



SEO Audit Report: Acme Medical Supplies

Prepared by O8 · April 2026

HEALTH SCORE: 58/100

SIGNIFICANT GROWTH OPPORTUNITY

Executive Summary

Key Findings at a Glance

● Crawl Blockage

40% of product pages — approximately 340 pages — are blocked from indexation by robots.txt

● Core Web Vitals Failing

Mobile LCP at 5.2s — more than double the 2.5s threshold. Google uses CWV as a ranking signal.

● Duplicate Title Tags

87 SKU pages share near-identical titles, diluting keyword authority across the board

Top Opportunity

"Medical supply distributor near me" — 12,400 monthly searches with zero current top-10 rankings for Acme. This single keyword cluster represents the highest-value untapped opportunity.

Projected 12-Month Impact

With targeted fixes, Acme can expect **+2,800–4,200 organic sessions per month**. Top competitor currently ranks for **3.2× more keywords** in the \$500–\$5,000 B2B purchase intent range.

Current State Assessment

Where Acme Medical Supplies Stands Today — April 2026

1,840

Monthly Organic Sessions

Estimated current baseline

23

Top-10 Keywords

vs. 74 for nearest competitor

67

Keywords Pos. 11–30

Strong candidates for quick wins

28

Domain Authority

vs. top competitor at 41

Top Performing Pages

- **/nitrile-gloves** — position 14 for "nitrile exam gloves bulk"
- **/first-aid-kits** — position 19 for "OSHA compliant first aid kits"
- **/home** — position 31 for "medical supply distributor"

Key Content Gaps

- No content targeting "bulk surgical supplies pricing" or "latex-free gloves distributor"
- Product category pages average only **87 words** — well below the competitive threshold of 350+
- Zero blog or resource content to support topical authority



Technical SEO Issues

What's Holding Back Your Rankings

● Crawl Blockage — CRITICAL

robots.txt is blocking Googlebot from the /products/ subdirectory. An estimated **340 product pages** are not being indexed. This is the single highest-impact fix available. *Impact: HIGH*

● Core Web Vitals — Mobile Failing — CRITICAL

- **LCP: 5.2s** (target: <2.5s) — large unoptimized product images
- **CLS: 0.31** (target: <0.1) — layout shift from late-loading banner
- **FID: 210ms** (target: <100ms) — render-blocking JavaScript

● Duplicate Title Tags — HIGH PRIORITY

87 SKU pages share near-identical titles like "Medical Supplies — Acme Medical." Google consolidates these; none rank well individually.

● Missing Canonical Tags — HIGH PRIORITY

Product pages accessible via multiple URL paths (/gloves/, /gloves?size=L, /products/gloves/) are treated as separate pages, splitting link equity.

● No Schema Markup — MEDIUM PRIORITY

Product structured data (price, availability, SKU) not implemented. Competitors with schema get rich result placements in search.

● Image Alt Text Missing — MEDIUM PRIORITY

62% of product images have no alt text, missing keyword signals and failing accessibility standards.

Keyword Opportunities

High-Value Searches Acme Is Missing

Keyword	Monthly Searches	Current Rank	Opportunity
nitrile exam gloves bulk	8,100	14	Push to top 5
OSHA first aid kit requirements	4,400	Not ranking	Create content
medical supply distributor near me	12,400	Not ranking	Local SEO play
bulk surgical supplies pricing	3,200	Not ranking	Category page
latex-free gloves bulk	2,900	Not ranking	Product page
PPE supplier B2B	5,600	Not ranking	Service page
disposable gloves wholesale	6,800	27	Optimize title + content

Cluster 1: Distributor Intent

12,400–5,600 monthly searches.
Highest commercial value — these buyers are ready to purchase in volume.

Cluster 2: OSHA Compliance

4,400+ monthly searches. Strong buying trigger with zero competition from Acme currently. Fast content win.

Cluster 3: Bulk/Wholesale Pricing

3,200–6,800 monthly searches. B2B purchase-ready traffic that competitors are capturing and Acme is not.

Competitor Gap Analysis

Who's Winning the Keywords You Should Own

Metric	Acme	Bound Tree	Henry Schein	Medline
Domain Authority	28	41	58	52
Top-10 Keywords	23	74	210	187
Content Pages	~40	~180	~600+	~500+
Schema Markup	✗	✓	✓	✓

Key Gap: Content Volume

Competitors rank for **3–9× more keywords** because they publish category guides, compliance resources, and product comparison pages that Acme doesn't have.

- ✓ **Quick Win:** "OSHA first aid kit requirements" — Henry Schein ranks #4 with a 400-word blog post from 2021 with zero backlinks. Acme can outrank this with a properly structured, current resource page.

Differentiation Opportunity

Acme's B2B distributor positioning is underrepresented in content. Competitors focus on direct-to-buyer; Acme can own the "distributor" and "wholesale" keyword clusters with targeted content strategy.

On-Page Optimization

Title Tags, Meta Descriptions, and Header Structure

1

Title Tags — Critical

- Homepage: "~~Acme Medical Supplies~~" → **"B2B Medical Supply Distributor — Bulk PPE & Surgical Supplies | Acme"**
- Nitrile Gloves: "~~Nitrile Gloves~~" → **"Nitrile Exam Gloves Bulk — Latex-Free | Acme Medical Supplies"**
- All category pages missing primary keyword in first 30 characters

2

Meta Descriptions

- 78% of pages use auto-generated descriptions — Google pulls random page text
- Missing calls-to-action and key differentiators ("same-day shipping," "bulk pricing")
- No structured benefit statements for B2B buyers

3

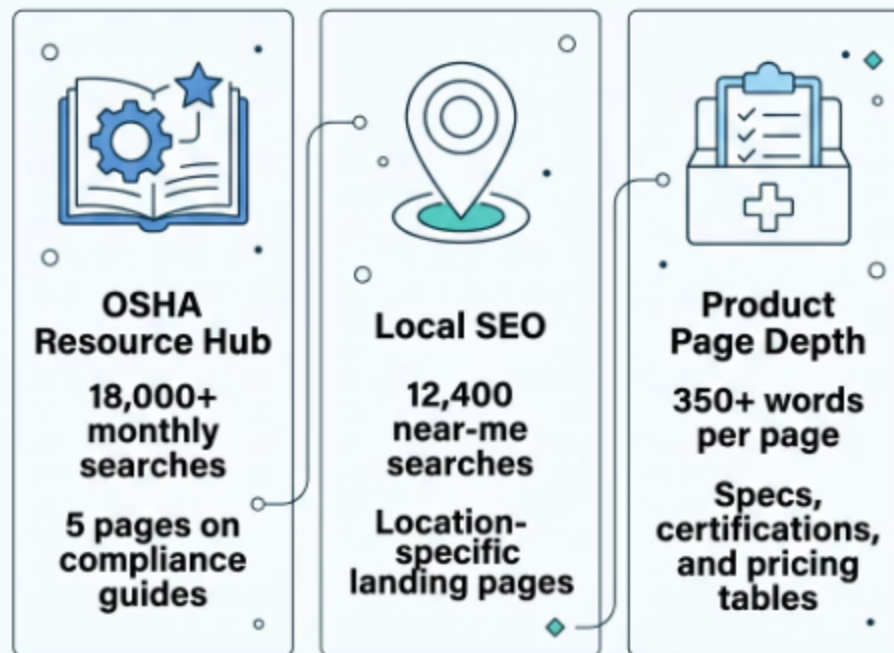
Header Structure (H1/H2)

- 23 pages have no H1 at all
- Product pages: H1 = product name only; missing modifier keywords (bulk, wholesale, B2B)
- Recommended H1 format: "[Product] — Bulk [Type] for Healthcare & Industry"

✓ **Estimated impact of title/meta fixes:** +15–25% CTR improvement within 60 days — industry average for systematic title rewrite programs.

Content & Local Opportunities

The Pages and Topics That Will Move the Needle



Content Gap: Resource Hub

No competitors dominate "OSHA compliance" content for distributors. A 5-page resource hub would target **18,000+ monthly searches** with minimal competition at Acme's domain authority level:

- OSHA first aid kit requirements by workplace type
- PPE selection guide for healthcare environments
- Bulk medical supply ordering guide for facilities managers

Local SEO: "Near Me" Opportunity

"Medical supply distributor near me" has 12,400 monthly searches nationally. Zero location pages currently exist. Creating location-specific landing pages (e.g., "Medical Supply Distributor — Minneapolis") with local schema is a fast path to map pack visibility.

Quick Win Checklist

- ☐ Fix robots.txt crawl block (immediate impact)
- ☐ Add schema markup to top 20 product pages
- ☐ Write 3 OSHA compliance resources
- ☐ Create 2 location landing pages

AI Search Visibility Snapshot

How AI Overviews Are Changing Your Search Landscape

 All data is API-verified — not browser spot-checks or manual screenshots.

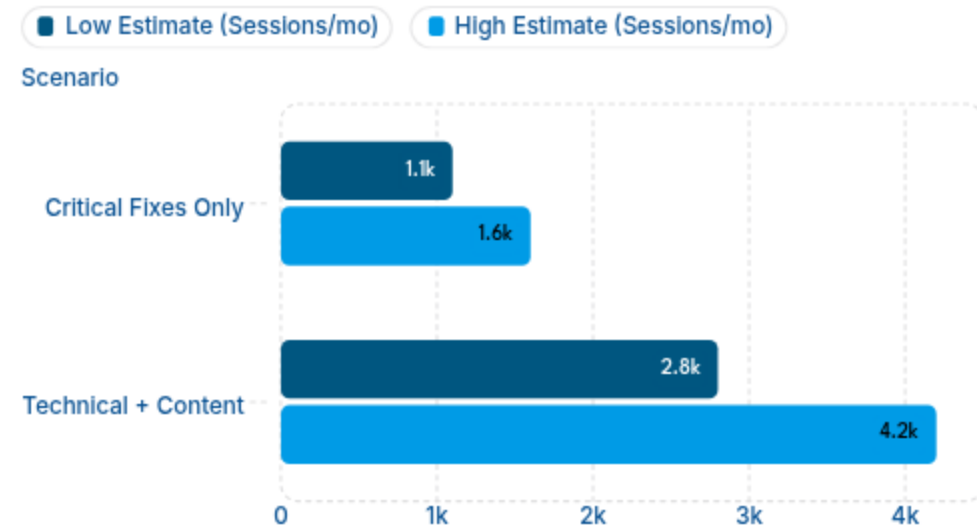
Keyword	Monthly Searches	AI Overview Active?	Acme Cited?
nitrile exam gloves bulk	8,100	 Yes	 Not cited
OSHA first aid kit requirements	4,400	 Yes	 Not cited
medical supply distributor near me	12,400	 Yes	 Not cited
bulk surgical supplies pricing	3,200	 Yes	 Not cited
latex-free gloves bulk pricing	2,900	 Yes	 Not cited

The pattern is clear: AI Overviews are active for every one of Acme's core keywords. Competitors are being cited. Acme is not appearing in any of them. When a buyer asks Google's AI "who are the top B2B medical supply distributors?" — Acme isn't in the answer.

 **Full AI Search Visibility Audit:** Covers 16+ keywords, citation analysis, and a sprint plan — \$1,500. This is the next layer of visibility beyond standard SEO.

ROI Projection

12-Month Organic Growth Model



Conservative Scenario — Fix Critical Issues Only

Resolving crawl block + Core Web Vitals: +40% indexation, +12% CTR

- Projected new monthly sessions: +1,100–1,600
- At 2.3% conversion rate and \$380 avg order: **+\$9,600–\$14,000/month revenue influence**

Moderate Scenario — Technical + Content

Add resource hub + location pages + schema markup

- Projected new monthly sessions: +2,800–4,200
- **+\$24,500–\$36,800/month revenue influence**

How These Numbers Were Built

- Traffic estimated via live API data with rank-weighted click-through models
- Keyword volumes: API-verified, not manually estimated
- Conversion rates: B2B medical supply industry benchmarks (Conversion Sciences, 2024)



Next Steps & Getting Started

Start with the SEO Audit. See the AI Layer Above It.

1

Step 1

Order the SEO Audit · \$750 · 24-hour delivery

Full technical analysis, keyword gap report, and prioritized fix list. Delivered within one business day.

2

Step 2

Review the Findings

A 30-minute walkthrough call to cover every finding, answer questions, and clarify priorities for your team.

3

Step 3

Decide Your Path

Implement fixes in-house, engage O8 for a 4–6 week sprint on the top 10 fixes, or add the AI Search Visibility Audit (\$1,500) for the full picture.

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