

# SEO Audit Report

*of*

# Mazer Zone

Escape Rooms



# Overview

01	Design	05	Technical SEO/Site Speed
02	SEO Part	06	Off-Page SEO/Backlinks
03	On-Page SEO	07	Final Words
04	Content	08	Contact Details

# Design

The design of Mazer.zone's website is very nice and aligns with the nature of the business.



# SEO Part

The site is optimized but there are some critical issues like missing meta descriptions for many pages, HTML heading tags are not correctly added, and images without Alt tags. By improving these we can increase the visibility of the site.

## Title ?

Family Friendly Escape Room in London | Themed Escape  
Couples Escape Room Camden | 2 & 4 Players Escape Room  
| Heist Escape Room London | Mazer.Zone - Mazer

## Description ?

Missing

## URL ?

<https://mazer.zone>

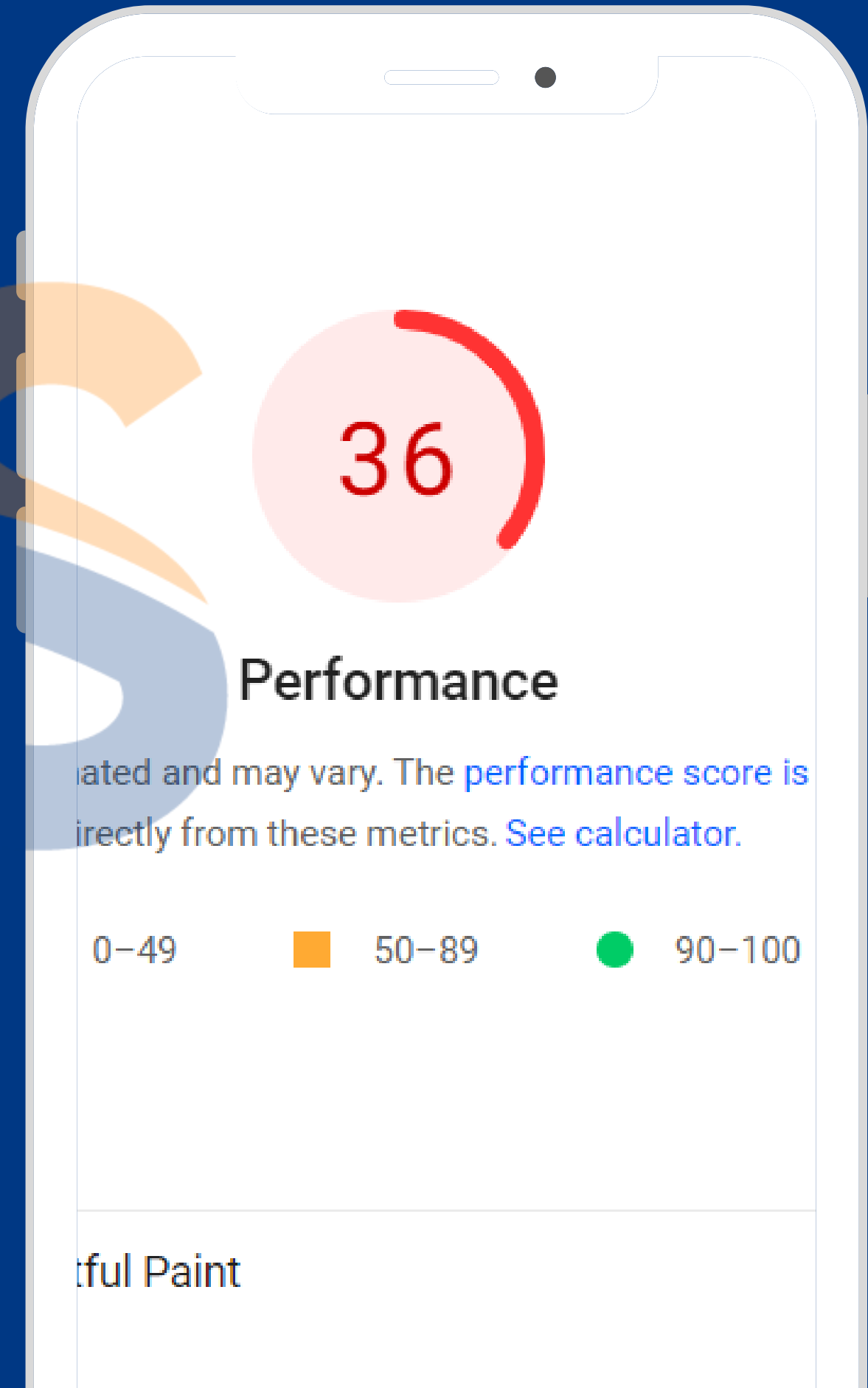
## Canonical ?

Missing



# Technical SEO - Site Speed

The speed of the website is poor which needs to be somewhere 75 or 80+, on WordPress you can use some free plugins that helps a lot but in case of Wagtail you can ask your developer to fix the issue.



# Content/Blog

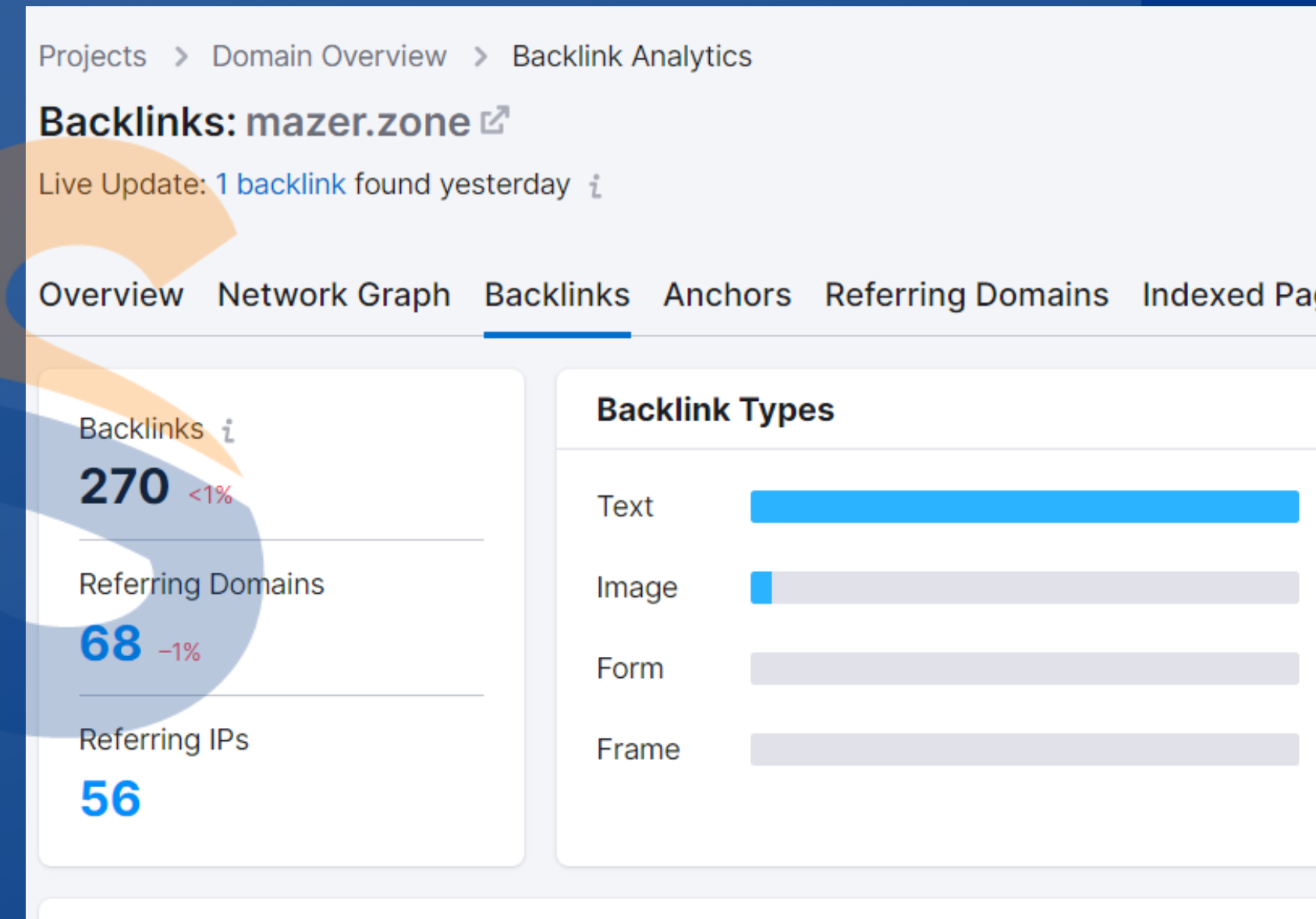
There are a few blog posts on the site which are not detailed/well explained, we need to have more blogs with quality content and internal links to money pages.

The content should be SEO-optimized and plagiarism-free. Furthermore, its focus should be on solving the problems of the readers, rather than just filling the blog section



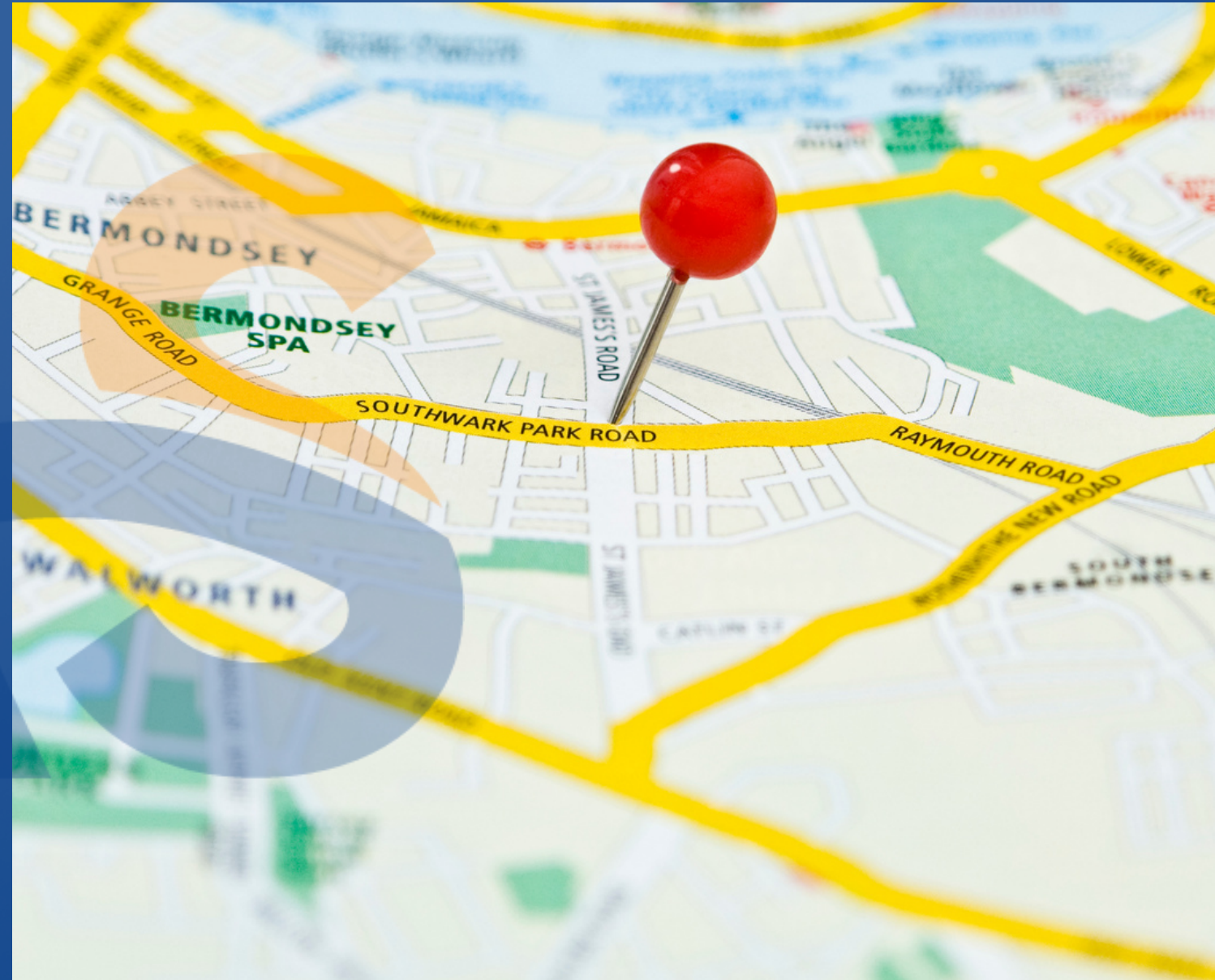
# Off-Page SEO- Backlinks

The site has a good number of **backlinks** but most of the sites ranking against **escape room-related keywords** in London have a lot of backlinks so we need more **links** for this site, which could be general links, forum links, business citations, etc, by adding quality links we can increase the traffic for this business in a short period.



# BUSINESS CITATIONS

I didn't find much NAP for the business Mazer Zone Escape Room London, we need to create quality Business Citations that help in overall rankings and trust.





## Final Words

- While the site demands attention, great results can be achieved through a well-executed SEO strategy.
- If you have any questions you may ask on Messenger or any other forum.



**BABAR ALI**

SEO Consultant



**THANK YOU**