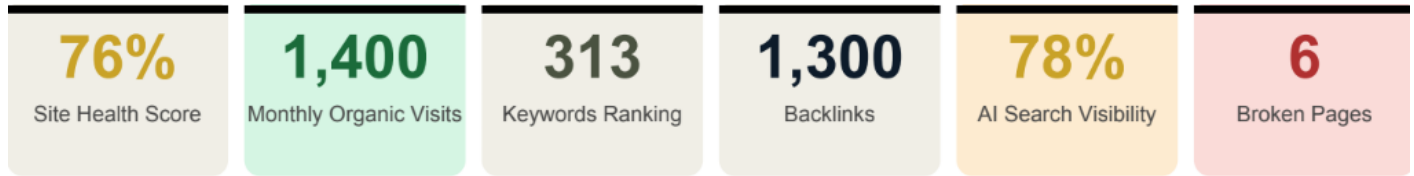


San Diego Strike Force Digital Audit

May 2026

01 Current State Overview



Where are we now?

The website has a health score of 76%, which is below the benchmark for top performing websites of 92%. The website has about 1,400 organic website visits per month, 313 keywords ranked, and 1,300 backlinks. The website also has 164 keywords and mentions for AI tools and AI overviews.

Current Problems

5 broken pages are returning errors and 88 pages have no SEO descriptions. No new content has caused Google and SERP visibility to begin declining since November.

Current Opportunities

Several high-traffic keywords including 'san diego football game' with 2,030 monthly impressions are getting zero clicks. Fixing this alone could add hundreds of new visitors per month through organic search.

Key Insight

People are searching for San Diego Strike Force and finding it. The problem is not awareness. The problem is that once people find the site, there is no conversion tunnel. Fixing the site structure and adding targeted content is the fastest way to increase ticket sales without increasing ad spend.

02 Technical Issues

What's Broken & How to Fix It

Issues are ranked by urgency.

CRITICAL ERRORS

Issue	Description	Broken URL	Fix
Broken Internal Links	4 broken links embedded in the site causing dead ends. This hurts credibility and SEO crawl health.	https://sdstrikeforce.com/landing/composite?view=2&tmpl=component-scoreboard-template&layout=tabular&shortSportName=true&archive=true&archiveText=ViewMore&details=false https://sdstrikeforce.com/landing/socalhooters.com https://www.sdstrikeforce.com/landing/composite?view=2&tmpl=component-scoreboard-template&layout=tabular&shortSportName=true&archive=true&archiveText=ViewMore&details=false https://www.sdstrikeforce.com/landing/socalhooters.com	Change, redirect, or remove links.
Duplicate Title Tags — 7 Pages	Seven pages share the same SEO title. Google doesn't know which page to rank for which topic so it ranks none of them properly.	https://sdstrikeforce.com/sports/fball/2026/boxscores/20260614_sgpf.xml https://sdstrikeforce.com/composite https://sdstrikeforce.com/sports/fball/2026/boxscores/20260516_xe81.xml https://sdstrikeforce.com/sports/fball/2026/boxscores/20260523_tybs.xml https://sdstrikeforce.com/landing/index https://sdstrikeforce.com/sports/fball/2026/boxscores/20260619_d0zs.xml https://sdstrikeforce.com/sports/fball/2026/boxscores/20260531_b8vc.xml	Prioritize pages and title tags. Create unique title tags for pages.
Pages Returning 4XX Status Code	Webpages cannot be accessed. This is usually the result of broken links.	https://sdstrikeforce.com/landing/composite?view=2&tmpl=component-scoreboard-template&layout=tabular&shortSportName=true&archive=true&archiveText=ViewMore&details=false https://sdstrikeforce.com/landing/socalhooters.com https://sdstrikeforce.com/sitemap.xml https://www.sdstrikeforce.com/landing/socalhooters.com	Fix broken links through redirects or changing url.

WARNINGS

Warning	Pages	Description	Fix
Pages with no meta description	88 pages	Meta descriptions are what show up under your link in Google results. No description = Google writes one for you, usually poorly. Lower click rate. Can provide list of pages if needed.	Write a 1–2 sentence description for each page using its target keyword.
Pages with thin or no content	82 pages	Google considers pages with very little text as low-value. They rank poorly and can drag down the entire site's health score.	Add at minimum 300 words of relevant content to the top 10 highest-traffic thin pages.
Pages with no H1 heading	14 pages	The H1 is the main headline Google reads to understand what a page is about. No H1 = Google guesses. Usually wrong.	Add a keyword-rich H1 headline to every page missing one.
Broken external links	90 links	Links on the site that point to pages that no longer exist (on partner sites, sponsors, etc.). Hurts crawlability and user experience.	Audit and remove or update all 90 broken outbound links.(I can provide list of links)

03 SEO & KEYWORD ANALYSIS

Traffic Opportunity

Real data from Google Search Console showing which searches are finding the site and which ones aren't converting.

WHAT THIS DATA TELLS US

The table below shows the top searches that are bringing people to the Strike Force website. The most important column is the gap between Impressions (how many times the site appeared in Google) and Clicks (how many people actually clicked). Highlighted in red are high impression - low engagement keywords.

Top queries	Clicks	↓ Impressions
san diego strike force	3,698	7,238
strike force	33	3,079
strikeforce	37	2,723
san diego football game	0	2,030
san diego football team	13	1,344
indoor football league	19	1,081
sd strike force	398	751
ifl football	3	687
strike force football	283	656
san diego strike force schedule 2026	263	629

The gap/opportunity

2,030 people searched for a football game in San Diego, saw the Strike Force site in results, and didn't click. This is fixable

Key Insight

People are searching for San Diego Strike Force and finding it. The problem is not awareness. The problem is that once people find the site, there is nothing to convert them into ticket buyers.

IMPRESSIONS vs CLICKS (SEO IMPROVEMENTS BY SEARCH QUERY)

Below is a table that shows the top high impression - low engagement search queries from GSC screenshot above. Fix will rely on updating or creating new versions of the pages that result from the search.

Search Query	Impressions	Clicks	CTR	Diagnosis	Fix
san diego football game	2,030	0	0%	■ Zero clicks - page isn't compelling enough to click	Create a dedicated game day page targeting this exact Phrase - Can be one that changes depending on the game, or you can have a more "evergreen" version that can target this same search.
strike force	3,079	33	1.1%	■ Low CTR for branded search	Rewrite title tag and meta description on the page ranking for this. Fixing or adding a brand page can fix this.
strikeforce	2,723	37	1.4%	■ Same page, same issue, not compelling to click	Same fix - optimize the page appearing for this search
san diego football team	1,344	13	1.0%	■ High-value query with almost no clicks	Add title tag to dedicated pages with phrase specifically - or create page
indoor football league	1,081	19	1.8%	■ No dedicated IFL explainer page on site (links directly to IFL site)	Create a 'What is the IFL?' page to capture this audience - can link to IFL site (example page: About The IFL - Green Bay Blizzard)
ifl football	687	3	0.4%	■ Nearly no clicks despite ranking	Same IFL page above would capture this query too

Branded keywords are strong but not resulting in clicks. Non-branded keywords are a bigger gap.

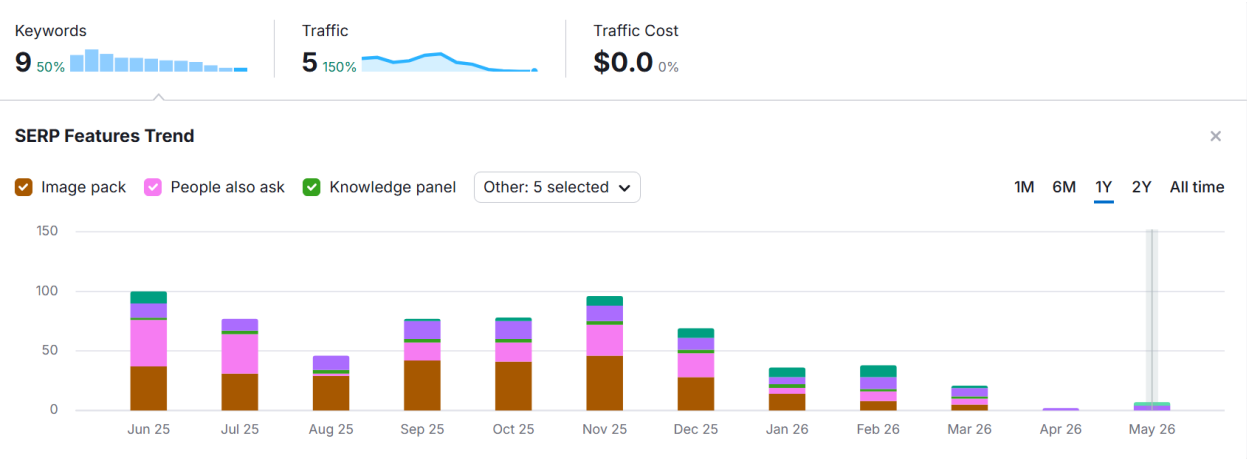
The site ranks well when people search for branded team name queries meaning they are likely fans who already know the team. Goal is to capture more broad awareness like those searching 'san diego football game,' 'things to do this weekend,'

04 CONTENT & SERP TREND

Traffic Trends

THE TREND

The chart below shows the site's SERP (Search Engine Results Page) feature presence declining month over month since November 2025.



Why is this happening?

The last piece of content published on the site was in December 2025. Google's algorithm rewards sites that publish regularly.

RECOMMENDED CONTENT - Blog Content That Can Drive Traffic and Engagement

Content	Keywords	Description
Game preview / recap	"San diego strike force vs ____"	Capture timely news with game recaps and previews. Easily shareable content to keep fresh news on website.
Themed events / game news	Keywords based on event and community engagement	Non-branded keywords made to align themed events to community. Ex: news post about Breast Cancer Awareness
Indoor Football	Based on post	Can be league updates, explainer post for first time viewers
Player spotlight	[Name] + san diego strike force	More keywords and SEO reach that allows for more fan engagement.

05 WEBSITE UX & PAGE AUDIT

What's Missing and What to Build

Based on GA4 behavioral data and site review. Roster and Schedule are the most visited pages currently with no conversion path to tickets.

Key finding: Roster and Schedule are the #1 and #2 most visited pages but neither has a visible ticket purchase CTA. These pages are getting the most traffic and converting none of it. Focus will be on optimizing top pages and adding important traffic driving (and high converting) pages listed below.

Immediate fix: Add a CTA button to both pages so that traffic has a way to convert. Even a prominent “Buy Tickets” button above the fold.

PAGE AUDIT SUMMARY

Page Title	Description	Status
About the Brand	Rebuild with brand story, IFL context, military connection. Primary keyword page for the whole site.	Broken
Tickets Landing Page	Landing page for ads - more high converting than front page. Add information on ticket discounts, bundles, group deals, etc.	Missing
Stadium / Parking Info	Important information for first time goers. Also allows for keyword search results of non branded local keywords.	Missing
Contact Page	Adds credibility and way for fans or sponsors to connect.	Broken
Group Tickets Page	Buy in bulk high conversion page - can be mixed in with tickets landing page.	Missing
Community Page	SDSF is already engrained in a lot of community programs and we want to highlight that. Beyond community programs, this page can connect to Military groups and San Diego roots while boosting non branded SEO keywords	Missing
Player Pages	Ex: Draysean Hudson - Green Bay Blizzard Drive search traffic and fan engagement through individual pages.	Missing
Game Day Promotions	Highlight your current game day promotions on this page. Theme nights, promotions, giveaways should all be listed here and linked from the schedule page.	Missing
News & Blog	Resume posting regularly. Start with Game previews, highlights, recaps, and player spotlights.	Inactive

06 ACTION ROADMAP

What to Do and When

SUMMARY

The gap is between the traffic that's already arriving and the conversion infrastructure needed to turn that traffic into ticket buyers. Every fix in this roadmap moves the site closer to that conversion.

Action Chart

Action	Why It Matters	Who Does It	Priority	Impact
Fix broken pages and technical issues (404s, duplicate titles, bad links)	Site health is below benchmark. Google penalizes broken sites with lower rankings.	Web developer / CMS admin	1	HIGH
Create tickets landing page	Every ad campaign needs a destination. Without this page, ad spend is being wasted right now.	Web developer + Marketing	1	HIGH

Add ticket CTA to Schedule and Roster pages	These are the two highest-traffic pages with no conversion path.	Web developer	1	HIGH
Write meta descriptions for top 20 pages (ideally all but start here)	Direct CTR improvement in Google results within 2-4 weeks of publishing.	Web Developer / Copywriter	2	MED
Publish game day page targeting 'san diego football game'	2,030 impressions and zero clicks. The single highest untapped keyword on the site.	Web Developer / Marketing	2	MED
Rebuild About page with brand content	Currently broken. Should be the strongest SEO page on the site for brand queries.	Web Developer / Marketing	2	MED
Rebuild / bolster pages lacking content	Generate more traffic and engagement by revising certain pages such as; Sponsors page, IFL explainer page (instead of link), fan zone pages	Web Developer / Marketing	2	MED
Individual Player Pages	More engagement and fan interaction on the website. Plus, SEO boost.	Web Developer / Marketing	2	MED
Publish 1-2 blog posts per week	Reverses the SERP decline. Fresh content is the most effective long-term SEO lever.	Marketing	3	LONG TERM
Create missing pages: Group Tickets, Community, Stadium Info	Each page captures a specific audience and keyword cluster currently getting zero traffic.	Web Developer / Marketing	3	MED-HIGH