

SEO AUDIT REPORT

Sound Level Meters Product Page

josts.com/sound-level-meters

Jost's Engineering Company Limited — Engineered Products Division

Prepared September 1, 2026

Executive Summary

The Sound Level Meters product page is effectively invisible to both organic search and AI answer engines — not primarily because the underlying product lacks demand, but because of a stack of compounding technical and content issues.

The most severe of these is a canonical tag misconfiguration that tells Google this page is a duplicate of the homepage, which likely prevents the page from being independently indexed at all, regardless of how much content quality is improved afterward.

Beyond that, the page carries very little unique text, and its most substantive content — detailed specifications and the product catalogue — sits behind a seven-field lead form. Search crawlers and AI assistants cannot fill out forms, so that content contributes nothing to how the page is discovered or cited, even though it's the exact information a technical buyer is searching for.

None of the individual fixes below are large. Collectively they explain why this page — and likely its ~40 sibling pages across the Engineered Products catalogue, which share the same template — is losing search and AI-referral traffic that the underlying products could otherwise earn.

Scope

Page audited: <https://josts.com/sound-level-meters>, reviewed against its rendered HTML, linked assets, and comparable sibling product pages within the Engineered Products Division. This audit covers on-page and template-level SEO factors only; it does not cover backlink profile, site-wide crawl budget, or server/hosting performance.

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Findings Summary

#	Issue
1	Canonical tag points to the homepage, not this page
2	Core specification content is locked behind a lead-capture form
3	Thin, near-duplicate body content (~60–80 unique words)
4	Generic, templated meta description
5	Identical alt text across all product images
6	Non-differentiated H1 / title tag
7	Dead “#” href on primary CTA in static markup
8	Product pages served by a legacy template layer, separate from the site's WordPress CMS

Detailed Findings

1. Canonical tag points to the homepage, not this page **[Critical]**

EVIDENCE The page's canonical URL is set to <https://josts.com> — the same canonical used on the homepage itself — instead of self-referencing <https://josts.com/sound-level-meters>.

WHY IT MATTERS A canonical tag tells Google which URL should be credited and indexed when near-duplicate content exists. With every product page pointing back to the homepage, Google is being told, in effect, that these pages are not the authoritative version of themselves.

Ranking signals, backlinks, and content relevance built up on this page can be consolidated into the homepage instead of helping this page rank for its own product terms. This is very likely the single largest reason this page (and its siblings) fail to rank independently, and it should be the first thing fixed.

2. Core specification content is locked behind a lead-capture form **[High]**

EVIDENCE The “Download Catalogue” control opens a form requiring Name, Email, Mobile, Designation, Company, and Location before releasing the spec sheet PDF. The visible page itself contains no detailed specifications.

WHY IT MATTERS Search crawlers do not submit forms, and neither do AI answer engines (ChatGPT, Perplexity, Google AI Overviews, etc.) that increasingly answer technical-buyer questions directly rather than sending a click-through. Whatever detail exists inside that gated PDF is functionally invisible to both channels. As more purchase

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research shifts to AI assistants, a hard content gate is closer to an opt-out of that channel than a lead-generation tactic.

3. Thin, near-duplicate body content **[High]**

EVIDENCE Unique visible body copy amounts to a one-sentence overview and a five-item bullet list — roughly 60–80 words. There is no specification table, no FAQ, no comparison content, and no original explanation of how to choose between instrument classes or configurations.

WHY IT MATTERS There isn't enough unique text on the page for Google to confidently match it against specific, high-intent long-tail queries (e.g. “Class 1 sound level meter for occupational noise audit”). Because this template repeats with only the product name changed across dozens of sibling pages, it also reads as templated, low-differentiation content across the site — which works against topical authority rather than building it.

4. Generic, templated meta description **[Medium]**

EVIDENCE The meta description reads “Sound Level Meters | Sound and Vibration | Engineered Products” — a pipe-separated category breadcrumb rather than a written sentence aimed at a searcher.

WHY IT MATTERS Google frequently rewrites meta descriptions like this in the search results anyway, and even when it doesn't, this description gives a human searcher no concrete reason to click this result over a competitor's.

5. Identical alt text across all product images **[Medium]**

EVIDENCE All three product images on the page share the exact same alt text: “Sound Level Meter.”

Some products images

WHY IT MATTERS This wastes an opportunity for descriptive, keyword-relevant image text (useful for image search and for AI systems that read alt text as content), and is also a minor accessibility gap for screen-reader users, who hear the same description three times with no added information.

6. Non-differentiated H1 / title tag **[Medium]**

EVIDENCE Both the page's H1 and <title> are simply “Sound Level Meters,” matching the navigation label exactly, with no qualifying detail (accuracy class, standard, application).

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WHY IT MATTERS This targets only the single broadest, most competitive form of the keyword, and leaves no room to also rank for the more specific, lower-competition long-tail phrases that a genuinely interested technical buyer is more likely to type.

7. Dead “#” href on primary CTA in static markup [Low]

EVIDENCE The “Download Catalogue” link resolves to “#” in the page's underlying markup; the actual form is presumably triggered by JavaScript.

WHY IT MATTERS Not fatal on its own, but a crawler or any reader without JavaScript enabled sees a non-functional link on the page's single primary call to action — a small but telling signal of the build quality on this template.

8. Product pages are served by a legacy template layer, separate from the site's WordPress CMS [Context]

EVIDENCE Document uploads elsewhere on the site (annual reports, spec PDFs) are served from /wp-content/uploads/..., WordPress's standard media path. This product page's images, however, are served from /templates/Default/img/... — a legacy custom-CMS asset path, not a WordPress theme convention.

WHY IT MATTERS This indicates the Engineered Products Division section is running on an older system layered underneath a site that has otherwise moved to WordPress. It explains the quality gap between this section and the rest of the site, and means straightforward content edits through WordPress may not be possible here — any fix likely requires either reverse-engineering this legacy layer or building the improved version as a separate system.

Business Impact

These issues compound rather than stack independently. The canonical misconfiguration means the page likely isn't being treated as an independently rankable entity in the first place; the thin, gated content means that even if it were, it wouldn't satisfy a searcher's intent or give an AI system anything substantive to cite.

The practical result is that this page — and the ~40 other pages sharing the same template across the Engineered Products catalogue — is likely contributing close to zero organic acquisition, independent of genuine product-market fit (the site's own customer testimonials reference decade-plus relationships with recognizable industrial customers).

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As buyer research increasingly starts with an AI assistant rather than a search box, the gated-content problem compounds further: a page that cannot be read by an AI system cannot be recommended by one, regardless of how good the underlying product is.

Recommendations

Ordered by leverage — fix cost is low across the board, but the sequence matters. There is little value in enriching content on a page Google isn't independently indexing in the first place.

Priority	Action
P0	Fix the canonical tag so each product page self-references (not the homepage). Almost certainly a single template-level bug affecting all ~40+ product pages.
P1	Move baseline specifications and FAQs out from behind the lead form onto the visible page. Reserve the form for something genuinely worth gating (full catalogue PDF, CAD file, formal quote).
P2	Rewrite each product page with real depth: specification table, use-case section, comparison content, FAQ block with FAQPage schema, unique meta description and title, descriptive per-image alt text, Product schema.
P3	Redesign the lead-capture form: fewer fields (Name + Email), real labels instead of placeholder-only text, action-oriented button copy.
Longer-term	Scope a technical review of how the Engineered Products section is actually served (legacy template layer vs. WordPress) before attempting deep in-place edits — or build the optimized version as a standalone site instead.

Note on Scope of Fix

Items P0–P2 are template-level, not page-level: because every product page in the Engineered Products Division appears to share this same structure. Therefore, fixing the canonical logic and content pattern once (in whatever system renders this section) should propagate the benefit across the full catalogue rather than requiring 40+ individual edits.

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Other Random Observation

Some of the branches listed on the Josts.com website appear to be permanently closed according to their Google listings. This highlights an urgent need for a comprehensive audit of the entire website to ensure that all information is accurate, up to date, and consistent across platforms. Outdated or conflicting information should be promptly corrected or removed.

Some product images appear to date back to **2000–2005**, making the website look dated and potentially undermining customer confidence. Outdated visual content may also weaken the website's relevance and credibility from the perspective of **search engines and AI-driven discovery platforms**. A systematic review and refresh of product imagery should be done on priority.