

SEO Audit

SPAR MMA / sparmmabuffalo.com

Audit Date: April 10, 2026 | Tools: Google PageSpeed Insights, Ubersuggest, Screaming Frog

Overview

SPAR MMA is a martial arts gym in Williamsville, NY that offers boxing, Muay Thai, BJJ, and wrestling. They have a website, but it is not doing much work for them. About 63 people find the site through Google each month. For a gym trying to attract new members, that is pretty low.

They show up #2 when someone searches 'MMA gym Williamsville NY' -- their own neighborhood. But search for 'martial arts Buffalo NY,' a term with far more people behind it, and they don't appear on the first page at all. That gap is what this audit is about.

I ran the site through three tools: Google PageSpeed Insights (checks how fast and well-built the site is), Ubersuggest (checks how the site performs in Google search), and Screaming Frog (crawls the site the way Google does and flags problems). Here is what I found.

At a Glance

What I measured	What I found
Mobile speed score (out of 100)	66 -- needs work
Time to load on a phone	7.8 seconds
SEO score (out of 100)	83 -- mostly okay
Monthly visitors from Google	~63 people
Site authority score (out of 100)	4 -- very low
Other websites linking to them	5 total (4 don't count)
Pages missing a main heading tag	3 out of 4 pages
Slideshow photos missing descriptions	All 4 photos
Errors in the Google crawl file	111 errors
Last time site files were updated	December 2017

What I Found

1. The site loads too slowly on phones

When someone opens the SPAR MMA website on their phone, it takes 7.8 seconds before the page is usable. Most people give up after 3 seconds. Google also uses load speed as a ranking factor, so a slow site gets pushed down in results regardless of anything else.

The main cause is the photos. The homepage has a slideshow of four images and none of them are compressed for the web. One photo is 250 KB when it could be 40 KB. The logo image is three times larger than it needs to be for the size it displays at. There is also no caching, so every visitor's phone re-downloads every image from scratch on each visit.

This is one of the most fixable problems here. Converting images to a modern format called WebP and adding basic compression would cut the load time significantly.

2. Google can't properly read the site

Every website has a small file called robots.txt that tells Google how to crawl and index the site - think of it as instructions left out for the delivery driver.

SPAR MMA's robots.txt is broken. Instead of containing those simple instructions, it is accidentally serving the site's actual HTML code. Google logged 111 errors trying to read it. This means Google is guessing at how to handle the site instead of following clear directions. It is a quick fix, but until it is done, Google is working around a problem it should not have.

3. Basic page labels are missing

Search engines read specific tags in a page's code to understand what that page covers. The most important is the H1 tag -- the main headline that tells Google what the page is about.

Three of SPAR MMA's four pages have no H1 tag. The homepage uses a smaller heading tag (H2) as its main headline, which is the wrong one. It is a small detail but Google looks at it.

The four slideshow photos also have no alt text, which is a short description of what each image shows. Google cannot see photos, so alt text is how it understands them. Without it, those images are invisible to search engines. It also matters for accessibility -- screen readers use alt text to describe images to visually impaired users.

4. The homepage exists twice

Screaming Frog found that two different web addresses lead to the exact same homepage: sparmmabuffalo.com/ and sparmmabuffalo.com/index. Same content, same title, everything.

From Google's view, this looks like two separate pages competing with each other. The ranking value gets split between them instead of stacking on one. A one-line code fix called a canonical tag tells Google to treat them as the same page.

5. They only rank for people who already know them

Most of the search terms SPAR ranks for are branded: 'spar mma,' 'spar defense,' 'spar schedule.' These are searches from people who already know the gym exists.

The searches that would bring in new customers -- 'MMA gym Buffalo NY,' 'martial arts classes Williamsville,' 'boxing near me' -- are not being targeted. The site has no pages built around those terms. A competitor that creates even a basic page targeting 'boxing classes Buffalo NY' will show up above SPAR for that search.

There are also no pages for individual programs. Nothing specifically about BJJ, nothing about Muay Thai, nothing about kids classes. Each of those could rank for its own set of searches and bring in people looking for exactly that.

6. Almost no other sites link to them

One of the biggest factors Google uses to rank sites is how many other websites link to them. It works like a credibility vote: more links from reputable sites means Google trusts you more.

SPAR MMA has 5 backlinks. Four of those are marked 'nofollow,' meaning they do not actually pass any credibility. So one website is effectively vouching for them on the entire internet. Their authority score is 4 out of 100.

This is why they cannot rank for competitive Buffalo searches. Even if every other problem on this list was fixed, the lack of links would still hold them back. Local directories, press mentions, and community websites all help build this up over time.

7. Traffic has dropped by more than half

In late 2024, the site was getting around 150 organic visitors a month. By early 2026 it is down to 63. That is a 58% drop with no signs of recovery.

This kind of slow decline usually means the site is getting outcompeted. Other gyms are improving their online presence while SPAR's site has not changed. The site files have not been updated since December 2017. At some point, doing nothing becomes a losing strategy.

What I Would Fix First

These are ordered by impact relative to effort.

Fix the robots.txt file

Takes about 15 minutes. Removes a real obstacle for Google's crawler. Do this before anything else.

Compress the images

Converting photos to WebP format and compressing them would drop the load time from 7.8 seconds to probably under 3. Biggest performance gain available and not a hard fix.

Add H1 tags and photo descriptions

Each page needs one H1 that includes a relevant keyword. The slideshow photos need alt text. Small code changes, direct SEO impact.

Fix the duplicate homepage

One line of code (a canonical tag) tells Google to treat both URLs as the same page. Stops splitting ranking value between them.

Build pages for each program and location

Create pages for boxing, Muay Thai, BJJ, and wrestling. Add a page targeting 'MMA gym Buffalo NY.' Each page should explain the program, who it is for, and include location details. These are what bring in people who do not already know SPAR exists.

Start building local links

Get listed on Google Business Profile, Yelp, and local Buffalo directories. Reach out to local news sites or fitness blogs. Even 5-10 quality links would improve the authority score and help them compete for broader Buffalo searches.