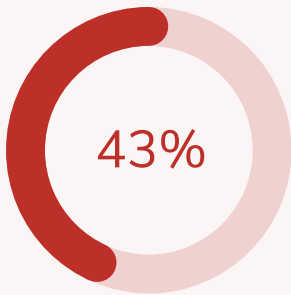


Here are the scores for your site:

colefrailey.com



Overall Score

The website has been evaluated across key areas, highlighting its effectiveness in aspects like design, user experience, and conversion optimization. The audit results offer valuable insights into areas that can be improved to enhance the site's overall performance.

Conversion Optimization 1%



SEO / Online Visibility 33%



Performance & Security 95%



Technical WP Assessment 68%



Legal 27%



Content / Copy 34%



Impact Ratings:

Our audit factors range from high to low impact based on how much they can influence how your website converts visitors into leads and customers, performance, security, and rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better, and start converting more visitors into customers.

Small Steps, Big Wins

A Quick-Impact Action Plan

Website audits often uncover a lot of opportunity at once – which can feel overwhelming. The good news is that you don't need to tackle everything at the same time to see meaningful results.

Below are a few small, focused improvements that can be completed quickly and deliver noticeable gains in search visibility, engagement, and conversions. These are designed to build momentum and confidence while laying the groundwork for larger improvements over time.

✓ Quick Wins Your Content Team Can Handle

Small Steps, Big Wins: Quick Improvements We Recommend First

We know the audit includes a lot of great insights, and it can feel overwhelming at first. The good news? You don't need to tackle everything at once to see real improvement.

Below are a few **high-impact, low-lift updates** we recommend starting with. These changes are designed to improve clarity, engagement, and visibility quickly—without requiring a full site overhaul.

✓ Quick Wins Your Content Team Can Handle

These updates focus on messaging and content clarity and can often be completed quickly.

Quick Wins Our Technical Team Can Handle

We can handle these improvements behind the scenes us

Conversion Optimization

1%



Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action – be that filling out a form, becoming customers, or otherwise.

Unique Selling Proposition (USP)

F Failed

 Medium Impact

Your USP clearly describes how your product or service solves your customer's needs or desires better than the competition.

- No unique selling proposition (USP) is visible above the fold or anywhere else on the page.
- The only headline present is the athlete's name and school, without any differentiation or benefit statement.
- There is no messaging that positions the athlete or the content as unique, exceptional, or offering special value to recruiters or visitors.

Recommendations:

- Add a bold USP above the fold, such as “Arizona’s Top All-Around Guard Prospect – Verified Stats, Clutch Highlights, Team Leadership.”
- Reinforce this USP elsewhere on the page, such as in section headers, to remind visitors of the athlete’s differentiators.
- Clearly state what sets the athlete apart (e.g., accolades, leadership, advanced analytics, coach endorsements).

Primary Call To Action (CTA)

F Failed

 High Impact

A calls-to-action asks visitors to take a specific action on your site—buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

- No primary call-to-action (CTA) is visible above the fold or anywhere else on the page.
- No action-oriented language or button invites user engagement (e.g., “Contact,” “Request Highlight Reel,” or “Schedule a Call”).
- The navigation bar only offers navigation, not a primary CTA.

Recommendations:

- Introduce a prominent primary CTA button above the fold, such as “Request Full Player Profile” or “Contact for Recruitment.”
- Repeat the CTA at logical points (e.g., after highlight sections or video content) for maximum engagement.
- Use action-oriented copy that speaks to the visitor’s goal (e.g., “Scout This Player Now”).

Secondary Call To Action (CTA)

 Failed

 Medium Impact

Secondary CTAs help you engage visitors who are not interested in your primary CTA, or who may need additional information before taking the desired action.

- No secondary call-to-action (CTA), such as “Download Stats Sheet” or “Watch Highlight Video,” is present on the page.
- The only navigation buttons simply switch between sports or teams, lacking engagement options for visitors not ready to contact immediately.
- No visual differentiation between navigation and CTAs.

Recommendations:

- Add a secondary CTA such as “Download Athletic Resume” or “Watch Extended Highlights” to capture softer interest from users.
- Visually differentiate the secondary CTA using an outlined button or muted color so it doesn’t compete with the primary CTA.
- Place the secondary CTA below the main player introduction or highlight section for logical engagement pathing.

Relevant Trust Factors

F Failed

 **High Impact**

Trust factors – such as awards, affiliations, certifications, and guarantees—help position your business as experts who can be trusted and relied on.

- No trust badges, certifications, or affiliations are shown anywhere on the page.
- No social proof, such as partner logos or league affiliations, is visible near calls-to-action or forms.
- No indicators of verified stats, awards, or official recognitions are present to build credibility.

Recommendations:

- Add athletic association logos, tournament badges, or award icons near CTAs and the player introduction to build trust.
- Display verified performance data or affiliations (e.g., NFHS, state championships, scouting platforms) prominently to assure coaches of accuracy.
- Include any press, media coverage, or coach/association endorsements if available.

Testimonials / Reviews

F Failed

 **High Impact**

Reviews and testimonials help convince people to buy, because they are honest recommendations from people that your visitors trust the most—other customers.

- No testimonials, coach recommendations, or peer reviews are visible on the page.
- Lack of endorsements may reduce trust and engagement, especially for evaluators seeking credible, third-party validation.
- No visual section or emphasis for feedback that would encourage conversion.

Recommendations:

- Add a testimonial section featuring quotes from coaches or teammates (“A coach’s perspective on Cole Frailey”).
- Use coach headshots and bold text to highlight endorsements near CTAs or player stats.
- Position these testimonials just below highlight reels or performance data for maximum relevance when a recruiter is evaluating.

Noticeable Phone No

F Failed

 **High Impact**

Your website should display your phone number in a prominent place—for example, in the top right corner or in the mobile header—to make it easy for web visitors to contact you.

- No phone number is visible at the top, in the header, or anywhere on the page.
- Lack of immediate contact information may slow down recruiter response or reduce trust.
- No alternative contact points (such as SMS or WhatsApp) are shown for quick engagement.

Recommendations:

- Add a clearly visible phone number in the top-right corner of the header for direct recruiter/counselor access.
- Include a secondary phone number or text/SMS contact in the Contact section or near the primary CTA for additional accessibility.

Lead Capture Forms

F Failed

 **High Impact**

An intuitive form will help you capture high-quality lead information or, at the very least, an email address from visitors who aren’t interested in calling you.

- No lead capture form with input fields is present anywhere on the page.
- There is no visible form above the fold or in any section that allows visitors to submit their information directly for more details, access, or contact.
- Lack of a form means visitors have no immediate method to express or capture interest beyond navigating the site.

Recommendations:

- Implement a lead capture form (name, email, role, phone) above the fold or as a sticky element for recruiters to request contact, stats, or schedules.
- Add a value proposition such as “Get Cole’s Full Scouting Report Instantly” near the form to increase motivation for completion.

SEO / Online Visibility

33%

SEO gives you an edge over your competition by bringing more prospects and customers straight to your website from searches they make on search engines like Google.

Accessible to Search Engines

A Excellent

 High Impact

To rank in search results, search engines must be able to access your site—or "crawl" it—to find out what information is on it. Describing that information is called "indexing".

- The website is fully accessible to search engines for crawling and indexing. No significant issues were found with the robots.txt file, and no important pages are being blocked.

Google SERP Visibility Analysis

F Failed

 High Impact

Google SERP Visibility Analysis evaluates your site's ranking in Google search results. The better your SEO performance the higher your ranking and search engine visibility.

- The website (colefrailey.com) does not appear on page 1 of Google for the target keyword "Point Guard Shooting Guard recruit".
- Top 3 SERP positions are held by high authority sites (ESPN, Go Big Recruiting, Dynamite Sports) with strong topical relevance and established backlink profiles.
- Competitors have significantly higher domain authority and likely greater numbers of referring domains, impacting ranking potential.

Recommendations:

- Develop high-quality, keyword-focused content addressing point guard and shooting guard recruiting topics.
- Initiate a targeted link-building campaign to increase referring domains and boost domain authority.
- Leverage case studies, testimonials, and data-driven recruiting success stories to attract both users and backlinks.

Search Engine Results

The google search results for “Point Guard Shooting Guard recruit” in United States are shown below.

1

2025 ESPN Top Shooting Guards

https://www.espn.com/college-sports/basketball/recruiting/playerrankings/_/position/shooti...

1. Darryn Peterson · Cuyahoga Falls, OH Prolific Prep · Kansas Signed ; 2. Brayden Burries · Riverside, CA Eleanor Roosevelt High School · Arizona Signed ; 3. Alijah ... Read more

2

Point Guard | Men's Basketball Positional Guidelines

https://www.gobigrecruiting.com/recruiting101/mens_basketball/positional_guidelines/poin...

Extremely athletic, usually is recruited through AAU Freshmen and Sophomore year. Elite ball-handling and defensive ability. Overall Floor general. Read more

3

Men's Basketball Recruiting Standards

<https://dynamitesports.com/mens-basketball-recruiting-standards/>

NCAA DIVISION I. Point Guard (6'0" +). Great ball handling skills; Great passing skills; Ability to knock down open shots from the perimeter ... Read more

4

2026 Top Shooting Guard Recruits

<https://247sports.com/season/2026-basketball/recruitrankings/>

2026 Top Shooting Guard Recruits (58) · Rank Player Pos Ht / Wt Rating Team · 1. 1. Caleb Holt Prolific Prep (Fort Lauderdale, FL) · 2. 2. Read more

5

Men's NCAA Basketball Recruiting Guidelines

<https://www.ncsasports.org/mens-basketball/recruiting-guidelines>

point guard recruiting guidelines. Top D1 / Top JC. Club Experience: Plays at the highest level in AAU, qualifying for national tournaments and elite events ... Read more

6

2027 4-star PG Chase Richardson explains why he committed ...

<https://aggieswire.usatoday.com/story/sports/college/aggies/mens-basketball/2026/05/02/c...>

2 days ago — According to Rivals, Richardson is currently positioned as the 94th-ranked prospect in the 2027 class, the 23rd-ranked point guard, and the 5th- ... Read more

7

ESPN Basketball Recruiting - Player Rankings

https://www.espn.com/college-sports/basketball/recruiting/rankings/scnext300boys/_/class...

2026 ESPN Top Point Guards ; 1. Jason Crowe · Lynwood, CA Inglewood High School ; 2. Dylan Mingo · Brookville, NY Long Island Lutheran High School ; 3. Deron Rippey ... Read more

<p>Elijah Kilbert is a name to know in the Class of 2028. ... https://www.instagram.com/p/DXkz98pkTKR/ Elijah Kilbert is a name to know in the Class of 2028. Skilled combo guard that can impact the game at both the point guard and shooting ... Read more</p>	8
<p>How to Make a Highlight Video Womens Basketball ... https://www.youtube.com/watch</p>	9
<p>Basketball position guide Next Level Recruiting https://www.nextlevelrecruiting-usa.com/basketball-position Men's basketball point guard recruiting guidelines · Height: 6'1"+ · Club Experience: Three to four years of AAU experience, playing on high level teams that ... Read more</p>	10

SERP Features Analysis

F Failed  **High Impact**

SERP features are enhanced search results like snippets, videos, AI answers and panels that appear prominently at the top of Google search results, optimization for them will increase your visibility and clicks to your site.

- The website does not appear in any major SERP features (organic, People Also Ask, AI Overview) for the target keyword "Point Guard Shooting Guard recruit."
- Competitors such as ESPN, Go Big Recruiting, and Dynamite Sports are occupying the top organic positions for this keyword with relevant basketball recruiting guides and rankings.
- AI Overview, People Also Ask, and organic listings are dominated by well-established basketball recruiting resources, while the website in question is absent from all these SERP features.

Recommendations:

- Update on-page content to specifically optimize for "Point Guard Shooting Guard recruit" by addressing frequently asked questions and providing clear, targeted answers to attract People Also Ask and AI Overview features.
- Incorporate structured data (FAQ, HowTo) and implement detailed, well-organized sections using keywords such as "point guard recruiting standards" and "shooting guard highlights" to improve eligibility for rich SERP features and AI Overview visibility.
- Add authoritative, up-to-date recruiting metrics, comparison charts, or video highlights aligned with the top-ranking competitors to increase topical relevancy and chance of being ranked in featured snippets and organic SERP placements.

SERP Features Analysis

Features	Your Company	Competitor
Organic	✖ Missing	espn.com
People Also Ask	✖ Missing	performancepartner.gatorade.com
AI Overview	✖ Missing	

Backlink Trend Analysis

F Failed

 **High Impact**

We've analyzed domain metrics among the top 5 search competitors, focusing on Authority Scores, Referring Domains, and Backlink quality. This analysis provides domain and backlink insights for the top-ranking sites.

- The site's domain authority is 2, with 73 referring domains and 145 total backlinks—substantially lower than top SERP competitors.
- Key competitors (such as ESPN with DA 99 and 247Sports with DA 80) dominate with much higher authority and thousands to millions of backlinks.
- Even mid-tier competitors maintain authorities in the 20-60 range with higher referring domains, indicating a strong correlation between authority and ranking.

Recommendations:

- Pursue high-quality backlinks from authoritative basketball and recruiting domains through content partnerships, guest posts, and outreach.
- Address domain authority growth by consistently acquiring links from reputable, relevant sources and eliminating low-value backlinks.
- Engage in industry collaborations (e.g., interviews, expert roundups) to drive natural earning of referring domains and authority.

Backlink Analysis

Domains	SERP	Domain Authority	Page Authority	Backlinks	Referring Domains
colefrailey.com ★	10+	2	0	145	73
espn.com/college-sports/basketball/recruiting/playerrankings/_/position/shooting-guard/class/2025/view/position	1	99	0	0	0
gobigrecruiting.com/recruiting101/mens_basketball/positional_guidelines/point_guard	2	30	6	58	12
dynamitesports.com/mens-basketball-recruiting-standards	3	26	4	3	2
247sports.com/season/2026-basketball/recruitrankings	4	80	80	2.1M	29
ncsasports.org/mens-basketball/recruiting-guidelines	5	61	15	30	27

Local Map Pack Visibility

 **Failed**  **High Impact**

Local Map Pack Visibility evaluates your site's presence in local search results. Optimizing for it increases search visibility and local traffic both online and offline.

- No business listing from the site appears in the local map pack for the target keyword.
- Absence from local pack reduces local visibility and click-through opportunity for area-based recruiting searches.
- No domain metric comparison is possible due to the site not being present in the local results.

Recommendations:

- Create and fully optimize a Google Business Profile with accurate contact details and targeted keywords such as “basketball recruiting services”.
- Encourage satisfied clients to leave positive Google reviews to enhance local credibility and ranking factors.
- Include locally relevant content and NAP (Name, Address, Phone Number) on the website to align with local SEO best practices.

Meta Title Analysis

 Needs Improvement

 High Impact

A compelling title should be engaging, avoid truncation, and include essential keywords to increase click-through rates and improve rankings.

- Page title is currently “Home - Cole Frailey” and lacks any target keyword such as “Point Guard Shooting Guard recruit”.
- The title does not communicate a clear value proposition or establish topical relevance for recruiting-related queries.
- No engagement element to encourage clicks compared to competitor titles that reference top recruits and rankings.

Recommendations:

- Revise the page title to include target keywords prominently, e.g., “Point Guard & Shooting Guard Recruit Services – Cole Frailey”.
- Add a benefit-driven phrase to increase click-through potential, such as “Discover Top High School Talent”.

Meta Title

Meta Description Analysis

F Failed

 **Medium Impact**

A well-crafted description should summarize the page content, include key keywords, increase click-through rates, and improve rankings.

- No meta description is present for the home page.
- This omission reduces the likelihood of meaningful search snippet visibility and does not target user intent for recruiting searches.
- Absence of a description means missed keyword incorporation and lack of call-to-action in SERP results.

Recommendations:

- Add a meta description that directly references the target keywords and summarizes recruiting services (e.g., “Find verified point guard and shooting guard prospects—data-driven recruiting for teams seeking top talent.”).
- Include a specific call-to-action such as “Browse prospects now” or “Start your recruitment journey today”.
- Keep description between 130–155 characters to ensure full visibility in search results.

Meta Description

 Missing

Keywords in H1 & H2 Tags

F Failed

 **High Impact**

Optimizing the main heading (H1) and subheadings (H2) by integrating relevant keywords can boost SEO relevance.

- There is no H1 tag visible on the page. Only H2 ("Cole Frailey Junior Year") and H3 ("Westwood High School") headings are present.
- No primary keyword or close variant ("Point Guard Shooting Guard recruit") appears in any main heading.
- The page title and on-page headings are not aligned, resulting in weak thematic coherence for both users and search engines.

Recommendations:

- Add a single H1 tag that includes the primary keyword or a close variant, such as "Cole Frailey – Point Guard & Shooting Guard Recruit."
- Refine the H2 or supporting headings to incorporate related terms (e.g., "High School Basketball Recruit," "Elite Guard Performances") for improved keyword relevance.
- Align heading structure so the H1 and page title complement each other and communicate the main value for target search intent.

Website Headings

Headings Level	Headings	Suggested Improvements
H2	Cole Frailey Jr Junior Year	Cole Frailey: High School Point Guard Shooting Guard Recruit – Junior Year Performance

Schema Markup



Medium Impact

Structured data improves search engine visibility by providing additional context about the content on a website.

- Schema markup is present for the following types: WebPage, ImageObject, BreadcrumbList, WebSite, and Organization (1 item each).
- FAQPage schema is not present and would help target People Also Ask (PAA) SERP features for high-intent questions.
- No critical schema validation errors reported, but current markup does not target rich video or FAQ features competitors may leverage.

Recommendations:

- Add FAQPage schema and corresponding FAQ content to target People Also Ask results and improve SERP visibility.
- Implement VideoObject schema alongside video highlights to capture video thumbnail results if highlight reels are available.

Website Schema Markup

We have listed the schema markup currently available on the site, along with those that are missing for better optimization. Note that we've excluded the following basic schema markups (Webpage, hentry, and Website). Visit [Schema.org](https://schema.org) to identify the appropriate markup to get the best results.

Schema Type	Status
ImageObject	✔ Available
BreadcrumbList	✔ Available
Organization	✔ Available
FAQPage	✘ Missing

[Show schema tag results](#)

Open Graph Markup

B Good High Impact

Open Graph data should match the page's intent and messaging, providing accurate previews that encourage site visits. Proper implementation enhances content visibility and engagement on social media, resulting in more clicks or shares.

- All essential Open Graph tags are present: og:title, og:description, og:image, og:url.
- OG title and description are accurate but could be more compelling; og:description is brief and lacks detail to increase click-through from social sharing.
- OG image is provided, but its quality, relevance, and dimensions are not specified and may benefit from validation to ensure ideal presentation on social media.

Recommendations:

- Enhance og:description to include a brief, engaging summary highlighting Cole Frailey's basketball skills and recruit status to improve engagement on shares.
- Confirm the og:image meets recommended size and quality standards (ideally 1200x630px) and clearly represents the athlete or relevant action.

Open Graph Preview



[HTTPS://COLEFRAILEY.COM/](https://colefrailey.com/)

Home - Cole Frailey

Cole Frailey Westwood High School Junior Year

Open Graph Tags

og:title	Home - Cole Frailey
og:description	Cole Frailey Westwood High School Junior Year
og:url	https://colefrailey.com/
og:image	https://colefrailey.com/wp-content/uploads/2024/12/IMG_0081-small.jpeg

Google Analytics Tracking

 Excellent

 Medium Impact

Google Analytics and Google Tag Manager are essential tools for analyzing visitor behavior, enhancing site performance, and user experience, and driving data-driven marketing through data insights.

- Google Analytics or Tag Manager tracking is enabled on the page.

Meta (FB) Pixel Tracking

 Failed

 Medium Impact

The Meta Pixel (formerly Facebook Pixel) tracks what people do on your website after seeing or clicking your ads on Facebook and Instagram. This helps businesses understand what works and improve their ads to get better results.”

- No Meta Pixel tracking code detected on the page.

Recommendations:

- Add the Meta Pixel tracking code to monitor Meta ad campaigns and track visitor interactions from social ads.
- Implement the ViewContent event to track visitors viewing the athlete's profile and the Lead event for users submitting contact or inquiry forms.
- Utilize the Meta Pixel dashboard to optimize ad targeting based on event data and improve conversion tracking for recruiting inquiries.

Performance & Security

95%

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

Google Page Speed

B Good  **High Impact**

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

- Main content appears in 2.6 seconds, providing moderately quick access for users.
- Smoothness of page loading is moderate at 3.8 seconds, with interactivity available at 5.0 seconds for a total mobile score of 78%.
- No layout shifts are reported, resulting in stable page display for users.







Recommendations:

- Optimize above-the-fold images and scripts to further reduce main content appearance time to under 2 seconds.
- Identify and minimize any render-blocking resources to improve full interactivity speed on mobile devices.



Page Speed Results



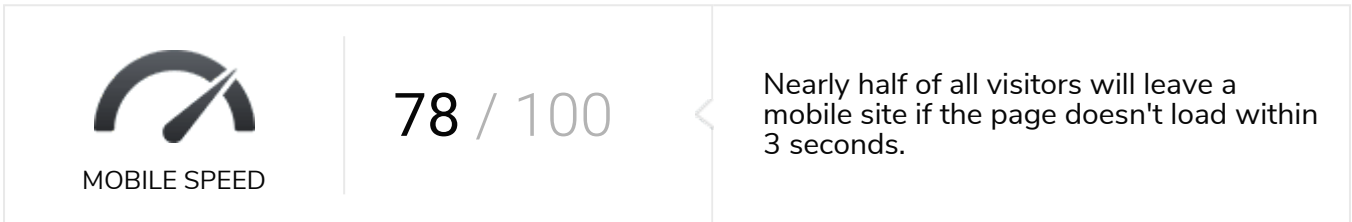
Lab Data

First Contentful Paint	0.7 s 	Time to Interactive	1.7 s 
Speed Index	1.6 s 	Total Blocking Time	290 ms 
Largest Contentful Paint	1.6 s 	Cumulative Layout Shift	0 







Opportunities

Opportunities	Estimated Savings
1 Reduce unused JavaScript	
2 Reduce unused CSS	



[Get detailed desktop page speed recommendations](#)



Lab Data

First Contentful Paint	2.6 s 	Time to Interactive	5.0 s 
Speed Index	3.8 s 	Total Blocking Time	40 ms 
Largest Contentful Paint	4.7 s 	Cumulative Layout Shift	0 

Opportunities

Opportunities	Estimated Savings
1 Reduce unused JavaScript	0.45 s 
2 Reduce unused CSS	

[Get detailed mobile page speed recommendations](#)

Browser Caching & Compression

 Excellent

 Medium Impact

These technologies make your website pages to load significantly faster. That's important because of the "three-second rule"—you've only got three seconds to make an impression on your site.

- Browser caching and compression are properly configured, ensuring faster load times and an optimized user experience.

Utilizes Content Delivery Network

A Excellent

 Medium Impact

CDN refers to "content delivery network," and it's designed to make your webpage load faster. It does this by caching information from your website. The network then serves the cached information from a server that's in close physical proximity to your visitor, which speeds up load times. Faster load times result in an improved user experience and better SEO.

- Your CDN is properly configured, delivering content efficiently from servers nearest to users for faster load times and improved SEO.

Secure Website Connection (HTTPS)

A Excellent

 High Impact

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

HTTPS Test Results

✔ We've identified that the site is running on <https://colefrailey.com/>.

✔ Your SSL certificate is scheduled to expire on Jul 11 2026.

Technical WP Assessment

68%

WordPress is a powerful and feature rich platform. If not configured properly and updated frequently you are risking your website security, performance, stability, and functionality.

Current Stable WordPress Version

F Failed

 **Medium Impact**


It is important that you are running the latest version of WordPress for security concerns. When a new version of WordPress is available you will receive an update message in your WordPress Admin Screens.

- The website is not running the latest stable version of WordPress, which is 6.8.3.

Recommendations:

- Update WordPress to the latest stable version as soon as possible to maintain security and ensure compatibility with plugins and themes.

WordPress Version

Software	Current Version	Latest Version
 Software	6.8.3	6.9.4

Premium Plugins

A Excellent

 **High Impact**

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be updated. Premium plugins required a paid license in order to be updated.

- All premium plugins are updated to their latest versions, supporting site security and optimal performance.

Plugin Information

Plugin	Current Version	Latest Version	Status
✔ Gravity Forms	2.10.1	2.10.1	active
✔ Kadence Blocks - PRO Extension	2.8.14	2.8.14	active
✔ Kadence Conversions - Popups, slide-ins	1.1.5	1.1.5	active
✔ Kadence Theme Kit Pro - Premium addon for the Kadence Theme	1.1.19	1.1.19	active
✔ RWP: Updates Reporting	3.0.0	3.0.0	inactive

General Plugins

F Failed  **High Impact**
















Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be kept updated to keep the website secure.

- There are outdated general plugins: Automattic for Agencies Client and WP Umbrella.

Recommendations:

- Update all general plugins to their latest versions to enhance security and maintain compatibility with WordPress and other plugins.

Plugin Information

Plugin	Current Version	Latest Version	Status
 Accessibility Checker	1.40.0	1.40.0	active
 Automattic for Agencies Client	0.7.0	0.8.0	active
 Bing Webmaster Url Submission	1.0.13	1.0.13	active
 Crop Thumbnails	1.9.7	1.9.7	active
 Customizer Search	1.2.1	1.2.1	active
 Enable Media Replace	4.1.9	4.1.9	active
 Google Analytics for WordPress by MonsterInsights	10.1.3	10.1.3	active
 Gravity Forms Zero Spam	1.8.0	1.8.0	active
 Jetpack Boost	4.5.9	4.5.9	active
 Kadence Blocks – Page Builder Toolkit for Gutenberg Editor	3.6.7	3.6.7	active
 Login Designer	1.6.10	1.6.10	active
 Starter Templates by Kadence WP	2.2.14	2.2.14	active
 WP Dashboard Notes	1.0.13	1.0.13	active
 WP Umbrella	2.18.0	2.22.5	active
 Yoast SEO	27.5	27.5	active

Deactivated Plugins



Failed



Low Impact


These are plugins that are not enabled and not actively used on your website. We recommend that these deactivated plugins, no longer in use (even if updated) be removed for security reasons.

- The plugin "RWP: Updates Reporting" is deactivated and still present on the website.

Recommendations:

- Remove any deactivated plugins that are not in use to improve site security and performance.

Deactivated Plugins

Plugin	Current Version	Latest Version	Status
 RWP: Updates Reporting	3.0.0	3.0.0	Inactive

Additional Themes



 Excellent

 Medium Impact

For optimal security, if you aren't using a theme, it's highly recommended that you delete it. Removing them eliminates unused code that could potentially harbor security vulnerabilities.

- No additional or inactive themes are installed, helping to reduce potential security vulnerabilities.

Theme Information

Theme	Current Version	Latest Version	Status
 Kadence Child Theme	1.0.0	1.0.0	Active
 Kadence	1.2.18	1.4.5	Active

Deactivated Themes

 Excellent

 High Impact

These are themes that are not enabled and not actively used on your website. We recommend that these deactivated themes, no longer in use (even if updated) be removed for security reasons.

- There are no deactivated themes present, reducing unnecessary security risks.

Admin Accounts

F Failed

 **Medium Impact**

Admin users on your site have full access to everything. If compromised, a hacker could delete content, add malware to the site or take it down. Admin users should be restricted to necessary personnel.

- The website currently has 4 Admin accounts, which exceeds the recommended maximum of 3, increasing potential security risks.

Recommendations:

- Reduce the number of Admin accounts to three or fewer by reassigning unnecessary accounts to lower privilege roles to strengthen security.

Disable Discourage Search Engines

A Excellent

 **High Impact**

Discourage Search Engines From Indexing Your Site is a setting used to tell search engines not to index your site. If enabled, this will harm your rankings by blocking your site from search engines.

- Search engine visibility is enabled, allowing search engines to index the website for improved SEO performance.

Google Safe Browsing

A Excellent

 **High Impact**

This Google service helps protect visitors by displaying warnings to users when they attempt to navigate to sites that could be harmful to the visitor. Keep your site updated and secure to prevent being flagged.

- The site is not flagged by Google Safe Browsing and is recognized as safe for visitors.

Permalinks

A Excellent

 **Medium Impact**

They are the permanent URLs to your pages, posts, categories and other lists. The default permalink settings are not intuitive or user friendly and should be updated.

- The website uses custom permalinks, which support SEO and user-friendly URLs.

Timezone Settings

 Excellent

 Medium Impact

Your website's timezone setting is responsible for how time appears on your website. This setting affects post scheduling and various internal WordPress functions.

- The website is set to use custom timezone settings, aligning with the intended audience or business operations.

Sample Content

 Excellent

 Low Impact

When WordPress is installed, it comes with sample content that should be removed.

- No default WordPress sample content remains on the website, presenting a professional appearance.

Legal

27%

Protect your business by ensuring your website complies with national and international laws, rules, and regulations.

Privacy Policy

F Failed

 High Impact

A privacy policy outlines how a business collects, uses, and protects user data.

- No link to a privacy policy is visible in the footer or any other section of the web page.

Recommendations:

- Add a clearly visible privacy policy link in the footer area.
- Label the link explicitly as “Privacy Policy” for user clarity and trust.
- Ensure the privacy policy is easily accessible from every page.

Cookie Policy

F Failed

 Medium Impact

A cookie policy informs users about the use of cookies and trackers on the site.

- No cookie policy link or notice is present in the footer or anywhere else on the page.

Recommendations:

- Add a cookie policy link or notice to the footer or as a pop-up banner on first visit.
- Label the link clearly as “Cookie Policy.”
- Provide a brief explanation of the use of cookies if cookies are in use.

Terms & Conditions

F Failed

 Medium Impact

Terms & Conditions outline the rules and guidelines for using a website.

- No terms & conditions link can be found in the footer or on any visible section of the site.

Recommendations:

- Insert a terms & conditions link in the footer area.
- Use an explicit label such as “Terms & Conditions.”
- Verify the link is easy to find and access from all pages.

Copyright in Footer



Excellent



Medium Impact

Generally, you retain copyright over your graphics and content from the moment you create them. This means that a copyright notice isn't absolutely mandatory. However, a notice makes it clear who owns the copyright, and it may potentially help you win damages if there is ever a lawsuit related to your copyrighted material.

- The footer contains a current copyright notice: “© 2026 Cole Frailey by RadiateU.”
- The copyright displays ownership and is easy to locate at the bottom of the page.

Content / Copy

34%

To dominate a crowded market your website content & copy needs to be well written, formatted so that it is easy to read, SEO friendly and focused on your ideal target audience.

Captivating Headlines

D Needs Improvement

 High Impact

The job of any headline is to captivate your reader and get their attention. If your headline fails to do this, your reader will simply click away. And you'll lose an opportunity to generate the lead or sale.

- The main headline is simply the athlete's name, "Cole Frailey," with a secondary line, "Westwood High School." Neither headline explains the purpose of the page or what distinguishes this athlete.
- Section headings like "Junior Year" are present but generic, lacking specificity or context about what will be shown or why it matters.
- There are no subheadings or supporting text blocks that capture attention or provide a compelling preview of performance or accolades.

Recommendations:

- Update the main headline to clarify the site's purpose and highlight a key achievement or position, e.g., "Cole Frailey – Elite Point Guard, Westwood High School | 2023 District Scoring Leader."
- Add section subheadings that spotlight key content, such as "Highlight Reels & Stats – Junior Year Performance" to make sections scannable and engaging.
- Include a brief headline or tagline below the name to showcase a major accomplishment or distinct playing style.

Value Proposition and Messaging

F Failed

 High Impact


Clearly communicate your unique value. Make it immediately visible why customers should choose you and maintain that consistent messaging throughout.

- No explicit value proposition or differentiator is presented—visitors do not learn what makes Cole Frailey stand out as a basketball player.
- The copy does not state any guarantees, specific skills, or recognitions, nor does it communicate why recruiting Cole would benefit a coach or team.
- The messaging is limited to name, school, and sport/year with no mention of performance data, standout qualities, or unique achievements.

Recommendations:

- Add a clear value proposition or standout statement such as "Dynamic point guard known for court vision and three-point accuracy—see the highlights and stats that set Cole apart."
- Include key differentiators or notable achievements (e.g., awards, records, leadership roles) in a prominent summary section near the top of the page.
- Describe what recruiters or coaches will gain from reviewing this page, such as easy access to up-to-date highlights and verified stats.

Customer-Centric Content

 Needs Improvement

 High Impact

Address your ideal customer's needs and pain points directly. Show how your product solves their specific problems.

- The current content does not address a specific audience or their needs—there is no mention of what a recruiter, coach, or scout might want, nor does it acknowledge their pain points (e.g., finding reliable, skilled guards quickly).
- No benefit statements are provided to show how the profile solves problems like time efficiency, data reliability, or assessing player fit for a team.
- Images provide visual evidence of play but lack accompanying copy relating performance to coach or recruiter needs.

Recommendations:

- Include a short impact statement near the top (e.g., "Save time in recruiting—instantly access high-quality highlights and performance stats for Cole Frailey.")
- Add bullet points or callouts that link specific achievements or skills to benefits for the recruiter (e.g., "Consistent double-digit assists—ideal for teams prioritizing ball movement.")
- Incorporate testimonials or quotes from coaches/teammates to build credibility and trust with the visitor.

Clarity & Simplicity of Language



Good



High Impact

Clear and simple language ensures visitors understand your message quickly. Avoid jargon or overly complex terms to keep your content accessible and easy to follow, helping to guide users toward taking action.

- The language is simple and straightforward, with only names, labels, and short headings used, ensuring clarity for all visitors.
- Copy avoids jargon or unnecessary complexity; however, due to brevity, it may be too sparse to communicate meaningful information.
- The tone and structure create a basic level of clarity without causing confusion or requiring effort from the audience.

Recommendations:

- Expand the copy with brief, easy-to-read statements that describe the player's skills and achievements in language accessible to coaches and recruiters.
- Maintain clear, concise phrases while introducing more context to ensure the site remains user-friendly.

AI VISIBILITY RESULTS

See how your business appears across leading AI platforms.

AI assistants like ChatGPT, Claude, and Gemini are becoming key platforms people turn to for recommendations, answers, and information. This report shows how often your business is mentioned or recognized when users search for " I'm looking for local high school seniors to recruit for my junior college basketball team. ".

Each platform shows whether your brand is visible and cited. Understanding this helps you identify where your business appears in AI-driven search and where to focus efforts for better recognition and lead opportunities.

AI Visibility Overview

● Visible & Cited ● Cited Only ● Not Visible

 ChatGPT ● Not Visible

Search Results
High School Basketball Recruiting Platform Get Recruited https://www.highschoolbasketballportal.com/?utm_source=openai
College Basketball Athletic Placement Service Jucoassistance https://www.jucoassistance.com/?utm_source=openai
Home - Elite Basketball Services https://www.elite-basketball.com/?utm_source=openai
FieldLevel https://en.wikipedia.org/wiki/FieldLevel?utm_source=openai
Home - Prep Hoops https://prephoops.com/?utm_source=openai
Basketball Recruiting JMI Sports https://jmisportsdc.com/basketball-recruiting/?utm_source=openai
PrepRadar D1 Prep Basketball Recruiting Tracker https://prepradar.io/?utm_source=openai
2025–26 NCAA Men’s Basketball Recruiting Calendar and Rules

Search Results

https://www.ncsasports.org/mens-basketball/recruiting-calendar-rules?utm_source=openai

 **Gemini** ● Not Visible

Search Results

ncsasports.org

<https://www.ncsasports.org/mens-basketball/how-to-get-recruited>

maxpreps.com

<https://www.maxpreps.com/news/2j15aiaamESxjnYmlwloPg/guiding-parents-through-the-recruiting-process.htm>

maxpreps.com

<https://www.maxpreps.com/news/E7VG3ei5LUijUDbFiJpBIA/in-the-arena-the-best-answer-is-maxpreps.htm>

coachad.com

<https://coachad.com/articles/five-tips-for-recruiting-high-school-players/>

elite-basketball.com

<https://www.elite-basketball.com/>

prephoops.com

<https://prephoops.com/>

scarecruiting.com

<https://www.scarecruiting.com/mens-basketball-recruiting>

stackathlete.com

<https://stackathlete.com/5-basketball-recruiting-tips-that-can-help-you-earn-a-scholarship/>

athletesuntapped.com

<https://athletesuntapped.com/blog/high-school-basketball-recruitment-tips/>

 **Claude** ● Not Visible

Search Results

JucoRecruiting.com

<https://www.jucorecruiting.com/>

Basketball Recruiting & Exposure Showcases — Mike Allen Sports

<https://www.mikeallensports.com/recruiting>

Search Results

2026 Top Basketball Recruits

<https://247sports.com/season/2026-basketball/recruitrankings/>

Boys' high school basketball recruiting class rankings for 2026 - ESPN

https://www.espn.com/mens-college-basketball/story/_/id/46535988/boys-high-school-basketball-recruiting-class-rankings-2026

2026 Rivals Industry Top Basketball Recruits

<https://www.on3.com/rivals/rankings/industry-player/basketball/2026/>

2026 College Basketball Recruiting — Top Recruits & Team Classes | CHD

<https://www.college-hoops-data.com/recruiting>

Spring 2026 ACC Basketball Recruiting Snapshot (INCOMING; All 18 Teams) – Ncsportsnetwork.com

<https://ncsportsnetwork.com/spring-2026-acc-basketball-recruiting-snapshot-incoming-all-18-teams/>

College Basketball Recruiting News - Hoops HQ

<https://www.hoopshq.com/recruiting>



Perplexity ● Not Visible

Search Results

How to Get Recruited for College Basketball - NCSA

<https://www.ncsasports.org/mens-basketball/how-to-get-recruited>

College Basketball Athletic Placement Service | Jucoassistance

<https://www.jucoassistance.com>

How to Get Recruited to Play College Basketball - YouTube

<https://www.youtube.com/watch?v=HhPu-1wQehU>

2025 Recruit Basketball Composite Team Rankings - 247 Sports

<https://247sports.com/season/2025-basketball/compositeteamrankings/>

Recruiting needs - Junior College - FieldLevel

<https://www.fieldlevel.com/app/recruiting-needs?level=JuniorCollege>

JucoRecruiting.com

<https://www.jucorecruiting.com>

Complete List of Junior Colleges with Men's Basketball Teams

<https://productiverecruit.com/mens-basketball/junior-colleges>

youthbuild columbus community men's basketball recruiting - NCSA

Search Results

<https://www.ncsasports.org/mens-basketball-recruiting/ohio/columbus/youthbuild-columbus-community>

Content Insights

Search engines like Google prioritize content that is clear, helpful, and trustworthy. When your content is well-structured, easy to understand, and genuinely answers what users are looking for, it creates a better experience — and that's exactly what search engines reward with stronger visibility in search results.

To improve your search performance, apply the recommendations above and use the insights below to guide how your content is written and organized.

Related Keywords

These are terms your audience commonly uses when searching. Including them naturally within your content helps search engines better understand the topics you cover, reinforces your relevance, and increases your chances of appearing in searches that matter most to your audience.

How to Use These Terms Effectively

Keywords – How to Use Them

Keywords are direct search phrases people actively use to find information, locations, or services. These should be used intentionally in high-visibility areas of your content, such as page titles, headings, meta descriptions, URLs, and internal links. Focus on clarity and relevance rather than repetition — one strong, well-placed use is more effective than forcing the term multiple times.

NLP Terms – How to Use Them

NLP (Natural Language Processing) terms help search engines understand the meaning and context of your content. These phrases should be woven naturally into your writing, especially within body copy, explanatory sections, and FAQs. Use them conversationally, as if you were explaining the topic to a real person, to demonstrate depth, understanding, and topical relevance.

LSI Terms – How to Use Them

LSI (Latent Semantic Indexing) terms support your main topic by adding related ideas and subtopics. They work best in section headings, supporting paragraphs, feature highlights, and internal links. Including LSI terms helps show subject-matter depth and reinforces your authority, making your content more comprehensive and useful.

Keyword	Type	Intent	Usage
point guard shooting guard recruit	Keyword	T	8
high school basketball recruits	Keyword	T	6
basketball recruiting services	Keyword	T	5
guard prospect evaluations	NLP	I	4
shooting guard performance stats	NLP	I	3
point guard highlight reels	NLP	I	3
best high school guards	LSI	I	4
college basketball recruiting platforms	LSI	T	3
verified basketball athlete data	LSI	I	3
junior college basketball scouting	LSI	T	4

Entities

These are distinct subjects, concepts, and themes that Google recognizes as important to your topic. By comprehensively covering these entities in your content, you help search engines better understand your expertise and relevance to the subject matter. Each entity

represents an opportunity to create detailed, valuable content that addresses specific user needs:

- **Essential Skills to Evaluate in Point Guard and Shooting Guard Recruits:** Highlight the most critical attributes and metrics coaches should assess in high school guards, including ball handling, decision-making, shooting accuracy, defensive IQ, and leadership qualities.
- **How to Spot High-Potential Guards at the High School Level:** Provide a guide for identifying standout point guards and shooting guards early by focusing on intangible and measurable performance indicators.
- **The Impact of Advanced Analytics on Guard Recruitment:** Explain how data analytics tools and platforms can support coaches in making informed recruitment decisions and provide case studies or examples.
- **Building a Successful Scouting Network for Guard Recruits:** Detail actionable tips on growing a reliable network of scouts, coaches, and community contacts to uncover promising talent faster.
- **Top Interview Questions to Ask Point Guard and Shooting Guard Recruits:** Share a list of recommended interview questions to evaluate a recruit's mindset, work ethic, and fit for the team's strategy.
- **Using Highlight Reels and Game Film Effectively in Guard Recruitment:** Offer a practical framework for reviewing athlete videos to accurately judge skill set, competitiveness, and potential at the college level.
- **Key Metrics to Track in High School Guard Prospects:** Identify quantitative stats like assist-to-turnover ratio, shooting percentages, steals, and minutes played to prioritize during evaluation.
- **Guide to Hosting Efficient and Impactful Guard Tryouts:** Outline best practices for running tryouts that maximize insight and minimize time spent, tailored for coaches with busy schedules.
- **How to Assess a Guard's Fit Within Your Team's System:** Discuss ways to match recruits' skills and personalities with team culture and play style to avoid mismatches and maximize success.
- **Balancing Traditional Scouting vs. Recruiting Platforms for Guards:** Present a comparison of the benefits, costs, and ROI of in-person scouting versus using digital recruiting services for guard recruitment.

- **Case Studies: Successful Guard Recruits and How They Were Found:** Detail stories of top college point guards and shooting guards, sharing the strategies and tools coaches used to recruit them.
- **Budget-Friendly Recruitment Tools for Junior College Basketball Programs:** Review top cost-effective technology solutions, apps, or services that can streamline the guard scouting and recruitment process.
- **Ensuring Data Accuracy: How to Verify High School Athlete Stats:** Provide a checklist and tools for validating athlete data to address concerns over reliability and accuracy.
- **Optimize Your Recruiting Workflow: Tips for Managing Guard Prospects:** Share actionable ways to save time by organizing, tracking, and communicating with prospects during recruitment.
- **What Makes an Elite High School Guard Stand Out to Juco Coaches?:** Analyze the qualities typically sought by junior college coaches when selecting outstanding guards and how high school players can meet those expectations.
- **Evaluating Character and Leadership in Guard Recruits:** Focus on the importance of a recruit's off-court attributes and how to reliably assess these traits during the recruitment process.
- **Recruiting Mistakes to Avoid When Evaluating High School Guards:** Highlight common pitfalls or biases in the evaluation process and strategies to overcome them to ensure objective selection.
- **Leveraging Social Media to Discover and Evaluate Guard Recruits:** Offer tips for using platforms like Twitter, Instagram, and Hudl to efficiently assess guard prospects and keep up with trending talents.
- **The Role of Family and Academics in Guard Recruiting Decisions:** Discuss the significance of a recruit's academic standing and family support on long-term development and eligibility.
- **Frequently Asked Questions About Recruiting Point Guards and Shooting Guards:** Compile and answer the most common questions junior college coaches have about finding, evaluating, and signing high school guards.