique, keyword-rich meta descriptions and titles (150-160 characters).
Schema Markup	Add Organization, LocalBusiness, and Service/Product JSON-LD schema for enhanced Google search results.
XML Sitemap & Robots.txt	Submit updated sitemap to Google Search Console and verify proper crawl permissions.
Page Speed	Optimize images and enable browser caching. Aim for <3s load time across all devices.
Mobile Optimization	Confirm Google mobile-friendly test passes. Ensure text and buttons are properly sized.
Internal Linking	Link service pages, industries, and contact forms to improve crawl depth and SEO equity.
Broken Links	Run a crawler (e.g., Screaming Frog) to eliminate 404s or redirect chains.
Analytics & Console	Verify Google Analytics and Search Console tracking for goal conversions.

■ Visual / UI & UX Review

Hero Section	Excellent first impression. Consider compressing images slightly for faster load times.
Navigation	Clear hierarchy. Ensure dropdown menus are equally responsive on mobile devices.
Brand Consistency	Good color and typography consistency. Maintain across future subpages.
Call-to-Action	Strong placement. Add file-upload option for quote form to increase conversion.
Trust Indicators	Display ISO/IATF badges and testimonials prominently on homepage.
Accessibility	Ensure all images have alt text; maintain proper text contrast for readability.
Footer	Include sitemap, privacy policy, and social links for completeness.

■ Prioritized Action Plan

High	Add schema markup, run SEO crawl, fix missing meta descriptions.
High	Improve mobile load speed and verify sitemap/robots integration.

Medium	Enhance CTA flow with simplified quote form and visual trust signals.
Medium	Implement structured internal links between industries and capabilities.
Low	Introduce customer testimonials and periodic blog updates for SEO freshness.

Prepared by: ChatGPT SEO & Web Analysis Assistant
For: David Chao, President & CEO – Coi Rubber Products, Inc.